

chief **investment** officer

2026 MEDIA KIT

chief **Investment** MEDIA KIT 2026 officer

Chief Investment Officer is an independent source for context and insight to institutional chief investment officers (and other key investment decision-makers) around the world about the vital components of institutional asset ownership and management 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 investors through reporting about newsmakers; publishing news, insights, opinions and expertise from fellow asset owners and other institutional investing 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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Product Summary

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 CIO Alert email newsletter reaches institutional investors of all types, as well as their consultants and providers. Chief Investment Officer also delivers Breaking News to our readers' inboxes. Both present an opportunity to increase familiarity with your brand in the institutional investing industry.

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 outstanding and innovative individuals, consultants and product and service providers in the institutional investing community. Participation in our award programs and events highlights the support you provide to your clients and the overall industry.



Private Market Strategies

Examining what institutional investors are saying about their private market investments, the evolving asset classes and risk profiles in the different segments of the space and the industries that are driving investment growth.



AUDIENCE

Audience Profile

Digital Traffic Monthly

 **72,460** users
 **123,918** page views
 **1:32** time spent
 **48.2%** page views

Traffic by Platform

 **85.8%** desktop
 **13.6%** mobile
 **0.5%** tablet

Role in Industry

Asset Owner	54.6%
Product / Service Provider	18.7%
Institutional Investment Consultant	14.1%
Plan Adviser / Consultant	2.4%
Other	10.2%

Organization Total Investable Assets

<\$500M	39.8%
\$500M-\$1B	6.8%
>\$1B-\$10B	18.3%
>\$10B-\$200B	20.0%
>\$200B-\$500B	4.4%
>\$500B-\$1T	5.6%
>\$1T	5.1%

Strategies Implemented For Your Asset Pool

ESG / Sustainable investing	52.0%
Outsourced chief investment officer (OCIO)	49.6%
Liability-driven investing (LDI)	38.5%
Impact investing	35.9%
Transition management (using an outside party)	18.4%
Pension risk transfer (PRT)	17.9%

Type of Plan/Fund Sponsored

Traditional Defined Benefit	34.4%
401(k) Plan	28.8%
Family Office Fund(s)	22.7%
Endowment	22.6%
Foundation	18.1%
403(b) Plan	12.4%
Non-Qualified Deferred Compensation Plan	10.4%
457 Plan	10.3%
Insurance	10.2%
Sovereign Wealth Fund	8.3%
529 or Other College Savings Plan	7.9%
Other Defined Contribution	6.2%
Cash Balance / Hybrid Plan	6.1%
Superannuation Fund	1.4%

Asset Pool Location

United States (U.S.)	77.1%
United Kingdom (U.K.)	5.8%
Canada	4.9%
Asia	4.8%
Continental Europe (including Northern Ireland)	3.8%
Pacific (Australia, New Zealand)	1.7%
Middle East, India, Africa	1.3%
Central/South America	0.6%

