

Investors Chronicle Media Kit

2025

Reach our readers

Investors' Chronicle

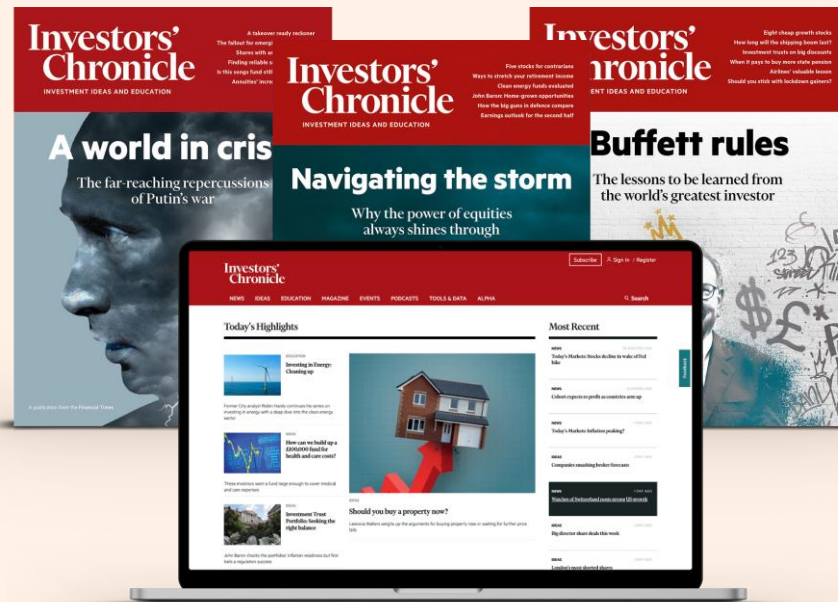
Investors' Chronicle boasts a long history, over 160 years of helping investors to manage and grow their money and is recognised as an authoritative source of information and inspiration for the UK's private investor audience. Our content covers all aspects of personal finance from investing in shares and funds for growth and income to achieving financial security for you and your family now and in the future as tax efficiently as possible. We appeal to anyone with an interest in investing and markets, whether they are experienced or approaching investment for the first time.

Our readers are keen to increase their personal wealth and knowledge. The average IC reader has an approximate net worth of £1,300,000 (including investments and savings)**

Why advertise with Investors' Chronicle?

88% of readers are experienced investors, whilst 12% are a growing audience of newer investors; investing for less than 5

years*
Source: Investors' Chronicle Reader Survey 2023



Our audience

Investors' Chronicle

IC's core audience are the most wealthy and successful private investors in the UK representing a total net worth of £4.9 billion. They are dynamic, confident and highly discerning individuals, motivated to make the best investment decisions.

87%

AB1

91%

Male

59

Average age

£1.3m

Average Net Worth

£1.3m

Average Investment Portfolio

£111K

Average Household Income

23%

Director/Owner/CEO/
Senior Management

30%

Have an average
portfolio value of over
£ 1,000,000

Our audience

Alpha

Alpha is our most recent content subscription offering, targeted towards the more sophisticated and experienced private investor. On average, Alpha readers have a higher household income than the core IC readers.

