

Media Pack



DB

DC

LGPS

Insurance

Charities & Endowments

1st Floor, 4-6 Throgmorton Avenue,
London, EC2N 2DL, UK

www.mallowstreet.com

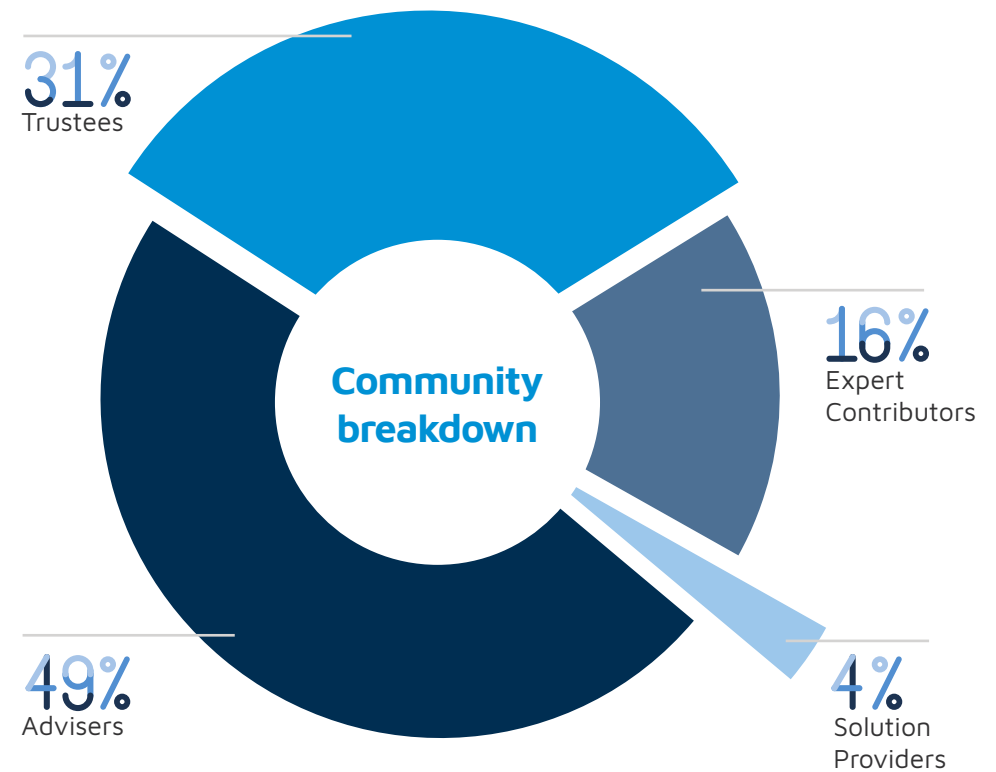
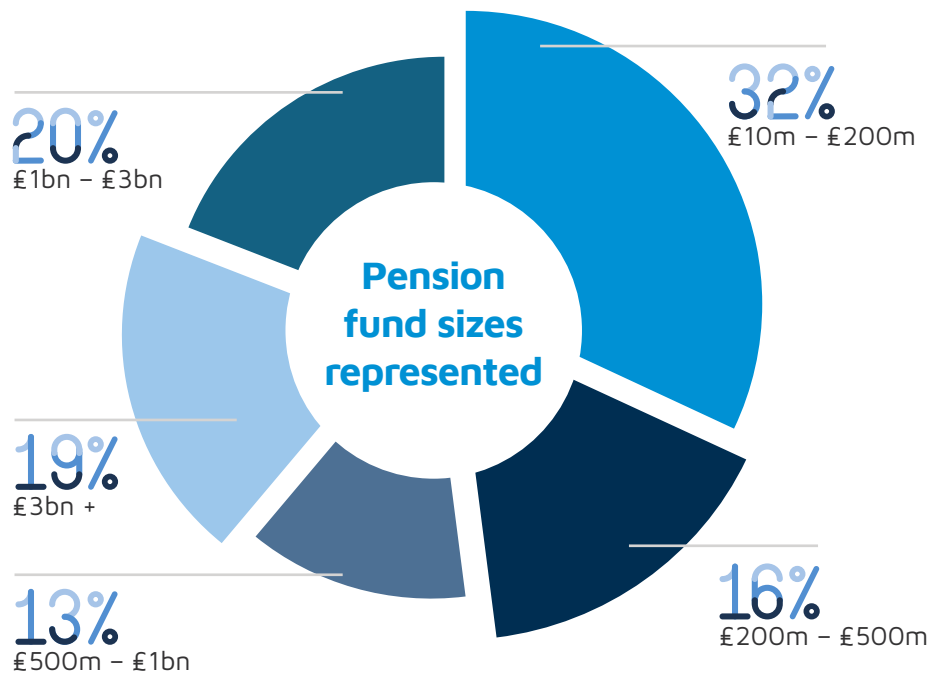
What is mallowstreet?

