

chief investment officer

MEDIA KIT 2021

Our Mission

Chief Investment Officer's sole focus is to deliver insight to institutional chief investment officers and other key investment decision-makers at the world's largest public and corporate pensions, sovereign wealth funds, endowments and foundations, insurance funds, health care organizations, family offices, and defined contribution (DC) plans.

Our engaged audience has a combined \$10.8 trillion of assets under management and counts on us for timely, actionable insights about how to maximize returns, minimize risks, and innovate.

CIO is the only brand to focus solely on the needs of institutional chief investment officers and enjoys unrivaled engagement with this audience. We interact with our audience through global events, daily online news, electronic newsletters, videos, webcasts, and various social platforms. Whatever the platform, our content focuses on the five vital components of a chief investment officer's job. These include:

- Asset allocation
- Portfolio construction
- Manager selection
- Risk management
- Governance

What We Do



DIGITAL / At ai-CIO.com, we deliver news and insight into the issues and changes that shape the retirement industry. Increase your brand awareness with exposure to our average monthly audience of over 60,000 institutional chief investment officers and other key investment decision-makers.



NEWSLETTERS / Through our daily CIOAlert and our bi-monthly Spotlight newsletters, we deliver news and insight directly into our readers' inboxes.



CONFERENCES / CIO hosts a series of industry-leading in-person and virtual conferences throughout the year. Stand out as a leader in the retirement benefits community. Put your company's insights in our spotlight and be where the action is.



RESEARCH / As a leading authority on retirement and benefits programs, CIO offers industry providers a powerful array of industry studies and research-driven projects. Align with our brand by sponsoring one of our annual industry surveys, accessing our proprietary data programs, or pulse this audience by conducting custom research.



WEBCASTS AND WEBINARS / Through sponsored webcasts and our monthly editorial webinar series, we facilitate discussions about the latest trends, strategies, and potential problems that CIOs need to understand. Increase the impact of your firm's messaging as a thought leader by leveraging our platforms.

Audience*

ai-CIO.com



67,000
Unique visitors



195,000
Page views



1 minutes
30 seconds
Average time per visit

CIO Alert Newsletter



23,470
Subscribers



Daily
Frequency



22%
Average open rate

*CIO registered user data (2020)

Types of Organizations

Asset/Investment Management, Mutual Fund, Investment Banking	37%
Non-Financial Corporation	13%
Endowment, Foundation, Nonprofit, Educational Institution	12%
Hedge Fund, Private Equity, Venture Capital	10%
Government (National, State, Local)	8%
Insurance, Brokerage / Wealth Management / Financial Planning	7%
Investment Consultant / Advisory Firm	5%
Sovereign Wealth Fund, World Bank, IMF	2%
Technology, Data, Research Services Provider	2%
Other	4%

Role in Organization

CIO, CEO, President, Chairman, Trustee, Board Member, Senior Management	37%
Investment Officer, Portfolio Manager, Director, Strategist, Analyst	34%
Sales, Business Development, Relationship Management	10%
Investment Consultant, Investment Adviser	8%
Financial Management (CFO, Treasurer, Finance)	5%
Other	6%

Role in Industry

Asset Owner / Plan Sponsor	45%
Product / Service Provider	36%
Institutional Investment Consultant	18%
Other	1%

Total Assets of Organizations (\$US)

>\$5B	38%
>\$1B - \$5B	14%
\$200MM - \$1B	12%
<\$200MM	36%

2021 Editorial Calendar*

January

ONLINE

- The case for active management
- What should US investors do about China?
- Update on the economy hinged on health care
- New approaches using artificial intelligence

ONLINE SPECIAL COVERAGE

- Fixed income's role in a 2021 portfolio

WEBINAR 1/19

- Geopolitics

SPOTLIGHT TOPICS

- ESG 1/6
- Winning Investment Strategies 1/20

February

ONLINE

- Rethinking geopolitical risk: Is the US a safe haven?
- Interest rates, leverage, and 10-year realistic returns
- Deep dive: wealth disparity, populism, and political polarization's effect on the economy and markets
- Deep dive: Jeff Gundlach

