Tell your story to powerful investors and the world

Media Kit

CONTACT US: advertise@swfinstitute.org
TWITTER: @swfinstitute
Audience

WHO DO WE REACH?
(www.swfinstitute.org) Public Site

3,723,241
PAGE VIEWS*

2,205,198
USERS*

* Monthly averages (annualized); Source: Google Analytics, January 2021 – November 2021.

REACH ASSET OWNERS
Sovereign Wealth Fund Institute (SWFI) is the leading source on sovereign wealth funds, central banks, pensions and other long-term public institutional investors. Our statistics and figures are used by financial institutions, asset owners, corporations, asset managers, and governments around the world. Advertise with us to maximize your global exposure to our highly sophisticated audience. We cover an investor segment with an aggregate AUM of greater than US$ 40 trillion. Our research focuses on public investors, including sovereign wealth funds, pensions, superannuation funds, afores, central bank reserves, family offices, endowments, and more.
Display Advertising

THE MENU
(www.swfinstitute.org) Public Site

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Flight</th>
<th>Ad Size</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Sky</td>
<td>1 Month minimum</td>
<td>Text (up to 50 characters)</td>
<td>Run of Site</td>
</tr>
<tr>
<td>Information Pages Top</td>
<td>1 Month minimum</td>
<td>780px by 276px*</td>
<td>Profile pages, ranking pages</td>
</tr>
<tr>
<td>Information Pages Middle</td>
<td>1 Month minimum</td>
<td>530px by 300px*</td>
<td>Profile pages, ranking pages</td>
</tr>
</tbody>
</table>

**TEXT SKY**

- **Linking the high net-worth individuals! Get over 700,000 high net-worth leads**
- **SWFI**

**INFORMATION PAGES MIDDLE**

Instructions: 530px by 300px. Image size will alter as the website is responsive to both mobile and desktop screen resolutions. Please provide media, click tags, and destination URL.

**INFORMATION PAGES TOP**

Instructions: 780px by 276px. Image size will alter as the website is responsive to both mobile and desktop screen resolutions. Please provide media, click tags, and destination URL.

CPM – Cost Per Impression. This is the cost per one thousand impressions. Minimum US$ 10,000 spend on any CPM Campaign. Run of site can exclude certain pages on www.swfinstitute.org including company corporate pages, our product pages, other sponsored content, etc. Ad sizes can vary and be negotiated, but there are limits to preserve site integrity and speed.
Banner or Native Advertisement in Public Fund Monitor
Advertisement in PFM: Request price.

Instructions: Public Fund Monitor email banners must conform to common email sizes. The width should always be 560px. Example: 560px by 93px.

List Rental Campaign

Circulation: 40,000 to 45,000 range. The number of emails sent could be lower due to email deliverability. Impressions: Content will be served minimum 4 times per month, maximum of 8.

Instructions: Clients are required to provide designed email formatted for email programs such SendGrid (Twilio).

Subscriber Investor Breakout:
52% Sovereign Wealth Funds
29% Pension
8% Endowment
6% Central Bank
5% Superannuation Fund

Source: Constant Contact (SWFI now uses SendGrid).

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Featured Profile

Cathay Financial
Cathay Financial is a Financial Holding Company in Taiwan, Asia with $307,564,000,000 in assets.

View Profile

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Advertise Here

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News (25 Total)

- ADQ Seeks to Merge Al Fosh and Agthia to Create a National Champion
  10/16/2020
- Cryptocurrency Exchange OKEx Suspends Withdrawal of Digital Assets
  10/16/2020
- Blackstone and Macquarie Could Play a Role in Bidding for Autostrade per l’Italia
  10/15/2020
- Twitter and Facebook Political Censorship During Presidential Election Prompts Inquiry from FCC Chairman
  10/15/2020
- Bill Gates Family Office and Singapore SWF Invest Big-Time in StorageMart
  10/15/2020
- Mubadala Grabs Stake in Enagas
  10/15/2020
- Stock Market Growth Fueled by Recovery and Central Bank Action Bring
Sponsored Posts

Lead Generation and Brand Awareness
(www.swfinstitute.org) Public Site and viewable on SWFI.com

Sponsored Post
5 Days posted minimum.
One-time sponsored post: Request price.
Series of four sponsored posts: Request price.

Instructions: Two main types. Lead generation where information is required to proceed or providing content without form access.
Webinars

ONLINE AND ON TIME
(www.swfinstitute.org) Public Site

Host Your Own Conference and Generate Leads

Webinars give you the chance to speak in front of a highly concentrated audience of public investors.

The cost of event tickets, flights, hotelrooms and food can easily tally into the tens of thousands of dollars. Webinars give your firm the opportunity to control the dialogue and present a topic of your choice to a captive audience at a discount.

Viewers: 30 to 500 (factors: promotion time, client availability, speakers, and topic)

Webinar Rate (up to 1 hour): Request pricing.
Option to host completed video on YouTube and/or Vimeo (for up to 3 months)

Instructions: Default settings are SWFI hosting the webinar on platforms such as Zoom and clients can identify and invite other speakers to the panel.
SOVEREIGN WEALTH QUARTERLY (SWQ)
Our flagship publication, the Sovereign Wealth Quarterly, is the premier digital publication on public sector asset ownership and management globally.


1-page advertisement: US$ 12,000
2-page advertisement: US$ 16,000
Research/white paper: Call for pricing

Dimensions: 8.375 in. x 10.875 in.
File Format: High Resolution PDF, PNG or JPEG
Surveys

Viewers: Unlimited number of SWFs, Pensions, Superannuation Funds, Central Banks, Policymakers, Government Officials, News Media, and Investment Professionals

Scope: Research/survey conducted on your behalf of SWFs in the realms of Asset Allocation, Risk Management, Capital Market Forecasts, Investment Beliefs, Governance, Transparency, Etc.

Surveys: Request pricing.
Buyer’s Guide: Request pricing.
Referential Guide: Request pricing.
Outsourced Marketing and Lead Generation: Request pricing.
This is a list of SWFI Members and the list is incomplete. Some are former members.