CALENDAR

2026 Calendar

January	February	March	April	May	June
<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • Fixed Income <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • Economy and Market 1/7 • Private Markets 1/21 <p>FEATURED SURVEY</p> <ul style="list-style-type: none"> • Allocator Insights Survey <p>EDITORIAL WEBINAR</p> <ul style="list-style-type: none"> • Investment Outlook for 2026 1/22 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • 2026 Investment Outlook <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • Indexing and ETFs 2/4 • Investing Insurance Assets 2/18 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • The Evolution of Asset Management (and Its impact on Institutional Allocators) <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • OCIO & 3(38) Investment Management 3/4 • Fixed-Income Strategies 3/18 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • Issues Facing Endowments <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • Economy and Market 4/1 • Private Markets 4/15 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • DB Plans <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • Indexing and ETFs 5/6 • Investing Insurance Assets 5/20 <p>AWARDS</p> <ul style="list-style-type: none"> • NextGen 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • Active vs. Passive Investing <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • OCIO & 3(38) Investment Management 6/3 • Fixed-Income Strategies 6/17 <p>AWARDS</p> <ul style="list-style-type: none"> • Knowledge Brokers <p>EDITORIAL WEBINAR</p> <ul style="list-style-type: none"> • What Limited Partners Want 6/25
July	August	September	October	November	December
<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • Risk Management <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • Economy and Market 7/1 • Private Markets 7/15 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • Family Office Investing <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • Indexing and ETFs 8/5 • Investing Insurance Assets 8/19 <p>FEATURED SURVEY</p> <ul style="list-style-type: none"> • Outsourced Investment Manager Survey <p>AWARDS</p> <ul style="list-style-type: none"> • Industry Innovation Awards Finalists • Power 100 • Market Movers 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • Data Centers & Energy Infrastructure Investment <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • OCIO & 3(38) Investment Management 9/2 • Fixed-Income Strategies 9/16 <p>EDITORIAL WEBINAR</p> <ul style="list-style-type: none"> • Allocator Insights 9/24 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • Institutional Use of ETFs <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • Economy and Market 10/7 • Private Markets 10/21 <p>AWARDS</p> <ul style="list-style-type: none"> • Industry Innovation Awards Winners <p>IN-PERSON EVENTS</p> <ul style="list-style-type: none"> • Influential Investors Forum & Industry Innovation Awards Dinner New York, NY 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • Alternatives <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • Indexing and ETFs 11/4 • Investing Insurance Assets 11/18 	<p>SPECIAL COVERAGE</p> <ul style="list-style-type: none"> • Emerging Markets Investing <p>SPOTLIGHT NEWSLETTERS</p> <ul style="list-style-type: none"> • OCIO & 3(38) Investment Management 12/2 • Fixed-Income Strategies 12/16

INTEGRATED SOLUTIONS

Integrated Solutions

This media kit offers an overview of our robust advertising capabilities, but it's only the beginning. The real impact comes from partnering with us to create a custom, integrated marketing plan tailored to meet your objectives and fit your budget.

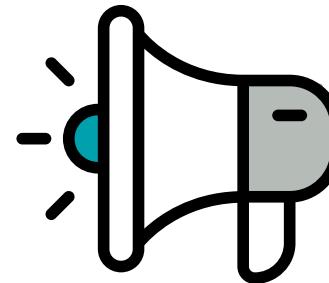
Whether your goal is to:

- Build brand awareness
- Drive traffic to your website
- Generate qualified leads
- Showcase your industry expertise

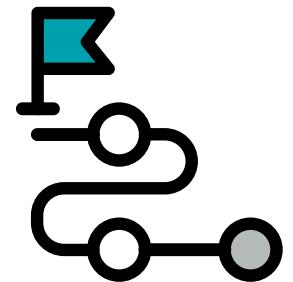
We are committed to creating campaigns that resonate and deliver results.

Throughout this media kit, you'll find icons that align each opportunity with these goals, providing a clear path to success. We're excited to collaborate with you to help achieve your marketing goals!

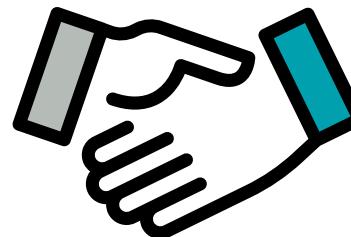
Build brand awareness



Drive traffic to your website



Generate qualified leads



Showcase your industry expertise



Amplify Your Impact with Institutional Investors. Build Momentum. Deepen Connection. Maximize Impact.

Institutional investors make decisions based on long-term strategy and trusted relationships. A steady presence with Chief Investment Officer keeps your brand in front of this elite audience, reinforcing your relevance and authority in a competitive landscape. Consistency builds recognition—and recognition drives influence.

We're here to help you make the most of your media dollars. With frequency discounts available across select opportunities, your investment goes further—delivering more visibility, more value, and more impact.
For each opportunity, when you purchase 3, the 4th will be FREE!



