Tell your story to powerful investors and the world

Media Kit

CONTACT US: advertise@swfinstitute.org

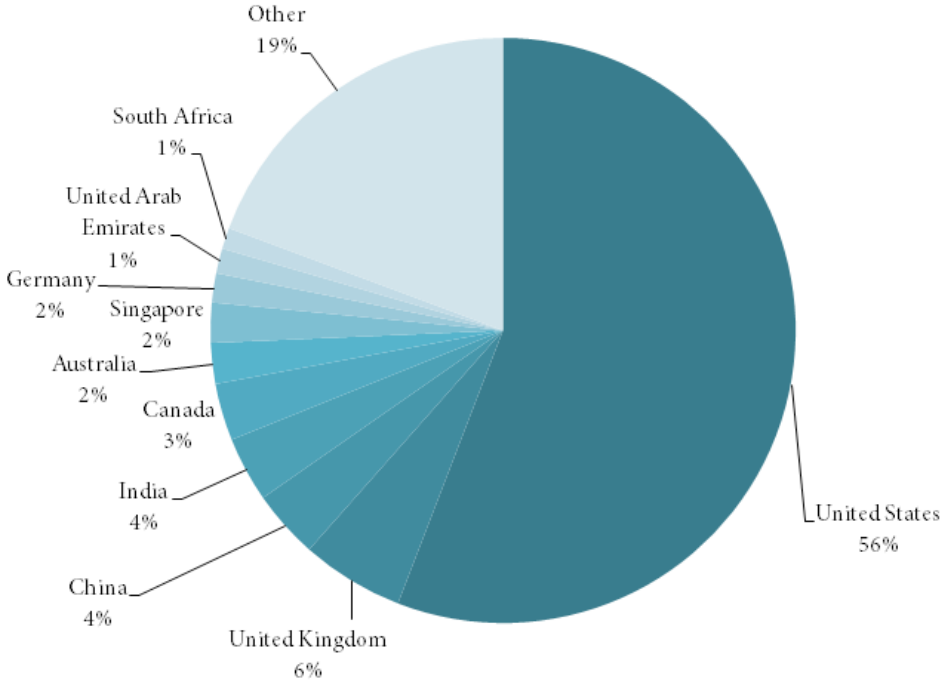
TWITTER: @swfinstitute

SWFI®

November 2021

Audience

WHO DO WE REACH?
(www.swfinstitute.org) Public Site



3,723,241
PAGE VIEWS*

2,205,198
USERS*

* Monthly averages (annualized); Source: Google Analytics, January 2021 – November 2021.

REACH ASSET OWNERS

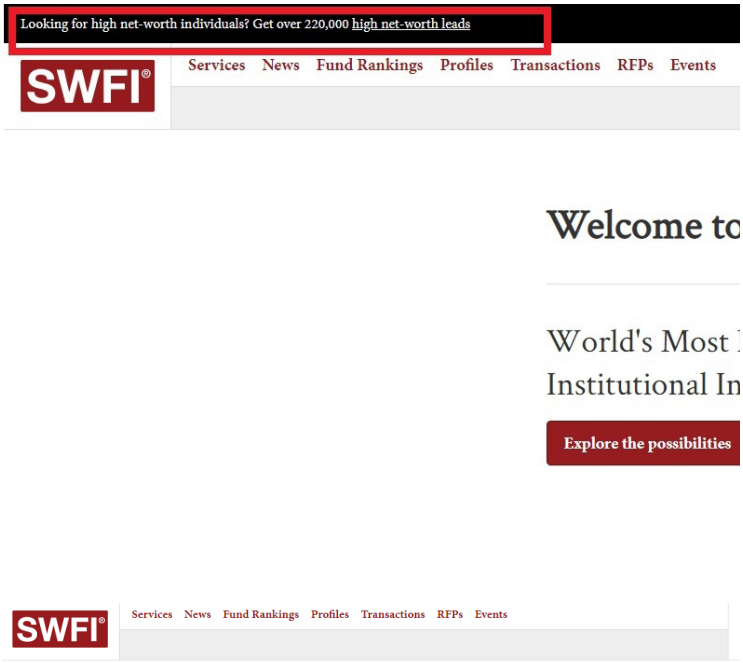
Sovereign Wealth Fund Institute (SWFI) is the leading source on sovereign wealth funds, central banks, pensions and other long-term public institutional investors. Our statistics and figures are used by financial institutions, asset owners, corporations, asset managers, and governments around the world. Advertise with us to maximize your global exposure to our highly sophisticated audience. We cover an investor segment with an aggregate AUM of greater than US$ 40 trillion. Our research focuses on public investors, including sovereign wealth funds, pensions, superannuation funds, afores, central bank reserves, family offices, endowments, and more.

