



Insight for Institutional Chief Investment Officers

There are 5,000 pools of capital around the globe today that command \$20 trillion in assets. They are located from Akron to Zurich—they may be corporate defined benefit plans, government pension schemes, foundations, insurance, or sovereign wealth funds. The institutional chief investment officers at these pools of capital are all driven by a single imperative: the need to invest assets intelligently.

They demand intellectual capital and innumerable services—custodial, actuarial, consulting, securities lending, risk management, and execution, not to mention investment management capability of every kind, public and private. They are all one-of-a-kind investors, linked only by their need for knowledge.

aiCIO delivers this buy-side audience. This is not a publication for hedge fund managers or for investment bankers. It is precisely the opposite: It is a magazine for the men and women who really matter—the chief investment officers. *aiCIO* is a publication that is not defined by geographic borders or by asset classes. It is designed to be utilized, not just read.

aiCIO represents our extraordinary understanding of the information needs of the world's most sophisticated institutional investors. It exemplifies the best qualities of a singular publishing company.



2011 MEDIAKIT

Editorial Calendar 2011

FEBRUARY 2011

aiCIO's Chief Investment Officer Survey: State of the Industry

- Risk Parity/Beta Management
- Emerging Markets
- Transition Management
- LDI
- Investment Outsourcing

Sponsored Reservation: 12/13/10
Run of Book Reservation: 1/3/10
Ad Material: 1/10/11

Bonus distribution at CIOS New York

SEPTEMBER 2011

aiGlobal 500 List

- LDI
- Investment Outsourcing
- Risk Parity/Beta Management
- Transition Management
- Emerging Markets
- Fixed-Income

Sponsored Reservation: 7/11/11
Run of Book Reservation: 8/1/11
Ad Material: 8/8/11

Bonus distribution at CIOS London

JUNE 2011

The New Guard of Women in Asset Management

- Securities Lending (+ survey)
- Benchmarking
- Fixed-Income
- ETFs
- Active v. Passive

Sponsored Reservation: 4/11/11
Run of Book Reservation: 5/2/11
Ad Material: 5/9/11

DECEMBER 2011

aiCIO Industry Innovation Awards

- Active v. Passive
- LDI
- Investment Outsourcing
- Benchmarking
- Securities Lending
- ETFs

Sponsored Reservation: 10/12/11
Run of Book Reservation: 11/2/11
Ad Material: 11/9/11

Bonus distribution at aiCIO Industry Innovation Awards

ADVERTISING SPECIFICATIONS

STANDARD UNIT SIZE

1 pg = 8.25" w x 10.875" h (with bleed = 8.5" x 11.125")
2-pg spread = 16.5" w x 10.875" h (with bleed = 16.75" x 11.125")

Ad materials can be picked up from previous issues of PLANSPONSOR, PLANADVISER and Global Custodian magazines.

PDF REQUIREMENTS

The final PDF file should be sent to us as a high resolution PDF-X1A (exported directly from InDesign or Quark application using PDF/X or High Quality Press setting) with crop marks.

Color proof with registration marks required if advertisement is running in the abridged version of aiCIO to ensure that materials run properly.

For black ink colors, the recommended spec is 100% black. Fonts and high resolution images must be embedded.

Please send materials to Lynn Connelly at : Asset International, 1055 Washington Blvd. Stamford, CT 06901. Tel: (203) 595-3262 E-mail: creative@assetinternational.com

Thought Leadership pieces conducted and produced by aiCIO-reservations 6 weeks prior to issue date. White papers/ads delivered by clients-materials due 3 weeks prior to issue date.



Thought Leadership

CIRCULATION BASE
DIGITAL: 15,000
PRINT: 15,000

In addition to full-page advertisements within *aiCIO*, clients have a unique opportunity to participate in the content of the print and digital publication by submitting Thought Leadership, such as a white paper or by conducting an interview with an Editor from *aiCIO* on a topic of your choice. In addition, clients can elect to have an audio or video interview within the context of the Thought Leadership piece or hosted in the multi-media section of our Web site.



