IR magazine

The global voice of IR

Media kit

- ABOUT
- PRINT
- DIGITAL
- CONTENT
- SPEC

IR magazine

The new *IR Magazine*

After 28 years and 271 print editions, *IR Magazine* is a fully digital portfolio.

THE VOICE OF GLOBAL IR

28 years of IR heritage

IR Magazine was founded in 1988 to help IR professionals be more knowledgeable, effective and successful in their careers.

The publication provided a voice for the global IR profession and helped define its identity, explore common issues and bring the global community together.

IR Magazine is independently owned and today is still the only global publication specializing in investor relations news, comment, research and analysis.

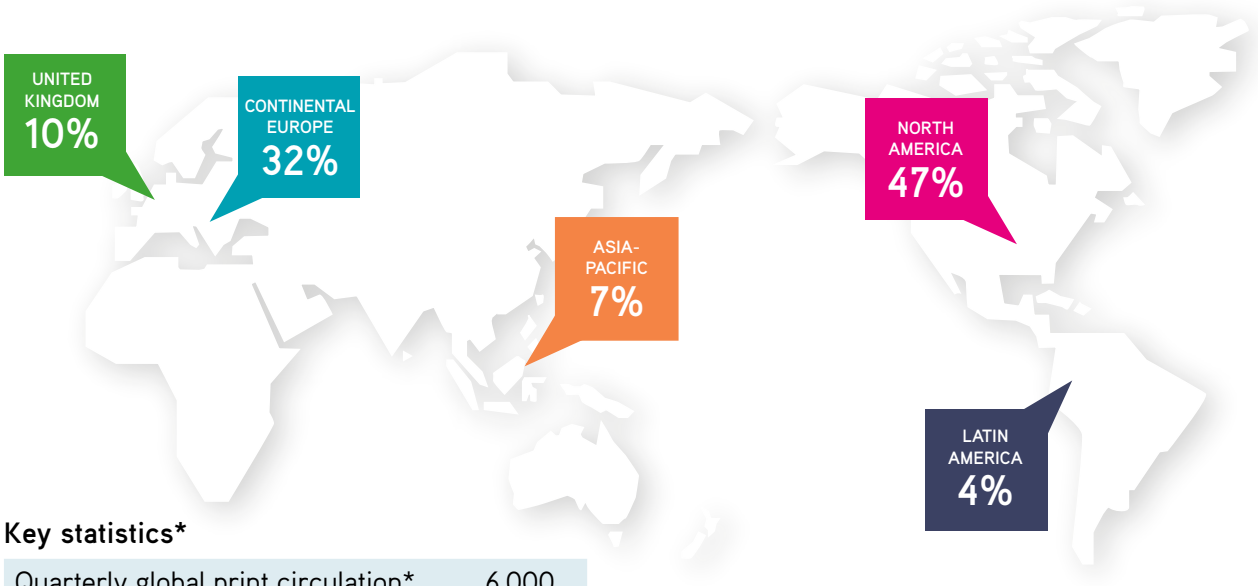
Desktop + mobile + tablet

IR Magazine news content is now available free to registered readers on desktop, tablet and mobile devices.

IR magazine

Global audience

Distribution

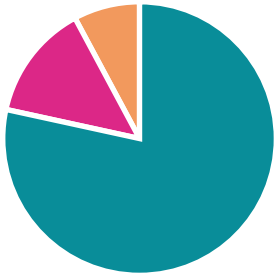


Key statistics*

Quarterly global print circulation*	6,000
Registered readers for digital*	9,400
Global social media audience*	6,600
% of audience IR decision-makers**	78%
Total website visitors/month**	17,781

*As at Nov 2015 **Oct 1, 2013 to Oct 31, 2015

ROLES



- IR professionals – 74%
- C-suite/senior management – 14%
- Marketing/other – 8%

CAP SIZES

- Small cap – 30%
- Medium cap – 31%
- Large cap – 24%
- Mega-cap – 15%

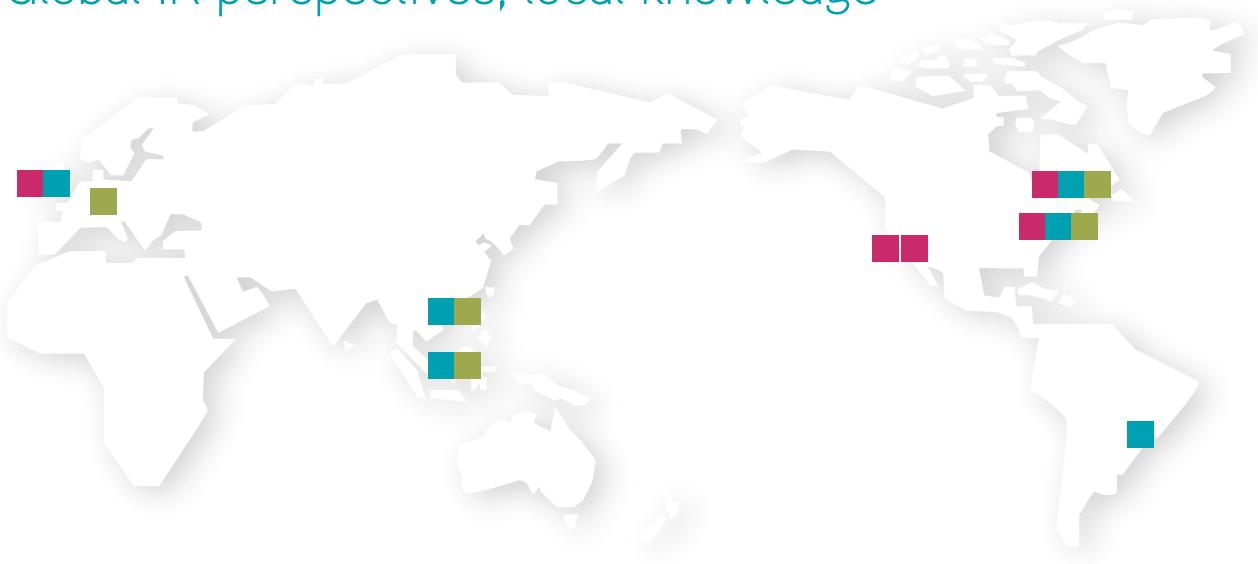
SECTORS

- Financial services – 19%
- Business services – 18%
- TMT – 18%
- Consumer – 11%
- Energy and utilities – 9%
- Industrials – 5%
- Materials (incl chemicals) – 8%
- Pharma, biotech, health – 7%
- Property – 5%

