



# MEDIA INFORMATION



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# ABOUT I-INVEST

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## Platform

i-invest is a digital platform that informs and educates senior decision makers on the evolving trends shaping mainstream industry sectors. Obtaining accurate insight and analysis is key to business success, and i-invest has been created to put market changes into context, providing an essential tool to help industry leaders manage change.

Information is available via the website and through a series of special reports relating to key market sectors. Our content is available on all format.

## What We Cover

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We cover a broad spectrum of business affairs globally, including:



Finance & Investment



Business & Management



ESG



Technology

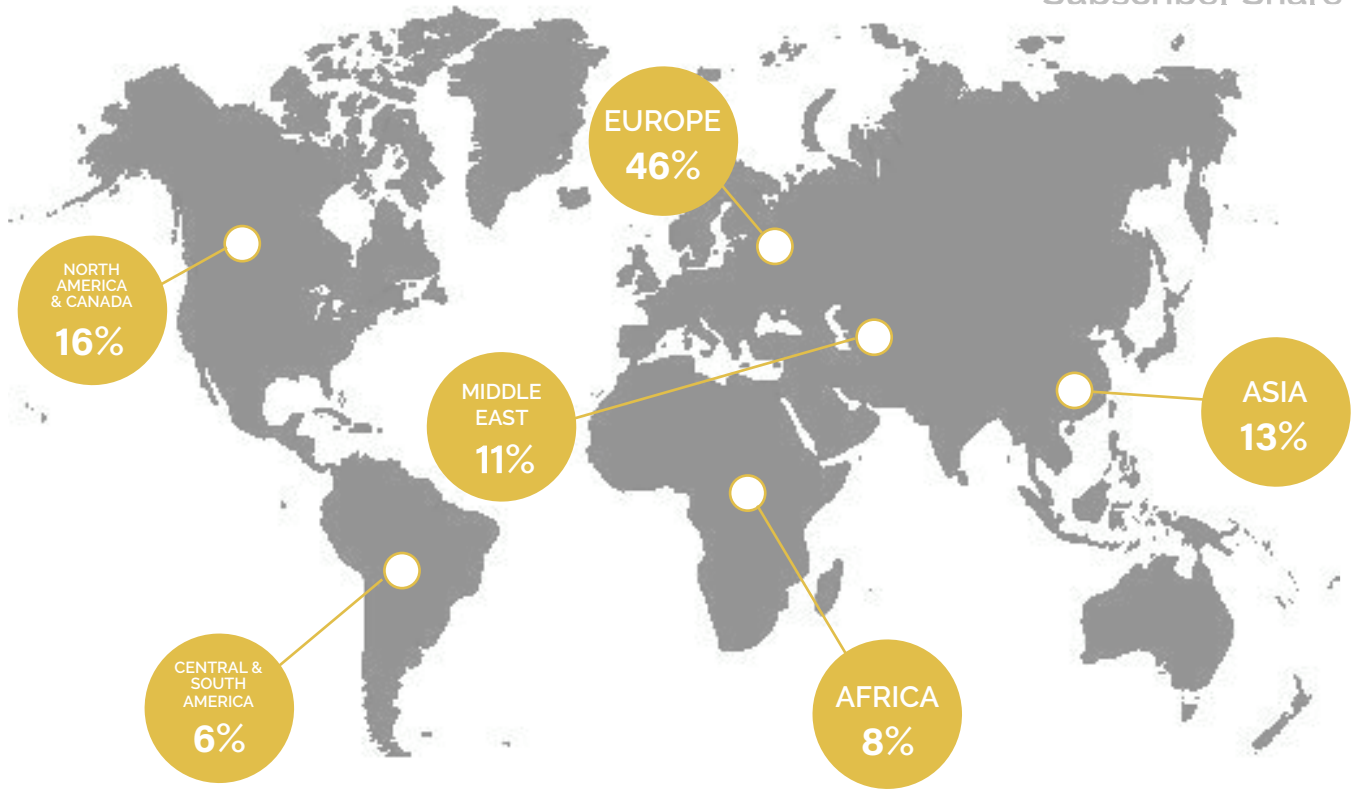


Innovation



# THE CIRCULATION PROFILE

Subscriber Share



## Readership

I-Invest reaches a professional, influential, and educated audience which comprise of decision makers who have or have influence over the marketing spend within their organisations.

**Below are the functions of the vast majority of our users**

Founders/Entrepreneurs	Government
Chairpersons	Investor Relations
C-suite leaders	Advisory Consultants
HNW/ Investor/ Philosophy	Risk Managers
Influencers	Venture Capital

## Industry Sectors we cover

Financial Services	Business Services
Energy, Renewable Energy, Power and Utilities	Executive Education
Technology	Real Estate
Biotech / Pharmaceutical / Life Sciences	Lifestyle
Telecommunications	Government & Public Sector
Industry Legal & Technical	Manufacturing, Engineering & Industrial

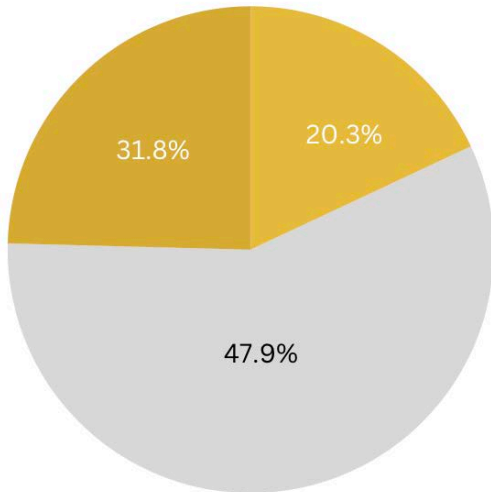
## Events

We are media partners for some of the most important events in the calendar, and also have distribution at the World Economic forum in DAVOS.