mallowstreet is a social network, and is the educational events portfolio for professionals in the UK institutional investment community.

- mallowstreet.com is the ONLY secure and verified online community for pension funds, their consultants, advisers, insurers, and other institutional investors
- mallowstreet.com allows any of our clients to interact with a community of over 4,500 industry professionals 24 hours a day, 365 days a year



Both the online mallowstreet platform and mallowstreet events are PMI accredited and are eligible for CPD points.



The numbers that count

mallowstreet.com

4,511

Active
community members

43

New members
joining each month

more than
24.8

million members
represented on mallowstreet

more than
£2.3

trillion assets
represented on mallowstreet

85%

of all advisory firms
are on mallowstreet

85%

of all pension funds with
assets in excess of £3bn
are mallowstreet subscribers

697

Pension funds
on mallowstreet
562 DB; 83 DC; 52 LGPS

mallowstreet events

49

events hosted
in 2024

809

delegates
in attendance

more than
£800

billion representation
in assets

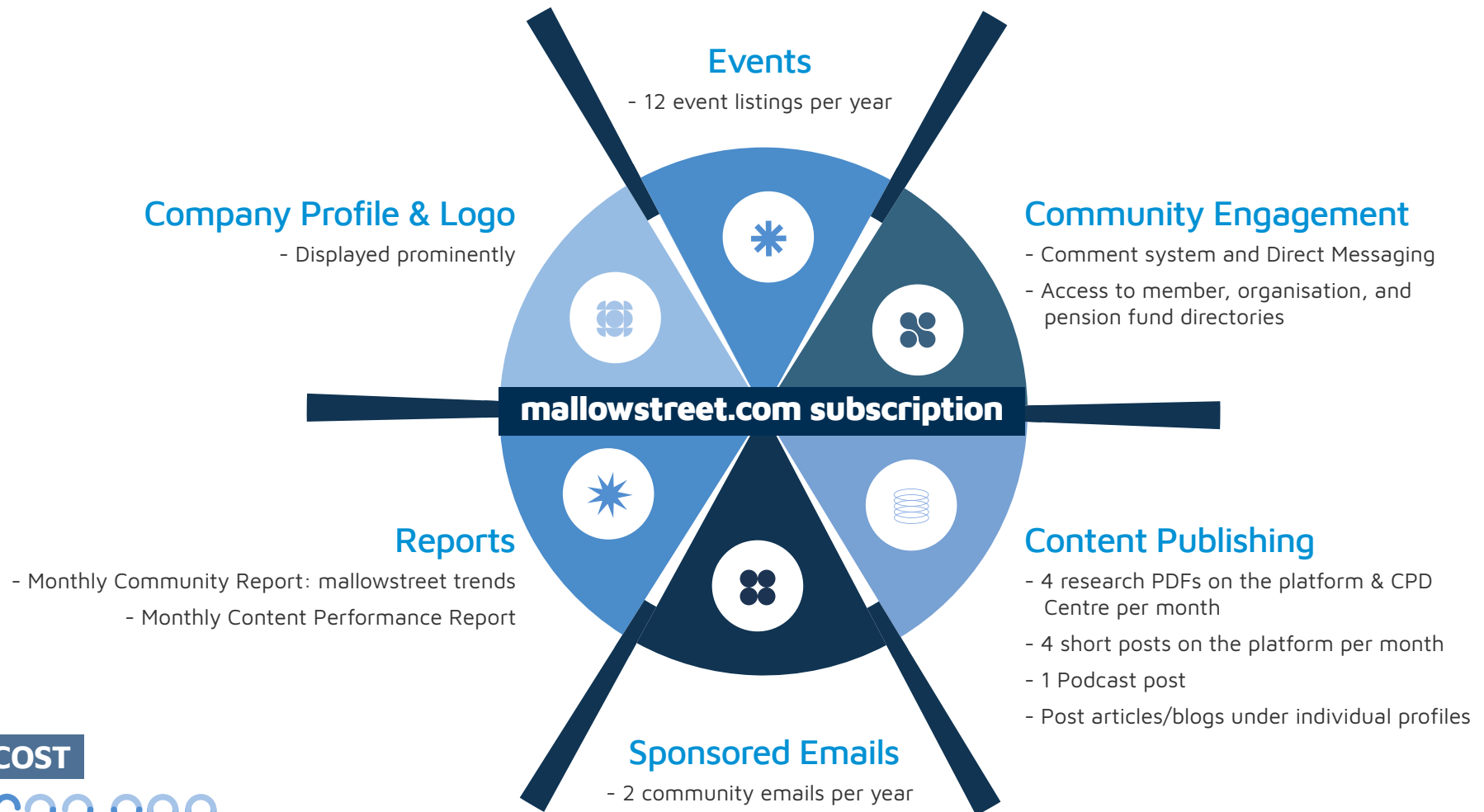
delivered to
78

sponsoring
organisations

Subscribe to mallowstreet.com

The mallowstreet platform is the go-to place for the pensions industry, providing members with a space to connect, explore, research, and engage in meaningful discussions.

