



INVESTMENT MIGRATION INSIDER  
THE INVESTMENT MIGRATION KNOWLEDGE PLATFORM

## **Invitation to the IMI Preferred Partner Program**

At Investment Migration Insider, we offer a wide variety of promotional solutions. Negotiating these marketing agreements each time you want to promote an event or a service is time-consuming - for you and for us - and takes focus away from our respective main businesses.

To make things simpler, we've created the IMI Preferred Partner Program, and we're now inviting reputable, industry-leading companies with particular expertise to join.

Membership in the IMI Preferred Partner Program grants your company access to virtually all the different promotional solutions available on our platforms at a far lower total cost - in both time and money - than if you were to negotiate a deal each time you want to promote. Pay your membership fee once a year and then simply send us your promotional materials as and when.

### **What do you get? (Items 3, 4, and 7 are interchangeable)**

- 1. Listing on imidaily.com as an IMI Preferred Partner.**
  - a. Lend credibility and exposure to your company by being listed in the upcoming Preferred Partners section, implicit in which is IMI's vouching for your company as a reputable and competent service provider.
- 2. 1x Program page sponsorship**
  - a. Be the go-to authority on a particular program by sponsoring a program page. See an example of this [here](#).
  - b. You provide content for the [FAQ](#) and [Program Overview](#) sections.
  - c. Your name, logo, links, and contact info will appear on the main Program Page, the FAQ page, and the Program Overview page of the program you choose to sponsor (sponsorships subject to availability on a first-come-first-served basis).
  - d. Sponsoring the program pages and demonstrating your expertise in the program by answering the FAQs and providing the program overview makes your company the natural choice for interested clients who wish to enquire further into the program.
- 3. 4x sponsored articles per year**
  - a. Post 4 sponsored articles - content and timing at your discretion - at any time during the year.
  - b. Sponsored articles are shared on all our newsletters, social media, and publishing platforms, including our Chinese WeChat page, which has nearly 3,000 subscribers (translation is free).
- 4. 4 months of banner ads**
  - a. Sidebar banners appear on the front page, on article pages, and on most other pages on imidaily.com



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- b. Sidebar banners may contain any type of text or image, including GIFs.
- 5. 5x free IMI Club memberships**
  - a. Five complimentary IMI Club accounts allow your firm's employees to read unlimited articles on IMI. Non-members are limited to 6 free articles a month. IMI Club memberships ordinarily cost EUR 10 per month, giving this package a retail value of EUR 600 per year.
- 6. 4 featured job listings**
  - a. Make your open position stand out by allowing us to feature your job listing on the [imidaily.com/jobs](https://imidaily.com/jobs) page.
  - b. Featured jobs are also posted in the weekly newsletter
- 7. Featured Service Provider in RCBI Directory**
  - a. Stand out from the crowd of IM companies in the RCBI Company Directory by becoming a Featured Service Provider (FSP)
  - b. FSPs have their name, logo, and links featured prominently at the top of the home page of [rcbidirectory.com](https://rcbidirectory.com)
- 8. 4 months Featured Event listing**
  - a. Planning a conference, seminar, or information meeting? Make sure the investment migration industry can't possibly miss it.
  - b. All featured events appear with an image and link at the top of the [events page](#), as well as a listing in every newsletter.
- 9. Complimentary access to our Resume Bank**
  - a. Every week, IM professionals looking to change jobs contact us with their CVs and apply to jobs through our website. We keep these resumes in a fast-growing, anonymized resume depository.
  - b. IMI Preferred Partners get complimentary access to all of our anonymized Resume Bank.
- 10. 48-Hour posting guarantee**
  - a. From time to time, you may have scheduled an event, or you may wish to promote a new service/product launch as soon as possible. You're in a hurry and want it posted yesterday. Then you have to contact IMI, negotiate a price you're happy with, find the time to discuss the specs on the phone or email. But then a weekend, a holiday, an unexpected bout of food poisoning gets in the way, delaying the whole process.
  - b. As an IMI Preferred Partner, you won't need to worry about any of that. Just send us the content you wish to promote and we can have it up that same day, and no later than within 48 hours.

### **Who will you reach?**

As our readership base continues to grow, we update our analytics overview regularly. Email [cn@imidaily.com](mailto:cn@imidaily.com) to inquire about our readership statistics.

### **What does it cost?**



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If you were to purchase all the above items on an individual, ad-hoc basis, the total retail price would be EUR 28,000. When you buy things one by one rather than in bulk, it gets expensive.

With the IMI Preferred Partner Programme, however, we get predictable revenue streams and we can spend less time negotiating marketing agreements. That means a) that we have more time to focus on what we do best - providing the best content in the investment migration industry - and b) that we can charge you far less than the retail price.

**The membership fee is EUR 821 per month (annual prepayment)**

That's excellent value for money. Even if you use only part of your package - as an example, say you publish only 2 sponsored features, use only 2 months of banner ads, and become the official sponsor of a program page (total retail price of 12,000) - you're still getting a far better deal than if you wait to buy promotional solutions only when you really need them.

Investment Migration Insider is - by far - the most widely read publication in the industry. Nowhere else can you reach such a targeted audience of industry professionals, sophisticated investors, and government officials. Consider the value of the proposition compared to, say, the value you gain from purchasing a stand at an event with 50-150 attendees:

- You'll reach some 30,000 readers a month - a number that's likely 2-3 times greater by the end of the first year.
- Even if you only use a small portion of the items included in the package, you're saving money compared to buying each item separately.
- You get wide and diversified exposure on a regular basis, cementing your company's image as a trusted service provider.

Call or email us about the IMI Preferred Partner Program today, and we'll get you started within days.

Kind regards,

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