IR magazine

The global voice of IR

Media kit

- ABOUT
- PRINT
- DIGITAL
- CONTENT
- SPEC

The new *IR Magazine*

After 29 years and 276 print editions, *IR Magazine* is a fully digital portfolio.

THE VOICE OF GLOBAL IR

29 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.

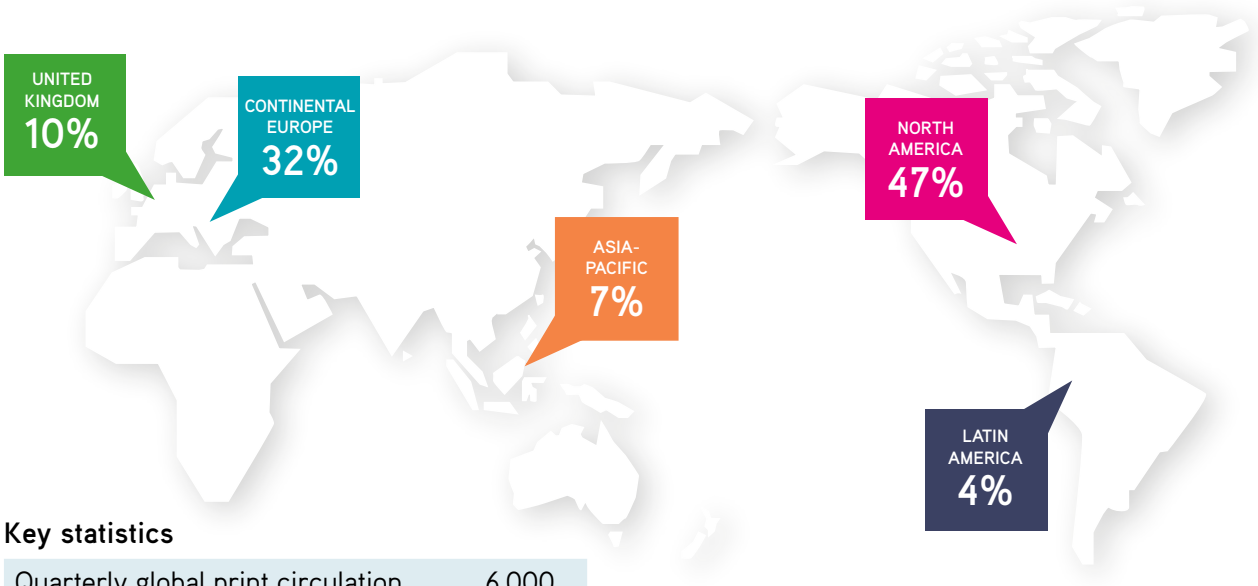
Desktop + mobile + tablet

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

IR magazine

Global audience

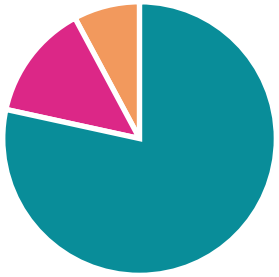
Distribution



Key statistics

Quarterly global print circulation	6,000
Registered readers for digital	12,000
Global social media audience	11,740
% of audience IR decision-makers	78%
Total website visitors/month	21,967

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%

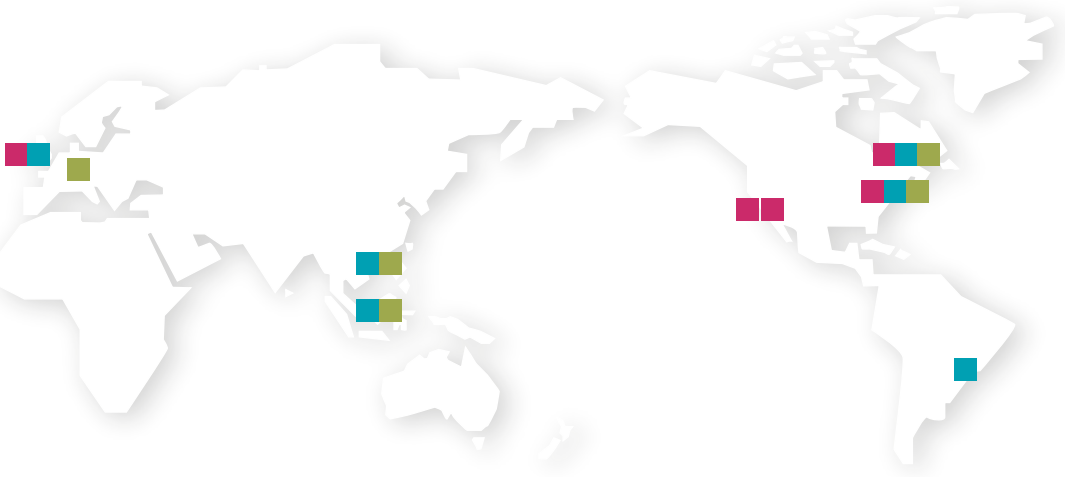
SECTORS

- 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)
Small Cap (New York, Sept)
Global Top 50 (Amsterdam, Oct)
Greater China (Hong Kong, Dec)
South East Asia (Singapore, Dec)

