

conexus financial
PVT LTD

MEDIA KIT 2011

top 10  funds.com



What we do

top1000funds.com is the news and analysis site specifically tailored to the executives at pension funds, endowments and sovereign wealth funds in more than 50 countries.

These investment professionals are responsible for the investment decision-making for multi-billion dollar portfolios that provide billions of people around the world with their retirement income.

These large pools of money have great influence on the economic and political activities of the world. They impact the corporate behaviour of the companies they invest in, inspire governments to generate sustainable policy and help create investment markets around changing environments, such as climate change.

It is our belief that these investors face common investment challenges and innovations – our readers are all responsible for assets of \$1 billion or more – regardless of geography.

With this in mind we uniquely cater to their readership needs regardless of their location. The focus is on providing sophisticated, quality content that can empower them to make more-informed decisions, and develop a community of like-minded investors that have direct influence on the standard of living in retirement of billions of people, as well as the world we live in.

Who we are

top1000funds.com is staffed by an experienced team of investment journalists. Its dedicated staff include: editor and associate publisher, Amanda White, who has more than 15 years-experience writing investment news and analysis; and senior journalist, Sam Riley, whose diverse experience includes the past three years working in Shanghai. They are also supported by the team of eight specialist investment journalists working for Conexus Financial's other publications.

All content is originally generated by the team of journalists who have well-established contacts with the investment executives at pension funds, endowments and sovereign wealth funds in more than 30 countries.



Film, television, and fashion, were the rounds Amanda White covered at the beginning of her journalism career. She has been wondering for the past 15 years why she chose to take up a full-time position in funds management reporting.

Before editing the global online publication, top1000funds.com, she edited and launched a number of Australian industry journals including *Investment & Technology*, *Investor Weekly* and *MasterFunds Quarterly*. She was previously editorial director of InvestorInfo and has worked as a freelance journalist for Fairfax Media.

She holds a Bachelor of Economics and a Masters of Arts in Journalism, feels at home in NYC, is motivated by people, coincidence and honesty, and believes in a low carbon economy. Her two children make sure she doesn't take herself too seriously.

OUR CONTENT 3

Top1000funds.com helps empower the investment executives at large institutions to make informed decisions, by providing sophisticated, quality content regarding the latest investment innovations and strategies.

The experienced team of journalists has a particular emphasis on providing context, rather than headline grabbing short-term content, with the stories written for, and about, the investment professionals at large institutional investors.

Each week the website profiles an institutional investor – pension fund, sovereign wealth fund or endowment – highlighting their investment strategy and preferences, asset allocation changes and outlook.

In addition to profiles with large institutional investors, the content analyses the most innovative and up-to-date investment thinking and strategy via close association with the portfolio management and finance academic and practitioner communities.

The editorial is built on the premise that funds at a certain size and sophistication face the same investment challenges and opportunities, regardless of geography.

top1000funds.com focuses on investment issues regardless of geography. Emphasis is on original investor profiles and analysis, providing context, depth and comparison of the largest institutional investors.

“

I find top1000funds.com a time-effective tool to gain valuable insights from my global peers and insightful investment strategy stories. In today's world our peers are truly global and we need to know what large funds from Norway to Korea are doing today. No other publication covers the global pension community with such timely interviews on the issues that matter the most. I often find I am sending links to stories to my staff. Top1000funds.com has become a key part of my weekly reading.”

”

Christopher Ailman
Chief investment officer,
CalSTRS



Editorial features are being introduced for the first time in 2011/2012. They will cover asset class and geographical reports as well as analysis of the latest investment trends. The key differentiator to the editorial will be highlighting the practical approach taken by institutional investors in their implementation, with various tactics and attitudes compared globally.

Asset class features

- **Commodities** – long-term trend or speculative bubble?
- **Private equity** – is there a return to the asset class after the shock of the financial crisis? What do investors want?
- **Infrastructure** – planes, trains and automobiles: what works, what doesn't and where?
- **Real assets** – agriculture, timber, real estate: trends, challenges, opportunities and the best way to enter these asset classes.
- **Emerging markets** – when, where and how to capture the opportunities before emerging becomes developed.

