

# IAPF SPONSORSHIP AND ADVERTISING OPPORTUNITIES



# 2024

Please note dates are subject to change. See [www.iapf.ie/events](http://www.iapf.ie/events) for event details and updates.

JANUARY	FEBRUARY	MARCH	APRIL	
11 Webinar 25 Seminar	08 Seminar 20 Webinar 29 Annual Dinner	14 Investment Conference	11 Seminar 18 Webinar	Events
	23 Deadline for content - Irish Pensions magazine	Irish Pensions magazine Spring publication		Publications

MAY	JUNE	JULY	AUGUST	
02 Summer Conference 23 Seminar	13 Webinar			Events
31 Deadline for content - Irish Pensions magazine	Irish Pensions magazine Summer publication		Deadline for Members to update their content for the IAPF Yearbook  30 Deadline for content - Irish Pensions magazine	Publications

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
12 Webinar 19 Seminar	03 Autumn Conference 17 Seminar	07 Webinar 21 Winter Conference	05 Webinar	Events
Irish Pensions magazine Autumn publication  Yearbook: Deadline to receive advertisements		15 Deadline for content - Irish Pensions magazine  Irish Pensions magazine Winter publication	Yearbook Distribution	Publications

## Social Media Statistics

In 2023 we had 6,355 impressions on X (formerly Twitter) with 590 Followers.



We have 1,082 people in our LinkedIn Group

Over 1,100 of the top pension professionals in Ireland receive our emails.

# IAPF Events and Sponsorship

**The IAPF is the leading organisation representing pensions in Ireland. We are a powerful voice in promoting the cause of provision for retirement. We provide a wide range of events that allow members to keep abreast of developments and enhance their pensions and investment knowledge. IAPF events are ideal channels for companies to showcase their brand, products and services to the Irish pensions community.**

Sponsorship of an IAPF event is exclusive to IAPF members only. Your brand will be at the centre of attendee awareness before, during and after the event. You have the opportunity to make key decision makers aware of your philosophy and views which can lead to new business conversations and opportunities while networking with the Irish pensions community

## **Sponsorship (either exclusively or jointly) of an IAPF event will include the following:**

- Promotion across our communication channels; direct email (to the 1,750+ member contacts), IAPF website, IAPF Yearbook & IAPF Digital Magazine as well as our Press Releases and eUpdates. Increased visibility and reinforcement of your industry leadership
- Logo placement on IAPF website Events Page and in all conference communiqués (email and social media). This includes a link to your website
- Sponsor may provide a conference speaker to cover a topic which will be of educational interest† to the audience and that fits with the conference programme
- Complimentary Delegate passes
- Shared branding with the IAPF on conference brochure and PowerPoint
- Opportunity to provide promotional leaflets, pens and gifts to the delegates
- Permission to use the IAPF logo in the context of sponsoring our event, which offers you the opportunity to leverage your positive association with the IAPF
- Dedicated member of IAPF staff to liaise with on logistics, before, during and after conference

† Precise details to be agreed by sponsor and IAPF in written agreement

**We will have a combination of events in-person and online for 2024. It is our intention to continue to provide our members with the high calibre programme of events they have come to expect from us.**

EVENT	DURATION	APPROX. ATTENDEES	TRUSTEE ATTENDANCE (approx.)	CPD Hours
In person Conference	4-5 hours	200-350	50%	4
Online Conference	1.15 hrs daily over 3-4 days	200 - 300	50%	3
In person Seminar	1.hr	10-50	50%	1
Online Seminar	1hr	50-100	50%	1
In person Trustee Only Event	1hr	10-50	100%	1
Online Trustee Only Webinar	1hr	25-100	100%	

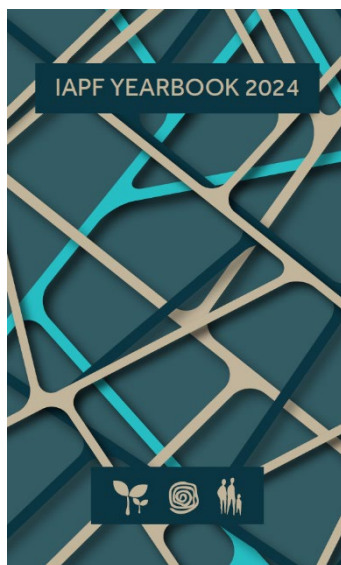
# The IAPF Annual Yearbook

## IAPF Annual Yearbook and Membership Directory

The IAPF Annual Yearbook provides invaluable information on services provided by the IAPF and is a very useful reference document detailing a comprehensive list of the most up to date information and contact details of Irish pension schemes and their service providers.

