



**NORDSIP**  
NORDIC SUSTAINABLE INVESTMENTS

20  
24

YOUR ACCESS TO

**NORDIC SUSTAINABLE INSTITUTIONAL INVESTORS**



PRODUCTS & SERVICES

MEDIA KIT & EVENTS - 2024

ISSUED ON DECEMBER 15, 2023

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## ABOUT NORDSIP

### THE NORDIC SUSTAINABLE INVESTMENT PLATFORM

We aim to inform and educate Nordic professional investors about new products, trends, and regulatory developments within ESG, SRI and Impact. Our goal is to drive the integration of sustainable investment practices further and ultimately lead the financial industry towards better and more forward looking decision making.

### FOCUS

Our target audience is primarily composed of Nordic institutional investors, including asset owners and fund selectors interested in improving their sustainable investment process, as well as asset managers, service providers and consultants who provide the products and services to fulfill the goals of these investors. NordSIP seeks to inspire all participants engaging in the sustainable investment to grow together as fast as possible.

### PARTNERSHIP

To support our efforts to bring information to the investment community, we partner with asset managers and service providers who are keen to share their unique expertise related to sustainable investing. We believe that, by helping spread the right type of information within the investment community, the industry will grow more sustainably and provide benefits to all participants. This is why we believe in long-term partnerships.



# TRAFFIC & DEMOGRAPHICS

Launched in 2016, NordSIP has become the leading news media and reference point for SRI and Impact investing in the Nordics. The platform targets a highly focused and engaged audience.

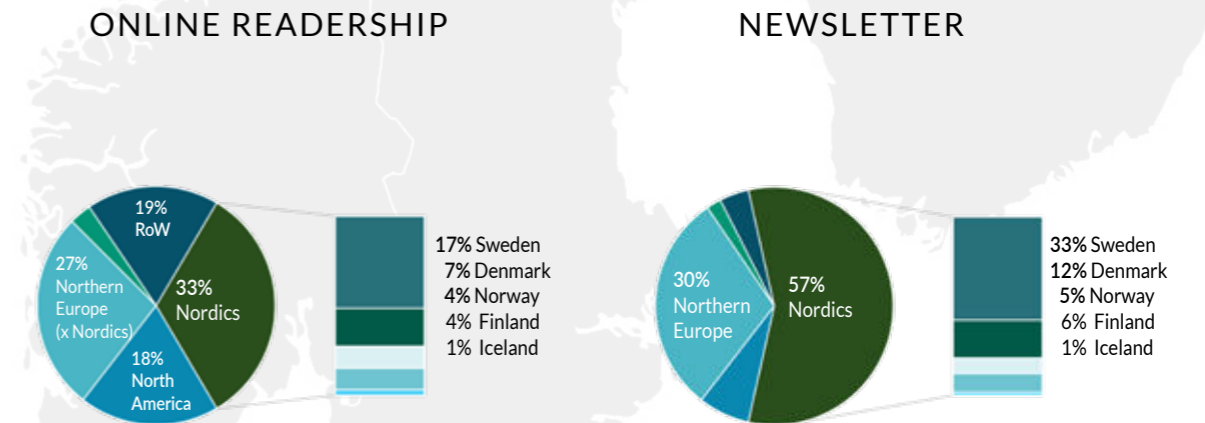


statistics updated as of December 2023

## THE NORDIC INSTITUTIONAL MARKET

Nordic institutional investors: out of a total of 1,500+ institutional investors (asset owners, fund selectors) in the Nordics, we currently estimate that approximately 500 individuals are currently actively seeking information about sustainable investing. NordSIP participates actively in growing the proportion of institutional investors interested in sustainability.

In addition, the community serving the investors including asset managers, consultants, NGOs as well as municipalities and governments interested in sustainable investing are growing at an unprecedented pace. The Nordic region often serves as a reference point for other countries and NordSIP has become a reference point for investors beyond the boundaries of the Nordics



# DIGITAL OPPORTUNITIES

## ONLINE

Associate your brand with a news website filled with quality content focused on sustainable investing for professional investors



Online Advertising:

- Banners
- Native content ("in focus" pages)
- Fund Manager Pages

## NEWSLETTERS

Reach subscribers with a high level of engagement and interest in sustainable investing



The Week in Green:

- Banners
- Text ads

Partner Newsletters (solus emails)

- Share your own content

## IN FOCUS

Associate your brand with a theme tailored to the interest of sustainable investors in the Nordics and beyond.