Make your media work harder:

- High-Impact Digital Ad Units p. 14, 15
- Online Special Content p. 17, 18
- Email Marketing p. 24, 25
- Industry Intel p. 27, 28
- Client-Centric Webinars p. 31

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	Rates		
					100% Viewable US ROS	US ROS	ROS
Billboard	970x250	No	n/a	Variable	\$294/M	\$178/M	\$147/M
Super Leader	970x90	Yes	970x250	Variable	\$294/M	\$178/M	\$147/M
Leader	728x90	Yes	728x315	Variable	\$294/M	\$178/M	\$147/M
Jumbo Island	300x600	No	n/a	Variable	\$294/M	\$178/M	\$147/M
Island	300x250	Yes	300x600	Variable	\$294/M	\$178/M	\$147/M

High-Impact Daily Units	Ad Sizes	Expandable	Expanded Size	Flight	Rate 
Adaptive Scroller	16:9	No	n/a	Weekly	\$9,500
Roller 2.0	16:9	No	n/a	Daily	\$1,962
Welcome	600x400	No	n/a	Daily	\$1,962
Skin	1400x800	No	n/a	Daily	\$1,962
Native In-feed text (top)	Text	No	n/a	Daily	\$1,617
Native In-feed text (bottom)	Text	No	n/a	Daily	\$1,087

Frequency Discount: Buy 3, get 4th free.

Weekly pricing available for daily high-impact units



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 across all device platforms.

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 sees on ai-CIO.com. This high-impact ad immerses users, taking over as the primary content and requiring closure for access to other content. 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. This high-impact, interactive ad demands engagement as users navigate to the compelling content on ai-CIO.com. Positioned at the top of the homepage, this unit has a frequency cap of 1x/day.

Adaptive Scroller Ad

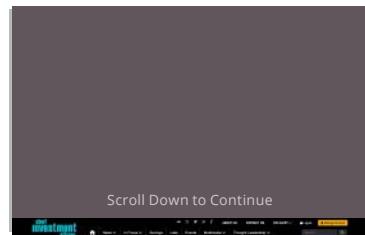
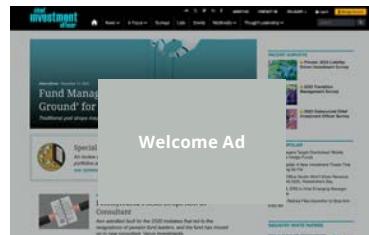


Like the roller ad, the adaptive scroller ad displays on the page as the user scrolls through the content, creating a high-profile viewing opportunity. The difference with this unit is that it's positioned within editorial content—displaying fully before the user continues reading. This placement is ideal for static images or video content and does not require a frequency cap.

Interactive Skins



Immerse our audience in your brand message with this high-impact experience by customizing the background graphics on our homepage 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.

CONTENT SPONSORSHIPS



Online Special Coverage Sponsorship (100% SOV)



Each month, our editors provide in-depth coverage of a topic of importance to our audience. As the exclusive sponsor of this digital editorial content, your brand and message would be featured prominently.

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.

Each Special Coverage package kicks off at the beginning of the month with three articles, followed by three additional pieces of content throughout the month, culminating in a roundup email from the CIO editorial team at the end of the first sponsorship month.

2026 Online Special Coverage Topics

- January Fixed Income
- February 2026 Investment Outlook
- March The Evolution of Asset Management (*and Its Impact on Institutional Allocators*)
- April Issues Facing Endowments
- May DB Plans
- June Active vs. Passive Investing
- July Risk Management
- August Family Office Investing
- September Data Centers & Energy Infrastructure Investment
- October Institutional Use of ETFs
- November Alternatives
- December Emerging Markets Investing

Promotional Elements Include:

- Posts on the Chief Investment Officer LinkedIn page (2x/2-month sponsorship)
- Promotion of content topic on the homepage
- Featured in at least one newsletter during the first month of sponsorship
- Dedicated Spotlight newsletter at the beginning of the second month of sponsorship

Private Market Strategies
Examining what institutional investors are saying about their private market investments, the evolving asset classes and risk profiles in the different segments of the space and the industries that are driving investment growth.

Alternatives September 2, 2026
How Asset Owners Are Thinking About Private Markets
Liquidity requirements reframe the need for diversification.

