

Digital Media Pack



LIVING IN A
COVID-19 WORLD

Living in a Covid-19 World

NO ONE CAN ACCURATELY SAY WHAT'S GOING TO HAPPEN NEXT.

However, some things remain constant in these volatile times. Businesses need to interact with their clients, maintain a presence in the market, and build new relationships. Pension fund trustees still need access to the latest content and help from experts. Until recently, we used to do a lot of this in person. But the world has changed and this is now moving online.

Fortunately, mallowstreet is already an online-centric firm and so is ready and able to help with this shift to digital.

mallowstreet.com is the perfect place to bring your key messages to the market, at a time that they are most needed, to help leverage your brand and thought leadership above the media noise.

Online Subscription Offer

In these uncertain times mallowstreet.com – the online platform for the institutional pensions community – gives you 24 hour access over 365 days a year to over 3,300 of the key decision-makers from the community. mallowstreet.com allows you to keep up-to-date on the latest thinking, research, and discussions from your desktop, tablet, or mobile.

For a limited time only we are offering new subscribers to the platform 3 x months of FREE ACCESS as part of a 12 month company plus subscription (with 1 user licence).

A company plus subscription to mallowstreet allows you to distribute thought leadership content, join conversations with the community, and connect with our key audience of pension funds and their advisers. As part of your subscription, you will also receive detailed monthly reports, which include a detailed breakdown of pension funds and consultants that have been reading and engaging with your content.

A company plus subscription to mallowstreet includes the following:

- View names of all registered pension funds and organisations along with a breakdown of members, including: Chief Investment Officers, Pension Fund Trustees, Investment Consultants and Lawyers
- Access the videos and paper libraries to distribute marketing collateral to relevant individuals using our bespoke tagging system. All content posted will be searchable and archived in our new CPD centre
- Promote your events and use as a targeted delegate recruitment tool
- Connect, message and join thought-provoking discussions with members of the community
- Receive bespoke monthly reports with detailed statistics on content views (including organisation and pension fund names)

Price: £17,100 (normally £22,800)

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

Average
dwell time of
2.5
minutes

COMMUNITY EMAILS

mallowstreet sends out daily community emails (Monday–Saturday) to registered members. These emails are available for sponsorship and include; 2 leaderboards, 100-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

25%
open rate

OTHER

Homepage Takeover	£2,500 p/day
Search Sponsor	£2,000 p/month
Surveys	£250 POA
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 Insights

Understanding the Market

Now more than ever it is vital to understand the latest thinking around a specific theme or topic, enabling your team to adapt to the evolving environment.

mallowstreet Insights offers quantitative and qualitative research you can apply across your organisation. Our insights allow you to dissect your clients' needs, target your sales efforts, design better products and enhance your brand. There are two specific types of Insights Reports that are most useful in the current environment:

Insights – Bespoke Flash Report

This report is unique to your organisation, designed and tailored to your needs and specifications.

- 10 questions
- Minimum 20 respondents
- Deliverable: Detailed two-page report
- Time to delivery: 72 hours from survey launch
- One-time price: £6,500
- Add-ons: Available

Insights – Covid Sentiment Index Analysis

This report includes access to key market indicators, informing your business and providing your teams with critical intelligence. Ultimately this helps you maintain a presence in the market, continue dialogue with existing clients and foster new relationships.

- 5 questions
- Minimum 25 respondents
- Deliverable: Article with key stats and findings
- Time to delivery: Weekly
- Subscription: £500 per month



Digital Dinners & Roundtables

These 90 minute digital educational Dinner & Roundtables allow trustees, pension managers and key decision-makers to keep up-to-date and informed of critical developments in the pensions industry. After a registration and 'tech check', all delegates are welcomed to the digital presentation room where they can hear from the experts, ask questions, and discuss the topic in detail.

