

chief investment officer

MEDIA KIT 2024

CHIEF INVESTMENT OFFICER is an independent source for context and insight to institutional chief investment officers (and other key investment decisionmakers) around the world about the vital components of institutional asset ownership that matter most to them: asset allocation, portfolio construction, manager selection, risk management, governance and stewardship.

Our mission is to maintain a community for dialogue among these asset owners through reporting about newsmakers; publishing news, insights, opinions and expertise from fellow asset owners and other experts; and hosting in-person discussion forums and awards programs that build community and recognize excellence.

We also focus on the topics of team building and leadership, which are vital to a chief investment officer's success.



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Products

Website

Our website, ai-CIO.com, offers an independent forum for delivering context and insight to institutional asset owners about the vital issues that matter most to them. Put your brand in front of our audience of institutional chief investment officers and other key investment decision-makers by reserving a spot to highlight your products, services and expertise on our website.

Newsletters

Our daily CIOAlert email newsletter reaches institutional investors of all types, as well as their consultants and providers. Bimovvh present an opportunity for your firm to become a familiar industry brand.

Industry Intelligence

CIO can host and publicize your firm's white papers and videos/podcasts on our website and publish thought leadership articles online to help showcase your firm's experts and expertise to a broad audience.

Conferences

CIO hosts various industry-leading in-person and livestreamed conferences throughout the year. Showcase your firm's expertise, products and services through one of many event partnership opportunities.

Webinars

Through sponsored and editorial webinars, CIO offers insights and education about investment trends, strategies and compliance. Establish your firm as a go-to resource by hosting a discussion or associating your brand with one of our themed webinar events.

Surveys

CIO's surveys provide a comprehensive view of the institutional investing industry. We offer a strong array of industry studies and market guides. Align with our brand by sponsoring one of our annual surveys, accessing our proprietary data programs, or pulsing our audience through custom research.

Awards

CIO's various awards programs recognize the overall institutional investor, consultant and product and service provider communities. Participation in our awards programs and awards events highlights the support you provide to your clients and the overall industry.




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Audience 2024

Delivering Asset Allocators/Chief Investment Officers

Digital Traffic

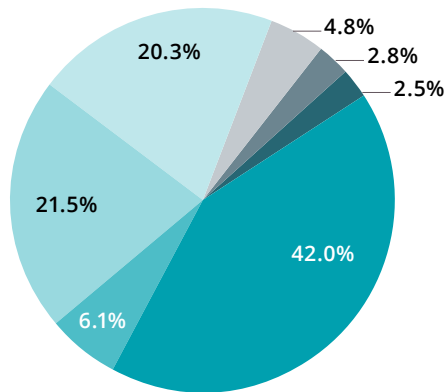
 **41,339** users

 **117,122** page views

 **1:36** avg. session time

Organization Total Investable Assets

- <\$500MM
- \$500MM-\$1B
- >\$1B-\$10B
- >\$10B-\$200B
- >\$200B-\$500B
- >\$500B-\$1T
- >\$1T



Organization Type

Asset / Investment Management	29.4%
Non-Financial Corporation	19.3%
Government (National, State, Local)	10.5%
Endowment or Foundation	9.4%
Hedge Fund / Private Equity / Venture Capital	9.0%
Non-Profit Institution or Association	5.7%
Financial/Investment Company	4.6%
Investment Consultant / Advisory Firm	4.4%
Insurance	3.9%
Educational Institution	2.4%
Sovereign Wealth Fund / World Bank / IMF	1.4%

Role in Organization

Chief Investment Officer	28.0%
Port Mgr/Inv Officer/Dir/Mgr/Strategist	27.5%
Executive/Senior Management	20.6%
Sales/Business Development/Relationship Mgmt	6.1%
Consultant	5.7%
Operations/Other Management	4.7%
Investment Consultant/Investment Adviser	2.2%
Employee Benefits/Payroll	1.5%
Attorney/Accountant/Auditor	1.4%
Pension Fund/Retirement Manager	1.2%
Personnel/Human Resources	1.1%

Type of Plan/Fund Sponsored

Traditional Defined Benefit	34.6%
401(k) Plan	24.4%
Endowment	18.2%
Foundation	15.7%
Family Office Fund(s)	14.5%
Other Defined Contribution	13.5%
Insurance	9.8%
457 Plan	7.4%
Sovereign Wealth Fund	6.9%
403(b) Plan	6.8%
Cash Balance/Hybrid Plan	5.9%
Nonqualified Deferred Compensation Plan	3.4%
Superannuation Fund	2.9%

Area of Decision Making Authority

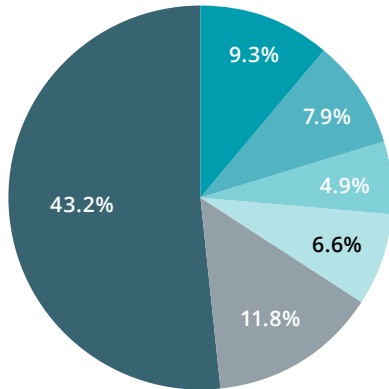
Investment Option Selection/Monitoring	57.5%
Recordkeeper Selection and Monitoring	43.7%
Participant Education and Communication	38.3%
Plan Design	37.2%
Plan Governance	32.5%
Portfolio Analysis	31.3%
Risk Management	30.3%
Retirement Plan Adviser/Consultant Selection	25.3%
Retirement Income Solutions	16.7%
Overall Firm Management	16.5%