Click to visit events website

IR Magazine Think Tanks

US West Coast I (Palo Alto, Apr)
Euro Leaders (London, Jun)
US West Coast II (Palo Alto, Sept)
Canada (Toronto, Oct)
UK & Ireland (London, Nov)

IR Magazine Forums

Canada (Toronto, Feb)
Women in IR (London, March)
Women in IR (New York, June)
Small Cap (New York, Sept)
Global Forum (Amsterdam, Oct)
Women in IR (Toronto, Oct)
Greater China (Hong Kong, Dec)
South East Asia (Singapore, 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 Forums

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 2018 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

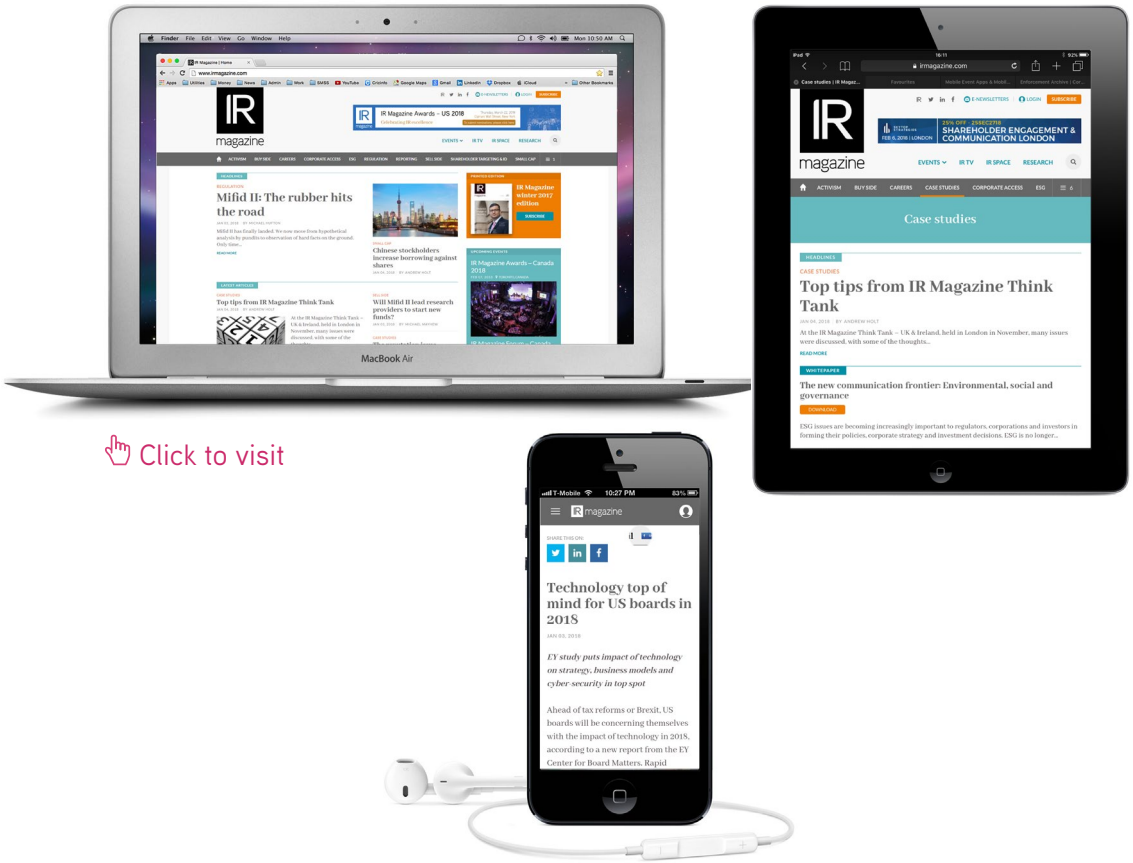
A limited amount of advertorials in our editorial style are available in each edition. These can have copy and images supplied or be written by our editorial team.

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.