Alternatives September 2, 2026
Risk Factors Are Rising in Private Credit, Performance Harder to Predict
Private markets are more sensitive to interest rates, inflation and tariffs, while there are questions about how private credit will hold up in a significant correction.

Alternatives September 2, 2026
Demand for Data Centers, Energy Creates a Gold Rush for Infrastructure Investors
Asset owners and managers are pouring hundreds of billions into the construction of infrastructure for the AI ecosystem, although the horizon is not entirely clear.

Investment

- 2-month sponsorship
- **Frequency Discount:** Buy 3, get 4th free

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

Display Ad Options

Coverage sponsorships include banner and island ads on all pages. A Native Text Ad is included on the content landing page for the first sponsorship month. 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

Special Spotlight newsletter elements:

- 728 x 90

Native content:

- 300 x 250

Promotional Elements Include:

- Promotion on the Chief Investment Officer LinkedIn page (2x/2-month sponsorship)
- Promotion of content topic on the homepage
- Featured in at least one newsletter during the first month of sponsorship
- Dedicated Spotlight newsletter

Online Special Coverage Topics



January

Fixed Income

What challenges do the interest rate environment and supply of high-grade bonds mean for investors?

Spotlight Newsletter: 1/30

February

2026 Investment Outlook

Insights on the U.S. economy and the global macroeconomic trends shaping investment decisions.

Spotlight Newsletter: 2/27

March

The Evolution of Asset Management (and Its Impact on Institutional Allocators)

How changes in the money management industry are affecting institutional investors, (i.e. wealth transfer, growth of DC plans, alts in DC plans, and retail as institutional portfolios stay the same or shrink).

Spotlight Newsletter: 3/27

April

Issues Facing Endowments

How are changing tax laws and federal grantmaking, artificial intelligence, demographics (smaller cohorts of kids to enroll), and other trends affecting colleges' and universities' asset allocation and decisions about hiring, staffing and their organizations?

Spotlight Newsletter: 4/24

May

DB Plans

What are the latest challenges and opportunities for public and corporate pension funds?

Spotlight Newsletter: 5/29

June

Active vs. Passive Investing

How has the tremendous growth of passive strategies affected investible markets, and what does it mean for institutional allocators?

Spotlight Newsletter: 6/26

July

Risk Management

Tools and strategies for managing all the different risks that face institutional investors.

Spotlight Newsletter: 7/31

August

Family Office Investing

How are these investors different than larger institutional investors, and how are they similar?

Spotlight Newsletter: 8/28

September

Data Centers & Energy

Infrastructure Investment

The rise of hyperscalers and their demand for power supply is challenging generation, transmission and storage of power.

Spotlight Newsletter: 9/25

October

Institutional Use of ETFs

How is the continued growth of ETFs, to the point where there are more ETFs than there are individual stocks, affecting institutional investors, and where are institutions seeding ETFs?

Spotlight Newsletter: 10/30

November

Alternatives

The current state and future strategies for private markets, digital asset investing, real estate investing, etc.

Spotlight Newsletter: 11/20

December

Emerging Markets Investing

A look at both investing in emerging markets and emerging markets investing in the U.S.

Spotlight Newsletter: 12/18

This calendar is subject to change.



Featured Surveys & Analysis (100% SOV)

Chief Investment Officer showcases the results of our surveys on our website annually.

As the exclusive sponsor of the digital survey coverage, your brand and message 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.

2026 Survey

- **Allocator Insights Survey** *January 13*

The CIO Allocator Insights Survey offers perspective on institutional investors' team structure, hiring practices and governance strategies. Asset owners also share information about their use of consultants and technology.

- **Outsourced Chief Investment Officer Survey** *August 11*

Asset managers responding to this year's survey reported on the percentage of their portfolios that is outsourced, the average size of their organization's investment staff, outsourcing goals and more.

Promotion of survey content includes:

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

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

SOCIAL MEDIA MARKETING



Social Media

Extend your brand's reach beyond our core website with our new, sponsored posts on LinkedIn.