Investment trend features

- **Diversification** – challenging conventional wisdom. Allocating assets according to risk factors not asset buckets, does it work and how?
- **Climate change** – how to incorporate climate change risk across an entire portfolio. Analysing the renewable energy sector and the best way to access it.
- **Internal versus external** – where are large investors looking to boost their in-house capabilities? Which areas have provided the most bang for their buck? Why some asset classes will always be outsourced.
- **Fees** – what are the demands from investors in structuring fees, what is realistic, and how do you measure value for money.
- **Inflation** – will the world economy enter a higher inflationary environment, and what can investors do to protect their assets in this environment?

Geographical features

- **China** – the rise of China as a funds superpower - how will it affect the investment world, what investment strategies are the big Chinese funds adopting, and as they mature how will these strategies change?
- **Asia** – traditionally conservative investors, will Asian funds venture from their fixed income fortresses? Are their needs/demands as investors different to European and North American investors?
- **The Middle East** – where is money from investors in the region going? What are the growing investment opportunities within the region, and when the dust settles from the region's current political upheavals, what will the investment environment look like?
- **Brazil** – foreign money is flowing in, but inflation is also sharply rising? What are the investment opportunities? What are the pitfalls and opportunities?
- **Latin America** – Beyond Brazil - is the South American powerhouse becoming frothy and what are the opportunities further afield in Latin America?



Conference coverage

Top1000funds.com will host its first global conference in 2011, the Fiduciary Investment Symposium, to be held in Beijing. The editorial staff also covers other global conferences pertinent to the specific investment focus of its readers.

These include

ICGN Annual Conference	September 12-14	Paris
CII Fall Meeting	September 25-27	Boston
ICPM Discussion Forum	October 18-19	Washington
Fiduciary Investors Symposium	October 23-27	Beijing
CFA Institute: European Conference	November 2-3	Paris
Pacific Pension Institute	November 10-11	Malaysia

Syndicated content

As part of the website’s phase two development, we are working on proprietary technology that will allow us to aggregate content from other publishers relevant to our readership.

This means, in addition to the original profiles and analysis generated by our journalists, news stories written by newspapers, journals and magazines that are relevant to our key readership will be able to be accessed from our site.

This will be beneficial for readers and advertisers alike, as the site will act as a one-stop-shop for readers’ information and articles on the topics relevant to their profession.

This aggregated content will still have editorial control to ensure relevancy and newsworthiness, with the key words that establish content, as well as the potential publishers to be included, determined by the journalistic staff at top1000funds.com.

As part of this service, and in a bid to make the site more interactive, readers will also be able to comment on stories, redirect them to colleagues and post their own articles of interest.

“

At Abu Dhabi Retirement Pensions & Benefit Fund we are committed to being aware of the most cutting-edge investment strategies, opportunities and efficiencies. top1000funds.com is a valuable tool for me to use on a regular basis.

”