ONLINE SPECIAL COVERAGE

- Power 100 List of CIOs

WEBINAR 2/16

- ESG investing

SPOTLIGHT TOPICS

- Global Investing 2/3
- Alternatives 2/17

March

ONLINE

- Fossil fuel divestment
- US international relations and global trade
- Pandemic and markets: one year later
- Team building

ONLINE SPECIAL COVERAGE

- Real estate and real assets

WEBINAR 3/16

- Private equity and private credit

SPOTLIGHT TOPICS

- Sustainable Investing 3/3
- Fund Performance 3/17

April

ONLINE

- Adding value through tactical tilts
- Measuring the value of consultants
- China and India growth markets
- Deep dive: Sam Zell

ONLINE SPECIAL COVERAGE

- OCIO survey and buyers guide

WEBINAR 4/20

- Real estate and real assets

SPOTLIGHT TOPICS

- ESG 4/7
- Winning Investment Strategies 4/21

May

ONLINE

- Methods of meeting returns
- Toll roads less traveled
- The impact of early retirements
- What we can learn from European funds

ONLINE SPECIAL COVERAGE

- Pension risk transfers

WEBINAR 5/18

- Managing risk and liabilities

SPOTLIGHT TOPICS

- Global Investing 5/5
- Alternatives 5/19

June

ONLINE

- Effective hedge strategies
- Inflation's temperature and the prospects for gold
- Commodities revisited
- Deep dive: Ken Griffin

ONLINE SPECIAL COVERAGE

- Next generation of future CIOs

WEBINAR 6/15

- Alternatives

SPOTLIGHT TOPICS

- Sustainable Investing 6/2
- Fund Performance 6/16

July

ONLINE

- Emerging markets
- Pension plan outlook
- ESG: product or process?
- Managing risks

ONLINE SPECIAL COVERAGE

- LDI survey and buyers guide

WEBINAR 7/20

- Spread sectors and multi-sector strategies

SPOTLIGHT TOPICS

- ESG 7/7
- Winning Investment Strategies 7/21

August

ONLINE

- Governance
- Safe havens
- Real assets
- Deep dive: Bill Ackman

ONLINE SPECIAL COVERAGE

- Top knowledge brokers and consultants

WEBINAR 8/17

- Consultant's view

SPOTLIGHT TOPICS

- Global Investing 8/4
- Alternatives 8/18

September

ONLINE

- Data and technology
- Hedonic CPI
- Family office investments
- Canadian funds

ONLINE SPECIAL COVERAGE

- Finalists for Innovation Awards

WEBINAR 9/21

- Diversity

SPOTLIGHT TOPICS

- Sustainable Investing 9/1
- Fund Performance 9/15

October

ONLINE

- Infrastructure
- Growth outlook
- Active vs. passive: risks and trade-offs in 2021
- Deep dive: Ray Dalio

ONLINE SPECIAL COVERAGE

- ESG investing

WEBINAR 10/19

- Fixed income

SPOTLIGHT TOPICS

- ESG 10/6
- Winning Investment Strategies 10/20

November

ONLINE

- Value investing
- ESG: energy
- Inside a top-performing plan
- Hiring

ONLINE SPECIAL COVERAGE

- Transition management survey and buyers guide

WEBINAR 11/16

- Most innovative CIOs and managers

SPOTLIGHT TOPICS

- Global Investing 11/3
- Alternatives 11/17

December

ONLINE

- 2022 vision and year-end debriefing
- Passive investing
- Headhunter's view
- Deep dive: Carl Icahn

ONLINE SPECIAL COVERAGE

- Alternatives

WEBINAR 12/21

- Debriefing, tools, and tactics for 2022

SPOTLIGHT TOPICS

- Sustainable Investing 12/1
- Fund Performance 12/15

*This calendar is subject to change.

