

Tell your story to  
powerful investors  
and the world

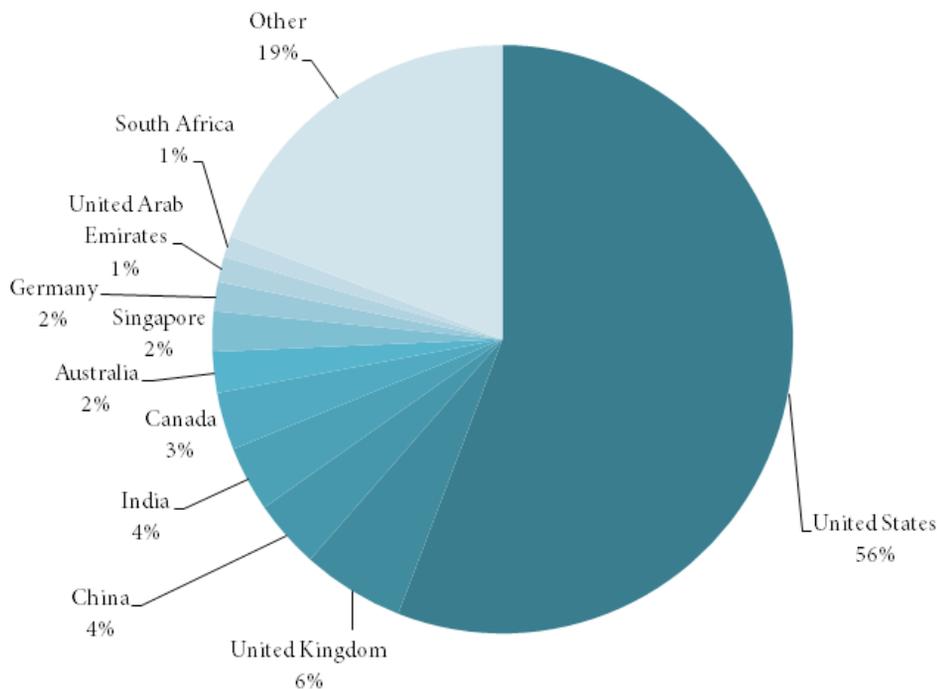
# Media Kit

CONTACT US: [advertise@swfinstitute.org](mailto:advertise@swfinstitute.org)

TWITTER: [@swfinstitute](https://twitter.com/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

Ad Type	Flight	Ad Size	Location
Text Sky	1 Month minimum	Text (up to 50 characters)	Run of Site
Information Pages Top	1 Month minimum	780px by 276px*	Profile pages, ranking pages
Information Pages Middle	1 Month minimum	530px by 300px*	Profile pages, ranking pages

### TEXT SKY

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

**SWFI**® Services News Fund Rankings Profiles Transactions RFPs Events

Welcome to

World's Most Institutional In

Explore the possibilities

**SWFI**® Services News Fund Rankings Profiles Transactions RFPs Events

### 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 16 Total Contacts

Title	Name/Email/Phone
Chief Operating Officer, Markets Group, Federal Reserve Bank of New York	Available on swfi.com
Executive Vice President and Head of the Markets Group	Available on swfi.com
Member, Federal Reserve Board of Governors	Available on swfi.com
Member, Federal Reserve Board of Governors	Available on swfi.com
Member, Federal Reserve Board of Governors	Available on swfi.com
Vice Chairman for Supervision, Federal Reserve Board of Governors	Available on swfi.com
Vice Chairman, Federal Reserve Board of Governors	Available on swfi.com

Other Central Bank Profiles

- Bank of Jamaica  
Central Bank in Jamaica
- Bermuda Monetary Authority  
Central Bank in Bermuda
- Cayman Islands Monetary Authority  
Central Bank in Cayman Islands
- Eastern Caribbean Central Bank  
Central Bank in Saint Kitts and Nevis

### Top 100 Largest Fund Rankings by Total Assets

**GOLD**  
The real asset you can rely on.

Learn more on Goldhub

WORLD GOLD COUNCIL

ADVERTISEMENT

### 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.

# Newsletter

## PUBLIC FUND MONITOR Email Newsletter



[Login to SWFI Terminal](#)

[Get a Demo](#)

Featured Profile

### **Cathay Financial**

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

[View Profile](#)

Advertise Here

### **News (25 Total)**

[ADQ Seeks to Merge Al Foah 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](#)

### **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 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).

# 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.

Current News

[All News](#)



09/09/2020

**SURVEY: SWFs and Pensions Return to Global Equities, China and U.S. are Favorites**

FOR IMMEDIATE RELEASE SWFI Releases Global Asset Owner Survey for September 2020 Seattle, Washington, September 9, 2020: SWFI has just released its 13th ...

Featured



08/24/2020

**LIVE WEBINAR: Asset Recovery for Institutional Investors in a COVID-19 Environment**

LIVE WEBINAR Date: September 15, 2020 @ 7:00 am PDT / 10:00 am EDT / 3:00 pm BST / 4:00 pm CEST Summary: Asset Recovery for Institutional Investors in ...

Sponsor Content



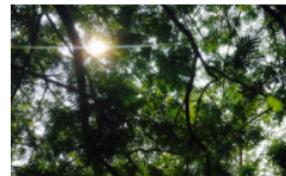
09/10/2020

**APG's UK Hotel Venture Makes Second Acquisition**



09/10/2020

**RDIF and Landsteiner Scientific Ink Deal for Sputnik V COVID-19 Vaccine to Mexico**



09/10/2020

**Temasek is a Cornerstone Investor in Water Tech Fund**

# Webinars

ONLINE AND ON TIME  
([www.swfinstitute.org](http://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.



# Digital Publication

## SOVEREIGN WEALTH QUARTERLY (SWQ)

Our flagship publication, the Sovereign Wealth Quarterly, is the premier digital publication on public sector asset ownership and management globally.

Circulation: PDF file on SWFI Terminal. Distribution: SWFI Terminal.

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

**Sovereign Wealth Quarterly**  
The Source on Sovereign Wealth Funds, Pensions, Endowments, and Asset Owners

**COVID-19**

**SWFI**

**FOCUSED INSIGHTS  
ROBUST OUTCOMES**

At AllianceBernstein our rigorous research generates clear and distinctive insights. Focused insights that enable bolder investment strategies and decisions. Insights that can deliver robust outcomes for our clients.

Find out more about how our focused insight can deliver robust outcomes for you.  
[AllianceBernstein.com](https://www.alliancebernstein.com)

**Singaporean Sovereign Wealth Fund Juices Up Kepler Fi to Disrupt Asset Management Industry**

**FAIL: REVA Medical Files for Chapter 11**

**Trusted. Partners.**

#1 in Global Private Equity  
Weekend of April 2018

**WHITE & CASE**

**A global vision and a local focus are not mutually exclusive.**

**KPMG**

# 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



BNY MELLON



Antares Capital

BMO  Global Asset Management



A Manulife Asset Management Company

ENAM ASSET MANAGEMENT



HSBC   
Global Asset Management



LA FINANCIERE DE L'ECHIQUEUR

STATE STREET GLOBAL ADVISORS



Nareit Real estate working for you.

Akin Gump  
STRAUSS HAUER & FELD LLP



S&P Dow Jones  
Indices  
An S&P Global Division



 CHICAGO TITLE  
INSURANCE COMPANY



 Fidelity National Title  
Insurance Company

DOMINION



GE | Grant & Eisenhofer

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