

THE SHAREHOLDER SERVICE **OPTIMIZER**

Celebrating 32 Years of Industry Leadership!



2026 MAGAZINE (32nd Annual Edition)

Modernizing Investor Servicing:

Winning with Retail, Policy & Next-Gen Platforms

How top suppliers are helping issuers win votes, build trust, and modernize investor engagement

Reservation Deadline:
December 5, 2025

Ad Materials Due
January 1, 2026

Publication Date
Late January 2026

In 2026, the stakes in shareholder engagement will be higher than ever — with shifting ownership trends, rising compliance pressure, and rapid platform innovation.

The 2026 *OPTIMIZER* Magazine focuses on 3 critical fronts:

1) Winning with Retail:

Mobilizing the new majority — retail investors who now control 55% of the vote but who have been voting less and less often every year.

2) Winning with Policy:

Managing growing regulatory and reputational risk, challenges to ESG mandates posed by regulators and investors alike.

3) Winning with Next-Gen Platforms:

Modernizing shareholder-servicing infrastructure — AI, blockchain, virtual AGM and Earnings Call technology, Investor Intelligence and Data Analytics.

Why Advertise in The Shareholder *OPTIMIZER* Magazine?

Trusted Brand: With 32 years of continuous publishing, the OPTIMIZER is the most established and respected publication in shareholder services. We accept advertising only from the best Pre-Vetted suppliers.

Large and Highly Targeted Audience: Reach senior decision-makers in governance, investor relations, proxy services, compliance, and corporate legal.

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Please don't hesitate to reach out with any questions. We're looking forward to promoting your business again this year in our annual **OPTIMIZER** Magazine!

Cheers,

Peder and Carl Hagberg
Co-Editors & Publishers
The Shareholder Service OPTIMIZER
p: 917-848-6772

peder@optimizeronline.com

About The Shareholder Service *OPTIMIZER*

Now in its 32nd annual edition, The Shareholder Service **OPTIMIZER** Magazine is the leading publication for professionals across the shareholder services and governance ecosystem. Covering everything from proxy solicitation and tabulation to abandoned property management, virtual/hybrid AGMs, and Earnings Calls, retail voter outreach, investor communications, crisis communications and global regulatory compliance, it serves both institutional and growing retail investor audiences - and recognizes that investor's communications preferences are changing and becoming more demanding every day.