

Thought leadership is an extremely effective media for asset managers to engage with institutional investors such as investment consultants and pension schemes.

We offer three main formats that range from informative editorial opportunities to client facing discussions. Examples of previous editorials/roundtables can be found here (<http://www.camradata.com/ReportsNews/WhitePapers.aspx>)

White Paper

- Front cover branding
- Asset manager sponsored word article/advertorial (2-3 pages)
- Digital distribution to over 7,000 institutional investors
- Website and social media promotion
- Inclusion within Asset View publication (additional supplement)

£3,500 per sponsor

White Paper and Roundtable

- Roundtable discussion 2-3 sponsoring asset managers plus 5-6 institutional investors
- White paper written by independent freelance financial journalist (Chair of roundtable)
- Asset manager front cover branding and sponsored article/advertorial (2-3 pages)
- Digital distribution to over 7,000 institutional investors
- Website and social media promotion
- Inclusion within Asset View publication (additional supplement)

£7,000 per sponsor

White Paper, Roundtable and Business Breakfast

- As white paper and roundtable above.
- Business breakfast presentation of white paper (normal 75-125 attendees in the audience)
- Presentation by sponsoring asset managers (15-20 min)
- Hard copy of white paper for all attendees
- Digital distribution to over 7,000 institutional investors
- Website and social media promotion
- Inclusion within Asset View publication (additional supplement)

£12,500 per sponsor

Thought Leadership Opportunities



Circulation over
12,000*



Email click through rate
20.48%*



Website views
850,953**

*Source CAMRADATA

** Google analytics 1 May 14 - 30 April 15 (camradata.com, live.camradata.com and assetview.co.uk)
All quoted prices are subject to VAT.