The IAPF Yearbook is a highly valued printed reference source and is provided FREE of charge to all IAPF members in December. This ensures a wide distribution among scheme managers, employers, trustees and service providers.

A PDF Version is also available to members to read online.



AD LOCATION	PRICE	SPECIFICATIONS
Outside Back Cover	€3,800	150x245mm with 3mm bleed
Inside Front Cover	€3,675	150x245mm with 3mm bleed
Inside Back Cover	€3,570	150x245mm with 3mm bleed
Inside Membership Directory Cover	€3,570	150x245mm with 3mm bleed
Opposite Membership Index	€3,300	150x245mm with 3mm bleed
Within Membership Directory	€3,300	150x245mm with 3mm bleed
Opposite Contents Page	€3,300	150x245mm with 3mm bleed
Full Page	€2,730	150x245mm with 3mm bleed or supply 130x228mm with no bleed
Logo in Listing	€130	High-resolution image (.jpeg, .png, .tiff @ 300dpi CMYK)
Loose Inserts and articles,	By Arrangement	

# Irish Pensions Magazine

## IAPF's free of charge online quarterly magazine

The IAPF's online Irish Pensions magazine features up to date articles and editorial comment in relation to pensions in Ireland. Advertising in the Irish Pensions gives you access to a large audience of members and Trustees in a focused way.

- Targeted Delivery direct to over 1,750 IAPF members from 460+ companies
- Quality engaging content = Excellent reader engagement
- LIVE back-links to your company's website
- Quarterly publication
- Service Directory list at back of magazine
- Distribution through other pension community kindred organisations

Advertorials/Sponsored Articles: Each edition of the online Irish Pensions magazine covers prominent pension topics of the moment as well as up to date news and feature articles from leading sector experts. This is your opportunity to communicate your company's strategy for pension funds. Articles can be approximately 1,500 words and come with a complementary full page ad. Advertisements: Connect with the pension sector, strengthen your brand, generate leads and drive your business forward with your message.

## Standard Advertising Rates for Members 2024

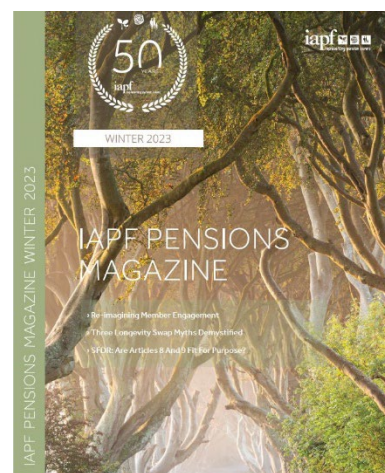
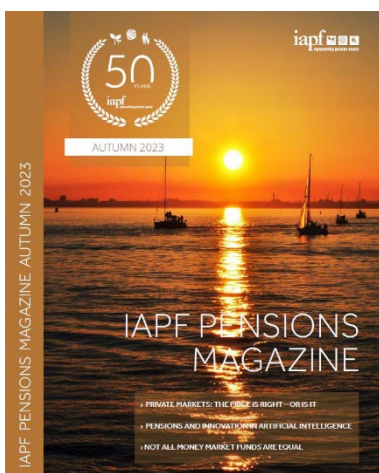
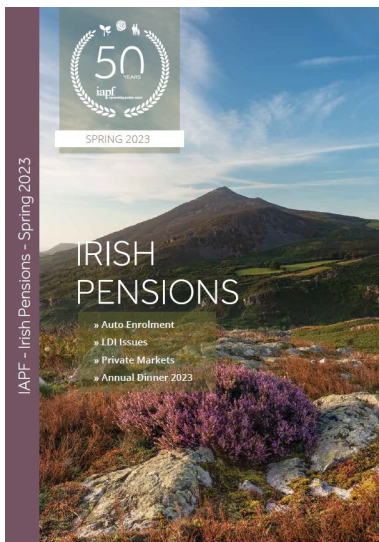
Advertorial/ Sponsored Article	€1,575	Approximately 1,500 words in a Word document. Include the author's name and position. Also send a hi-resolution copy of her/his head-shot as a separate JPG or PNG file.
Full page inside front cover	€890	297x210mm
Beside Chairperson's message	€680	297x210mm
Full page inside magazine	€530	297x210mm
Half page ad	€315	148x210mm
Service Directory listing (4 issues) <a href="#">Click here for sample</a>	€1,050	Contact us for details