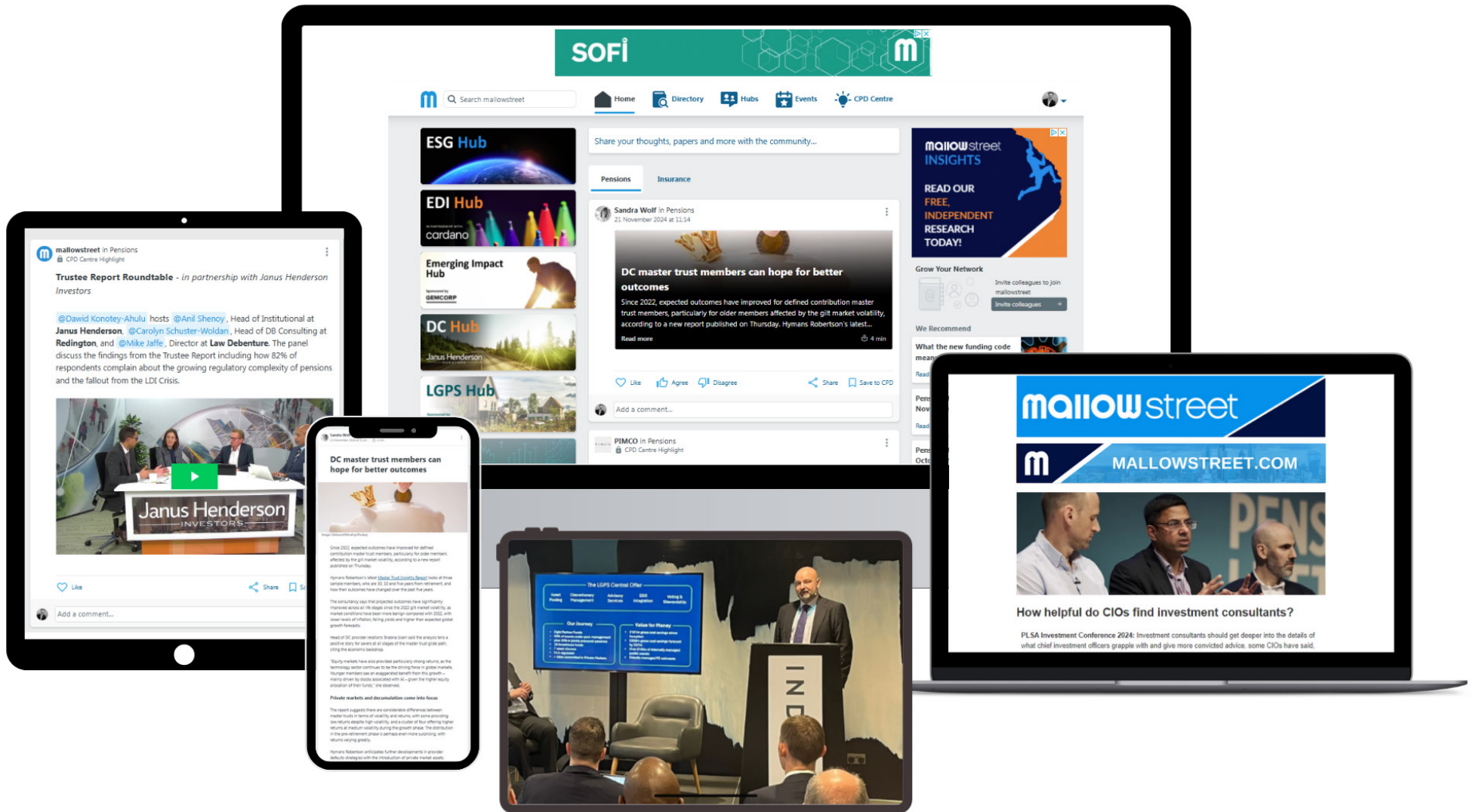
mallowstreet gives you the opportunity to position your offering to these professionals in the pensions and insurance industry through a range of featured posts and targeted ads by taking a mallowstreet.com subscription.



