Established for over 159 years with more than 26,000 subscribers and growing, Investors Chronicle (IC) provides expert, independent analysis to an audience of active UK private investors. With the goal of educating people to become better investors, our award winning editorial team delivers in-depth features, regular investment ideas and market insight.

Our readers are keen to increase their personal wealth and knowledge. The average IC reader has an approximate net worth of £1,100,000 (including investment and savings) [IC Investment Research 2019].

Why advertise with Investors Chronicle?

90% of readers are experienced investors, whilst 10% are a growing audiences of newer investors; investing for less than 5 years.
Our Audience

Investors Chronicle’s core audience are the most wealthy and successful private investors in the UK representing a total net worth 4.9 Billion. They are dynamic, confident and highly discerning individuals, motivated to make the best investment decisions.

Alpha is our most recent content subscription offering, targeted towards the more sophisticated and experienced private investor. On average, Alpha readers have a larger investment portfolio size than Investors Chronicle’s core readers.

87% AB1
92% Male

Average age: 59
Average Net Worth: £1,100,000
Average Investment Portfolio: £1,100,000
Average Household Income: £87,000
Director/Owner/CEO/Senior Management: 23%

27% have an average portfolio value of over £1,000,000

Average age: 56
Average household income: £94,000
Average investments value: £1.08m
6% of Alpha subscribers are 25 - 34, with the majority being 45+
56% of Alpha subscribers earn £50,000 +
93% of Alpha subscribers have UK shares
13% of Alpha subscribers have alternative investments in areas such as ad jewellery, wine and art
18% of Alpha subscribers have a portfolio size of £1m - £2,999,999

Source: Investors Chronicle Investment Research 2019 (audience base: 1095)
investorschronicle.co.uk

The new investorschronicle.co.uk is a responsive, intuitive site, providing tips and actionable investment coverage and analysis to our readers in a more timely manner.

Now, with native content opportunities, the IC’s site is the best way to share your brand’s insight to a group of highly engaged investors.

Key statistics

1,184,089 Page impressions per month
196,705 UU per month
151,026 Registered users
18,343 Digital subscriptions
## Investors Chronicle Features

Throughout the year, IC covers key areas of investing that warrant an enhanced feature or stand alone supplement. Here you have the opportunity to either advertise beside the special feature or be the sole sponsor.

<table>
<thead>
<tr>
<th>Month</th>
<th>Features</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>Tips of the Year, FTSE 350 Review</td>
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<tr>
<td>February</td>
<td>Bargain Shares, SIPP special</td>
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<tr>
<td>March</td>
<td>ISA Special</td>
</tr>
<tr>
<td>May</td>
<td>AIM 100 Part 1, AIM 100 Part 2, Top 50 ETFs</td>
</tr>
<tr>
<td>July</td>
<td>UK Income Majors</td>
</tr>
<tr>
<td>September</td>
<td>Top 100 Funds</td>
</tr>
<tr>
<td>November</td>
<td>Investment Trust Special</td>
</tr>
<tr>
<td>December</td>
<td>Bumper double issue</td>
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On request we can provide more details on each of these issues, plus provide links to the past copies.
Designed for the most serious investors, Alpha provides access to more of the most popular sections of Investors Chronicle. These include:

**Content:**

- **Phil Oakley** – provides a weekly round-up of several companies in the news, plus updates on his Fantasy Sipp portfolio.

- **Simon Thompson** – Investors Chronicle’s star stock-picker is creating broker-style (length) research notes on his latest small-cap favourites, including assessment of companies’ financial health and operational business advantages.

- **Algy Hall’s stock screens** – he’s taken four of his favourite methodologies and we’re running them all once a month (on alternative weeks). Quality, Momentum, Growth at Right Price (GARP) and Dividend Yield screens now run monthly in Alpha.

**Quarterly sponsorship: £20,000** includes a road block of all IC alpha content (billboard, MPU & halfpage), print advert in the magazine, sponsorship of Alpha email alerts.
Emails

IC readers opt into a variety of email alerts to ensure they are getting the latest news, tips and market insights.

Ensure your message is delivered to our growing network of engaged private investors by sponsoring one of our email alerts.

**IC Daily Email** – latest news on the profit opportunities to watch, including links to the most useful Investors Chronicle articles. Sent Monday to Saturday to 73,480 recipients, with an average open rate of 17%. Sponsorship: £9,000/month.

**Trader’s Morning Outlook** – Discover the market moves that The Trader is anticipating. Follow one commodity, currency or index price in regular emails. Sent five days a week to 44,935 recipients, with an average open rate of 19%. Sponsorship: £3,600/month.

