

# chief investment officer

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## MEDIA KIT 2022

## 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

 **68,000**  
Unique visitors

 **187,000**  
Page views

 **1 minutes**  
**31 seconds**  
Average time per visit

CIO Alert Newsletter

 **26,880**  
Subscribers

 **Daily**  
Frequency

 **17%**  
Average open rate

Sources: Google Analytics 2021;  
CIO Registered User Data 2021

## 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%	

# 2022 Editorial Calendar\*

## January

**ONLINE SPECIAL COVERAGE**

- Capital Spending

**WEBINAR 1/18**

- Winning CIOs' 2022 Perspectives

**SPOTLIGHT TOPICS**

- ESG 1/5
- Global Investing 1/19

## February

**ONLINE SPECIAL COVERAGE**

- ESG

**WEBINAR 2/15**

- Succession Planning

**SPOTLIGHT TOPICS**

- Fixed Income 2/2
- Emerging Markets 2/16

## March

**ONLINE SPECIAL COVERAGE**

- Outsourced Chief Investment Officers

**WEBINAR 3/15**

- ESG

**SPOTLIGHT TOPICS**

- Alternatives 3/2
- Risk Management 3/16

## April

**ONLINE SPECIAL COVERAGE**

- Power 100

**WEBINAR 4/19**

- Team Culture

**SPOTLIGHT TOPICS**

- ESG 4/6
- Global Investing 4/20

## May

**ONLINE SPECIAL COVERAGE**

- Transition Management

**WEBINAR 5/17**

- Real Estate

**SPOTLIGHT TOPICS**

- Fixed Income 5/4
- Emerging Markets 5/18

## June

**ONLINE SPECIAL COVERAGE**

- Private Market and Small Cap Biotech

**WEBINAR 6/21**

- Alternatives

**SPOTLIGHT TOPICS**

- Alternatives 6/1
- Risk Management 6/15

## July

**ONLINE SPECIAL COVERAGE**

- Next Generation Series

**WEBINAR 7/19**

- Next Gen's Market Views

**SPOTLIGHT TOPICS**

- ESG 7/6
- Global Investing 7/20

## August

**ONLINE SPECIAL COVERAGE**

- Knowledge Brokers

**WEBINAR 8/16**

- Liability-Driven Investing and Pension Risk Transfer

**SPOTLIGHT TOPICS**

- Fixed Income 8/3
- Emerging Markets 8/17

## September

**ONLINE SPECIAL COVERAGE**

- Risk Management

**WEBINAR 9/20**

- Hedging Risk

**SPOTLIGHT TOPICS**

- Alternatives 9/7
- Risk Management 9/21

## October

**ONLINE SPECIAL COVERAGE**

- Emerging Markets

**WEBINAR 10/18**

- Emerging Markets and China

**SPOTLIGHT TOPICS**

- ESG 10/5
- Global Investing 10/19

## November

**ONLINE SPECIAL COVERAGE**

- Liability-Driven Investing

**WEBINAR 11/15**

- Sustainable Investing

**SPOTLIGHT TOPICS**

- Fixed Income 11/2
- Emerging Markets 11/16

## December

**ONLINE SPECIAL COVERAGE**

- Innovation Award Winners

**WEBINAR 12/20**

- 2022 Debriefing and 2023 Look Ahead

**SPOTLIGHT TOPICS**

- Alternatives 12/7
- Risk Management 12/21

\*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	5:1	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 [ai-cio.com/advertise](https://ai-cio.com/advertise).