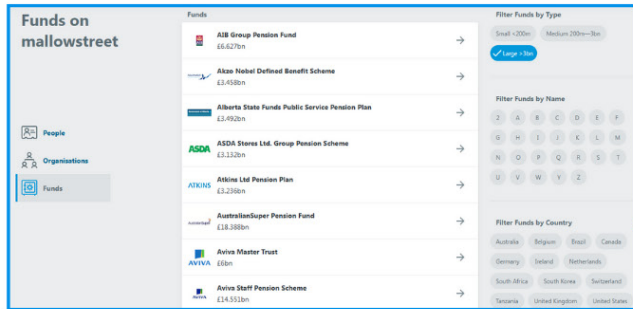
COST

£22,800

Online Subscription Explainers



Online Subscription Explainers



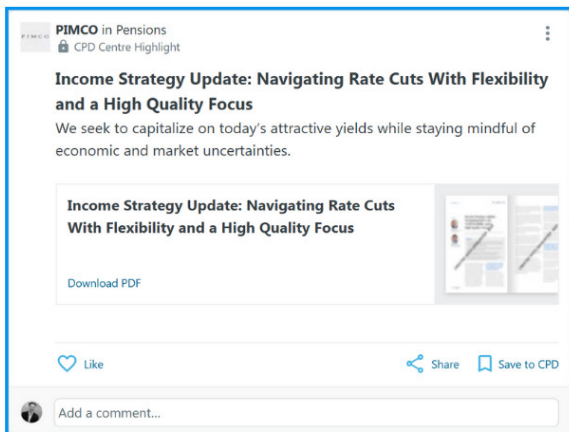
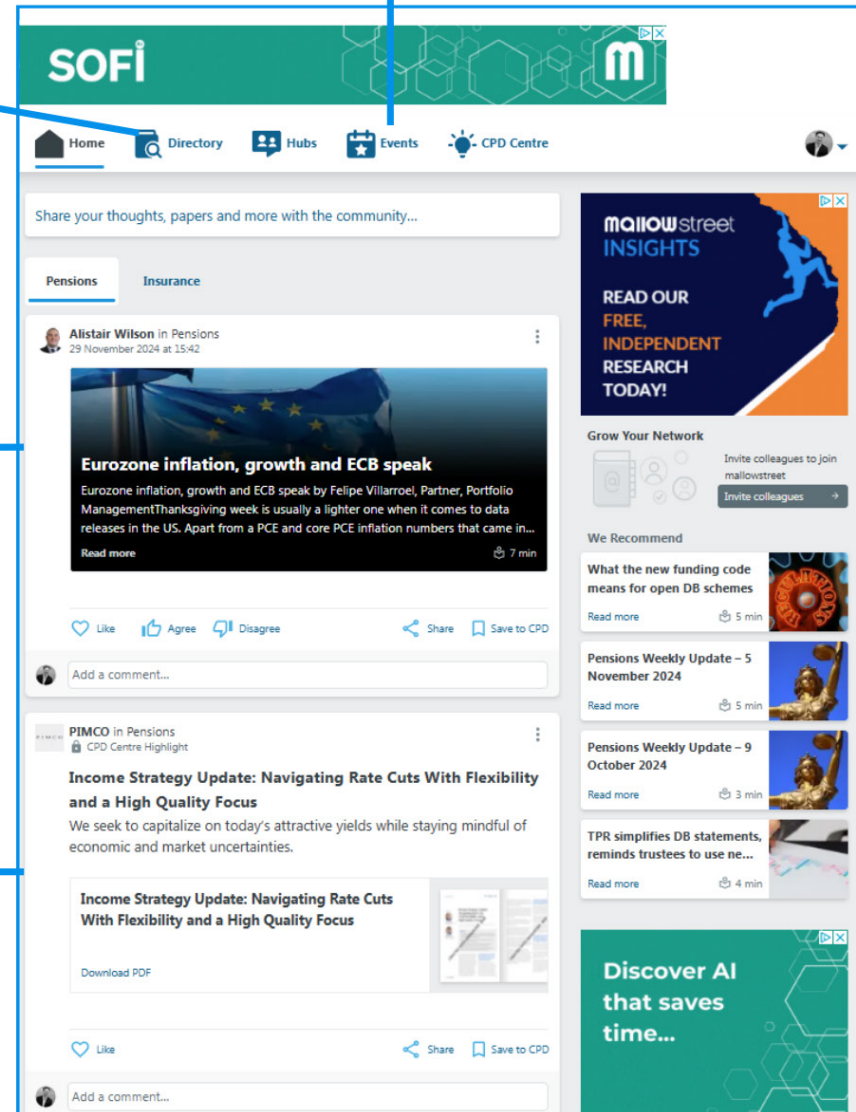
Full list of all organisations & funds on mallowstreet.com



All of our upcoming events in one place

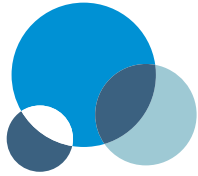


Article content, uploaded on behalf of your spokesperson



PDF, video or thread content, uploaded on behalf of your organisation

Additional Online Opportunities



ONLINE ADVERTISING

mallowstreet offers subscribers SoV advertising in 2 key positions; leaderboard and MPU.

Advertising is limited to a maximum of 4 creatives per position.

SoV 25%
£2,500 p/position p/month

SoV 50%
£5,000 p/position p/month

SoV 75%
£7,500 p/position p/month

SoV 100%
£10,000 p/position p/month

2.19

minutes
Average dwell time



COMMUNITY NEWSLETTERS

mallowstreet sends out daily community emails (Monday–Saturday) to registered members.

These emails are available for sponsorship and include; two leaderboards, up to 50 words of promotional copy, your company logo and a clickthrough to any destination URL.

