Clifton Media Lab

Media Kit 2024

Financial publishing, content and marketing campaigns to reach and influence targeted financial professionals

Contents

Introduction

I am delighted to welcome you to our media kit, and appreciate the opportunity to introduce you to our publications. From our Magazines, websites, Newsletters, webinars, surveys, annual reports and social media channels, we are dedicated to helping you identify, reach and engage with specific target audiences and to helping you create bespoke media campaigns that achieve your marketing goals.

With an extensive background in publishing, we have been at the forefront of media for over 28 years. We have seen developments in brands, content, and the way readers engage with various forms of media, and use that cutting edge experience all with the aim of helping you reach and influence your key audiences.

We have dedicated teams of specialist journalists, tech experts, marketing professionals, social media leaders and a host of support staff, all skilled and knitted together in the best ways to deliver campaigns for you.

My key message for anyone wishing to grow their business in any of our niche vertical sectors, is to talk to us and leverage our expertise – think of us as your outsourced marketing department, able to create bespoke campaigns to deliver (and often guarantee) to achieve what you require.

All of our titles are underpinned by incredible readership and unsurpassed knowledge of our clients, demographics and data.

Each campaign we work on for you is accompanied by an extensive marketing report demonstrating and evidencing ROI for your business.

What's Inside the Media Kit:
Our media kit is designed to provide you with a comprehensive understanding of our multi-media vertical titles and what we have to offer. Inside, you'll find:

1. **Editorial Overview:** A detailed look at our history, mission, and vision from our editors for each title.

2. **Products/Services:** Explore our diverse range of products/services and understand how they can benefit you. Although this gives you an understanding of what we offer, we would encourage a conversation so we can advise and learn more about your objectives, and create an entirely bespoke proposal for you.

3. **Audience Demographics:** Learn about our audience and why they trust us as their industry niche resource.

4. **Partnerships and Collaborations:** Discover the meaningful partnerships that have shaped our journey.

5. **Media Assets:** High-quality images, logos, and visuals that showcase our brand and opportunities for you.

How to Navigate the Media Kit:
Navigate through the media kit easily with our user-friendly layout. Feel free to reach out if you have any questions or if there's anything specific you're looking for.

We hope you find our media kit informative and inspiring. Thank you for considering us as a valuable resource in your marketing plans.

Best Wishes,

Alex Sullivan
CEO & Managing Partner | Clifton Media Lab
Mob: +44 (0)7974 708771

Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals

IFA Magazine -

a trusted information source for financial advisers and their teams

IFA Magazine is a unique information intermediary which has established a strong reputation with our financial adviser audience for the quality of content we provide. As a trusted source of relevant information, analysis and opinion for IFAs and their professional teams, we pride ourselves on excellence, delivering engaging, relevant content using a variety of communications channels. All of this draws on the insight, experience and expertise of leaders from across the financial spectrum who regularly share their views with us, as well as the work of our enthusiastic and highly experienced editorial team.

But we're about much more than just the production of the well-respected IFA Magazine, of which we're extremely proud of course! IFA Magazine has been produced and delivered for our enthusiastic audience in high quality print and in digital format, 10 times a year since 2010. However, in addition, www.IFAMagazine.com has exclusive content and news updated daily and shared on all major social media channels. There's also our weekly "IFA Talk" podcast which consistently goes down well with our listeners.

We're a team focused on quality, on supporting our adviser community to be the best they can be. We work hard to help them meet their ongoing technical development and CPD needs, as well as their all-important business and personal development knowledge and skills.

In today's challenging world for professional advisers, IFA Magazine has firmly established itself as a trusted source and is ideally positioned to grow both our influence and engagement with our audience in the months and years ahead.

Sue Whitbread
Editor | IFA Magazine

Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals

GBI Magazine -

GB Investments is an online publication for the financial adviser community, which focuses on tax-efficient investments such as EIS, Seed EIS, VCT, SITR and BR. We highlight the value of investment opportunities and showcase the advantages that tax-efficient investments can provide to advisers' clients in terms of tax, pension and intergenerational planning.

Our magazine, which is released six times per year, features exclusive interviews with some of the industry's biggest names, as well as a roundup of the top stories at the time."

Matt Williams
Online and Content Writer | GBI Magazine

Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals

Mortgage and Property Investment Magazine

Mortgage and Property Magazine is a well-respected and trusted source of information for advisers and brokers across the country. Providing fresh perspectives, instant reaction and intriguing thought-leadership, Mortgage and Property Magazine prides itself on delivering 'finger-on-the-pulse' coverage of all the latest developments in the industry, both through our website and our monthly magazine.

However, Mortgage and Property Magazine is about more than just providing the best coverage. Our aim has always been to build a community around our magazine. Our editorial panel that consists of 40-plus active brokers and advisers that provide reaction to breaking stories showcases this perfectly. Whether it be the latest HPI data, a Bank of England announcement or the interest story of the week, our panel of experts deliver the very best analysis from the perspective of an adviser or broker.

Finally, our freshly launched 'IFA Talk: Mortgage and Property special' podcast has once again shown our ability to connect with our audience through various media channels. Working from the same platform that produced our very successful IFA Talk podcast, our monthly special is aimed directly at our mortgage broker and adviser audience.

