

# Media Kit 2025

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



Wealth

DFM  
Media

**m**ps  
MANAGED PORTFOLIO SOLUTIONS FOR MAS

mortgage & property  
**investment**  
magazine

new  
**INSURANCE**  
and protection

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# 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 14 years. We have seen developments in brands, content, and the way readers engage with various forms of media, and use that cutting-edge experience 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) 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. Audience Demographics:** Learn about our audience and why they trust us as their industry niche resource.

**3. 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.

**4. 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,

Peter Carey  
Publisher | Clifton Media Lab  
Email: [peter.carey@ifamagazine.com](mailto:peter.carey@ifamagazine.com)



**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](http://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



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# GBI Magazine

A focussed publication for advisers interested in tax-efficient investment products

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.

We also publish the industry-leading Tax Efficient Investment Research Reports, released annually during the tax-year end period,

to pedestal all the available tax-efficient fund providers on the market and empower advisers with all the information they need to make tax-efficient recommendations for their clients.

Matt Williams  
Content Editor | IFA Magazine



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# Mortgage and Property Investment Magazine

Side by side with IFA Magazine, this publication reaches those in the mortgage and property investment space

Mortgage and Property Investment 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 Investment 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 Investment 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 dedicated '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 Investment 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.

Meg Bratley  
Social Media and Content Manager | IFA 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](http://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!) ebuletins and updates across all major social media channels.

Sue Whitbread  
Editor | IFA Magazine



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





# New Insurance and Protection Magazine

A dedicated publication delivering important insights to insurance brokers

New Insurance and Protection Magazine 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 Magazine 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.

Meg Bratley  
Social Media and Content Manager | IFA Magazine



**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

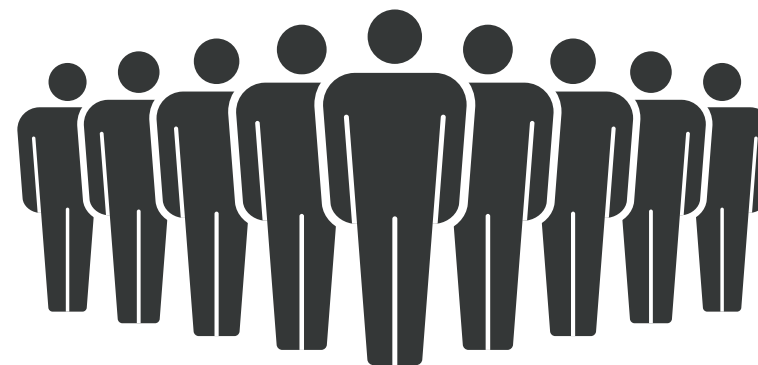


# Audience data overview



Across all of our financial verticals, we exclusively target the UK sector. Our subscribers are cross-referenced with the FCA database and we target advisers across all levels of seniority and across the entire spectrum of CFs/SMFs, targeting Advisers through to Directors and Chief Executives.

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.



# Targeted marketing

## Detailed targeting of financial professionals by AUM, IA Market Sector and net cash inflow activity

In addition to providing Assets Under Administration (AUM) percentile ranking at Firm level, we now have Gross and Net Sales data in the same format to help you achieve your targeted marketing goals.

This calculates a score of 1=top 1%, 2=next percentile and so on down to 100 being the lowest ranking.

We will also show the investment profile of the Firm where, for example, if it scores high for AUM and Net Sales, we label it Large/Growing etc. This helps you understand exactly the size and priority of potential clients, as well as providing you with crucial market insight, and reassurance that you are reaching the optimum contacts.

We can also provide detailed AUM, Gross and Net Sales ranking data for Firms at IA sector level. In my experience, clients want to know things like “who are the top 25% of Firms by AUM in the UK All Companies sector?” Using our data the 1 to 25 ranking will enable those Firms to be easily selected.



