

# IM|Power 2021 Digital Opportunities Prospectus

Connect with us. Reach your audience.





Who we are

## The IM|Power event series

IM|Power hosts events around the world for the global investment community, including FundForum International, the world's largest asset management event.

[Find out more about our events](#)

## The IM|Power content home

The IM|Power content home is the place where all the insights from thought leaders in investment management can be found. We have a wealth of expert articles and webinars, exclusive interviews, event recordings, and more!

Learn from your peers and showcase your expertise with the IM|Power community outside of the events to a truly global audience throughout the year.

[Head to the IM|Power audience home](#)



# The numbers that matter

## The Inform Connect reach

- 11,000 colleagues
- FTSE 100 member
- Operating in 30+ countries with customers in 170+ countries
- 5.8m event attendees, and 15,000+ attendees to Global Finance virtual events annually
- 30,000+ intelligence subscribers
- 1 million+ website visitors annually

## The IM|Power Community, by country

- UK – 18%
- Benelux – 4%
- DACH and France – 8%
- Rest of Western Europe – 7%
- Eastern Europe – 1%
- North America – 49%
- Asia – 9%
- ROW – 4%

## The wealth and investment management database

- 60,000+ database
- 100+ countries represented
- 50% of database C-level, directors & department heads
- 47% asset managers
- 35% service providers
- 16% fund buyer

## Website reach

- 200,000+ visitors to our [event websites](#) per year
- 15,000+ visitors per year to our [audience home](#) per year
- 30,000+ page views to our [audience home](#) per year

## Social reach

- 100,000 active followers across Global Finance channels
- 16,000+ active followers across Wealth and Investment Management channels
- 10,000+ active followers across FundForum channels

## YouTube

- 700+ subscribers
- 46,000+ views per year
- 50,000+ minutes watched per year

# IM|Power virtual event stats

## Digital attendance

- 2 digital events - with 8+ specialty focus stages
- 2236 registrants
- 50% conversion rate to live attendee

## Email campaigns

- 23+ campaign emails sent for IM|Power events (
- 30+ content emails sent to support IM|Power events and marketing services (25% opens, 3% clicks)

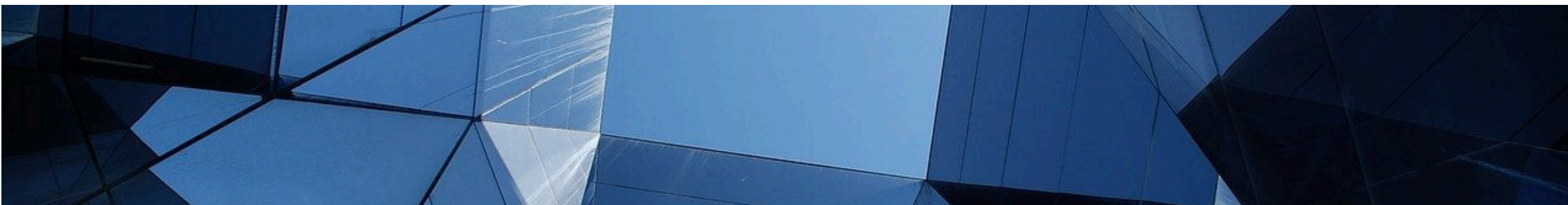
## Social reach

- 300+ tweets shared by IM|Power channels during events annually
- 400+ LinkedIn posts shared by IM|Power channels during events annually