Packages available for multiple issues

<b>SPRING</b>	
Approximate publish date:	Friday 08 March 2024
<b>Last date for content:</b>	<b>Friday 23 February 2024</b>
<b>SUMMER</b>	
Approximate publish date:	Friday 14 June 2024
<b>Last date for content:</b>	<b>Friday 31 May 2024</b>
<b>AUTUMN</b>	
Approximate publish date:	Friday 13 September 2024
<b>Last date for content:</b>	<b>Friday 30 August 2024</b>
<b>WINTER</b>	
Approximate publish date:	Friday 29 November 2024
<b>Last date for content:</b>	<b>Friday 15 November 2024</b>

# Technical Specifications for Online Magazine

<b>MEDIA</b>	Screen
<b>FILE FORMAT</b>	Artwork: PDF. Text: Word. Logo, graphs and author's photograph: JPG.
<b>COLOUR MODE</b>	RGB
<b>RESOLUTION</b>	300 dpi
<b>DIMENSIONS</b>	Full Page Ad - A4 portrait. 297x210mm or Half Page Ad - A5 landscape. 148x210mm
<b>IMPORTANT NOTES</b>	<b>Do not include bleed, bleed lines, crop marks or any whitespace around ad unless part of the ad Flatten the file and ensure that all hyperlinks (to websites and email addresses) are provided as working/clickable links as they will be live and interactive in the final publication.</b>
<b>TIPS</b>	<p>The main text of the magazine articles is 11pt so ideally text in the ads should be 11pt – 12pt or higher in order for viewers to read it without zooming in.</p> <p>Sans-serif fonts are more legible on screen so preferably should be used for body text.</p> <p>The ads should be designed for screen as opposed to print therefore use colours in text that will stand out against the background they are on.</p> <p>If you are re-using ads that were previously made for printing purposes, please forward them to us well ahead of time so that they can be tested to make sure they work well in our magazine.</p> <p>Remember, important text should be in large, clear fonts in order to be legible.</p>
<b>CONTACT</b>	If you require any assistance or would like to arrange to see your ad tested in the magazine format, please contact Kelley McMenamin on <a href="mailto:Kelley.McMenamin@iapf.ie">Kelley.McMenamin@iapf.ie</a>



# Podcasts

## Always Available Online - Podcasting Possibilities - Staying Connected During Social Distancing

The IAPF have a range of sponsored and non-sponsored podcasts available [online](#).

- Sponsor can provide a speaker to cover a topic that is of educational interest to the audience. Speaker content is to be reviewed by and agreed with the IAPF. Final version of Podcast made strictly on a non-commercial basis. Speakers are asked not to make any commercial / marketing pitch in their presentation.
- Podcast will be hosted on the IAPF website and distributed to members
- Podcast will be promoted to IAPF members and non-Members via a marketing email
- Sponsor can provide speaker bios and links to material for the information page on the podcast webpage
- Targeted Delivery direct to over 1,750 IAPF members from 460+ companies plus distribution through other pension community kindred organisations
- Recognised as quality, engaging content

Format of podcast to be agreed in advance:

Options are

(A) Podcast with sponsored speaker for distribution only (sponsor provides fully produced podcast for hosting on IAPF website and distribution only)

(B) Introduction and sign off from the IAPF CEO (IAPF produces the podcast and incurs the costs. Any additional requested production work to the standard podcast – cost will be agreed and charged to sponsor)

(C) Interview style between sponsor and CEO or agreed person

These podcasts are provided for information purposes only. They are not intended to be advice and we ask Trustees to always seek advice as appropriate.

If you would like to collaborate with the IAPF on a sponsored podcast please contact [info@iapf.ie](mailto:info@iapf.ie) for more information





## Contact us for more information

If you have any questions or would like more information on any of our advertising opportunities, please give us a call.

**Events** – for further information on Conferences, Briefings, Podcasts and Trustee Network events, please contact:

Deirdre Ross  
Commercial Operations Manager  
+353 87 715 5673  
[deirdre.ross@iapf.ie](mailto:deirdre.ross@iapf.ie)

**Magazine** – if you would like to include an article, advertorial or advertisement for Irish Pensions online magazine, please contact:

Kelley McMenamin  
Director of Communications  
+353 87 613 7351  
[Kelley.McMenamin@iapf.ie](mailto:Kelley.McMenamin@iapf.ie)

**Yearbook** – to place an advertisement or include your logo in your Yearbook listing, please contact:

Amy Peat  
Member Services & Events Executive  
+353 86 057 0217  
[Amy.Peat@iapf.ie](mailto:Amy.Peat@iapf.ie)

Please note: The IAPF reserves the right to decline, omit or suspend any advertisement in any of its publications and will not be held responsible for any loss caused thereby. No liability is accepted for any loss or damage caused by an error in the printing of any advertisement. All prices quoted are correct at time of publication