

Pensioen Pro

Powered by



Media pack 2017

Leading in the Dutch pension & investment industry



*Mariska van der Westen,
editor Pensioen Pro*

Pensioen Pro holds a unique position as the only editorially independent Dutch-language publication catering exclusively for institutional investors and pension funds in The Netherlands. Widely recognized as the go-to source for reliable industry news and independent reporting, Pensioen Pro reaches approximately 15,000 readers in total, delivering a discerning and dedicated audience of pension fund executives and institutional investment professionals.

- **11,500 newsletter recipients; 7000 online subscribers and 4000 print readers¹**
- **Full range of products:** Daily newsletter, bimonthly print magazine, 3 annual networking events, industry awards, market directory

Access the \$1300bn Dutch pensions sector

Our readership covers the full breadth of the Dutch pensions and institutional investment sector and our annual conference & awards is the largest Dutch pension awards event in the industry. Contact us to explore how Pensioen Pro might help you gain access to decision makers in the Dutch pension & institutional investment sector. I look forward to hearing from you!

Company information & key products

Pensioen Pro is a joint venture of British pensions and investment publisher IPE and the Dutch business newspaper, Financieele Dagblad. Building on the strengths of its parent companies, Pensioen Pro serves Dutch pension & investment professionals with a full range of products, including:

- Daily electronic newsletter
- Bimonthly print magazine
- Dutch Asset Manager Guide (digital and print editions)
- Networking events and seminars
- Pension Fund Awards

¹ Figures as per 31-12-2016

Online statistics

MONTHLY STATISTICS:

