



CAPITAL ALLOCATORS

— WITH TED SEIDES



Podcast Media Kit

April 2024



Our mission is to

*Learn, Share, and Implement
the process of premier investors.*



*By Compounding Knowledge and Relationships
with Institutional Investors*

Capital Allocators Platform

Content



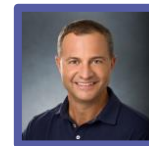
- **Capital Allocators**
Flagship podcast; weekly interviews with CIOs and investment thought leaders.
- **Private Equity Deals**
Deep dive into individual deal dynamics across private markets
- **Investment Management Operations**
Interviews with executives in operations, compliance, legal, finance, and other non-investment functions

Gatherings



- **Capital Allocators Summits**
Private gatherings of CIOs offering unparalleled access to the best network the industry has to offer.
- **Capital Allocators University**
Online course to help develop senior investment professionals and boost returns.

Advisory



- **Manager Advisory**
Assist select managers with portfolio construction, risk management, and client communication.
- **Allocator Advisory**
Serve on Investment Committees and Advisory Boards.

Podcast Industry by the numbers

55%

of the U.S. population has
listened to a podcast

37%

of the U.S.
population listens to
a podcast at least
once a month

74 million

weekly podcast
listeners in U.S.

6 ²/₃ hrs

spent listening to podcasts
each week by weekly listeners

88%

of podcast listeners who
subscribe to your podcast
will listen to every episode

69%

agreed podcast ads made
them aware of new
products or services

Institutional Listener Base

Unique Platform to Reach the Entire Ecosystem in One Place

- **Professional Allocators: 40%**
 - Consultant: 13%
 - Family Office: 11%
 - HNW Individual: 7%
 - E&F: 7%
 - Pension: 3%
 - OCIO: 2%
 - SWF: 2%
- **Investment Managers (including marketers): 40%**
- **Other (students, individual investors, etc.): 20%**

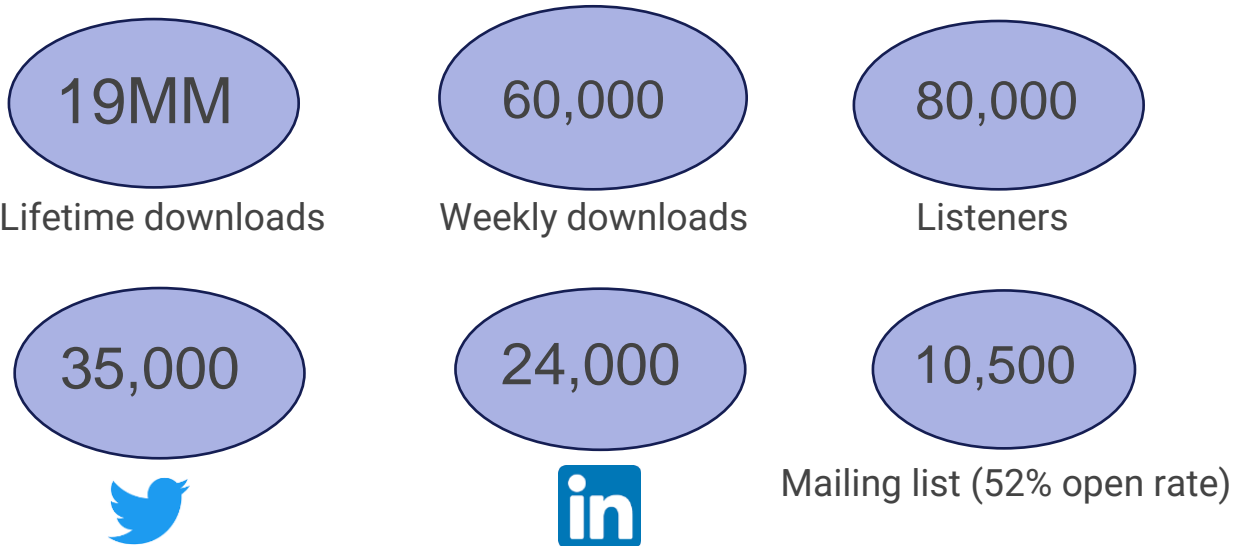


Unparalleled Platform in Institutional Community

Thought Leadership

- “Most Popular Podcast for Institutional Investors,” Brunswick Group
- “Citizen of the Year,” With Intelligence 2022

By the Numbers



Prestigious Guests

Library includes some of the biggest names in institutional investing

CAPITAL ALLOCATORS
WITH TED BUECKE



BARRY STERNLICHT
MASTERCLASS IN REAL ESTATE
IN A POST-COVID WORLD

CAPITAL ALLOCATORS
WITH TED BUECKE



ALLISON THACKER
DIFFERENT PERSPECTIVES
AND DIFFERENT ASSETS
AT RICE UNIVERSITY

CAPITAL ALLOCATORS
WITH TED BUECKE



NICOLAI TANGEN
OVERSEEING THE LARGEST
SOVEREIGN WEALTH FUND

CAPITAL ALLOCATORS
WITH TED BUECKE



SETH KLARMAN
TIMELESS VALUE INVESTING

CAPITAL ALLOCATORS
WITH TED BUECKE



ANNIE DUKE
THE POWER OF QUITTING

CAPITAL ALLOCATORS
WITH TED BUECKE



DMITRY BALYASNY
MULTI-STRATEGY PLATFORM
AT BAM

Sponsored Insights

- Paid appearances for select managers
- [Library and application form](#)

