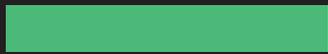


ESG INVESTOR



Investing in the future

**Media Kit
2020**

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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 will keep asset owners up to date with daily news flow relevant to their investment decisions, but will also add 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, societal and governance factors. But today we are in the early stages of a major overhaul of investment practices, with best practice, investment choices and regulatory guidance all in flux.

As such, 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.

“
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 will bring 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 will share their experiences through interviews and case studies that highlight their decisions and choices – and lessons for peers.

Insight

We will work with decision-makers, industry practitioners and opinion-formers to provide asset owners with a practical, detailed and comprehensive insight into ESG investing. By 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

We will partner 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

Readership

ESG Investor will be required reading for all investment professionals actively integrating ESG factors into the investment strategies and operations of asset owners. As well as pension schemes, insurance firms, sovereign wealth funds, family offices, endowments and foundations around the world, ESG Investor will be highly relevant to a wide range of their suppliers, including asset managers, broker dealers, technology providers, data vendors and consultants.

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

“
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

Europe - 40%

North American - 20%

Asia - 20%

Rest of World - 10%

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 - £4,000 +

Whitepaper - £6,000 +

(Inc. PDF, marketing)

Webinars & Video

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

Webinars - £12,500+

Videos - £5,000 per video

Advertising

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.

Newsletter - £1,000 p/week

Website - £1,500 p/month

(16.67% SOV of website)

Research

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