



Insight for Institutional Chief Investment Officers

aiCIO's audience is the chief investment officers of the world's largest defined benefit pensions, sovereign wealth funds, insurance general accounts, and endowments and foundations. Through an award-winning print and digital magazine, daily online news and e-mail newsletter, Webcasts, award dinners, and our global conference series, *aiCIO* provides this group with the essential investment information they need to manage US\$1 billion+ portfolios through a turbulent global market.

Jesse H. Neal
National Business
Journalism Award
 Finalist



2012 MEDIKIT

Editorial Calendar 2012

JANUARY/FEBRUARY

- Investment Outsourcing Survey
- Risk Parity
- Transition Management
- Emerging Market Debt & Equity
- DB/DC Co-Management
- Fixed-Income Investing/LDI

Run of Book Reservation: 1/5/12
 Ad Material: 1/12/12
 Sponsored Sign Off: 1/19/12

MARCH/APRIL

- Resources and Physical Assets Survey
- Liability-Driven Investing
- Alternative/Infrastructure Investing
- Benchmarking
- Commodities
- Risk Management Tools

Run of Book Reservation: 3/9/12
 Ad Material: 3/16/12
 Sponsored Sign Off: 3/23/12

MAY/JUNE

- Institutional ETF Use Survey
- Transition Management
- Emerging Market Debt & Equity
- Investment Outsourcing
- DB/DC Co-Management
- Fixed-Income Investing/LDI

Run of Book Reservation: 5/4/12
 Ad Material: 5/11/12
 Sponsored Sign Off: 5/18/12

ADVERTISING SPECIFICATIONS

STANDARD UNIT SIZE

1 page = 8.25" w x 10.875" h trim size
 (with bleed = 8.5" x 11.125")

2-page spread = 16.5" w x 10.875" h trim size
 (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.

Hard copy SWOP color proof with registration marks recommended 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 six weeks prior to issue date. White papers/ ads delivered by clients*—materials due three weeks prior to issue date.

***We recommend that all supplied ads and Thought Leadership materials be accompanied by a hard copy SWOP color proof, but we do not require it.**

JULY/AUGUST

- Third Annual Securities Lending Survey
- Liability-Driven Investing
- Benchmarking
- Commodities
- Institutional ETF Use
- Risk Management Tools

Run of Book Reservation: 7/6/12
 Ad Material: 7/13/12
 Sponsored Sign Off: 7/20/12

SEPTEMBER/OCTOBER

- Second Annual Risk Parity Survey
- Third Annual Rankings of the World's Largest Asset Owners
- Risk Parity
- Emerging Market Debt & Equity
- Investment Outsourcing
- DB/DC Co-Management
- Fixed-Income Investing/LDI

Run of Book Reservation: 9/7/12
 Ad Material: 9/14/12
 Sponsored Sign Off: 9/21/12

NOVEMBER: LDI SPECIAL ISSUE

Second Annual LDI Survey

Run of Book Reservation: 10/8/12
 Ad Material: 10/15/12
 Sponsored Sign Off: 10/22/12

NOVEMBER/DECEMBER

- Second Annual FX Survey
- Second Annual Custody 100 Ranking
- Alternative/Infrastructure Investing
- Benchmarking
- Liability-Driven Investing
- Transition Management
- Commodities

Run of Book Reservation: 11/1/12
 Ad Material: 11/8/12
 Sponsored Sign Off: 11/15/12



2012 CUSTOM MEDIA SIGNATURE SERIES

aiCIO is the platform for distributing intellectual capital to Chief Investment Officers. By pairing the print and digital mediums through sponsored editorial, video interviews, Webcasts, online advertising, and research, your firm will reach and influence our readership with an integrated message.

For 2012, aiCIO is launching a monthly series focused on topics that matters to our readers and aligns with our editorial calendar.

Select topics to share your firm's thought leadership by conducting:

- Sponsored Editorial—Supplied White paper, 4-8 page Roundtable, or 1-2 page Profile.
- Custom Research
- Webcast + Webcast 360
- Video Interview with aiCIO, hosted at ai-CIO.com
- aiCIO Alert ads

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January/February

- Investment Outsourcing (survey)
 - Transition Management
- Sponsored sign off January 19, 2012

March/April

- LDI
 - Commodities/Real Assets (survey)
 - Special Feature: The Top Talent Under 40*
- Sponsored sign off by March 23, 2012

May/June

- Risk Parity
 - Transition Management (survey)
- Sponsored sign off by May 18, 2012

July/August

- LDI
 - Securities Lending
- Sponsored sign off by July 20, 2012

September/October

- Risk Parity (survey)
 - Emerging Markets
- Sponsored sign off by September 14, 2012

Special Issue November

- LDI (survey)
- Sponsored sign off by October 11, 2012

November/December

- FX (survey)
- Sponsored sign off by November 15, 2012

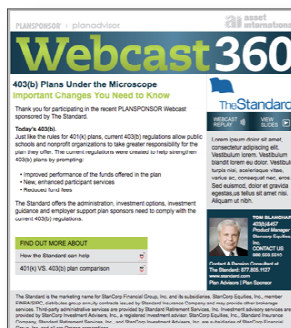
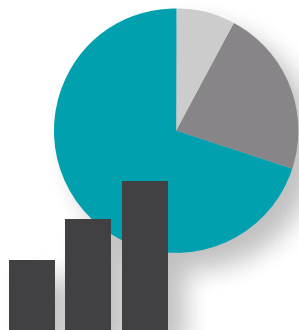
Webcast topics for each month are exclusive and will be available on a first come, first serve basis.