Website Display Banners

ROS Display Units	Ad Sizes	Expandable	Expanded Size	Flight
Billboard	970x250	No	n/a	Variable
Super Leader	970x90	Yes	970x250	Variable
Leader	728x90	Yes	728x315	Variable
Portrait	300x1050	No	n/a	Variable
Jumbo Island	300x600	No	n/a	Variable
Island	300x250	Yes	300x600	Variable

High-Impact Daily Units	Ad Sizes	Expandable	Expanded Size	Flight
Roller	16:9	No	n/a	Daily and Weekly
Welcome	600x400	No	n/a	Daily
Skin	1400x800	No	n/a	Daily
FLEX	2000x300	No	n/a	Daily
Pencil Push Down	1040x60	Yes	1040x250	Daily
Native In-feed text (top)	Text	No	n/a	Daily
Native In-feed text (bottom)	Text	No	n/a	Daily

Technical specifications for all units can be found at plansponsor.com/advertise.

Monthly Averages

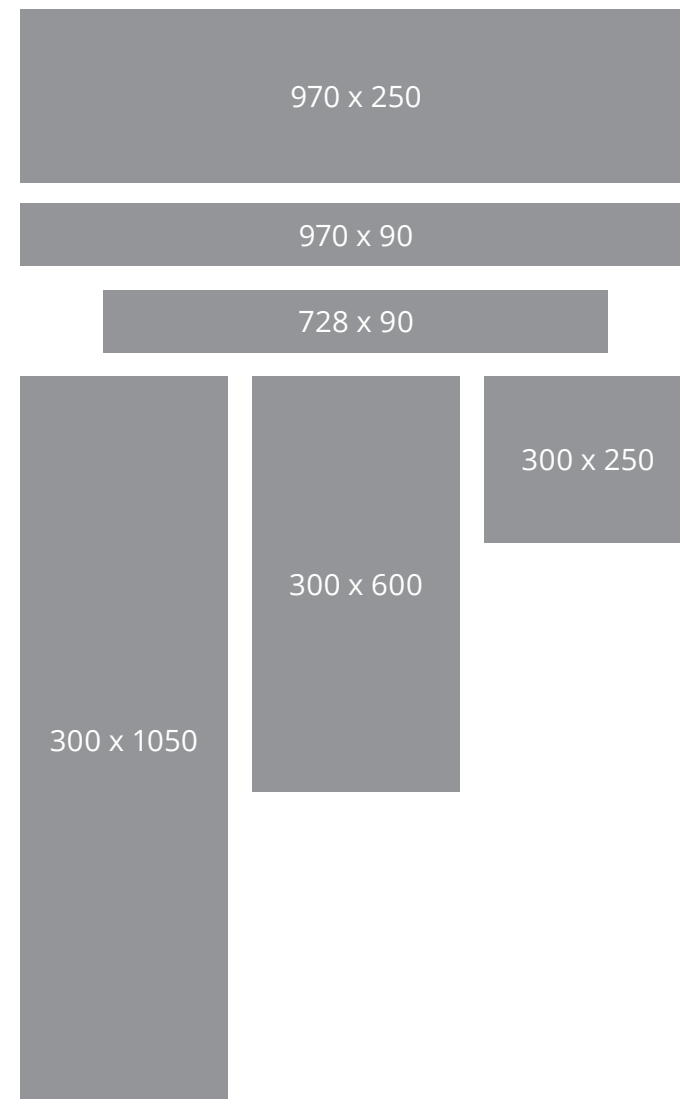
Unique visitors: 67,000

Page views: 195,000

Time spent on site: 1 minute 30 seconds average (Google Analytics 2021)

For more information, please contact your account manager or email advertise@issmediasolutions.com.

ROS Display Units



Webcasts*

Sponsored Webcasts are a unique way to get your message in front of a highly qualified audience.

Sponsored Webcasts allow you to share your company's insight while showcasing new solutions and ideas. At Chief Investment Officer, our team works with you every step of the way to ensure your message is aligned with our audience—and that it provides them with actionable, practical insights. Work collaboratively with our editorial team to develop a content theme, identify speakers and moderate the session. If your content has already been recorded, the platform can be used to leverage our brand, audience, and production capabilities.

- Promotional campaign to help build audience
- Brand extension options
- Downloadable assets such as white papers

Webcasts

Assessing SPACs as an Institutional Allocation
 December 15, 2020
 In the current market, where investors have lofty return objectives and limited optionality on how to meet those objectives while maintaining an acceptable risk profile, an allocation to SPACs should be considered. Leveraging their deep market knowledge as a SPAC investor, a SPAC sponsor, and as a leader of a company that has gone public via the SPAC structure, the panel will work to address the potential suitability of a SPAC allocation within an institutional portfolio.