IR magazine

Global IR events

Global IR perspectives, local knowledge



IR Magazine Awards
Canada (Toronto, Feb)
US (New York, Mar)
Europe (London, Jun)
Brazil (São Paulo, Jun)
Greater China (Hong Kong, Dec)
South East Asia (Bangkok, Dec)

IR Magazine Think Tanks
US East Coast (New York, Mar)
US West Coast I (Palo Alto, Mar)
Euro Leaders (London, Jun)
US West Coast II (Palo Alto, Sep)
Canada (Toronto, Oct)

Click to visit events website

IR Magazine Conferences
Canada (Toronto, Feb)
Poland (Warsaw, Sep)
Global IR Forum (New York, Nov)
Greater China (Hong Kong, Dec)
South East Asia (Bangkok, Dec)

IR Magazine Awards

IR Magazine recognizes and celebrates IR excellence with a series of prestigious awards ceremonies. The winners are chosen by the people who really matter: investors.

IR Magazine Think Tanks

Our think tanks are invitation-only events for senior IR professionals. They embrace a highly interactive format and give IROs a unique opportunity to interact with their senior peers.

IR Magazine Conferences

Our high-quality events bring together global IR perspectives and case studies from local expert practitioners to form highly engaging, informative sessions.

IR magazine

Quarterly print magazine

The essential journal of the global IR industry

Click to read

Click to jump to 2016 editorial calendar

IN EVERY EDITION

Feature articles

In-depth review, analysis and insights on issues impacting the global IR sector, including commentary from leading IR practitioners.

Special reports

Technical briefings on topics like sustainability and activism, with analysis and actionable items to help busy IROs make complex decisions.

Regular features

- Regional focus – Americas, Europe & Asia
- On the web – a roundup of digital resources
- IR voices – comment from leading IR thinkers

Print advertising

High-profile full and half-page print advertisements are available in each edition.

Advertorials

A limited amount of advertorials in our editorial style are available in each edition. These can have copy and images supplied or be written by our editorial team.

Jump to advertisement & advertorial specs

IR magazine

Digital multiscreen

New site delivered to desktop + tablet + mobile

Click to visit

THE NEW IRMAGAZINE.COM

No paywalls for daily IR news

All *IR Magazine* news articles and digital services will be free on all devices for registered readers.

Key statistics

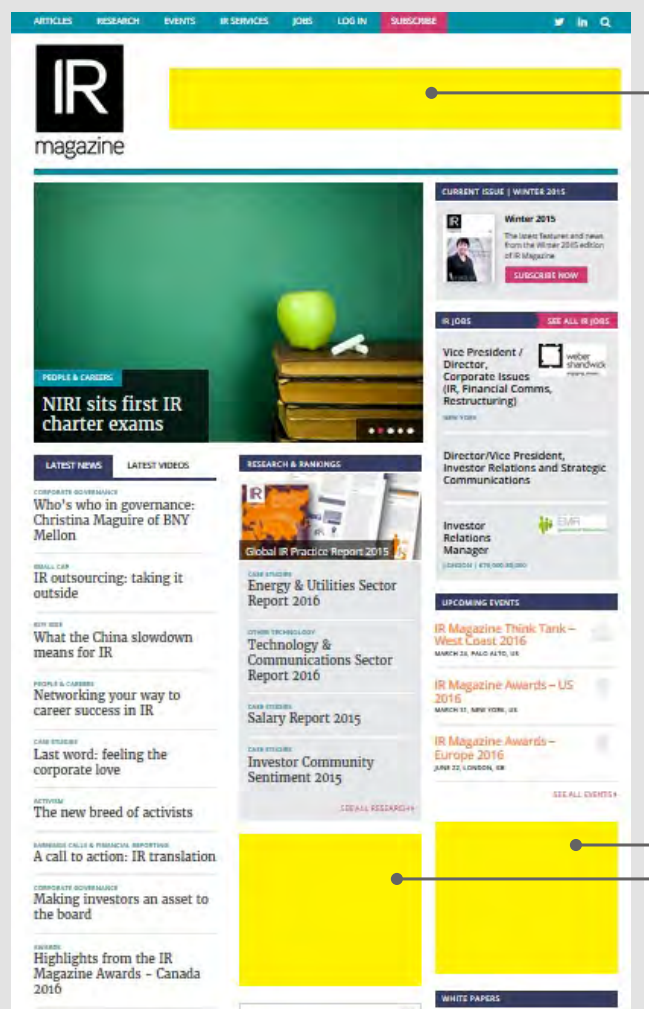
Total visitors/month:	17,781
New visitors/month:	12,187 or 68%
Unique visitors/month:	12,177
Average time spent on site:	5 min 20 sec
Page views/session	2.2
Page views/month:	36,484

Statistics for 25 months – Oct 1, 2013 to Oct 31, 2015

IR magazine

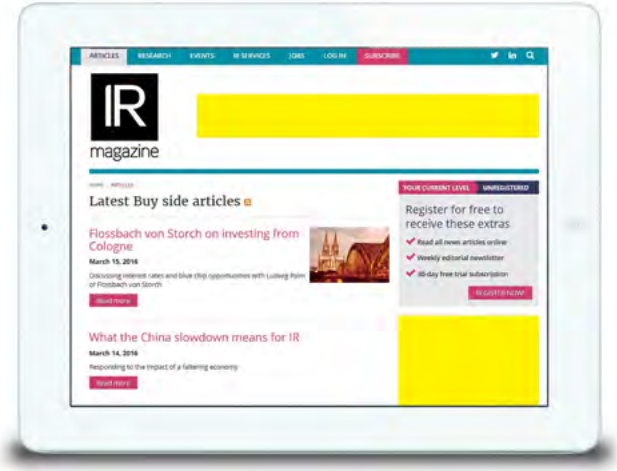
Website advertising

Access to highly targeted global IR audience



Leaderboard
728 pixels (w) x
90 pixels (h)

Medium rectangle
300 pixels (w) x
250 pixels (h)



Web banners

Web banners appear in rotation on a number of run-of-site positions including high-traffic locations like the home page, the events pages and all research pages.