## Monthly Averages

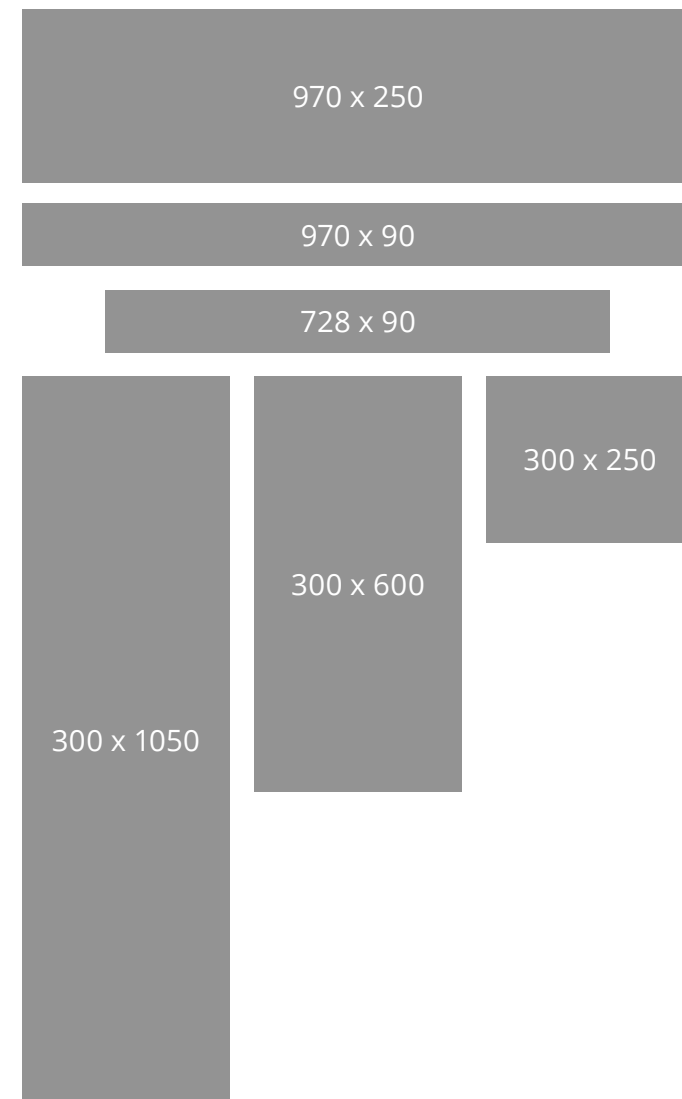
Unique visitors: 68,000

Page views: 187,000

Time spent on site: 1 minute 31 seconds average (Google Analytics 2021)

For more information, please contact your account manager or email [advertise@issmediasolutions.com](mailto:advertise@issmediasolutions.com).