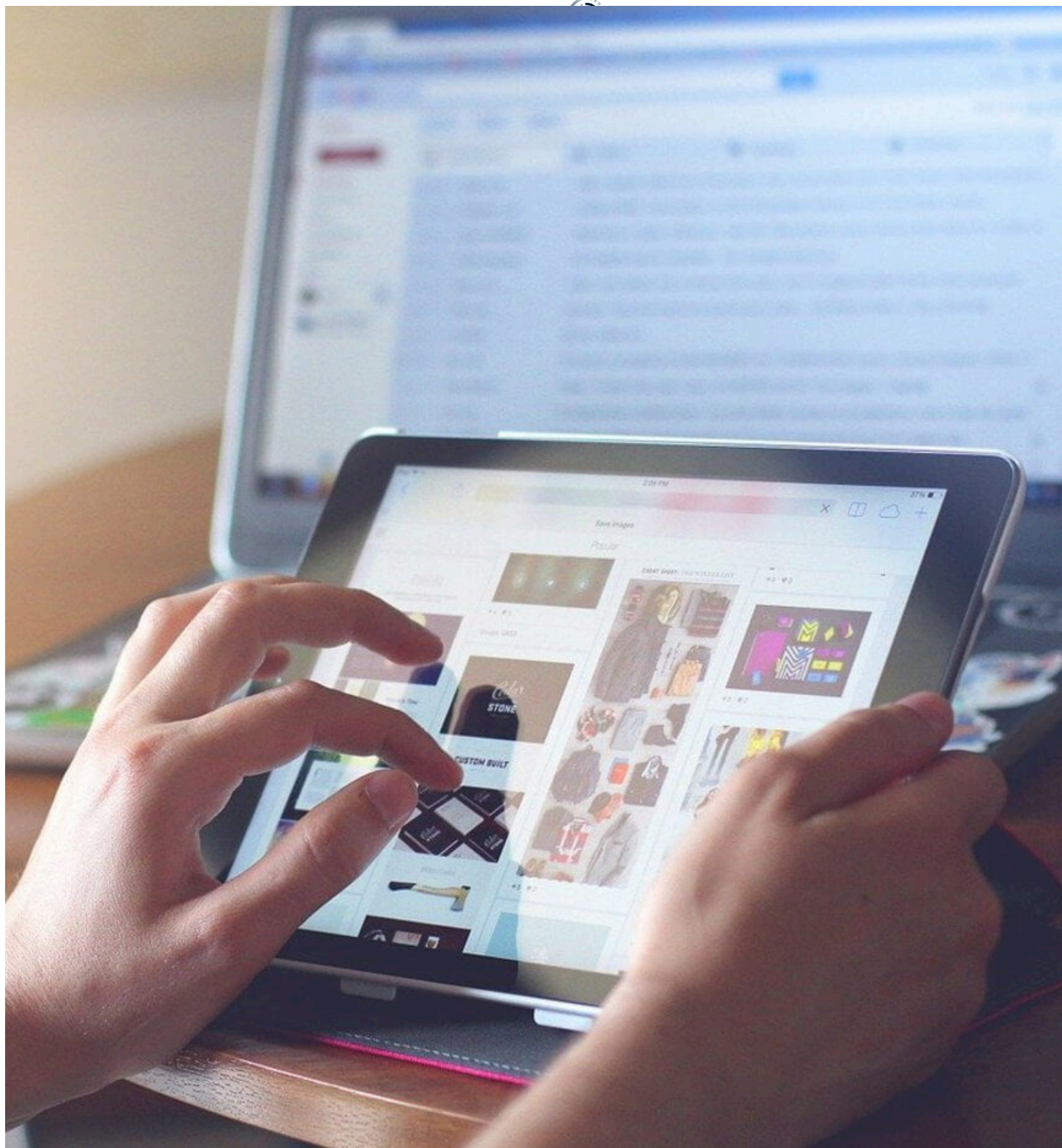
“

“A typically innovative solution from the organisers of FF in the era of Covid. Plenty of rich and thought-provoking content in a highly accessible format for fund selectors, product innovators and interested observers alike!”

Andrew Summers, Investec Wealth Management



What we do



# Reach the investment management community

Connect with your clients, all year round.

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## Display advertising

Get in front of the industry's leading minds

## Lead generation

Educate and engage with your target audience.  
Generate news leads

## Direct marketing

Reach your potential customers

## Custom content

Create compelling video content



# Display Advertising

Get in front of the industry's leading minds



# Banner adverts on our audience home

Wealth and investment management is the content home of the IM | Power platform and brings you the best discussions and events in the industry.

Get in front of the asset management industry's leading minds. Banner advertising on the W&IM content home puts your brand centre stage. Advertising here increases interest in your products, brand awareness, and most importantly, drives action.

*From £2,500/\$3,250*

## The numbers that matter

15,000+ visitors each year

30,000+ page views each year

[Visit the audience home](#)



# Banner adverts in monthly eNewsletter

Thousands of decision makers professionals rely on our editorial team to keep them up to date. Advertise within the eNewsletter - the monthly email that highlights the most inspiring and thought-provoking content to the industry's decision makers.