**IC Funds Email** – The best tips and thematic ideas for investing in funds, investment trusts and ETFs. Sent every Thursday to 43,171 recipients, with an average open rate of 20%. Sponsorship: £3,600/month.

**IC Companies Email** – The latest informed analysis on companies, including stories, blogs, podcasts and video on listed companies. Sent monthly to 21,340 recipients, with an average open rate of 28%. Sponsorship: £3,600/month.

**Tips of the Week** – Each week we write four share tips and one fund tip exclusively for subscribers. Sent every Thursday to 25,205 recipients, with an average open rate of 39%. Sponsorship: £3,600/month.

**IC Alpha email** – Keep up to date with the latest Alpha articles, including new stock screens and sector reports. Sent twice weekly to 5,604 recipients, with an average open rate of 26%. Sponsorship: £3,600/month.
Paid Posts

Paid posts are the IC’s native content offering. Surface your content on the homepage or relevant sections.

These pages are integrated alongside IC content and your content will be housed on a custom-built landing page.

In addition to the traffic driving ad unit, each paid post will be included in at least two emails over the course of the campaign.

Home Page – £5,000
• 2 weeks on the IC homepage
• Homepage impressions – approx. 150,000

Share Package – £4,500
• 1 month on the shares
• Share impressions – approx. 90,000

Funds and ETFs & Tips and ideas Package – £4,500
• 1 month on the Funds & Tips homepage
• Funds and ETFs Impressions – approx. 87,000
Paid Post Podcast

Co-create content with Investors Chronicle’s production team, AlphaGrid, through a paid post podcast available to listen to on investorschronicle.co.uk, Acast and Apple Podcast.

Work with our production team to create the topic, discussion points, and guests of the podcast.

Recording takes place at a location of your choice with your panel.

The podcast will be hosted on Investors Chronicle with an accompanying article and on Apple Podcast and Acast with the recording.

Average listens per podcast: 3,000
£10,000/podcast
ScrollView Reports

Beautifully formatted for extended interaction, Scrollable Reports provide a long-form editorial view of a specific topic, decided upon by both the client and editorial but written by the IC team (with no oversight from the client).

Alongside our long-form editorial content, you can surface your content via video or interactive graphics and charts.

As a sponsor of a Scrollable Report, your branding remains on the report permanently, giving you long-lasting ownership of the subject.

**Marketing for this will include:**
- 2–3 bulletins per article
- 1x solus email
- Organic social promotion

**Cost: £15,000 per Scrollable Report**
Investor Chronicle’s Content Hub solutions are a one stop shop for private investors keen to learn more about a specific subject or product.

A combination of independent Investors Chronicle content and thoughtful opinions pieces from key members of your team creates a unique editorial offering.

Hubs typically run for 3 months or more and fresh content is uploaded and promoted on a regular basis.

The hub can incorporate your branding within the Investors Chronicle page framework – aligning our breadth of appeal with your specialist expertise.

**Content**
- 3+ editorial articles
- 2 branded articles

**Marketing**
- 1x solus email
- Paid social
- Highlights box promotion

**From £30,000 per Hub**
Co-Branded Webinars

We have partnered with ON24 - a webinar platform, to deliver live and intimate online events to drive lead generation through thought leadership discussions.

We’re able to offer a collaborative approach to hosting events in partnership with our Editorial team. Partners will have the opportunity to be part of dynamic, multimedia webinars, delivered both live and on-demand, leveraging interactive features like studio-produced videos (integrated video clips), polling, downloadable assets (whitepapers etc.), social media sharing, surveying, and more. We offer an audio-only option with slides of a video.

Past webinars have garnered 300+ registrants (in comparison to a benchmark of 150) and 250+ opt-in leads.
Events

Our events offer educational and actionable content on core investment topics to our core Investors Chronicle readers, including growing numbers of female entrepreneurs and young professionals. The events we host include the Private Investors Seminar and the IC & FT Investment & Wealth Management Awards, as well as a new selection of events targeted at our growing audience groups such as Future Investing and Women’s Investment Club.
Our events offer an educational and actionable content on core investment topics to Investors Chronicle readers, including growing numbers of female entrepreneurs and young professionals.

We host our seminars at the FT office from 4.00pm – 8.00pm. The events include presentations from key editorial staff, sponsored speaking slots and a Q&A before ending with drinks and canapés. This allows delegates the opportunity for further questions and networking.

Topics include Income, Diversification, Growth and Trusts.