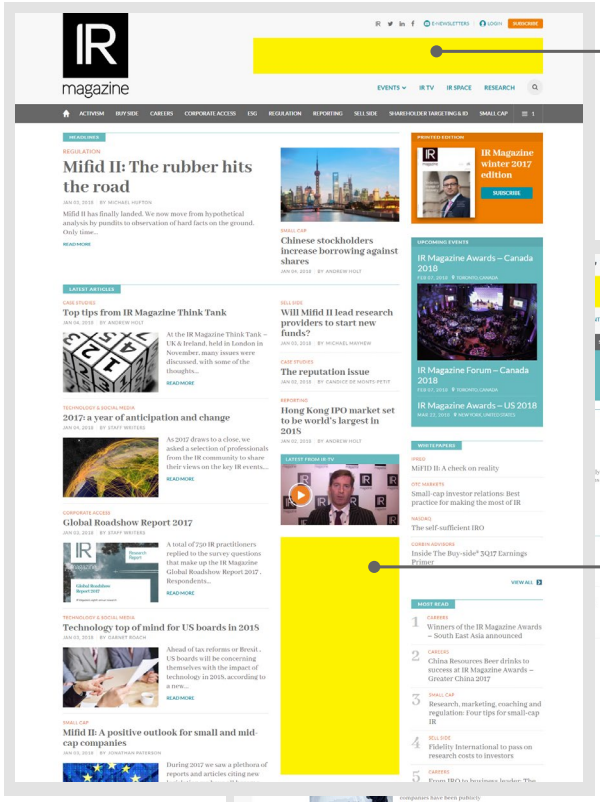
Key statistics

Total visitors/month:	21,967
New visitors/month:	14,368 or 65%
Unique visitors/month:	18,731
Average time spent on site:	4 min 44 sec
Page views/session	1.9
Page views/month:	45,489

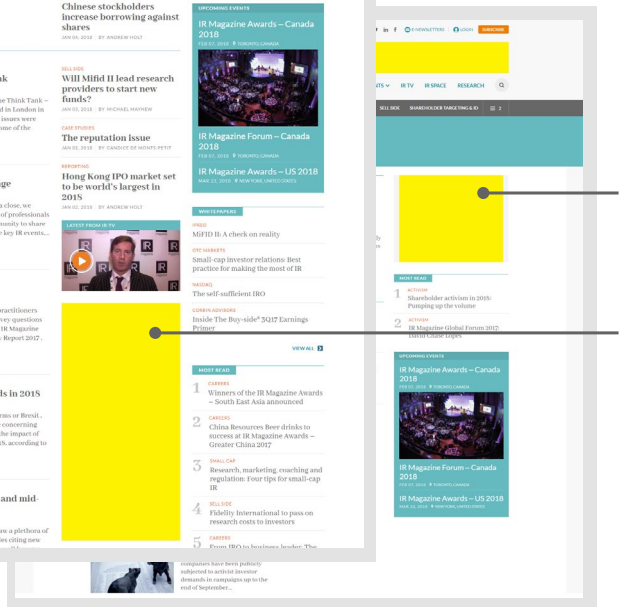
IR magazine

Website advertising

Access to highly targeted global IR audience

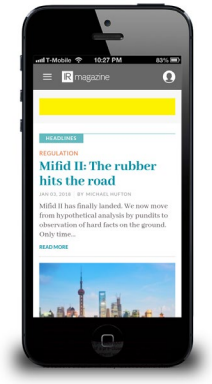


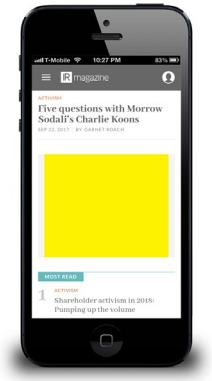
Leaderboard
728 pixels (w) x
90 pixels (h)

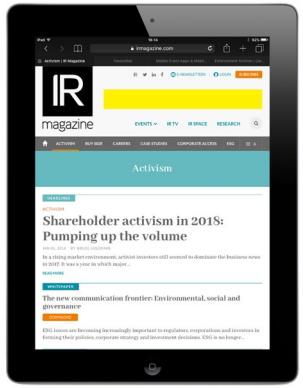


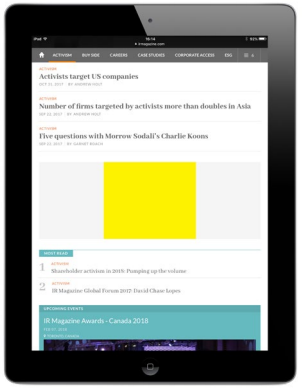
Medium rectangle
300 pixels (w) x
250 pixels (h)

Sidekick
300 pixels (w) x
600 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.

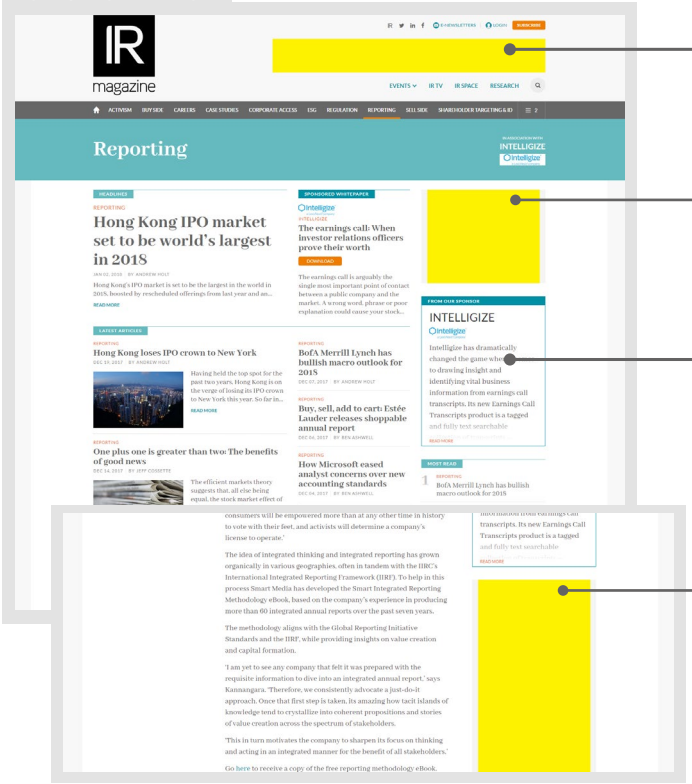
Jump to specs

IR magazine

Digital topic sponsorship

Advertising opportunities to a targeted audience

TOPIC HOME PAGE



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

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

Sponsor's statement
Max 500 characters incl spaces

Sidekick
300 pixels (w) x 600 pixels (h)

