

IPE



Media Information 2004



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IPE Magazine



Investment & Pensions Europe is a monthly magazine targeting those responsible for running pension funds in Europe. Since our first issue was published in February 1997, IPE has built an influential position within the European institutional investor marketplace. We now have a monthly circulation of around 10,000, of which over 70% is in continental Europe.

The inspiration for the launch of IPE was the recognition that in the long term many European countries faced a serious challenge in meeting the retirement needs of their ageing populations. We realised that the long established and often over generous pay-as-you-go state pensions systems are not viable and would have to be supported by greater funding of pensions.

When IPE was launched, this crucial issue was not generally recognised. Since then, pensions have become a major concern in many countries and increased occupational and individual retirement provision is being encouraged. As a result, a major opportunity has been created for the asset management industry and others in the financial community to meet the needs of this expanding marketplace. IPE can play an important role in enabling them to deliver their message to our readers.

IPE provides an unparalleled conduit for those providing services to the European pensions community to reach this customer base effectively. We have created a unique database of pension funds country-by-country and continue to develop and refine this constantly to ensure IPE has the most comprehensive and well-targeted readership possible.

In addition to the magazine, IPE publishes monthly supplements on a wide range of topics designed to keep readers abreast of specialist areas in greater detail. Some supplements have become authoritative sources on their area and have a regular place in the IPE editorial calendar. The 2004 supplement schedule is included, but additional topics will be added in response to market developments.



IPE is written for the buy side of Europe's institutional investment community – pension funds, foundations, charities, investment consultancies, the portfolio management and investment teams within financial institutions such as private banks, insurance companies and asset management firms. The editorial focuses on the issues concerning these readers, discussing the implications for them and analysing the choices confronting them.

Our readers also include the key opinion formers, particularly those in government, public service, professional and trade associations, and academics. In addition, the readership covers the suppliers of services and products to the institutional investment community, such as asset managers, custodians, index and technology providers.

Regular Features

News	Key market developments and people moves
Brussels Report	Analysis of pension issues at the European Commission and Parliament level
News Analysis	The details behind a major news story
Market Watch	Commentary on the European market outlook
Asset Allocation	Observations from industry players, discussing their asset strategy and market trends
Investment Expectations	IPE's survey of over 100 asset managers' expectations for equities, bonds and currency
Asset Management Country Report	Review of developments in the institutional scene <i>(See Features Schedule 2004)</i>
Investing in...	Extensive analysis of the main investment classes <i>(See Features Schedule 2004)</i>
How we run our money	A major pension fund discusses its strategy
Multinational Report	How a multinational runs its international benefits arrangements
Focus	In-depth examination of topics key to pension managers <i>(See Features Schedule 2004)</i>
Data Pages	Investment fund flows, risk premia, style trends and analysis of expectations
Conference Diary	Comprehensive listing of institutional investment conferences