Display Advertising

THE MENU
(www.swfinstitute.org) Public Site

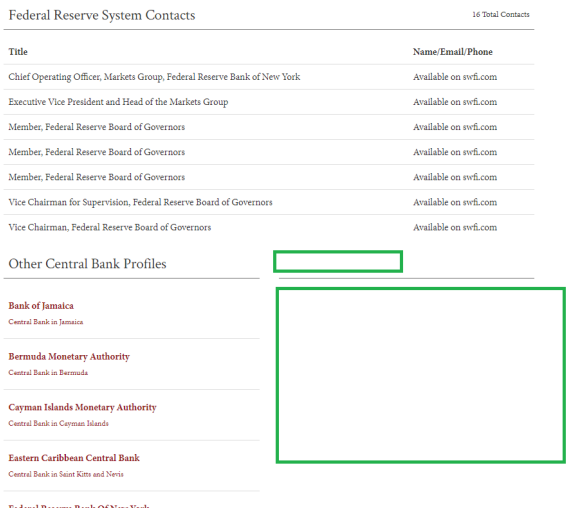
Ad Type	Flight	Ad Size	Location
Text Sky	1 Month minimum	Text (up to 50 characters)	Run of Site
Information Pages Top	1 Month minimum	780px by 276px*	Profile pages, ranking pages
Information Pages Middle	1 Month minimum	530px by 300px*	Profile pages, ranking pages

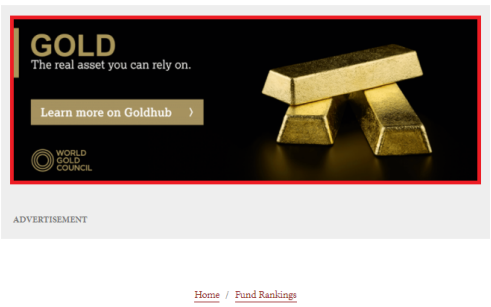
TEXT SKY



INFORMATION PAGES MIDDLE

Instructions: 530px by 300px. Image size will alter as the website is responsive to both mobile and desktop screen resolutions. Please provide media, click tags, and destination URL.