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 January to August 2017, each white paper generated an average of 39 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 6,501 followers to drive traffic back to the *IR Magazine* website.

Click to follow

74% increase in followers from 2016

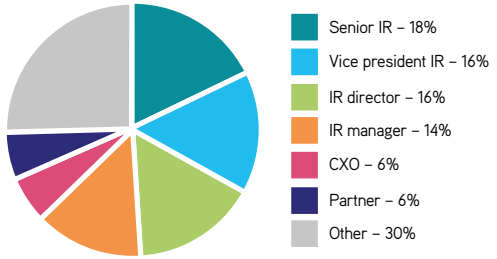
LinkedIn

IR Magazine | LinkedIn

IR Magazine is a high-quality LinkedIn IR group with 1,957 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:



58% increase in group size from 2016

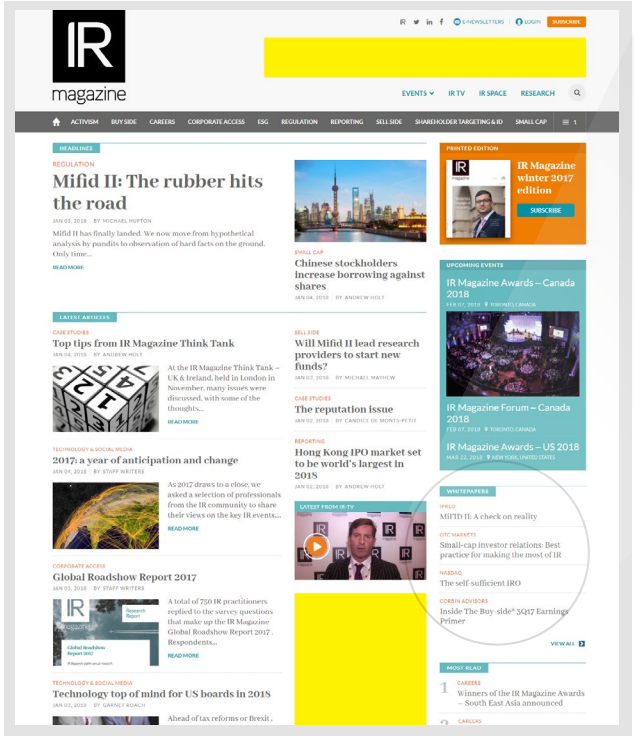
IR magazine

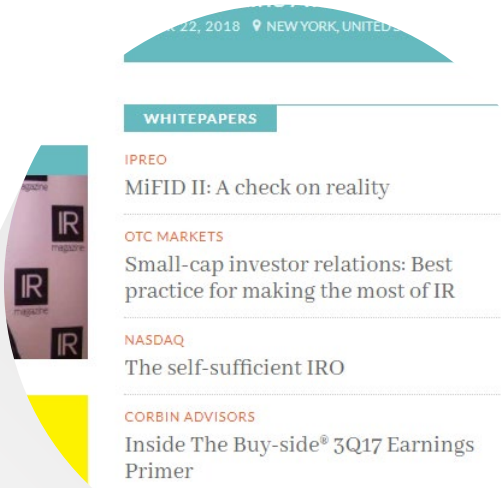
White paper sponsorship

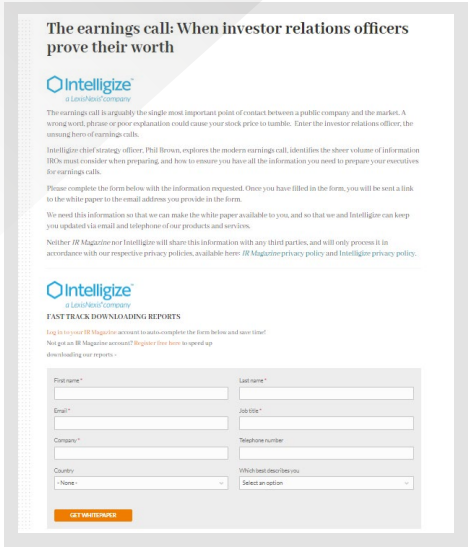
Targeted leads from your content marketing

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 nearly 22,000 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 January to August 2017 each white paper generated an average of 39 leads per month