Community Email Sponsor

Single email **£1,500**

2 emails **£2,500**

4 emails **£4,500**

Subject Newsletter Sponsorship
£2,950 per e-mail

22%

open rate



OTHER

Homepage Takeover

£2,500 p/day

Search Sponsor

£2,000 p/month

Mobile Sponsorship (exclusive)

£4,000 p/month

Native Advertising (Non-subscribers)

Papers/Videos/Products

1 article p/month **£2,500**

2 articles p/month **£3,500**

4 articles p/month **£5,000**

8 articles p/month **£8,000**

mallowstreet HUBs

mallowstreet.com connects over 4,500 institutional investment professionals to discuss, share, and learn. A HUB is a curated collection of expert content—articles, research, videos, and blogs—designed as a go-to resource for pension and insurance professionals.

HUB Sponsorship aligns your brand with specific themes, enhancing visibility and authority across mallowstreet.com, the HUB channel, and email. This exclusive opportunity positions your brand as a thought leader on key industry topics.

Current Sponsored HUBs

DC EDI ESG EMERGING IMPACT
FIXED INCOME PRIVATE MARKETS

Why sponsor a mallowstreet HUB?

- Align Your Brand: Associate with key industry themes or campaigns.
- Monthly Newsletters: Showcase your brand in curated emails sent to our audience.

Sponsorship Inclusions:

- Homepage Promotion: Continuous brand presence on mallowstreet's homepage.
- Branded HUB Page: Feature your content.
- Email Exposure: Partner with sponsored newsletters.
- Thought Leadership: Publish articles on mallowstreet.com.
- Pinned Messages: Highlight key messages at the top of the HUB page.

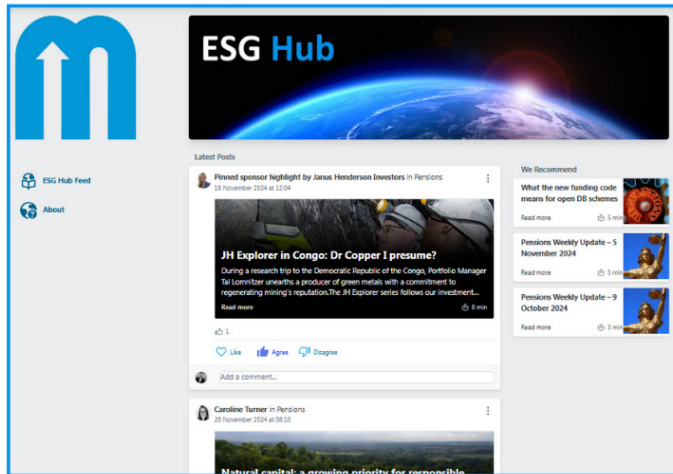
COST

£19,950 for 6 months.

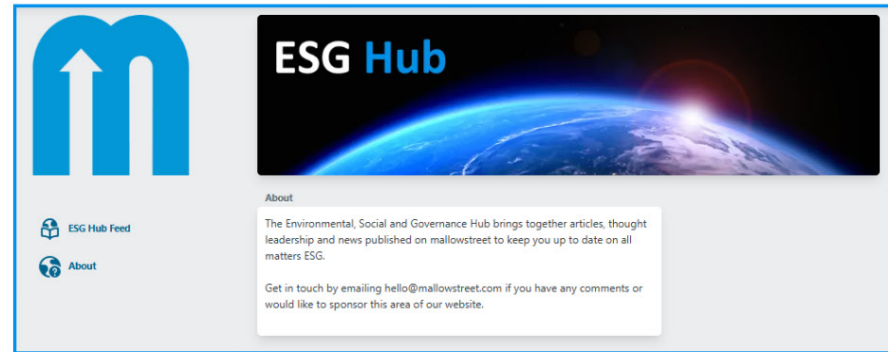
Become a trusted authority within the mallowstreet community.