Impressions and clicks of your ads are tracked.

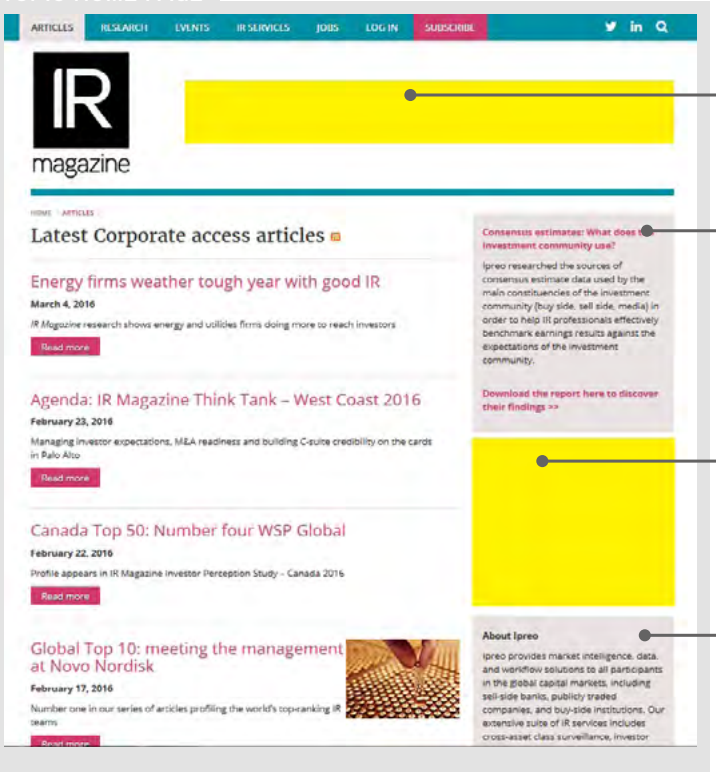
Jump to specs

IR magazine

Digital topic sponsorships

Advertising opportunities to a targeted audience

TOPIC HOME PAGE



Leaderboard
728 pixels (w) x 90 pixels (h)

Sponsor's statement
Max 500 characters incl spaces

Medium rectangle
300 pixels (w) x 250 pixels (h)

White paper benefits
Max 500 characters incl spaces

Digital topic sponsorship gives you exclusivity on a topic section and individual articles under that section as well as appearing in the run-of-site locations mentioned on the previous page. Impressions and clicks of your ads are tracked.

What's included:

1. Sponsor's statement on topic home page and on all topic tagged articles
2. White paper benefits on topic home page and on all topic tagged articles
3. Monthly promotion of the white paper via IR Toolbox eNewsletter
4. Weekly email with sales leads from white paper downloads

Key statistic

From 2012 to 2015, each white paper has generated an average of 47 leads per month

Jump to specs

IR magazine

Social media publishing

High-quality, free IR content through social media

All news articles and a range of high-value research reports, features, eBooks, and events information will be published through social channels to *IR Magazine*'s already impressive global audience.

IR Magazine's high-quality global IR news is now available without a paywall and free to all registered readers. Our social following is expected to dramatically increase with the removal of news article paywalls on the new website.

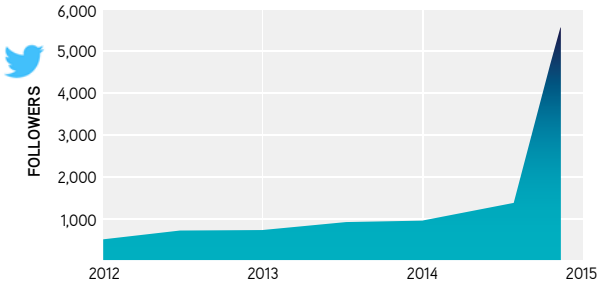
twitter

@IRmagazine

IR Magazine will publish each news story, research report, white paper and eBook to its active 5,500 followers to drive traffic back to the *IR Magazine* website.

Click to follow

580% increase in followers from 2014



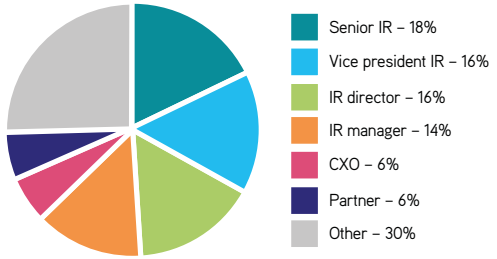
LinkedIn

IR Magazine | LinkedIn

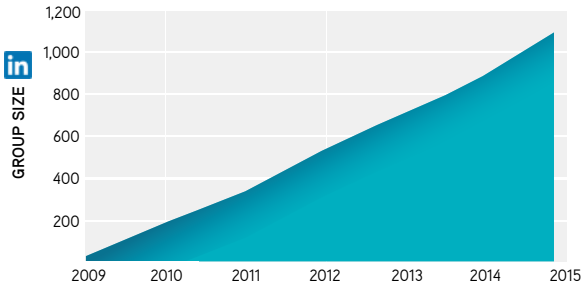
IR Magazine is a high-quality LinkedIn IR group with 1,300+ active, senior IR executives. Editorial and research content is posted alongside regular forum posts from our editors.

Click to join

LinkedIn Group IR role breakdown:



