



# Advertising

Electronic Direct Mail (EDM)

# Why email marketing?

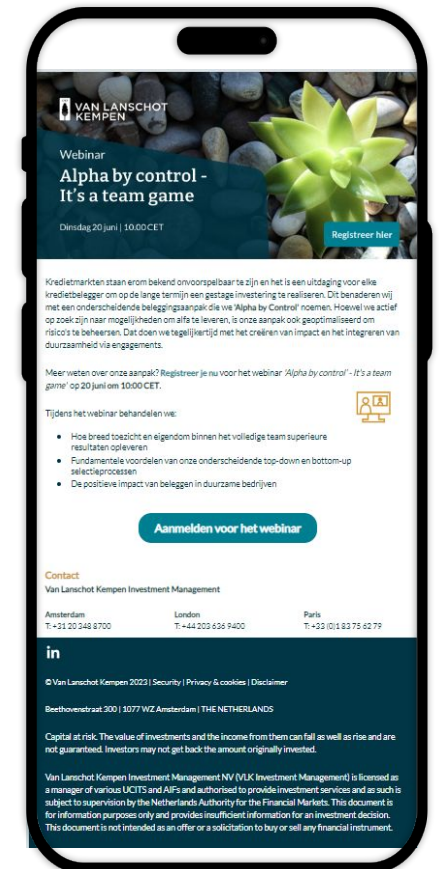
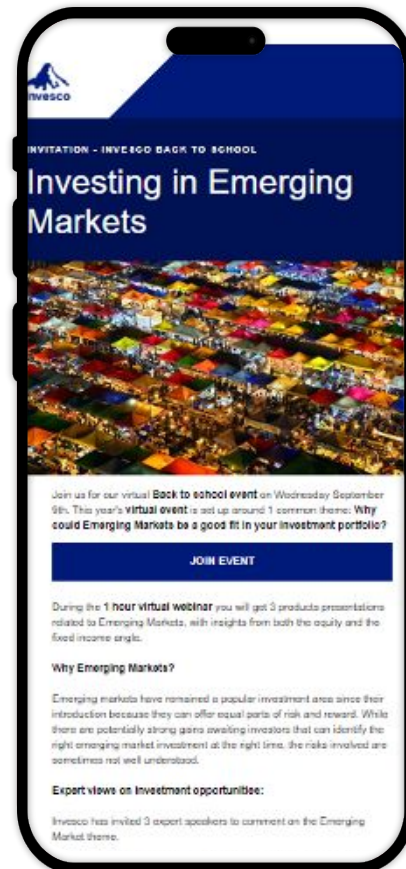
- Access to a highly engaged, opt-in audience
- Association with a trusted and reputable brand
- High open rates due to established publisher credibility
- Direct communication channel with minimal distractions
- Customizable and versatile content formats
- Strong potential for personalised messaging
- Measurable performance metrics (e.g. open and click-through rates)
- Cost-effective and scalable
- Increased brand visibility through exclusive placement in premium newsletters

# io

investment  
officer

# Engage on a personal level

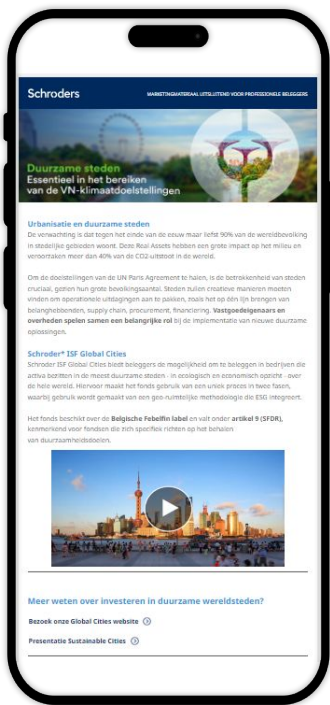
- Partner mailing in your own brand identity