In Focus Package

- Dedicated page
- Front page section
- Newsletter section

## PUBLICATIONS & VIDEOS

Become the first point of contact investors have with specific themes within sustainable investing and become a partner in NordSIP Insight Handbooks, Case Books & Videos



Nordsip Insights:

- Share your content and expertise in our online magazine publications
- Become part of our expanding library of reference videos
- Ad Pages

# REACH & BENCHMARKS

## ONLINE

	Share of voice	Impressions / month <sup>1</sup>	CTR <sup>1</sup>
Banners	25%	1,750	0.3%
Native Content (sidebar)	100% (sitewide)	8,000	0.5%
Native Content (front page)	100% (frontpage)	1,000	3.5%

## NEWSLETTERS

	Opening rate <sup>1</sup>	Unique CTR <sup>1</sup>	Total CTR <sup>1</sup>
The Week in Green (Fridays)	40%+		20%
Banners		2%	
Text ads		4%	
Partner Insights (Wednesdays)	30%+	12%	16%
Partner Events (Mondays)	30%+	14%	16%

## PUBLICATIONS & VIDEOS

	Page views <sup>1</sup>
Magazine page (includes pdf and flip book)	600-1,000+
Single article (optional)	80+
Video page	350+

<sup>1</sup>Estimates based on views, opening rates and CTR for past campaigns and publications in 2H 2019 and 1H2020 & pilot video insights <sup>2</sup>Estimates based on prior arrangement of third-party events

## EVENTS & VIDEOS

### ROUND TABLES

Showcase your expertise in a live, in person small-group discussion over lunch, combined with a wide reach through an expertly edited written publication of the event transcript, presented together with high-quality professional photographs.



- In-person events with a double reach: live & magazine-format write up
- 3 to 4 asset managers meet institutional investors / fund selectors
- The recorded discussion is transformed into an attractive online publication

### WORKSHOPS

Demonstrate your knowledge to a targeted group of pertinent investment professionals during a lunch, under the reassuring privacy of the Chatham House Rules.



- In-person events with a private feel but a wide exposure
- 2 asset managers meet 10-12 institutional investors
- A summary article based on a confidential recording is published.

### PODCASTS

Demonstrate your knowledge to a targeted group of pertinent investment professionals during a lunch, under the reassuring privacy of the Chatham House Rules.



- Join a growing line-up of insightful podcasts
- Benefit from the exposure from a complimentary partner article based on the transcript.

### INSIGHT VIDEOS

Become the first point of contact investors have with specific themes within sustainable investing and become a partner in NordSIP Insight Handbooks, Case Books & Videos



- Become part of our expanding library of reference videos

### WEBINARS

Extend your network and reach through in-depth online discussions, live as well as through recordings



- 2-3 asset managers discuss a topic in depth and reach out to an expert audience
- The recording joins NordSIP's fast growing library of reference videos.

### PARTNER EVENTS

Expand your reach by sharing your own events with the NordSIP subscriber list and online audience



- A range of "à-la-carte" options to promote and support your own events

## REACH & BENCHMARKS

### PUBLICATIONS & VIDEOS

Page views<sup>1</sup>

Event Publication (includes pdf and flip book)	600+
Video page	350+

### WEBINARS

Attendees<sup>2</sup>

Wide audience	30-80+
Targeted audience	20+
	Views <sup>2</sup>
Post-webinar article	100-500+
Video recording	50-350+

### PARTNER EVENTS

Opening rate<sup>1</sup>

Unique CTR<sup>1</sup>

Total CTR<sup>1</sup>

Partner Events (Mondays)	30%+	14%	16%
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<sup>1</sup>Estimates based on views, opening rates and CTR for past campaigns and publications in 2H 2019 and 1H2020 & pilot video insights <sup>2</sup>Estimates based on prior arrangement of third-party events  
Attendee numbers and page views may vary depending on the popularity and breadth of the proposed topic

