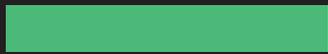


ESG INVESTOR



Investing in the future

**Media Kit
2021**

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As for the responsible investment community, it's time for us to step up and play our role as long-term holders of capital, to call corporations to account. It's time for asset owners sitting at the apex of the investment chain to lead the financial sector through this crisis.”

**Fiona Reynolds, CEO,
Principles for Responsible Investment**

Welcome...

In March 2020, three of the world's largest public pension schemes called on asset managers and companies to support their efforts to integrate ESG factors into their investment strategies.

Collectively worth US\$2 trillion, Japan's Government Pension Investment Fund, the California State Teachers' Retirement System and the UK's Universities Superannuation Scheme confirmed their commitment to sustainable investment, warning corporates and asset managers of the consequences of failing to support them. "We do not have the luxury of limiting our efforts to maximising investment returns merely over the next few years," they said.

Asset owners face a monumental task. Overwhelmingly, they are actively looking to integrate ESG factors into their investment strategies, making difficult choices with limited resources. Each investment institution must take its own path, based on its particular position and priorities, against a backdrop of fast-evolving regulations, standards, investment options and analytics.

At ESG Investor, we aim to be the practical information hub for asset owners looking to invest successfully and sustainably for the long term. As best practice evolves, we will share the news, insights and data to guide asset owners on their individual journey to ESG integration, driving – as GPIF, CalSTRS, USS put it – "sustainable economic growth for our customers, beneficiaries and society".



Chris Hall
Founding Editor



Editorial

ESG Investor keeps asset owners up to date with daily news flow relevant to their investment decisions and adds value through in-depth articles, interviews, guides and data. Our belief is that ESG investing will become the norm, with all investors giving greater weight to environmental, social and governance factors. But today we are in the early stages, with best practice, investment choices and regulatory guidance all in flux.

ESG Investor will chart this migration, helping asset owners to navigate the obstacles, harness valuable innovations and forge their path toward a new sustainable investment framework.

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With companies acting as long-term value creators and investors acting as long-term value accelerators, together we can keep short-termism at bay and drive sustainable economic growth of our customers, beneficiaries, and society.”

GPIF, CalSTRS, USS

News

ESG Investor brings readers the latest updates on how regulations, standards, investment options, tools and analytics are adapting, and how they impact asset owners, asset managers and their investments.

Best practice

As more asset owners get to grips with integrating ESG factors into their investment strategies, ESG Investor shares their experiences through interviews and case studies that highlight their decisions and choices – and lessons for peers.

Insight

Working with decision-makers, industry practitioners and opinion-formers providing asset owners with practical, detailed and comprehensive insight. Offering perspectives from diverse disciplines and vantage points, ESG Investor will deepen asset owners' understanding of an evolving landscape and their response to it.

Data

Partnering with data and analytics providers to offer decision support to asset owners as they adjust and review their investment strategies to serve the needs of end-investors and the wider community.

For all editorial enquiries please contact: Chris Hall - chris@esginvestor.net

2021 Editorial Focus

In 2021, ESG Investor will continue to broaden and deepen its editorial coverage, complementing its daily news service on ESG-related themes for asset owners with in-depth content.

This will include interviews with leading practitioners, as well as special features, guides and series that provide practical, actionable insight to investors.

Throughout the year, we expect to cover many themes across a range of formats including our top ten:

As part of our efforts to reflect evolving best practice, we will increase our outreach to the ESG investing community, both for informed comment in features and for standalone interviews with:

- CIOs, heads of responsible / sustainable investing at asset owners
- Heads of ESG at asset managers
- Heads of sustainability / investor relations at corporates
- Leadership teams at industry bodies, NGOs, regulators, academics, lawyers

- 1** Expansion of ESG investing beyond equities, highlighting evolving expectations across asset classes, including fixed income, private equity, and real assets
- 2** Role of third party ESG ratings and scores as inputs into sustainable investment processes alongside other qualitative and quantitative information
- 3** Progress toward comparable climate-risk data on the road to COP26 as a starting point for standardised decision-useful non-financial disclosure
- 4** Exploring the merits of different approaches, from negative screening to integration to thematic / impact investing, examining the methodologies behind strategies
- 5** Evolution of the green bond market, including social and sustainability-linked issuance, focusing on disclosure requirements and analysis frameworks
- 6** The practical realities of active engagement / stewardship – from behind-the-scenes collaboration to challenging directors in public
- 7** The drivers informing ESG investing at different asset owners and the implications for investment processes across pension funds, insurers, SWFs, endowments etc
- 8** Criteria for selecting, monitoring and assessing asset managers – how are expectations, relationships and analysis frameworks evolving?
- 9** Information barriers to making informed decisions on ESG risks and opportunities: from supply chains to biodiversity to water usage to employee rights
- 10** The ESG risks and opportunities arising from digital innovation in big data. AI/ML offer new insights, but also raise questions on ethics and access

Readership

ESG Investor will be required reading for all investment professionals actively integrating ESG factors into the investment strategies and operations of asset owners.

