



Advertising

Electronic Direct Mail (EDM)



investment
officer

Why email marketing?

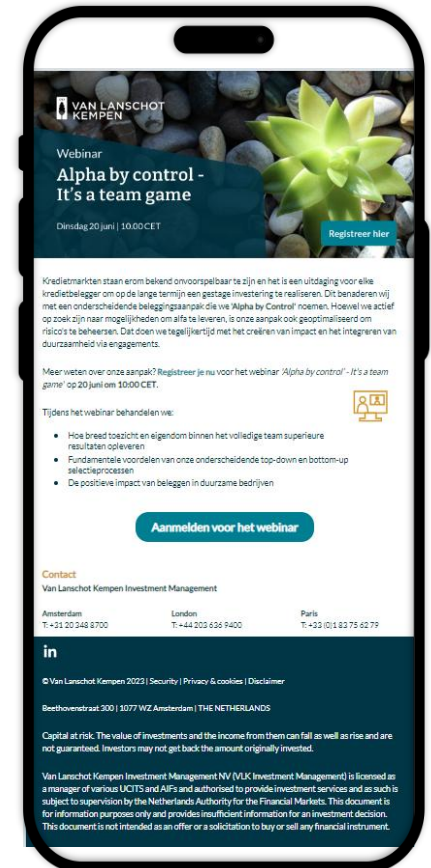
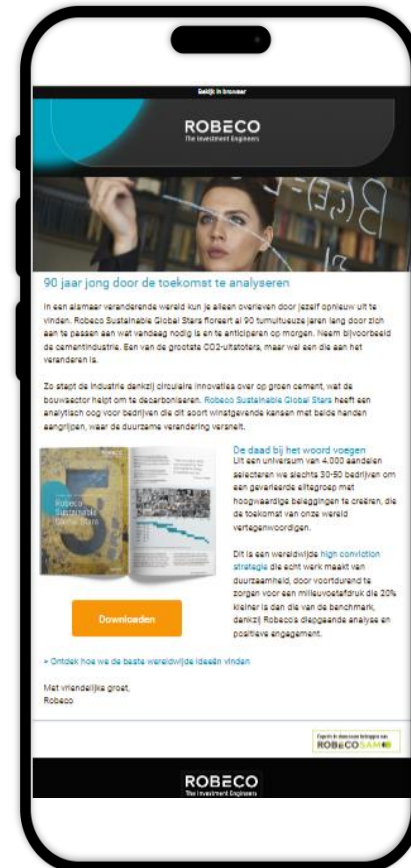
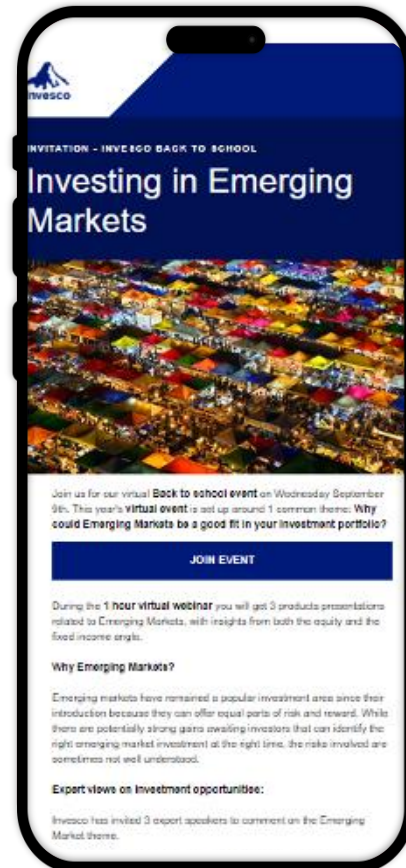
- Access to a highly engaged, opt-in audience
- Association with a trusted and reputable brand
- High open rates due to established publisher credibility
- Direct communication channel with minimal distractions
- Customizable and versatile content formats
- Strong potential for personalised messaging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