Sharing your invitation or thought leadership with our LinkedIn audience is now available. You provide the image and proposed copy; we'll make sure it matches our brand tone and then post it at a specific date/time for maximum engagement. Our growing audience is deeply engaged in our posts and our partner posts.

Ideal for:

- Webinar invitations
- Thought leadership amplification
- Brand awareness with strong call to action messaging



EMAIL MARKETING



Editorial Newsletter Advertising

CIOAlert

30,943 subscribers +5.7% growth (40.2% open rate)

CIOAlert is our email newsletter that reaches the leaders of the institutional investing community three days a week. CIOAlert delivers updates on news and information that are crucial for the success of asset owner teams and the asset managers that serve them.

Chief Investment Officer Breaking News

32,672 subscribers +6.5% growth (39.5% open rate)

Sold on a quarterly and 100% SOV basis, CIO's Breaking News emails keep 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.

The screenshot displays the layout of the CIO Alert newsletter. At the top, the masthead reads "chief investment officer ALERT" with the tagline "For the world's largest asset owners" and the date "September 11, 2023". Below the masthead, there are two main news stories with accompanying images and a sidebar for "POPULAR STORIES".

- Former Employee Accuses IBM of 'Imprudent' PRT Decision** (728 x 90 ad space)
- Investment Managers Express Increasing Interest in Generative AI** (300 x 250 ad space)
- Kentucky Pensions Return Double Digits in Fiscal 2025, Assets Near \$30B**
- New York State Pension Continues to Pare Back Public Equities Assets**
- TRENDING: Shell to Outsource \$40B in European Pension Assets to Goldman Sachs**
- TRENDING: Texas ERS Appoints Amy Cureton as Director of Real Assets**

At the bottom of the newsletter, there is an editorial contact email: CIOeditors@issuemediaolutions.com.



Editorial Newsletter Advertising



Spotlight Newsletter Sponsorship

22,851 subscribers +15.8% growth (51.5% 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 each quarter 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 and message will be front and center with a 728x90 ad unit, a 300x250 ad unit and a native text ad.

CIO will welcome topic suggestions from our valued clients resulting in up to four additional Spotlight topics. 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

- **Economics and Market** January 7, April 1, July 1, October 7
- **Private Markets** January 21, April 15, July 15, October 21
- **Indexing and ETFs** February 4, May 6, August 5, November 4
- **Investing Insurance Assets** February 18, May 20, August 19, November 18
- **OCIO & 3(38) Investment Management** March 4, June 3, September 2, December 2
- **Fixed Income Strategies** March 18, June 17, September 16, December 16



Supplied Newsletter

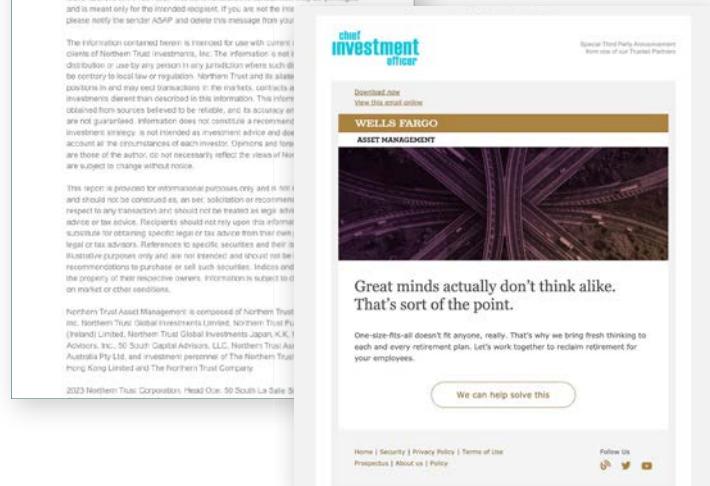
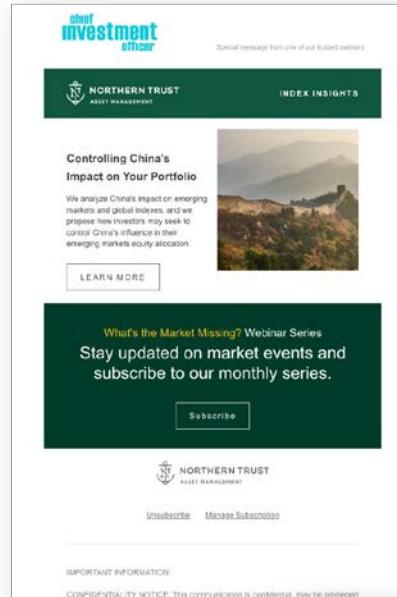


