Tell your story to powerful investors and the world

Media Kit

CONTACT US: advertise@swfinstitute.org
TWITTER: @swfinstitute
WHO DO WE REACH?
(www.swfinstitute.org) Public Site

2,173,950
PAGE VIEWS*

937,530
USERS*

* Monthly averages (annualized); Source: Google Analytics, January–August 2020.

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$ 30 trillion. Our research focuses on public investors, including sovereign wealth funds, pensions, superannuation funds, afores, central bank reserves, 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**

- **Looking for high net worth individuals? Get over 220,000 high net worth leads**
- SWFI

**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.

**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.

**Federal Reserve System Contacts**

<table>
<thead>
<tr>
<th>Name</th>
<th>Email/Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Operating Officer, Markets Group, Federal Reserve Bank of New York</td>
<td>Available on request</td>
</tr>
<tr>
<td>Executive Vice President and Head of the Market Group</td>
<td></td>
</tr>
<tr>
<td>Member, Federal Reserve Board of Governors</td>
<td>Available on request</td>
</tr>
<tr>
<td>Member, Federal Reserve Board of Governors</td>
<td>Available on request</td>
</tr>
<tr>
<td>Member, Federal Reserve Board of Governors</td>
<td>Available on request</td>
</tr>
<tr>
<td>Vice Chair of the Supervision, Federal Reserve Board of Governors</td>
<td>Available on request</td>
</tr>
<tr>
<td>Vice Chair, Federal Reserve Board of Governors</td>
<td>Available on request</td>
</tr>
</tbody>
</table>

**Other Central Bank Profiles**

- **Bank of Japan**
  - Central Bank in Japan
- **Bermuda Monetary Authority**
  - Central Bank in Bermuda
- **Cayman Islands Monetary Authority**
  - Central Bank in Cayman Islands
- **Eastern Caribbean Central Bank**
  - Central Bank in Caribbean

**Top 100 Largest Fund Rankings by Total Assets**

- **GOLD**
  - The real asset you can rely on.
  - Learn more on GoldHub

**Advertisement**

Rankings by Total Assets
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
Full Advertisement: Request price.
Circulation: PDF file on SWFI Terminal.

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 as Constant Contact and 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).

News (25 Total)

ADQ Seeks to Merge Al Fosh and Agtha 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

Advertise Here
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 availablity, speakers, and topic)

Webinar Rate (up to 1 hour): US$ 25,500
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$ 9,000
2-page advertisement: US$ 11,000
Research/white paper: Call for pricing

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

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.
Select Clients

This is a list of SWFI Members and the list is incomplete. Some are former members.