Stefan Cowell
Chief investment officer,
Abu Dhabi Retirement &
Benefit Fund

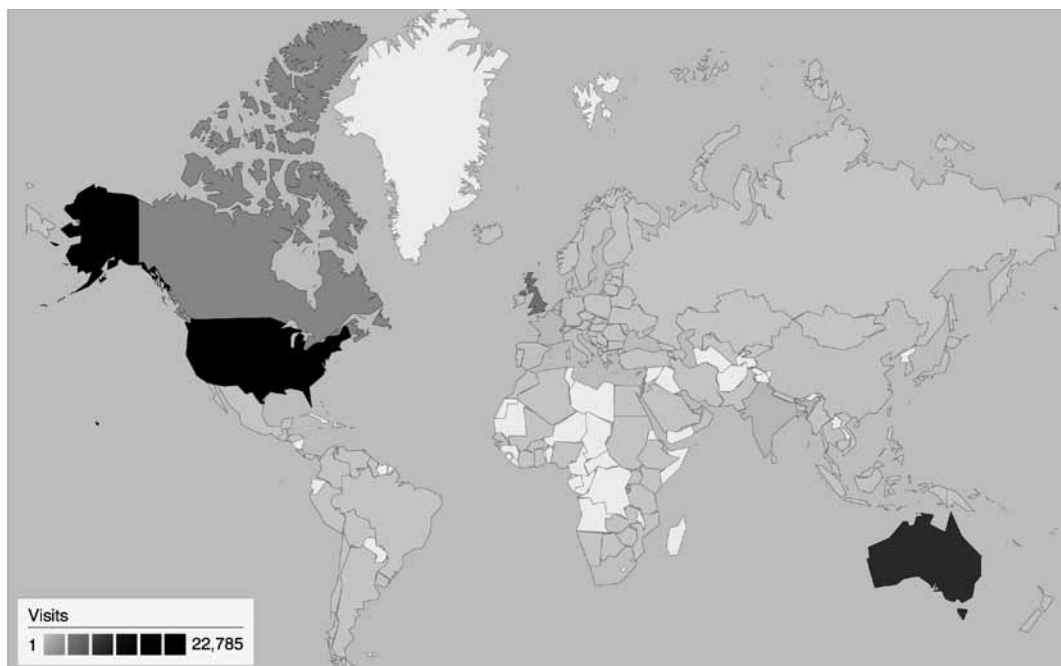


OUR AUDIENCE

The top1000funds.com audience - the executives at pension funds, endowments and sovereign wealth funds in more than 50 countries - is responsible for more than \$22 trillion of assets.

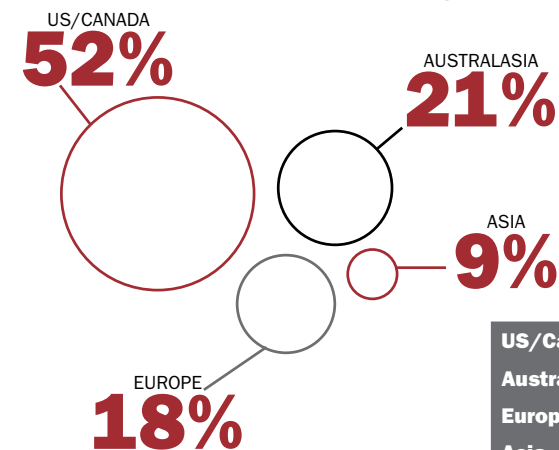
It comprises the senior decision-makers and plan sponsors including the internal chief investment officers and investment heads; portfolio managers and investment officers; and chief executives, executive directors and general managers.

These investment professionals are responsible for the investment decision-making for multi-billion dollar portfolios that provide billions of people around the world with their retirement income.



Global breakdown of readership

Our readers are the executives at pension funds, endowments and sovereign wealth funds in more than 50 countries. The audience breakdown is representative of where the institutional assets also reside around the globe.



US/Canada	52%
Australasia	21%
Europe	18%
Asia	9%

READERSHIP STATISTICS

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Website

Top1000funds.com is in its third year and continues to see dramatic growth, demonstrated by excellent performance in the first half of 2011.

Half yearly performance (Q1 & Q2 2010 vs Q1 & Q2 2011)			
	2011	2010	% increase/ decrease
Visits	51,276	35,887	+42.88%
Unique Visitors	29,177	17,711	+64.74%

The 2011 performance showing continual growth		
	2011*	2010
Avg visits/month	8300+	6800
Unique visitors/month	4800+	3300