2011 aiCIO Rates

Profile/Roundtable

| | |
|-------------------|--------------|
| One-page digital | \$10,300 |
| Two-pages digital | \$20,600 |
| Additional pages | \$2,575 each |

Supplied White Paper/Article

| | |
|-------------------|--------------|
| One-page digital | \$8,755 |
| Two-pages digital | \$15,450 |
| Additional pages | \$2,575 each |

5 Minute Video Interview

\$7,725 net

Full-Page Four-Color Display Advertisement

| | |
|----|----------|
| 1x | \$10,300 |
| 2x | \$9,785 |
| 4x | \$8,755 |
| 6x | \$7,725 |

Reprint (Abridged Copies of Magazine)

| | |
|------------|-------------|
| 250 Copies | \$1,295 net |
| 500 Copies | \$2,495 net |

Reprint (1-Page Reprint)

| | |
|------------|-------------|
| 250 Copies | \$1,045 net |
| 500 Copies | \$1,295 net |

Unlimited Distribution of PDF

\$3,885

Thought Leadership pieces conducted and produced by Asset International—reservations 6 weeks prior to issue date.
 White papers/ads delivered by clients—materials due 3 weeks prior to issue date.

ai-CIO.com

ai-CIO.com is a daily news site bringing asset owners up-to-the-minute information regarding deals, trends, surveys, regulation, legal proceedings, and more. Updated numerous times each day with stories written for the leaders of pension, sovereign wealth, and insurance funds, as well as endowments and foundations, ai-CIO.com brings focused information—not the noise of the general financial press. The site also provides current and back issues of the magazine, as well as details on upcoming conferences.

ai-CIO.com Rate

- \$75/CPM open rate

Ad Sizes

- Leaderboard (728x90)
- Skyscraper (160x600)
- Island Advertisement (336x280)

File Sizes and Animation Specs

- 39k maximum file size, GIF format
- Three loops—animation must cease after seven seconds

HTML

- No tags
- Without JavaScript preferred

JavaScript and JAVA

- Accepted on a case-by-case basis

Rich Media

- Only HTML including JavaScript, Java Applets, Shockwave, streaming video, etc.

Standard Files

- GIF & JPEG graphics to meet above file size criteria

FLASH

- The movie must stop animating after seven seconds. Please supply the following:

- .fla—FLASH movie file.
- .swf—compressed version of .fla
- .gif—alternate GIF image to be served to non-capable browsers
- URL—the linking UFL for the ad

The following code MUST be the first layer on every scene of the movie:

On (release) {getURL (clickTag, “_blank”);}



aiCIOAlert Newsletter

Circulation Base 15,000

aiCIOAlert is a bi-weekly e-mail newsletter reaching the world's most sophisticated capital owners. Every Tuesday and Thursday, the aiCIOAlert will have updates on news and information that is crucial for managing and investing large pension funds, sovereign wealth funds, and foundations. Clients can choose from three different non-exclusive advertising sizes displayed in the e-mail newsletter.

Ad Sizes

- Top Unit (728x90)
- Side Unit (160x600)
- Island Advertisement (336x280)

Rates (Each Unit is the same cost and is on a first come, first served basis)

- The cost per unit is \$1,000.

Breaking News Annual Sponsorship

- Minimum 12x per year \$12,000
- Maximum 20x per year \$20,000

Any breaking news over 20x will receive the 20x rate



WHAT IS THE SIGN OF A GOOD DECISION?™
It's a retirement plan backed by 159 years of financial strength.

[LEARN MORE](#)



aiCIO ALERT

For Chief Investment Officers at the World's Largest Asset Owners

September 30, 2010

CIC to Avoid Defense, Casino, and Alcohol Investments
From aiCIO Magazine: Adventures in Algorithmic Trading
With Expectations of Commodities Boom, Caisse de Depot to Focus on Energy and Minerals
From aiCIO Magazine: Scandal in the Marriage of Politics and Investments
State Street: Confidence Among Institutional Investors Dips in September
Study: European Funds Imprecisely Model Their Liability Hedging Portfolios
Mercer Urges Insurance-Style Governance Tools to Brace Super Funds for Risk

Designed for the world's largest and most sophisticated asset owners, has arrived. This week, our featured story is on the need for liquidity at institutions—and how so many misjudged this need in a time of crisis. To get a sneak peak, read below—and then go to www.aiCio.com to read the story in its entirety.