Mortgage and Property Magazine is well-positioned to become the main source of information for all brokers and advisers in the UK. Whether they consumer their industry-news through the written word, social media or podcast form, our aim is to continue to reach every adviser that we can and provide them with the ability to better their practice and stay informed.

mortgage & property
investment
magazine

Brandon Russell
Online Writer | Mortgage & Property Investment Magazine

Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals

Wealth DFM Magazine -

your online home for investment market and fund analysis

Wealth DFM is focused on bringing relevant insight, analysis, news and views to help our Wealth Manager and DFM audience keep up to date with what's going on on a daily basis. With a wide audience including Fund Selectors, Investment-orientated Financial Planners, Paraplanners and Private Banks as well as Investment Managers, our team is ideally placed to support you and your teams as you navigate the opportunities as well as the risks and challenges you face.

Our experienced editorial team understands the specific needs of this audience. They are focused on delivering regular, long form updates on the 'bigger picture' elements of investment, including the global economy, regulation and compliance as well as drilling down into market conditions and the challenges faced by asset managers around asset allocation and fund selection.

Thought leadership and analysis are our particular focus, with exclusive content regularly featured from leading asset management figures sharing their views with us. Whether it's in reaction to the latest announcements or analysis on what's happening and why in markets and sectors around the globe, Wealth DFM aims to cut through the debate and share different perspectives so as to help support your key decision-making processes.

While our website www.WealthDFM.com is core to our service, our audience also enjoys a quality digital magazine produced six times a year as well as regular (but we'll never bombard you!) ebulletins and updates across all major social media channels.

Wealth DFM Magazine

Sue Whitbread
Editor | Wealth DFM Magazine

Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals

Insurance and Protection Magazine

New Insurance and Protection is a fresh and exciting industry news publication aimed at delivering all the latest to our insurance broker and adviser audience. Thought leadership and analysis is at the heart of what we do as we aim to help our readers develop their own knowledge and skills whilst offering varying perspectives on the major topics within the industry.

As a team our focus is always on quality and originality. We want to produce the best content, talk to the industry's greatest characters and ask the interesting questions that will spark conversations between our readers.

We aim to reach our insurance brokers and advisers in as many ways as possible. This has led us to produce dedicated IFA Talk podcast episodes with a focus on insurance and protection. These have already created a great response from our regular audience, and we hope to only increase the frequency of episodes over the coming months and years.

New Insurance and Protection is perfectly placed to deliver the latest and most interesting news to our audience. Our aim is to become a vital tool for advisers and insurance brokers as they look to keep up to date with the latest news and continue their own personal development.

new INSURANCE and protection

Brandon Russell
Online Writer | Insurance and Protection Magazine

Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals

Wealth Holdings

Wealth Holdings delivers a comprehensive opportunity for IFA practices to embark on the next stage of their development, whether by selling their practice, completing an acquisition or implementing a succession plan. We will be clear from the outset as to which party we represent, but the best deals will always maximise value for both parties.

Our team have extensive knowledge of the sector and will support practices throughout the transition providing practical support and guidance. We work alongside the management team throughout the transition in order to ensure you achieve the best possible outcome for all stakeholders.

Alex Sullivan
CEO & Managing Partner | Clifton Media Lab
Mob: +44 (0)7974 708771

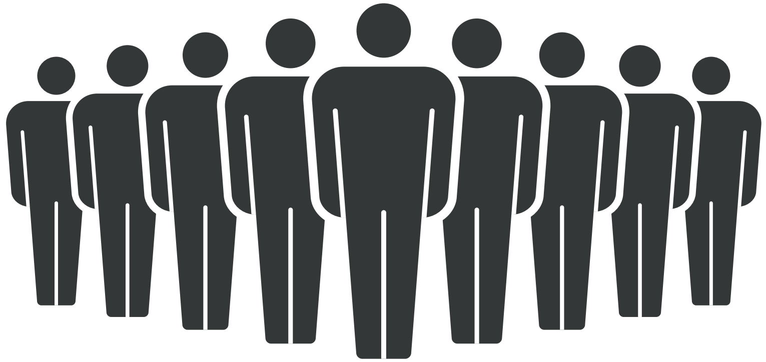
Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals

Audience data

Dive deeper into the audiences, subscribers and followers we reach across our financial verticals

Audience data overview

For any clients wishing to target specific areas of the UK financial advice space beyond the separate publications we currently have (IFA/GBI, Wealth DFM, Insurance and Protection, Mortgage and Property Investment), then please let us know. We regularly target email campaigns to specific segments of our audience defined by size of firm, geographical location, job role, SMFs, etc, and are happy to target based on a bespoke basis.



Across all of our financial verticals, we exclusively target the UK sector. We target advisers across all levels of seniority and across the entire spectrum of CFs/SMFs, targeting Advisers through to Directors and Chief Executives.

IFA magazine GBI magazine Wealth DFM Magazine mortgage & property investment magazine new INSURANCE and protection

IFA Magazine

Segment	Criteria	Examples
Holistic Financial Planner	Advising retail investments, protection and mortgages.	Metcalf Moat Limited Premier Financial Planning
Wealth/Investment Adviser	Advising retail investments, protection but not mortgages.	Investment and Tax Advisory Services Limited Lucas Fettes & Partners (Financial Services) Limited

IFA and GBI Magazine targets up to **50,000** monthly web/magazine readers, and **c.15,500** email subscribers.

Within these audiences, we target the "Holistic Financial Planner" **(70.9%)** and "Wealth/Investment Adviser" **(29.1%)** segments of the UK Investment Advice sector. To break these segments down into adviser types, we target Corporate Financiers **(0.6%)**, Holistic Planners **(47.1%)**, Investment Advisers **(21.5%)** Mortgage Advisers **(11.4%)**, and advisers whom fall between two or more types **(19.4)**. Titles such as Paraplanners, Business Owners/Managers, Investment Professionals fall within these segments and are targeted by our marketing, but are not defined by those titles in our database.