Source: Google Analytics, FY23 monthly averages; Chief Investment Officer Subscriber File 4Q23

Investment Consultants also rely on our website

Client Retirement Plan Assets

- <\$1MM
- \$1MM-\$10MM
- \$10MM-\$50MM
- \$50MM-\$200MM
- \$200MM-\$1B
- >\$1B



Type of Adviser

Investment Consultant	58.5%
Financial Adviser (RIA-only)	12.6%
Financial Adviser (other)	7.3%
Other Retirement Services	5.8%
Bank or Trust Company	3.6%
Financial Adviser (Broker-dealer affiliated)	3.4%
Financial Adviser (Dually Registered)	2.4%
Financial Adviser (Wirehouse-affiliated)	2.0%

Type of Plan/Fund Served

Corporate/Private 401(k), 403(b) or 457 DC Plan	42.8%
Public 401(k), 403(b) or 457 DC Plan	30.6%
Corporate pension	22.5%
Cash Balance/Hybrid Plan	20.8%
Nonqualified Deferred Compensation Plan	17.0%
Public pension	15.0%
529 or Other College Savings Plan	11.3%
Union pension	9.4%
Health Savings Account	7.6%
Foundation	5.4%
Other Defined Contribution	5.1%
Endowment	5.0%
Family Offices	4.1%
Sovereign Wealth/Superannuation Fund	2.4%
Insurance general account	2.2%

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2024 Calendar

2024 Calendar

<p>January</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Investment Returns and Monetary Policy 1/2 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Leadership/People 1/3 Sustainable Investing 1/17 <p>WEBINAR</p> <ul style="list-style-type: none"> Investment Returns and Monetary Policy 1/31 	<p>February</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Energy Transition 2/1 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Risk Management 2/7 Global Investing 2/21 	<p>March</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Water 3/1 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Economics and Markets 3/6 Research Roundup 3/20 	<p>April</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Artificial Intelligence 4/1 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Leadership/People 4/3 Sustainable Investing 4/17 <p>SURVEY</p> <ul style="list-style-type: none"> Outsourced Chief Investment Officer Survey 4/9 <p>WEBINAR</p> <ul style="list-style-type: none"> Investing in the Energy Transition 4/18 	<p>May</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Demographics 5/1 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Risk Management 5/1 Global Investing 5/15 	<p>June</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Sustainable Everything 6/3 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Economics and Markets 6/5 Research Roundup 6/19
<p>July</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Med Tech and the Fight Against Cancer 7/1 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Leadership/People 7/3 Sustainable Investing 7/17 <p>AWARDS</p> <ul style="list-style-type: none"> NextGens <p>WEBINAR</p> <ul style="list-style-type: none"> Can Investors Earn Returns and End Cancer? 7/18 	<p>August</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Food and Agriculture 8/1 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Risk Management 8/7 Global Investing 8/21 <p>AWARDS</p> <ul style="list-style-type: none"> Knowledge Brokers 	<p>September</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> New Globalization 9/3 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Economics and Markets 9/4 Research Roundup 9/18 <p>AWARDS</p> <ul style="list-style-type: none"> Industry Innovation Award Finalists 	<p>October</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Cybersecurity 10/1 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Leadership/People 10/2 Sustainable Investing 10/16 <p>AWARDS</p> <ul style="list-style-type: none"> Power 100 <p>WEBINAR</p> <ul style="list-style-type: none"> The Innovators 10/17 <p>CONFERENCES AND EVENTS</p> <ul style="list-style-type: none"> Cybersecurity Livestream 10/22 	<p>November</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Entertainment (with a focus on eSports) 11/1 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Risk Management 11/6 Global Investing 11/20 <p>CONFERENCES AND EVENTS</p> <ul style="list-style-type: none"> Sustainable Investing Livestream 11/21 	<p>December</p> <p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> Global Conflict 12/2 <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> Economics and Markets 12/4 Research Roundup 12/18 <p>SURVEY</p> <ul style="list-style-type: none"> Liability-Driven Investment Survey 12/10 <p>CONFERENCES AND EVENTS</p> <ul style="list-style-type: none"> Influential Investors Forum <i>New York City</i>, 12/10 Industry Innovation Awards Dinner <i>New York City</i>, 12/10

As of 12/19/23. This calendar is subject to change.

