

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

IR Magazine publishes more than 20 news articles each week across a wide variety of topics directly relevant to IR professionals. Each story is approx 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:

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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](#)

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

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Global IR research

20 years' global IR research experience

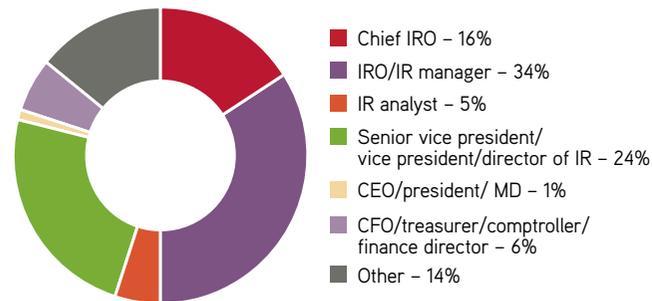
IR Insights – global IR research

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*



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



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Sponsor's statement

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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

The logo consists of the letters 'IR' in a bold, sans-serif font. The 'I' is a solid dark teal color, while the 'R' is white with a dark teal outline. The logo is set against a white square background.

magazine

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