Current Social Media follower count

- LinkedIn: **3,350**
- Twitter: **6,081**
- Facebook: **2.7k likes & 2.6k followers**

Wealth DFM Magazine

Segment	Criteria	Examples
DFM/Stockbroke	Able to manage client money across multiple instruments including individual shares.	Pilling & Co Stockbrokers Tilney Discretionary Portfolio Management
Wealth Manager	Provides advice to retail clients and manages their investments.	Blackadders Wealth Management LLP Rothschild & Co Wealth Management UK Limited

Wealth DFM Magazine targets up to **10,000** monthly web/magazine readers, and **c.4,500** email subscribers.

Within these audiences, we target the “DFM/Stockbroker” **(16.5%)** and “Wealth Manager” **(83.5%)** segments of the UK Investment Advice sector. To break these segments down into adviser type we target Fund Managers (9.5%), Investment Directors/Advisors **(12%)**, Investment Managers **(30.5%)** and Holistic Advisors **(48%)**.

Current Social Media follower count

- LinkedIn: **891**
- Twitter: **173**
- Facebook: **15 likes & 23 followers**

Mortgage and Property Investment Magazine

Segment	Criteria	Examples
Mortgage (only) Broker	Advises or arranges regulated mortgages but not general insurance, protection or investment	Appollo Mortgage Services, Mortgage Salad Limited, Connolly Homes PLC
Mortgage Event Adviser	Advises protection and/or general as well as regulated mortgages	Moneycare Financial Planning Ltd, Mortgage Excellence plc, One Stop Mortgage Shop Limited
Other Mortgage Lender	Non-bank mortgage lender	Market Harborough Mortgages Ltd, Accord Mortgages Limited OneFamily Lifetime Mortgages Limited
Equity Release/Home Reversion Specialist	Advises or arranges home reversion plans but no other investment / protection business	Age UK Enterprises Limited, Living Plus Limited, Bridgewater Equity Release Limited

Mortgage and Property Investment Magazine occupies a subsection of the IFA Magazine website, and therefore targets the same website audience (up to 50,000 monthly web/magazine readers).

We target **c7,000** email subscribers who exclusively deal with mortgages, and **c.13,500** subscribers who manage mortgages as part of their holistic financial planning (meaning there is a crossover between IFA Magazine and Mortgage and Property Investment Magazine).

Within these audiences, we target the "Mortgage (only) Broker" **(2.5%)**, "Mortgage Event Adviser" **(36.5%)**, "Other Mortgage Lender" **(1%)**, "Equity Release/Home Reversion Specialist" **(0.5%)**, and "Holistic Financial Planner" **(59.5%)** segments of the UK Mortgage Advice sector.

Current Social Media follower count

- LinkedIn: **261**
- Twitter: **60**
- Facebook: **7 likes & 13 followers**

Insurance and Protection Magazine

Segment	Criteria	Examples
General Insurance Provider/Reinsurer	Provides general (non-life) insurance or reinsurance cover	Admiral Insurance Hiscox Insurance
General Insurance Broker	Advises/sells non-life insurance (personal and/or commercial) but no other lines of business, like mortgages or life assurance	Adrian Flux Insurance Compare The Market
Mortgage Event Adviser	Advises protection and/or general insurance as well as regulated mortgages	Moneycare Financial Planning Ltd, Mortgage Excellence plc, One Stop Mortgage Shop Limited

Insurance and Protection Magazine occupies a subsection of the IFA Magazine website, and therefore targets the same website audience (up to 50,000 monthly web/magazine readers).

We target **c9,000** email subscribers who exclusively deal with insurance and protection, and **c.6,000** subscribers who manage insurance and protection as part of their mortgage advice (meaning there is a crossover between Insurance and Protection and Mortgage and Property Investment Magazine).

Within these audiences, we target the "General Insurance Provider/ Reinsurer" **(6%)**, "General Insurance Broker" **(60%)**, and "Mortgage Event Adviser" **(34%)** segments of the UK Insurance Advice sector.

Current Social Media follower count
- LinkedIn: **71**
- Twitter: **18**
- Facebook: **7 likes & 9 followers**

Solutions

Breakdowns and costs of the various opportunities we offer to achieve your marketing goals

Campaign marketing reports

At IFA and GBI Magazine, our campaigns are tailor-made to meet our clients' objectives. Our underlying approach is to demonstrate:

The impressions and reach - so we can evidence exactly how many qualified Advisers and Wealth Managers have seen the campaign message.

Tangible leads – full details for marketing teams to pass on to sales teams.

Throughout and at the end of every campaign, our marketing team will send detailed reports illustrating all insights and metrics on digital publications, website views, newsletters, solus emails and social.

