

INVESTMENT  
MIGRATION  
COUNCIL

# Visibility Opportunities for Your Business

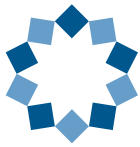
The Investment Migration Council provides numerous opportunities to increase your corporate visibility and to enhance your Business Growth



[investmentmigration.org/partner-with-us/](https://investmentmigration.org/partner-with-us/)

# Contents

Introduction .....	2
Reasons to partner with us .....	2
Membership Facts .....	3
Our Members - Your Audience .....	3
Website Facts .....	4
Visibility Opportunities .....	5



## Introduction

The IMC provides a range of high-quality and specifically targeted promotional channels; these include the IMC website (which benefits from a sustainable subscriber growth), as well as Email Newsletter software which is targeted towards specialised niche segments of the market.

The IMC Media Channels provide cost-effective, measurable and results-oriented means of enhancing your business development.

This document is designed to provide a deeper knowledge about the IMC Visibility Opportunities.

Please contact us on [info@investmentmigration.org](mailto:info@investmentmigration.org) for more details.

## Reasons to partner with us



### Precise Audience Targeting

When partnering with the IMC, you know that your message will reach a specialised target audience which suits your business interests.



### Exclusivity of one advertiser per opportunity

All IMC Visibility Opportunities are limited to one partner per medium/package.



### High-Quality Content

Both the IMC website and e-Newsletters, offer high-quality content that attracts industry professionals, thus giving your advertising more opportunities to be seen by the right audience.

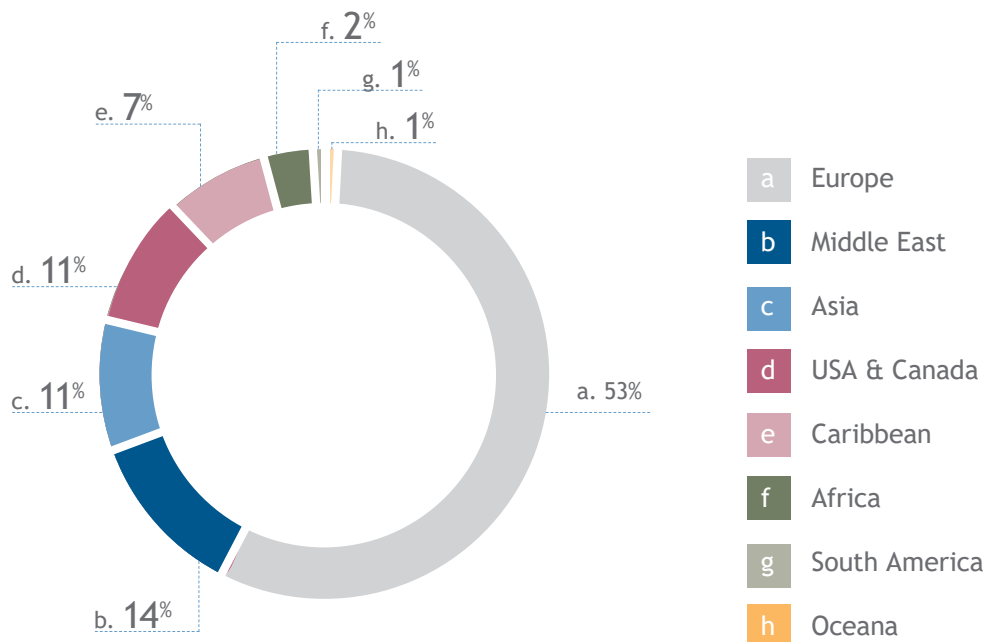


### Extensive post-campaign reporting

Each partner will be provided with a detailed post-campaign report which will be compiled for you by the IMC team.

## Membership Facts

IMC Members represent companies and are industry professionals with proven expertise and a good reputation within the field around the globe.