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

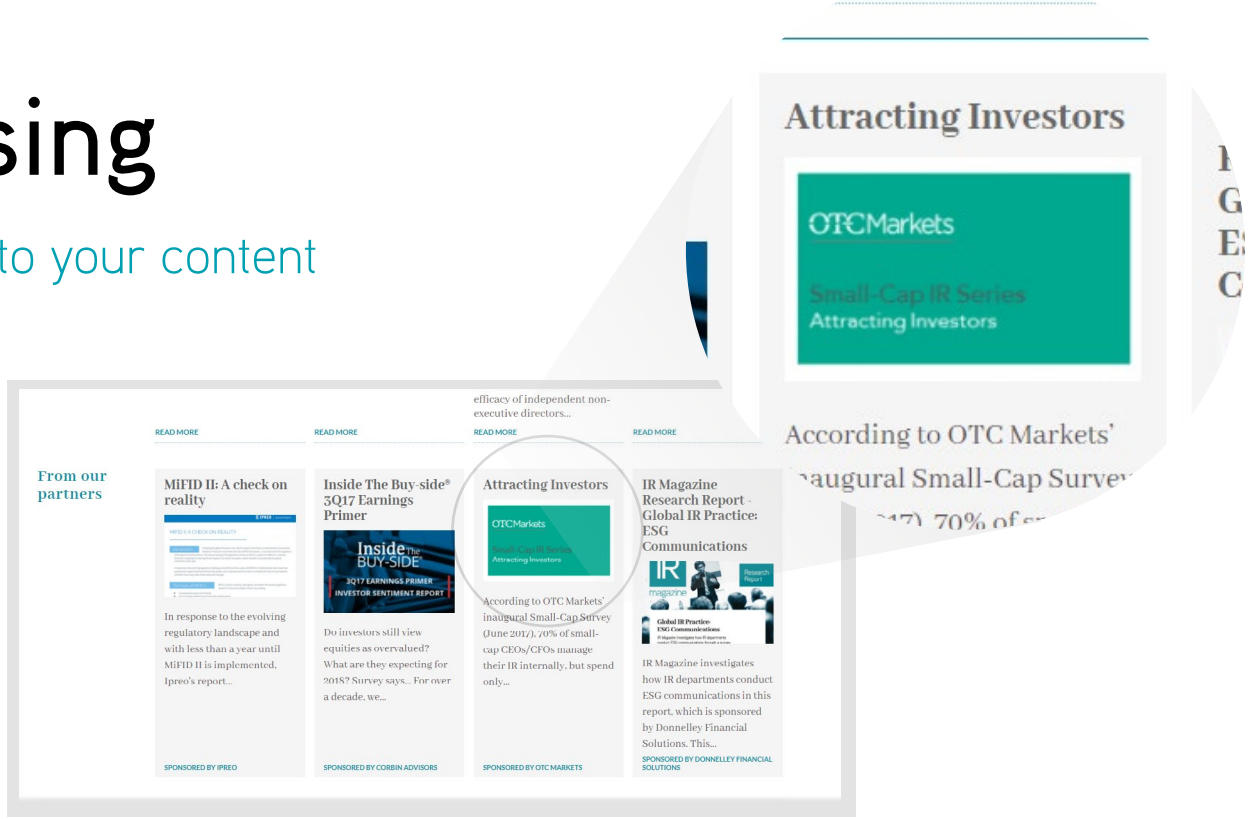
Key statistics

Avg attendance time	32 mins
Avg registrations	440
Avg attendees	229

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, the option to include an embedded video and your company name linking to your website.

Key statistics

Total visitors/month	21,967
New visitors/month	14,368 or 65%
Unique visitors/month	18,731

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:

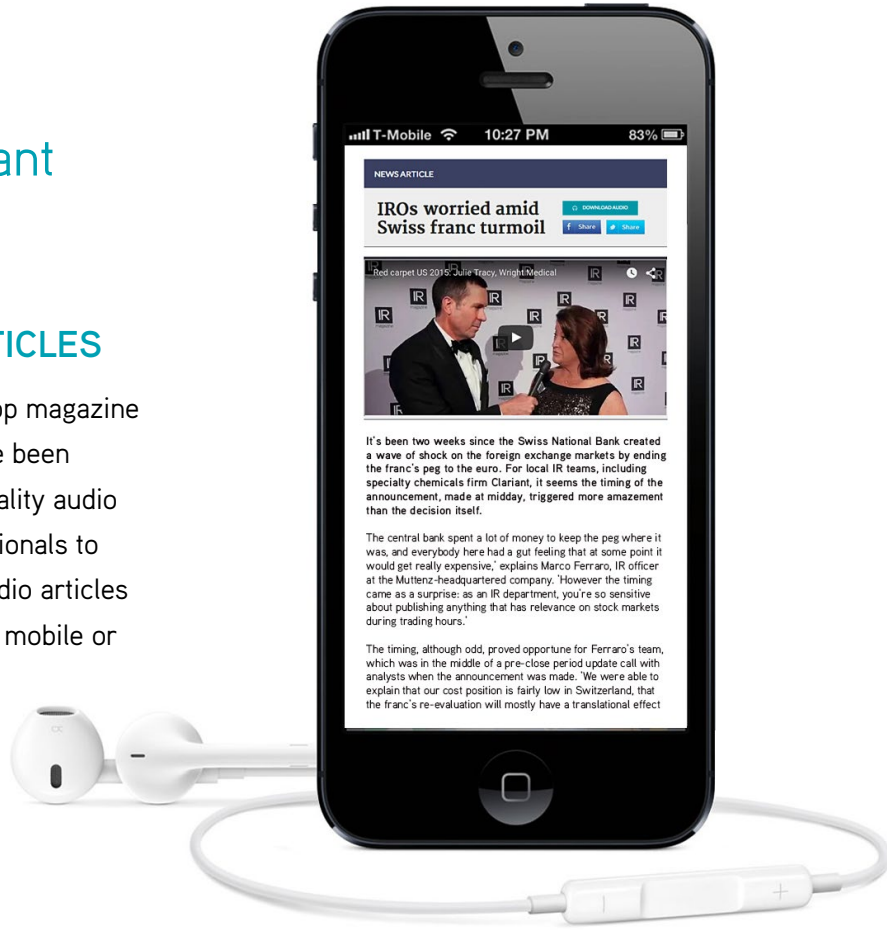
Soundcloud

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

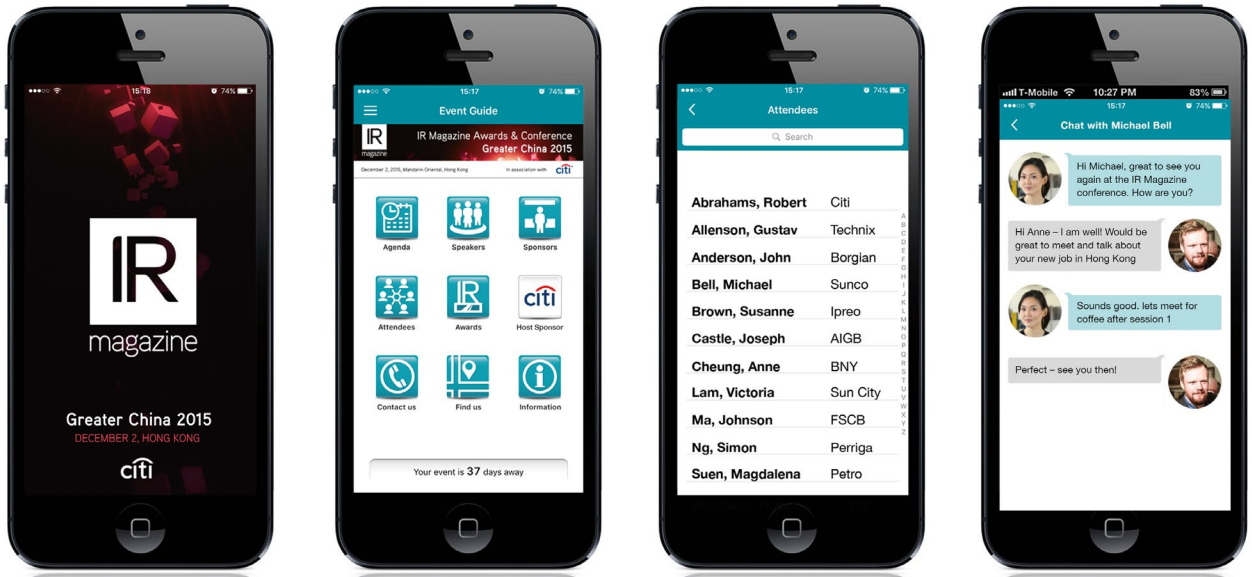
IR events mobile events app

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



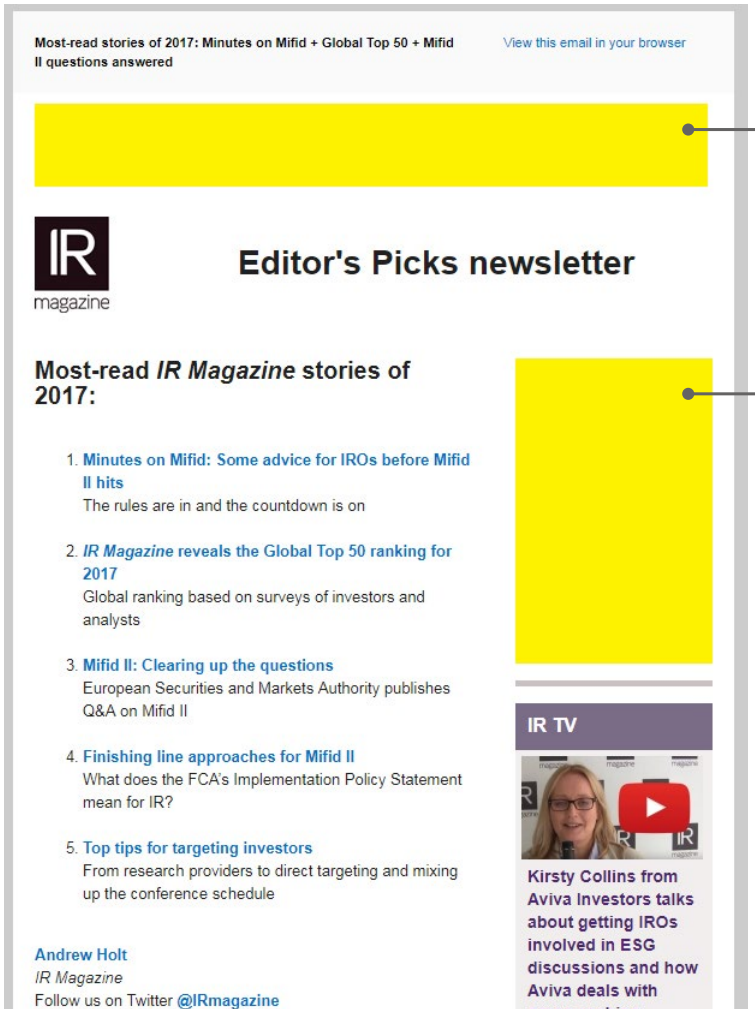
Available on the App Store | GET IT ON Google play