Digital adverts

Creative 1
26th January – 16th April

Advert size	Total impressions	Eligible impressions	Viewable impressions	Viewable CTR (%)	Clicks	CTR (%)
Billboard (970x250)	15,835	15,743	10,397	0.16	17	0.11
Leaderboard (728x90)	93,713	93,160	79,363	0.16	126	0.13
MPU (300x250)	55,370	55,061	37,414	0.09	32	0.06
Half Page (300x600)	13,513	13,442	10,781	0.23	25	0.19

Creative 2
17th April – 30th June

Advert size	Total impressions	Eligible impressions	Viewable impressions	Viewable CTR (%)	Clicks	CTR (%)
Billboard (970x250)	11,154	11,110	7,429	0.17	13	0.12
Leaderboard (728x90)	106,050	105,293	91,983	0.15	135	0.13
MPU (300x250)	71,116	70,686	48,403	0.11	53	0.07
Half Page (300x600)	9,339	9,296	7,356	0.31	23	0.25

PIMCO IFA Wealth DFM

Full page adverts

Magazine issue	Publication title	Publication date	Page	Views
IFA 116	*Here we go!*	1st March	5	258
WDFM 05	*Is investor confidence set to return in 2023?*	24th February	2	147
IFA 118	*A spotlight on Multi-Index*	5th May	2	921
Wealth DFM 07	*Summer in the City*	4th July	2	941
IFA 120	*Are you ready for Consumer Duty?*	11th July	2	1,374
Wealth DFM 08	*Finding value in fixed income*	25th September	20	340
IFA 122	*Finding value in fixed income*	28th September	52	155

PIMCO IFA Wealth DFM

Magazine content

Magazine edition	Publication title	Publication date	PIMCO feature	Pages	Views
Wealth DFM 06	*Are we heading for recession?*	28th April	*Fractured markets, strong bonds*	10-13	315
IFA 118	*A spotlight on Multi-Index*	5th May	*Fractured markets, strong bonds*	11-13	705
Wealth DFM 08	*Finding value in fixed income*	25th September	*Finding value in fixed income*	5-9	2,151
IFA 122	*Finding value in fixed income*	28th September	*Finding value in fixed income*	26-30	1,284
IFA 123	*Higher for longer*	1st November	*Post Peak: navigating the post-pandemic global economy*	7-9	838

Throughout 2023, two PIMCO thought leadership pieces have appeared in the digital and print editions of IFA Magazine and the digital edition of Wealth DFM Magazine, with the content often spanning across numerous pages, allocating PIMCO excellent share of voice.

In total, the PIMCO thought leadership content published in the digital editions of Wealth DFM and IFA Magazine has generated an excellent **1,858 views** across all pages, reflecting excellent engagement with the content from our financial audience.

As part of PIMCO's special feature in Q3 (more detail on slide 15), a PIMCO interview piece was also published in both IFA and Wealth DFM Magazine, generating a further **3,435 views** across all pages in the digital editions, which is reflective of fantastic engagement from IFA readers.

Additionally, each edition of IFA Magazine was also printed to **1,000 readers** to ensure maximum reach, engagement and brand awareness.

Each digital magazine edition is also available for our readers to download as a PDF for convenience. Therefore, a number of readers may have downloaded the PDFs directly rather than reading online, which unfortunately we are unable to track. Therefore, the reach may be much wider than evidenced by the digital edition itself.

PIMCO IFA Wealth DFM

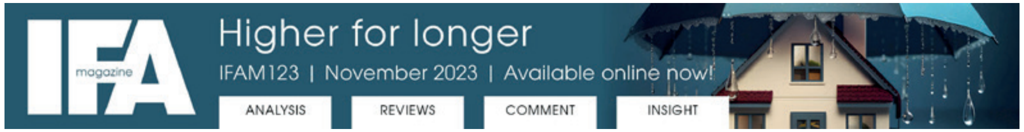
Continued…

PIMCO IFA Wealth DFM

Digital adverts

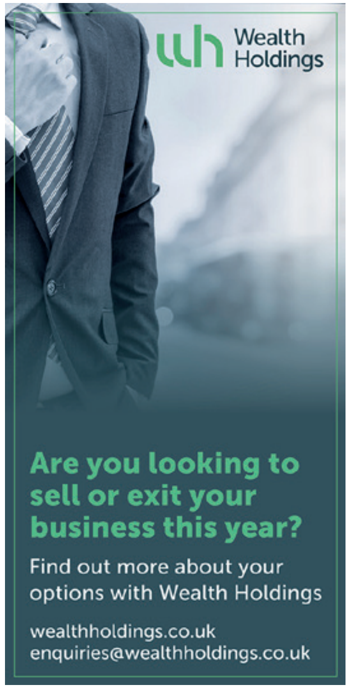
Various digital adverts to be hosted across the IFA Magazine and/or Wealth DFM websites.

Core advert sizes: leaderboard, billboard, MPU and half-page units.



Leaderboard

Billboard



DMPU

MPU

Digital adverts cost:
£120 CPM

Site takeover

Your adverts hosted exclusively on the website for a specified period.

Core advert sizes: leaderboard, billboard, MPU and half-page units.

Site takeover cost:
£4,450 per day
£13,800 3 x consecutive days

Print adverts

To appear in your magazine of choice

Full page adverts

Print adverts cost:
Coverwrap: **£14,500**
DPS: **£4,750**
Full Page: **£3,495**
Half Page: **£2,250**

DPS adverts

DPS Interview

An exclusive interview with our editors, used to generate a written piece for publication in one of our magazines.

DPS interview cost:
£3,495

Podcast recording

Guest spot on an exclusive episode of IFA Talk, our industry-leading weekly podcast series hosted by editors Sue Whitbread and Brandon Russell. To be distributed across all major streaming platforms.

Podcast sponsorship

Monthly sponsorship, including 30 second host-read adverts by presenters within each podcast.