15/11 – 15/12 2016

Sessions

62,194

Users

38,339

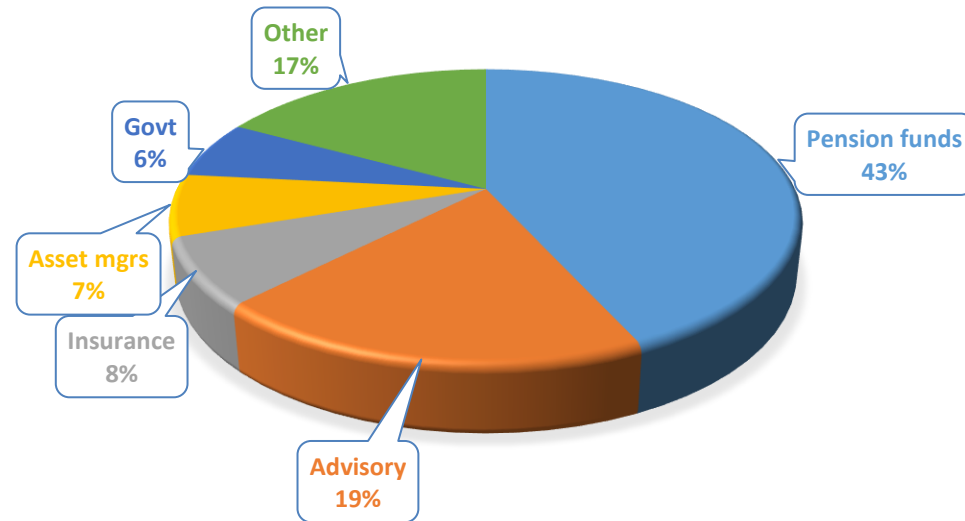
Pageviews

84,101

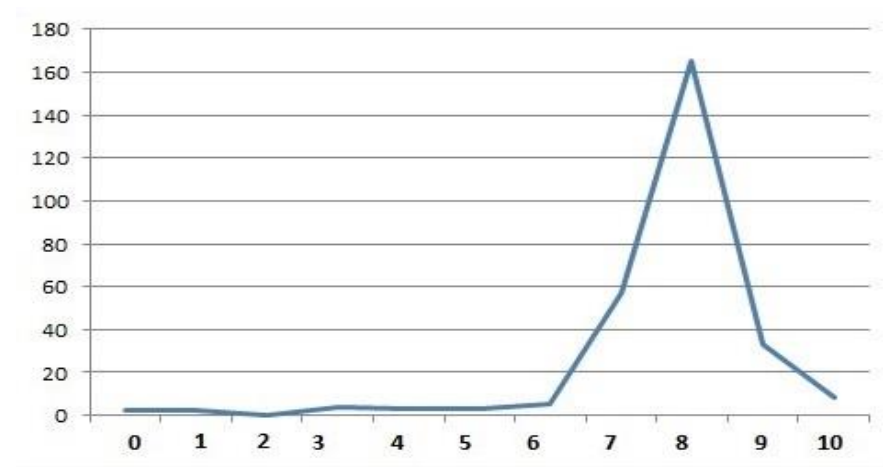
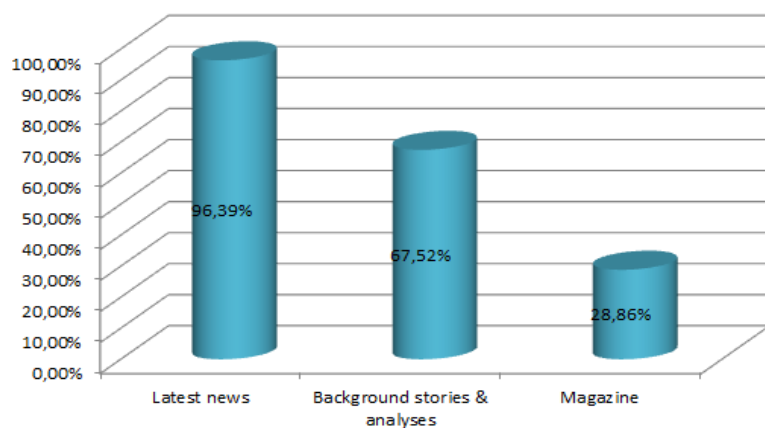
Pages / Session

1.35

ONLINE READER PROFILE



Three main reasons to visit PensioenPro.nl



"How would you rate the Pensioen Pro website?"

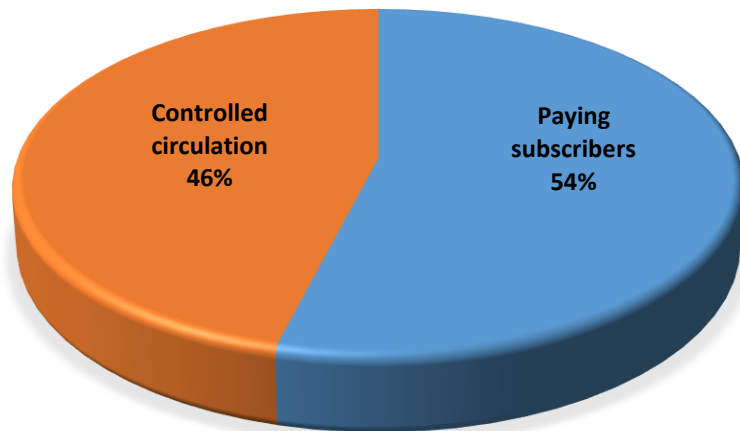
On a scale of 0-10 the majority of respondents graded the site an 8