** Conduct a profile or video interview with a seasoned investment professional under 40 years old.*

For pricing details, please contact your aiCIO salesperson.



Building Thought Leadership: The AI Integrated Media Approach



Conduct a Research Study

Reach: Survey 500 or 2,000 key decisionmakers

Impact: Use survey data to show insight and leadership

Hold Webcast on survey results

Reach: 250 to 500 attendees

Impact: Direct leads for sales team to act on, new business leads

Conduct a Roundtable Interview with key executives on research results

Reach: 15,000 to 50,000 print and online circulation

Impact: Firm positioned as thought leader on research topic

Feature a Video Interview with an executive discussing highlights of research

Reach: 15,000 for branding and 400 "views"

Impact: Position your executive as the thought leader in the industry

Speak at AI Conference

Reach: 500 key prospects in face-to-face environment

Impact: Position your executive as the thought leader in the industry

Targeted Promotion and PR via our Web sites and e-letters to build awareness and site traffic

Reach: 50,000+ for branding and 1,000+ directly to your Web site

Impact: Drive traffic and "downloads" and cross-promotion

Thought Leadership

CIRCULATION BASE: 15,000 DIGITAL AND 10,000 PRINT

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 multimedia section of our Web site.



Profile/Roundtable

One page	\$10,300
Two pages	\$20,600
Additional pages	\$3,575 each

Supplied White Paper/Article

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

5-Minute Video Interview

\$7,500 net

Full-Page Four-Color Display Advertisement

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

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

- \$100/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");}



Video Interview

Features

The five-minute interview will feature the following questions:

- Can you provide an overview of your firm?
- What are some of the key themes you are hearing from clients today?
- How is your firm helping clients with their challenges?
- How does your firm differentiate itself in today's marketplace?
- How are plan sponsors reacting today versus 18-24 months ago?

Benefits

- aiCIO covers all production-, hosting-, and posting-related expenses
- Cross-promotion on our site and e-newsletters
- Hosted on ai-CIO.com for 90 days (client owns video after 90 days)
- Can be linked and tracked with any outside Web site
- QuickTime/Windows Media File to be provided at no additional fee

ai-CIO.com Promotion

First 30 days includes frequent promotion on homepage

aiCIOAlert Promotion

First 30 days includes promotion within aiCIOAlert

Locations

Video can be recorded at one of the following offices:

New York 805 Third Avenue, 21st Floor, New York, NY 10022

Stamford 1055 Washington Blvd., Stamford, CT 06901

Boston 255 State Street, Boston, MA 02210

Or at the following conferences:

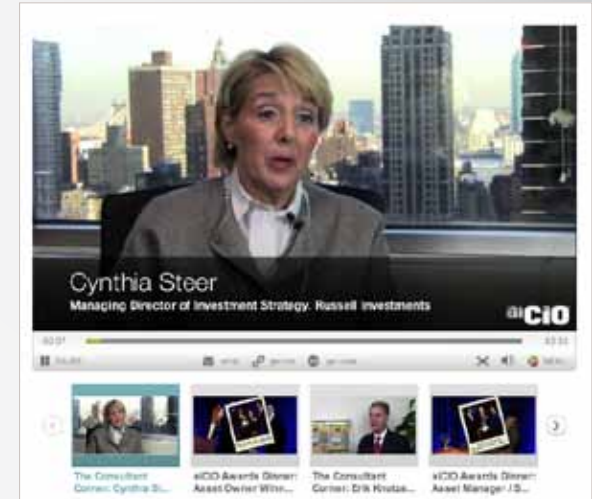
Chief Investment Officer Summit – London March 20, 2012
8 Northumberland Avenue, London

Chief Investment Officer Summit – New York April 12–13, 2012
The Harvard Club, New York, NY

Chief Investment Officer Summit – Sydney TBD

Investment: \$7,500 net

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Hosted in multimedia section of ai-CIO.com



Daily rotation on ai-CIO.com

aiCIOAlert Newsletter

Circulation Base 15,000

aiCIOAlert is a daily e-mail newsletter reaching the world's most sophisticated capital owners. 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.

aiCIOAlert Advertising Rate Card

Top Banner Ad (728 x 90)	\$1,000
Skyscraper Ad (160 x 600)	\$1,000
Island Ad (336 x 280)	\$1,000

Specifications

Maximum file size is 39kb. JPGs or static GIFs only.
There is no rich media on the newsletters.