Podcast costs:
Recording: **£2,500**
Sponsorship: **£2,000**

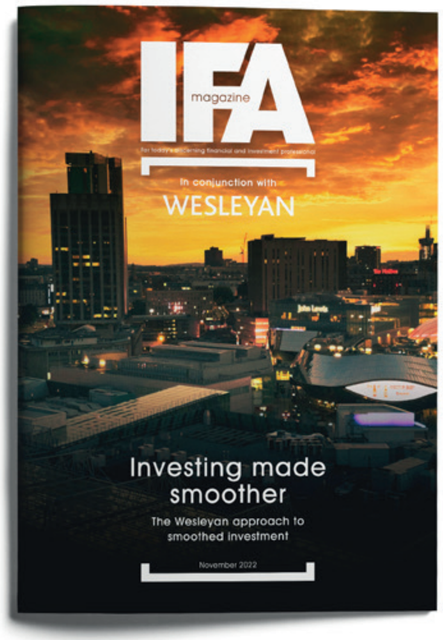
Front cover special feature

A high impact special feature to appear in an edition of IFA Magazine (digital and print). Feature to include a front cover photoshoot, accompanying Q&A piece in the central pages of the Magazine, and a full page advert on the outside back cover.

Front cover cost:
£9,500

Supplement

A bespoke publication created and designed by our editors, published and promoted to our dedicated readers.



Supplement costs:

from **£11,950**

Share this article

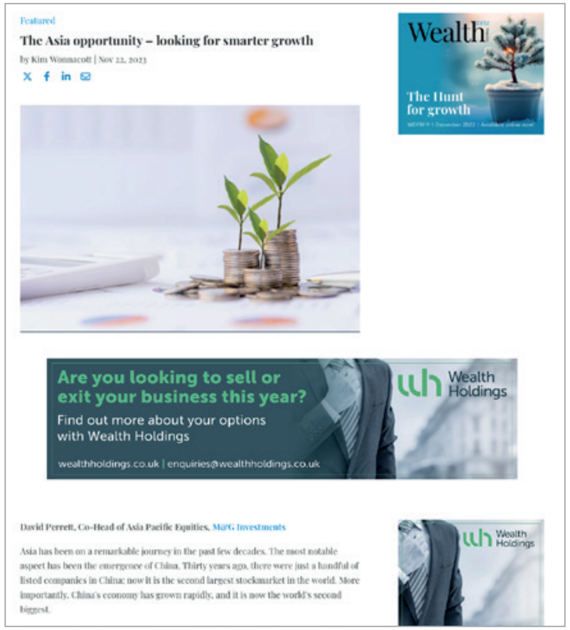
IFA Magazine's latest Webinar held in September, entitled ***'Has high inflation been a game changer for multi-asset?'*** *was a clear success with our readers and viewers. In fact, it's been our most popular webinar ever! In this overview, we summarise the key elements of the conversation between our expert panellists, LGIM's* ***Andrzej Pioch*** *and Premier Miton's* ***Neil Birrell*** *with Chair* ***JB Beckett****.*

With hundreds of viewers tuning in live on the day, the webinar, which took place on Tuesday 19th September, was expertly chaired by the highly engaging JB Beckett. JB is an ex-fund selector and asset allocator himself, and no stranger to interrogating fund managers about what's really going on in the global economy, in markets and within their funds – as he demonstrated all too clearly during this webinar.

JB was joined by our two expert panellists, Andrzej Pioch, Fund Manager at Legal & General Investment Management (LGIM) and Neil Birrell, Chief Investment Officer at Premier Miton.

Two managers, two viewpoints

We were extremely grateful to JB and also to our two great panellists, both of whom are not only hugely knowledgeable in their field – but great communicators too. Whether it was about what's going on in markets, in the global economy, in regard to managers' and advisers' changing obligations under the new Consumer Duty, managing risk, dealing with diversification/asset allocation headaches, correlations between equities and bonds, use of investment trusts, private assets or a plethora of other topics which JB so expertly put to them, they were willing to share their insights in such a candid way. Even better, it was a thoroughly engaging conversation which used



Featured

The Asia opportunity – looking for smarter growth

by Kim Wonnacott | Nov 22, 2023

Wealth DFM

The Hunt for growth

Are you looking to sell or exit your business this year?

Find out more about your options with Wealth Holdings

wealthholdings.co.uk | enquiries@wealthholdings.co.uk

Wealth Holdings

David Perrett, Co-Head of Asia Pacific Equities, M&G Investments

Asia has been on a remarkable journey in the past few decades. The most notable aspect has been the emergence of China. Thirty years ago, there were just a handful of listed companies in China: now it is the second largest stockmarket in the world. More importantly, China's economy has grown rapidly, and it is now the world's second biggest.

Web articles

Approximately 400 words of chosen promotional material which is published online on the IFA and/or Wealth DFM Magazine websites.

Web article costs:

£1,750

E-newsletters

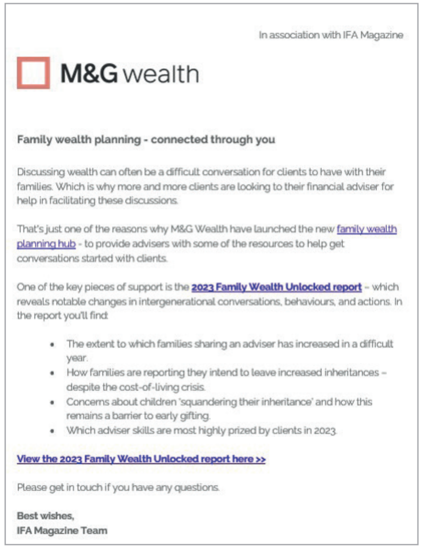
A leaderboard banner and/or short CTA to be included in one of the IFA, Wealth DFM, M&P or I&P E-newsletters

E-newsletter cost:

£500

Solus email

A solus email containing exclusively your content (c.200 words), to be sent to the IFA, GBI, Wealth DFM, M&P or I&P subscribers. Option to supply a HTML file or have our marketing team design the email.



