ESG INVESTOR

Investing in the future

Media Kit
2022
2021 was the year ESG moved into the investment mainstream. It was also the year that ESG Investor established itself as authoritative voice on sustainable investing, focused on providing asset owners with the information they need to pursue best practice in a fast-changing environment.

With COP26 still resonating and reshaping investor and policy priorities, what will 2022 hold? Environmental issues will continue to dominate the agenda, as new rules and frameworks aim to reset the relationship between profit and planet. This may lead to escalation of active engagement on climate and biodiversity themes — particularly during the AGM season — but asset owners will not ignore social and governance issues either.

Increasingly, they view sustainable returns as best achieved by working with partners and investing in firms which recognise long-term responsibilities to stakeholders across society, remaining alert to ever-evolving risks and opportunities.

For certain, the pace of change in sustainable investing will accelerate in 2022, as the asset owner’s options are redrawn by new regulations, standards, fund solutions, data and tools. As sustainable investing scales up, so too will ESG Investor broaden and deepen its coverage, extending the channels and formats we use to share news, industry insights and best practice with its growing global readership.

Like asset owners, we’re focused on delivering sustainable returns - and positive impact - in the long term.

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.

“
We need to shift to a net-zero world, not just net-zero portfolios. This means understanding the impact of our portfolios on the world.”

Faith Ward, Chair, IIGCC, and Chief Responsible Investment Officer, Brunel Pension Partnership

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
2022 Editorial Focus

In 2022, 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:

Renewables
As the national governments of both developed and developing countries deepen their commitment to net zero emissions, they are outlining national pathways to develop their green energy capabilities. What are the implications of these plans for institutional investors and how should they allocate capital to support growth in these nascent sectors.

Still scrutinising net zero
Companies’ net zero transition plans are becoming more detailed and comprehensive, but many still contain significant gaps, especially relating to social factors. How are asset owners and managers scrutinising plans and engaging with management, and how do they escalate concerns effectively.

Building better
Infrastructure renewal and resilience is critical to the long-term sustainability of economies in developed and developing countries. But in countries experiencing high economic and demographic growth, there is an urgent need to use low-carbon materials and techniques when constructing new social, transport, housing, health and other infrastructure.

Investment operations
Asset owners and managers face new challenges as they look beyond ESG integration in their core portfolios including challenges of reporting and benchmarking across multiple managers and asset classes, as well as ensuring securities lending and collateral management activities are fully in line with ESG investment processes and priorities.

Go private for impact/alternatives focus
Private markets are increasingly seen as an important route for asset owners to identify opportunities for positive ESG impact.

Democratise my portfolio
Major asset managers such as LGIM and Blackrock are exploring ways to reflect asset owners’ ESG priorities in the proxy voting process. Technology can play an important facilitating role in ensuring the ESG priorities of end-beneficiaries and trustees are heard, but what are the practical benefits and limits of greater democracy?

Beyond climate 1
How are initiatives such as the Kunming Declaration and the Task Force on Nature-related Financial Disclosures helping asset owners and managers to identify the biodiversity risks in their portfolios? With visibility along the supply chain variable at best, investors’ efforts to combat deforestation and other types of over-exploitation of natural resources is limited.

Beyond climate 2
Regulatory initiatives are increasing company responsibility for human rights in a number of jurisdictions, while questions of low pay, safety and equity have steadily risen up the agenda. Disclosure and policy on all these issues is variable at best and often neglected further along the supply chain. What can investors do to increase their oversight and information flows to hold investee companies to account?

Beyond climate 3
Governance of the information technology sector is coming under greater scrutiny from investors for multiple reasons, from tax avoidance and ownership structure to monopolistic behaviours and executive pay to neglect of responsibility for online harms. A number of major asset owners have opening up tech-specific engagement programmes, reflecting the growing proportion of the sector represented in their portfolios. But how should investors prioritise these risks to tackle them effectively?
ESG Investor Data

Online Readership
Page views (per month): **31,718**
Unique Users: **15,253**

Traffic breakdown geo:
- **North America**: 23%
- **Europe**: 49%
- **Africa**: 2%
- **Asia-Pacific**: 18%
- **Oceania**: 6%

Newsletter (average)
- Permissioned Subscribers*: **4,843**
- Open Rate: **32%**
- Click Rate: **5.8%**

*All users signed-up themselves or requested ESG Investor to sign them up. The database is 100% permissions based.

Social Media
- **Linkedin**: **14,420 followers**
  (+1k per month) / 42k+ Post impressions per month
- **Twitter**: **2,936 followers**
  (+123 per month) / 38.6k Tweet impressions per month

Webinars (live)
- Webinar registrations: **300-500**
- Average turn-out: **45-55%**

Audience Demographics
- Asset Owners: **32%**
- Asset Managers: **23%**
- Technology, Data, Ratings: **14%**
- Consultancy: **12%**
- Government, Regulatory Bodies, Policy-makers: **8%**
- Associations: **7%**
- Other: **4%**
Readership

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

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

Job Titles
- Chief Investment Officers
- Chief Sustainable Investment Officers
- Heads of Responsible Investment
- ESG & Responsible Investment Officers
- Impact Investment Analysts
- Heads of ESG
- Chief Sustainability Officers

Geography
- Europe/UK — 49%
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Example Subscribers

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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.