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Website Advertising

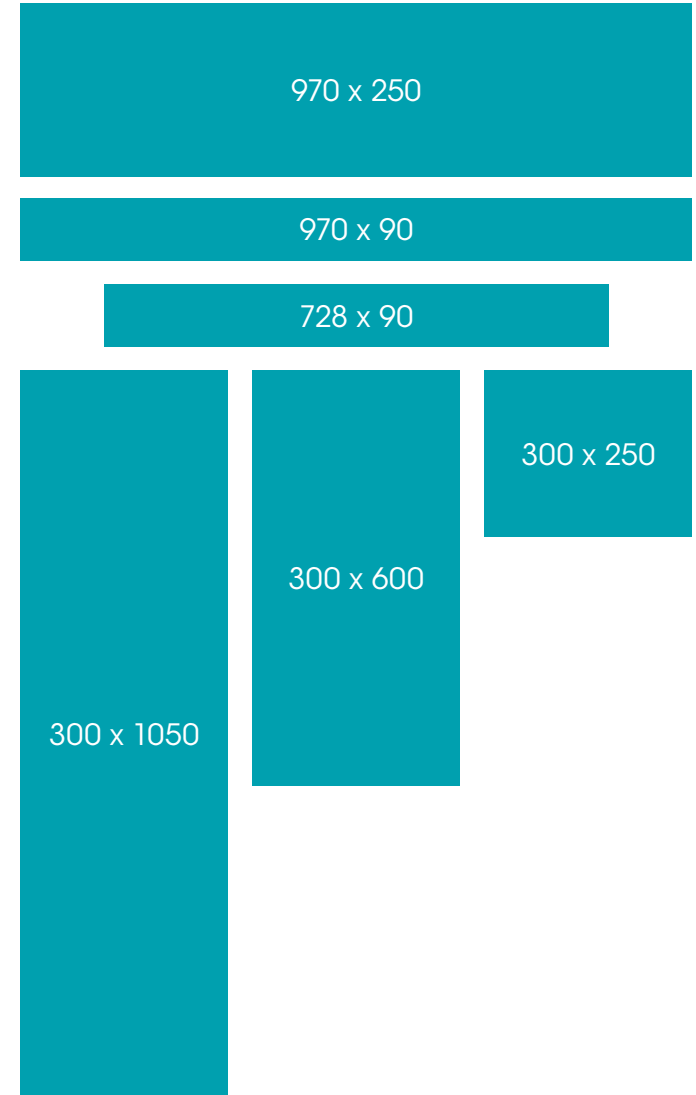
Website Display Advertising

Technical specifications for all units can be found at ai-cio.com/advertise.

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

High-Impact Daily Units	Ad Sizes	Expandable	Expanded Size
Roller 2.0	16:9	No	n/a
Welcome	600x400	No	n/a
Skin	1400x800	No	n/a
Wallpaper	5:1	No	n/a
Pencil Push Down	1040x60	Yes	1040x250
Native In-feed text (top)	Text	No	n/a
Native In-feed text (bottom)	Text	No	n/a

ROS Display



Website Display Advertising

Run of Site Advertising

Supercharge your brand visibility with our Run of Site Advertising on ai-CIO.com! Harnessing the broadest exposure, ROS placements feature multiple ad sizes per position on every page.

Welcome Ad

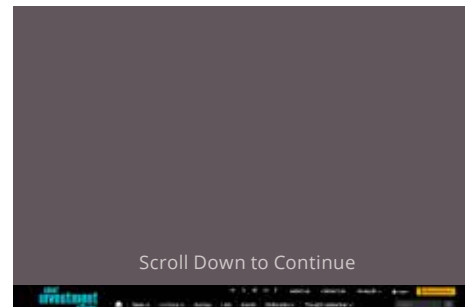
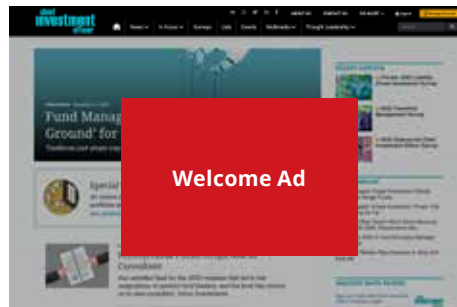
Generate even more visibility for your brand with our Welcome Ad—a dynamic 600x400 unit that commands attention on the first page a visitor comes to on ai-CIO.com. This high-impact ad immerses users, taking over as the primary content and requiring closure for content access. This opportunity has limited availability and is typically served with a frequency cap of 1x/day.

Roller 2.0 Ad

Dominating over 30% of the page real estate, this enhanced ad experience delivers a responsive panoramic display, it captivates with images or videos, immersing viewers in your brand message. As users scroll, the creative morphs into a persistent banner, keeping your message top of mind. This high-impact, interactive ad demands engagement as users navigate the compelling content on ai-CIO.com.

Wallpaper

Elevate your digital presence with our captivating Wallpaper advertising opportunity! Immerse our audience in your brand message with this high-impact experience by customizing the background graphics on our website for desktop users. This dynamic unit isn't just visually appealing—it's clickable, empowering you to direct users to your site and drive engagement.



Technical specifications for all units can be found at ai-CIO.com/advertise.

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Content Sponsorships

Online Special Content Sponsorship (100% SOV)

Each month, our editors take a deep dive into a key topic to provide independent context and insight to institutional chief investment officers. As the exclusive sponsor of this digital editorial content, your brand message takes center stage. Online special coverage (OSC) sponsorships include banner ad roadblocks on related pages, including a native text ad on the primary landing page, promotion on the CHIEF INVESTMENT OFFICER website, and inclusion in branded newsletters.

New in 2024! Each Special Content topic kicks off with three pieces, followed by three additional pieces of content throughout the month, culminating in a roundup email from the Chief Investment Officer editorial team at the end of the first sponsorship month.

2024 Online Special Content Topics

January	Investment Returns and Monetary Policy
February	Energy Transition
March	Water
April	AI
May	Demographics
June	Sustainable Everything
July	Med Tech and the Fight Against Cancer
August	Food and Agriculture
September	New Globalization
October	Cybersecurity
November	Entertainment (with a focus on eSports)
December	Global Conflict

Promotional Elements Include:

- Promotion on the Chief Investment Officer LinkedIn page (5x/2-month sponsorship)
- Promotion placement on Homepage
- Featured in newsletters throughout first month



Investment

- 2-month sponsorship

Note: sponsorship is of the same topic / content. Your branding stays with the initial OSC.