Print statistics

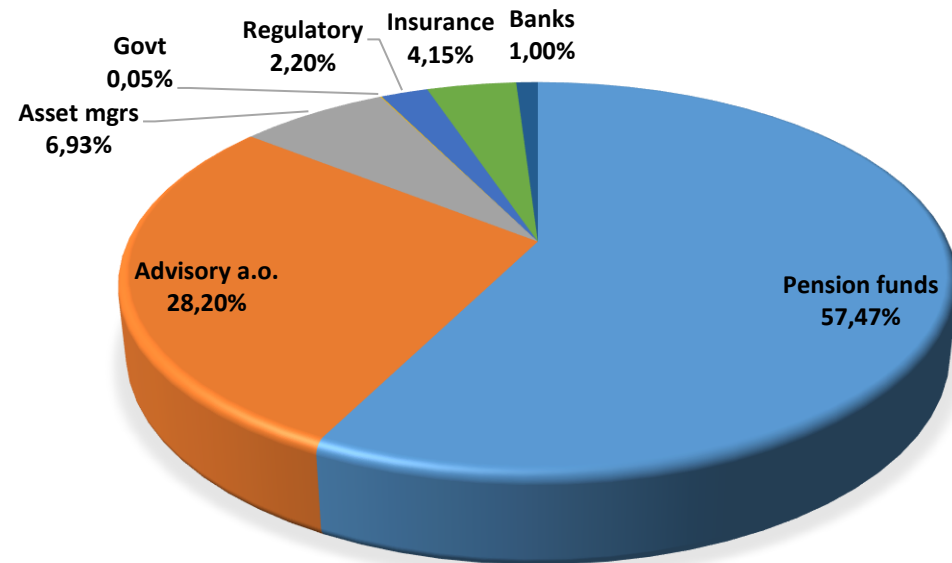
Bimonthly print magazine featuring pensions and investment sections. Each issue includes a 'special section' focusing on asset management topics.

- 4000 print subscribers
- 54% paid, 46% controlled circulation
- 57% are pension fund executives, 28% are advisory

PENSIOEN PRO PRINT MAGAZINE



PENSIOEN PRO PRINT READERS



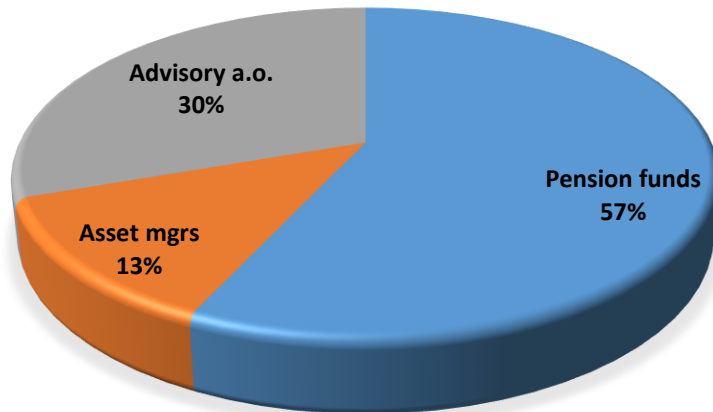
Events statistics

Three annual events in March, June and October with 100-250 delegates.

- 60% of delegates are asset owners
- Events consistently rated 8.2 out of 10
- Annual conference & awards is largest Dutch pension awards event in the industry

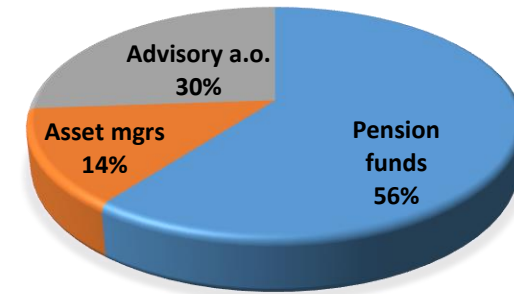
JUNE - CONFERENCE & AWARDS

- JUNE 2016, AMSTERDAM
- 244 DELEGATES



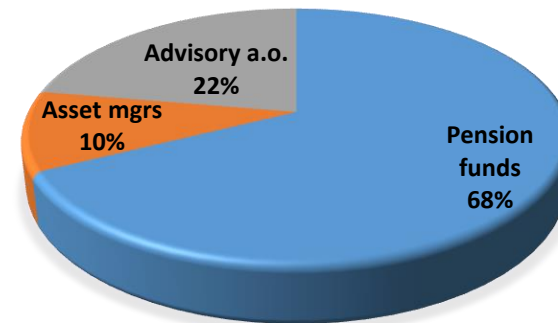
OCTOBER - INVESTOR COUNCIL

- OCTOBER 2016, ROTTERDAM
- 104 DELEGATES



MARCH - FOCUS CONFERENCE

- MARCH 2016, LEIDEN
- 148 DELEGATES



Print Advertising

Editorial schedule 2017

Feb-March Special Report: Active Management
Dutch Elections
Property Trends

April-May **Event Special:** Interest Rate Report
Individual DC
Fixed Income: Credit and High Yield