(July 2022)

## Our Members - Your Audience

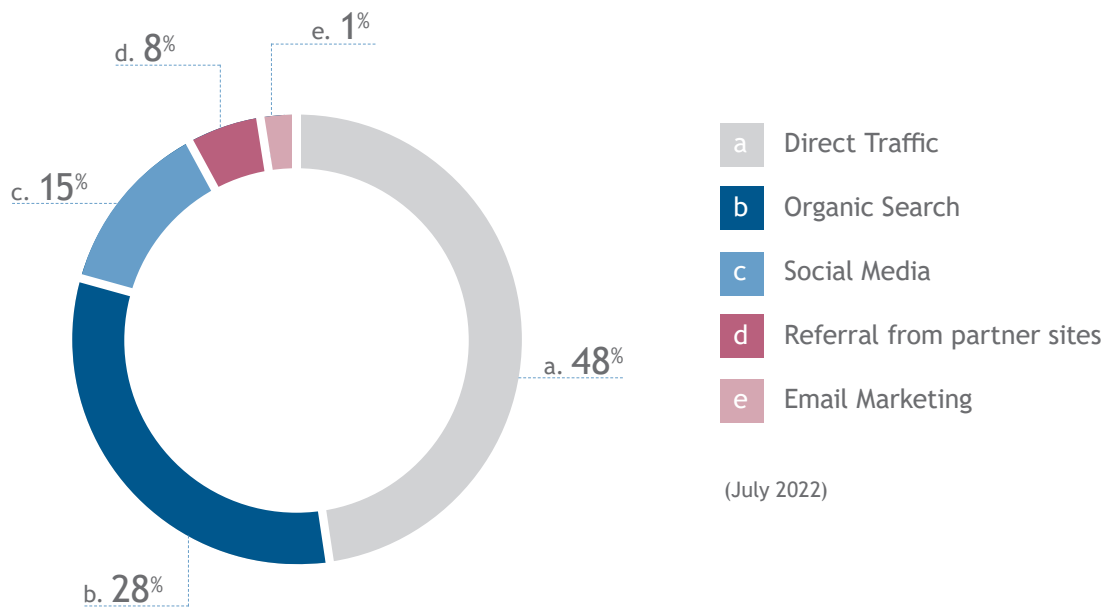
Our Members include the world's leading industry professionals, service providers, academics and government officials who are dealing with investor migration and representing the following sectors:

- Citizenship-by-investment Consultancy
- Immigration Law
- Wealth Management
- Financial Advisory
- Private Banking
- Government and Academia



## Website Facts

Key traffic channels:



Here are our top 5 visited pages on IMC's official website:

1. **Home Page:** a lively hub of activity

---

2. **Membership:** dedicated information about membership

---

3. **News:** latest News, Articles and Reports, all industry focussed

---

4. **About:** a comprehensive breakdown of insider's information

---

5. **Contact Us:** popular page about the IMC and its global locations

# Visibility Opportunities

## The IMC Website

Our website is an informational platform for industry stakeholders who are exploring latest updates within the RCBI Industry. The website is regularly updated with the latest industry-related news, articles, academic papers and the latest overview of residency- and citizenship-by-investment programmes from around the world.