# ONLINE ADVERTISING

## BANNERS

### Front Page Banners

Panorama 1: 980 x 240 or 930 x 180

Leaderboard (or Panorama 2): 728 x 90

Sidebar modules: 300 x 250

### Article Page Banners

Sidebar modules: 300 x 250

Article insert: 468 x 240 or 728 x 90

### Mobile Banners

Top ad: 320x320

Article insert: 320x320

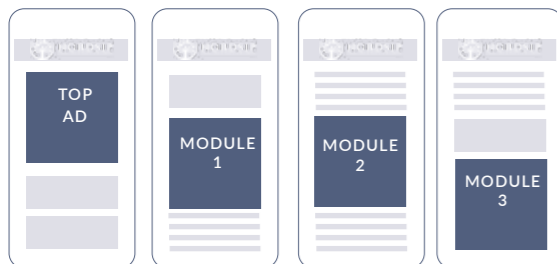
Bottom ad: 320x320

## NATIVE CONTENT

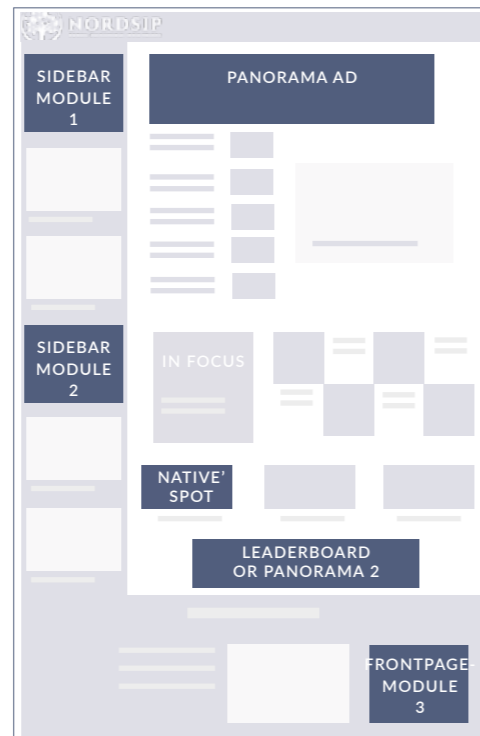
Sidebar module 1

Front page native spot

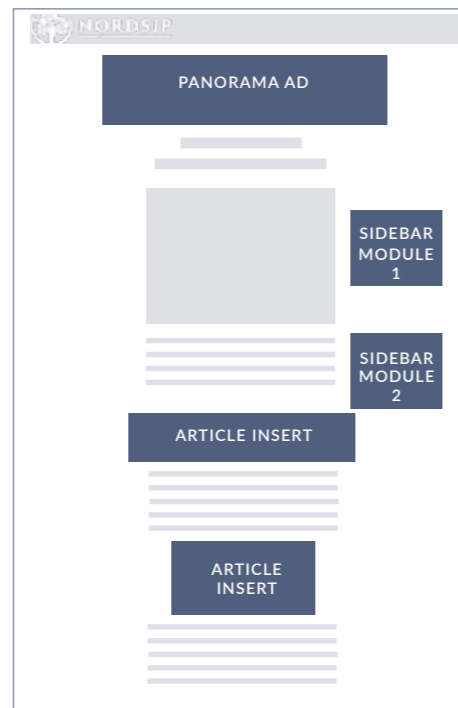
### MOBILE FRONT PAGE & ARTICLE PAGE



### FRONT PAGE



### ARTICLE PAGE



# ONLINE REACH & RATES



## BENCHMARK

	Share of voice	Impressions / month	CTR
Banner / Native (site wide)	100%	7,000	0.3-1%
Banners (site wide)	25%	1,750	0.3-1%
Banner / Native (front page)	100%	3,200	0.3-1%
Banners (front page)	25% (front page)	800	0.3-1%

## RATES

	Monthly price in SEK (€ <sup>1</sup> )
Sidebar Module 1 - 100% SOV (sitewide) (available as Native Spot) incl. mobile module 1	SEK 39,800 (€ 3,550)
Panorama Banner - 25% SOV (sitewide) incl. mobile Top Ad	SEK 13,000 (€ 1,150)
Leaderboard / Panorama 2 - 25% SOV (sitewide) incl. article insert + mobile module 3	SEK 10,000 (€ 890)
Sidebar Module 2 - 25% SOV (sitewide) incl. mobile module 2	SEK 9,000 (€ 800)
Banner package <sup>2</sup> : Panorama + Leaderboard + Sidebar 2 25% SOV	SEK 25,000 (€ 2,220)
Native spot (front page) - 100% SOV	SEK 25,000 (€ 2,220)
Front page module 3 - 100% SOV (available as Native Spot)	SEK 13,000 (€ 1,800)

<sup>1</sup>Prices in € are only indicative as of 12/2023

<sup>2</sup>Within the limits of available inventory

# NEWSLETTER CAMPAIGNS

## BANNERS & TEXT ADS

Sent once a week on Friday morning  
Re-sent to non-openers on Monday

**THE WEEK IN GREEN**

**Banner:**  
728 x 90

**Text Ad:**  
Max 150 words + Headline

COMPANY LOGO

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## PARTNER NEWSLETTER

Sent once on Wednesday morning  
Featured image (optional)

**COMPANY LOGO**

**Picture(s) (optional)**

**Text:**  
Max 400 words

**Up to 2 Banners:**  
728 x 90

**Disclaimer (optional)**  
Up to 150 words

COMPANY LOGO

VAS IN VID

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# NEWSLETTER REACH & RATES



## BENCHMARK

	Opening rate	Unique CTR	Total CTR
The Week in Green (Fridays)	40%+		10%
Banners		2%	
Text ads		4%	
Partner Insights (Wednesdays)	26%+	7%	10%
Partner Events (Mondays)	26%+		

## RATES

	Sendout price in SEK (€ <sup>1</sup> )
Newsletter Banner	SEK 10,000 (€ 890)
Newsletter Text Ad	SEK 13,000 (€ 1,150)
Partner Newsletter (Solus email)	SEK 39,800 (€ 3,550)
Partner event send out (Monday)	SEK 23,600 (€ 2,100)
Summer Special: (any sendout from July 4 - August 19)	50% OFF

<sup>1</sup> Prices in € are only indicative as of 12/2023



# IN FOCUS

Associate your brand with a theme tailored to the interest of sustainable investors in the Nordics and beyond. An opportunity to promote your content alongside NordSIP's editorial content and research selection.

The "In Focus" package associates a prime content positioning with two strong traffic drivers. This package also includes the optional opportunity to showcase an interview of your expert(s), authored by NordSIP's editorial team.

## IN FOCUS PACKAGE

### Thematic Page

Duration: 2 months

Your logo and up to 3 articles showcased at the top of a page dedicated to your chosen theme, accessible via the main menu.