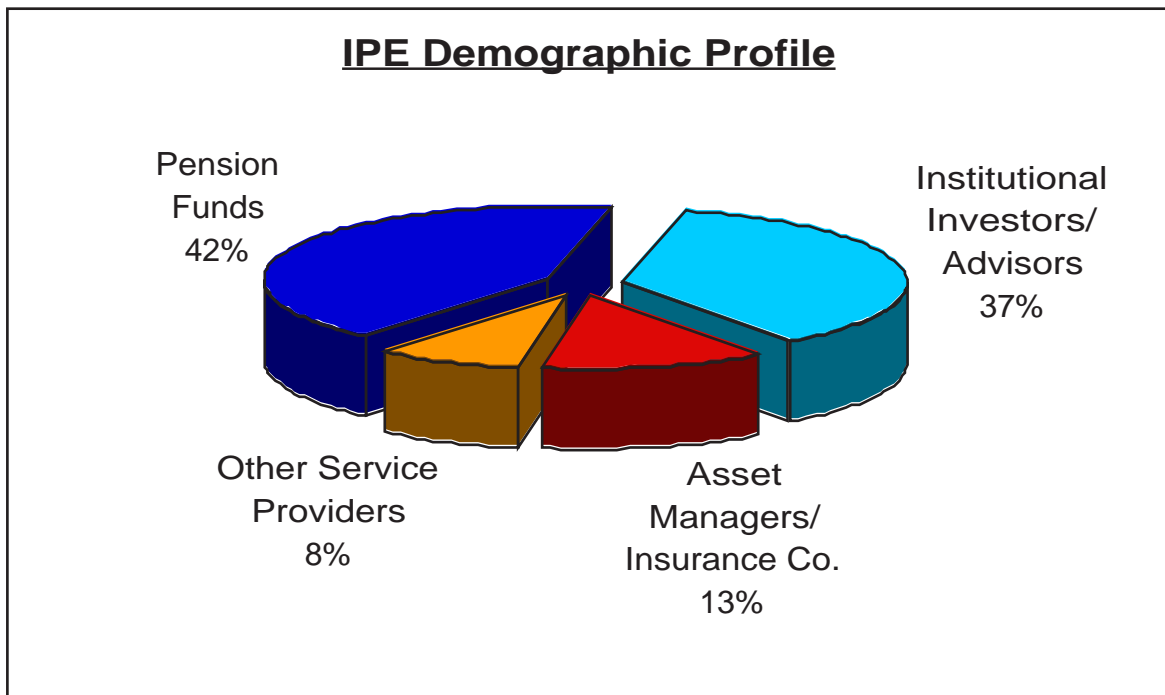
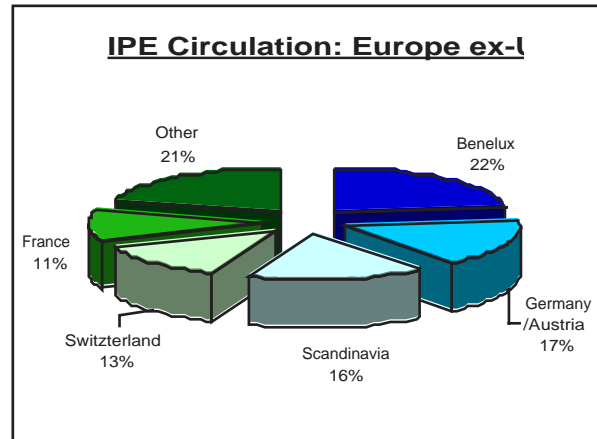
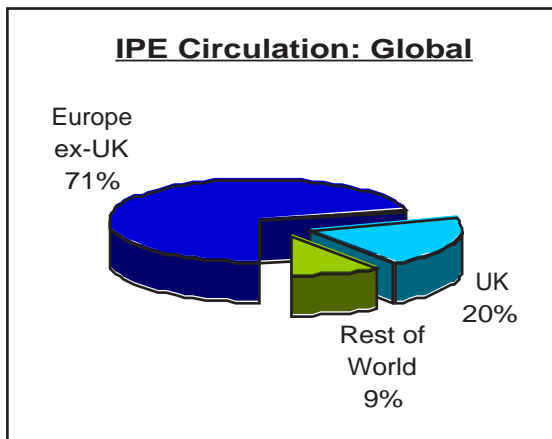
Issue	Asset Mgt Country Report	Investing in... series	Focus	Supplement
January	Central & Eastern Europe	Convertible Bonds	Asset Allocation & Benchmarking	European's Pensions Consultants 2004
February	Ireland	Pan-European Equities	Risk & its Management	Private Equity
March	France	US Large Caps	Indices	Real Estate Investment Review - Spring
April	Belgium	Global Fixed Income	Technology & its uses	Top 400 Asset Managers
May	Netherlands	Japanese Equities	Structured Products & Derivatives	I: Fixed Income II: Hedge Funds
June	Italy	US Fixed Income	Custody & Securities Services	Real Estate Investment Review - Summer
July/Aug	UK	European Fixed Income	Pension Fund Governance	Top 1000 Pension Funds
September	Switzerland	Global Equities	Currency Management	Real Estate Investment Review - Autumn
October	Germany & Austria	US Small Caps	Outsourcing & Administration	Alternative Investments
November	Spain & Portugal	European Small Caps	Indexing & Style	
December	Nordic Markets	Emerging Market Debt	Cash Management	Real Estate Investment Review - Winter
January 2005	Central & Eastern Europe	Corporate Bonds	Asset Allocation & Benchmarking	European's Pensions Consultants 2005



Circulation

IPE's circulation is expanded continuously and updated on an ongoing basis to give advertisers the best possible readership within our target market. The circulation is audited by ABC (Audit Bureau of Circulations: www.abc.org.uk), the independent body in UK responsible for verifying publications' circulation.