If Time is Money, Institutional Investors Are Losing More Than You Think
 December 15, 2020
 Recently, Backstop and Mentor sponsored a productivity study to understand how institutional investors are spending their time. The results are quite shocking -- on average, 30% of an investment team member's time is wasted on non-core and non-value-adding tasks. In this webinar, Backstop and Mentor share their in-depth survey results and findings, as well as provide their recommendations on how institutional investors can better harness technology, research, and data to better optimize their time.

Portfolio Positioning for the New Reality
 December 11, 2020
 As the market continues to digest volatility and the challenges of meeting return objectives, investors are seeking tools to make sense of their new reality.

The Risk Report: Analysis Reveals Common Drivers of Unexpected Returns
 October 28, 2020
 The No. 1 question when portfolios don't deliver out expected is "Why?" Over the past four years, North Asset Management has individually partnered with investors and consultants around the globe to help answer this question. Using a unique quantitative lens to examine more than 200 portfolios and 1,000 investment strategies \$200 billion-plus, it saw six common drivers emerge across investor segments.

Optimizing Outcomes with Public Debt
 Debra Ann Accate

LIVEWEBCAST
 Sponsored by **chief investment officer**

Assessing SPACs as an Institutional Allocation

Tuesday, December 15, 2020
 2:00 p.m. EST [REGISTER NOW!](#)

PRESENTER
Barry Engle
 CEO
 Qell Acquisition Corp.

PRESENTER
Ross Jessup
 Co-Founder / CFO / COO
 Open Lending LLC

PRESENTER
Evan Ratner
 SPAC Portfolio Manager
 Eastlery Alternatives

MODERATOR
Christopher Wallace
 Managing Director
 Levin Eastlery Partners

In the current market, where investors have lofty return objectives and limited optionality on how to meet those objectives while maintaining an acceptable risk profile, an allocation to SPACs should be considered. Leveraging their deep market knowledge as a SPAC investor, a SPAC

*All topics need to be approved by publisher.

Editorial Webinars

Chief Investment Officer Editorial Webinars are a unique way to get your brand in front of a highly qualified audience.

CIOs Editorial Webinars are a unique branding opportunity to showcase your company alongside timely and relevant topics as covered by our award-winning editorial team. Our audience tunes in to hear our take on timely issues and news of what's happening in the industry. Align your brand with us as we explore a specific industry topic.

2021 Webinar Calendar*

January 19	Geopolitics
February 16	ESG Investing
March 16	Private Equity and Private Credit
April 20	Real Estate and Real Assets
May 18	Managing Risk And Liabilities
June 15	Alternatives
July 20	Spread Sectors and Multi-Sector Strategies
August 17	Consultant's View
September 21	Diversity
October 19	Fixed Income
November 16	Most Innovative CIOs and Managers
December 21	Debriefing, Tools, and Tactics for 2022

*See page 5 for complete Chief Investment Officer editorial calendar.

Chief Investment Officer Webinar Series
Allocator Insights

Allocator insights are a large part of what we do as CIO. Times are changing fast in 2020, and this webinar series is designed to help you navigate the new terrain. Each month, the editors of CIO and industry experts will discuss issues to not miss opportunities, manage risks, evaluate benchmarks, and plan for budgeting needs on the horizon. Join us and bring your best ideas.

PAST EVENTS

JUL. 23
 8:00 p.m. EDT

Passive Investing Leveraging ESG Integration and ESG Benchmarks

With hundreds of data sources at our fingertips, it is now possible to combine passive investing with environmental, social, and governance (ESG) goals. Such are continuing to gain momentum. In fact, investments in companies with good governance and strong sustainability performance exhibit stability when markets are under the weather. How do you identify and leverage the challenges of social and environmental data? This is a changing world driven by controversy, global events, and reliance of so-called "non-financial" data. Allocators are considering whether to use ESG benchmarks and how they should be constructed for giving the best direction to managers. Will it reduce some of the most pressing and controversial questions of ESG investing?

What are the most pressing parts of ESG in allocation, and how are they driving their objectives through the benchmarking process?