*From £1,000/ \$1,250*

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## **The numbers that matter**

60,000+ active email database

25% email open rate

3% average email click through rate

**[View example eNewsletter](#)**

FE fundinfo

Connecting fund managers and fund distributors  
for better investment decisions worldwide  
[www.fe-fundinfo.com](http://www.fe-fundinfo.com)



## IM|Power

[Discover more insight like this >>>](#)



Insights from IM|Power 2020

# Articles and adverts in quarterly eMagazine

The screenshot displays the quarterly eMagazine interface. At the top, there are navigation icons for 'Contents', a search icon, and logos for 'Inside ETFs Canada' and 'informa connect'. The main content area is divided into three sections:

- Advertisement:** A dark-themed ad for Horizons ETFs. It features a magnifying glass over a word cloud containing terms like 'GROWTH', 'FIXED INCOME', 'COMMODITIES', 'CASH SAVINGS', and 'ACTIVE'. The text reads: "I'm looking for..." and "We've got an ETF for that". At the bottom, it says "Visit us at [HorizonsETFs.com](https://HorizonsETFs.com)" and includes the Horizons ETFs logo and the text "by Mirae Asset".
- Article 1:** Titled "Who you are?". The text discusses the self-reflective question "What do I want my company to be?" and mentions that a company that "allows a broken bone to heal" needs to exhibit caring when staff or colleagues stumble, making a mistake, "breaks a bone".
- Article 2:** Titled "What do I value?". The text asks if one wants a culture that values "survival of the fittest" or instead recognizes that when a broken bone heals, it heals stronger than the original. It states that rather than sacrificing strength and progress by allowing a 'bone to heal', the organization is stronger, more trusting, and overwhelmingly more engaged. It concludes with "It was actually one of my staff that pointed this nuance out to me. I almost cried."

At the bottom of the page, there is a small page number "2 / 4".

Place your article or advert in the quarterly IM | Power eMagazine.

Curated by the editorial IM | Power content team, the quarterly eMagazine addresses key industry themes and the latest insights to take you beyond the factsheet to discover the strategy behind the fund and plan your route to success in 2021.

Articles can be up to 800 words, and include your logo, imagery, graphs and tables, and will be professionally designed to fit with the flow of the eMagazine and get your message across to the audience.

Choose advert space from:

- Half page (466 x 510px)
- Full page (1536 x 915px)

From £1,000/ \$1,250

# Audience extension

Adverts can be targeted to the 200,000+ influential professionals who visit our event websites each year and the 10,000+ executives who visit the Wealth and Investment Management audience home. You can also target individuals from our database by seniority, company, industry, geography and more!

Benefits include:

- Relevancy: You know your investment is being targeted to your relevant prospects only
- Frequency: Specified targets will see your ad many times - standard package is 30,000 impressions in a one month period
- Flexibility: Up to 10 ads to try out different messaging and see what works for future campaigns
- Improved engagement: Click through rates can be 5x higher on average than static media banners
- Analytics: Access to post campaign report so you can measure the success of each ad

*From £2,500/ \$3,250 for 1 month*



# Direct Marketing

Reach your potential  
customers



# Content syndication

The Wealth and Investment Management audience wants to read your content. Take advantage of this to maximise your exposure, demonstrate your expertise, and showcase your brand to the asset management industry.

You provide the thought-leadership content and desired call to action, we host it on our content home and promote it out to our wider community through eNewsletters and social media campaigns.

From £2,500/ \$3,250

## The numbers that matter

15,000+ visitors each year

30,000+ page views each year

**Wealth & Investment Management** Penetrating insights and the right connections

The content home of **IMPower Inside ETFs**

Home Events Training Articles & Video

## The 2020 ESG trends to look out for

AUTHOR: Linda-Eling Lee PUBLISHED: 03 Feb 2020

Share this article [in](#) [t](#) [f](#) [e](#) [s](#)

**MSCI**

Linda-Eling Lee, a leading expert on ESG issues and ESG investing, discusses the definitive trends to look out for this year. She begins with a brief summary of her points:

- The resurgence of stakeholder capitalism means that shareholders are no longer alone in finding channels to hold companies accountable.
- Whether it's accessing capital or embarking on a workforce makeover, the top echelon of corporate management will find that debt management of ESG issues becomes a critical core competency.
- Climate change accelerates as an investment theme, driving a looming re-valuation for "brown" properties and a search by investors for opportunities through mining alternative data sources.