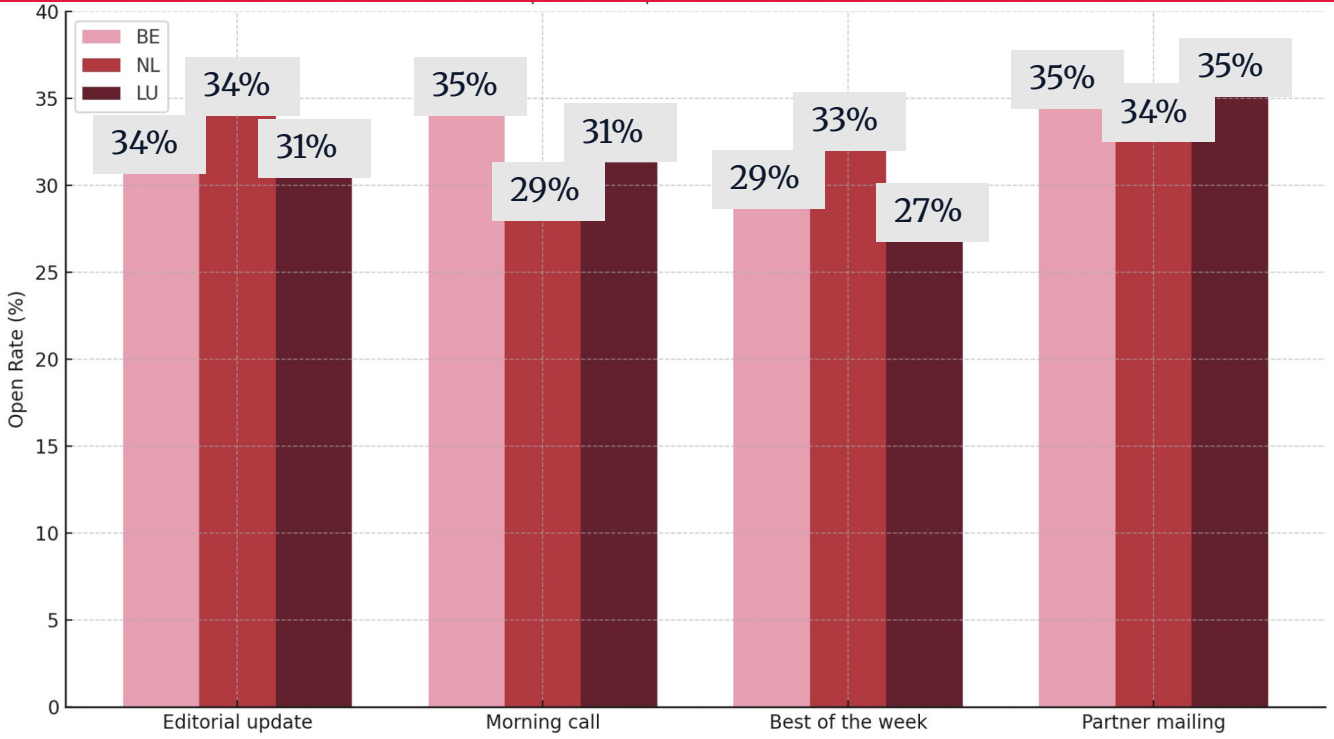
10,800 Subscribers

BeNeLux

EDM / Partner mailing



Newsletter	Frequency	Be	Ne	Lux
Morning call: Research	Daily	2,600	5,000	1,400
Editorial update	Daily	2,700	6,300	1,400
Best of the week	Weekly	3,400	7,700	1,600
EDM / Partner mailing	2 times per week	3,100	6,100	1,600



Engage on a personal level with the Investment Officer audience through an Electronic Direct Mail (EDM)

# Specifications

1. The email's content can be entirely branded with the company's identity.
2. Provided in HTML format
3. The maximum width is 600 pixels

## Material submission

At least five business days before launch

[traffic@investmentofficer.com](mailto:traffic@investmentofficer.com)

**io** | investment  
officer