# IFA Magazine & GBI Magazine

Segment	Criteria	Examples
Holistic Financial Planner	Advising retail investments, protection and mortgages.	Metcalfe 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 **75,000** 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 IFA Social Media follower count**  
**11, 843 followers** across LinkedIn and Twitter/X

**Current GBI Social Media follower count**  
**1,139 followers** across LinkedIn and Twitter/X



# Wealth DFM Magazine

Segment	Criteria	Examples
DFM/Stockbroker	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 **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**  
**1,839 followers** across LinkedIn, and Twitter/X





# 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**  
**828 followers** across LinkedIn and Twitter/X

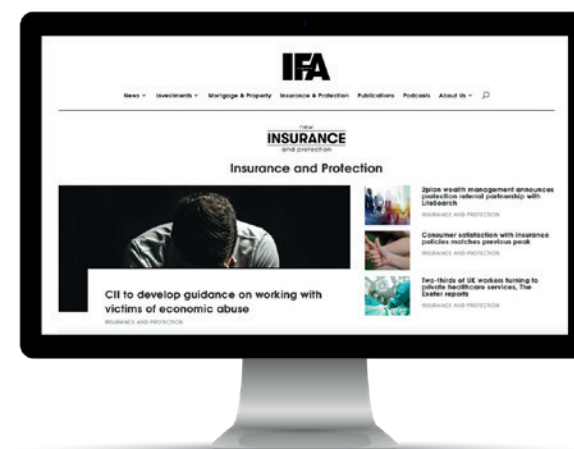
# New Insurance and Protection Magazine

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	Moneyscare Financial Planning Ltd, Mortgage Excellence plc, One Stop Mortgage Shop Limited

New 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**  
**410 followers** across LinkedIn and Twitter/X

# Solutions

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



# Campaign marketing reports

At Clifton Media Lab, 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 financial professionals 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**  
26<sup>th</sup> January – 16<sup>th</sup> 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**  
17<sup>th</sup> April – 30<sup>th</sup> 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

## Full page adverts



Magazine issue	Publication title	Publication date	Page	Views
IFA 116	<a href="#">Here we go!</a>	1 <sup>st</sup> March	5	258
WDFM 05	<a href="#">Is investor confidence set to return in 2022?</a>	24 <sup>th</sup> February	2	147
IFA 118	<a href="#">A spotlight on Multi-Index</a>	5 <sup>th</sup> May	2	921
Wealth DFM 07	<a href="#">Summer in the City</a>	4 <sup>th</sup> July	2	941
IFA 120	<a href="#">Are you ready for Consumer Duty?</a>	11 <sup>th</sup> July	2	1,374
Wealth DFM 08	<a href="#">Finding value in fixed income</a>	25 <sup>th</sup> September	20	340
IFA 122	<a href="#">Finding value in fixed income</a>	28 <sup>th</sup> September	52	155

PIMCO

IFA Wealth

## Magazine content

Magazine edition	Publication title	Publication date	PIMCO feature	Pages	Views
Wealth DFM 06	<a href="#">Are we heading for recession?</a>	28 <sup>th</sup> April	Fractured markets, strong bonds	10-13	315
IFA 118	<a href="#">A spotlight on Multi-Index</a>	5 <sup>th</sup> May	Fractured markets, strong bonds	11-13	705
Wealth DFM 08	<a href="#">Finding value in fixed income</a>	25 <sup>th</sup> September	Finding value in fixed income	5-9	2,151
IFA 122	<a href="#">Finding value in fixed income</a>	28 <sup>th</sup> September	Finding value in fixed income	26-30	1,284
IFA 123	<a href="#">Higher for longer</a>	1 <sup>st</sup> 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

## Continued...



PIMCO

IFA Wealth

# 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.



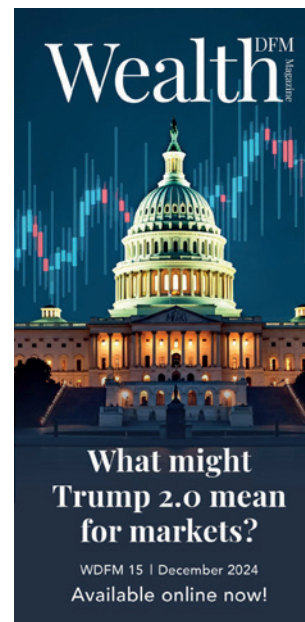
Leaderboard



Mobile Leaderboard



Billboard



Halfpage



MPU

Digital adverts cost:

**£125 CPM**

Bespoke digital advert roadblock cost:

**Bespoke**

Adverts to be roadblocked on specific categories or areas of the site, giving you 100% SOV (subject to availability)

# Site takeover

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

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



Site takeover cost:

**£4,625 for one day**

**£14,375 for three consecutive days**



To appear in your magazine of choice



Half Page: **£2,400**



DPS adverts

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



**£3,695**

## Podcast recording & sponsorship

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



Podcast recording & sponsorship cost:

Recording: **£3,250**

## 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:

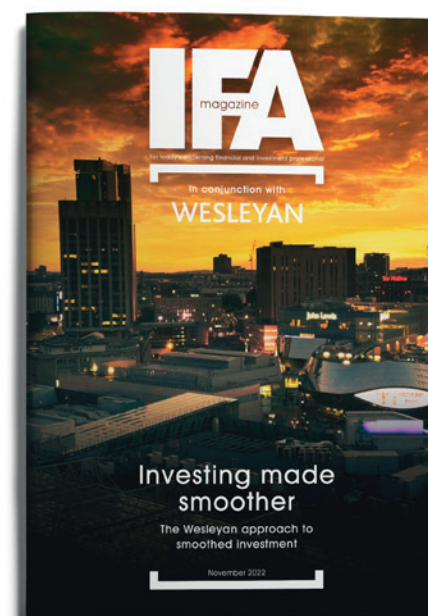
**£10,250**

# Bespoke supplement/ publication

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

Supplement cost:

from **£12,450**



Share this article  
in f X G



**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 Ploch and Premier Milan'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 Ploch, Fund Manager of Legat & General Investment Management (GIM) and Neil Birrell, Chief Investment Officer at Premier Milan.

**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 23, 2022  
x f in G



**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

**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 cost:


**£1,950**



# 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

Latest news and insights for advisers



**STEP UK TAX, TRUSTS AND ESTATES CONFERENCE 2023**  
Leading industry experts provide you with quality content on the current and future developments in tax, trusts and estates, all in one day!

STEP UK Tax, Trusts and Estates Conference returns this autumn in three venues across the UK. [Register to secure your spot](#)

Dear Annie,

- Navigating choppy waters – and why strategy is key. [Read more here](#)
- Why does new IA guidance mean cost confusion for investors in investment company shares? [Learn more](#)
- Retirement income and regulation – where next? [Find out more](#)
- Your invitation to Ready Steady Grow! 2023 Birmingham. [Register here](#)
- Tales of the Unexpected – Global market analysis with a difference. [Listen to the podcast here](#)
- Register now and earn CPD at the upcoming multi-asset webinar. [Click here to register](#)

*Navigating choppy waters. September edition of IFA Magazine now available.*  
[Click here to read and download your copy](#)

E-newsletter cost:

£650

# 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.



**The Hard Truth About Soft Landings**  
Listen Now

More than 100 top experts debate insights from our latest economic outlook, from risk, and how today's economic picture offers opportunity in the face of growing uncertainty.

[Listen Now](#)


**ECONOMIC OUTLOOK: POST PEAK**  
Markets appear poised for a bumpy economic recovery that could be a historical 'soft' glow. Higher bond yields may offer resilience and increasing risk in the global economy.

**Views**  
JAMES HARRISON  
DIRECTOR, STRATEGY & RESEARCH

**Insights**  
ANNEKE BULL  
GLOBAL HEAD OF INVESTMENT

**Webcast**  
ECONOMIC OUTLOOK: POST PEAK  
SEPTEMBER 2023

In association with IFA Magazine



**Family wealth planning - connected through you**

Discussing wealth can often be a difficult conversation for clients to have with their families. Which is why more and more clients are looking to their financial adviser for help in facilitating these discussions.

That's just one of the reasons why M&G Wealth have launched the new [family wealth planning hub](#) - to provide advisers with some of the resources to help get conversations started with clients.

One of the key pieces of support is the [2023 Family Wealth Unlocked report](#) - which reveals notable changes in intergenerational conversations, behaviours, and actions. In the report you'll find:

- The extent to which families sharing an adviser has increased in a difficult year.
- How families are reporting they intend to leave increased inheritances - despite the cost-of-living crisis.
- Concerns about children 'squandering their inheritance' and how this remains a barrier to early gifting.
- Which adviser skills are most highly prized by clients in 2023.

[View the 2023 Family Wealth Unlocked report here >>](#)

Please get in touch if you have any questions.