IPE's current circulation figure is 9,811 (average monthly distribution, July 2002-June 2003). The following statistics have been extracted from the May 2003 audited circulation of 9,828.





Region	Copies	Percentage
United Kingdom	1928	19.62%
Continental Europe	7073	71.96%
- Austria	166	
- Belgium	592	
- Denmark	254	
- Finland	289	
- France	733	
- Germany	999	
- Greece	28	
- Iceland	52	
- Ireland	358	
- Italy	496	
- Luxembourg	195	
- Netherlands	1004	
- Norway	171	
- Portugal	147	
- Spain	242	
- Sweden	415	
- Switzerland	915	
- Other European countries	17	
Central/ Eastern Europe	195	1.99%
Rest of the World	632	6.43%
- North America	581	
- Other countries	51	
Total circulation	9,828	100%



IPE Events



IPE Awards 2004 - Geneva

The IPE Awards is an event that sets the industry benchmark for excellence in the management of Europe's pension funds – an event that recognises and rewards the hard work and creative thinking of both the pension funds and their executives.

The fourth IPE Awards will be held in Geneva on Tuesday 30th November 2004.

IPE Awards categories

Gold Awards	Best European Pension Fund Outstanding Industry Contribution
Silver Awards	Best Corporate Pension Fund Best Industry-Wide Pension Fund Best Public Pension Fund
Themed Awards 2003 included	Defined Contribution, Innovation, Hedge Funds, Multinational Structuring, Real Estate, Risk Management, S.R.I.
Country Awards	Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK, Central Europe.

Attendees (IPE Awards 2003 – 415 guests – subject to final confirmations)

IPE Awards provides the sponsors with the unique exposure to the leading pension funds and consultants throughout Europe.

Company Type	%	Geographical	%
Pension Funds	53	Benelux	30
Sponsors	22	UK	27
VIP Guests	4	Ger./Aus./Switz.	13
Consultants	11	Nordic	9
IPE Staff	4	Spain/ Portugal	8
Press	4	France	5
Others	2	Others	8

For further information contact Frederic Monteil/Yvonne Cooke or click on www.ipe-awards.com



IPE Events



IPE Round Tables

IPE brings together a number of Europe's most influential pensions and investment professionals in a location and format designed to spark high-level debate around common interests and key issues in their sector. Each round-table is to be held at an exclusive setting with formal discussion and with the opportunity to network in a relaxed and informal environment.

IPE Roundtable 2004 schedule

Type	Date	Location
Multi-Nationals	February	Le Truffe Noir, Brussels, Belgium
Investment Managers	April	Le Manoir aux Quat' Saisons, Oxfordshire, UK
Real Estate	June	Location to be advised Amsterdam, Netherlands
European Pension Funds	November	Le Truffe Noir, Brussels, Belgium

IPE Round Tables present an opportunity for investment managers and advisers to meet face-to-face a range of Europe's pension funds and institutional investors. Each Round Table will have no more than three sponsors and who will be from non-competing industry sectors.

The sponsorship package includes:

- An opportunity for one senior person to take part in the discussion
- Full page colour advertisement in the accompanying supplement
- Corporate logo and contact details within supplement
- Corporate logo placed on the printed invitations
- 250 copies of the supplement for the sponsors marketing purposes



IPE.com

TWO MILLION PAGE IMPRESSIONS MONTHLY



IPE.com was launched in 1999 and has exceeded its original concept as the website to offer free access to the complete archive of IPE’s articles. It now has over 9,000 industry professionals subscribing for the daily news email service. The site currently attracts over 2 million page impressions monthly.