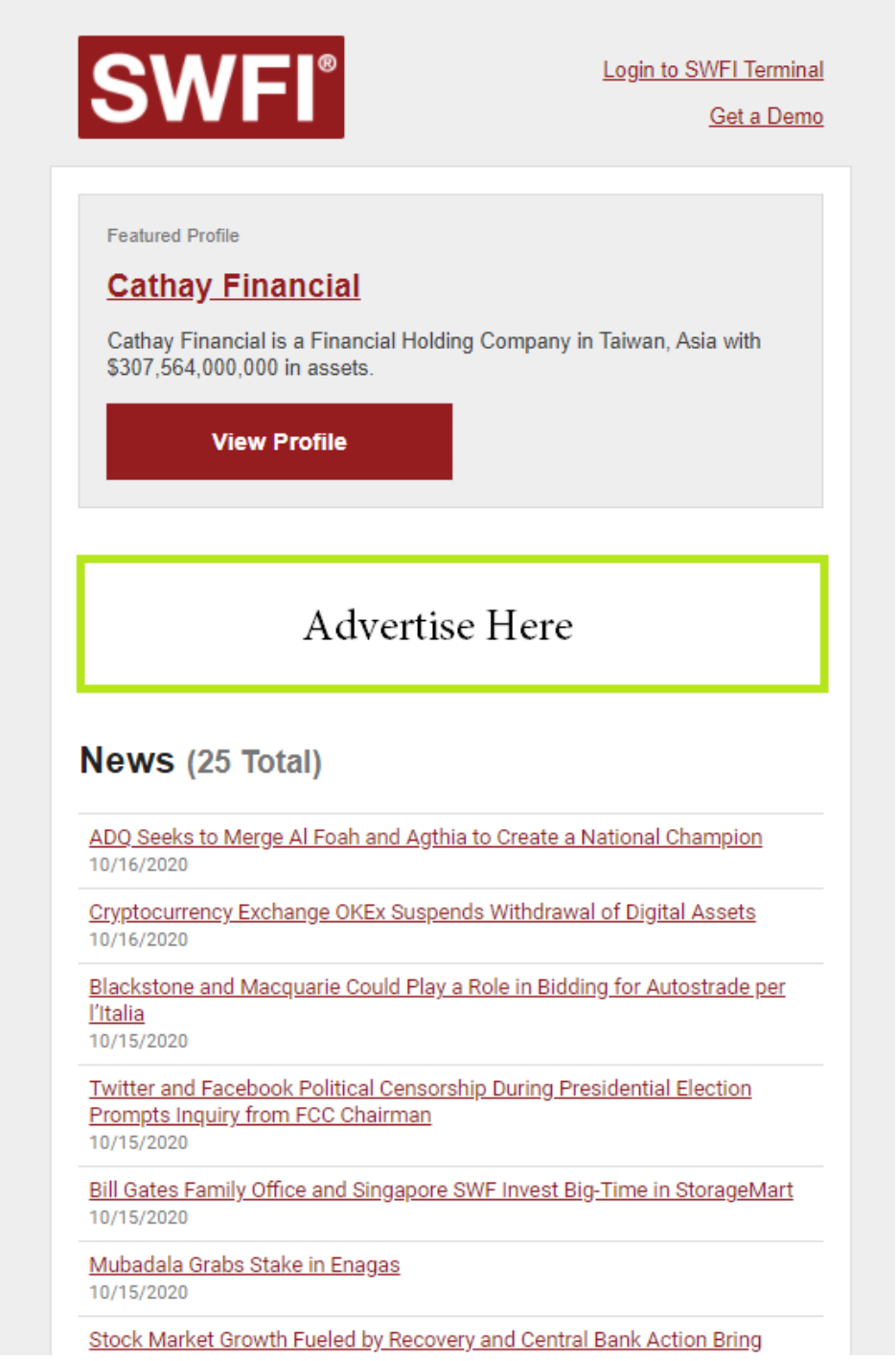
INFORMATION PAGES TOP

Instructions: 780px by 276px. Image size will alter as the website is responsive to both mobile and desktop screen resolutions. Please provide media, click tags, and destination URL.

CPM = Cost Per Impression. This is the cost per one thousand impressions. Minimum US$ 10,000 spend on any CPM Campaign. Run of site can exclude certain pages on www.swfinstitute.org including company corporate pages, our product pages, other sponsored content, etc. Ad sizes can vary and be negotiated, but there are limits to preserve site integrity and speed.

Newsletter

PUBLIC FUND MONITOR
Email Newsletter



Banner or Native Advertisement in Public Fund Monitor

Advertisement in PFM: Request price.

Instructions: Public Fund Monitor email banners must conform to common email sizes. The width should always be 560px. Example: 560px by 93px.

List Rental Campaign

Full Advertisement: Request price.
Circulation: PDF file on SWFI Terminal.

Circulation: 40,000 to 45,000 range. The number of emails sent could be lower due to email deliverability.
Impressions: Content will be served minimum 4 times per month, maximum of 8.

Instructions: Clients are required to provide designed email formatted for email programs such SendGrid (Twilio).