Solus email costs:

£2,950

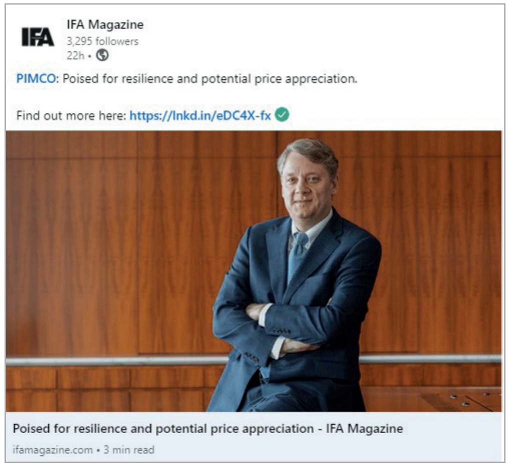
Magazine article

Content of your choice (c.750-1,000 words) to be published in one of the IFA, GBI, Wealth DFM, or M&P magazines. All magazines to be circulated to our digital subscribers, and IFA Magazine to our print audience.

Magazine article cost:
£3,495

Sponsored social

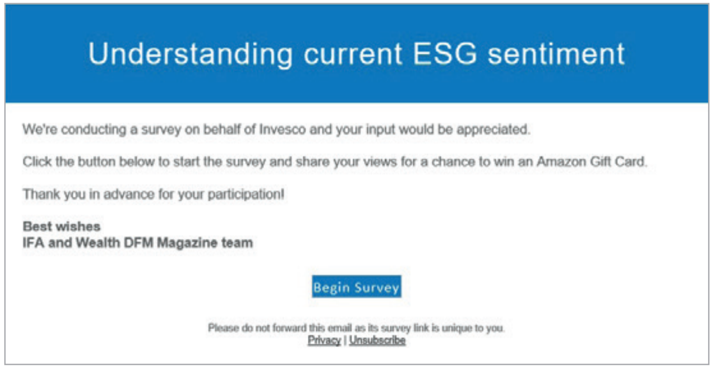
Sponsored tagged social media post across all of our social media accounts (LinkedIn, Facebook and Twitter/X)

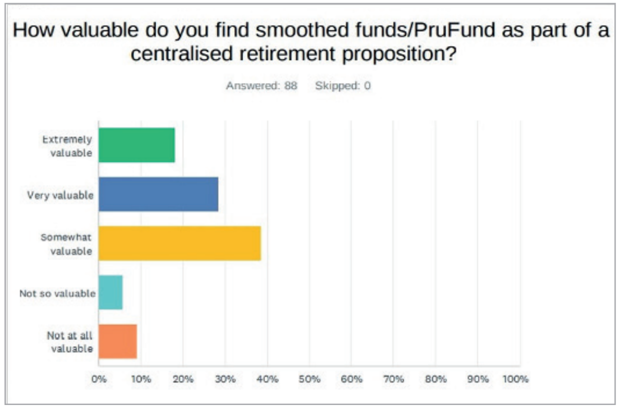


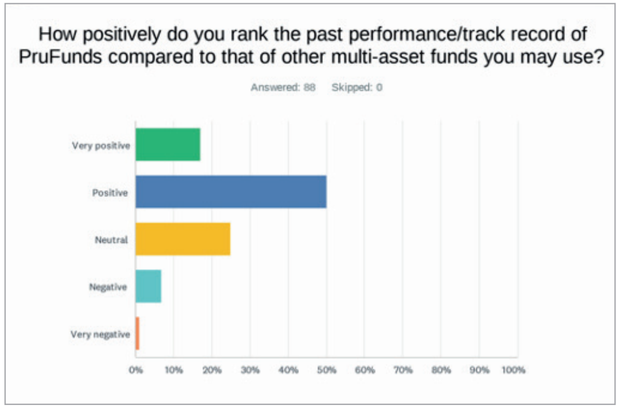
Sponsored social cost:
£250

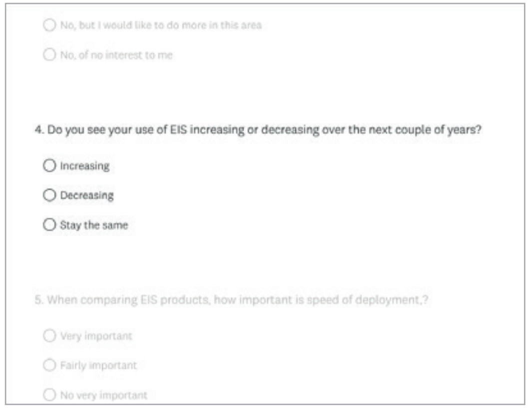
Survey

A bespoke survey to be sent on behalf of your client and circulated to the IFA, GBI, Wealth DFM, M&P and/or I&P audiences, designed with your branding and select questions. A fantastic opportunity to generate further intel and target content effectively at the areas lacking in understanding, whilst also delivering a round of high-quality direct leads for your sales team.









At the end of the survey, you will be sent a spreadsheet report containing the individual answers of every respondent (including their name and contact email address for follow-up).

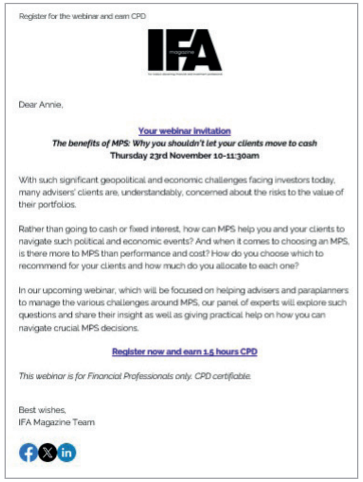
You will also be sent a designed PDF demonstrating trends across the overall response data.