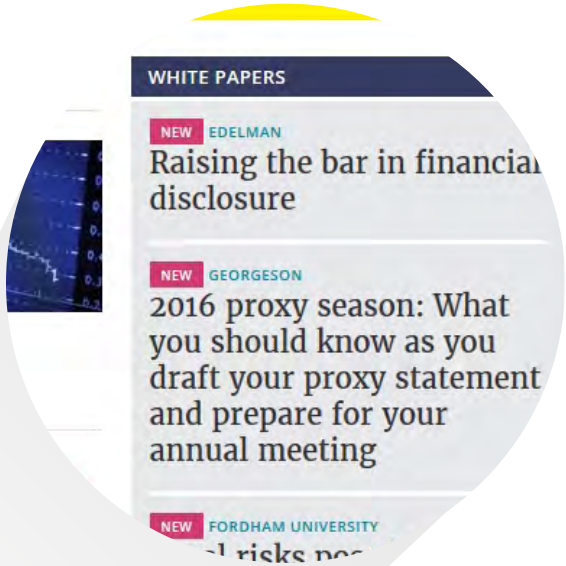
33% increase in group size from 2014



IR magazine

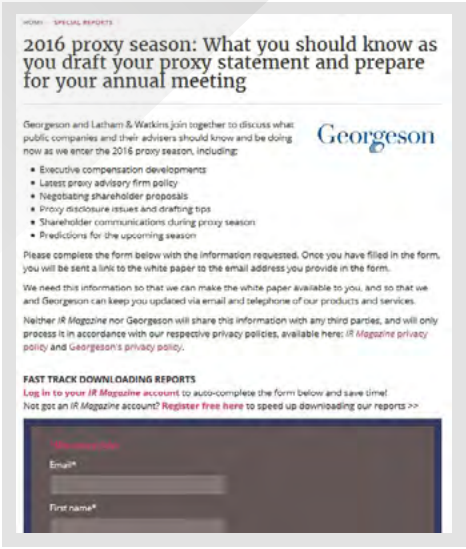
White paper sponsorship

Targeted leads from your content marketing



Many pages on the *IR Magazine* website feature white paper downloads: a collection of high-value white papers, research reports and surveys. These pages are viewed more than 17,000* times per month by IR decision-makers worldwide.

Website visitors are required to fill in a contact form before downloading, with the details provided in a lead generation report each week to drive sales activities.



Jump to specs

Key statistic

From 2012 to 2015, each white paper has generated an average of 47 leads per month

*Statistics for 25 months – Oct 1, 2013 to Oct 31, 2015

IR magazine

Specialist IR webinars

Thought leadership, audience interaction, leads

Interact with your target audience

IR Magazine webinars provide a channel to promote your thought leadership, innovation and strategies to a qualified, high-value global audience. They also offer a unique opportunity to interact with the audience – and build a pipeline of leads for sales.

Moderated by our world-renowned editorial staff, our webinar sponsorships include:

- Webinar content development
- Project management and delivery
- Contact details for all opted-in registrants
- Branding with links on website, registration page, live screen, hosted recording
- Ability to ask questions to registrants
- A relevant panel speaker for your brand

How it works

Our webinars, created by our experienced editorial team, deliver valuable and actionable information to our global IR audience. We will work alongside your team to produce a webinar that complements your communications campaign and deliver it seamlessly on the day. Content work includes developing:

- Webinar topic
- Overall webinar structure
- Copy writing and graphics
- Webinar presentation

For more information, please contact:

US: ian.richman@irmagazine.com

EMEA and Asia: sebastien.dutrieu@irmagazine.com

Key statistics

Avg attendance time	23 mins
Avg registrations	305
Avg attendees	122

Statistics Mar 2011 to Nov 2015

IR magazine

Native advertising

Drive traffic from *IR Magazine* to your content

Additional content marketing channel

Native advertising is advertiser promotional content that matches the editorial style.

Native advertising drives targeted prospects from high-traffic IRmagazine.com to your website or content marketing piece, increasing your audience engagement, conversion rates and boosting ROI on your content investments.

The native advertising opportunity includes an editorial-style headline linking to your content, and your company name linking to your website.

Key statistics

Total visitors/month	17,781
New visitors/month	12,187 or 68%
Unique visitors/month	12,177

Statistics for 25 months – Oct 1, 2013 to Oct 31, 2015

Jump to specs

IR magazine

The sound of IR

Podcasts and audio articles for busy IROs who want their IR news and analysis on the go

IR PODCASTS

The Ticker

Weekly news roundup featuring commentary from leading IR professionals, service providers, analysts and investors.

Click to listen

IR Mag Asks...

Showcasing the latest IR research and best practice with researcher interviews, finding summaries & action plans.

Click to listen

Subscribe to the podcasts now via:

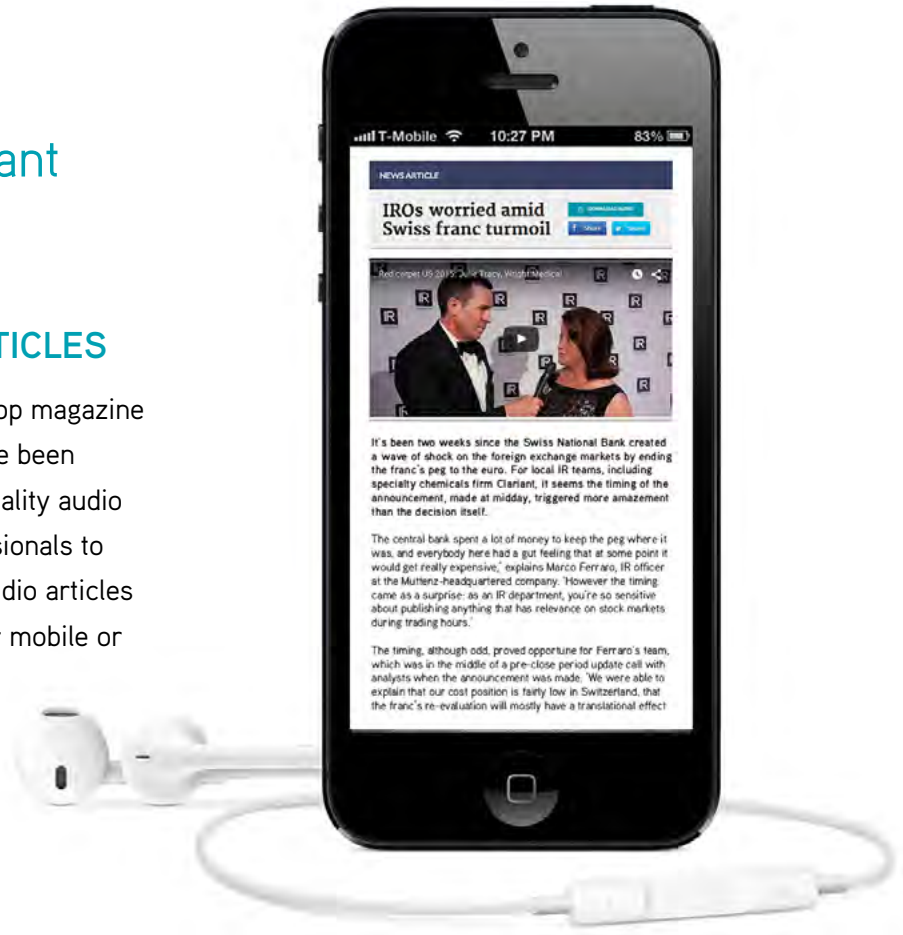
Soundcloud

Get it on iTunes

IR MAGAZINE AUDIO ARTICLES

IR audio

A selection of our top magazine feature articles have been recorded in high-quality audio to enable IR professionals to keep up to date on the road. The audio articles can be streamed directly from your mobile or downloaded to your PC.