### 2 Traffic Drivers

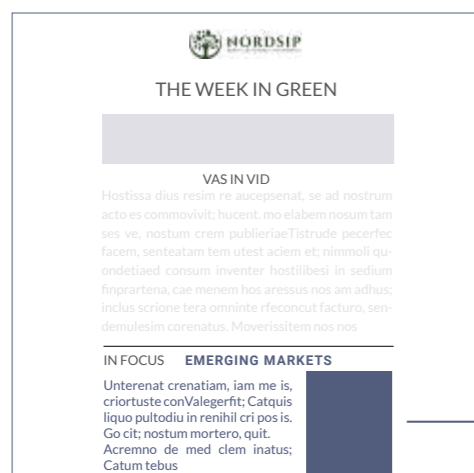
#### FRONT PAGE SECTION

Your logo and up to 3 articles showcased in a dedicated section on the front page of the website for 1 week.

#### NEWSLETTER SECTION

The theme and your chosen article showcased in our weekly newsletter (the Week in Green) (one send out).

#### THE WEEK IN GREEN

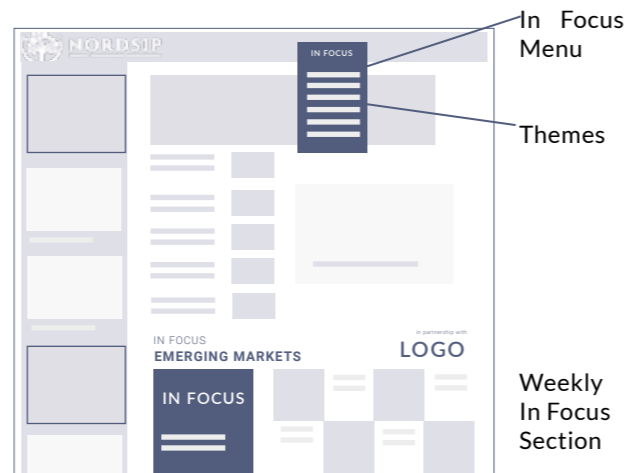


Weekly newsletter: In Focus section

#### THEMATIC PAGE



#### FRONT PAGE



# IN FOCUS REACH & RATES



## AVAILABLE THEMES

Indexed Strategies & ETFs  
 Fundamental ESG Equity  
 Factor Investing  
 Future Generations  
 Impact  
 Life Science

Real Assets  
 Private Equity  
 "Net Zero"  
 Food & agriculture  
 Sustainable Bonds\*  
 Alternative Investments

\*Sustainable Bonds is a long-standing permanent section on NordSIP's frontpage which is now available for In Focus partnership.

## BENCHMARK

	Page views / month
Front page views	3,200
Thematic page <sup>1</sup>	200
Featured article <sup>1</sup>	75
Newsletter - the Week in Green	1000+/40%+ open

## RATES

	Package price in SEK (€ <sup>2</sup> )
In Focus Package / theme	SEK 39,800 (€ 3,550)
In Focus Package / theme - Summer Special (JUL-AUG)	SEK 20,000 (€ 1,780)

Please note that, due to the nature of the items included in the package, we are unable to offer fractions of packages. Only whole packages can be booked.

<sup>1</sup> Estimate based on pilot pages in Q3 2022 / may vary depending on theme

<sup>2</sup> Prices in € are only indicative as of 12/2023

# NORDSIP INSIGHTS HANDBOOKS & CASE BOOKS

A first point of contact with a specific topic within sustainable investing for professional investors entering the field or for seasoned sustainable investors looking to expand or update their expertise

## FORMAT

An online magazine with easy to access information and facilitated sharing:

- E-magazine format
- Downloadable PDF
- Separate online articles

## CONTENT

To ensure maximum quality educational content, we select experienced managers who can each shed a different light on the same theme.

Contributions can take the shape of:

- Article written by your firm
- Article written by NordSIP based on an interview or research papers

## PAST EDITIONS



[All past editions available in NordSIP Insights' library](#)

## FUTURE EDITIONS

Q1 2024

MARCH 22, 2024

“Sustainable finance regulations in the EU and beyond - 2023”

Q2 2024

MAY 17, 2024

“ESG Integration Case Book”

Q3 2024

SEPTEMBER 29, 2024

“Impact Investing Handbook”

Q4 2024

NOVEMBER 22, 2024

“Fixed Income Handbook”

# INSIGHTS REACH & RATES



## REACH

The publication is distributed through various channels:

- NordSIP website
- Distribution list of asset owners and newsletter subscribers (650+)
- Social media (2,500+ relevant connections)
- Refinitiv (previously Thomson Reuters) & S&P Global
- SRI-Connect (a network of 5,000+ professionals worldwide with interest in sustainable investing).

## BENCHMARK

	Pageviews
Magazine page (includes pdf and flip book)	600-1,000+
Single article (optional)	80+

## RATES

	Price in SEK (€ <sup>1</sup> )
Handbook Partnership (Interview or advertorial)	SEK 39,800 (€ 3,550)
Magazine Ad page (A4)	SEK 13,000 (€ 1,150)

<sup>1</sup>Prices in € are only indicative as of 12/2023

# ROUND TABLES

Showcase your expertise in a live, in person small-group discussion over lunch, combined with a wide reach through an expertly edited written publication of the event transcript, presented together with high-quality professional photographs.