HUBs explainer

Hub homepage with all subject related content



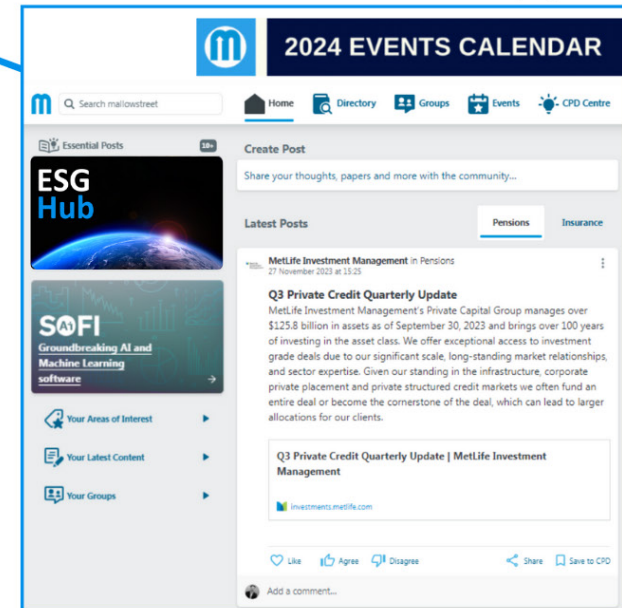
'About' tab inside the hub, describing the sponsor and their capabilities



Sponsored banner on our newsletter once a week



Above the fold, hub button on the homepage







mallowstreet Insights

Since 2019, mallowstreet Insights have conducted over 20 research projects for the leading asset management firms in the UK, across DB, DC and insurance markets and a range of topics and asset classes.

This means we have asked over 400 questions to collect over 2,000 qualified responses and processed nearly 100,000 primary data points, in order to become a trusted partner and key resource to the institutional investor market.

Supplement your Insights Report with a marketing campaign and lead generation:

- Sponsored community e-mails promoting the report to our 2,300 subscribers
- Announcement article in the newsfeed
- Social media posts on LinkedIn promoting the report to our followers
- Full contact details of individuals (GDPR approved) who have downloaded the report
- Price: From £5,000

	Flash	Insight	In Depth
 Questions	10	30	30
 Respondents	20	50	75
 Report Pages	3 - 5	20 - 30	20 - 30
 Syndication	Full	Full	Full 3 month integrated Marketing campaign on mallowstreet.com
	£8 K	£22.5 K	£60 K

Clients

Abrdn Partners Group BMO Rothesay Milliman AXA Newton Janus Henderson Cardano Brightwell Octopus Gresham House Impax AON

Dinners

We host a number of bespoke mallowstreet Dinners throughout the year, the most popular event format in the mallowstreet calendar.

The dinner format allows sponsors the opportunity to spend up to three hours with a select group of investment decision makers (including an independent facilitator) from UK institutional pension funds.

Delegates for these events are hand-picked and individually recruited, according to their areas of interest, and the target list provided by the sponsor. Clients will be consulted throughout the recruitment process ensuring zero wastage.

Want to try something different?

We can combine your event with a bespoke research project to give your team additional insight from the key decision makers in the institutional investment industry, which can then be discussed in more detail at the event.

Dinner Details:



SUBJECT

Subject is chosen by the sponsor with advice from the mallowstreet team



LOCATION

London/Regional (sponsors office or private dining room)



TIMINGS

In-person
18:30 – 21:00



ATTENDEES

Senior institutional decision makers and advisers

6-12

ATTENDEES



NO. OF SPONSORS

Exclusive

£1,250

COST TO SPONSOR
per delegate

Investment Focus

These educational workshops allow trustees, pensions managers and investment consultants to keep abreast of the latest innovation across specific asset classes.

With fourteen delegates in attendance, the morning event features an overview, followed by sponsors presenting in-rotation to two intimate groups of approximately seven delegates.

Sponsors not only promote their expertise around a certain topic; they also create new and lasting connections with influential decision-makers in the industry.