Display Ad Options

Content sponsorships include banner and island ads on all pages. And, New in 2024, a **Native Text Ad** is included on the content landing page for the first month of each sponsorship.

Note that multiple sizes for each position are acceptable and will rotate throughout the sponsorship period.

Leaderboard options:

728 x 90
970 x 90
970 x 250

Island options:

300 x 250
300 x 600
300 x 1050

Featured Surveys & Analysis (100% SOV)

Multiple times a year, CHIEF INVESTMENT OFFICER showcases the results of our surveys on our website.

As the exclusive sponsor of the digital survey coverage, your brand messaging will surround the results with leaderboard creative on every page of the in-depth coverage on ai-CIO.com. The featured research/survey coverage is promoted on the homepage, in our newsletters and on our LinkedIn page.

2024 Surveys

- Outsourced Chief Investment Officer Survey *April 9*
- Liability-Driven Investment Survey *December 10*

New in 2024, if the sponsorship is confirmed while the survey is in the field, you can present the research findings to the survey participants with your logo on the cover and a full-page ad in the pdf report they receive for participating. Commitment dates for inclusion in participant results for these topics.

Promotional Elements Include:

- Promotion on the Chief Investment Officer LinkedIn page (5x/2-month sponsorship)
- Promotion placement on Homepage
- Featured in newsletters throughout first month

Investment

- 2-month sponsorship

Display Ad Options

Featured research and survey coverage sponsorships include banner ads on all pages. Note that multiple sizes for each position are acceptable and will rotate throughout the sponsorship period.

Leaderboard options:

728 x 90
970 x 90
970 x 250

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Email Marketing

Editorial Newsletter Advertising

CIOAlert

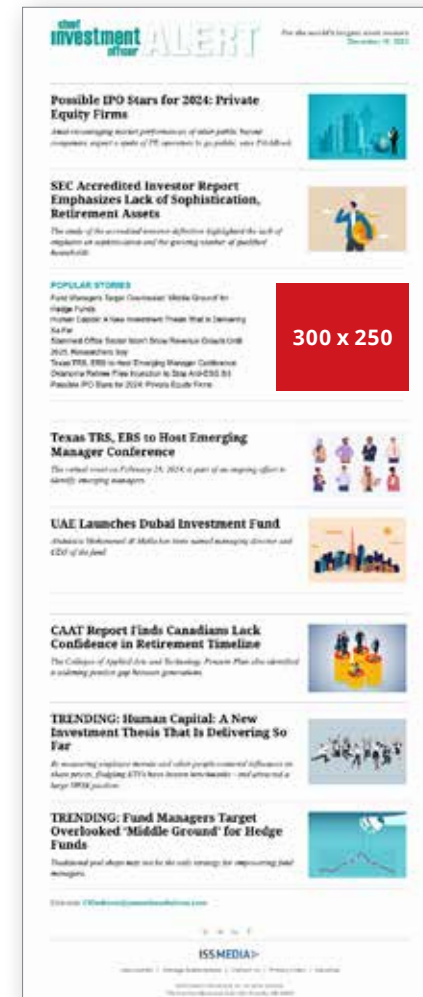
23,974 subscribers (33.5% open rate)

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.

Chief Investment Officer Breaking News

25,724 subscribers (39.7% open rate)

Sold on a quarterly and 100% SOV basis, CIO's Breaking News email keeps our readers up to date on the topics that matter most to them. Sponsorship of the Breaking News series includes a minimum of three emails per quarter. Additional emails are delivered as a bonus to the sponsor.



Editorial Newsletter Advertising

Spotlight Newsletter Sponsorship

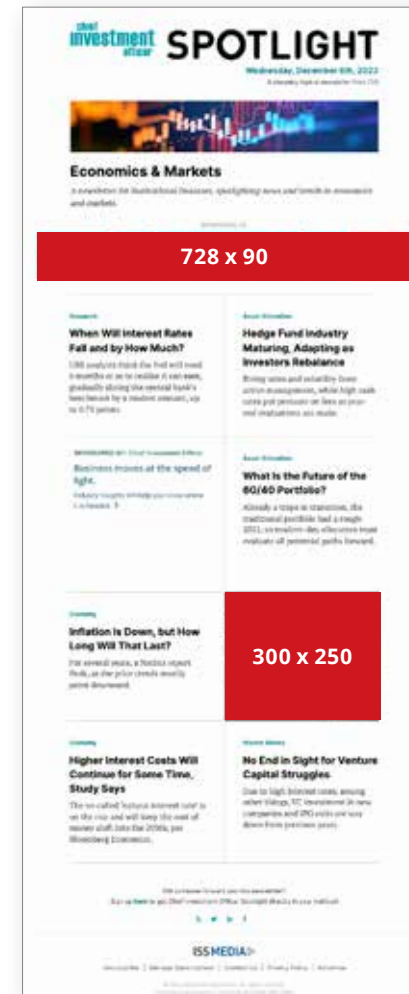
18,596 subscribers (34.8% open rate)

Each year, CHIEF INVESTMENT OFFICER Editors identify six topics to explore through our Spotlight Newsletter series. The topics rotate on a bi-weekly basis allowing our editors to take a focused, and deep, approach to creating new content and aggregating recent content to provide robust insights on the designated topic. As the 100% SOV sponsor of this newsletter, your brand message will be front and center with a 728x90 ad unit, a 300x250 ad unit and a native text ad.