IR magazine

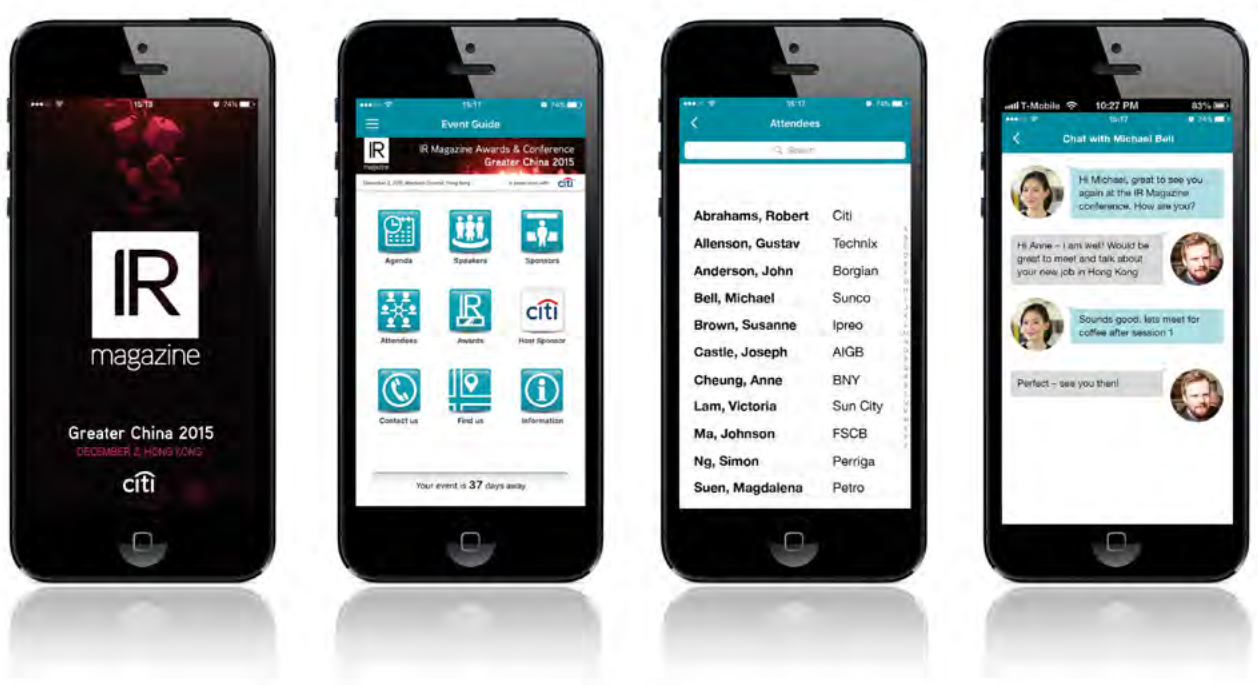
IR events mobile events app

Interactive event information, live voting and delegate networking

Mobile content that updates, informs and engages delegates

IR Magazine's new event app is downloadable from the Apple and Google Play app stores. It delivers a full digital event experience for delegates and an additional engagement tool for sponsors. Features include:

- Agenda information and locations
- Speaker bios and downloads
- Social media content streams
- Sponsor pages and contacts
- Delegate list (visible only to those attending the event)
- Delegate-to-delegate messaging
- LinkedIn integrations to attach profiles
- Location services and maps

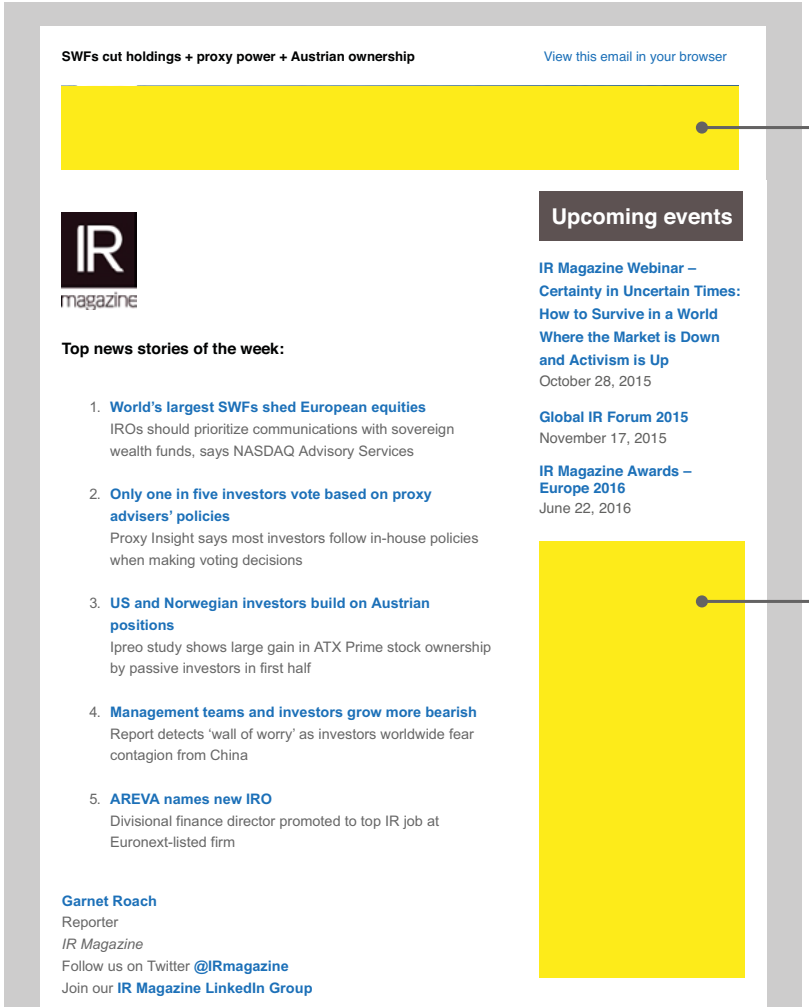


Available on the App Store | GET IT ON Google play

Click logos to download

eNewsletter banners

EDITOR'S PICKS: Weekly roundup of the top IR news



Email leaderboard
560 pixels (w) x
69 pixels (h)

Email sidebar
168 px (w) x
260 px (h)

EDITOR'S PICKS

Editor's Picks is a weekly must-read email that delivers free summaries and links for trending news stories from IRmagazine.com directly to top IROs' inboxes and smartphones.