56

Average age

£94K

Average Household Income

£1.08m

Average Investment Portfolio

93%

Of Alpha subscribers
have UK shares

18%

Of Alpha subscribers have a
portfolio size of
£1m - £2,999,999

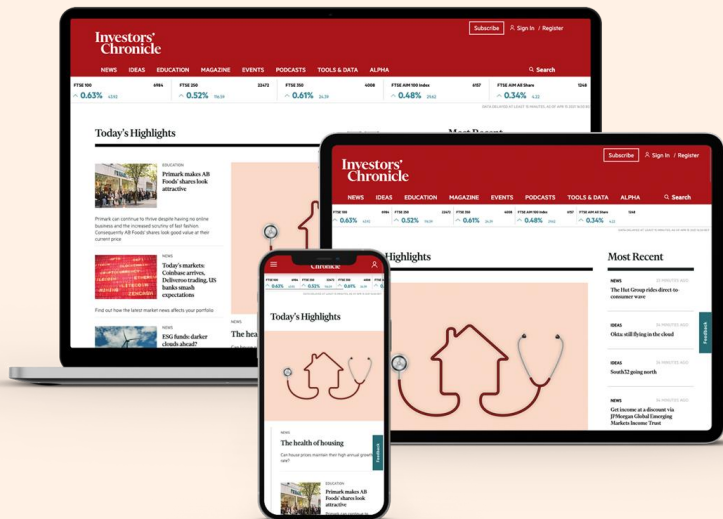
27%

Have an average
portfolio value of over
£1,000,000

56%

Of Alpha subscribers
earn £50,000+

investorschronicle.co.uk



The new investorschronicle.co.uk is a responsive, intuitive site, providing tips and actionable investment coverage and analysis to our readers in a more timely manner.

Now, with native content opportunities, the IC's site is the best way to share your brand's insight to a group of highly engaged investors.

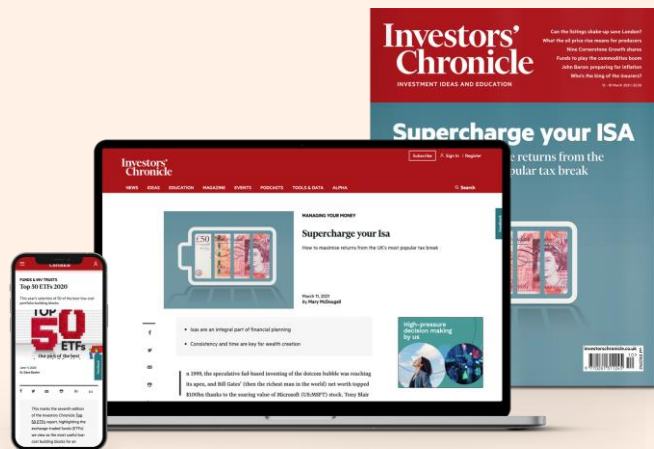
Key statistics

- **1,322,057** Page impressions per month
- **223,012** Unique Users per month
- **26,395** Registered users
- **20,767** Digital subscriptions

Source: IC Internal Figures 2025

Investors' Chronicle: Features

Throughout the year, IC covers key areas of investing that warrant an enhanced feature or stand alone supplement. These features offer you the opportunity to either advertise beside the special feature or be the sole sponsor.



January	Tips of the Year Dividend Stocks
February	Bargain Shares
Jan/Feb	FTSE 350 Review
March	ISA Special
April	AIM 100 Parts 1 & 2 (TBC)
May	SIPP Special
July	Top 50 ETFs
September	Top 50 Funds
November	Investment Trust Special US Special
December	Bumper double issue

On request we can provide more details on each of these issues, plus provide links to the past copies.

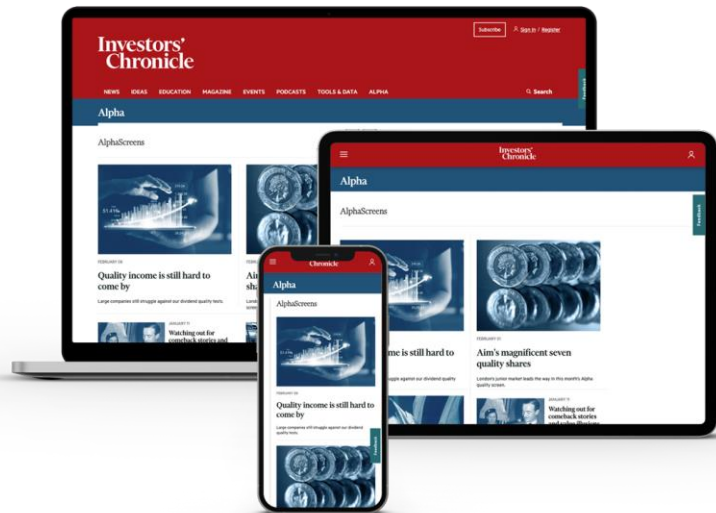
Alpha

Designed for the most serious investors, Alpha provides access to more of the most popular sections of Investors' Chronicle.

