Advertising Media Kit
About Us

Sovereign Wealth Fund Institute is the world’s most popular and trusted source on institutional investors and global capital.

SWFI (Sovereign Wealth Fund Institute) is a global organization designed to study sovereign wealth funds, pensions, superannuation funds, central banks, endowments and other long-term public investors in the areas of investing, asset allocation, risk, governance, economics, policy, trade, and other relevant issues. We provide specialized services such as research and consulting to various corporations, funds, and governments. Our flagship publication, the Sovereign Wealth Quarterly is a premier publication, on public sector asset ownership and management globally.

In addition, SWFI's core business is working with pensions, insurers, sovereign wealth funds, and central banks to help meet their investment objectives. We have molded the public investor market and have defined concepts and terms like the Linaburg-Maduell Transparency Index (LMTI) and Sovereign Wealth Enterprise (SWE).
SWFI Members
Website Audience Activity - Monthly

Stats from:
March 1 - 31, 2020

All Users
82,699

New Users
78,706

Sessions
103,454

Pageviews
184,497

Source: Google Analytics
Website Audience Activity - Annual

Stats from:
March 1, 2019 - March 1, 2020

- All Users: 567,358
- New Users: 564,377
- Sessions: 771,411
- Pageviews: 1,419,668

Source: Google Analytics
Website Audience Growth

Source: Google Analytics
Website Geographic Demographics

Source: Google Analytics
Website Traffic

Source: Google Analytics

Monthly Users

www.swfinstitute.org
Website Traffic Projections


Projections for April 2020 - March 2021
Projections for April 2019 - March 2020
Projections for April 2018 - March 2020

Source: Google Analytics

Projections are based on historical trends, recent site updates, and upcoming entity profile additions.
Website Traffic

Screenshot taken April 8, 2020.
Advertising with SWFI

- Public Website
  www.swfinstitute.org

- Digital Publication
  Sovereign Wealth Quarterly

- Email Newsletter
  Public Fund Monitor
Website Ad - Banner Specs

www.swfinstitute.org

Example Banner Ad:

Height 590 px

Width 1760 px
Digital Publication

Our flagship publication, the Sovereign Wealth Quarterly, is the premier digital publication on public sector asset ownership and management globally.

The Sovereign Wealth Quarterly is digitally distributed to:

- 5,000 Subscribers
- 300+ Event Attendees (per year)
- All Sovereign Wealth Funds
- 80% Decision Makers

Distribution geographical breakout:

- 65% Americas
- 35% International

Specs:

Advert / Advertorial

Dimensions:
8.375 in. x 10.875 in.

File Format:
High Resolution PDF, PNG or JPEG

General inquiries please contact advertise@swfinstitute.org
Email Newsletter

The SWFI Public Fund Monitor Newsletter

Get the message out to a global audience of over 50,000 institutional investors with the opportunities to share information and research.

Subscriber Breakout:
- 52% Sovereign Wealth Funds
- 29% Pension
- 8% Endowment
- 6% Central Bank
- 5% Superannuation Fund

Impressions:
Content will be served minimum 4 times per month, maximum of 8.

For more information, please email Vince at vberretta@swfinstitute.org