Click to sign up

Frequency

Weekly – sent at optimized local times

Regional versions

Americas / Europe / Asia with customized content and geo-targeted advertising

Advertising opportunity

Top leaderboard and sideboard banners

Key statistics

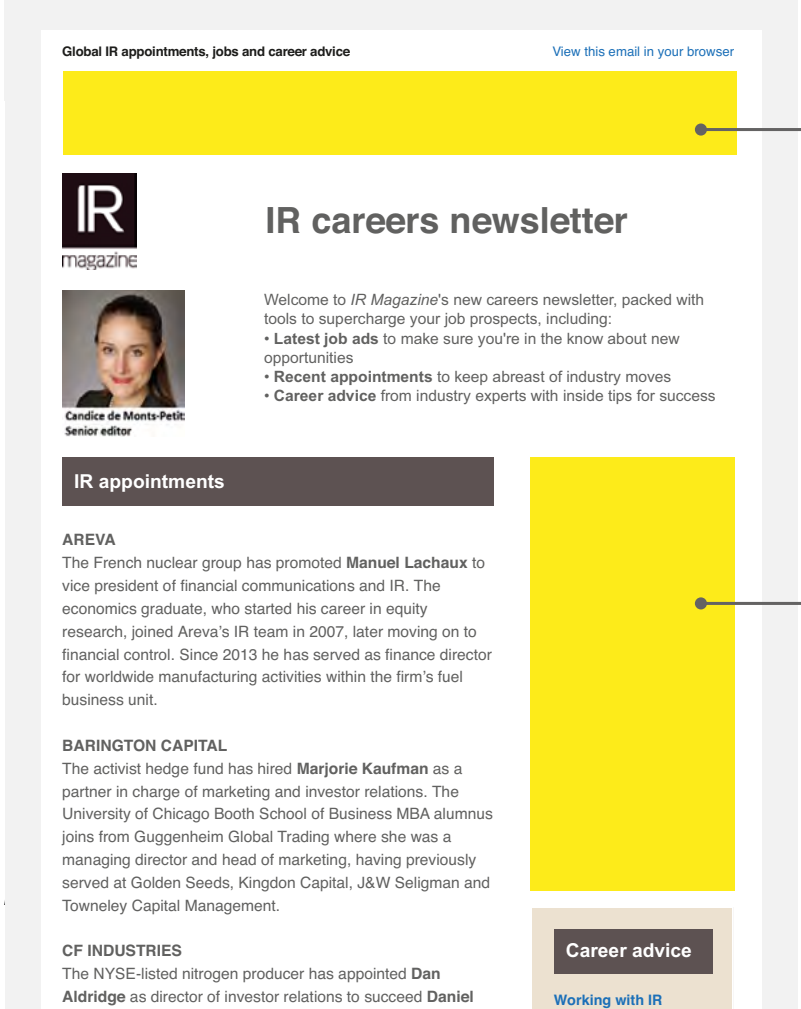
Region	Deliveries	Opened	Clicked
Americas	2,726	17.22%	2.6%
EMEA	1,822	18.70%	3%
Asia	1,006	14.48%	2.4%
Total/avg	5,554	16.68%	2.7%

Statistics June-September 2015

Jump to specs

eNewsletter banners

IR CAREERS: Global appointments & career advice



Email leaderboard
560 pixels (w) x
69 pixels (h)

Email sidebar
168 pixels (w) x
260 pixels (h)

IR CAREERS

IR Careers is a unique and popular eNewsletter that tracks key IR appointments from around the world. It also contains career advice tips and new jobs from specialist IR recruiters.

Click to sign up

Frequency

Monthly – sent at optimized local times

Regional versions

Americas / Europe / Asia with customized content and geo-targeted advertising

Advertising opportunity

Top leaderboard and sideboard banners

Key statistics

Region	Deliveries	Opened	Clicked
Americas	2,756	20.76%	2.72%
EMEA	1,870	21.77%	2.85%
Asia	1,017	16.11%	1.10%
Total/avg	3,953	19.55%	2.30%

Statistics June-September 2015

Jump to specs

IR magazine

eNewsletter banners

IR TOOLBOX: Curated set of high-value IR resources

Email leaderboard
560 pixels (w) x
69 pixels (h)

Email sidebar
168 pixels (w) x
260 pixels (h)

IR TOOLBOX

IR Toolbox is a curated collection of high-value resources for IR professionals for direct download, including white papers, research reports, videos, eBooks and podcasts.

Click to sign up

Frequency

Monthly – sent at optimized local times

Regional versions

Americas / Europe / Asia with customized content and geo-targeted advertising

Advertising opportunity

Top leaderboard and sideboard banners

Key statistics

Region	Deliveries	Opened	Clicked
Americas	2,731	18.82%	2.94%
EMEA	1,833	20.27%	3.64%
Asia	1,016	16.76%	3.31%
Total/avg	5,580	18.61%	3.30%

Statistics June-September 2015

Jump to specs

IR magazine

Content licensing

High-quality IR news from the experts

IR content specialists

IR Magazine has the world's biggest and most experienced in-house IR news team. Our professional journalists, including ex-IROs, are constantly in touch with the latest IR news and trends through their global network of senior IR professionals.

Power your content marketing

Content marketing – creating and distributing valuable, relevant content to build and retain an audience for your brand – is now a central part of marketing strategies.

But finding the specialist knowledge, writing skills and time to create high-quality content, and to deliver it week in, week out can be challenging.