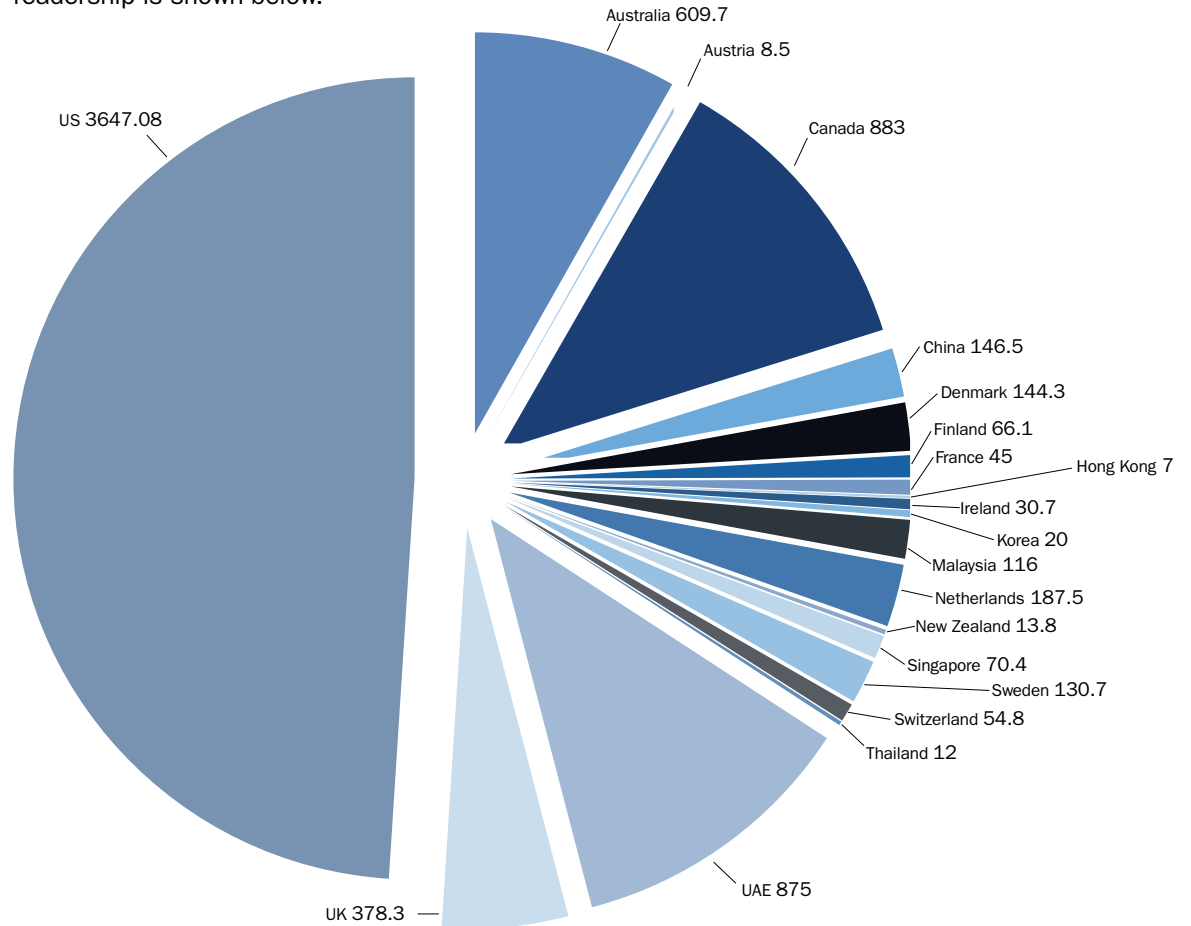
Data rounded to nearest 100.

*2011 data provided from 1/1/11 to 30/6/11

Metrics are tracked internally using Google Analytics and Google DoubleClick for Publishers (DFP). Externally audited data from the Circulations Audit Bureau will be available from mid-2011.

Regular readers

During the June quarter, the regular readership comprised more than 750 subscribers either managing, or consulting to, more than \$7.5 trillion. The global distribution of wealth (with figures in \$ billions) of the Q2 regular readership is shown below.



READERSHIP STATISTICS

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Electronic direct mail

The top1000funds.com electronic direct mail newsletter is distributed weekly to an exclusive proprietary database of more than 5,000 executives at pension funds, endowments and sovereign wealth funds, and their investment consultants; as well as a list of a further 5,000 service providers which include funds managers, consultants, custodians and investment banks.

EDM Metrics



Total open rate

22-30%



Total click rate

6-10%



EDM metrics – based on historical data from EDM sends in 2011.
Tracking done via Dorja
Total open and click rates calculated using gross figures

Engagement

An opt-out service, the EDM will be more specifically catering to the audience in 2011. Modern EDM sending techniques will be used to increase engagement and website visits. These include A/B split testing (which sends variations of the email to optimise open rates), and dynamically tailored content.

Frequency

Content is continually updated on the website. The EDM is sent weekly every Thursday at times specific to the readers' location.