June-July **Event Special:** Pensioen Pro Awards
Equity Update
Alternative Investments

Aug-Sept **Anniversary Special, distributed with the business daily, FD:** ESG and responsible investment
Factor Investing and ALM
Commodities

October FD Pension Supplement
Pension special Financieele Dagblad

Oct-Nov **Event Special:** Risk management
Government Bonds
Emerging Markets

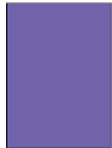
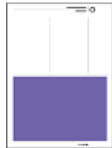
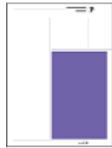
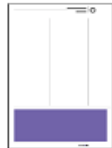
Dec-Jan Special report: Outsourcing and Fiduciary Management
Industry 'by the numbers'
Briefing: Global Equities

Asset Manager Guide 2018

Trends in Dutch institutional investing
Manager directory A-Z
Top 75 asset managers

Press Dates 2017

Edition	Copy Deadline	Display Advert Deadline	Press Deadline	Delivery Date
February - March	30 Jan	6 Feb	13 Feb	23 Feb
April - May	6 April	13 April	20 April	4 May
June - July	9 June	16 June	23 June	6 July
August - September	4 Sept	10 Sept	18 Sept	28 Sept
FD Pension supplement	25 Sept	2 Oct	9 Oct	19 Oct
October - November	9 Oct	16 Oct	23 Oct	2 Nov
December - January	13 Nov	20 Nov	27 Nov	7 Dec
Asset Manager Guide	7 Dec	14 Dec	8 Jan	18 Jan

Rate Card		Mechanical Data		Specifications
Size	Rate	Advert size	Trim size	Display adverts: <ul style="list-style-type: none"> • Certified PDF • CMYK (no RGB) • Crop marks • All images 300 dpi • Bleed 3 mm • When supplying a PDF, the OPI settings must be switched OFF
DPS	€18500		Full page W210mm x H297mm	
Full page	€9570		Half page W186mm x H132mm	
Half page	€5100		Junior page W110mm x H182mm	
Junior page	€6400		Quarter page W186mm x H66mm	
Quarter page	€3200			
Positions	Rate			Sponsored commentaries: <ul style="list-style-type: none"> • 1 page: 600 words + 70-word contact details +150-word disclaimer + small photo + logo • 2 pages: 1300 words + 70-word contact details +150-word disclaimer + small photo + logo • Pictures, graphics, very long titles and/or standfirsts will affect word count. Please allow approximately 200 words for 1 graph and 330 words for a medium size picture.
OBC	€11500			
IFC	€10570			
<i>Other guaranteed position +15%</i>				

Online Advertising

Pensioen Pro website

Rate per thousand impressions (cpm)

Target	Format	Pricing
Run of site	top banner	€95 cpm
Run of site	MPU/embedded MPU	€95 cpm
Run of site	½ page MPU	€120 cpm

Email Newsletter

Rate per email

Banner:

<i>Frequency</i>	<i>Pricing</i>
1 email	€250
5 days (non-consecutive)	€1000
20 days (non-consecutive)	€3750

Sponsored message:

<i>Frequency</i>	<i>Pricing</i>
1 email	€500
5 days (non-consecutive)	€2000
20 days (non-consecutive)	€7500

Sponsored message Specifications

Headline + 60-word text + logo + sponsored link

Technical specs

WEBSITE

Ad unit	Size (pixels)	File size	Third Party served	Formats
Leaderboard	728x90	50kb	Yes	GIF, JPG, Flash, HTML
MPU	300x250	50kb	Yes	GIF, JPG, Flash, HTML
Half page	300x600	50kb	Yes	GIF, JPG, Flash, HTML
Expandable MPU	300x250 (expanding to 300x600) Must expand left	50kb	Yes	GIF, JPG, Flash, HTML
Expandable Leaderboard	728x90 (expanding to 728x180) Must expand left	50kb	Yes	GIF, JPG, Flash, HTML