ESG themes are long-term, but some can emerge with sudden force. We are watching five trends we believe will unfold in 2020 to catapult ESG investing into the new decade.

**Climate change innovators: spotting the sleeping giants**

**Related articles**

- Inside ETFs 2020: the full rundown
- More women in ETFs: how we can be better

[More related](#)

**Upcoming event**

**IMPOWER**  
30 Jun - 02 Jul 2020, Monaco  
IMPOWER: A new platform of connected events for the global investment management industry

[View all events](#)

**Get articles like this by email**

Keep up to date with thought-leadership, interviews, surveys and more from our global network of industry experts

Enter your name

Enter your email

Select your country

[Keep me updated](#)

# Editorials in eNewsletters

Speak to your target audience directly through email.

Working with our editorial team, curate engaging and informative content in one or more articles to be hosted on the content home and sent in an eNewsletter to the investment management community.

Align your message with other industry experts and tailor the distribution by location, industry, job title and interests, to reach the people you value most.

From £1,000/ \$1,250

[View an example eNewsletter](#)

## The numbers that matter

60,000+ active database

25% email open rate

3% average email click through rate



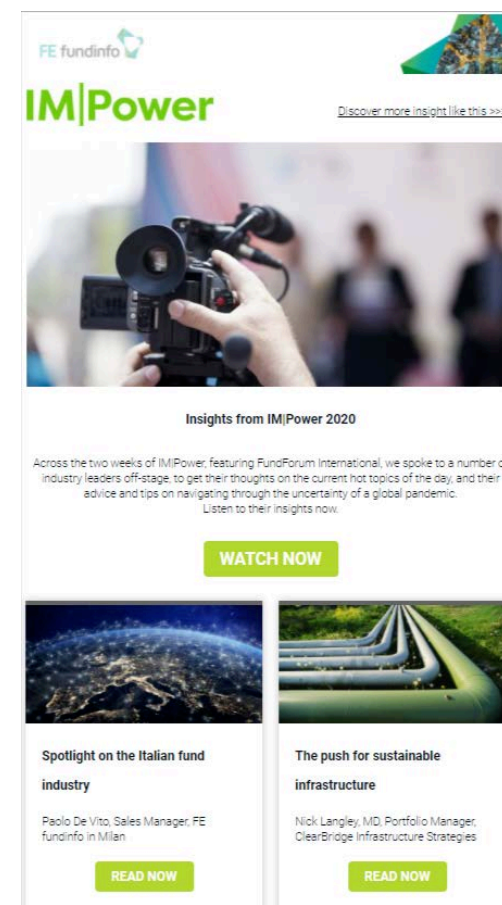
Here's why you should love fixed-income ETFs

AUTHOR: ETFs by J.P. Morgan | PUBLISHED: 27 Mar 2019

Share this article

in [Twitter](#) [Facebook](#) [Email](#) [Print](#)

ETFs by **J.P.Morgan** Asset Management



FE fundinfo **IM|Power** [Discover more insight like this >>>](#)

Insights from IM|Power 2020

Across the two weeks of IM|Power, featuring FundForum International, we spoke to a number of industry leaders off-stage, to get their thoughts on the current hot topics of the day, and their advice and tips on navigating through the uncertainty of a global pandemic. Listen to their insights now.

[WATCH NOW](#)

**Spotlight on the Italian fund industry**  
Paolo De Vito, Sales Manager, FE fundinfo in Milan [READ NOW](#)

**The push for sustainable infrastructure**  
Nick Langley, MD, Portfolio Manager, ClearBridge Infrastructure Strategies [READ NOW](#)



# Lead Generation

Educate and engage with your target audience and generate new leads



# Headline sponsorship of quarterly eMagazine

Curated by the IM|Power content team, the quarterly eMagazine addresses the key industry themes and latest insights taking you beyond the factsheet to discover the strategy behind the fund and plan your route to success in 2021.

Become headline sponsor and benefit from increased brand exposure, as well as receive the opt-in leads of from the audience downloads.