These include:

- **Simon Thompson** – Investors' Chronicle's star stock-picker writes broker-style research notes on his latest small-cap favourites, including assessment of companies' financial health and operational business advantages.
- **AlphaScreens** – We've got four stock screens and one investment trust screen that provide investors with a framework to analyse shares exhibiting the most attractive growth or value characteristics.
- **Sponsorship of Alpha Section** – (approx 50k impressions)
Sponsorship of emails
Full Page ad in the IC
£10,000

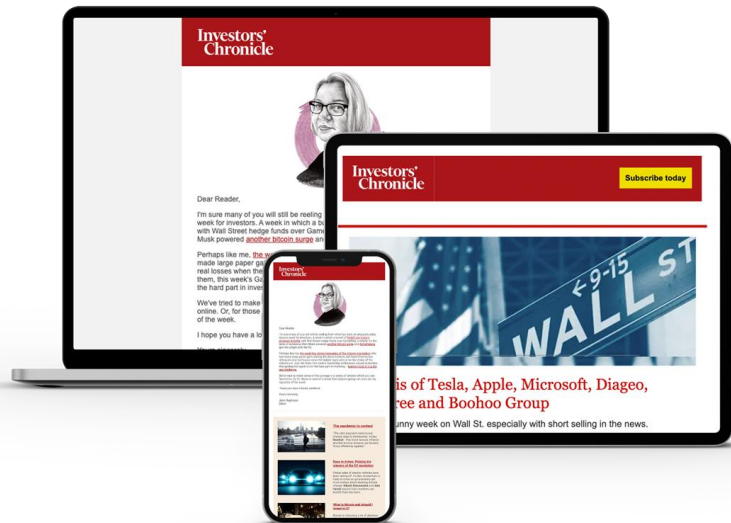
For commercial opportunities please speak to your FT representative



Emails

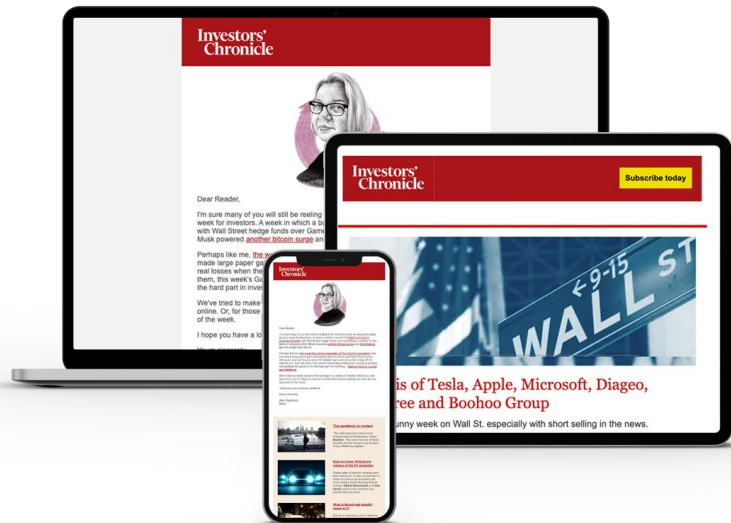
Ensure your message is delivered to our growing network of engaged private investors by sponsoring our email alerts. These bulletins give users the latest news, tips and market insights.

- **Investment Daily** – latest news on the profit opportunities to watch, including links to the most useful IC articles. Sent Monday to Saturday to 35,149 recipients, with an average open rate of 20.22%. Sponsorship: £9,000/month.
- **IC Trader** – discover the market moves that The Trader is anticipating. Follow one commodity, currency or index price in regular emails. Sent five days a week to 9,115 recipients, with an average open rate of 24.86%. Sponsorship: £3,600/month.
- **Ideas of the Week** – we publish two ideas a week which can be either shares or a mix of a share and a fund. Sent every Thursday to 14,084 recipients, with an average open rate of 29.88%. Sponsorship: £3,600/month.
- **Alpha** – keep up to date with the latest Alpha articles, including new stock screens and sector reports. Sent twice weekly to 6,965 recipients, with an average open rate of 25.36%. Sponsorship: £3,600/month.