FEATURED STORY
The Liquidity Imperative
aiCIO Editor-in-Chief Kip McDaniel interviews Adam Smith, author of "The Money Game" and "Supermoney." [MORE >](#)

ACTIVITY
Story Title
Why do these plan sponsors (and their consultants) design a policy portfolio with that target in mind? Asset allocation is by far the most important investment decision for many investors. Each year. [MORE >](#)

PEOPLE
Arial Bold 14/17
Arial 12/15 plan sponsors allocate their pension assets to a portfolio of 60/40 global stocks and bonds. More sophisticated plans use variations of a 60/40 portfolio, as they substitute private equity, real estate and other hard assets, or hedge funds in place of public equity or fixed-income exposure. [MORE >](#)

PRODUCTS / SERVICES
Arial Bold 14/17
Arial 12/15 plan sponsors allocate their pension assets to a portfolio of 60/40 global stocks and bonds. More sophisticated plans use variations of a 60/40 portfolio, as they substitute private equity, real estate and other hard assets, or hedge funds in place of public equity or fixed-income exposure. [MORE >](#)

REGULATION / LEGAL
Arial Bold 14/17
Arial 12/15 plan sponsors allocate their pension assets to a portfolio of 60/40 global stocks and bonds. More sophisticated plans use variations of a 60/40 portfolio, as they substitute private equity, real estate and other hard assets, or hedge funds in place of public equity or fixed-income exposure. [MORE >](#)

SURVEYS
Arial Bold 14/17
Arial 12/15 plan sponsors allocate their pension assets to a portfolio of 60/40 global stocks and bonds. More sophisticated plans use variations of a 60/40 portfolio, as they substitute private equity, real estate and other hard assets, or hedge funds in place of public equity or fixed-income exposure. [MORE >](#)

BLOG
Story Title
Why do these plan sponsors (and their consultants) design a policy portfolio with that target in mind? Asset allocation is by far the most important investment decision for many investors. Each year. [MORE >](#)

THOUGHT LEADERSHIP sponsored by PanAgora
The Popularity of 60/40 Portfolios





Follow us on Twitter at www.twitter.com/aiCio




CONTACT US
Editorial
Kip McDaniel,
Editor-in-Chief, aiCIO
kmdaniel@assetinternational.com

Sales
Noel d'Ablemont-Smith,
Associate Publisher, aiCIO
VF, Key Accounts Asset
International
nsmith@assetinternational.com

Noel d'Ablemont-Smith | 203.595.3178 | nsmith@assetinternational.com | www.ai-CIO.com