NEW in 2024! Chief Investment Officer will welcome topic suggestions from our valued clients resulting in up to four additional Spotlight series. For this opportunity, our editorial team will work closely with clients to confirm the viability of the topic and the frequency of distribution. Custom Spotlight Newsletters are available for delivery on weeks when the standard Spotlight Newsletters are not deployed.

Spotlight Topics

- **Leadership/People** January 3, April 3, July 3, October 2
- **Sustainable Investing** January 17, April 17, July 17, October 16
- **Risk Management** February 7, May 1, August 7, November 6
- **Global Investing** February 21, May 15, August 21, November 20
- **Economics and Markets** March 6, June 5, September 4, December 4
- **Research Roundup** March 20, June 19, September 18, December 18



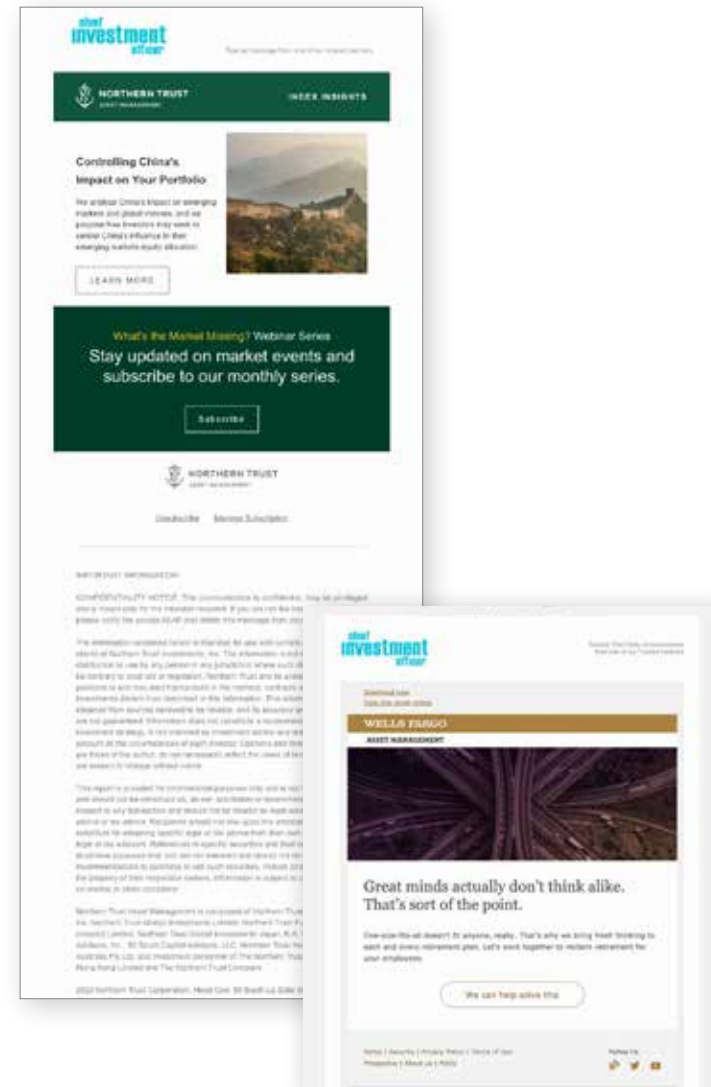
Supplied Newsletter

Supplied HTML Blast*

21,231 subscribers (23.7% open rate)

Send a targeted HTML Blast message to our core readers. This single-sponsored email allows your firm to expand its presence, establish its expertise in a specific topic area and directly connect with our key audience.

*All content supplied in HTML format requires publisher approval.



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Industry Intelligence Programs

Thought Leadership

CHIEF INVESTMENT OFFICER offers multiple options to showcase your firm's experts and expertise. Unleash the power of your insights with Chief Investment Officer's Thought Leadership platform.

Conducted Thought Leadership

Participate in a focused discussion led by Chief Investment Officer Custom Content Manager and your key executives. We'll craft an article on topic of your choosing, highlighting what distinguishes your firm. Chief Investment Officer will meticulously design the digital content which will be published on ai-CIO.com for two months, maximizing your reach.

Supplied Thought Leadership

Supply your own thought leadership content to Chief Investment Officer, meeting our custom media standards and our expert team will convert your insights into an impactful article. Upon your approval, your unique perspective will be featured on ai-CIO.com for two months.

Enhance your impact by utilizing our Thought Leadership platform for supplied video or podcast messaging, leaving a lasting impression on our audience for two months.

Thought Leadership Marketing Campaign

- Promoted in newsletters via our Industry Intel Round Up widget (1x/month)
- Promoted in a standalone Industry Intel Brief newsletter (1x/month)
- Regular promotion in newsletters and on ai-CIO.com via native sponsored messages (created by Chief Investment Officer)