### IMC website Key Performance Indicators:



7.800 sessions

Average visits per month



2 pages per session

Average page views



+85% new users annually

Constantly growing audience



65% desktop

35% mobile & tablets

Technology



Accessed from 150+ countries

Global Reach

### Top 25 Geo-locations

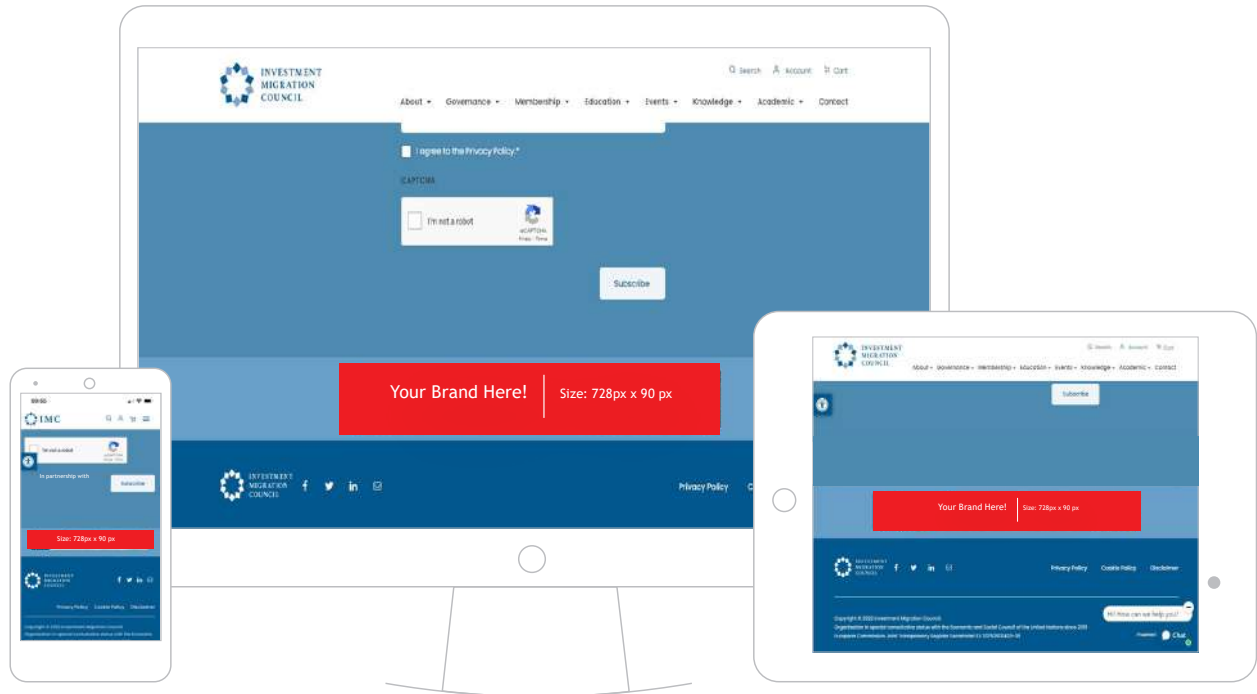


(July 2022)



# 1. Horizontal Banner on top visited pages

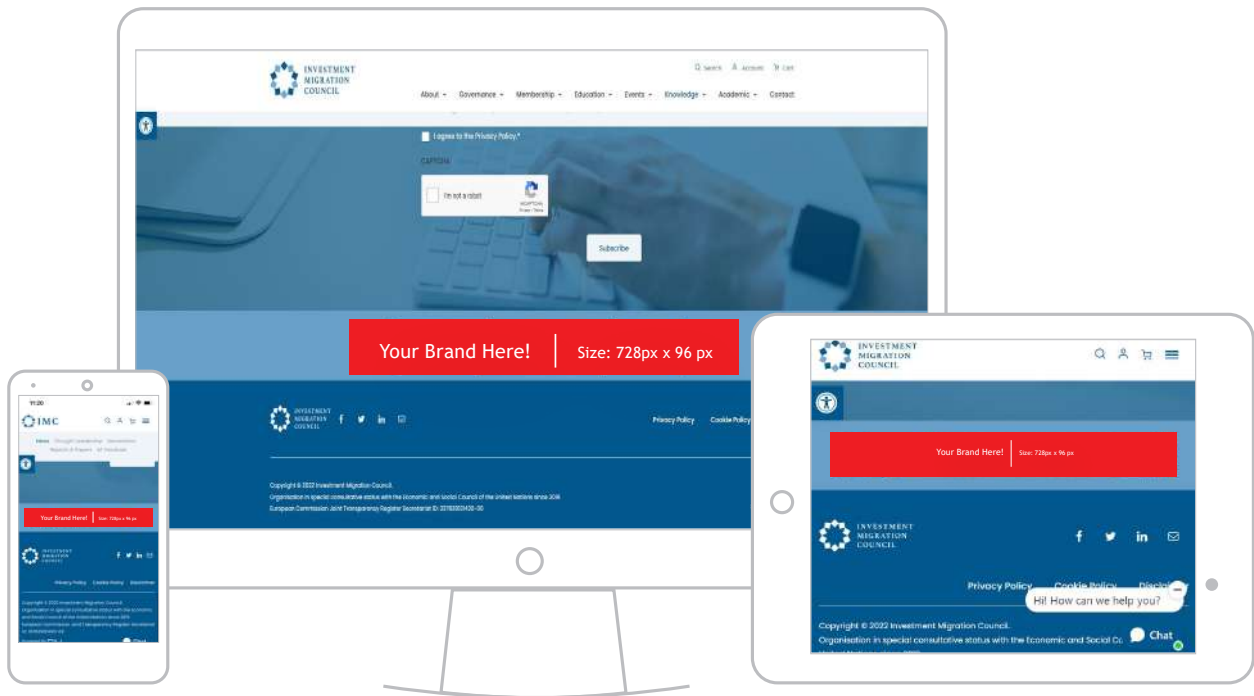
This opportunity offers a hyper-linked horizontal banner at the base of the page of the most visited sections of IMC website, such as the Homepage, “About Us” section and “Membership” page and limited to one banner per page.