- Are ESG benchmarks smart enough for investors, and what elements are most important to consider?
- What are some identifiable risks and opportunities that should be used to guide risk budgets for managers?
- How are climate change considerations, the UN's Sustainable Development Goals (SDGs), and mission-driven objectives being used effectively for benchmarking portfolio?

The webinar is for allocators who are exploring innovative ways to strengthen their portfolio and enhance their returns.

ISS ESG

AUG. 13
 8:00 p.m. EDT

Commercial Real Estate

The commercial real estate landscape is changing, and that change is prompting investment.

Allocators who want to tap the real estate need to know:

- What are the pros and cons of investing in properties whether via real estate investment trusts (REITs) or direct ownership of buildings?
- What are the most promising sectors and a recession, and what are the most promising? How, for instance, to do the best, but not risky part of it? What are the best practices for restructuring upon the loss of another tenant, and doing better through lease renewal?
- As corporations shift away from offices, what happens to Class A? Top tier office?

Our expert panelists will explore these and other topics in an election.

PRESENTERS

Oliver Wilson
 Chief Investment Officer
 M&P

Stephanie Corbett
 ESG Head at Core Investing
 JPMorgan

Rebecca Lenz
 Director of Global Strategic
 Private Real Estate

LIVE WEBINAR

Rebalancing and De-Risking During a Pandemic and Election Year

Oct 28, 2020
 2:00 p.m. EDT

Sponsored by
Aberdeen Standard Investments

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PRESENTERS

Leslie Lenz
 Senior Vice President,
 Investments
 Advocate Health Care

Robert "Vince" Smith
 CIO
 New Mexico State
 Investment Council

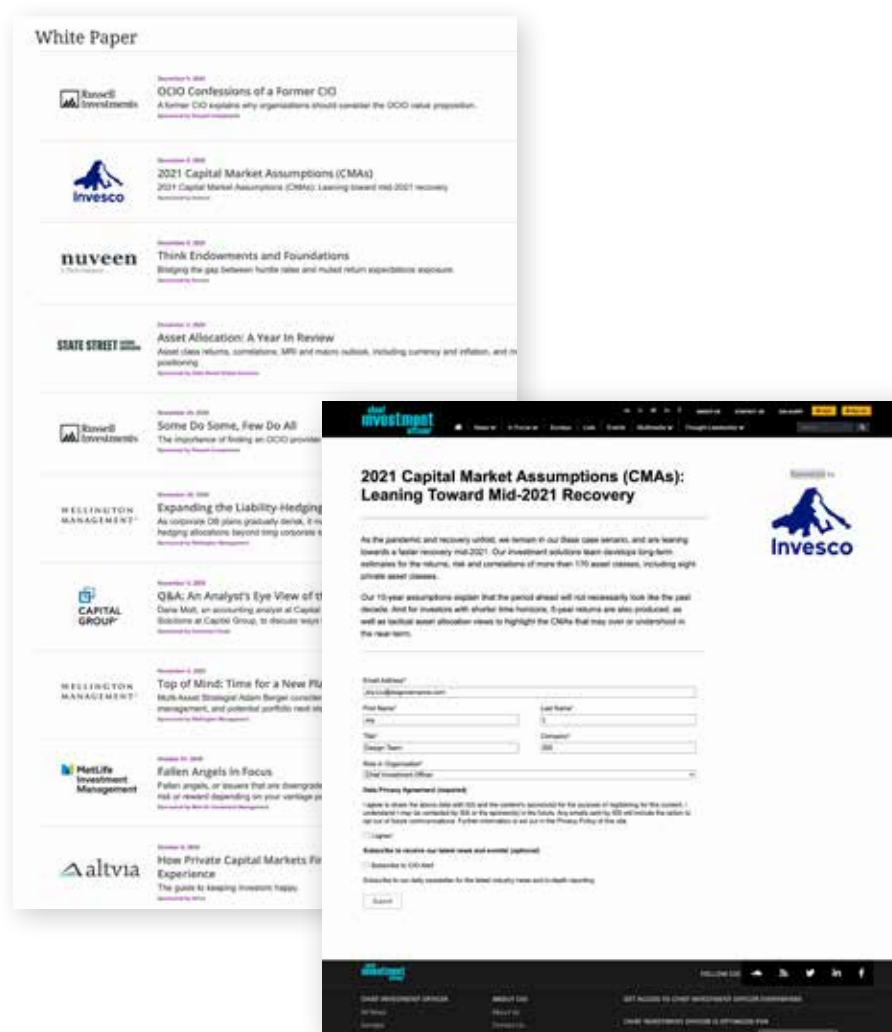
Darren Wolf
 Global Head of Investments
 Alternative Investment
 Strategist

