As CIO of a mega billion not for profit fund with limited time and resources for the large reading pile I receive each week, I find top1000funds.com a time effective tool to gain valuable insights from my global peers and insightful investment strategy stories. We used to be very focused on the activities of our peers in the US, but 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’m sending links to stories to my staff. top1000funds.com has become a key part of my weekly reading.

Christopher Ailman
Chief Investment Officer
CalSTRS

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 Pensions & Benefit Fund
As one of the world’s leading asset consultants we need quality accurate sources of great institutional information. top1000funds.com is a ‘must read’ for a global perspective. It is very informative and I congratulate the team who have created such a unique and excellent media.

Timothy R. Barron
President and CEO
rogerscasey

As CEO of Australia’s second largest investor, it is critical that I am able to source accurate & timely, unique information of institutional investment globally. top1000funds.com is unique in providing this to me weekly. The quality is excellent. I make time for top1000 each week.

Doug McTaggart
Chief Investment Officer
QIC
Content

www.top1000funds.com is the online news and analysis site for the world’s largest institutional investors.

The site specialises in writing for fiduciary investors regarding investment strategy and implementation and readers are the executives at pension funds, endowments and sovereign wealth funds in more than 50 countries.

The site is updated constantly with content that includes investment strategy news, case studies of institutional investors, and the latest research on asset allocation, portfolio construction, market behaviour and efficiency, investment implementation and transactional issues.

The site aims to provide practical and cutting-edge information and encourage discussion on the latest theories and trends in investment strategies and their implementation.

Readership

Readers are the chief investment officers and internal investment staff of the world’s largest pension funds, endowments and sovereign wealth funds in more than 50 countries.

Readers are notified of editorial updates via an emailed newsletter each week with more than 11,000 alerts sent to the heads of investments of the world’s largest fiduciary investors, and their service providers.

Regular readers* have grown steadily and include representatives from more than 50 countries with more than $8 trillion in funds under management.

*(regular readers are those who have visited the site at least 3 weeks out of every 4, consistently the last 3 months.)
For the quarter ending January 2010:

- The average time spent on the www.top1000funds.com site was just over four minutes

- Growth in the readership of the world’s largest pension markets* has increased by more than 250 per cent since inception

- The number of visitors to the site has increased by 200 per cent over the same quarter the previous year

- The visitor loyalty has increased with the number of people returning to the site regularly has doubled on the same quarter the previous year

*the US, Japan, UK, Canada and Australia

Sponsorship opportunities

The site has a small number of sponsorship opportunities for funds managers, custodians and other service providers.

A maximum of eight positions, priced between US$48,000 pa and US$120,000 pa, are available.
Newsletter

A newsletter alert is sent to readers each week informing them of editorial updates and the stories for the week. The newsletter is one tool that drives traffic to the website.

In addition to more than 5,000 fiduciary investor executives, the newsletter is sent to 6,000 individuals at service providers to institutional investors.

The readership of the newsletter reflects the breakdown of pension assets around the world.

Top1000funds.com is one of the most well read sites specifically aimed at sovereign and pension funds globally.
APC’s Asian strategy

As part of an increasing focus on emerging markets, APC Asset Management has an increasing interest in emerging markets. As part of this strategy, APC is looking to expand its investment in the region, with a focus on Pan-Asian investment opportunities. This approach will allow APC to take advantage of the growth potential in the region and benefit from the emerging markets’ unique characteristics.

CalSTRS to get nimble for risk...

CalSTRS is the nation’s largest public pension fund and has a significant investment in private equity. The fund has been nimble in its approach to risk management, and this approach has helped it perform well in recent years. The fund has been successful in diversifying its portfolio, and this has helped it to achieve its investment objectives.

Russell takes up fundamental index for alternative beta series

Russell Investments has launched a new product that provides exposure to alternative beta strategies. The product is designed to capture the benefits of alternative beta strategies, such as volatility management and downside protection. The product is expected to be popular among investors who want to diversify their portfolios.

How emerging markets benchmarks misread economies

Emerging markets benchmarks have been criticized for their poor performance in recent years. This has led to calls for changes to these benchmarks, which are widely used by investors. The changes are expected to improve the performance of emerging markets benchmarks and make them more reliable.

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- MSCI Emerging Markets
- iShares MSCI Emerging Markets
- iShares MSCI Emerging Markets ETF
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RHS 4: 300x100px: US$ 60,000
Footer banner: US$ 48,000

Technical Specifications

Tech specs for flat banners:
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File size allowed: 40kb

Tech specs for animated banners:
File format accepted: animated gif, swf, flv
Max Initial Load File Size: 40Kb
Add’l File Weight (Polite Download): 1.2Mb
Audio Initiation: User Initiated (on click)
Maximum animation length: 15 seconds
Maximum framerate: 18 frames per second
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