

“Fund Strategy readers are a senior, influential and hard to reach audience”

fund strategy

MEDIA PACK

Fund Strategy is the leading source of news, analysis and insight for the UK's top investment intermediaries.



Audience profile

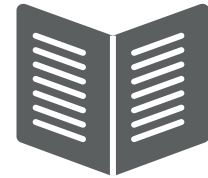
Monthly readership

18,040

69,552 net
multi-platform audience



5,500 print circulation



Has the highest editorial
integrity compared to other
financial brands*



Is the most frequently read
brand online and offline*



Readers are highly satisfied
with the content (4.1 out of 5)*



23,719 registered users



55,842 average monthly
unique web visitors



4,000+ Twitter followers

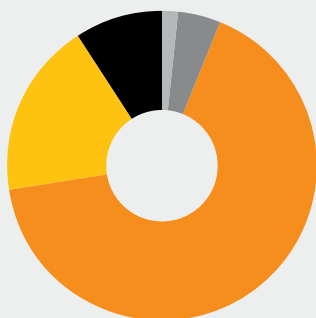


* when compared to leading competitors in the Centaur Financial Audience Profile Tracker survey.

77%

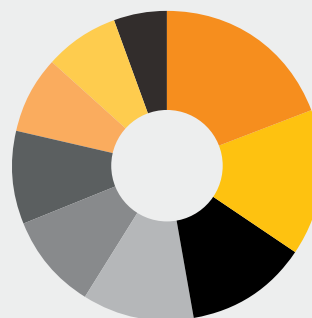
of Fund Strategy readers are managerial level or above;
a powerful audience of business decision makers.

Print circulation by job title (approx.)



● Fund Flow dominant influencers (heads of research at platform providers, model portfolio providers, discretionary fund managers etc)	100
● Fund of fund managers	250
● Wealth managers and fund selectors (Discretionary, non-discretionary, stockbrokers etc)	3,650
● Top investment advisers by value	1,000
● Key industry influencers	500

Products researched/advised on, by audience, include:



● Unit trusts/ OEICs	78%
● Multi-asset funds	61%
● Investment trusts	52%
● Offshore products	47%
● Structured products	40%
● Exchange traded funds	39%
● VCT	33%
● EIS	31%
● Direct stocks or bonds	22%

By working closely with our data partner Equifax Touchstone, Fund Strategy is able to ensure the magazine is distributed to the correct audience. All data is regularly cross-checked against the FCA register to ensure the accuracy of our print distribution.

Net multi-platform audience by organisation type (Total audience 69,522):

Bank/building society	8%
Consultancy	11%
Employee benefits consultancy	2%
Financial advice/planning	30%
Fund management	8%
General insurance broker	2%
Pensions provider	6%
Platform/wrap provider	9%
Wealth management	13%
Other (please specify)	11%

Portfolio Solutions

Digital

Wired

Editorially-led 30 minute panel discussion, streamed live to the Fund Strategy audience.

Behind the Headlines

Head to head discussion between an editor and client or an independent expert on a key issue, crafted into a 5-7 video. Supported by editorial content digitally and in print.

Acumen

Subscription portal presented as a channel on the Fund Strategy website, allowing brands to upload and manage their content. Standalone printed, in-mag or digital formats.

Homepage takeover

A key area to maximise brand awareness; high impact, a hugely sought after inventory position.

Channel sponsor

Ensures exclusivity and allows you to dominate the industry sector linked to your brand.

Run of site

Build a credible and measureable campaign using our creative advertising positions. Standard and bespoke options available.

Video promotion

Provide us with video clip content and we will promote it via our website.

Editorial news emails

Reach the market quickly and effectively by sponsoring a daily news alert, sent to all signed up subscribers.

Solus emails

Our third party email opt-ins allows clients to send a tailored email to a highly receptive audience.

Mobile/Tablet sponsorship

Catch the mobile sponsorship wave and be the sole sponsor of this channel.

Entry point take over

A way to sponsor the most visited areas on the Fund Strategy website.

Video production

Brand awareness, thought leadership or opinion piece, we will produce the video on your behalf, making this a hassle-free, popular option.

Print

Display advertising

Solidify your brand identity by running a print campaign to this influential audience.

Cover wrap or belly bands

Go for maximum impact with these high impact advertising solutions.

Outside back cover

Enviably positioned on the back page, sure to get noticed by readers. Will help your brand stand out from the crowd.

Supplements

Bespoke supplement, based on a roundtable discussion, written and produced by Centaur editorial team. Standalone printed, in-mag or digital formats

Roundtables

A 60-90 minute event curated by an editor, involving 6-8 panellists, with the results published and promoted to our audience.

Front cover tip on

Your material attached to the front cover of our magazine, whether booklet, CD or business card.

Creative Solutions Group

A chance to work in an innovative way with Fund Strategy, to understand your audience better and inform your marketing strategy. The Creative Solutions Group was created as a response to the clients' need for integrated, stand-out campaign ideas and content strategy. What you can expect:

- The ability and time to properly understand your challenges and objectives
- Out-of-the-box approach to brainstorm and share ideas
- Insight and expertise brought in from across Centaur including editorial, research, digital and marketing teams.
- Creative solutions that are out of the norm, bringing you unique campaign angles.
- The ability to leverage Platform (Fund Strategy's sister brand) which is the reference point for asset managers, platforms and life companies on retail investment distribution. Its syndicated and bespoke research capabilities help to inform product, proposition and distribution.

Example outputs from the Group include debate series, supplements, online channels, content hubs, Twitter activities, roundtables, webinars, events, videos, podcasts, whitepapers.

Creative Solutions Group campaigns are 100% designed for your challenges.

Simply contact one of the team for more information.

For pricing, packages and bespoke solutions, call the team today. Contact details overleaf.

Contact us

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Unrivalled Reach

Scotland, Wales & Northern Ireland

North

Midlands & East Anglia

London and South