Featured White Paper Program

Leverage the power of our audience and use it as a lead generation platform to introduce and promote your firm's white papers.

Allowing our website to host and publicize your white paper delivers it to a wider audience, enhances its impact, and strengthens your brand. Your white paper will be hosted on ai-CIO.com for two months.

The content will be featured in our white paper section and promoted on our homepage in the Industry White Paper section, as well as promoted regularly during the sponsorship period via newsletters and display advertisements.



Sponsored Newsletter

Spotlight Newsletter

Position your messaging in front of our most engaged reader segments. Advertisers can select from a list of current topics chosen by our award-winning editorial team. As a sponsor of a topical special edition of Chief Investment Officer Spotlight, your advertising banner images and or sponsored message ads will appear next to contextually current and relevant content. These placements can be used to drive traffic to your research, white papers, videos, or thought leadership.

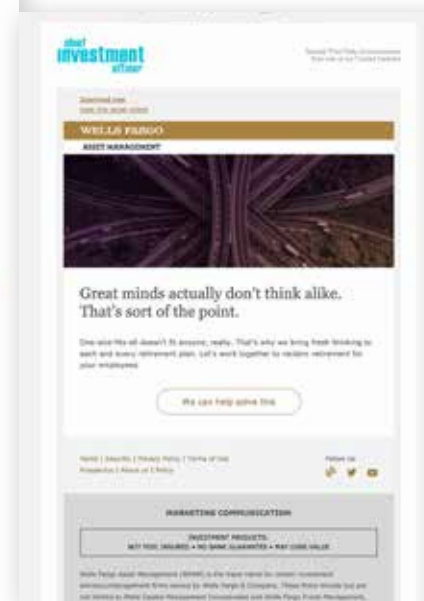
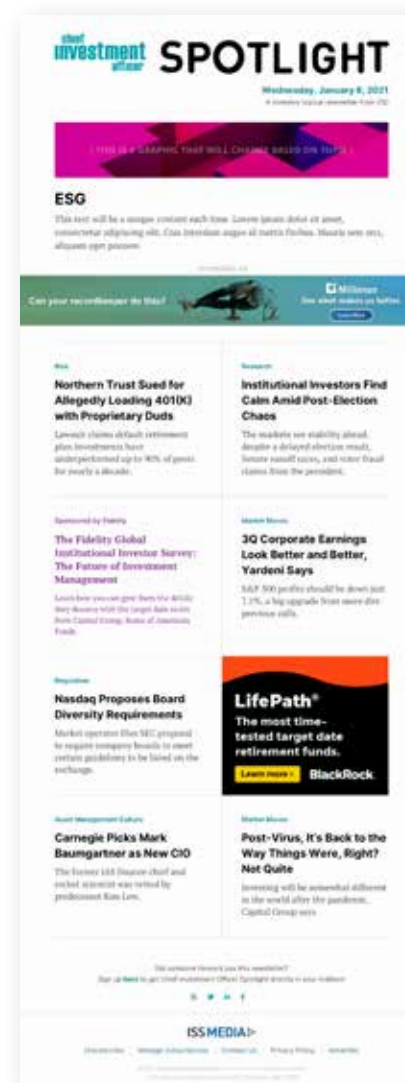
SPOTLIGHT TOPICS

- **ESG** January 6, April 7, July 7, October 6
- **Winning Investment Strategies** January 20, April 21, July 21, October 20
- **Global Investing** February 3, May 5, August 4, November 3
- **Alternatives** February 17, May 19, August 18, November 17
- **Sustainable Investing** March 3, June 2, September 1, December 1
- **Fund Performance** March 17, June 16, September 15, December 15

Supplied HTML Blast*

Send a targeted HTML Blast message to our core readers. Your message will have 100% share of voice and will allow your firm to expand its presence, establish its expertise in a specific topic area, and directly connect with our key audience.