Page / location	6 months
Homepage	€3,500
Membership	€3,000
About Us	€2,500
The Governing Board	€2,500
The Advisory Committee	€2,500

## 2. Standard Horizontal Banner on Knowledge pages

The IMC website is regularly updated with industry-related news and articles. This information is published under the “Knowledge” section and consists of news, thought leadership, reports & papers and newsletter-related pages.



Page / location	6 months
Contact Us	€2,500
News	€2,000
Thought Leadership	€2,000
Reports & Papers	€1,500





## e-Newsletter Overview

We issue regular email newsletters that are sent to senior and influential stakeholders of the industry. Each of our email newsletters feature high-quality content. This medium offers a deep insight into readers' behaviours, covering aspects such as open rates and links clicked, amongst other metrics.

There are three types of Newsletters that are issued by the IMC:

- News Round-up - issued once a month (12 per year)
- IMC Bulletin - issued every quarter (3 per year)
- Corporate Announcements - exclusive dedicated messaging to deliver a specific, important message to a selected audience (more details on page 14)

Email marketing communications issued by the IMC have a proven track record:



Average open rate of 45%



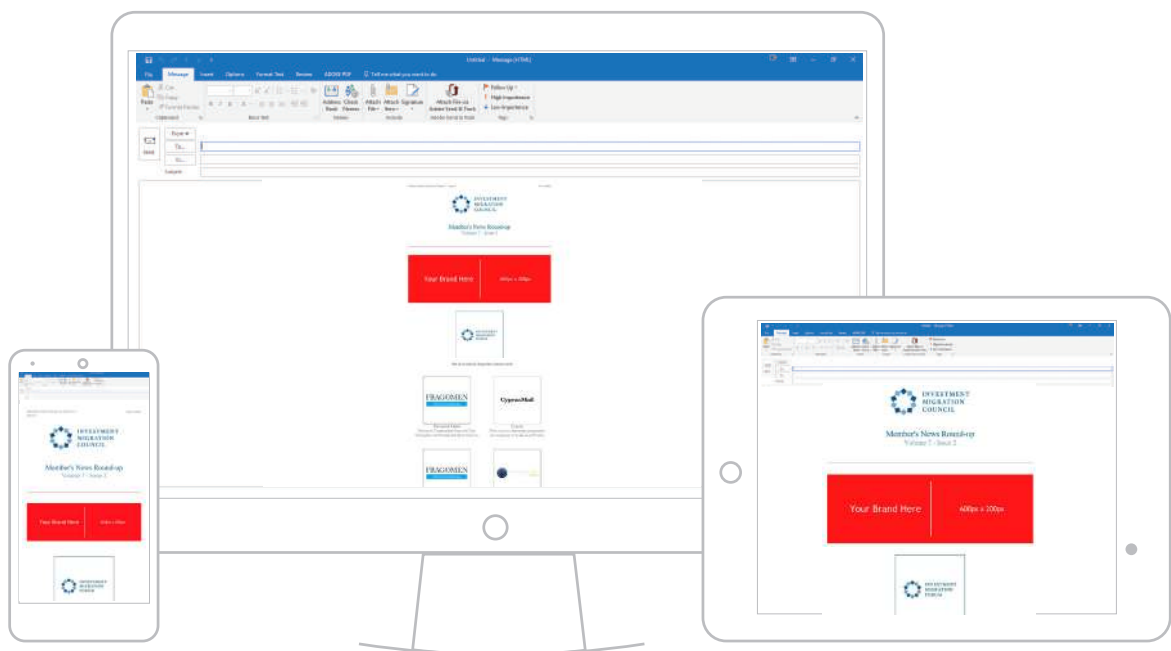
Low unsubscribe rate



Consistent increase in the subscribing audience

### 3. News Round-Up

The “News Round-up” is a regular e-Newsletter issue that provides readers with a selection of the latest news and developments within the industry. All articles are objective and industry-related only.