Click logos to download

IR magazine

eNewsletter banners

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



Email leaderboard
600 pixels (w) x
74 pixels (h)

Email sidebar
200 px (w) x
310 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

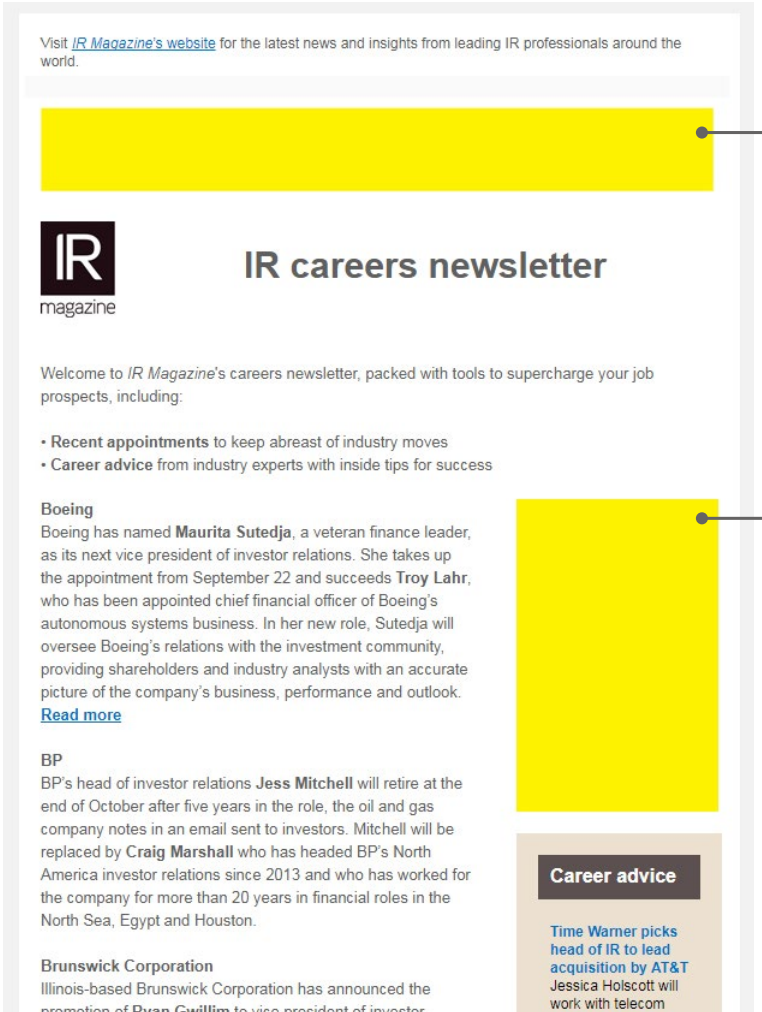
Region	Deliveries	Opened	Clicked
Americas	2,695	17.9%	2.5%
EMEA	1,907	17.8%	2.8%
Asia	1,087	14.0%	2.2%
Total/avg	5,689	16.5%	2.5%

Jump to specs

IR magazine

eNewsletter banners

IR CAREERS: Global appointments & career advice



Email leaderboard
600 pixels (w) x
74 pixels (h)

Email sidebar
200 px (w) x
310 px (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	2,763	21.4%	3.0%
EMEA	2,011	20.1%	1.4%
Asia	1,081	16.0%	1.2%
Total/avg	5,855	19.2%	1.9%