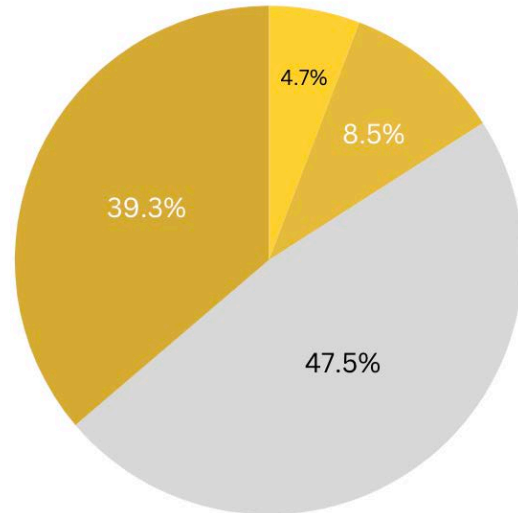


# DIGITAL ONLINE

### Reading Environment



### Top Channels



- Webmail
- Desktop
- Mobile
- Social
- Direct
- Referral
- Organic Search

## Website Traffic

Averages approximately 200 thousand unique users per month.

Google analytic stats are available upon request.

The screenshot shows the website header with the 'invest' logo, navigation menu (FINANCE & INVESTMENT, BUSINESS & MANAGEMENT, ESG, TECHNOLOGY, INNOVATION, AI IN FOCUS, REPORTS, TV), and a search bar. Below the header is a 'LATEST POSTS' section featuring an article titled 'HSBC Publishes their 2024 Wealth Report' with a 'READ POST' button. A large banner for the '2024 Climate Tech Show' is also visible, along with a 'Subscribe To Our Content' form at the bottom right. The footer includes the RAKIS logo and contact information.

# PRESS RELEASE WIRE SERVICE

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## Full Digital Deployment Service & Data Analytics

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**Tagging** your message according to the topic of the release so that it is received by journalists operating within your specific target market.

*(e.g. Investment/Tech/ESG  
Healthcare/Travel/Real Estate)*

500-word press release/corporate message/mission statement

Embed marketing assets such as video, white paper, investor announcement etc.

Guaranteed delivery to the News Agency reaching all newsrooms within each country.

*(Includes all nationals, regionals, consumer, TV, radio and broadcast media)*

Distribution to Online Services -

*Search, websites, industry influencers news aggregators and ratings including, Factiva, Lexis Nexis, FT.Com, S&P, Google News*

Distribution to Reuters and Bloomberg equity terminals.

Six-month time frame in which to deploy the release.

Full Data Analytics Provided within 10 days from deployment including journalist contact details.

Deployed to industry specific Journal-Contact details provided of each journalist opening the release

## SCOPE OF SERVICES

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### Digital Advertising

Boost your online traffic with our banner ads. Display brand, promote your event, drive lead gen and account management.



### Online Content Campaigns

Reach your target audience with our article seeding, search engine optimisation and video production/hosting services.





# SUPPLEMENTS & REPORTS

Specialising in country, regional, sectorial and theme-based reports, i-invest coordinates, develops and creates a wide range of content and comprehensive analysis for its highly targeted C-suite audience.

Our extensive database and distribution agreements with leading newsrooms worldwide ensure that the special reports we produce reach the most important and influential target audience at the highest possible level.

We drive capital flows informing practical decisions relating to procurement, investment and strategy.

We produce a series of supplements and reports on the major sectors we cover which are distributed to our entire subscriber base, and sent out via our monthly newsletters. These are hosted on our website, and are printed for certain events that we cover as well

- Full page full colour - £7,950.00**
- Double page Spread - £11,950.00**
- Outside Back cover - £ 10,950.00**
- Inside Front cover - £9,950.00**



# RATE CARD

## Digital

Website Banner Advertising - 3 Months	£5,950
Homepage Takeover - 3 Months	£12,950

## Full Production Video Interview

Thompson Reuters	£35,950
Westminster	£27,950
Remote	£15,950
<b>On location filming</b> - This option consists of our film team visiting your organisation on location with an award-winning journalist to conduct interviews with your chosen spokespersons. This includes original filmed content, thus creating a polished docu-style broadcast.	Price on application

## PR Newswire

Global	£3,950
Continent - Europe, Asia, LATAM, GCC	£2,950
Single Country	£1,950



# MEDIA INFORMATION

## CONTACT US

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