

# money marketing

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**MEDIA PACK 2017**

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# What is Money Marketing?

## Providing trusted Insight for professional advisers

Money Marketing was launched in 1985 with the aim of helping, promoting and analysing the financial adviser community in the UK. Money Marketing was the original financial B2B brand spawning a host of competing publications.

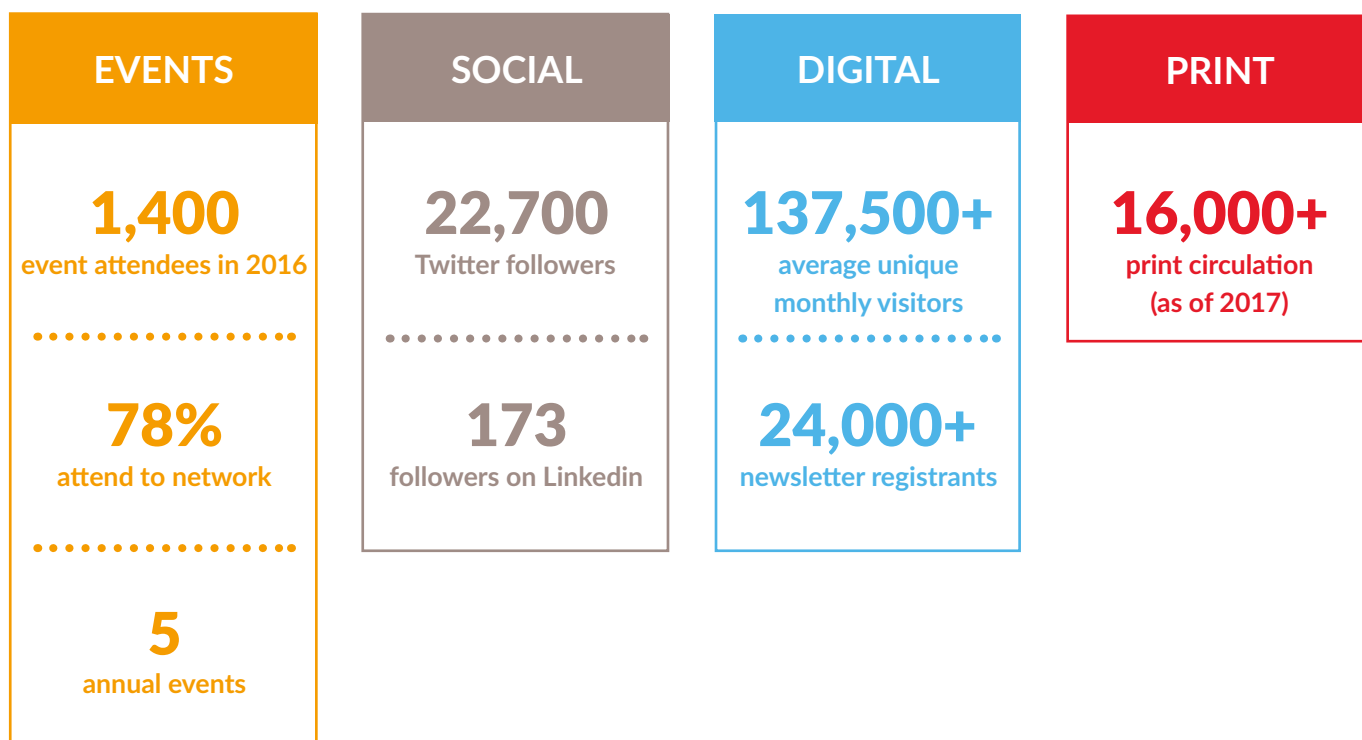
Since then titles have come and gone, but Money Marketing has remained and continues to be the industry brand for independent insight and advice. In recent times Money Marketing has helped financial advisers manage regulatory change, solve complex business issues and build better outcomes for clients.

The industry and our audience are dynamic and the pace of change has increased dramatically driven by regulation and technology. Money Marketing understands our audience requires more independent information, not less and can be reached across platform via print, digital, social and face to face through our events.

## Work with Money Marketing to:



## Audience Profile



# Audience Overview

Money Marketing engages an audience of financial advisers whether they be independent or restricted, client-facing or paraplanner, next generation or business owner/manager. They will work in large national firms, regional firms, networks and small practices all over the UK.

This audience offers a holistic financial planning and investment management service for their mixed client base. They will advise on pre- and post-retirement planning, investment products, tax planning, mortgages and protection outsourcing to other trusted professionals where required.