These interactive digital events are promoted to mallowstreet members and delegates are invited to register an interest in the event. Following this, the most appropriate delegates are shortlisted for the sponsor's approval. After the Dinner or Roundtable, a written summary from the mallowstreet facilitator is posted and distributed to the wider community on mallowstreet.com

Digital Dinner & Roundtable Details:

Subject:	Subject is chosen by the sponsor with advice from the mallowstreet team
Location:	Online
Timings:	90 minutes (exact timings to be confirmed by mallowstreet)
Attendees:	Scheme decision-makers and pension fund advisers only
No. of Attendees:	6-12
No. of Sponsors:	Exclusive sponsorship
Cost:	£1,000 per delegate (minimum of 6, maximum of 12)



Online Investment Focus

This two hour educational Investment Focus allows trustees, pension fund managers and key decision-makers to keep up-to-date and informed of critical developments in the pensions industry.

Each online session brings together fourteen delegates with two sponsors in a seamless digital interaction. Each sponsor presents to a group of seven delegates in turn, with a 35 minute presentation followed by a 5 minute Q&A. 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 weeks preceding the event. Each of the delegates will also be asked to submit their sponsor questions in advance, with each sponsor choosing a selection to answer before the event.

Online Investment Focus Details:

Subject:	Each sponsor to present on a specific subject/asset class
Location:	Online
Timings:	08:45 - 10:45
Attendees:	Trustees and advisers only
No. of Attendees:	14
No. of Sponsors:	2 Sponsor sessions available 2 Representatives per sponsoring organisation
Cost:	£7,950



mallowstreet Video Updates

Each mallowstreet Video Update has just one sponsor. Hosted by mallowstreet, these interactive discussions are available online for the entire mallowstreet.com community.

The live Video Update is prominently promoted to the entire community (which includes key decision-makers in institutional pensions) for three months: one month pre-, the day of, and two months post-event. Following the broadcast, sponsors receive a report detailing the live audience (including pension fund and organisation names).

mallowstreet Video Update Details:

Subject:	Chosen by the sponsor (subject to mallowstreet approval)
Location:	Online
Timings:	25 minute recorded video
Viewers:	The mallowstreet online community
Cost:	£4,950



Digital Indabas

Our Indabas* offer sponsors and delegates the opportunity to spend a full day together in a challenging, educational – and digital – environment. The day is based around a single theme with a mixture of keynote speakers (sourced from a variety of backgrounds) interspersed with five Investment Masterclass sessions. The Masterclasses are held in private digital presentation rooms, each moderated by a mallowstreet host.

**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"*

Digital Indaba Details:

Subject:	Each sponsor to present a unique focus or approach on a specific subject/asset class
Location:	Online
Timings:	09:00 – 16:30
Attendees:	Senior trustees and investment decision-makers
No. of Attendees:	18
No. of Sponsors:	3 Sponsor sessions available 2 Representative per sponsor
Investment	
Masterclass Sessions:	5–6 delegates per session (each session lasts 40 minutes)
Cost:	£19,950



Digital Summits

For the digital world, the mallowstreet Summits remain our flagship events and the highlight of our annual calendar. Our carefully structured programme allows delegates to spend a day and a half together in a relaxed and educational online environment, using the latest in interactive technology to connect people by focusing on the human element of collaboration.

The Summits are explicitly designed to offer expert investment insight as well as the opportunity to innovate as an industry. Strictly by invitation only (25 CIOs or equivalent) and limited to five headline sponsors, attendees come away with strong, new relationships and a better understanding of the institutional landscape.

Unique to the Digital Summits is the mallowstreet 'Case Study Challenge'. Delegates and sponsors alike are placed into 'study groups' well before the event. Each study group is required to do some prescribed reading and collaboration in advance of the Digital Summit. On the final day, mallowstreet moderators will host two dedicated Case Study sessions where each group presents their findings.

Digital Summit Details:

Subject:	Subject matter is themed around pressing industry issues
Location:	Online
Timings:	1 1/2 day event (Tuesday to Wednesday midday)
Attendees:	CIOs or equivalent by invitation only
No. of Attendees:	25
No. of Sponsors:	4 Sponsor sessions available 2 Representatives per sponsor
Investment	
Masterclass Sessions:	5-6 delegates per session (20-25 in total)
Cost:	£29,950

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Media Specifications can be found online: www.mallowstreet.com/adguidelines