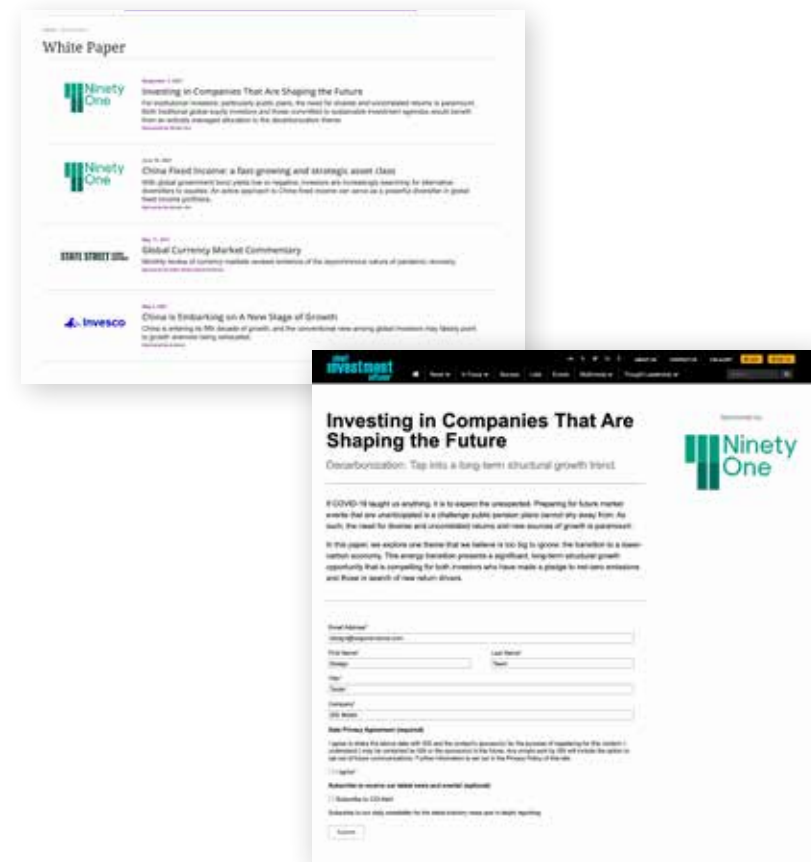
White Papers

Showcase your white paper on ai-CIO.com to offer comprehensive insights, strategic solutions, and authoritative perspectives that will empower our audience to make informed decisions and optimize the performance of their plans. If desired access to the full content of your white paper can be gated behind a simple registration wall for lead generation.

We will host and promote your white paper to deepen engagement, increase awareness and strengthen perception of your firm and its areas of expertise. Your white paper will be hosted on ai-CIO.com for two months.

White Paper Marketing Campaign

- Promoted in newsletters via our Industry Intel Round Up widget (1x/month)
- Promoted in a standalone Industry Intel Brief newsletter (1x/month)
- Promotion on CHIEF INVESTMENT OFFICER LinkedIn account (1x/month)
- Regular promotion in newsletters and on ai-CIO.com via native sponsored messages (created by Chief Investment Officer)



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Webinars

Editorial Webinars

Elevate your brand to new heights with CHIEF INVESTMENT OFFICER Editorial Webinars—an unparalleled opportunity to align with our editors and a specific webinar topic. As one of just three exclusive sponsors, your brand will have prominent exposure on the invitations, pre-conference slide show, opening slides and thank you slide at the close of the webinar. Our webinar topics capture the attention of a highly qualified audience eager to stay ahead in an ever-evolving industry.

As a bonus, sponsors receive the attendee list including email addresses.

2024 Webinar Topics

- **Investment Returns and Monetary Policy** *January 31*
- **Investing in the Energy Transition** *April 18*
- **Can Investors Earn Returns and End Cancer?** *July 18*
- **The Innovators** *October 17*

Sponsorship Elements Include

- Logo inclusion on invitations and on zoom registration page
- One dedicated slide (16:9) in the pre-conference slide show
- Logo featured on opening slide to showcase sponsors
- Logo with click-thru URL for the closing slide and downloadable materials
- Promotion on the Chief Investment Officer LinkedIn page

LIVE WEBINAR

NextGens on Alternative Investments

November 29, 2023

2:00 P.M. ET

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REGISTER HERE

PANELIST

Joshua Adler
Senior Manager of Hedge Funds and Portable Alpha, Kaytheon Technologies

PANELIST

Emily Bertsche Murto
Director — Private Equity, UKA's Refine Medical Benefits Trust

PANELIST

R. Brent Mattis Jr.
Principal, Cleveland Clinic Investment Office

PANELIST

Amit Thanki
Senior Investment Officer, San Bernardino County Employees' Retirement Association

MODERATOR

Amy Resnick
Executive Editor, CIO

Join CIO and members of its 2023 Class of NextGens as they share how they are thinking about alternative investments. They'll discuss what role they and their organizations believe alts have in institutional investor portfolios now and in the future.

The discussion will address the balance between traditional investments (stocks and bonds) and alternatives in different kinds of portfolios with different goals and objectives—i.e., pension funds, foundations and endowments, etc. Members of CIO's 2023 Class of NextGens will share their views—positive or negative—of alts' benefits and risks.

Client-Centric Webinars

NEW in 2024: There are three ways to share your company's insight and expertise while showcasing new solutions and ideas to the CHIEF INVESTMENT OFFICER audience. In each single-sponsored opportunity, our consultative approach allows you to suggest the topic for editorial approval. The final format of the webinar is up to you.

Partnered Webinars

Collaborate with Chief Investment Officer's editorial team to develop a content theme aligning with your goals. Chief Investment Officer editors will moderate throughout the webinar, showcasing a true partnership.

Sponsored Webinars

Work with our team to ensure your topic engages and educates our readers. Chief Investment Officer introduces and concludes the webinar, while you lead the main discussion. Our team can moderate the Q&A session and run polling if desired.