*When I think of Money Marketing the words that come to mind are progressive, forward thinking, shaping of the industry, fair, open, prestigious, high profile, well respected."*

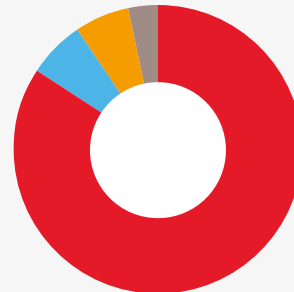
**Richard Cullen, Chairman, Cullen Wealth**



*Fundamentally Money Marketing is impartial and trustworthy and I think that's all you can ask for in a news organisation."*

**Tom Annear, Head of Business Development & Marketing, Epoch Wealth Management**

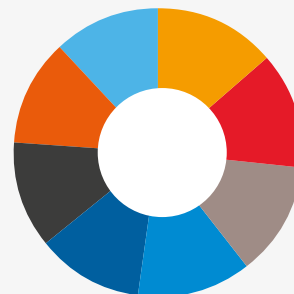
Print circulation by job title (approx)



● Advisers (CF30).....	13,500
● Non-discretionary wealth managers.....	1,000
● Non-CF30 advice staff (Compliance, paraplanners etc).....	1,000
● Industry influencers (regulator, researchers etc).....	500

## A powerful audience of advisers

They research/advise on an average of over 8 areas:



● Personal pensions.....	57%
● Life/Term assurance.....	54%
● ISAs.....	53%
● Unit trusts/ OEICs.....	52%
● At retirement.....	50%
● SIPPs.....	49%
● Income protection.....	49%
● Critical illness.....	49%

# Portfolio Solutions

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Money Marketing offers a range of creative solutions that can provide brand stand-out or content-driven solutions. Our Creative Solutions Team can also engage on bespoke solutions via a dedicated team of writers, designers and producers to help you create engaging content.

## Channel Sponsor

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

## Editorial News Emails

Reach the market quickly and effectively by sponsoring a daily news alert, sent to 24,000 subscribers.

## Solus Emails

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

## Entry Point Takeover

A way to sponsor the most visited areas on the Money Marketing website.

## Homepage Takeover

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

## Mobile/Tablet Sponsorship

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

## Acumen

A content distribution tool enabling providers to distribute and curate content intended for the UK advisory audience, or their clients.

## 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.

## Video production

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

## Wired

Editorially-led 30-minute panel discussions, streams live to the Money Marketing audience.

## Supplements

Bespoke supplement, based on a roundtable discussion, written and produced by Money Marketing 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.

# Rate Card

## DIGITAL

### 1 HPTO (Homepage Takeover)

Positions	
LB1 (Super Leaderboard) - Skin	£4,650 per day
SIDEBARS - Skin	
MPU1 and HPU1 (all devices)	
MPU2	
LB1 (Super Leaderboard / Billboard)	

### 1 EPTO (Entry Point Takeover)

Positions	
LB1 (Super Leaderboard) - Skin	£6,520 per day
SIDEBARS - Skin	
MPU1	
MPU2	
BB2/SLB2	
Email	

### Audience Reach

Positions	
Skin (Sidebars) + LB1 (Super Leaderboard / Billboard)	250,000 impressions per month
MPU1 and HPU1 (all devices)	
LB2 (Super Leaderboard / Billboard)	
Email	
£37,200 per month	

### Targeted Contextual

Positions	
LB1 (Super Leaderboard / Billboard)	137,500 impressions per month
MPU1 and HPU1 (all devices)	
LB2 (Super Leaderboard / Billboard)	
MPU2	
£15,300 per month	

### Content Companion A

Positions	
Skin (Sidebars) + LB1 (Super Leaderboard / Billboard)	90,000 impressions per month
MPU1 and HPU1 (all devices)	
MPU2	
LB1 (Super Leaderboard / Billboard)	
£9,500 per month	

### Content Companion B

Positions	
LB1 (Super Leaderboard / Billboard)	21,875 impressions per month
MPU1 and HPU1 (all devices)	
MPU2	
INREAD	
£3,120 per month	

### 1 Native

Positions	
Homepage – Native Tile	£3,000 per week
Channel – Native Tile	£4,000 per week

### Acumen

Subscription	£24,000 per annum
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### Emails

Daily x3	£2,500
Daily round-up x1	£950
Weekly highlights x1	£950

### Solus Email (third party)

	£3,500
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### ROS

	£POA
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## PRINT

4pp Coverwrap	£25,750
Belly-band	£28,500
FC Tip-on	£12,500
Full Page – ROP	£7,525
Full Page – IFC	£8,750
Full Page – 1st right	£8,950
Full Page – FH	£8,150
Half Page DPS	£11,000
DPS – ROP	£17,500

IFC – DPS	£19,250
DPS – FH	£16,300
Half Page	£5,500
Quarter Page	£3,750
Eighth Strip	£1,950
Loose inserts (full run)	£5,950
Advertorials	POA

# Contact us

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## Financial Services

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## Events

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