The top1000funds.com team works creatively with organisations to provide unique outcomes that increase visibility and profit for sponsors

“

As the CEO of Australia's largest pension fund, my role increasingly requires a global perspective especially in relation to investments. top1000funds.com is a high quality place to source ideas, strategy and information from my peers around the globe. A real community is being created by not-for-profit funds, especially as we lead the way on governance and climate debate. I'm pleased, too, that many in my internal investments team are using top1000funds.com as a valuable resource.

”

Ian Silk
Chief executive,
AustralianSuper



There are a variety of rewarding sponsorship opportunities for elite service providers wishing to partner us in our bid to provide a quality product for this community of informed, sophisticated, global investors. Traditional mediums such as tile ads and sponsored research sit alongside unique opportunities that include feature sponsorship, polls, surveys and video.

Customised engagement

The reach and depth of the top1000funds.com database, which includes the investment decision-makers at the world's largest institutional investors and their service providers, is key to our intellectual property. This database has powerful commercial reach, and with this in mind there are opportunities for sponsors to conduct research and survey readers.

Targeted research is a customised way for sponsors to engage with the audience. Ideas and strategies can be discussed with clients in order to provide tailored solutions to help meet individual needs and objectives.



Some of the targeted research currently underway includes:

- **Global real estate** – attitudes and investment patterns of pension funds around the world
- **Hedge funds** – terms, conditions, and fees, what is sustainable?
- **Risk based asset allocation** – will this innovation take off in practice and what does it mean for traditional product buckets?

Polls - which challenge readers on investment trends, ideas, opportunities and philosophies - also present sponsorship opportunities for service providers wanting to engage.

Direct marketing and broad, or segmented, data rental service is also available. This is restricted to educational or informative data and any material needs to be sighted and approved by the publisher.

Pricing is based on project complexity and audience reach. Project proposals and pricing can be provided to suit individual budgets but for these customised engagement options starts at \$10,000.

Feature sponsorship

With the introduction of an editorial features list, there is now opportunity for sponsors to target a particular asset class or idea.

Technically speaking sponsors can “own the skin” around the feature, which means the space on the website around the content. This can be tailored to an image or logo which appears throughout the feature.

Pricing is based on the depth and length of the feature, its longevity on the site and the audience reach. Project proposals and pricing can be provided to suit individual budgets but starts at \$25,000.



SPONSORSHIP OPPORTUNITIES

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Video

In addition to traditional mediums, the web allows for interactive visual mediums such as video. Our team of professional web designers can provide guidance and strategy on how best to use video to tailor your message.

Sponsorship opportunities include logo positioning beneath the video; an 8-second “video tag” preceding the video content; or a 30-second TVC.

Project proposals and pricing can be provided to suit individual budgets but starts from \$10,000 for the most basic branding.

Tile and sponsored research advertising

There are a select number of unique sponsorship opportunities for service providers to reach this audience via the top1000funds.com website and/or newsletter (electronic direct mail or EDM).

Sponsored research’ banner:

Sponsored research banners are accompanied by a custom build micro-site that archives all submitted research reports from the individual sponsor. The micro-site is branded with the sponsor’s supplied creative and can also contain information about the sponsor as well as links to the sponsor’s website.



Pricing (per annum)

Top leader board	\$120,000
Sponsored research	\$98,000
RHS2: 300x150px	\$88,000
RHS 3: 300x100px	\$65,000
RHS4: 300x100px	\$60,000
Footer banner	\$48,000

Technical specifications

Technical specifications for flat banners

File format accepted: gif, jpeg, png
File size allowed: 40Kb

Technical specifications for animated banners

File format accepted: animated gif, swf, flv
Maximum initial load file size: 40Kb
Additional file weight (polite download): 1.2Mb
Audio initiation: user initiated (on click/rollover)
Maximum animation length: 15 seconds
Maximum frame rate: 18 frames per second

top1000funds.com is dedicated to working in partnership with service providers to provide a quality product for this community of informed, sophisticated, global investors. Traditional mediums such as tile ads and sponsored research sit alongside unique opportunities that include feature sponsorship, polls, surveys and video.



Conexus Financial is an independently-owned Australian publishing and events company, specialising in financial services.

It publishes a suite of online and print publications in Australia and overseas that cover the retail and institutional financial services sectors. It also has a comprehensive events management capability, hosting more than 15 financial services specialist events.

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