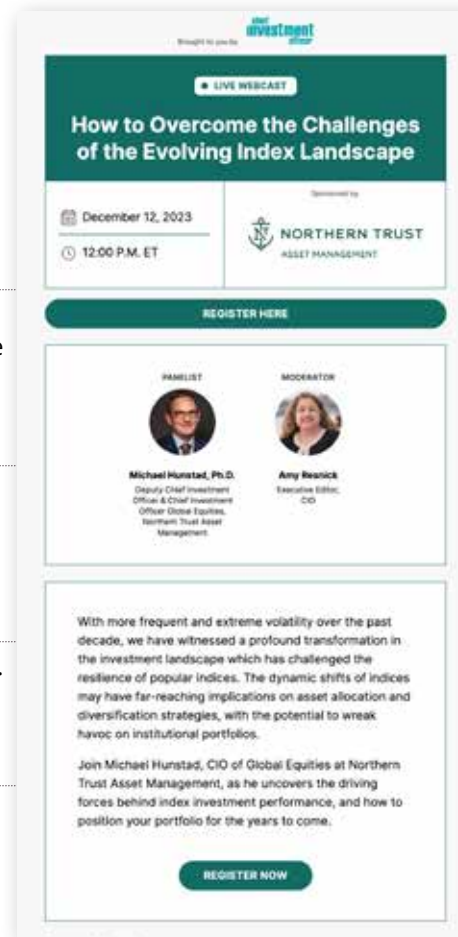
Supplied Webinars

With approved topic and content, Chief Investment Officer takes a hands-off approach. Your pre-recorded content is the focus.

Regardless of format, each client-centric webinar includes:

- Dedicated email invitations for our audience
- Optional HTML invite with trackable link created for you to send to your clients
- Listing on our website under upcoming webinars
- Inclusion in our monthly email summary of upcoming events, if confirmed in time
- Promotion on the Chief Investment Officer LinkedIn page
- Ability to include downloadable materials
- Shared list of registrations and attendees
- Shared list of post-webinar on-demand views

All client-centric webinars require editorial approval, a kick-off call, and a 30-minute prep call.



Audience Extension (optional)

Expand your reach to the retirement plan adviser or institutional investment communities by including a second promotional campaign to the audience of one of our sister brands, PLANADVISER or PLANSPONSOR. Your webcast will be promoted through email, newsletters, and website channels with the same consistency as your campaign via Chief Investment Officer.

Multi-Sponsored “Roundtable” Webinar

NEW in 2024! Introducing a dynamic live-streamed opportunity where three industry powerhouses unite to delve into a pivotal topic, spotlighting their expertise. Guided by a seasoned CHIEF INVESTMENT OFFICER content editor, these new roundtable webinars promise more than just insights—they’re enlightening discussions that unveil potential solutions your organization brings to the forefront.

Suggested Topics and Dates*:

- **Private Markets** *June 20*
- **Outsourced Chief Investment Officer** *September 19*
- **Institutional ETF Applications** *December 5*

** Suggested dates and topics, however, Chief Investment Officer will welcome topic suggestions and dates. Topics must be approved by Chief Investment Officer.*

Each Multi-Sponsored Roundtable Webinar includes:

- Dedicated email invitations for our audience
- Optional HTML invite with trackable link created for you to send to your clients
- Listing on our website under upcoming webinars
- Inclusion in our monthly email summary of upcoming events, if confirmed in time
- Promotion on the Chief Investment Officer LinkedIn page
- Ability to include downloadable materials
- Shared list of registrations and attendees
- Shared list of post-webinar on-demand views

Extensions

Maximize the impact of the multi-sponsored roundtable webinar by transforming its insightful content into a thought leadership or white paper product. Crafted by the Chief Investment Officer Content Studio, this turnkey opportunity harnesses the transcripts of the roundtable discussion, complemented by an optional interview or Q&A session. Available at a discounted price if booked within 30 days of the Roundtable Webinar.

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Events & Conferences

Ways to Engage with Our Audience

Whether livestreamed or in-person, all events offer opportunities to engage our audience with your brand; present content or have your expert participate in a topical discussion; and drive one-on-one follow up interaction.

Livestreamed events provide education and insights to our audience and strong lead generation to event sponsors. They are full- or half-day events that include sponsored content presentations or case studies as well as sessions on topics curated by CHIEF INVESTMENT OFFICER in which an expert from a sponsor firm can participate. SOV branding with all ad positions as well as rich media video placement within planned post-event content are also available for sponsorship.

In-person events provide education and insights to our audience and networking and community-building opportunities. Engage with attendees at an on-site exhibit hall or by presenting a case study or research findings. SOV branding with all ad positions as well as rich media video placement within planned post-event content are also available for sponsorship.



Sponsorship Advertising Opportunities

Content Delivery

Keynote, case study, research presentation or panel participation

Branding Exposure

Invitations, on-site and during-event push notifications

Lead Generation

Registration list pre- and post-event

Event Promotion

Special invitations to share with your clients/colleagues and social media assets to post about your event affiliation

Expand promotion of your brand and expertise with these additional opportunities:

- Event content-related Thought Leadership (video, podcast or article)
- Sponsored webinar
- Sponsorship of post-event coverage with branded content and social elements



Livestream Events

Cybersecurity

October 22, 2024

Cybersecurity is a huge concern in all areas of life, including in the institutional investing and retirement plan industries. Asset owners and their consultants want to make sure their data, assets and systems, as well as those of their providers, are safe. At the 2024 **Cybersecurity** livestream event, speakers will discuss what risks exist, optimal practices for protecting assets and data, how best to comply with regulations, and the investment opportunities related to cybersecurity.