Sponsors receive:
- Logo on all pre-event, on-the-day and post-event marketing
- 20 minute speaking slot followed by involvement in the Q&A
- Logo on agenda and all associated printed materials
- Opportunity to display literature/products within the room
- Any opt in details gathered available to sponsor

To book your place:
investorschronicle.co.uk/diversification

Tuesday 27th November 2018 | 16:00 – 20:00
Financial Times, London

How you can toughen up your portfolio by spreading your wealth across asset classes

PRIVATE INVESTOR SEMINAR
Strength in Diversification
How to find sustainable dividends at reasonable prices

PRIVATE INVESTOR SEMINAR
The search for safe income
How to find sustainable dividends at reasonable prices

PRIVATE INVESTOR SEMINAR
The search for safe income
How to find sustainable dividends at reasonable prices
Investors Chronicle’s FutureInvesting event is focused on gearing young professionals with the tools they need to take their capital further and make their hard-earned money grow for the future they aspire to. The rise of industry disruptors such as digital investment platforms, have made the investment industry more accessible and transparent to novice investors.

We will host a networking evening with the chance to access information on the best investment options available for early investors with exclusive insights from Investors Chronicle journalists, leading investment managers and industry disruptors to help delegates make the right decisions in securing their wealth for the long term.

Evening Structure:
6pm: Welcome Drinks and Canapes
6.45pm: Opening Keynote
7pm: Panel Discussion and Audience Q&A (2 sponsors, IC/FT Journalist and industry guest)
7.45pm: Closing Remarks and Networking
8pm: Drinks
8.30pm: Close

Audience: 65-80 delegates, Young Professionals between 24-39 years old.
Investors Chronicle presents a new series of events focused on equipping women with information around investing and financial planning. Each briefing will focus on a particular topic including how to get started in investing. The 2-hour briefings, held in the new Financial Times headquarters, will feature insights and investment ideas from Investors Chronicle journalists and investment managers. Attendees will get the opportunity to quiz our experts on the financial matters which are important to them in an intimate and friendly setting.

Briefing themes include:
3 Steps to Begin Investing – March 2020
Making the most of your pension/Know your Pension – May 2020
Family Finance: Children’s pensions and paying for University – June 2020
Triple D: Divorce, death and dementia – October 2020

Audience: 40+ delegates, professional working women across all industries/sectors. Each briefing will attract slight variations in audience type.
IC & FT Investment & Wealth Management Awards (IWM)

The Investors Chronicle Investment and Wealth Management Awards are now in their 24th year. These awards identify and reward the best stockbrokers, products and financial service providers for their excellent service and value for money.

The categorisation is based on a survey which last year generated over 9,000 responses. We use reader scores and an independent agency to collate the results.

The focus of our awards has always been excellence and this remains unchanged. We, with the help of our readers, continue to identify those financial service firms which provide the best value for money and excellent customer service, the managers who can deliver the best results for their clients, and the funds that offer consistently strong performance and excellent track records in client communication.

This year’s awards ceremony will take place on the 14th November at Glaziers Hall, London.

For more information please contact rachel.padhiar@ft.com
# Ratecard

## Print

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<th>Print</th>
<th>Rate</th>
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<tr>
<td>Full Page</td>
<td>£4,000</td>
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<tr>
<td>Inside Front Cover</td>
<td>£4,800</td>
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<tr>
<td>1st Right Hand Page</td>
<td>£4,400</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>£4,800</td>
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<tr>
<td>Half Page</td>
<td>£2,100</td>
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<tr>
<td>Inserts - Subscription-only</td>
<td>£92 per 1,000</td>
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<tr>
<td>Inserts - Full Run</td>
<td>£78 per 1,000</td>
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## Online

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<th>Online</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Home Page Takeover</td>
<td>£1,000 per day, £2,500 per week</td>
</tr>
<tr>
<td>MPU 300 x 250</td>
<td>£42 cpm*</td>
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<tr>
<td>Leaderboard 728 x 90</td>
<td>£30 cpm*</td>
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<tr>
<td>Half Page MPU 336 x 850</td>
<td>£54 cpm*</td>
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<tr>
<td>Billboard</td>
<td>£54 cpm*</td>
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## Email

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## Paid posts

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<tr>
<td>Homepage package</td>
<td>£5,000 for 2 weeks</td>
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<tr>
<td>Shares package</td>
<td>£4,500 per month</td>
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<tr>
<td>Funds &amp; ETFs package</td>
<td>£4,500 per month</td>
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For all enquiries please contact:

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Email: pippa.wallace@ft.com