Organisation Types

- **Pension Schemes • Insurance Firms**
- **Sovereign Wealth Funds • Family Offices**
- **Endowments • Foundations**
- **Asset Managers**
- **Governments & Regulators**
- **Technology Providers / Data Vendors**
- **Consultants • Law Firms**

Geographic Reach

- **Europe - 40%**
- **North American - 20%**
- **Asia - 20%**
- **Rest of World - 10%**

Example Subscribers

Head of ESG, **ATP**
Head of Performance, **Border 2 Coast**
Executive Board & MD, **Bund Institionelle Investoren**
Sustainable Investment Officer, **CalSTRS**
Impact Investment Analyst, **Church Commissioners for England**
Special Adviser, **National Pension Fund Management Committee, Korea**
ESG & Responsible Investment, **Norges Bank Investment Management**
ESG & Responsible Investment Officer, **NYC Common Retirement Fund**
Investment, **Omers**
Principal, Responsible Investing, **Ontario Teachers' Pension Plan**
Responsible Investment Lead, **PGGM**
Senior Strategy Director, **Ping An**
Head of Responsible Investing, **Swiss Re**

Audience Development

ESG Investor's goal is to deepen the dialogue between asset owners and service providers including asset managers, data providers and technology firms. To enable this our community building is central to the development of the platform and associated products.

Informed, relevant content is driven by deep insights into reader activity across multiple touch-points.

Our mission is to build long-term relationships with our readers, establishing a community and one-stop shop of insights delivered through multiple channels - online and in person.

We ensure that all subscribers are **permission based**, creating a community that is engaged and focused.

Profiling

Understanding key decision makers and market participants that are integrating ESG factors to their investment process.

Data & Insights

Learning about challenges; using data from search, social media and the ESG Investor platform to build a 360-degree picture of what asset owners challenges are and what engages them.

Engagement

Providing insights across multiple channels including news, articles, video, podcasts and in-person events. Creating a two-way channel with readers so they are involved with every initiative.

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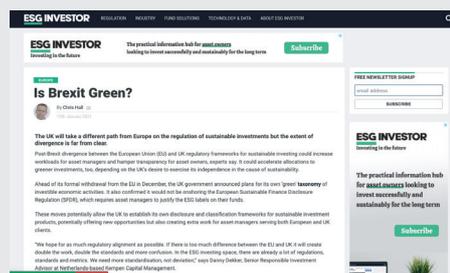
Every company, every bank, every insurer and investor will have to adjust their business models. This could turn an existential risk into the greatest commercial opportunity of our time.”

**Mark Carney,
ex-Governor of the Bank of England,
UN Special Envoy for Climate Action**

Engaging with Readers

Website - www.esginvestor.net

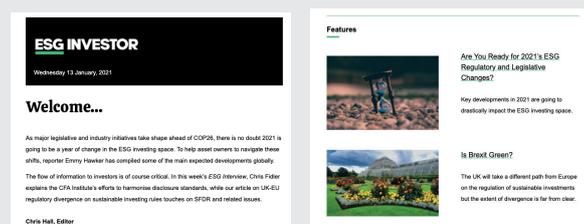
Advertise and host content on the ESG Investor website including dedicated content hosting opportunities to reach our audience. Enquire about our latest traffic statistics to include impressions and daily unique users.



email - 2x weekly

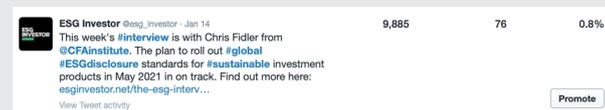
Wednesday weekly newsletter highlighting the latest features & news from the ESG Investor editorial team.

Friday updates on new hires, fund launches and latest technology solutions.



Social Media

A fast growing audience across LinkedIn and Twitter. Promote your brand by working with ESG Investor to reach new audiences.



Webinars

Proven for lead generation and brand awareness. Allow ESG Investor to devise cutting edge content, invite industry participants, moderate and build a key audience for your products & solutions.



Additional Solutions

Events • Podcast • Research

For all sales enquiries please contact: Beth Northey - beth@esginvestor.net

Partnerships & Rate Card

Content

Work with our expert editorial team to create bespoke content around opinions, thought leadership, whitepapers, Q&A's and more. Additional support from our research and advisory board can be provided. Full branding and association with ESG Investor can be made through high-quality reprints with marketing & distribution rights.

Content - £3,000 +

Whitepaper - £5,000 +

(inc. PDF, marketing/hosting)

Webinars & Video

Conduct webinars to engage an audience on key themes, and drive leads. Or work with our professional video team to produce short tv-style segments to promote across ESG Investor and your own properties.

Webinars - £8,500+

Videos - £2,500 per video

Advertising & Content Hosting

Reach the leading executives in the ESG industry with advertising across www.esginvestor.net and the weekly newsletter service. Advertising can raise awareness around issues or products related to ESG. Can be lead driven. Host content in our 3rd party hosted content section on the homepage.

Ad - Newsletter - £900 p/week

Ad - Website - £1,200 p/month+

Content Hosting - £1,250 p/month+

Research

Bespoke research carefully crafted and run in-house by our dedicated research team. Work with our editorial team to further expand the resach of this proprietary work.

£POA

Data

Access the latest data-points related to ESG - talk to our team about our tracking and monitoring services.

£POA

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