“Civil society is prepared to hold all of us accountable for matching deeds to words.”

Al Gore, Former US Vice-President and environmental campaigner
Engaging with Our Readers

Website

Advertising

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.

£2,500 per month / tenancy
(1 of 4 tenants per month)

Partner Content

£3,500 per month / tenancy
(1 of 4 tenants per month)

Please provide all copy minimum of 2 working days in advance for checking

For all sales enquiries please contact: Nick Wakefield - nick@esginvestor.net
Newsletter

Advertising

Newsletter Takeover — £1,400 per issue

Premium Ad, Content Box

Advertisement

600x80px
Format: JPG, PNG, GIF (Static or animated)
100kb max.

Native Text Box Advertising

Plotting the Net Zero Journey: What we Need to do by 2025

Join S&P Global thought leaders during Climate Week NYC for an in-depth discussion on the journey of committing to net zero for investment managers, banks and corporations.

Sign up here

Sponsored by S&P Global Sustainable1

Headline + Link

Text (inc any links embedded), 50-60 words

Call to Action + Link

Please provide all copy minimum of 2 working days in advance for checking

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We should hope for the best while preparing for more challenging outcomes. The climate crisis will be those who benefit from the change in market dynamics, leading to greater migration, civil unrest and, possibly, lower earnings for firms operating in developing countries. We are currently around 1.2 degrees above temperatures that will dramatically alter life in many countries. We are the ones who will have to prepare for the havoc that comes with global warming – droughts, floods, forest fires, and to recognise that we should both hope for the outcomes.

The climate crisis is a business risk, and companies will be negatively affected by the physical cost of climate change, leading to greater migration, civil unrest and, possibly, lower earnings for firms operating in developing countries. The physical cost of climate change is taking place and that policy change being made will be the result of a combination of individual countries showing initiative on the transition to renewables; no small achievement given the high cost of renewable energy and the cost of energy in developed nations will be accentuated by climate change and the cost of adaptation to the new economic order.

Adjusting valuation models and to recognise that we should both hope for the best while preparing for more challenging outcomes. Even in the best of all possible worlds, we have to anticipate the need to change our businesses to take advantage of the opportunities that will arise from greater migration, civil unrest and rising temperatures.

To achieve the Paris Agreement’s central objective of keeping climate change to within 1.5°C of pre-industrial temperatures, we will need to do more now and to be prepared for the future. This will be particularly common in the energy and mining sectors. The physical cost of climate change is becoming more extreme weather events. The climate crisis is a business risk, and companies will be negatively affected by the physical cost of climate change, leading to greater migration, civil unrest and, possibly, lower earnings for firms operating in developing countries. The physical cost of climate change is taking place and that policy change being made will be the result of a combination of individual countries showing initiative on the transition to renewables; no small achievement given the high cost of renewable energy and the cost of energy in developed nations will be accentuated by climate change and the cost of adaptation to the new economic order.

The time to act is now.
Video Interviews

NEW

Chief Sustainability Officer — 10 Part Series

Feb-Nov 2022: How are CSOs at leading firms developing their sustainability strategies, including net zero transition plans, and how are they liaising with investors and others to ensure support and collaboration.

£25,000
5 part

£45,000
10 part series sponsor

NEW

Chief Sustainable Investment Officer — 10 Part Series

Feb-Nov 2022: How are CSIOs at major asset owners adjusting their portfolios to account for climate and other ESG risks and how are they liaising with asset managers, investee firms and policymakers to for optimal sustainability impact.

£25,000
5 part

£45,000
10 part series sponsor

Executive Interviews — 15mins

£6,500 each

The ESG Video Interview

Incorporating Sustainability Priorities into Investment Strategies

Tom Ku, Global Head of ESG Strategy, and Rob Edwards, Director of ESG Product Management at Morningstar Indexes, discuss investors’ sustainability priorities, integrating ESG into investment decisions, and the tools and tactics available.

Hosted by a senior editor, an opportunity to discuss the latest developments across sustainable investing. Option for 1 or 2 executives. ESG Investor will provide scripting, organising online video shoots and editing.

Video available for own marketing purposes.

Final cut will be around 15 minutes, further smaller segments can be produced.

For all sales enquiries please contact: Nick Wakefield - nick@esginvestor.net
Events

Webinars

£10,000+ per event

Exclusive and fully produced by ESG Investor, moderated by a senior editorial team member. Each webinar includes agenda setting, speaker sourcing, marketing across the ESG Investor channels and full access to a permissioned attendee list.

Post-event video available on-demand.

Roundtables

£10,000+ per event

Exclusive invite-only closed-door event hosted by ESG Investor and partner firm. Invite up to 5 industry executives for an online roundtable. Agenda setting, guest invitation and hosting included.

Following the event, a write-up will be made available and published/marketing across ESG Investor and social media.

NEW

In-person & Online Events

Pricing – Enquire

Online or in-person events. Invite only exclusive events in select locations.

Locations:
- United Kingdom
- Benelux
- France
- North America
- Asia-Pacific

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