Supplied HTML Blast*

21,224 subscribers (44.2% 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.



Source: CIO Subscriber File as of 12/31/24

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.

Editorially Conducted Thought Leadership

Participate in a focused discussion led by Chief Investment Officer's Custom Content Manager with your key executives. We'll craft an article on the 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. Videos and podcasts can be natively distributed on the Chief Investment Officer LinkedIn channel.

Featured Reprints

Harness the power of Chief Investment Officer reprints to amplify your firm's message, product and services from your thought leadership and build stronger connections with your target audience. With your articles featured on Chief Investment Officer, this will help tell your story and lend credibility to your promotions.

Thought Leadership Marketing Campaign

- Promoted in newsletters via our Industry Intel Round Up widget (1x/month)
- Promoted in a standalone Industry Intel Brief newsletter (3rd Wednesday of every month)
- Promoted in newsletters and on ai-CIO.com via native sponsored messages created by Chief Investment Officer (1x/month)



White Papers



Generate leads while you 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 their value to clients.

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 CIO LinkedIn account (1x/month)
- Promoted in newsletters and on ai-CIO.com via native sponsored messages created by Chief Investment Officer (1x/month)

Featuring HTML Advantage

Introducing a companion HTML email to drive even greater engagement with your white paper content. We share the names and emails of those who open your dedicated email and click to the landing of your white paper, providing you with additional soft leads.

Note: All topics require approval by our CIO Custom Content Manager.

WEBINARS



Editorial Webinar Series

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 a list of attendees with email addresses.

2026 Webinar Topics

- **Investment Outlook for 2026**
January 22
- **What Limited Partners Want**
June 25
- **Allocator Insights**
September 24

Sponsorship Elements Include

- Logo inclusion on invitations and on Zoom registration page
- One dedicated slide (16:9) in the pre-conference waiting room
- Logo featured on opening slide
- Ability to provide branded downloadable materials
- Promotion on the CIO LinkedIn page

LIVE WEBINAR

view Series:
Barry Kenneth, CIO of the UK's Pension Protection Fund

June 26, 2025
12:00 PM EST

Sponsored by
**chief
investment
officer**

[REGISTER HERE](#)

Interviewee
Barry Kenneth
CIO,
UK's Pension Protection Fund

Interviewer
Amy Resnick
Executive Editor,
Chief Investment Officer

Join CHIEF INVESTMENT OFFICER Executive Editor Amy Resnick in conversation with Barry Kenneth, CIO of the UK's Pension Protection Fund, with £32.1bn in assets under management as of March 31, 2024. As infrastructure projects globally are competing for investor assets, using examples from the UK, Kenneth will address how a scarcity of risk capital affects the ability to invest in infrastructure.

They will also discuss:

- How regulations affect infrastructure investing
- The interplay between interest rates and returns on infrastructure investing
- Reasons interest rates will diverge across the globe and how this affects long-term investing

Join us for an engaging discussion!

[REGISTER NOW](#)

For more information:
Please contact Carol Popkins at Carol.Popkins@issmediasolutions.com.
Register for the event [here](#).



Client-Centric Webinars



There are four formats to share your company's insight and expertise while showcasing trends, research, new solutions or strategies to the CIO audience. In each opportunity, our consultative approach offers insights on your suggested topic to meet your goals and best engage the audience. The topic must receive editorial approval, and you can select one of four formats for the event.