Service	Outline
News	Up to date institutional investment news reports
Archive	IPE Archive – All articles published in IPE magazine plus all articles published via ipe.com news pages
Awards	Hyperlink to IPE Awards website
Expectations	IPE table of Investment Expectations reflecting the 6-12 month equity, bond and currency views of more than 100 institutional asset managers
Events	Listing of all conferences and events that IPE magazine is distributed at
Insight	The premier information service for pension professionals
Quest	Hyper link to IPE Quest website
Surveys	Web based service for IPE’s survey reports
Directory	Hyper link to IPFA website
Executive search	Hyper link to IPE Executive Search website



IPE-Quest



IPE-QUEST is designed to bring together institutional investors and asset managers. It provides institutional investors with easy-to-use web-based technology that delivers a manager long-list pre-RFP. And it allows asset managers to place their capabilities in any given asset class in front of potential clients.

Over 233 mandates amounting to in excess of €41 billion searches have been placed on IPE-Quest since its launch in July 1999.

Statistics (First half 2003)

The 43 searches placed by 25 investors attracted replies from 294 different asset managers:

25 Investors: Type	25 Investors: Location	Managers: Location
3 Pension funds	8 Benelux	108 UK
7 Investment consultants	5 Scandinavia	88 USA/North America
2 Insurance companies	4 Germany	28 Switzerland
1 Asset manager	4 United Kingdom	17 Germany
1 Family office	3 Switzerland	17 France
1 Foundation	1 Middle East	10 Scandinavia
		10 Netherlands
		8 Belgium
		3 Austria
		5 Others

IPE-Quest service

Institutional Investor

Confidential – The institutional investor’s identity is protected

No Fees – The institutional investor uses the system free of charge

No Obligation - No conditions are placed on the institutional investor.

Asset Managers

Market research - Up to date statistics click to www.ipe-quest.com/stats.htm

Submit applications – Managers search for applicable Quests and pay €70 to submit an application.

For further information regarding IPE-Quest contact Tony Hay or click on www.ipe-quest.com



IPE Insight



IPE Insight is the new web-based investment information service for pension professionals. It starts with the basic principles and moves on to cover a wide range of topics, including the latest on specialist and alternative investments. It aims to provide a ‘one-stop-information-shop’ for the pension and investment industry.

IPE Insight has been designed as much for newcomers as for the long-standing practitioner or professional wanting to update themselves on a topic. This key information service through the IPE.com website ensures an extensive and immediate audience.

IPE Insight offers an opportunity to sponsor individual chapters on an annual contract.

IPE Insight Modules

I: Structure & Governance	II: Investment Classes	III: Alternative Classes
Capital Funding – The Assets Regulatory Framework Pension Fund Governance Funding the pension promise Investing pension plan assets / Principles of investing Constructing & Running Portfolios Internal / External Management Performance / Risk Measurement Derivatives Portfolio Services	Asset Classes - Introductory overview Equity Classes: - Global - US / North America - Europe - UK - Japan - Emerging Markets Debt Classes: - Global - US - Europe - UK - Japan - Switzerland - Emerging Markets	Cash Real Estate Tactical Asset Allocation Currency Management Private Equity Investment Hedge Funds Forestry and Timberland Commodities Other Alternative Classes For the complete list of all available chapters, contact the Advertising Department



IPFA – ‘Red Book’



International Pension Funds and their Advisors provides details of the major corporate, industry-wide and public authority pension funds, in over 50 countries worldwide including Europe, North America, Asia Pacific, Middle East and Africa.

Published by Aspire Publications Ltd, a joint venture between IPE International Publishers and AP Information Services, publishers of Pension Funds and their Advisers-UK.

Each year over 2,000 copies of the directory are requested and distributed to major pension funds in Europe and across the rest of the world.

The 2004 edition will be published in July 2004. Alongside the directory we also produce The Pensions Funds CD-ROM. Advertising opportunities are available for exposure in both these leading pensions information products.

For further information regarding IPFA – The Red Book, contact Yvonne Cooke or click on www.aspire-info.co.uk