EMAIL NEWSLETTER

Ad unit	Size (pixels)	File size	Third Party served	Formats
Top banner	468x60	50kb	Image only	GIF, JPG, PNG
Sponsored message	Logo 100x35	50kb	N/A	Logo - GIF, JPG, PNG Text limit – up to 60 words
Bottom banner	468x60	50kb	Image only	GIF, JPG, PNG

GENERAL GUIDELINES

File size limits	If we are hosting, maximum file size must be adhered to. Larger files may be hosted at extra cost.
Animated GIFs	Animated GIF first frame must be relevant content.
Flash creative	Frame rate no more than 31fps. Max file size 50kb, animation no longer than 30 seconds. Please include backup GIF or JPG.
Expandable units	Must be user-initiated via click or mouse-over. Method of expansion and collapse must be same. A mandatory 'close X' button must be prominent and obvious. Close button font size must be 11 px, bold text and 4 px padding around the text.
Video/Audio	Only served via third party. In-banner video can be host- or user-initiated up to 15 seconds and must have standard controls (i.e. play/pause, audio/ mute, and stop). All audio must be user initiated. Where applicable, ON/OFF, STOP/PLAY and CLOSE button must be prominent and obvious. Three loop maximum, total animation time for all loops combined cannot exceed 15s. Ads may not employ persistent rapid strobing animation of any graphic, copy, or background element.
Third party ad serving	If you will be using a third party to serve your advert, please check with that third party for any file size limits.

Events Sponsorship

Focus Conference – 14 March 2017

'The great interest rate debate'

Are pension funds too heavily invested in 'risk free' govies (and what is the alternative)? Should the Dutch government introduce Pension Bonds to shore up collective pension savings? How exactly does one implement a sound LDI strategy in the face of sub-zero rates? And what will markets do when rates rise?

Date and venue

Tuesday 14 March 2017, Railway Museum Utrecht

Format

Afternoon

- Plenary session with alternating panel discussions and presentations.
- Tea table sessions: Concurrent workshops on investment topics
- Up to 150 delegates
- >60% buy side/asset owners

Sponsorship opportunities

Tea table session

€11000

30-minute speaking slot in workshop on investment-related topic, scheduled as a breakout session. These are geared to 7-15+ pension fund executives and hosted in a boardroom setting by a Pensioen Pro journalist. Includes 2 tickets to plenary session (speaker + 1).

Panel/presentation

€15000

30-minute panel slot or 20-minute presentation during the plenary session in the afternoon. Includes 2 tickets (speaker + 1) to plenary session.

Lunch, Petit fours, or Networking drinks

€11000

Napkins and/or server aprons and/or petit fours printed with your logo, banner and branding during lunch and/or breaks. Brief speech (5-10 min) optional.

- All sponsorships include branding in event marketing materials prior to the event as well as on the day.
- Sponsors receive a 20% discount on adverts booked in the after-event print issue of Pensioen Pro. Companies sponsoring 2 events in one calendar year receive a 30% discount on print advertising in the print edition of their choice.

Conference & Awards – 22 June 2017

A unique event combining top level conference and awards dinner

Co-hosted by the Dutch business daily Het Financieele Dagblad (FD) and Investment & Pensions Europe (IPE) the annual Pensioen Pro Conference & Awards brings together thought leaders and decision-makers in the Dutch pensions industry. Stats for 2016:

- Total number of delegates: 244
- 72 pension funds representing approximately 90% of Dutch pension fund AUM
- Event rated consistently >8 on a scale of 1 – 10

Date and venue

Thursday 22 June 2017, 'Prins van Oranje', Amsterdam

Format

Morning	Concurrent workshops on investment topics
Afternoon	Plenary session with panels and presentations
Evening	Awards dinner

All sponsorships include branding in event marketing materials prior to the event and on the day. Sponsors receive a 20% discount on advertising booked in the Pension Pro Awards print issue.