IR Magazine publishes more than 20 news articles each week across a wide variety of topics directly relevant to IR professionals. Each story is appox 400-600 words in length and keyword-optimized, and most contain quotes from leading practitioners and thinkers.

IR Magazine will make a limited amount of this content available for syndication under a licensing agreement. For more information, please contact:

US: ian.richman@irmagazine.com
EMEA and Asia: sebastien.dutrieu@irmagazine.com

IR NEWS

- Activism
- Awards
- Buy side
- Case studies
- Corporate access
- Corporate governance
- Disclosure & regulation
- Earnings calls & financial reporting
- IR websites
- Other technology
- People & careers
- Proxy voting & annual meetings
- Sell side
- Shareholder targeting & ID
- Small cap
- Social media
- Stock exchanges & listings
- Sustainability

Click on topics to read sample articles

IR magazine

Custom content

High-quality custom content from the IR experts

Trusted and reliable IR content creation

Writing high-quality content about investor relations is a challenging task: you need capital markets experience, the time to track breaking stories, a network of IR professionals to call on, and – most of all – the nose for a great story and the ability to write snappy prose to a deadline. In short, you need the *IR Magazine* editorial team.

Thought leadership on demand

We currently work with some of the biggest players in global IR to build a custom editorial strategy to power their content marketing. Our experienced editors can then research, create and deliver thought leadership and fresh IR news content under your brand, right on time.

All our custom content is fully researched, can include quotes from IR practitioners, is SEO-optimized and fully quality-checked.

Types of editorial content

- **News articles**
- **Advertorials**
- **White papers**
- **eBooks**
- **Audio articles**
- **Podcasts**
- **Videos**

For more information, please contact:

US: ian.richman@irmagazine.com

EMEA and Asia: sebastien.dutrieu@irmagazine.com

IR insights

Global IR research

20 years' global IR research experience

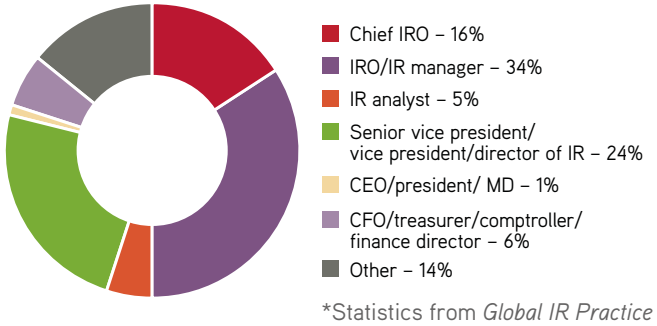
IR Insights – global IR research

IR Insights is the independent research arm of *IR Magazine*. Founded in 1995, it's the only organization that interviews investors to understand who does the best IR and why, and also asks IR professionals annually how they run their IR programs in detail.

Our portfolio of research reports includes:

- Investor perception studies and rankings for US, Canada, Europe, Asia and Brazil
- Global IR Practice – how IR departments are run and structured
- Special reports on issues like roadshows, IR challenges, cross-border investment, and senior management IR involvement

IR practice survey respondent job title



*Statistics from *Global IR Practice Report 2015*

IR magazine

Brand thought leadership via cutting-edge research

Custom research projects

IR Insights has the industry's most comprehensive senior practitioner database and a dedicated research team of survey experts, interviewers, data analysts and experienced writers.

Our team can deliver an end-to-end research service, from collaborating with your team, designing and conducting independent research and analyzing the results to writing up the full research report. The final report can be designed by your own team, or can be sponsored, produced and published under the independent IR Insights brand.

For more information on custom research, please contact our research director, Janet Dignan on janet.dignan@irmagazine.com.

Sponsored research projects

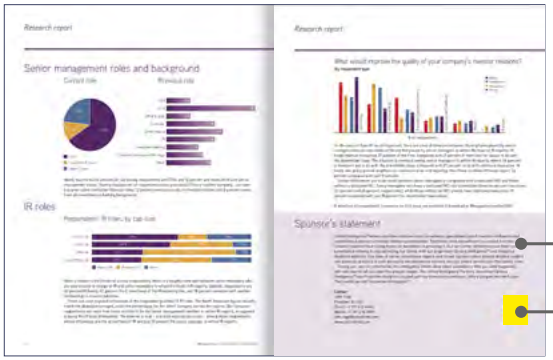
Bound into each of our quarterly print editions is a high-value research report with data from our research division. Available only to subscribers, each report contains exclusive global IR survey data, analysis and actionable insights to guide policy decisions.

Sponsorship opportunities include:

- Front cover logo
- Sponsor's statement
- Licensed PDF distribution
- PDF download lead generation for 3 months

Click to read

Sponsor's logo



Sponsor's statement

Sponsor's logo

Jump to specs

IR magazine

2016 EDITORIAL CALENDAR

SUMMER 2016 FEATURES SUMMARY

Key dates:

Final copy deadline	April 14, 2016
Ad deadline	May 6, 2016
Publication date	May 18, 2016

Selected features/reports:

Next-gen IR websites
What design, functionality and security do today's cutting-edge IR websites employ? We showcase IR sites breaking new ground

Special report: The changing landscape of corporate access
This report will investigate: how the sell side is providing corporate access services amid changing market conditions, including new regulation; why buy-side firms, from institutional investors to hedge funds, are taking corporate access responsibilities in-house; and the growing range of digital platforms offering new ways for companies and investors to connect

Other selected content:

- Awards coverage: US and Canada
- Think tank coverage: West Coast I
- IR conference previews: NIRI and CIRI

Bonus distribution:

- IR Magazine Awards – Europe
- IR Magazine Think Tank – Euro Leaders
- IR Magazine Awards – Brazil
- NIRI Annual Conference (US)
- CIRI Annual Conference (Canada)
- IBRI Annual Conference (Brazil)

FALL 2016 FEATURES SUMMARY

Key dates:

Final copy deadline	July 28, 2016
Ad deadline	August 23, 2016
Publication date	September 1, 2016

Selected features/reports:

Board access
More investors want access to independent directors and chairmen. How to structure meetings & prep your people

ESG investors: a European tour
Learn what questions to expect from ESG specialists in different European countries. Plus: a targeting directory of buy and sell-side ESG specialists

Activism: winning strategies
IROs and consultants with activist experience discuss tactics that work and pitfalls to avoid