Survey cost:

£7,900

Webinar

A bespoke webinar to promote expertise, raise profile, educate our audience, and maximise awareness for your brand. The webinar to generate a round of direct leads and therefore new opportunities.



Register for the webinar and earn CPD

Dear Annie,

Your webinar invitation
The benefits of MPS: Why you shouldn't let your clients move to cash
Thursday 23rd November 10-11:30am

With such significant geopolitical and economic challenges facing investors today, many advisers' clients are, understandably, concerned about the risks to the value of their portfolios.

Rather than going to cash or fixed interest, how can MPS help you and your clients to navigate such political and economic events? And when it comes to choosing an MPS, is there more to MPS than performance and cost? How do you choose which to recommend for your clients and how much do you allocate to each one?

In our upcoming webinar, which will be focused on helping advisers and paraplanners to manage the various challenges around MPS, our panel of experts will explore such questions and share their insight as well as giving practical help on how you can navigate crucial MPS decisions.

Register now and earn 1.5 hours CPD

This webinar is for Financial Professionals only. CPD certifiable.

Best wishes,
IFA Magazine Team

IFA March 2022 NS&I

HOW AND WHY
NS&I IS UNIQUE

NS&I might be best known amongst advisers as the organisation behind Premium Bonds. However, as **Andrew Pike**, Head of Intermediary Relationships at NS&I explains to IFA Magazine readers in an insightful webinar, there's a lot more to HM Treasury-backed NS&I than just ERNIE. In this article, we pick out some of the highlights from his IFA Magazine presentation to show why and how NS&I is working to create an even closer bond with advisers and paraplanners.

BACK TO BASICS

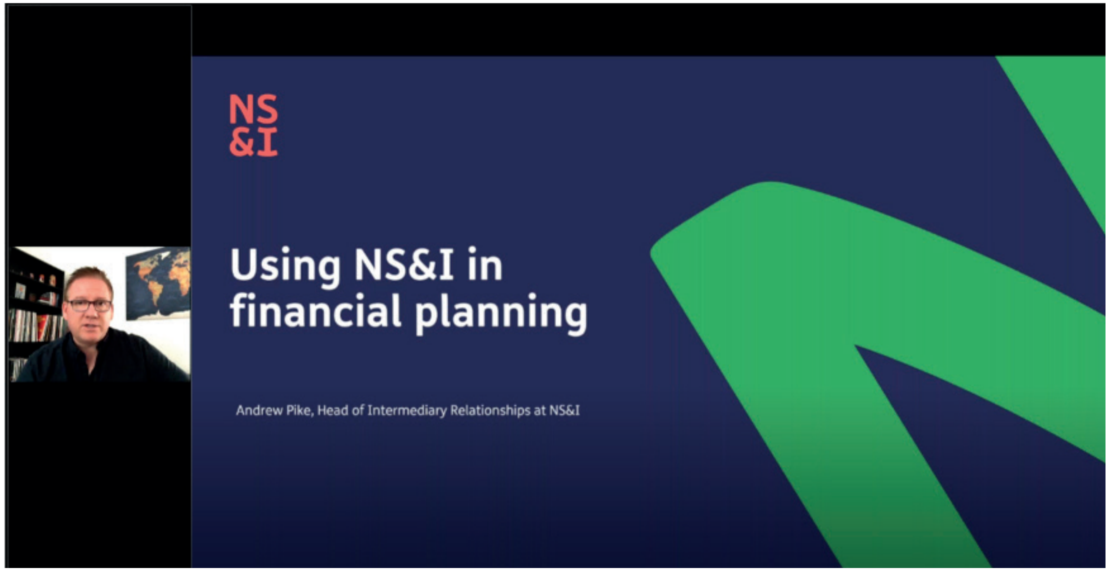
HOLISTIC FINANCIAL PLANNING

RAISING THE STANDARD

CATCH UP WITH ALL THE DETAILS

Panel webinar cost:

£8,500

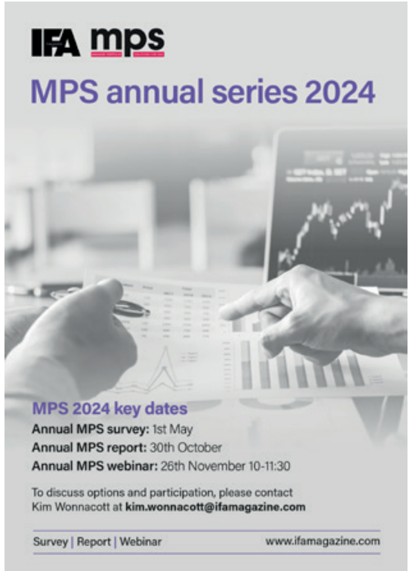


The webinar will be broadcast to a live audience via GoTo Webinar. The details of all registrants will be sent to you as leads (including name and contact email address). Shortly after the webinar is finished, our editors will craft a thought-leadership article on the webinar, which will be published in the subsequent magazine.

