

MORTGAGE STRATEGY

MEDIA PACK 2017

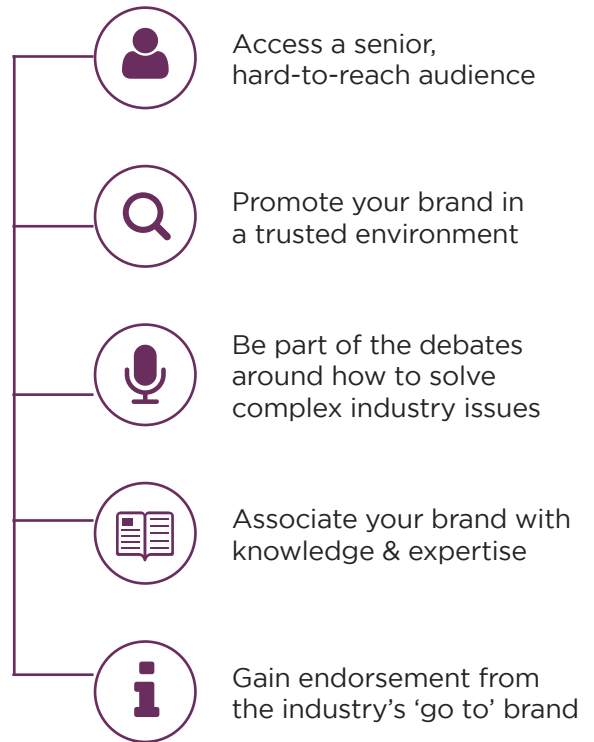
What is Mortgage Strategy

Mortgage Strategy is the leading source of independent news, analysis and insight for mortgage brokers and intermediaries within the UK. We deliver straight talking and comprehensive coverage on the key issues affecting mortgage specialists, from identifying key lenders in the adverse credit sector to analysing the impact of a potential recession on the housing market.

Independent studies show that Mortgage Strategy is by far the leading and most valued brand in the market, with 75% of brokers naming Mortgage Strategy as their preferred magazine to keep them up to data on developments within the industry. Now available as a re-designed monthly magazine, publishing 12 issues per year and a re-launched website with new content features, it boasts being the industry's 'go-to' brand and has the highest level of editorial integrity*.

Mortgage Strategy also runs the mortgage industries biggest annual awards ceremony recognizing provider and broker excellence – the Mortgage Strategy Awards. As well as organising the Mortgage Strategy Leaders Forum each year, where the industry's leading lights gather to debate and network.”

Work with Mortgage Strategy to:

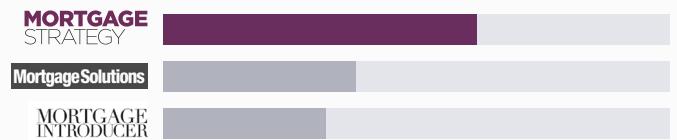


Has Editorial Integrity



Source: Q. For each of the major finance industry brands which do you feel match the following attributes: 'Has editorial Integrity' Base: readers online or offline of each brand, Mortgage Strategy (n=114); Mortgage Introducer (n=50); Mortgage Solutions (n=74) Source: Centaur Financial Audience Profile Tracker Spring/Summer 17

Is my 'go to brand



Source: Q. For each of the major finance industry brands which do you feel match the following attributes: 'Is my go to brand' Base: readers online or offline of each brand, Mortgage Strategy (n=114); Mortgage Introducer (n=50); Mortgage Solutions (n=74) Source: Centaur Financial Audience Profile Tracker Spring/Summer 17

Audience Profile

EVENTS	DIGITAL	PRINT	SOCIAL
<p>950 event attendees in 2016</p> <p>.....</p> <p>72% attend to network</p> <p>.....</p> <p>2 annual events</p>	<p>59,950+ Average monthly visitors</p> <p>.....</p> <p>11,400 Newsletter Subscribers</p>	<p>4,749 print circulation (as of 2017)</p>	<p>14,700+ Twitter followers</p>

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

Audience Overview

Mortgage Strategy engages an audience of professional financial intermediaries, including mortgage brokers, mortgage advisers and IFAs at clubs, networks and national firms.

Mortgage Strategy has a powerful audience of business decision makers - 78% of whom are in managerial positions or above, and 42% have company turnovers of £10m+. Our audience advise on a range of areas, including residential, remortgage, BTL, commercial, new build, second charge and bridging and can be reached across platforms, including print, digital, social and face-to-face through our events.

Testimonials



“Great to see Mortgage Strategy looking to add real value to the industry...”

Gareth Herbert, Sales Director,
Mortgage Advice Bureau



“Overall, the articles are very insightful, well thought-out and written well.”

Marketing Executive,
East Midlands



“Great source of information and articles...”