## ROS Display Units

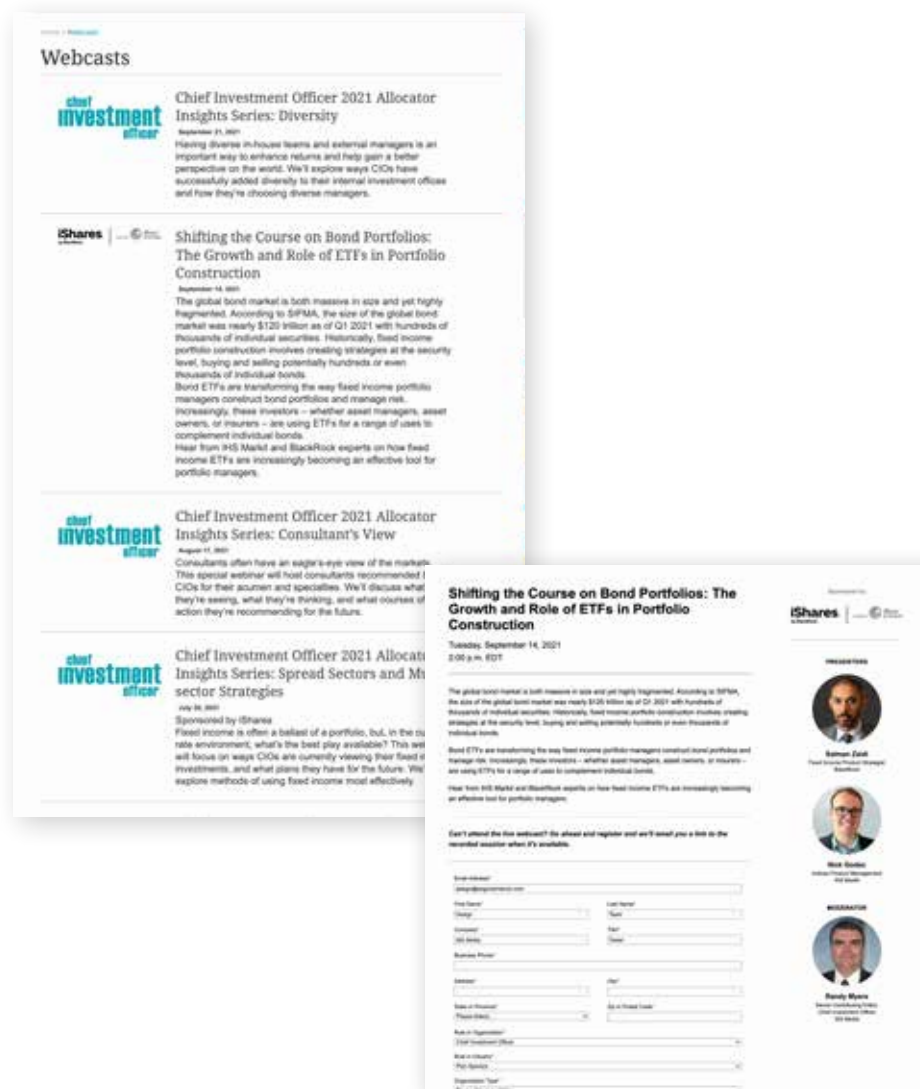


# Webcasts\*

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. Leverage the deep content knowledge of our Chief Investment Officer (CIO) editorial team to build and present a webcast that aligns with your content goals while ensuring education of, and interest from, our readers. At CIO, our team works with you every step of the way 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



\*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.

Take advantage of 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.

## 2022 Webinar Calendar\*

January 18	Winning CIOs' 2022 Perspectives
February 15	Succession Planning
March 15	ESG
April 19	Team Culture
May 17	Real Estate
June 21	Alternatives
July 19	Next Gen's Market Views
August 16	Liability-Driven Investing and Pension Risk Transfer
September 20	Hedging Risk
October 18	Emerging Markets and China
November 15	Sustainable Investing
December 20	2022 Debriefing and 2023 Look Ahead

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

An exclusive webinar by **chief investment officer**


**LIVE WEBINAR**


**Fixed Income**


July 20, 2021 | 2:00 p.m. EDT


Sponsored by **iShares by BlackRock** and **iBoxx by BlackRock**


**REGISTER HERE**

**PRESENTER**  
  
**Sean Bill**  
 CIO  
 Santa Clara Valley Transportation Authority (STA)

**PRESENTER**  
  
**Robert M. Hunkeler**  
 Vice President - Investments  
 International Paper Company

**PRESENTER**  
  
**Amy C. McGarity**  
 CIO  
 Colorado P&A

**PRESENTER**  
  
**Erol Sonderegger**  
 Assistant Executive Director  
 Minnesota State Board of Investment (MBSI)

**MODERATOR**  
  
**Larry Light**  
 Markets Editor  
 Chief Investment Officer

Fixed income is often a ballast of a portfolio, but, in the current rate environment, what's the best play available? This webinar will focus on ways CIOs are currently viewing their fixed income investments, and what plans they have for the future. We'll explore methods of using fixed income most effectively. And discuss the various components within this asset class, from MBS to junk bonds, from Treasuries to corporates.