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Engage on a personal level

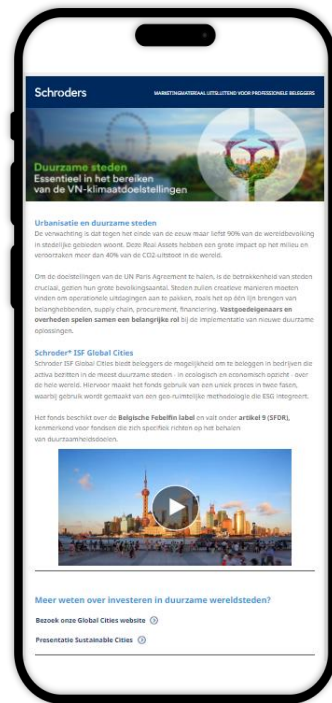
- Partner mailing in your own brand identity
- Sent to the complete database of opt-in users



10,800 Subscribers

BeNeLux

EDM / Partner mailing



Newsletter

Morning call: Research

Editorial update

Best of the week

EDM / Partner mailing

Frequency

Daily

Daily

Weekly

2 times per
week

Be

2,600

2,700

3,400

3,100

Ne

5,000

6,300

7,700

6,100

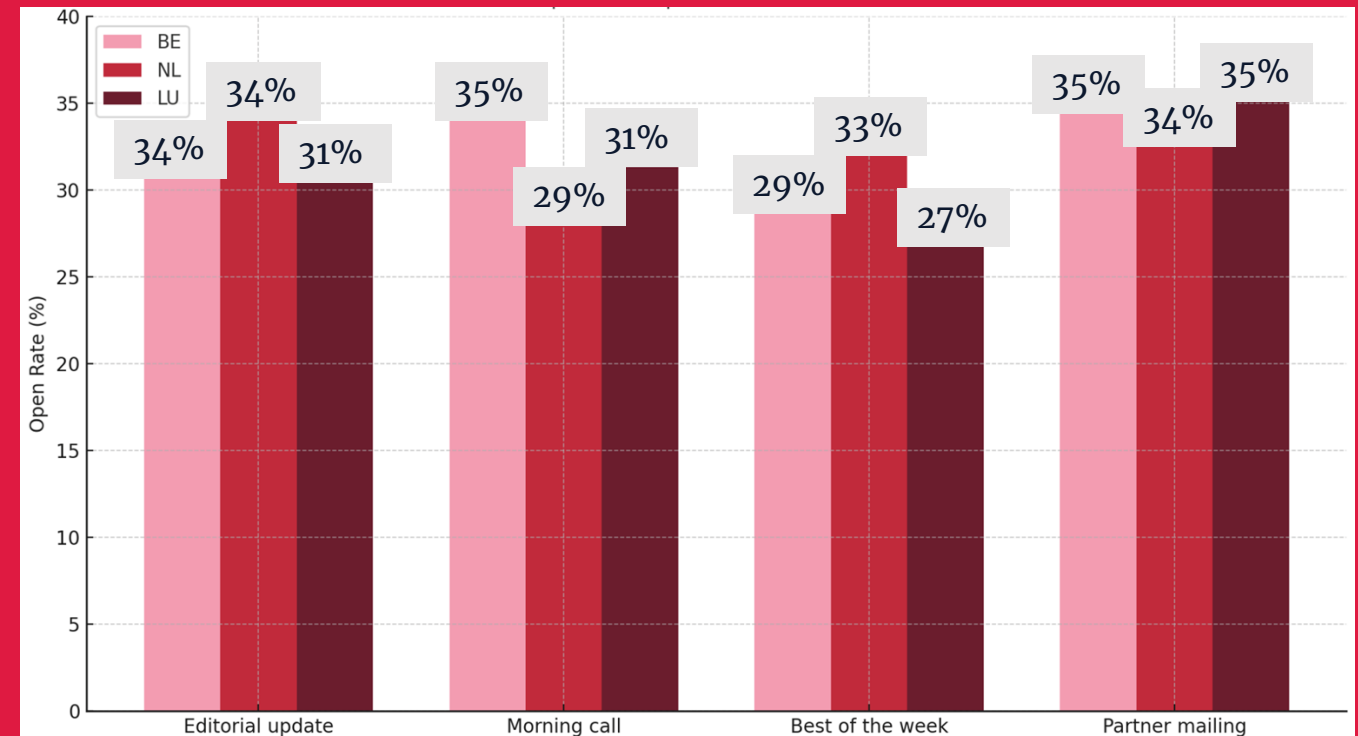
Lux

1,400

1,400

1,600

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

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