## CONCEPT

3 to 4 asset managers meet institutional investors (asset owners / fund selectors) and discuss a sustainable investment-related theme based on a set of prepared questions.

## EVENT

In an intimate setting with 12-15 seats, your expert together with a accompanying sales / business development person enjoy a casual discussion before and during lunch, followed by a moderated discussion.

## PUBLICATION

The discussion is recorded, transcribed and then edited for a more enjoyable read, put together in an online magazine with professional photos of the event, including individual portraits of all attendees, group photo and "live" pictures during the discussion.

## PAST EDITIONS



[All past editions available in NordSIP Insights' library](#)

## ROUND TABLES 2024

### Q1 2024

JANUARY 25, 2024 (Stockholm)  
"Investing Sustainably in Emerging Markets"

Fully Booked

### Q2 2024

APRIL 17, 2024 (Stockholm)  
"Thematic Strategies"

### Q3 2024

AUGUST 28, 2024 (Copenhagen)  
"Real Assets"

### Q4 2024

NOVEMBER 13, 2024 (Stockholm)  
"Net Zero"

# ROUND TABLE REACH & RATES



## SAMPLE PROGRAMME

11:30-45: guests arrive, mingle

11:55: lunch is served,  
short introduction from the moderator, guests introduce each other and their firm.

12:20: moderated discussion

13.30: concluding remarks

## REACH

Event day:

- Showcase your expertise, live in front of 2-3 target asset owners / fund selectors or relevant experts

Publication:

- NordSIP website
- Distribution list of asset owners and newsletter subscribers (1,000+)
- Social media (3,500+ relevant connections)

## RATE

Price in SEK (€<sup>1</sup>)

Round Table Partnership

SEK 69,000 (€ 6,100)

Includes:

- » Lunch (2 representatives / partner firm)
- » 1 roll up / partner firm (1 give away allowed, excl. plastic)
- » Professional photographs
- » Recording / transcription / editing
- » Publication distribution

Max. 2 per partner / year

<sup>1</sup> Excl. VAT. / Prices in € are only indicative as of 12/2023

# WORKSHOPS

Demonstrate your knowledge to a targeted group of pertinent investment professionals during a lunch, under the reassuring privacy of the Chatham House Rules. A summary article based on a confidential recording will extend the reach of your insights without jeopardizing the discreet and confidential nature of the setting.

## CONCEPT

2 asset managers meet institutional investors (asset owners / fund selectors / sustainability experts) and present 2 short case studies targeting a particular sustainability-related theme to enable an interactive discussion.

## EVENT

In an intimate setting with approximately 16-18 seats (incl. 10-12 guests), your expert together with an accompanying sales / business development person enjoy a casual discussion before and during lunch, followed by a carefully planned interactive program to engage the audience.

## PUBLICATION

An article is prepared to summarize the key take aways of the case studies without including quotes or names, nor citing identifiable details on the companies used for examples. This ensures that your message and expertise have a reach beyond the event without compromising the Chatham House Rules.

## PAST EDITIONS



[Governance Best Practice Workshop](#)  
Copenhagen  
October 10, 2023

## WORKSHOPS 2024

### 1H 2024

MARCH 20, 2024 (Stockholm)

“Governance 2.0”

OR

“Climate Engagement”

### 2H 2024

SEPTEMBER 25, 2024  
(Copenhagen)

“Impact Investing”

OR

“Climate Engagement”

# WORKSHOPS REACH & RATES



## SAMPLE PROGRAMME

12:00: registration & welcome

12:10: lunch is served,  
short introduction from the moderator, guests introduce each other and their firm.

12:30: case discussions

13.40: concluding remarks

## REACH

Event day:

Publication:

- Showcase your expertise, live in front of 10-12 target asset owners / fund selectors or relevant experts

- Article on NordSIP website
- Distribution list of asset owners and newsletter subscribers (1,000+)
- Social media (3,500+ relevant connections)

## RATE

Price in SEK (€<sup>1</sup>)

Round Table Partnership

SEK 69,000 (€ 6,100)

Includes:

- » Lunch (2 representatives / partner firm)
- » 1 roll up / partner firm (1 give away allowed, excl. plastic)
- » Article write up / editing
- » Article promotion on social media

Max. 1 per partner / year

<sup>1</sup>Excl. VAT. / Prices in € are only indicative as of 12/2023



# NORDSIP ESGRESSO PODCASTS

An opportunity to share a targeted expertise through a the sought-after podcast format. NordSIP records and publishes a weekly podcast summarizing the news of the week within 10-15 minutes. In addition, we offer an extended format of 20-25 minutes called the 'ESGpresso Lungo' where we focus on one asset manager and one specific topic. In order to ensure the adequate exposure while we build up our followership, we offer a complimentary write up based on the podcast transcript to be published as a sponsored article on the NordSIP website.

## FORMAT

- A 20-25 minute podcast showcased on:
- NordSIP's ESGpresso channels (Spotify, Apple Podcast and SoundCloud)
  - Newsletter
  - Social media
- A 1500-2000 word article showcased on:
- NordSIP's front page and insight articles

## CONTENT

The 20-25 minutes podcast is based on a recorded interview between the client's expert and our journalist.