Exclusive client webinar cost:

£12,500

Annual reports



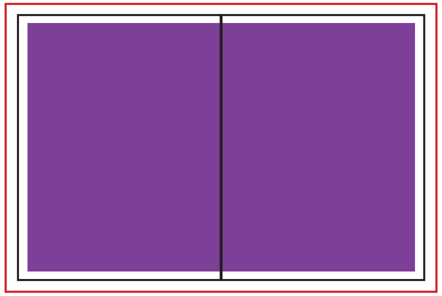
Our industry-leading annual report series, each with specialist focuses and associated activity to help put your solutions to the fore. This year we will be covering MPS, Sustainable Investment, Fixed Income, Platform Research, Mutli-asset, ETFs and Tax-Efficient Investments.

For further information, please click any of the flyers.

Solutions

	Price
Digital adverts: Leaderboard/Billboard/DMPU/MPU	**£120 CPM**
Site Takeover	**£4,450** per day **£13,800** 3 x consecutive days
Print adverts: Coverwrap: DPS: Full page: Half page:	 **£14,500** **£4,750** **£3,495** **£2,250**
DPS Interview	**£3,495**
Podcast recording	**£2,500**
Podcast Sponsorship	**£2,000**
Front cover special feature	**£9,500**
Supplement	from **£11,950**
Web articles	**£1,750**
E-newsletters	**£500**
Solus email	**£2,950**
Magazine article	**£3,495**
Sponsored social	**£250**
Survey	**£7,900**
Panel webinar	**£8,500**
Exclusive client webinar	**£12,500**

Print advert specifications

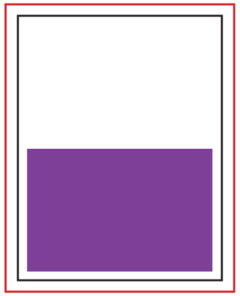


COVER WRAP

Width - 420mm

Height - 297mm

Apply Bleed of 5mm

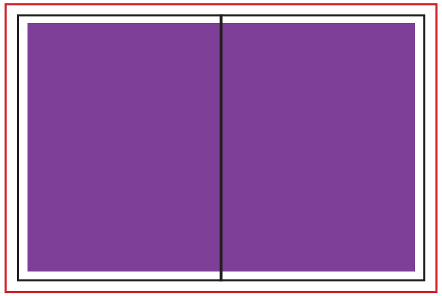


A4 HORIZONTAL HALF PAGE ADVERT

Width - 210mm

Height - 148.5mm

Apply Bleed of 3mm

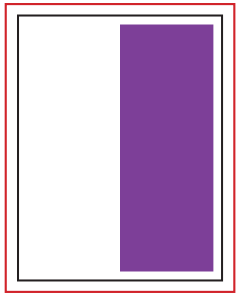


DOUBLE A4 PAGE ADVERT

Width - 420mm

Height - 297mm

Apply Bleed of 3mm

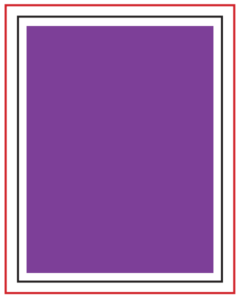


A4 VERTICAL HALF PAGE ADVERT

Width - 105mm

Height - 297mm

Apply Bleed of 3mm

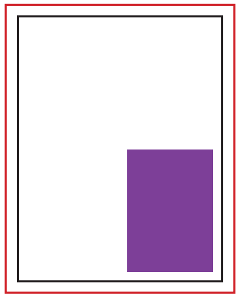


A4 - FULL PAGE ADVERT

Width - 210mm

Height - 297mm

Apply Bleed of 3mm



A4 QUARTER PAGE ADVERT

Width - 105mm

Height - 148.5mm

Apply Bleed of 3mm

Digital mechanical specifications

LEADERBOARD
Width - 728 pixels | Height - 90 pixels | 72 DPI

MPU
Width -300 pixels | Height - 250 pixels | 72 DPI

DMPU
Width - 300 pixels | Height - 600 pixels | 72 DPI

BILLBOARD
Width - 970 pixels | Height - 250 pixels | 72 DPI

Contact us

CEO AND MANAGING PARTNER
Alex Sullivan
alex.sullivan@ifamagazine.com
+44 (0) 7974 708771

MANAGING DIRECTOR
Kim Wonnacott
kim.wonnacott@ifamagazine.com
+44 (0) 7850 855297

HEAD OF MULTI MEDIA PRODUCTION
Paul Wilson
paul.wilson@ifamagazine.com
+44 (0) 7515 357666

EDITORIAL
Sue Whitbread
sue.whitbread@ifamagazine.com
+44 (0) 7854 072088

PUBLISHER
Peter Carey
Peter.carey@ifamagazine.com
+44 (0) 7931 281671

ONLINE WRITER
Brandon Russell
brandon.russell@ifamagazine.com
+44 (0) 7960 934903

ASSOCIATE PUBLISHER
Annie Gomes
annie.gomes@ifamagazine.com
+44 (0) 7734 426953

SENIOR FINANCIAL JOURNALIST
Jenny Hunter
jenny.hunter@ifamagazine.com
+44 (0) 7834 727216

WRITER
Matt Williams
matt.williams@ifamagazine.com
+44 (0) 7306 405467

COMMS AND EDITORIAL ASSISTANT
Meg Bratley
Meg.Bratley@ifamagazine.com
+44 (0) 7428 964688

TECHNICAL SALES AND MARKETING
Dan Wills
dan.wills@ifamagazine.com
+44 (0) 7376 962098

JUNIOR MARKETING ADMIN
Amira Sahraoui
amira.sahraoui@ifamagazine.com
+44 (0) 7500 074989

JUNIOR MARKETING ADMIN
Priscila Parente
priscilla.parente@ifamagazine.com