Analyst/researcher,
North West

Print Circulation by Job title



- C-suite or Director 27%
- Managerial Level 51%
- Exec/assistant level 22%

Source: Q. Which of the following most closely describes your level of seniority? Base: read Mortgage Strategy (n=111) online or offline
Source: Centaur Financial Audience Profile Tracker Spring/Summer 17

Powerful audience of mortgage intermediaries

Research/advise on an average of over 5 areas:



- Residential 91%
- Remortgage 90%
- Buy to let 89%
- New build 73%
- Second charge 44%
- Bridging 33%
- Commercial 32%

Source: Research figures from Centaur Media Brand Tracker survey, July 2017.

Portfolio Solutions

Mortgage Strategy 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.

Digital

Entry Point Takeover

One sponsor dominates all of the daily emails alerts, with the top stories picked by the editor. Reader clicks through to the chosen article, with all surrounding advertisements provided by one client.

Behind the headlines

Head to head discussion between an editor and client, or an independent expert on a key issue, crafted into a 6-minute video. Promoted as a sponsored news story on our publications' site, within daily alert emails and Twitter.

Video Profile

A 6-minute video featuring once specific industry influencer, discussing the key to the success of their fund or firm. Promoted as a sponsored news story on our publications' site, within daily alert emails and Twitter.

Acumen

Acumen is a dedicated, native content distribution tool allowing users to access new content direct in article format, promoted from native tiles on website homepages and through our daily emails.

Roundtable

A 60-minute discussion event with up to 8 participants (inc. your representative), chaired by one of our editors. Outputs include an editorial write up, in-print and e-zine with photography, client commentary and video exit interviews with the participants. Promoted on our publication site, within daily emails and Twitter.

Wired

A live-streamed, editorial-led panel discussion on a hot topic of interest, live engagement with the audience, via a designated webpage and Twitter. On-demand version after the event. Promotion inc. a pre-event registration page, on-site banners, pre & post event emails and social media.

Video promotion

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

View from

A short opinion article from the sponsor, position as a ¼ page sidebar in print, in a topically relevant section of our magazine. (Also replicated online across relevant channels).

Solus Emails

Our third part email opt-ins allows clients to send a tailored email to a highly receptive audience of up to 3,750 registered users.

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

Editorial news emails

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

Live

Mortgage Strategy Leaders Forum

The Forum is a high-level one day event bringing together key players from within the intermediary market, and providing insight into the main strategic issues in the sector

Mortgage Strategy Awards

The Awards attract more than 800 of the industry's finest for a night of celebration and networking. A golden opportunity to get in front of all the key influencers in one go.

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 our 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 Mortgage 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:

- 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 (Mortgage Strategy's sister brand) which is the reference point for asset managers, platforms and life companies on retail investment 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.

Rate Card

DIGITAL

1 HPTO (Homepage Takeover)

Positions	
LB1 (Super Leaderboard) - Skin	£2,200
SIDEBARS - Skin	
MPU1 and HPU1 (all devices)	
MPU2	
LB1 (Super Leaderboard / Billboard)	

1 EPTO (Entry Point Takeover)

Positions	
LB1 (Super Leaderboard) - Skin	£6,000
SIDEBARS - Skin	
MPU1	
MPU2	
BB2/SLB2	
Email	

Acumen

Subscription	£24,000 per annum
--------------	--------------------------

Emails

Daily x3	£2,500
Daily round-up x1	£950
Weekly highlights	£95

Solus

	£2,500
--	---------------

Search Sponsorship

(sponsorship of search function)	£6,000
----------------------------------	---------------

Section Sponsorship

	£3,500
--	---------------

Sponsor

	£12,000
--	----------------

Creative Solution

	£50,000
--	----------------

Newsletter

	£950
--	-------------

PRINT

4pp cover wrap	£18,480
Belly-band	£20,210
FC Tip-on	£9,900
Full Page — IFC	£5,416
Full Page — 1st right	£5,216
Full Page — FH	£4,616
Full Page — ROP	£4,016
Half Page DPS	£6,822

IFC - DPS	£11,460
DPS - FH	£10,232
DPS - ROP	£9,232
Half Page	£2,409
Quarter Page	£1,800
Eighth Strip	£1,585
Loose inserts (full run)	£3,300
Advertorials	POA



“In the sympathetic context of the right publication, **the strong positive brand values of the magazine can transfer onto the advertisements**”.

PPA, How Magazine Advertising Works

Contact us

Centaur Financial

Piers Johnson

Managing Director

☎ +44 (0) 20 7970 4947

✉ piers.johnson@centaurmedia.com

Accounts

Graeme Rossiter

Account Director

☎ +44 (0)20 7943 8054

✉ graeme.rossiter@centaurmedia.com

Victor Georgiades

Account Director

☎ +44 (0)20 7970 4706

✉ victor.georgiades@centaurmedia.com

Simon Boulton

Account Director

☎ +44 (0)20 7970 4935

✉ simon.boulton@centaurmedia.com

Events

Ricardo Medina

Head of Events Sponsorship

☎ +44 (0)20 7970 4948

✉ ricardo.medina@centaurmedia.com

Jamaal Duncan

Account Director - Events

☎ +44 (0) 20 7943 8015

✉ jamaal.duncan@centaurmedia.com