Partnered Webinars

A CIO editor will moderate throughout the webinar, showcasing a true partnership.

Sponsored Webinars

CIO introduces and concludes the webinar, while your experts lead the main discussion. Our team can moderate the Q&A session and run polling if desired.

Supplied Webinars

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

Multi-Sponsored Webinars

These dynamic live-streamed discussions feature up to three sponsors whose experts delve into a topic of high interest to the CIO audience. Once the topic is finalized, each sponsor can provide one expert to participate in the discussion and CIO will take it from there. We write the content description, develop the invitation and secure additional speakers. Minimum of two sponsors required.

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 both the Events and Industry Intelligence tabs
- Promotion on the CIO LinkedIn page
- Inclusion in our monthly Industry Intel Brief email newsletter
- Ability to provide branded downloadable materials
- List of registrants and attendees with email addresses
- List of post-webinar on-demand attendees with email addresses

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

LIVE WEBCAST

How to Overcome the Challenges of the Evolving Index Landscape

December 12 | 12:00 P.M. ET

Sponsored by **NORTHERN TRUST ASSET MANAGEMENT**

REGISTER HERE

PANELIST
Michael Hunstad, Ph.D.
Deputy Chief Investment Officer & Chief Investment Officer Global Equities, Northern Trust Asset Management

MODERATOR
Amy Resnick
Executive Editor, CIO

With more frequent and extreme volatility over the past decade, we have witnessed a profound transformation in the investment landscape which has challenged the resilience of popular indices. The dynamic shifts of indices may have far-reaching implications on asset allocation and diversification strategies, with the potential to wreak havoc on institutional portfolios.

Join Michael Hunstad, CIO of Global Equities at Northern Trust Asset Management, as he uncovers the driving forces behind index investment performance, and how to position your portfolio for the years to come.

REGISTER NOW

Audience Extension (optional)

Expand your reach to the retirement plan adviser or plan sponsor communities by including a second promotional campaign to the audience of one of our sister brands, PLANADVISER or PLANSponsor. Your webinar will be promoted through email, newsletter and website channels with the same consistency as your campaign via CIO.

Additional Investment (per brand)

- January – August: \$10,000
- September – December: \$15,000

Product Extensions (optional)

Maximize the impact of your client-centric webinar by transforming its insightful content into a Thought Leadership article. Crafted by the CIO 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 in combination with the sponsored webinar.

EVENTS

Ways to Engage with Our Audience

Chief Investment Officer's in-person events offer education, thought-provoking discussions and valuable networking experiences, fostering a sense of community. Engage with attendees by contributing to panel discussions, showcasing compelling case studies or sharing research findings. Maximize your brand exposure through 100% SOV sponsorship options, including strategic placement in all ad positions and featured rich media video content in planned post-event coverage.

In-person event sponsorship opportunities include:

- **Content Delivery:** keynote, case study, research presentation or panel participation
- **Branding Exposure:** invitations, on-site and during-event push notifications
- **Lead Generation:** registration list with email addresses
- **Event Promotion:** special invitations to share with your clients/colleagues and social media assets to post about your event affiliation sponsorship.

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 sponsorship.





Events Overviews

CIO Influential Investors Forum

October 2026 / New York City

During the CIO Influential Investors Forum, CIO award 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. Special sessions prior to lunch offer an opportunity for the 2026 CIO NextGen to network and engage with tenured chief investment officers.



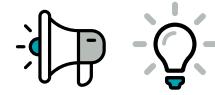
CIO Industry Innovation Awards

October 2026 / 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. In addition, CIO will recognize the 2026 Class of NextGen and salute the members of our 2026 Knowledge Broker and Power 100 lists.



SURVEYS



Surveys

Every year, CIO 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. We showcase key highlights and delve deeper into the findings on our website and provide 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 16)
- Purchasing datasets and reprints of reports
- Commissioning a custom survey (see page 37)

Home > Surveys > News > Asset Allocation > 2024 Outsourced Chief Investment Officer Survey

Asset Allocation May 21, 2024 05:08 AM EDT

2024 Outsourced Chief Investment Officer Survey

Art by Jonathon Rosen

STATE OF THE INDUSTRY

METHODOLOGY

SURVEY

PROVIDER PROFILES

PAST SURVEYS

2023

2022

2021

2020

The long-term trend of shipping out investment management appears to have slipped for asset allocators, despite several large outsourcing arrangements being announced in recent months.