**REGISTER NOW**

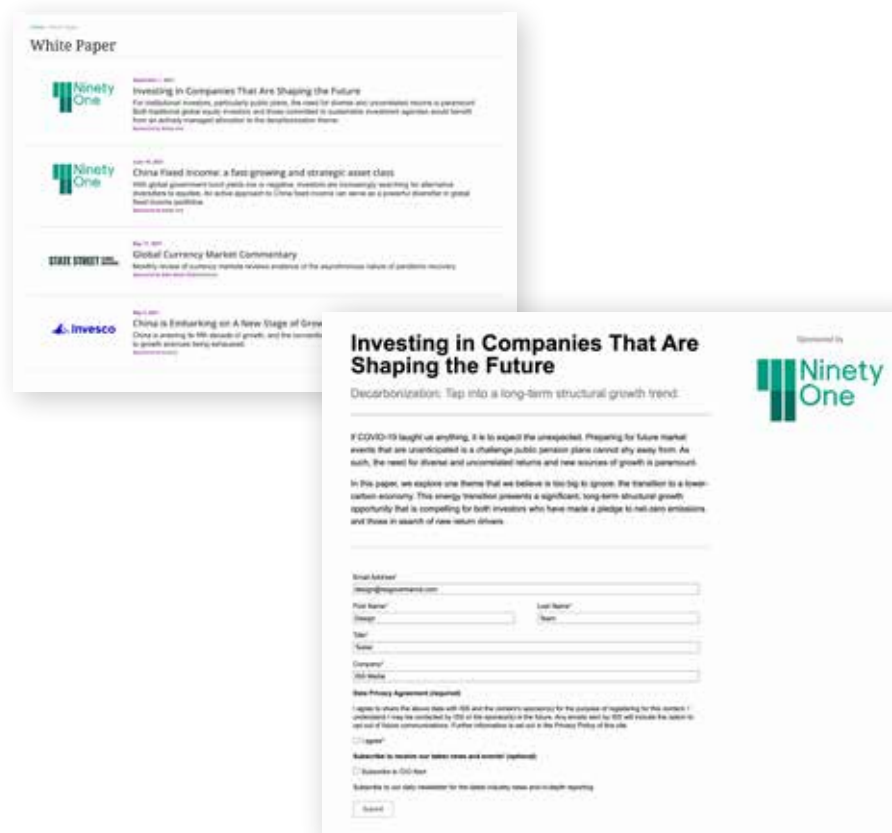


# Featured White Paper Program

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

Circulation base: 24,630 subscribers

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 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.

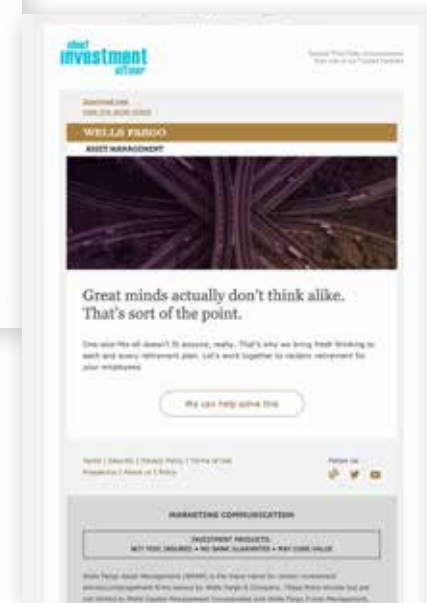
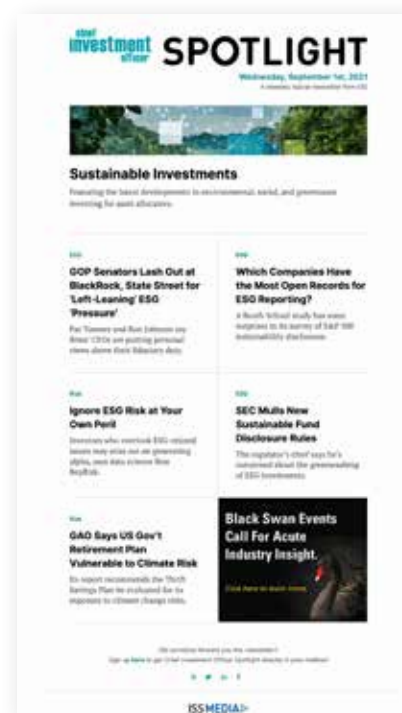
### SPOTLIGHT TOPICS

- **ESG** January 5, April 6, July 6, October 5
- **Global Investing** January 19, April 20, July 20, October 19
- **Fixed Income** February 2, May 4, August 3, November 2
- **Emerging Markets** February 16, May 18, August 17, November 16
- **Alternatives** March 2, June 1, September 7, December 7
- **Risk Management** March 16, June 15, September 21, December 21