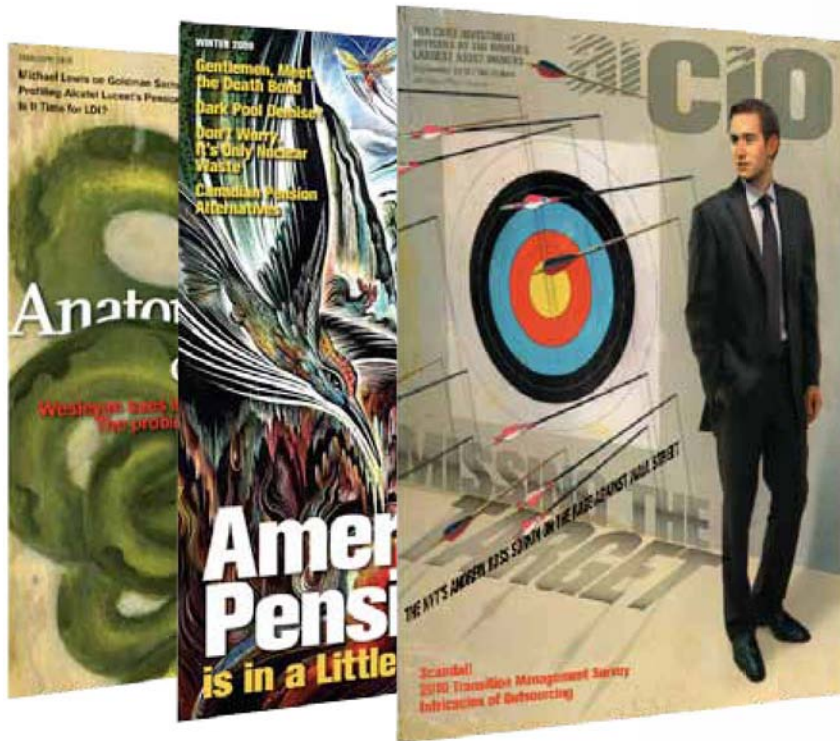
2011 MEDIAKIT

aiCIO_mediakit2011_p20.indd 5

10/26/10 11:46 AM

Readership & Circulation

TOTAL CIRCULATION
15,000 DIGITAL; 15,000 PRINT
ASSET OWNERS & CONSULTANTS



| Region | |
|--|-------|
| UK, Ireland, Europe, Russia | 18% |
| Middle East, Africa | 2% |
| India, China, Southeast Asia, Japan, Korea | 5% |
| Australia & New Zealand: | 4% |
| USA | 66% |
| Canada | 4% |
| Caribbean, Central & South America | 1% |
| Investable Assets | |
| More than USD \$100 Billion | 5.5% |
| USD \$50B-\$100B | 6.8% |
| USD \$1B-\$50B | 29.7% |
| USD \$500MM-\$1B | 6.7% |
| Less than USD \$500MM | 11.6% |
| Consultants (Assets Not applicable) | 39.6% |
| Organization Type | |
| Pension fund, retirement plan or superannuation fund | 44.0% |
| Endowment or foundation | 7.9% |
| Sovereign wealth fund | 1.0% |
| Insurance company | 7.6% |
| Consultant | 39.5% |
| Other | 0.1% |
| Titles | |
| President, CEO, Chairman, Vice Chairman | 12% |
| SVP, EVP, Vice President, Managing Director | 41% |
| Investment Officer | 24% |
| CFO, Treasurer | 15% |
| Consultant | 8% |

Magazine Audience

SAMPLE SUBSCRIBERS



Note #1: "Largest funds" are drawn from the 2009 aiGlobal 500; Highlights are drawn from a large list, meant to show both absolute size and geographical breadth of audience.

Note #2: Only organizations that do not block their IP addresses can, and are, listed or, in rare cases, where representatives of the fund have confirmed viewing the magazine. This list should be taken as a worst-case scenario.

Sovereign Wealth Funds (SWFs)

Global sovereign wealth fund penetration: 6 of 10 largest funds. Highlights: Abu Dhabi Investment; Dubai Investment Council; Istithmar; Temasik (Singapore), Norges Bank (Norway).

Corporate Pension Funds

American corporate fund penetration: 10 of 10 largest funds. Highlights: Boeing, IBM, Exxon Mobil, AT&T, Verizon.

European corporate fund penetration: 7 of 10 largest funds. Highlights: Alcatel-Lucent, British Petroleum, Hermes, Royal Bank of Scotland Pension, Siemens.

Public Pension Funds

American public fund penetration: 8 of 10 largest funds. Highlights: CalPERS, MOSERS, New York Common Retirement Fund, Employees' Retirement System of Texas, Federal Retirement Thrift, State of Florida Retirement System.

European public fund penetration: 6 of 10 largest funds. Highlights: ATP (Denmark), CERN Pension Fund; AP Fonden 3, Fonds de réserve pour les retraites (France), Norges Bank (Norwegian Sovereign Fund), ABP

(Netherlands), Bayerische Versorgungskammer (Germany)

Canadian public fund penetration: 4 of 5 largest funds. Highlights: Caisse de dépôt et placement du Québec, Alberta Investment Management Company, Public Sector Pension Investment Board.

Asia public fund penetration: 4 of 10 largest funds. Highlights: Government Pension Investment Fund of Japan (World's Largest Pension), Central Provident Fund (Singapore).

Endowments & Foundations

Penetration among top global endowments & foundations: 8 of 10 largest funds.

Highlights:

Harvard Management Company, Wake Forest University Endowment, University of Toronto, Cambridge University, MacArthur Foundation, The Robert Wood Johnson Foundation.

Insurance Funds

Insurance fund penetration: 9 of 10 largest funds. Highlights: ING, Chubb Insurance, Aviva.

