

ACTIVIST INSIGHT

SPONSORSHIP OPPORTUNITIES 2020

BE RECOGNIZED IN THE ACTIVIST INVESTING COMMUNITY FOR YOUR EXPERTISE, AND POSITION YOURSELF WITH OUR THOUGHT-LEADERSHIP AND BRAND-AWARENESS OPPORTUNITIES.

EDITORIAL SCHEDULE

ACTIVIST INSIGHT HAS A VARIETY OF SPONSORSHIP OPPORTUNITIES AVAILABLE IN OUR 2020 BESPOKE REPORT PRODUCTION SCHEDULE. THE FOLLOWING IS A PROVISIONAL SCHEDULE AND IS SUBJECT TO CHANGE.



INTERESTED IN SPONSORING ONE OF OUR REPORTS IN 2020? [CLICK HERE TO EMAIL US.](#)

BESPOKE REPORTS

OVER THE PAST 7 YEARS, ACTIVIST INSIGHT HAS COLLABORATED WITH OVER 35 ORGANIZATIONS TO PRODUCE A VARIETY OF INDUSTRY-LEADING REPORTS ON THE ACTIVIST INVESTING SPACE.

SECTOR REPORTS

Activist investing varies from industry to industry, with different demands and activists more common in some spaces than in others. Activist Insight can identify which sectors have been among the hottest targets in recent quarters and explain what firms should be particularly wary of by drawing on our database of past campaigns and the insights of our seasoned journalists. Establish yourself within a whole sector of professionals by taking advantage of our direct mailings. Recent reports include healthcare, technology, and oil & gas.



GEOGRAPHICAL REPORTS

Past reports have included investigations into the way activist investing has developed and is changing in Europe, Asia, Canada, and Australia. Leveraging our status as the pre-eminent provider of shareholder activism data and our network of expert commentators, Activist Insight's reports are read from continent to continent and allow readers to identify who is operating in which markets and what hurdles remain. Recurring annual coverage allows major sponsors to be associated with particular markets.

THEMATIC REPORTS

While activist investing is now a familiar presence in capital markets, many of the objectives or themes of activist campaigns are little discussed. Activist Insight can identify new or continuing trends and highlight their importance for market participants. Past examples include digital media and activism, ESG activism, M&A activism and a survey of activist investors. Future opportunities might include analysis of proxy contests, settlement trends, or – leaning on our database of bylaws, directors, and guidelines for thousands of companies – corporate governance.



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EXPOSURE

ACTIVIST INSIGHT'S BESPOKE REPORTS PROVIDE AN EXCELLENT OPPORTUNITY TO SHOWCASE YOUR ORGANIZATION'S EXPERTISE AND WORK IN THE SPACE.

REPORT DISTRIBUTION

Reports are promoted to our network through a launch email from which the report can be downloaded. Our network consists of several thousand newsletter subscribers who receive twice-weekly emails keeping them updated about the latest developments in activism where we will also promote the reports.

Reports are also promoted and are downloadable for our readers on the Activist Insight online product suite and from our public website. Furthermore, we leverage our social media presence to promote reports, and include content from the report in other offerings such as *The Activist Insight Podcast*.

Hard copies can be printed and distributed to key contacts across the space as well as directly to the sponsor(s).

PRESS COVERAGE

Activist Insight will promote key findings from the reports to our extensive list of contacts in the leading global financial press.

REPORT FORMATS

Bespoke reports will typically consist of 12, 20, or 36 pages depending on the number of sponsors involved (excluding the *Activist Investing Half-Year and Annual Reviews*).

There is an opportunity for exclusive sponsorship of a co-branded report or for two page spread contribution pieces (typically interview or op-ed style) which can also include advertisements.

Activist Insight will be responsible for the writing, design, editing, publication, printing, and distribution of the report.

RECENT WORK

ACTIVIST INSIGHT HAS BUILT UP A CATALOG OF MARKET LEADING REPORTS, FEATURING INSIGHTFUL CONTRIBUTIONS FROM VARIOUS SPONSORS ACROSS THE SHAREHOLDER ACTIVISM ADVISORY SPACE.