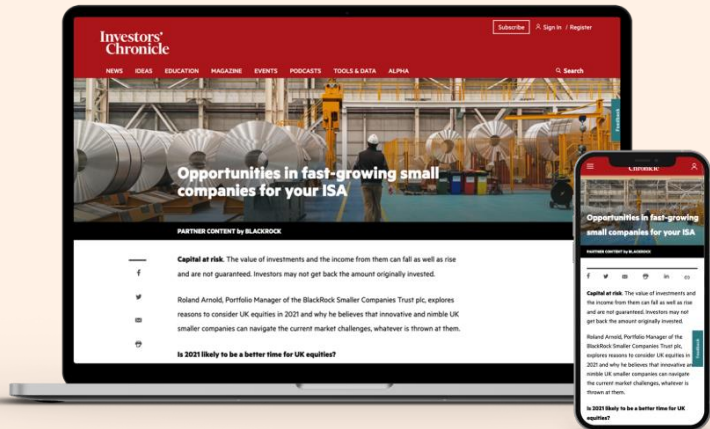


Emails

- **Investment Trusts** – IC subscribers are avid consumers of content on investment trusts, and the aim of this regular newsletter is to keep them informed of all the latest news, opportunities and trends in the market. Sent 1x per month as a takeover from IC Daily. 35,149 subscribers, 20.22% open rate. Sponsorship - £30,000/6 months.
- **The Squeeze** - a weekly newsletter that provides a roundup of the latest market coverage to develop and grow their investment knowledge. Giving a fresh take on investment news, we will cover the what and why of the pressing stories across the week, plus a think piece from one of our expert writers. The Squeeze is delivered every Friday morning to 3782 subscribers, with an average open rate of 30%. Sponsorship: £3,600/month



Partner content



Partner Content is the IC's native content offering, here you can surface your content on the homepage or in relevant sections.

These pages are integrated alongside IC content and your content will be housed on a custom-built landing page.

In addition to the traffic driving ad unit, each piece of partner content will be included in at least two emails over the course of the campaign.

Packages

Placement

Rates

Home Page

2 weeks on the IC homepage

Homepage impressions -
approx. 150,000

600 estimated page views

£6,471 GROSS

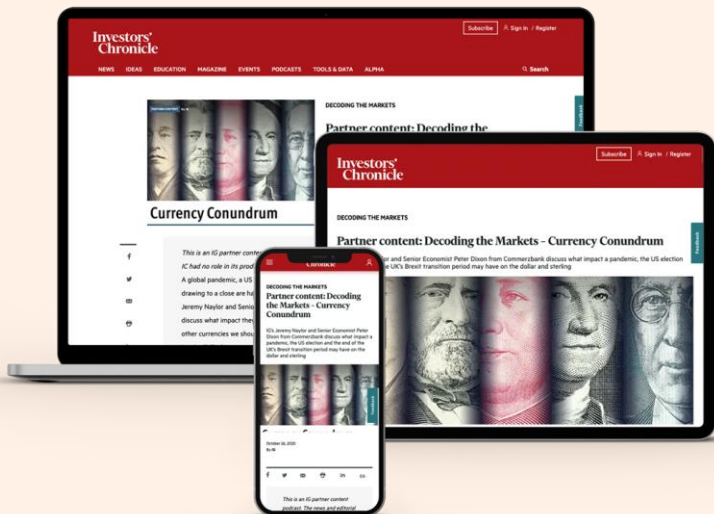
Partner content: Podcast

Co-create content with IC's production team to produce Partner Content podcasts, that are available on investorchronicle.co.uk, Acast and Apple Podcast.

Work with our production team to create the overarching topic and discussion points for the podcast.

The podcast will be hosted on Investors' Chronicle with an accompanying article and on Apple Podcast and Acast with the recording.

Average listens per podcast: 3,000
£14,706 GROSS per podcast



Sponsored Special Report

Take ownership of a particular topic with a sole sponsored, digital special report written by the Investors' Chronicle editorial team.