Sample Subscribers

CIRCULATION 15,000
100 COUNTRIES REPRESENTED

United States

ExxonMobil Corporation

Global Pension Fund
Manager

FedEx Corporation

Vice President

Ford Motor Company

Director, Global Benefits
Strategy

Harvard Management Company

Managing Director

American Airlines

Manager, Retirement
Strategy

Boeing

Director, Investment Strategy

BP America

Senior Investment Manager

CalPERS

Senior Portfolio Manager

IBM

Managing Director and CIO

Lehigh University

Chief Investment Officer

Macy's

Senior Manager,
Pension Investments

The Mayo Clinic

Chief Investment Officer

Missouri State Employees Retirement Systems

Chief Financial Officer

Nestlé

Director, Retirement
Investments

News Corporation

Benefits Analyst

Pfizer

Senior Director

Producer-Writers Guild of America Pension Plan

Chief Executive Officer

Shell Oil Company

General Manager,
Trustee Support

Sprint

Investment Analyst

Ohio State University

Chief Investment Officer

UCLA Foundation

Investment Director

University of Notre Dame

Director of Operations

Walmart

Global Benefits Manager

Xerox

Analyst

Yale Investments Office

Senior Financial Analyst

Europe

City of Edinburgh Council, Lothian Pension Fund

Head of Investment Pensions

City of Zurich Pension Fund

Investment Manager

Pensioenfond's KBS

Managing Director

Siemens

Senior Pension Consultant

Stagecoach Group Pension Scheme

Chairman of Trustees

Marks & Spencer

Pension Investment Specialist

Bedfordshire Pension Fund

Head of Pension Fund
Management

Universities Superannuation Scheme LTD

Investment Accountant

University of Oxford

Asia/Australia

ARIA

Senior Portfolio Manager

Australian Super

Portfolio Manager

Cbus

Investment Implementation
Manager

Government Service Insurance System (China)

Officer IV

HESTA Superfund

Director

Local Super

Investment Analyst

MATA Super

Executive Manager,
Investments

NZ Superfund

Investment Operations
Manager

Telstra Super Pty Ltd.

Manager Finance & Tax

Middle East

Abu Dhabi Retirement Pension & Benefit Fund

Chief Investment Officer

The Executive Council Dubai

Project Manager

Saudi Aramco

Canada

Ministry of Energy, Mines, and Petroleum Resources

Fund Manager

OPSEU Pension Trust

Vice President of Finance

Saskatchewan Healthcare Employees' Pension Plan

Director of Investments

Toronto Transit Commission

Treasurer, Pension Fund

University of Alberta

Director

Webcasts

Overview

aiCIO offers sponsored Webcasts reaching our readers around the world on current industry trends. Webcasts can be used to promote your company's expertise and thought leadership to an active and engaged audience during an informative and objective panel discussion. The Webcast will be hosted by the aiCIO Editors and the sponsor can have up to three panelists. Webcasts are 60 minutes in duration.

Call infrastructure managed by aiCIO but assumes the following vendor capabilities:

- Web presentation will be performed using WebEx platform.
- Webcast Recording: A Webcast recording will be produced via the WebEx standard recording
- Platform: The recording will allow participants who were not able to attend the original event to register and then view and listen to the presentation at a later date.

Promotion of Webcast

- aiCIO is responsible for all promotion of the Webcast.
- aiCIO will actively promote the Webcast through direct e-mail invitations to target audience.
- Promote Webcasts via the aiCIOAlert e-mail newsletter.

Registration

The sponsor can include custom questions on the registration form and will be able to approve/deny all attendees.

Following the event, the sponsor will be provided with an event report that includes:

- URL link to access the replay of the presentation.
- List of enrolled participants, with contact information.
- List of participants who attended, with contact information.
- Questions submitted electronically by participants throughout the presentation.

Pricing: \$20,600



Webcast 360

Details of Webcast Program

Increase the return on your Webcast by closing the communication loop between thought leadership and your sales proposition. Webcast360 is a customizable e-mail follow-up tool that directly promotes your brand, expertise, and product advantages. Webcast360 is sent to your Webcast registrants at the conclusion of the Webcast and promotes follow-up materials as well as other company programs relative to the topic.

Benefits of Webcast360

- Enhanced name recognition through Webcast360; original Webcast has greater longevity
- Webcast360 enables sponsor/client to highlight Webcast and introduce other company programs
- Highly qualified target base receives the e-mail, which provides detailed tracking results
- Tracking results provide qualified leads for sales team, critical for closing new business
- Webcast360 report provides an easy sales tool for sales team to use for follow-up by segmenting the qualified leads
- Webcast360 brand is much more effective than e-mails sent out directly by sponsor/ client

Webcast360 includes

- Customizable e-mail follow-up tool sent out to registrants after the Webcast
- Report that includes the tracking results from the Webcast360
- Tracking results are segmented by link and provide contact information for each registrant who clicked on the correlating link