Targeted approach

Delegates are hand-picked and individually recruited, according to their areas of interest, in the months preceding the event.

Investment Focus Details:



SUBJECT

Each sponsor to present on a specific subject/asset class



LOCATION

London



TIMINGS

08:30 – 13:00
(inclusive of lunch)



ATTENDEES

Senior institutional decision makers and advisers

14

ATTENDEES



NO. OF SPONSORS

4 sponsor sessions available
2 representatives per sponsoring organisation

£10,500

COST TO SPONSOR
(Insurance Investment Focus £11,950)

Roadshows

Roadshows are designed to offer regional based members of the community access to mallowstreet events. Our Roadshows run in multiple locations across the UK and Ireland including Edinburgh and Dublin.

These events have proved very popular with members as the mallowstreet brand has continued to expand across the country and beyond.

2025 confirmed roadshows: Edinburgh, Dublin.

Want to try something different?

We can combine your event with a bespoke research project to give your team additional insight from the key decision makers in institutional pensions industry, which can then be discussed in more detail at the event.

Roadshow Details:



SUBJECT

Chosen by sponsor (subject to mallowstreet approval)



LOCATION

Regional: Edinburgh and Dublin



TIMINGS

09:00 – 13:00 (inclusive of lunch)



ATTENDEES

Senior institutional decision makers and advisers

12

ATTENDEES



NO. OF SPONSORS

3 sponsor sessions available
2 representatives per sponsoring organisation

£12,500

COST TO SPONSOR

Indabas

Our Indabas* offer sponsors and delegates the opportunity to spend a full day together in an educational environment. The day is based around a single theme with a mixture of keynote speakers interspersed with multiple Investment Masterclass sessions in private presentation rooms.

*An indaba (pronounced in-dar-bah) is an important conference held by the iziNduna (principal men) of the Zulu or Xhosa people. The term comes from a Zulu language word meaning "business" or "matter".

Want to try something different?

We can combine your event with a bespoke research project to give your team additional insight from the key decision makers in institutional pensions industry, which can then be discussed in more detail at the event.

Indaba Details:



SUBJECT

Each sponsor to present a unique focus or approach on a specific subject/asset class



LOCATION

London & Regional



TIMINGS

In-person
08:30 – 17:30



ATTENDEES

Senior institutional decision makers and advisers

18

ATTENDEES



NO. OF SPONSORS

4 sponsor sessions available
2 representatives per sponsor



INVESTMENT MASTERCLASS SESSIONS

3-4 delegates per session

£22,500

COST TO SPONSOR

(Insurance Indaba £26,800)

Congress

The Congress follows a unique format, based on the success of our flagship Summit events, that allows you to spend 24 hours together with a select group of the most senior investment decision makers from UK pension funds and insurers in an intimate environment.

The Congress places a particular emphasis on relationship building, with everyone staying together at a delightful country house hotel, away from the hustle of the city. The event features a mixture of keynote speakers, Investment Masterclass sessions hosted by the sponsors, and networking activities in a relaxed and informal environment.


Want to try something different?

We can combine your event with a bespoke research project to give your team additional insight from the key decision makers in institutional pensions industry, which can then be discussed in more detail at the event.


Congress Details:



5* ENGLISH COUNTRY MANOR HOUSE
1 night stay



IN ADDITION
lunch, dinner, breakfast, an evening team building activity



TIMINGS
Monday lunchtime - Tuesday lunchtime or Tuesday lunchtime - Wednesday lunchtime



ATTENDEES
Senior institutional decision makers and advisers

20
DELEGATES



NO. OF SPONSORS
4 sponsor sessions available per 24 hours.
2 representatives per sponsor



INVESTMENT MASTERCLASS SESSIONS
each manager will host 4 sessions

£34,950
COST TO SPONSOR
(Insurance Congress £39,950)

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Media Specifications can be found online

www.mallowstreet.com/adguidelines

Need to call a member of the team, call + 44 (0)20 3972 2560 or email us at hello@mallowstreet.com to get in touch.