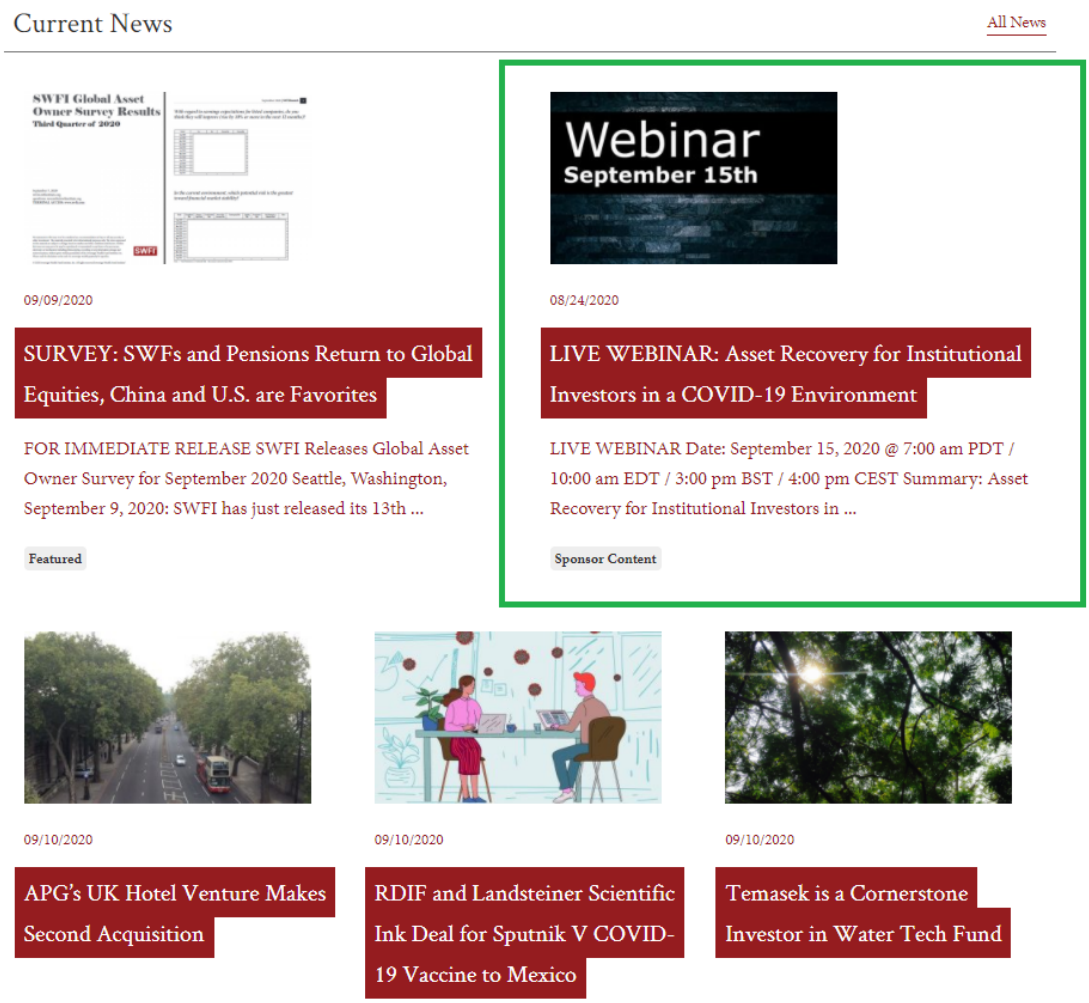
Subscriber Investor Breakout:
52% Sovereign Wealth Funds
29% Pension
8% Endowment
6% Central Bank
5% Superannuation Fund
Source: Constant Contact (SWFI now uses SendGrid).

Sponsored Posts

Lead Generation and Brand Awareness
(www.swfinstitute.org) Public Site and viewable on SWFI.com

Sponsored Post
5 Days posted minimum.
One-time sponsored post: Request price.
Series of four sponsored posts: Request price.

Instructions: Two main types. Lead generation where information is required to proceed or providing content without form access.



Webinars

ONLINE AND ON TIME
(www.swfinstitute.org) Public Site

Host Your Own Conference and Generate Leads

Webinars give you the chance to speak in front of a highly concentrated audience of public investors.

The cost of event tickets, flights, hotelrooms and food can easily tally into the tens of thousands of dollars. Webinars give your firm the opportunity to control the dialogue and present a topic of your choice to a captive audience at a discount.

Viewers: 30 to 500 (factors: promotion time, client availablity, speakers, and topic)

Webinar Rate (up to 1 hour): Request pricing.
Option to host completed video on YouTube and/or Vimeo (for up to 3 months)

Instructions: Default settings are SWFI hosting the webinar on platforms such as Zoom and clients can identify and invite other speakers to the panel.