Description	1 month (2 mail-shots)	3 months (6 mail-shots)
<ul style="list-style-type: none"> <li>⚙ One banner located at the very top of the newsletter template which is the prime spot visibility-wise</li> <li>⚙ One industry-related press release</li> <li>⚙ Press release to be published on the website</li> </ul>	€1,000	€2,500

#### Banner Specifications:

Target Audience:	IMC Members	File type:	.jpg, .jpeg, 72 dpi
Frequency:	Every month	Reports:	2 reports per mail-shot (1 and 2 weeks after email is sent out)
Banner Position:	Prime position at the top		
Size:	600px x 200 px		



## 4. IMC Bulletin e-Newsletter

The IMC Bulletin is a quarterly email newsletter with valuable interesting industry-related content. Each issue of the IMC Bulletin, which begins with a welcome note by the CEO or a guest editor, features articles that are contributed by IMC Members as well as by members of the Advisory Committee, academics and prominent contributors. A list of recently joined members is also included. The Bulletin is sent, personally addressed (Dear Dr Smith, etc.), to more than 1,600 recipients, and enjoys a sustainable opening rate of 20%.



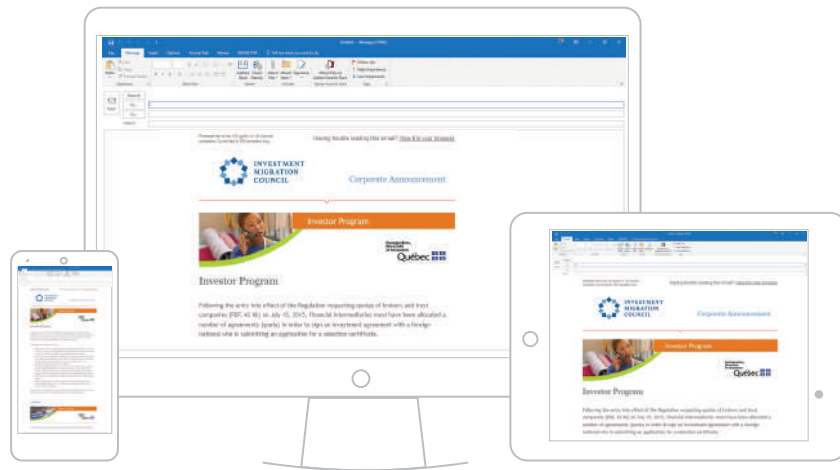
Description	1 issue	2 issues
<ul style="list-style-type: none"> <li> Two hyperlinked banners (details below)</li> <li> One paid industry-related article</li> <li> One featured event to be displayed at the top of the events section</li> <li> Banner to be placed in the News Section on the IMC Website (only if two issues are purchased)</li> </ul>	€5,000	€9,000

### Banner Specifications:

Target Audience:	IMC Members, IMC Subscribers, IMC Contacts	Size:	600px x 200px
Frequency:	3 issues per year	File type:	.jpg, .jpeg, 72 dpi
Position:	1 banner after editorial and 1 after articles	Reports:	2 reports per main-shot (1 and 2 weeks after email is sent out)

## 5. Corporate Announcements via Dedicated Email Shots

The IMC Corporate Announcement provides a unique opportunity to deliver a message to all IMC Members, with a possibility of selection by line of business or by country of citizenship/business. This message can contain an important Press Release, Call for a Collaboration or any other objective and industry-related update.



Description	1 mailshot
<p><b>Format:</b> Dedicated email template containing two hyperlinked banners, text (up to 200 words) and a 'Read More' link to only one website</p> <p><b>The Announcement includes the following:</b></p> <ul style="list-style-type: none"> <li>⚙ One banner at the top of the page</li> <li>⚙ One Face photo with name and title on the left (will appear as paragraph breakdown on device version)</li> <li>⚙ One banner under "read more" button</li> <li>⚙ One article up to 200 words</li> </ul> <p><b>Target Audience:</b> Can be pre-identified according to the country, membership status (members, leads, etc.) and line of business.</p> <p><b>Service includes:</b></p> <ul style="list-style-type: none"> <li>⚙ Creation of a newsletter using IMC template &amp; content provided</li> <li>⚙ Provision of a newsletter preview for approval</li> <li>⚙ Sending of a newsletter to agreed Target Group (contact lists)</li> <li>⚙ 2 post-campaign reports will be provided (1 and 2 weeks after email is sent out)</li> <li>⚙ Creation of customised template or campaign design is available on request at an additional cost. Contact us on <a href="mailto:info@investmentmigration.org">info@investmentmigration.org</a> for more details.</li> </ul>	<p>€6,000</p>