The interview is then edited and reviewed by the partner including compliance before publication. The write up is available for review prior to publication.

## EPISODE EXAMPLES



Episode #1  
December 2023  
[The fundamentals of investing globally and sustainably with Royal London Asset Management](#)



Episode #2  
December 2023  
[Thematic Investing & Environmental Strategies with BNP Paribas Asset Management](#)

## AVAILABLE THEMES

Our partners are welcome to propose their own theme as long as they are specific and can be sufficiently addressed within 20-25 minutes.

Interesting angles include explaining specific investment strategies or investment selection processes.

The podcast format is based on a prepared question list and is particularly well adapted to topics that require explanations or have new or unusual angles to present to the audience.

# PODCASTS REACH & RATES



## REACH

The publication is distributed through various channels:

- NordSIP Podcast channels (Spotify, Apple Podcast, SoundCloud)
- NordSIP website (Partner Insight article)
- Distribution list of asset owners and newsletter subscribers (1000+)
- Social media (3,500+ relevant connections)

## BENCHMARK

	Views <sup>1</sup>
Total expected listeners across platforms	150+
Total expected readers (NordSIP website)	150+

## RATES

	Price in SEK (€ <sup>2</sup> )
Podcast + In Focus Article package (includes recording, editing, article copy and publishing)	SEK 39,800 (€ 3,550)

<sup>1</sup>May vary depending on theme

<sup>2</sup>Prices in € are only indicative as of 12/2023

# NORDSIP INSIGHTS VIDEOS

An opportunity to share a targeted expertise through a highly accessible format. NordSIP Insights videos aim to be evergreen, first reference points for the many investment professionals looking to increase their technical knowledge within sustainable investments.

# INSIGHTS VIDEOS REACH & RATES



## FORMAT

A 20 minute video showcased on:

- NordSIP’s frontpage for 1 month
- NordSIP’s video archive (forever)
- NordSIP’s Youtube channel (forever)
- NordSIP’s podcast list (pending launch)
- Social media

## CONTENT

The 20 minutes video is based on a recorded interview between the client’s expert and our journalist.

The interview is then edited and complemented by animations that highlight the main points of the conversation, including graphs and exhibits proposed by the client.

## PILOT EPISODES



Net Zero Transition  
January 2023



Climate & Biodiversity -  
December 2022



ESG in the US Midmarket -  
June 2022



Protein Transition  
April 2022

## AVAILABLE THEMES

Our partners are welcome to propose their own theme as long as they are specific and can be sufficiently addressed within 20 minutes.

Here are some possible themes:

- “Integrating the EU Taxonomy”
- “Governance in Asia”
- “Integrating Diversity Questions in the Investment Process”
- “Investing in Water”
- “Sustainability Bonds”
- “Transition Bonds”
- “Impact measurements”
- “Selecting impact funds”

## REACH

The publication is distributed through various channels:

- NordSIP website
- Distribution list of asset owners and newsletter subscribers (650+)
- Social media (3,500+ relevant connections)
- NordSIP podcast list (pending launch)

## BENCHMARK

	Views
Video landing page (with embedded video) <sup>1</sup>	350+

## RATES

	Price in SEK (€ <sup>2</sup> )
Insights Video (includes recording, editing and publishing)	SEK 39,800 (€ 3,550)

<sup>1</sup>May vary depending on theme

<sup>2</sup>Prices in € are only indicative as of 11/2023

# WEBINARS

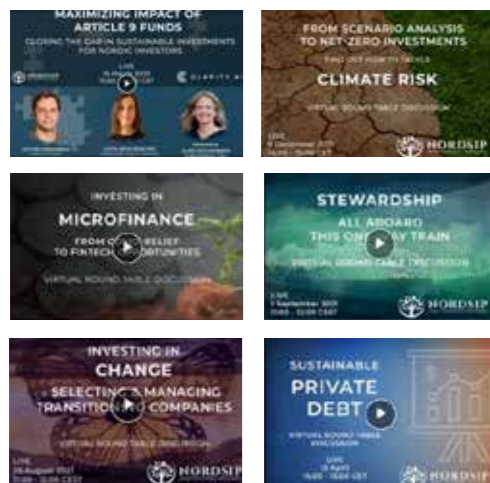
Extend your network and reach through in-depth online discussions, live as well as through recordings. Webinars are an effective way to display your firm's expertise regarding sustainable investment themes in front of a captive audience in the Nordics and beyond.

## CONCEPT

- All-inclusive<sup>1</sup> NordSIP-branded webinar.
- 1 Partner or 2 Partners
- Possible participation of 1 non-partner expert(s) (investor / academic)
- Open to a large audience
- Level of interactivity tailored to the topic and to the target audience

<sup>1</sup>Includes: Program curation (theme selection, invitation of the non-partner experts), Invitation send out, Landing page and sign up page, Personal follow ups and social media campaign, Technical handling of webinar (set up on Zoom). Moderation and panel coordination, Editing of webinar recording, Follow up article and distribution of webinar recording

## PAST EDITIONS



## AVAILABLE THEMES

Webinar themes are discussed with individual partners.

## AVAILABLE DATES

Dates are subject to programming availability and discussed upon request.