Digital Publication

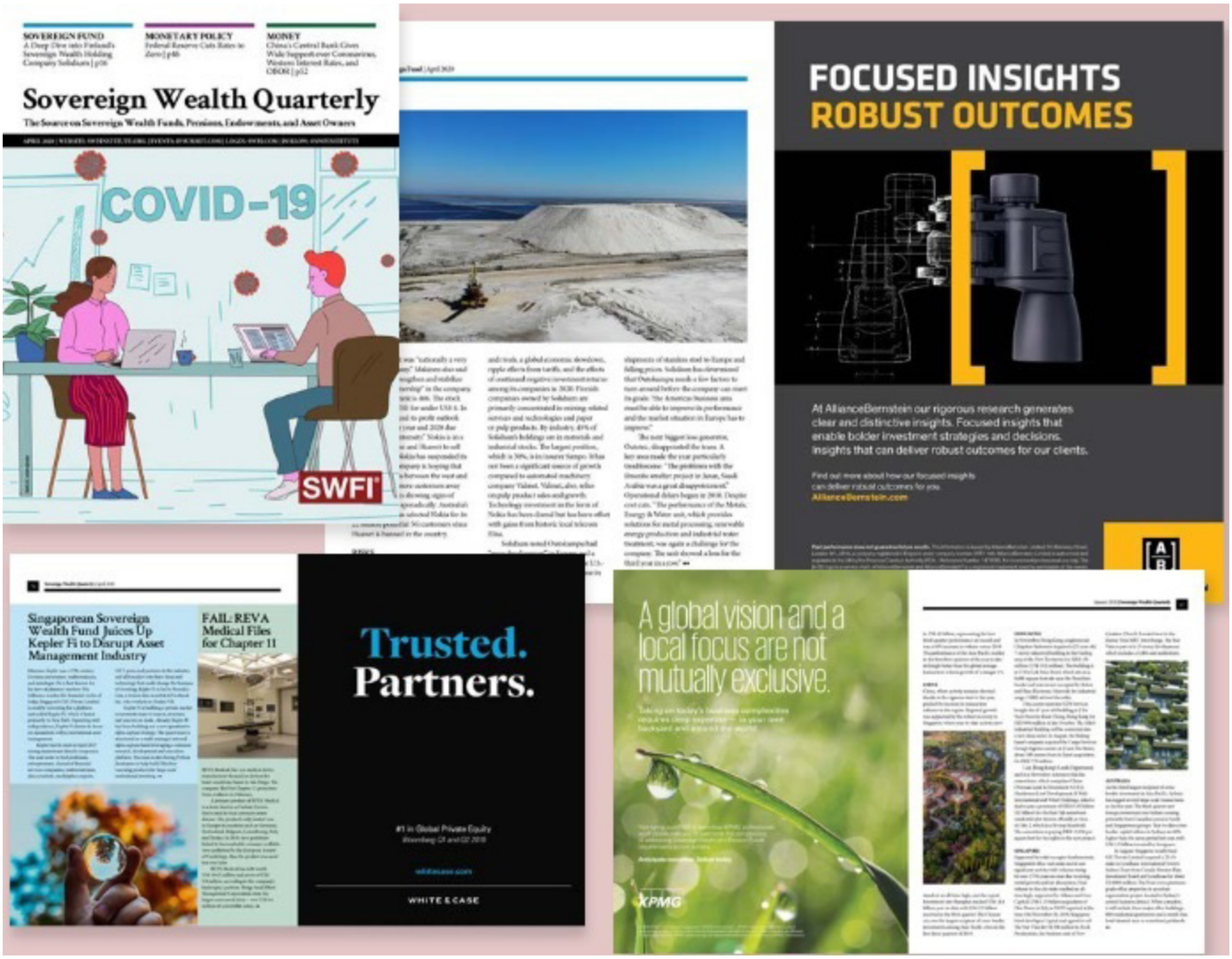
SOVEREIGN WEALTH QUARTERLY (SWQ)

Our flagship publication, the Sovereign Wealth Quarterly, is the premier digital publication on public sector asset ownership and management globally.

Circulation: PDF file on SWFI Terminal. Distribution: SWFI Terminal.

1-page advertisement: US$ 12,000
2-page advertisement: US$ 16,000
Research/white paper: Call for pricing

Dimensions:8.375 in. x 10.875 in.
File Format:High Resolution PDF, PNG or JPEG



Surveys and Content Creation

Surveys

Viewers: Unlimited number of SWFs, Pensions, Superannuation Funds, Central Banks, Policymakers, Government Officials, News Media, and Investment Professionals

Scope: Research/survey conducted on your behalf of SWFs in the realms of Asset Allocation, Risk Management, Capital Market Forecasts, Investment Beliefs, Governance, Transparency, Etc.

Surveys: Request pricing.
Buyer's Guide: Request pricing.
Referential Guide: Request pricing.
Outsourced Marketing and Lead Generation: Request pricing.

Select Clients

LA FINANCIERE DE L'ECHIQUIER

This is a list of SWFI Members and the list is incomplete. Some are former members.