The Special Reports can either be one of our regular reports planned for the year, or on a specific topic pre-agreed by the sponsor and the Investors' Chronicle editorial team.

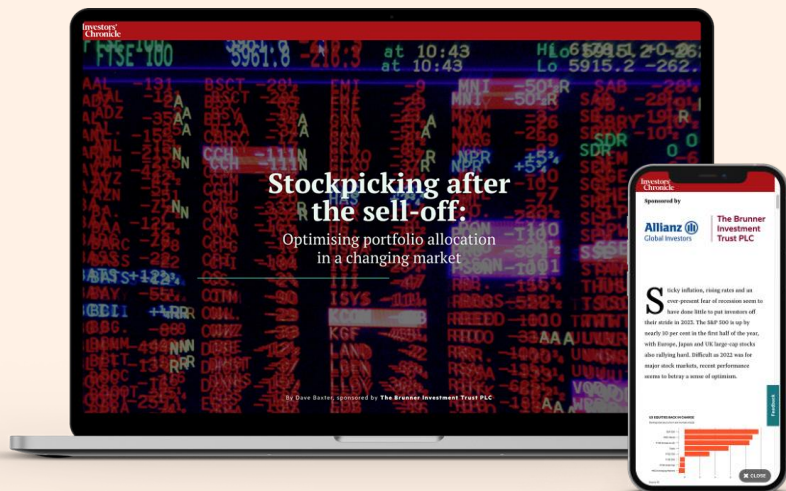
Content

- 4 editorial articles

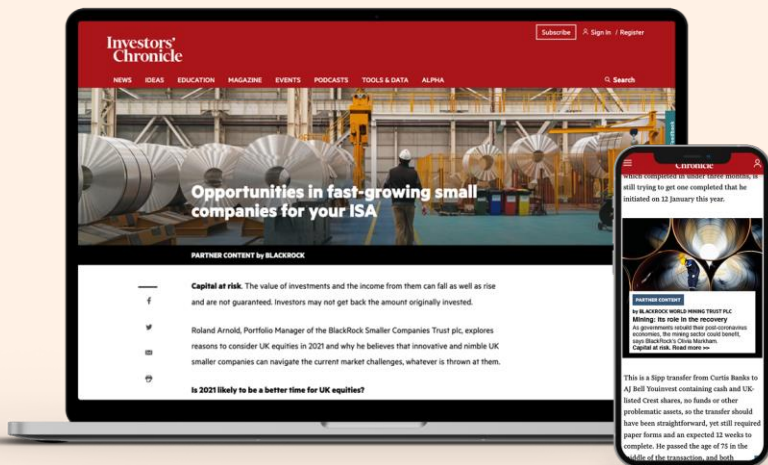
Marketing

1 month campaign 150,000 client ads around Special Report content and across IC (ROS) 100,000 co-branded ROS ads promoting the Special Report across IC.

Rate: From £17,647 GROSS per Special Report



Promoted content units



Surface your content so that it is seamlessly integrated into Investors' Chronicle.

We recognise that sometimes you may want to drive audiences to your own content. For this purpose, we created PCU's, which sit beneath contextual relevant articles. When a user clicks, they are taken directly to a chosen destination on your site where you can engage the reader directly.

Using native PCU's, we can promote your content against contextually relevant IC articles – in a position that is not associated with display advertising.

Rate: £65 CPM

Ratecard

Print

Rate

Full Page	£4,410
Inside Front Cover	£5,292
1st Right Hand Page	£4,850
Outside Back Cover	£5,292
Half Page	£2,315
Inserts - Subscription only	£100 per 1,000
Inserts - Full Run	£85 per 1,000

Email

Rate

Investment Daily	£9,000 per month
IC Trader	£3,600 per month
Ideas of the Week	£3,600 per month
Alpha	£3,600 per month
The Squeeze	£3,600 per month

Online

Rate

Homepage Takeover	£1,060 per day £2,650 per week
Blended Formats (MPU, BB & HPU)	£42 cpm
High Impact (HP & BB)	£54 cpm

THANK YOU

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