## 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.

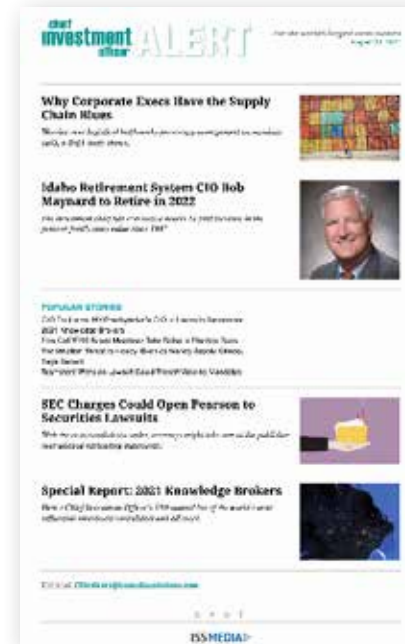


# Editorial Newsletter Advertising

## CIOAlert

Circulation base: 26,880 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.

**Rise of the Fixed Income Minicycle: Opportunities for Active Managers**

Since the market recovery since the Global Financial Crisis has not been as long as the behavior of credit spreads, which may provide opportunities for active managers.

**What Are Minicycles?**

Before the global financial crisis (GFC), credit cycles generally lasted between 10 to 15 years (Chart 1). However, since the GFC, most frequent periods of credit spread widening followed by general compression have occurred—what we refer to as minicycles. With these shortened cycles, spreads tighten and widen within only a couple of years. When the market in each minicycle has been different, the prevailing conditions that allow for this volatility in periods have been the same.

**Exhibit 1: Credit Spread Volatility Has Risen Post-GFC**

US Investment Grade Corporate Spread (Basis)

2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Shaded area: 2008-2014 (Larger Spreads) and 2014-2020 (Minicycles)

**Understanding Credit Spreads**

A credit spread is the difference in yield between a risk-free bond such as a US Treasury bond and another asset with the same maturity. Credit spreads often reflect market sentiment. In general, spreads are wide when investors are risk-averse and demand higher yields on investments and narrow when investors are willing to take on risk associated with credit investments.

**New Market Dynamics Fueling Minicycles**

**Increasing Liquidity:** The use of liquidity ratios in the US has been the biggest factor contributing to these minicycles. The regulatory changes enacted in the aftermath of the GFC, all but assured to increase credit availability, leading to a significant increase in liquidity. Trade inventories dropped from about \$1.6 trillion pre-GFC to about \$2.5 trillion today.

**Stronger Demand:** This liquidity was working the market into a tight, growing inventory demand for US corporate bonds. Market participants were eager to invest. They had almost quadrupled their Treasury ratios.

**Result:** The supply-side "fuel" that drove us to inventory all its size before the GFC. However, liquidity is further exacerbated by an increase in the demand side of the market. During the market's recovery and during the market's growth, the market grew up and during the market's downturn and during the market's recovery, the market grew up and during the market's recovery and during the market's recovery.

Investor Demand	▲ 400%	Liquidity 84% LESS
B/D Inventories	▼ 75%	

Source: ICI & Power Analytics. Monthly data from 01 January 2008 through 30 April 2021.

**Opportunities for Active Managers**

When credit spreads rise, it challenges, it also creates opportunities for experienced active managers. The volatility of spreads provides a natural environment for active managers to identify and exploit opportunities. The volatility of spreads provides a natural environment for active managers to identify and exploit opportunities.

## 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 2022!



### 2022 CONFERENCE CALENDAR

- **Pension Risk Transfer**  
*March – virtual*
- **CIO Summit**  
*May 16–17, 2022 (in-person)*  
*Chicago, IL*
- **ESG**  
*November (virtual)*
- **Influential Investors Forum**  
*December (in-person); city TBD*
- **Industry Innovation Awards**  
*December (in-person); city TBD*

*Detailed sponsorship opportunities available upon request. Note: 2022 event details are subject to change.*

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