Pricing

\$5,000 (in addition to Webcast costs)



| Response Totals as of Jun 15, 2009 03:21 pm | | |
|---|-----|-------|
| Total Emails Sent | 728 | |
| Opens | 376 | 50.9% |
| Clicks | 172 | 44.9% |
| | | |
| 12 Webcast Replay | 33 | 8% |
| 13 View Slides | 53 | 12.9% |
| 14 Q&A Answers | 111 | 27.1% |
| 15 401(k) vs. 403(b) plan comparison PDF | 100 | 24.4% |
| 16 How The Standard can help PDF | 60 | 22.4% |
| 17 Standard.com | 6 | 1.5% |
| 18 Plan Advisors | 5 | 1.5% |
| 19 Plan Sponsors | 5 | 1.2% |

| Link | Clicks | Percentage |
|--|--------|------------|
| 12 Webcast Replay | 33 | 8% |
| 13 View Slides | 53 | 12.9% |
| 14 Q&A Answers | 111 | 27.1% |
| 15 401(k) vs. 403(b) plan comparison PDF | 100 | 24.4% |
| 16 How The Standard can help PDF | 60 | 22.4% |
| 17 Standard.com | 6 | 1.5% |
| 18 Plan Advisors | 5 | 1.5% |
| 19 Plan Sponsors | 5 | 1.2% |

Chief Investment Officer Summit (CIOS)

Intelligence for the World's Most Sophisticated Institutional Investors

Overview

For the second year in a row, the Editors of *aiCIO* will be hosting a series of invitation-only events—the **Chief Investment Officer Summit (CIOS)**. This year, the conference program will expand to include Hong Kong and Australia.

This series of events is designed specifically for the institutional chief investment officers who command the world's largest pools of capital at sovereign wealth funds, pension funds, insurance funds, and endowments and foundations.

The discussions, global in perspective, will be led by an elite group of CIOs and pension executives. Through their direction, the conference will focus exclusively on state-of-the-art investing practices, highlighted through case studies, debates, and panel discussions. An opportunity to meet and learn from your peers, the **Chief Investment Officer Summit** is a must-attend event for the decisionmakers of the world's largest asset owners.

Agenda from 2010 New York event:

- Re-thinking Asset Allocation
- Managing Liabilities and Liquidity in a Dynamic World: The New LDI
- Pension and Board Governance in 2012 and Beyond
- The Future of Risk Management
- Why Outsource? Fiduciary Management for the Next Decade
- Fact or Fiction, Climate Change Investing Still Matters
- Non-Investment Alpha: Extracting the Most from Your Asset Manager

Testimonials from CIOS, New York:

"A great nexus of intellectual capital. America's foremost key decisionmakers candidly discuss the most stimulating subjects and challenges facing all relevant constituents in the asset management business today!"

—Asset Owner

"Interesting topics addressed by the right people."

—Consultant

"Stimulating topics and excellent speakers. Asset International is a respected name, and organization is excellent. High-quality group of plan sponsors attend."

—Service Provider

March 2011

Chief Investment Officer Summit - Hong Kong
Chief Investment Officer Summit - Australia

April 2011

Chief Investment Officer Summit - New York

September 2011

Chief Investment Officer Summit - London

December 2011

Awards for Innovation Dinner - New York

2011 Sponsorship Packages

There will be a limit of 10 sponsors for each event.

The sponsorship benefits include:

- Opportunity to participate in one panel discussion (at the discretion of the editors of *aiCIO*) during the event.
- Custom invitation to send to your prospects/clients.
- Five executive registration passes for your colleagues.
- Company logo on all conference signage, programs, and marketing literature associated with the event.
- Access to the full delegate list (with e-mail addresses) following event.
- Six feet of table-top space to display marketing materials during the event.

Cost: \$25,000 per event

Co-Sponsored Research

Teaming with Asset International's *Chief Investment Officer* magazine to create co-sponsored research is a way to demonstrate thought leadership and expertise in a specific area of the market.

aiCIO will help you create a unique questionnaire and will identify a target audience for a timely and topical research study. A portion of the study results will appear in aiCIO (print and electronic versions), and readers will be directed to your company for the full details of the research, giving you a chance to communicate directly with institutional chief investment officers.

Elements of a co-sponsored research study can include the following:

- Questionnaire development (20-30 questions)
- Selection of targeted names from the aiCIO database CIOs (selectable by plan type, assets, geography, and title)
- Programming of questionnaire for online response
- Solicitation and collation of responses (anonymous)
- Response calculation and delivery to you in Excel format and PowerPoint presentation
- Design of 4-page co-sponsored piece in aiCIO, including story and charts, with quotes from your firm
- PDF file of results as published
- Editorial mention of research in the aiCIO/Alert, with a link to the piece

Specifications

Allow at least three months from questionnaire finalization to research publication in aiCIO.

Cost

\$70,000 – \$120,000, depending on length of questionnaire, target market, and scope of project