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 magazine

Global IR research

20 years' global IR research experience

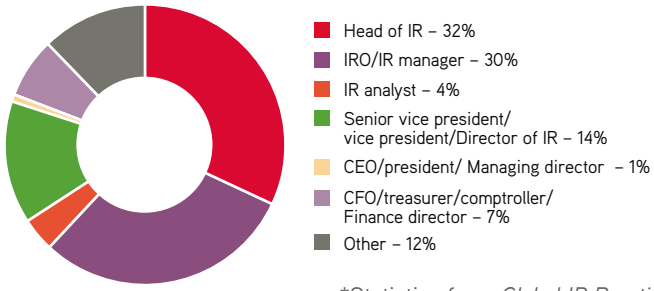
IR Insights – global IR research

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 2016*

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

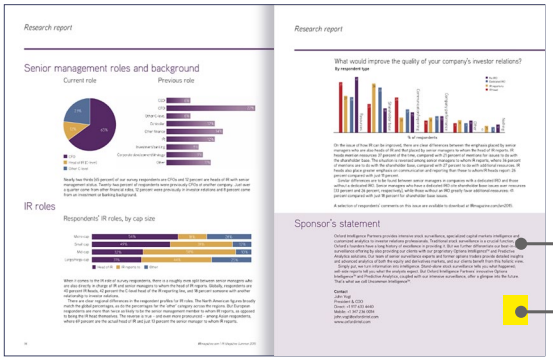
Bound into each of our quarterly print editions is a high-value research report with data from our research division. Available only to subscribers, each report contains exclusive global IR survey data, analysis and actionable insights to guide policy decisions.

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

2018 EDITORIAL CALENDAR

SPRING 2018 FEATURES SUMMARY

Key dates
Final copy and advertorial deadline: January 31, 2018
Ad deadline: March 5, 2018
Publication date: March 15, 2018

Selected features/reports

Talent, careers & education special
Special Report: Taking your IR career to the next level with features on IR higher education (NIRI's IRC, IR Society's new diploma, Cliff–Dauphine IR Fundamentals) and case studies with practical tips

Research Report
The value of IR

Mifid update
Careers: IR teams adding corporate access specialists

Other selected content
- Awards & conference coverage: Greater China & South East Asia, Global Forum, UK & Ireland Think Tank

Bonus distribution
- IR Magazine Awards – US
- IR Magazine Awards & Conference – Small Cap West Coast

SUMMER 2018 FEATURES SUMMARY

Key dates
Final copy & advertorial deadline: April 26, 2018
Ad deadline: May 16, 2018
Publication date: May 29, 2018

Selected features/reports
Technology for IR special
Latest trends in corporate reporting, IR websites, earnings releases, presentations with a focus on technology

Research Report
Outsourcing IR, part I

Mifid update
Targeting approaches with a focus on technology

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 2018 FEATURES SUMMARY

Key dates
Final copy & advertorial deadline: July 12, 2018
Ad deadline: August 28, 2018
Publication date: September 10, 2018

Selected features/reports
Buy-side focus
Preview of investor engagement premium report, plus feature on investor meetings/conferences

Research Report
Outsourcing IR, part II

Mifid update
Independent research platforms

Other selected content
- Awards coverage: Europe and Brazil
- Think tank coverage: Euro Leaders
- Announcement: IR Magazine Global Top 50 2018
- 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 2018 FEATURES SUMMARY

Key dates
Final copy & advertorial deadline: October 26, 2018
Ad deadline: November 11, 2018
Publication date: November 23, 2018

Selected features/reports
Mifid II special issue
Everything IROs need to know about the new regulation with case studies on how companies are coping with changes in corporate access and research coverage

Proxy season preview
Through interviews with companies, advisers and the buy side, we round up the likely flashpoints of the 2019 proxy season. Plus a feature on how powerful proxy advisers really are

Global Roadshow Report
The definitive guide to roadshow practices around the world based on the responses of 700+ IR professionals

Other selected content
- Think tank & conference coverage: Small Cap, Canada, West Coast II and Global Forum

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)
Sidekick	300 pixels (w) x 600 pixels (h)

SUPPLY OF ARTWORK

Katy Littlewood Tel: +44 20 8004 6395
Email: katy.littlewood@irmagazine.com

DIGITAL TOPIC SPONSORSHIPS

TOPIC AREAS

Topic areas available for section sponsorship include:

- Activism
- Buy side
- Careers
- ESG
- Regulation
- Reporting
- Sell side
- Shareholder targeting & ID
- Small cap
- Technology and social media

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.

SUPPLY OF ARTWORK

Katy Littlewood Tel: +44 20 8004 6395
Email: katy.littlewood@irmagazine.com

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

Katy Littlewood Tel: +44 20 8004 6395
Email: katy.littlewood@irmagazine.com

NATIVE ADVERTISING

ARTWORK REQUIREMENTS

- Company name
- The content's title, up to 45 characters including spaces
- A short description of the content, up to 500 characters including spaces
- 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

If including a video, clients should also send the link to the video that is located somewhere externally. Ideally it would be YouTube or Vimeo so they should only provide a link to access.

SUPPLY OF ARTWORK

Katy Littlewood Tel: +44 20 8004 6395
Email: katy.littlewood@irmagazine.com

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: ben.maiden@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: 600 pixels (w) x 74 pixels (h)
Email sidebar: 200 pixels (w) x 310 pixels (h)

SUPPLY OF ARTWORK

Katy Littlewood Tel: +44 20 8004 6395
Email: katy.littlewood@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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