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INVESTMENT MANAGEMENT

 **AGAMERICA**
LENDING

NewView
CAPITAL

 **Parallaxes**
Capital

 orbis

 **Pretium**

 **SANDS**
CAPITAL

 **Sturgeon**
Capital

Podcast Advertisements

- Address the entire institutional investment community
- Pre-roll ad, content featured in newsletters
- Ads run on the full Capital Allocators catalog



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NORTHERN
TRUST



Podcast Guest and Sponsor Testimonials

- “I would be remiss not to write and thank you for twisting my arm to do the podcast! In 23 years at [Firm], there is nothing we have done for which I have received more positive feedback. Not a day goes by without getting an email, a LinkedIn request, a text or a call with some nice comment.” –Thirty-year hedge fund veteran
- “You have an impressive listener base. Can’t believe how many people are aware of and actively follow CA. Nice work.” –Bulge bracket portfolio manager
- “Have seen a couple dozen warm, thoughtful engaged inbounds. What’s probably unsurprising to you but hopefully still heartening, is the quality of folks reaching out is clearly high, tilted towards people of significant experience.” –Endowment CIO turned investment advisor
- “I was just saying to [our CIO] that the podcast was the highest ROI investment that we have ever made.” –Structured credit manager Head of IR



Podcast Guest and Sponsor Testimonials Cont.

- “I’ve just come back from a series of prospect meetings, and they had all listened to our podcast or had it on their radar to do so. One prospect even quoted parts of the podcast back to us! We were able to spend our time talking about the topics that are most important, leading to very productive meetings.” –Global equity manager, Head of IR
- “I came across [Service Provider] recently and instantly thought of you. Every time I think of Capital Allocators I think of ‘sponsored by [Service Provider].” –Private foundation CIO
- “I saw you are a sponsor of Ted Seides' Capital Allocators. I know he chooses sponsors carefully, so thought I would inquire about your services.” – Alternative Investment Director



Community of Like-Minded Investors

- Monthly newsletter sent to over 10,500 recipients, including
 - Capital Allocators updates
 - Ted's favorite reading
 - Guests in the News
 - Job postings
 - Sponsored content
- Engaged recipients: 54.5% open rate and 7.9% CTR⁴
- [February 2024 Monthly Newsletter](#)

⁴Active Campaign email messaging services. Calculated as rolling 3-month average.



Capital Allocators 2024 Summits

Spring Summit

April 15th – 17th, 2024
Fairmont Grand Del Mar
San Diego, CA



CIO

Summer Summit (Public Markets)

June 2024
The Newbury
Boston, MA



CIO/Deputy CIO/Asset class head

Fall Summit (Private Markets)

October 16th – 18th, 2024
Montage Deer Valley
Park City, UT



Capital Allocators University

- Allocator-only seminar for attendees with 5–15 years experience
- Hosted at the Harvard Club of New York City
- Manager sponsorship
 - Full participation for two attendees
 - Cohort directory
 - Thematic presentation to attendees

HILDENE
CAPITAL MANAGEMENT



TIKEHAU
CAPITAL



Questions:

hank@capitalallocators.com



CAPITAL

ALLOCATORS

— WITH TED SEIDES —

Appendix

Premier Listener Base - Consultant

Subset of listeners among Consultants

ALBOURNE



Angeles

AON



cardano



Fund Evaluation Group®
investment advisors

GREENWICH
DATA | ANALYTICS | INSIGHTS



Rocaton

¹Each company represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base - Family Offices

Subset of listeners among Family Offices



¹Each family office represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base – OCIO & Private Wealth

Subset of listeners among the OCIOs



¹Each company represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base - E&F

Subset of listeners among Endowments and Foundations



¹Each institution represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base - Sovereign Wealth Fund

Subset of listeners among Sovereign Wealth Funds



¹Each fund represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base - Public Pension

Subset of listeners among Public Pensions



Board of Education Retirement System



¹Each pension represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base - Corporate Pension

Subset of listeners among Corporate Pensions



Dignity
Health®

DUPONT
CAPITAL



Hackensack
Meridian Health



Kroger



Mission
Square
RETIREMENT



National
Railroad
Retirement
Investment
Trust



Raytheon



SELECTIVE
BE UNIQUELY INSURED®

TESCO



¹Each company represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base - Hedge Fund

Subset of listeners among Hedge Funds



¹Each fund represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base - Long Only Managers

Subset of listeners among Long Only Managers



ALLIANCEBERNSTEIN



¹Each fund represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base – Private Equity & Credit

Subset of listeners among Private Equity



¹Each manager represented has a listener who subscribes to the Capital Allocators mailing list.

Premier Listener Base – Venture Capital

Subset of listeners among VC



SUMMIT PARTNERS



SWAN LEGEND



¹Each company represented has a listener who subscribes to the Capital Allocators mailing list.