Best wishes,  
IFA Magazine Team

Solus email cost:

£3,250

# 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:

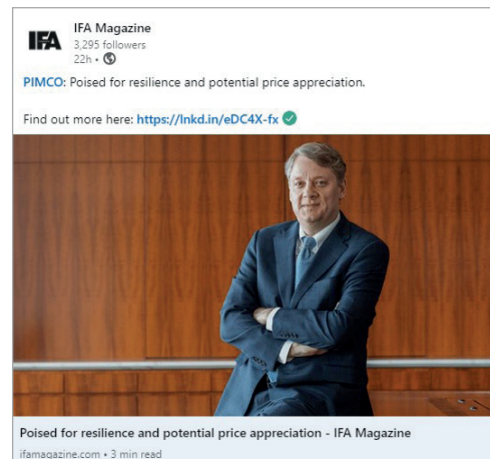
£3,695

# Sponsored social

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

Sponsored social cost:

£350





# Survey

A bespoke survey to be sent 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.

## Understanding current ESG sentiment

We're conducting a survey on behalf of Invesco and your input would be appreciated.

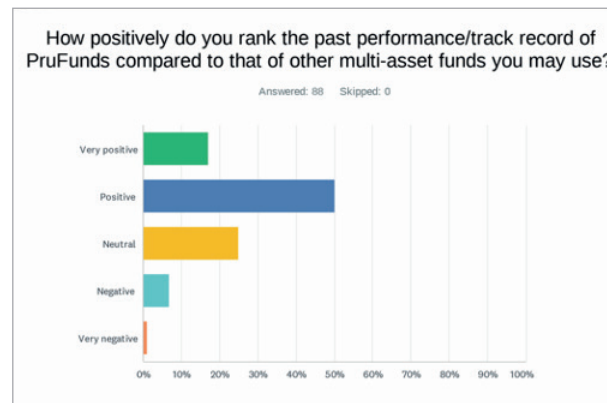
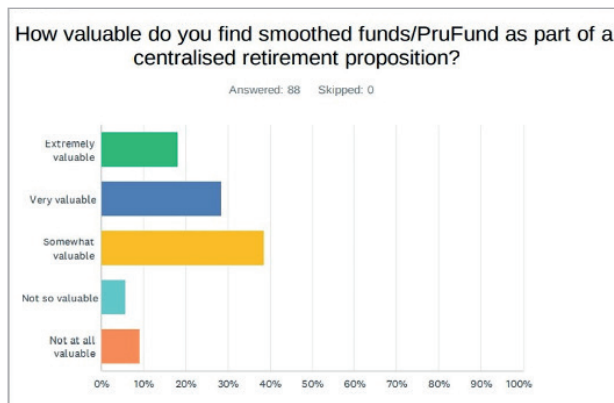
Click the button below to start the survey and share your views for a chance to win an Amazon Gift Card.

Thank you in advance for your participation!

Best wishes  
IFA and Wealth DFM Magazine team

[Begin Survey](#)

Please do not forward this email as its survey link is unique to you.  
[Privacy](#) | [Unsubscribe](#)



☐ No, but I would like to do more in this area

☐ No, of no interest to me

4. Do you see your use of EIS increasing or decreasing over the next couple of years?

☐ Increasing

☐ Decreasing

☐ Stay the same

5. When comparing EIS products, how important is speed of deployment?

☐ Very important

☐ Fairly important

☐ No very important

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:

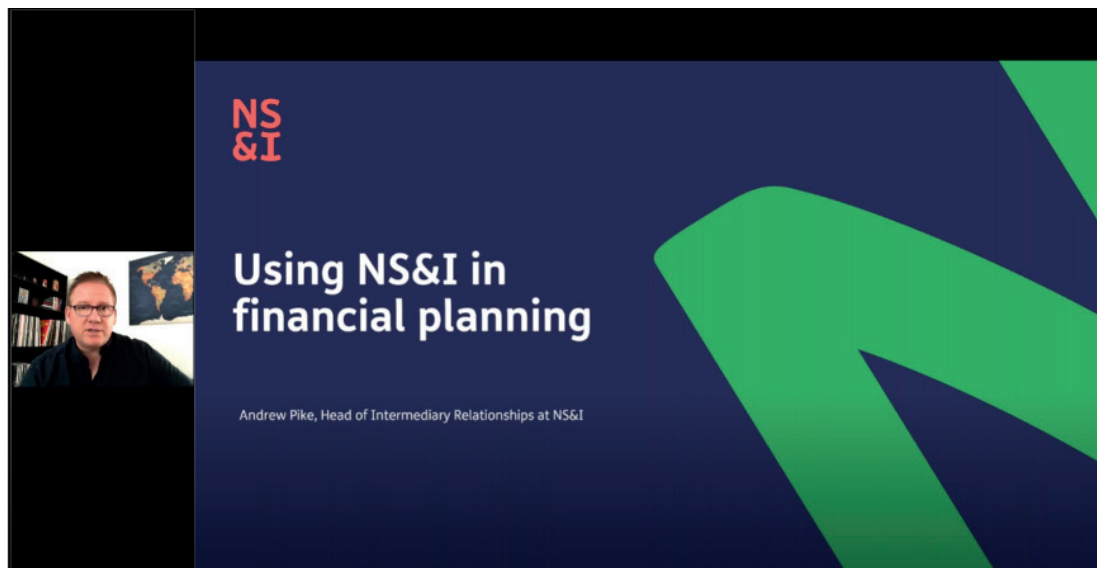
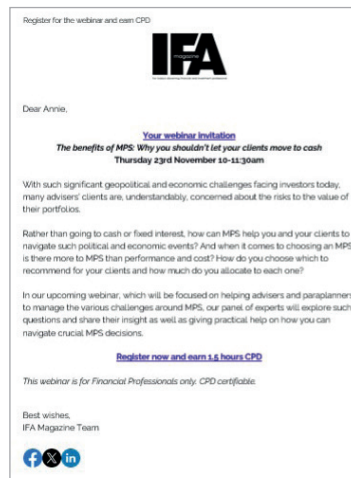
**£8,450**

# 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.

Panel webinar cost:

**£8,750**



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:

**£12,750**

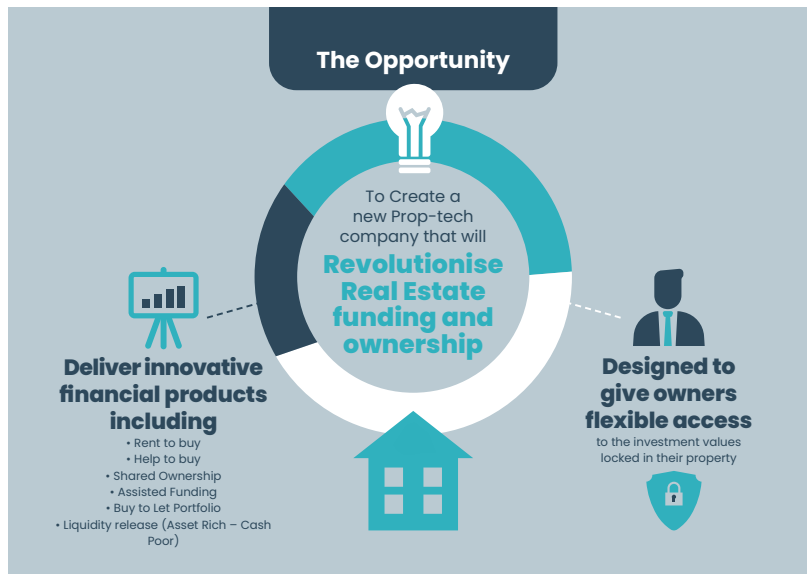
# Bespoke Infographics and Video and Professional Photography

## Infographic

We transform your data into visually striking and informative graphics, creating an effective tool for delivering information, raising awareness, boosting brand advocacy, and driving action

Cost:

**Bespoke**



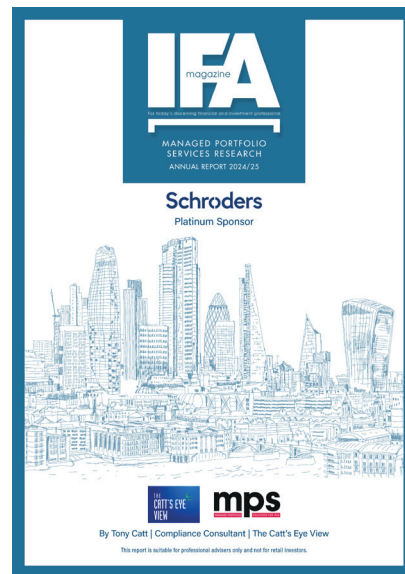
## Video and Professional Photography

Our in-house team is perfect for producing custom, broadcast-quality content for on-demand distribution, as well as photo imagery for use on websites, publications and social media

Cost:

**Bespoke**

# 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, and Tax-Efficient Investments.

**For further information, please click any of the covers.**

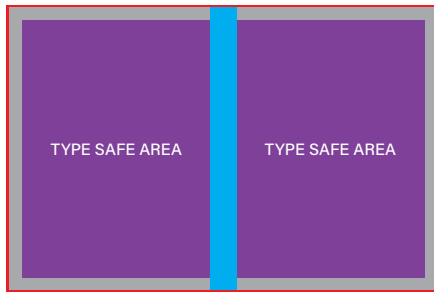
# Solutions

Solutions	Price
Digital adverts: Leaderboard/Billboard/Halfpage/MPU/MLB	<b>£125 CPM</b>
Bespoke digital adverts roadblock	<b>Bespoke</b>
Site takeover	<b>£4,625</b> for one day <b>£14,375</b> 3 x consecutive days
Bespoke infographics	<b>Bespoke</b>
Bespoke video and professional photography	<b>Bespoke</b>
<b>Print adverts</b>	
Coverwrap	<b>£15,250</b>
DPS	<b>£5,050</b>
Full page	<b>£3,695</b>
Half page	<b>£2,400</b>
DPS interview	<b>£3,695</b>
Magazine article	<b>£3,695</b>
Front cover special feature	<b>£10,250</b>
Bespoke supplement/publication	from <b>£12,450</b>
Podcast recording & sponsorship	<b>£3,250</b>
Web articles	<b>£1,950</b>
E-newsletters	<b>£650</b>
Solus email	<b>£3,250</b>
Sponsored social	<b>£350</b>
Survey	<b>£8,450</b>
Panel webinar	<b>£8,750</b>
Exclusive client webinar	<b>£12,750</b>

Our editorial, design and production departments are able to produce assets from initial brief, through to research, design and distribution, and we can assist with all your content creation requirements.



# Print advert specifications



Full instructions [here](#)

## COVER WRAP

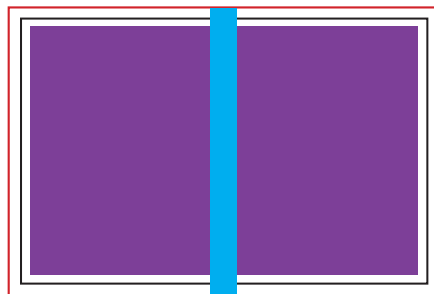
Width - 420mm Height - 297mm

Type safe area -

184mm x 271mm

Apply Bleed of 3mm

**Please note:** No copy to run directly through the middle of DPS due to the spine



Full instructions [here](#)

## DOUBLE A4 PAGE ADVERT

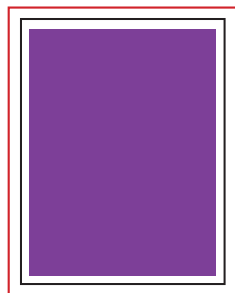
Width - 420mm Height - 297mm

Type safe area -

390mm x 267mm

Apply Bleed of 3mm

**Please note:** No copy to run directly through the middle of DPS due to the spine

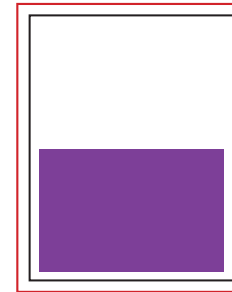


## A4 - FULL PAGE ADVERT

Width - 210mm

Height - 297mm

Apply Bleed of 3mm

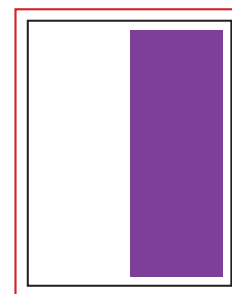


## A4 HORIZONTAL HALF PAGE ADVERT

Width - 210mm

Height - 148.5mm

Apply Bleed of 3mm

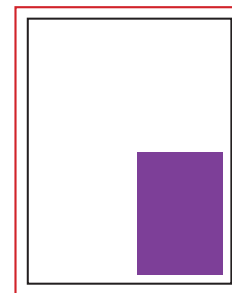


## A4 VERTICAL HALF PAGE ADVERT

Width - 105mm

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

## **HALF PAGE**

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

## **BILLBOARD**

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

## **MOBILE LEADERBOARD**

Width - 320 pixels | Height - 50 pixels | 72 DPI

**For more specification information, please click [here](#)**

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