In the last year, some large U.S.- and U.K.-based companies have

Home > Surveys > News > Asset Allocation > 2024 Outsourced Chief Investment Officer Survey

Asset Allocation May 21, 2024 05:08 AM EDT

2024 Outsourced Chief Investment Officer Survey

Survey

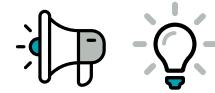
Respondent Profile

Respondent Organization Type

Organization Type	Percentage
Corporate pension	22%
Public pension	13%
Endowment or foundation	42%
401(k), 403(b) or 457 defined contribution plan	22%
Union pension	2%
Health care organization	2%
Sovereign wealth fund	2%
Other	31%

Respondent Regions Represented

Region	Percentage
U.S.	87%
Canada	4%
Other	9%



CHIEF INVESTMENT OFFICER Brand Surveys

Allocator Insights Survey

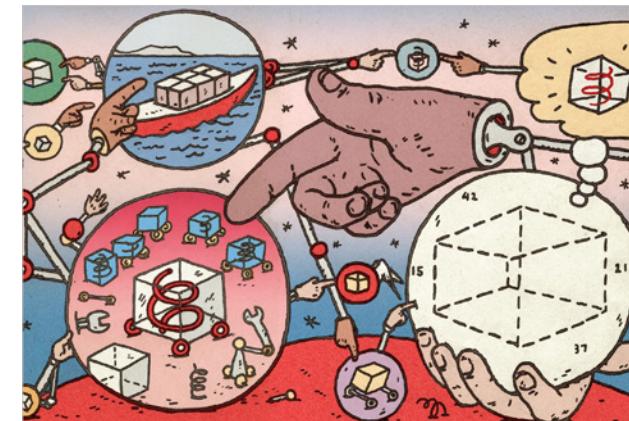
The CIO Allocator Insights Survey offers perspective on institutional investors' team structure, hiring practices and governance strategies. Asset owners also share information about their use of consultants and technology.

Publish January 13

Outsourced Investment Manager Survey

Asset managers responding to this year's survey reported on the percentage of their portfolios that is outsourced, the average size of their organization's investment staff, outsourcing goals and more.

Publish August 11





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 for them. 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 that your business needs.

Additional Details

- Limited availability: One survey per quarter for the same target audience.
- Available on a 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 required at least 30 days before survey fielding.

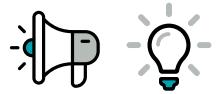
Investment

- Pricing starts at \$72,900
- 50% non-refundable deposit required for custom options.
- Included elements: audience access, sample procurement, invitation design/deployment, data collection/cleaning, incentive fulfillment, and raw data file.
- Custom research requires an incremental media buy (webinar, thought leadership, white paper, etc.).

Pricing Variables

- Level of targeting (including screening questions).
- Additional survey length (beyond 15 minutes).
- Number of invitations/reminders above standard (1 invitation, 2 reminders).
- Response sample size larger than 100 (billed per complete).
- Participant incentive for qualified, complete responses (billed at cost).
- Analysis and insights presented in a formally designed presentation.

AWARD PROGRAMS

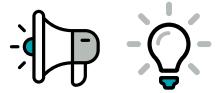


Annual Awards

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 in October in New York City.





2026 Award Programs

NextGen

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

*Nominations open: February
Listmakers announced: May*

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: February
Listmakers announced: June*

Market Movers

Chief Investment Officer culls details about the funds and fund managers that gather assets, including about which asset classes and investment themes are growing. Those funds and managers that come out on top are recognized.

*Nominations open: May
Listmakers announced: August*

Industry Innovation Awards

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

*Nominations open: March
Finalists announced: August
Winners announced: October*

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: August



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