SEPTEMBER 2019



M&A ACTIVISM 2019

SPONSORS: SKADDEN, MACKENZIE PARTNERS

[DOWNLOAD](#)

JULY 2019



THE ACTIVIST INVESTING HALF-YEAR REVIEW 2019

SPONSORS: OLSHAN FROME WOLOSKY, FTI CONSULTING

[DOWNLOAD](#)

JUNE 2019



ACTIVIST INVESTING IN CANADA 2019

SPONSORS: KINGSDALE ADVISORS, GOODMAN'S

[DOWNLOAD](#)

FEBRUARY 2019



THE ACTIVIST INVESTING ANNUAL REVIEW 2019

SPONSORS: SCHULTE ROTH & ZABEL, INNISFREE M&A, MOELIS & COMPANY, D.F. KING, GEORGESON, FINSBURY, ALVAREZ & MARSAL

[DOWNLOAD](#)

NOVEMBER 2018



ACTIVIST INVESTING IN EUROPE 2018

SPONSORS: SKADDEN, GEORGESON, BRUNSWICK, MORGAN STANLEY

[DOWNLOAD](#)

INTERESTED IN SPONSORING ONE OF OUR REPORTS IN 2020? **[CLICK HERE TO EMAIL US.](#)**

ACTIVIST INSIGHT MONTHLY

HEADING INTO ITS EIGHTH YEAR, ACTIVIST INSIGHT MONTHLY REMAINS THE MOST COMPREHENSIVE PERIODICAL DEDICATED TO SHAREHOLDER ACTIVISM AND ACTIVIST SHORT SELLING.

The monthly magazine includes in-depth feature articles, interviews with leading activists, a round-up of the latest news, and regularly features advertisements and contributions in the form of interviews and op-eds from our sponsors.

Sponsorship options include:

REGULAR SPONSORSHIP

Receive a two-page spread, including a visual advert and a page of content in an issue of the magazine.

THEMED SPONSORSHIP

Take advantage of our cover features to include your advert in an issue that deals with a topic close to your business.

ADVERTISING PACKAGES

Include a graphical advert in one or more issues of the magazine to promote your practice.

Please note: Activist Insight retains editorial discretion over issues of *Activist Insight Monthly*.



INTERESTED IN ADVERTISING IN ACTIVIST INSIGHT MONTHLY IN 2020? [CLICK HERE](#) TO EMAIL US.

EVENTS

FOR THE PAST THREE YEARS, ACTIVIST INSIGHT HAS HOSTED EVENTS THROUGHOUT NORTH AMERICA AND EUROPE, BRINGING TOGETHER INDUSTRY PROFESSIONALS FROM THE SPACE.

ACTIVIST INSIGHT LIVE

Activist Insight endeavors to bring together key advisers and investors in the activist and corporate governance space several times a year in a relaxed setting. Sponsoring an *Activist Insight Live* event gives you the perfect opportunity to connect with and expand your network of senior professionals and further establish your brand amongst the activist advisory and investment community.

REPORT LAUNCH EVENTS

To help encourage further interaction with and coverage of bespoke reports, sponsors can coordinate with Activist Insight to host a launch event. We can moderate a panel formed of the sponsor(s) and additional experts if required to discuss the key findings and themes of a report in front of the press and the target audience. This can also be hosted as a webinar as opposed to a physical event.

ACTIVISM THEMED BREAKFASTS, LUNCHESES, AND DINNERS

We can focus on bringing together a targeted audience into a more intimate setting and also present targeted research/data for the benefit of attendees.

OTHER OPPORTUNITIES

BESPOKE REPORTS ARE NOT THE ONLY WAY IN WHICH YOUR FIRM CAN LEVERAGE ACTIVIST INSIGHT'S POSITION AS THE PRE-EMINENT PROVIDER OF SHAREHOLDER ACTIVISM.

BANNER ADVERTISING

Activist Insight provides regular content to its subscribers through twice-weekly newsletters, daily news emails, and on its online platforms. If you would be interested in running a banner advertising campaign then please get in touch with us.

INFOGRAPHICS

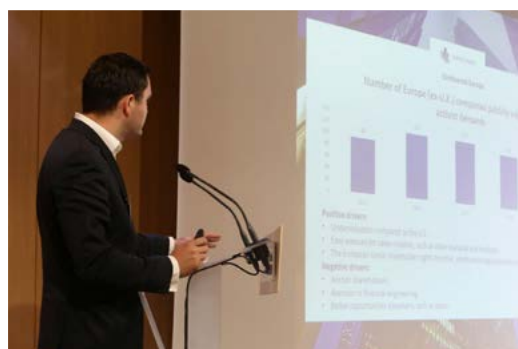
Activist Insight's dedicated marketing and research teams are able to create, design, and print bespoke infographics for conferences, presentations, and events.

PRESENTATIONS

Activist Insight can present our infographics to a targeted audience of the sponsors' choosing, whether at conferences or through webinars. Our reporters are happy to be panelists or moderators as required.

PODCAST

Activist Insight can create an audio wrap to highlight your business at the beginning of an episode of *The Activist Insight Podcast*.



INTERESTED IN COLLABORATING IN 2020? [CLICK HERE TO EMAIL US.](#)

**IF YOU HAVE FURTHER
IDEAS ON WAYS IN WHICH
WE MIGHT COLLABORATE,
WE WOULD BE DELIGHTED
TO HEAR THEM. PLEASE
CONTACT US TO BEGIN A
DISCUSSION.**