Other selected content:

- Awards coverage: Europe and Brazil
- Think tank coverage: Euro Leaders
- Announcement: IR Magazine Global Top 50 2016
- IR conference reviews: IR Society, DIRK, CIRI, NIRI

Bonus distribution:
IR Magazine Think Tanks in multiple locations across the US, Canada, UK and continental Europe

WINTER 2016 FEATURES SUMMARY

Key dates:

Final copy deadline	October 19, 2016
Ad deadline	November 11, 2016
Publication date	November 22, 2016

Selected features/reports:

World's 10 best shareholders
Thumbnail profiles of large, long-term, desirable institutions, including their style, typical holdings and how to approach them

Global Roadshow Report
The definitive guide to roadshow practices around the world based on the responses of 1,000+ IR professionals

Targeting transformed
Big data, new methods of analysis and advanced functionality are taking IR targeting tools to new levels of sophistication

Other selected content:

- Think tank coverage: East Coast, Canada and West Coast II

Bonus distribution:

- IR Magazine Awards & Conference – Greater China
- IR Magazine Awards & Conference – South East Asia

IR magazine

QUARTERLY PRINT MAGAZINE

PRINT ADVERTISING

Artwork to be supplied as a press-optimized PDF file (Acrobat-generated) with all fonts and hi-res images (300dpi) embedded. Failure to embed high-res images will result in pixelated output. Please note that while IR Media Group endeavors to ensure all advertisements are correctly reproduced, it will not be held responsible for errors due to incorrectly prepared files.

ARTWORK SIZES

Full and double-page ads must include crop marks and bleed.

Full page:

Trim size:
Metric: 208mm (w) x 270mm (h)
Imperial: 8.189" (w) x 10.630" (h)

Bleed size:
Metric: 214mm (w) x 276mm (h)
Imperial: 8.425" (w) x 10.866" (h)

Type area:
Metric: 188mm (w) x 250mm (h)
Imperial: 7.400" (w) x 9.843" (h)

Double-page spread

Trim size:
Metric: 416mm (w) x 270mm (h)
Imperial: 16.378" (w) x 10.630" (h)

Bleed size:
Metric: 422mm (w) x 276mm (h)
Imperial: 16.614" (w) x 10.866" (h)

Type area:
Metric: 396mm (w) x 250mm (h)
Imperial: 15.591" (w) x 9.843" (h)

Half-page

Metric: 188mm (w) x 115mm (h)
Imperial: 7.400" (w) x 4.528" (h)

SUPPLY OF ARTWORK

Email: james.noden@irmagazine.com
We Transfer: Send to james.noden@irmagazine.com
Contact: James Noden Tel: +44 20 8004 6215

WEB BANNER ADVERTISING

ARTWORK REQUIREMENTS

Artwork should only be supplied as an animated .gif or .jpeg file, 72 dpi, RGB format, and less than 25k in size. Please supply a valid link; this cannot be an email address.

Leaderboard: 728 pixels (w) x 90 pixels (h)
Medium rectangle: 300 pixels (w) x 250 pixels (h)

SUPPLY OF ARTWORK

Gabi Gal Tel: +44 20 8004 5341
Email: gabi.gal@irmagazine.com

DIGITAL TOPIC SPONSORSHIPS

TOPIC AREAS

Topic areas available for section sponsorship include:

- Activism
- Buy side
- Corporate access
- Disclosure & regulation
- IR websites
- People & careers
- Sell side
- Small cap
- Stock exchanges & listings
- Awards
- Case studies
- Corporate governance
- Earning calls & financial reporting
- Other technology
- Proxy voting & annual meetings
- Shareholder targeting & ID
- Social media
- Sustainability

WEB BANNER ADVERTISING

See above for specs

SPONSOR STATEMENT

This message appears on all articles tagged with your specific topic and can be up to 500 characters including spaces.
* If you wish some of this text to link to a URL, please include this and indicate which words in the text you wish to link to.
* If you wish a link to be visible in your sponsor message, these will form part of your allowance of 500 characters.

WHITE PAPER SPONSORSHIP

See to the right for specs

SUPPLY OF ARTWORK

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WHITE PAPER SPONSORSHIP

ARTWORK REQUIREMENTS

- A PDF version of your white paper/thought leadership piece
- The document's title and a maximum 500 characters, including spaces, describing the content
- A link to your privacy policy on your website
- A link to your company website
- Logo in vector format with all type outlined as Adobe Illustrator .eps file, or as a 300dpi jpeg CMYK bitmap format at 50mm width

SUPPLY OF ARTWORK

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NATIVE ADVERTISING

ARTWORK REQUIREMENTS

Supply company name text and a headline of up to 45 characters in length, including spaces. For best results, the headline should be written to attract clicks, and link to a piece of content with clear value for the target prospect. Please provide a link to the destination page and to your company website.

SUPPLY OF ARTWORK

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IR magazine

IR PODCASTS

Podcast advertising can be added at the beginning, middle and/or end. Depending on your preferences, you can opt for one of two methods:

- You provide a script/brief that is read out on air.
- An mp3 audio file you have provided is inserted into the recording.

In both cases, we are looking at a maximum of 20 seconds if we want to achieve full effectiveness.

SUPPLY OF INFORMATION

Email: tim.human@irmagazine.com

E-NEWSLETTER BANNERS

ARTWORK REQUIREMENTS

Artwork as animated .gif or .jpeg file, 72 dpi, RGB format, less than 25k in size. Please supply a link, not an email address. As .gifs (.gif89a) do not animate in Outlook 7, please submit a .jpg or .gif file without rotation. If you submit an animated .gif file, we suggest you put all your salient information on the first slide.

SIZES

Email leaderboard: 560 pixels (w) x 69 pixels (h)
Email sidebar: 168 pixels (w) x 260 pixels (h)

SUPPLY OF ARTWORK

Gabi Gal Tel: +44 20 8004 5341
Email: gabi.gal@irmagazine.com

SPONSORED RESEARCH REPORTS

ARTWORK REQUIREMENTS

- Logo in vector format with all type outlined as Adobe Illustrator .eps file, or as a 300dpi jpeg CMYK bitmap format at 50mm width
- Sponsor's statement of maximum 1,050 characters, including spaces

SUPPLY OF ARTWORK

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