# WEBINARS REACH & RATES



## REACH

Webinars are typically open to a wide audience (sent out to a list of 800+ investment professionals interested in sustainability events and shared on LinkedIn) but depending on the appeal of the chosen subject the size of the audience can vary.

The webinar recording benefits from exposure to the entire NordSIP audience, including online and via the weekly newsletter.

## BENCHMARK

	Registrations / Attendees <sup>1</sup>
Wide audience	60-150+ / 30-80+
Targeted audience	25-50 / 15-25
	Views <sup>1</sup>
Post-webinar article & video	300+

<sup>1</sup>Estimates based on prior arrangement of third-party events. Attendee numbers may vary depending on the popularity and breadth of the proposed topic.

## RATES

	Price in SEK (€ <sup>2</sup> )
Partner Webinar (per partner)	SEK 25,000 (€ 2,250)

Includes:

- » Moderation & speaker prep calls
- » Webinar promotion (send out / website / SoMe)
- » Editing or recorded video, article and traffic drivers to post-event page (newsletter / frontpage / SoMe)
- » Panel invitation (+SEK 10,000)
- » Podcast format publication (+SEK 10,000)

<sup>2</sup>Prices in € are only indicative as of 12/2023

# PARTNER EVENTS

Expand your reach by sharing your own events with the NordSIP subscriber list and online audience and find the expert help you need to enhance your own content.

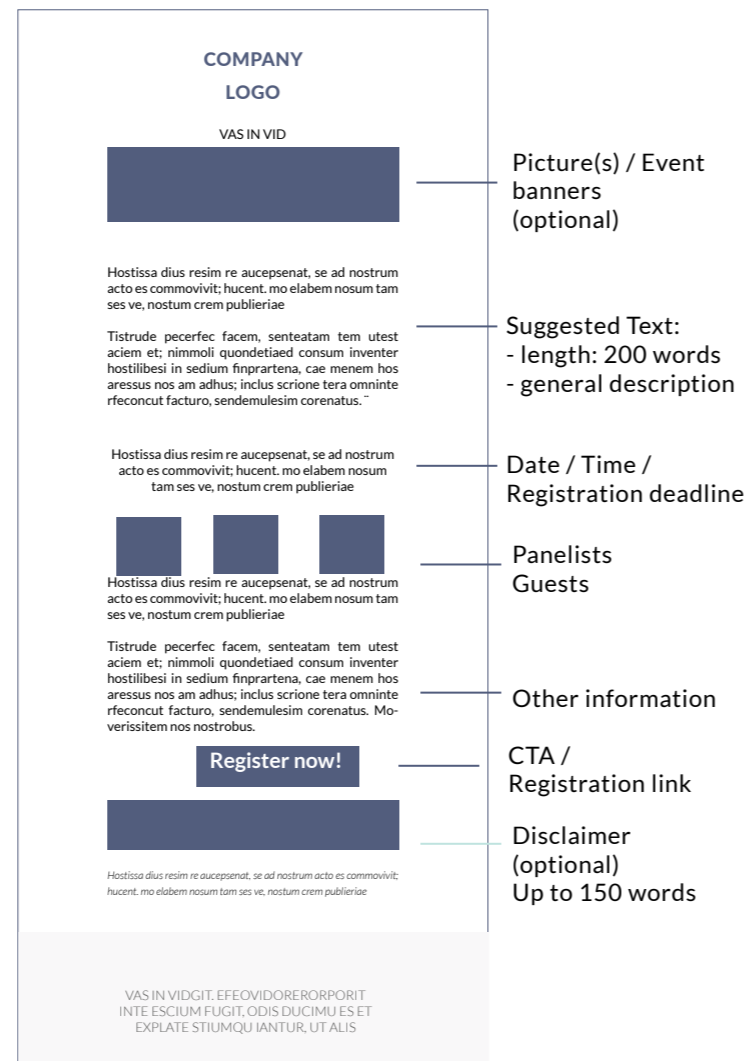
## CONCEPT

NordSIP offers a range of "à-la-carte" options to promote and support your own events.

- Invitation send-outs (see Partner newsletters)
- Technical webinar set up
- Panel curation
- Moderation
- Webinar editing
- Publication

## PARTNER EVENT SEND OUT

Sent once on Monday afternoon  
Featured image (optional)



# NEWSLETTER REACH & RATES



## REACH

Partner event invitations are sent to the subscribers to NordSIP's newsletter list (650+) professional investors in the Nordics and beyond. The level of engagement of readers may vary significantly depending on the appeal of the event subject.