Headline sponsorship includes:

- GDPR compliant lead list
- Prominent logo placement on eMagazines, and on gated landing page
- Option to include own download field on gated landing page
- Article inclusion, up to 800 words with imagery and design
- Full page advert (1536 x 915px) to drive click through back to your site

*From £10,000/ \$13,000*

[\*\*View an example eMagazine\*\*](#)



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## **The numbers that matter**

100+ average leads

60,000+ potential promotional data base

16,000+ social media following

# Webinars

IM|Power webinars are a great way to engage with your target audience year-round, promote your message and generate leads. The IM|Power team provides audience development, marketing, production and project management as well as a professional moderator to help with the introduction and Q&A.

Promotion includes:

- Full social media promotion across our Twitter, LinkedIn, Facebook and Instagram channels
- 2 dedicated emails to the IM|Power database
- Dedicated blog post on the Wealth & Investment Management audience home and module on upcoming IM|Power event sites
- Exposure through our media partner, [wealthmanagement.com](http://wealthmanagement.com) where relevant

*From £10,000/ \$13,000*

## The numbers that matter

100+ average webinar registrants

40% average webinar attendance



## Webinar processes

### Pre-event:

- You provide content and speaker information 5-6 weeks ahead of the webinar, and we get started
- Full approval of all marketing collateral and logo inclusion on signage and landing pages
- Promotional marketing plan across our online network to drive visibility, including targeted marketing emails to the IM|Power database, social media promotion etc.

### Live webinar:

- 30 minute – 1 hour live audio event
- Event hosting and technical support provided
- Features include: live slides, live Q&A, surveys and polling, URL links, social media integration (all details to be supplied in advance)

### Post-event:

- The on-demand recording will be uploaded to the IM|Power YouTube channel and the Wealth and Investment Management audience home
- We provide you with a copy of the webinar recording file for your own marketing purposes
- Our post-webinar report will deliver GDPR compliant leads and attendance stats (registered vs. attended, average stay rate), audience questions, and webinar evaluation survey responses etc.

**[Watch one of our Global Finance Private Capital webinars >>](#)**

# Custom Content

Create compelling video  
content and more



# Event video content

Create compelling video content and transmit your message through our YouTube channels, and generate more buzz at our events and beyond.

Choose from a video interview segment at an IM|Power event to share your company's vision, thought leadership and innovative solutions, or if you're taking to the stage, get your session recorded for wider use and exposure once the event has concluded.

Your video is promoted on the Wealth and Investment audience home, across our social media channels and in our eNewsletters and eMagazines. We will also provide you with a video file for your own marketing purposes.

*From £2,500/ \$3,250*



## **The numbers that matter**

46,000+ video views per year

50,000+ minutes watched per year

**[Visit the FundForum YouTube channel](#)**

# Custom videos

Sometimes words aren't enough to convey your company's strategy. Our experts will create visual and educational pieces that you own.

Custom video program covers at-event or year-round video production at a location that suits you. It includes content direction, camera crew, expert editing and production, graphics, rights clearance for footage and music.

## Video options

- Event highlights reel
- Product demos
- Executive interviews
- Brand promotion videos at events
- Recaps of your company speaking at IM|Power events

*Pricing upon request*



**[See video example](#)**

# Bespoke Marketing Research Report



Our research service helps your business obtain market insight, better understand their target audience and create high quality truly unique content.

## Part 1 – Consultation and Design

- Consult with you to create an overall focus for the report or series of reports from a content and audience perspective.
- Create survey parameters – number of respondents, geographies, job titles and organisation type
- Survey design – no more than 10 questions outside of identification questions
- A different set of questions can be asked based on answers to identification questions using skip logic

## Part 2 – Quantitative Analysis

- Send out the survey to the agreed job titles, geographies and organisation types over email with a specific minimum volume guaranteed
- Once the number of respondents has been gathered we begin the first analysis, demonstrating trends and formulating the first conclusions from the report
- We create infographics, charts and graphs then present these back to the client to

### Part 3 – Qualitative Analysis

- In partnership with you we would select a specific number of survey respondents – based upon your brief for seniority, geography etc. to be interviewed about the initial findings of the report
- These would be written up in to vox pops to be put in to the final report
- The same process applied client-side

### Part 4 – Editorial Write up and Marketing

- Once the interviews are collected and the analyses complete we would consult with the client on the final conclusions of the piece based on our own opinions of the findings
- Final report to be written up to a pre-determined length and in a pre-determined format with associated branding

*Pricing upon request*





Interested in getting involved?

Contact: [james.roberts@informa.com](mailto:james.roberts@informa.com)