Breaking News Annual Sponsorship

- Minimum 12x per year \$15,000
- Maximum 20x per year \$20,000

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

aiCIOALERT
For Institutional Chief Investment Officers

September 30, 2010

Public Plan NOMINEE WVIMB in: The Last American Hero
Outsourcing WINNER GSAM in: Pension Outsourcing
Public Plan NOMINEE SDCERA in: Interrogation
Corporate Plan NOMINEE Xerox in: Interrogations
SWF NOMINEES GIC in: The Tiger Ages Badly
Beta Management WINNER Bridgewater in: Risk Parity, or Just Risky?
Foundation NOMINEE Heron Foundation in: A Profile of No One
Endowment NOMINEE Wake Forest in: Protect, Perform, Provide

GSAM, Boeing, Bridgewater, AIMco, BlackRock, SDCERA - just some of the nominees and winners of the ai5000 Industry Innovation Awards. To see the full list, click here.

In honor of our winners and nominees, we're listing stories that include them from current and previous issues of ai5000 Magazine

FEATURED STORY
Public Plan NOMINEE WVIMB in: The Last American Hero
Can investment teams save America's public pension system? Editor-in-chief Kip McDaniel reports. [MORE >](#)

POINT OF INTEREST
Outsourcing WINNER GSAM in: Pension Outsourcing
Investment outsourcing at pension funds, endowments, and foundations is fraught with potential conflicts of interest and issues of transparency, control, and cost. That said, few argue that this isn't an ideal solution for many of the world's small- to mid-sized funds. Editor-in-Chief Kip McDaniel reports. [MORE >](#)

INTERROGATION
Public Plan NOMINEE SDCERA in: Interrogation
From sunny San Diego, Partridge -- the CIO of Integrity Capital and thus the outsourced CIO of the \$7.5 billion San Diego County Employees' Retirement Association (SDCERA) -- spoke with ai5000 about the minefield that public fund managers have to navigate. [MORE >](#)

INTERROGATION
Corporate Plan NOMINEE Xerox in: Interrogations
McFate, after spending two decades in the insurance industry, became the chief investment officer for Xerox in late 2008. In early May, she sat with ai5000 to discuss the intertwined topics of market uncertainty and risk management. [MORE >](#)

FEATURES
SWF NOMINEES GIC in: The Tiger Ages Badly
Singapore's Central Provident Fund helped drive the creation of an export powerhouse that's the envy of East Asia. But as a pension fund, it's been less than successful, reports Eric Laursen. [MORE >](#)

BLOG
Beta Management WINNER Bridgewater in: Risk Parity, or Just Risky?
The consensus: The rise of derivatives and, more recently, extreme equity volatility have driven many asset owners into the arms of risk parity vendors. The debate: Is this a good thing? [MORE >](#)

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

Follow us on Twitter at [www.twitter.com/aiCIO](#)

ACPI
Qualified Plan Consultants, Inc.

Cultivating the best in plan design.
Bringing large plan features to the small plan market.

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Readership & Circulation

TOTAL CIRCULATION
15,000 DIGITAL; 10,000 PRINT
ASSET OWNERS & CONSULTANTS



Region

USA	70.0%
UK/Europe/Russian	11.0%
MENA/Africa	2.0%
India/China/ South East Asia/Korea	6.0%
Australia/New Zealand	3.0%
Canada	5.0%

Investable Assets

More than USD \$100 Billion	21.6%
USD \$50B-\$100B	8.3%
USD \$1B-\$50B	45.9%
USD \$500MM-\$1B	14.1%
Less than USD \$500MM	10.1%

Organization Type

Pension fund, retirement plan, or superannuation fund	43.6%
Endowment or foundation	8.1%
Sovereign wealth fund	1.4%
Insurance company	7.2%
Consultant	39.6%
Other	0.1%

Titles

CIO (Chief Risk Officer, Treasury, Senior Investment Officer, Portfolio Manager, Head of Alternatives, Investment Analyst), Executive Director (CEO, COO, CFO)	73.6%
Trustee/Board	1.3%
Consultants	6.0%
Other Business Management	19.1%

Magazine Audience

SAMPLE SUBSCRIBERS



Note #1: "Largest funds" are drawn from the 2011 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: 7 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: 8 of 10 largest funds. Highlights: Alcatel-Lucent, British Petroleum, Hermes, Royal Bank of Scotland Pension, Siemens.

Public Pension Funds

American public fund penetration: 10 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: 5 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: 5 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: 10 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

Pensioenfondsbos 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

MTAA 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

2012 Conferences & Seminars

aiCIO Chief Investment Officer Summit

8 Northumberland Avenue, London
June 26, 2012

aiCIO Chief Investment Officer Summit

Chelsea Piers, New York
April 12-13, 2012

aiCIO Chief Investment Officer Summit

Shangri-La Hotel Sydney, Australia
November 15, 2012

aiCIO Industry Innovation Awards

Chelsea Piers, New York
December 4, 2012

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This calendar is subject to change.



Webcasts + Webcast360

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.

Webcast360 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

Webcast & Webcast360
\$25,000 net

Co-Sponsored Research

Teaming with *aiCIO*, Asset International's magazine for chief investment officers, 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 four-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 *aiCIOAlert*, 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