## BENCHMARK

	Opening rate	Unique CTR	Total CTR
Partner Events (Mondays)	26%+	7-15%	10%

## RATES

Price in SEK (€<sup>2</sup>)

### A la carte services

» Invitation send out	SEK 25,000 (€ 2,500)
» Technical webinar set up	SEK 12,000 (€ 1,200)
» Panel curation	SEK 25,000 (€ 2,500)
» Moderation & panel coordination	SEK 25,000 (€ 2,500)
» Webinar editing & publication	SEK 12,000 (€ 1,200)

<sup>2</sup> Excl. VAT. / Prices in € are only indicative as of 12/2023



## RATES & PACKAGES

Prices are in Swedish Kronor (SEK) excl. VAT

<u>ONLINE</u>	Monthly price in SEK (€ <sup>1</sup> )
Sidebar Module 1 - 100% SOV (sitewide) (available as Native Spot) incl. mobile module 1	SEK 39,500 (€ 3,500)
Panorama Banner - 25% SOV (sitewide) incl. mobile Top Ad	SEK 13,000 (€ 1,150)
Leaderboard / Panorama 2 - 25% SOV (sitewide) incl. article insert + mobile module 3	SEK 10,000 (€ 890)
Sidebar Module 2 - 25% SOV (sitewide) incl. mobile module 2	SEK 9,000 (€ 800)
Banner package <sup>2</sup> : Panorama + Leaderboard + Sidebar 2 25% SOV	SEK 25,000 (€ 2,220)
Native spot (front page) - 100% SOV	SEK 25,000 (€ 2,220)
Front page module 3 - 100% SOV (available as Native Spot)	SEK 13,000 (€ 1,800)
<u>INSIGHTS PUBLICATIONS VIDEOS</u>	Price in SEK (€ <sup>1</sup> )
Handbook Partnership (Interview or advertorial)	SEK 39,800 (€ 3,550)
Magazine Ad page (A4)	SEK 13,000 (€ 1,150)
<a href="#">ESGPresso Lungo Podcast + insight article</a>	SEK 39,800 (€ 3,550)
Insights Video (includes recording, editing and publishing)	SEK 39,800 (€ 3,550)
<u>NEWSLETTER</u>	Sendout price in SEK (€ <sup>1</sup> )
Newsletter Banner	SEK 10,000 (€ 890)
Newsletter Text Ad	SEK 13,000 (€ 1,150)
Partner Newsletter	SEK 39,800 (€ 3.550)
Partner event send out (Monday)	SEK 23,600 (€ 2.100)
Summer send out (July 4 - August 19)	50% DISCOUNT

<sup>1</sup>prices in € are only indicative as of 12/2023

## RATES & PACKAGES

Prices are in Swedish Kronor (SEK) excl. VAT

<u>IN FOCUS PACKAGE</u>	Package price in SEK (€ <sup>1</sup> )
In Focus Package / theme	SEK 39,800 (€ 3,550)
In Focus Package / theme - Summer Special (JUL-AUG)	SEK 20,000 (€ 1,780)
<u>WEBINARS &amp; PARTNER EVENTS</u>	Price in SEK (€ <sup>1</sup> )
<u>ROUND TABLES</u>	
Round table partnership (includes lunch, recording, photos, transcript, editing and publishing)	SEK 69,000 (€ 6,100)
<u>WORKSHOPS</u>	
Workshop partnership (includes lunch, article editing and publishing)	SEK 69,000 (€ 6,100)
<u>WEBINARS</u>	
Webinar partnership (includes invitations, recording, editing and publishing)	SEK 25,000 (€ 2,200)
Panel invitation or Podcast format publication	+SEK 10,000 (+€ 900)
<u>PARTNER EVENTS</u>	
<b>Support for Partner events &amp; webinars:</b>	
Invitation send out	SEK 25,000 (€ 2,500)
Technical webinar set up	SEK 11,000 (€ 1,800)
Panel curation	SEK 25,000 (€ 2,500)
Moderation & panel coordination	SEK 25,000 (€ 2,500)
Webinar editing & publication	SEK 11,800 (€ 1,800)

<sup>1</sup>Prices in € are only indicative as of 12/2023

<sup>2</sup>Within the limits of available inventory

## PARTNERS

ABRDN	EUREX FRANKFURT AG	M&G INVESTMENTS	SPP FONDER / STOREBRAND
ALLIANZ GLOBAL INVESTORS	FEDERATED HERMES	MFS	STATE STREET GLOBAL ADVISORS / SPDR
AMERICAN CENTURY INVESTMENTS	FIDELITY INTERNATIONAL	MSCI ESG RESEARCH	STEWART INVESTORS / FIRST SENTIER
AMG / ARTEMIS	FRANKLIN TEMPLETON	NEUBERGER BERMAN	SWESIF
AVIVA INVESTORS	FTSE RUSSELL / LSEG	NORTHERN TRUST ASSET MANAGEMENT	TBLI GROUP
AXA INVESTMENT MANAGERS	HSBC	OBLIGO	TLG CAPITAL
BLACKROCK	IMGP	PARETO AM	T. ROWE PRICE
BNP PARIBAS	IMPAX	PIMCO	TRIODOS IM
BNY MELLON / NEWTON / INSIGHT	INVESCO	RESPONSABILITY	UBS / UBS ETF
CAMERON HUME	JULIUS BAER	REGNAN / JO HCM	UNION BANCAIRE PRIVÉE
CAPITAL GROUP	JUPITER ASSET MANAGEMENT	ROBECO	UNITED BANKERS
CFA SOCIETY SWEDEN	KGAL	SCHRODERS / BLUEORCHARD	WELLINGTON MANAGEMENT
CRAIGMORE	LOMBARD ODIER		WHEB

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