*All content must be supplied in HTML format and will need to be approved by the publisher.

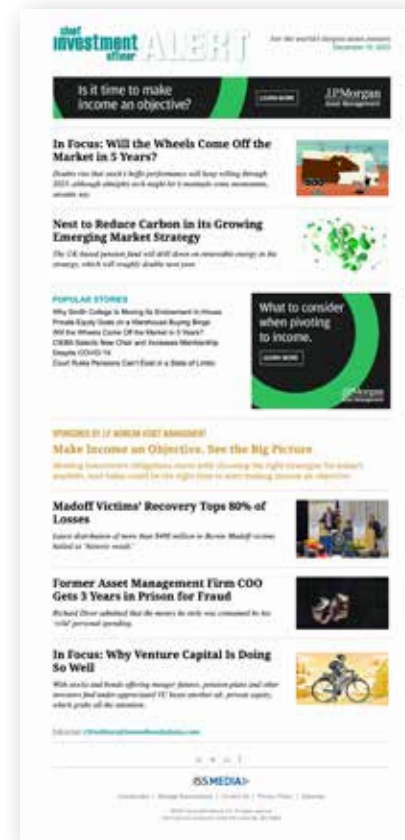


Editorial Newsletter Advertising

CIOAlert

Circulation base: 23,470 subscribers

CIOAlert is a daily email newsletter that reaches the leaders of the retirement benefit community. CIOAlert delivers updates on news and information that are crucial for the success of asset owners and asset managers.



Thought Leadership

Chief Investment Officer offers multiple options to showcase your firm's experts and expertise. Thought leadership articles are published on the Chief Investment Officer website and are promoted to our audience. Each article is published on ai-CIO.com on the Industry Insight page under the Thought Leadership section and then actively promoted through our home page and in our newsletters. Whether you have content already created or need support to create the right message, Chief Investment Officer can help.

Conducted Thought Leadership

Using a moderated discussion between a senior Chief Investment Officer editor and key executives at your firm, we will write an article on a topic of compelling interest to the CIO investment community and elaborate on the characteristics that distinguish your firm from your competitors. This article will be designed by Chief Investment Officer with final approval from the client.

Supplied Thought Leadership

You provide Chief Investment Officer with content—to be approved and that meets custom media standards—for your Thought Leadership article. Supplied content will be designed by Chief Investment Officer with final approval from the client. Content should be delivered in word or a PDF document. The Chief Investment Officer Thought Leadership platform can also be used as a showcase for your video- or podcast-based messaging.



Conferences

Chief Investment Officer hosts a series of industry-leading in-person and virtual conferences throughout the year. Join top investment officers from the world's most prominent pension, endowment, foundation, insurance, and sovereign wealth funds as they explore and discuss the most important topics and innovative products, bringing deep industry insights to this highly influential group of asset owners and their consultants. Our conferences accurately take the pulse of the industry, while our editors and moderators bring an unbiased approach and the highest quality content to these high-profile gatherings.

Each event includes a limited number of sponsorship opportunities—providing exceptional exposure. Be seen alongside the leaders of the industry by participating as a keynote speaker or as part of a compelling panel discussion. Take advantage of exceptional brand exposure before, during, and after each conference. Make direct connections with key decision-makers and influencers from across the country, whether at a live gathering or through our fast-paced virtual offerings.

Stand out as a leader in the investment community, put your company's insights in our spotlight, and be where the action is. Join us in 2021!



2021 CONFERENCE CALENDAR

- **Inside the Minds of CIOs**
March 17, 2021 (Virtual)
- **Chief Investment Officer Symposium**
May 11-14, 2021 (Virtual)
- **HSA Review**
October 13, 2021 (Virtual)
- **Influential Investors Forum**
December 7, 2021 (Chelsea Piers, New York)
- **Industry Innovation Awards**
December 7, 2021 (Chelsea Piers, New York)

Detailed sponsorship packages available upon request.

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