In-Person Event

CIO Influential Investors Forum

December 10, 2024 / New York City

During the **CIO Influential Investors Forum**, CIO awards finalists and winners, as well as other leaders in institutional investing, will discuss the state of the industry, optimal practices, trends and new ideas. It is a unique time for institutional investors to meet and connect with their peers prior to the Industry Innovation Awards Dinner.

Sustainable Investing

November 21, 2024

The **Sustainable Investing** livestream event will take a deep dive into the progression and use of environmental, social and governance investing among institutional investors, including retirement plans. Attendees will learn the latest trends in ESG investing and optimal practices for integrating ESG investing in their portfolios. They will also learn how to navigate the regulatory and political environment for sustainable investing.

CIO Industry Innovation Awards

December 10, 2024 / New York City

Following the CIO Influential Investors Forum, asset owners, asset managers and service providers driving innovation in institutional investing will be recognized at the **CIO Industry Innovation Awards Dinner**. In addition, CIO will acknowledge the next generation of CIOs by celebrating this year's additions to our NextGen list, and we'll salute the new members of our Power 100.



chief investment officer

Surveys

Surveys

Every year, CHIEF INVESTMENT OFFICER conducts industry-specific surveys that inform our editorial efforts, equipping our audience with vital industry trends, benchmarks, and data essential for achieving their business objectives. Our survey reporting not only showcases key highlights but also delves deeper into the findings on our website and offers additional insights, commentary, and editorial support through our e-commerce reports.

As a marketing partner, there's opportunity to be associated with our surveys via:

- Participating in appropriate surveys (sign up [here](#))
- Becoming the 100% SOV sponsor of our online results (see page 14)
- Purchasing datasets and reprints of reports
- Commissioning a custom survey (see page 34)



CHIEF INVESTMENT OFFICER Brand Surveys

Outsourced-Chief Investment Officer Survey

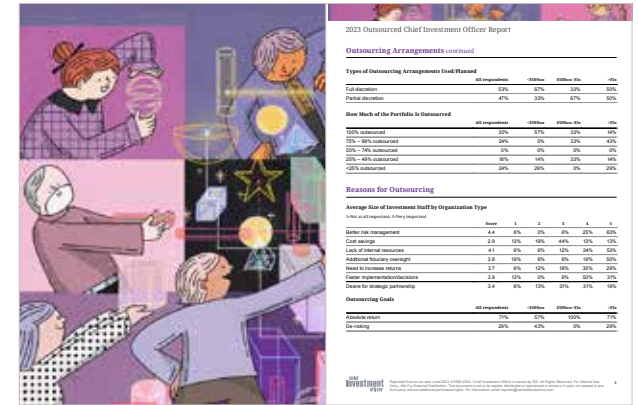
Responses from asset owners reveal reasons for outsourcing, or not outsourcing, investment duties. The Outsourced-Chief Investment Officer survey also includes OCIO provider profiles, to help asset owners with decision making.

Fielded: January; Published: April

Liability-Driven Investment Survey

Pension plans use liability-driven investing (LDI) to make asset allocation decisions that match the duration of liabilities of the plan. In an exploration of current trends, the Liability-Driven Investment survey includes provider ratings and summaries of vendor offerings.

Fielded: August; Published: December



Custom Survey Capabilities

Unlock exclusive access to the CHIEF INVESTMENT OFFICER audience. Available on a limited basis, our surveys team will work with you to create a custom survey to the Chief Investment Officer audience. This turnkey opportunity covers every aspect, from confirming your goals and survey objectives, segmenting our audience to reach your target respondents, and programming the actual survey to following up with participants, analyzing the data, and fulfilling any incentives. It is designed to provide the insights your brand needs.

Additional Details

- Limited availability: One survey per quarter for the same target audience.
- First-come, first-served basis.
- Surveys team collaborates on target audience and response/sample size goal.
- Chief Investment Officer team deploys the survey to the targeted audience, clearly indicating sponsorship.
- Additional media purchases (white papers, thought leadership) available at a discounted rate.
- Final survey questions needed at least 30 days before survey fielding.

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Award Programs

Annual Awards

CHIEF INVESTMENT OFFICER celebrates influential investors through various awards programs and lists. Participation is free. Honorees are recognized at events and are featured within digital content. Award recipients can purchase logos and other items to showcase their achievement.

All award finalists and listmakers are recognized, and awards winners are announced, at the CIO Industry Innovation Awards Dinner on December 10 in New York.



2024 Awards Programs

All listmakers are honored and award winners are announced at the CHIEF INVESTMENT OFFICER Industry Innovation Awards Dinner, December 10 in New York City.

NextGens

NextGens are allocators who stand to become chief investment officers themselves someday.

Nominations Open: May
Listmakers Announced: July

Knowledge Brokers

Each year Chief Investment Officer recognizes the world's most influential investment consultants and advisers whom chief investment officers and other asset allocators would recommend to their peers.

Nominations Open: June
Listmakers Announced: August

Industry Innovation Awards

Chief Investment Officer celebrates institutional asset owners, asset management firms and consultants that are driving change and enhancing performance in institutional investing.

Nominations Open: August
Finalists Announced: October
Winners Announced: December

Power 100

Chief Investment Officer recognizes asset owners who are leaders in institutional investing—found in their gravitas, adaptability, tenure, assets under management and change-making.

Listmakers Announced: October



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