Conference Sponsorship

Workshop	€11000
25-minute speaking slot in workshop on investment-related topic	
Panel/presentation	€16500
30-minute panel slot or 20-minute presentation during the plenary session	
Lunch/Petit fours/Drinks reception	€11000

Awards Sponsorship

Branded table at the awards dinner for your guests; your company rep will present trophy to the winner of your sponsored award; your logo on full page advert in national newspaper 'Financieele Dagblad' congratulating winners

Gold Award	€25000
Best Dutch pension fund 2017	
Silver Awards	€21000
3 Silver Awards: Best small, Best mid-size and Best large pension fund	
Bronze and Themed Awards	€19000
10 Bronze and Themed Awards: for Best Equities, Best Fixed Income and Best Property Strategy; Long term investment of the year, ESG Award, Best investment strategy, Customer orientation award, Innovation award, Outstanding contribution, and Best funding rate improvement	

Investor Council – 5 October 2017

Risk management

In an environment characterized by instability, volatility and un- or under-rewarded risks, we look at risk management developments and risk management tools and strategies available to institutional investors.

Date and venue

Thursday 5 October 2017, Rotterdam Hilton

Format

Morning

- Concurrent workshops on risk-related topics.
- 10-15 participants per workshop.
- Besides sponsors, admission is buy-side only.

Afternoon

- Plenary session with alternating panel discussions and presentations.
- Up to 150 delegates
- >60% buy side/asset owners

Sponsorship opportunities

Workshop

€11000

25-minute speaking slot in workshop on investment-related topic, scheduled the morning of the event. These are geared to 7-15 pension fund executives and hosted in a boardroom setting by a Pension Pro journalist. Includes 2 tickets (speaker + 1) for sponsored workshop only.

Panel/presentation

€15000

30-minute panel slot or 20-minute presentation during the plenary session in the afternoon. Includes 2 tickets (speaker + 1) to plenary session.

Lunch, Petit fours, or Networking drinks

€11000

Napkins and/or server aprons and/or petit fours printed with your logo, banner and branding during lunch and/or breaks. Brief (5-10 min) speaking optional.

- All sponsorships include branding in event marketing materials prior to the event as well as on the day.
- Sponsors receive a 20% discount on adverts booked in the after-event print issue of Pension Pro. Companies sponsoring 2 events in one calendar year receive a 30% discount on print advertising in the print edition of their choice.

Asset Management Guide

Print & online market directory

Distributed both in print and online the Pensioen Pro Asset Management Guide is a valuable addition to the manager selection function within Dutch pension funds. The Guide offers:

- The opportunity to showcase your expertise to your key buy-side audience.
- A versatile online search tool to accompany the print directory, accessible via the Pensioen Pro website, which managers will be able to update at any time.
- Distribution to all buy-side readers free of charge.
- Option to be showcased in the Pensioen Pro newsletter, which is distributed to 12,000 subscribers daily.

Rate Card 2017

Basic profile €2750

Includes profile in the print directory and searchable online profile

Profile Plus €5000

Basic profile + link showcased in newsletter 1 week, 2 x year

OBC €6250

Advert on outside back cover

IFC €5500

Advert on inside front cover

Contact Page

EDITOR & DIRECTOR

Mariska van der Westen
Mobile: +31 6 250 41 491
mariska.vanderwesten@ipe.com

SALES MANAGER NETHERLANDS

Barbara Smulders
+31 6 558 83 488
Barbara.Smulders@fdmediagroep.nl

SALES MANAGER UK

Andy Hill
+44 20 3465 9324
andy.hill@ipe.com

DIRECTOR, EUROPEAN BUSINESS

Kissima Traore
+44 20 3465 9329
kissima.traore@ipe.com

HEAD OF NORTH AMERICAN BUSINESS

Erik Vanderkolk
+1 203 550 0385
erik.vanderkolk@ipe.com

DIGITAL COMMERCIAL DIRECTOR IPE

Dan Brill
T: +44 20 7397 5280, M: +44 7788 216 889
dan.brill@ipe.com

Pensioen Pro

Powered by

