

Moneyfacts®



The leading specialist monthly finance magazine for over 21 years



Opportunities to benefit from:

- ✓ High quality editorial written by experts
- ✓ Your message linked with our reputation for quality and value
- ✓ A range of options to ensure you reach relevant readers in a way that suits your needs
- ✓ Our specialist focus ensures your advertisement will be relevant and meaningful for the reader

Benefit from our experience:

- ✓ Our blend of journalistic comment and expert knowledge is read in-depth and therefore kept longer
- ✓ Our invaluable research is sought after by readers who refer to Moneyfacts on a daily basis*
- ✓ Moneyfacts magazines are not only read, but are used as a part of the adviser's decision process
- ✓ Our product surveys command industry respect
- ✓ Our unrivalled product coverage is the envy of all

*Reader survey 2009/10



A word about Moneyfacts



"Moneyfacts has been the choice of the intermediary for over 21 years. It is the leading specialist monthly finance magazine providing the day-to-day data that intermediaries rely on for decision making. The Moneyfacts name is universally known within the world of personal finance by providers, intermediaries and the media for reliability and accuracy 'beyond doubt,' packaged independently of influence. In other words, if we say it, it must be true. Just ask anyone in personal finance!"

Sylvia Waycot
Publisher

Not only display... In addition to our display advertising we offer:

Broker directory

Designed to be a portable working tool, our broker directories provide instant access to detailed data about a given subject. Previous broker directories have included: *Tax & benefits*, *Offshore banking* and *Residential mortgages*.

Pocket sized tax table

Carried in the intermediaries' pockets, our tax table is always on hand - and constantly referred to.

Two-sided editorial inserts

Demonstrate expertise on a given subject with a two-sided editorial insert. This allows your message to stand out for our readership of intermediaries, regardless of pre-planned feature lists.

Supplements

A series of educational supplements based on regulation and product knowledge aimed at intermediaries. These supplements offer the chance to demonstrate understanding of the intermediaries' professional needs and help them to grow their businesses.

Call Christine to discuss ways to help you promote your campaigns to thousands of intermediaries

Christine Taylor 01603 476857 email: ctaylor@moneyfacts.co.uk



Moneyfacts Awards

Representing each of our titles, Moneyfacts Group Awards are totally independent. Presented for product excellence and outstanding service, these highly coveted awards are, in each case, presented annually. Each event is recognised in its own right as a highly professional, unique and enjoyable occasion. Year-on-year, every one of our awards ceremonies grows in size and reputation, becoming must attend events in each sector.

Shortlists now released

- Tables currently available for purchase
- Awards ceremony on 11 June 2010
- Licences available for purchase from 11 June 2010



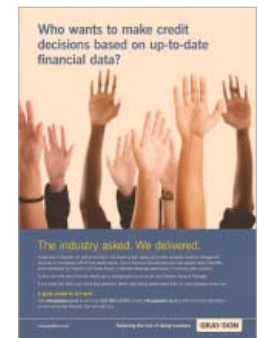
Display advertising rates

Rates	1	3	6	9	12
Full page colour	£2,860	£2,574	£2,288	£2,002	£1,859
Inside front cover	£3,320	£2,988	£2,656	£2,324	£2,158
Outside back cover	£3,400	£3,060	£2,656	£2,380	£2,210
Inside back cover	£3,320	£2,988	£2,656	£2,324	£2,158
Strip on editorial pages	£682	£613	£545	£477	£443

Pre-paid display advertising rates

Rates	1	3	6	9	12
Full page colour	£2,860	£2,315	£2,060	£1,700	£1,490
Inside front cover	£3,320	£2,690	£2,390	£1,975	£1,725
Outside back cover	£3,400	£2,755	£2,390	£2,025	£1,770
Inside back cover	£3,320	£2,690	£2,390	£1,975	£1,725
Strip on editorial pages	£682	£550	£490	£405	£355

Agency commission 10%



Product specification

Full cover wrap

Trim area H297mm x W420mm

Type area H285mm x W405mm

Avoid putting text in the horizontal centre area as this is where the spine will be.

Allow 16mm (8mm each way of centre)

Add 5mm bleed all way round

Three quarter cover wrap

Trim area H245mm x W420mm

Type area H230mm x W405mm

Avoid putting text in the horizontal centre area as this is where the spine will be.

Allow 16mm (8mm each way of centre)

Add 5mm bleed all way round

Double page spread

Trim area H297mm x W420mm

Type area H285mm x W400mm

Avoid text in the centre of the type area.

Up to 16mm of the centre will disappear into spine due to stitching and creepage

Add 5mm bleed all way round

Full page including outside back cover

Trim area H297mm x W210mm

Type area H285mm x W195mm

Add 5mm bleed all way round

Half page landscape on editorial

Trim area N/A

Ad size H140mm by W193mm

Half page vertical for editorial

Trim area N/A

Ad size H253mm by W93mm

Half page vertical mono ad for page 71

Trim area N/A

Ad size H273mm x W93mm

Standard strip ad

Trim area N/A

Ad size H30mm x W193mm

Residential mortgage pages strip ad

Trim area N/A

Ad size H30mm x W196mm

Third of page portrait ad as per equity release pages

Trim area N/A

Ad size H83mm x W193mm

All artwork as high resolution PDF, EPS or TIFF



“ I have been a Moneyfacts subscriber in my IFA/accountancy practice for many years. It’s a terrific and trusted reference for me and my clients.” Terry Hevers, Managing Director, The Capita Group

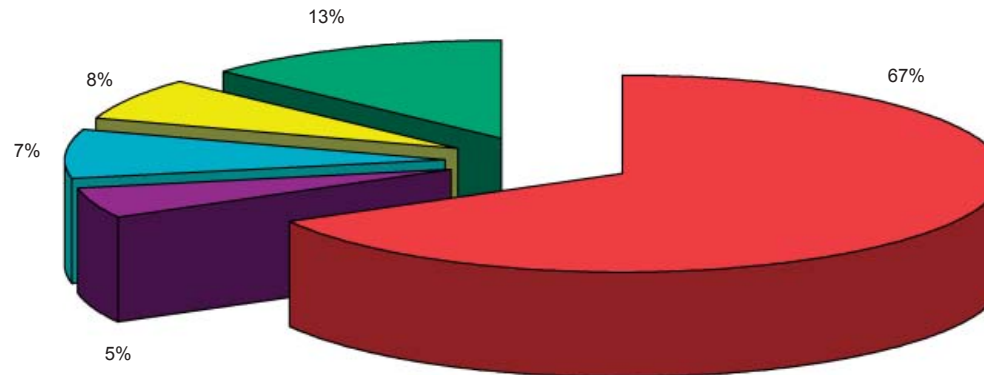
Our readers include...

Circulation breakdown

Moneyfacts has an average monthly readership of 90,007.
(Source Moneyfacts reader survey September 2009)

Subscriber profile

IFA	67%
Mortgage broker	5%
Accountants/Solicitors	8%
Banks & building societies	7%
Other*	13%



(* Other made up of estate agents, insurance, credit unions, retail & services, marketing & PR and private investors)



Facts about our subscribers

- 95% of Moneyfacts circulation is paid and controlled
- 48% of readers advise directly on mortgages
- 70% of readers belong to a professional organisation
- 67% write/advise on ISAs
- 69% write/advise on critical illness
- 71% write/advise on life/term assurance
- 66% write/advise on income protection
- 65% write/advise on personal pensions

Forward Features 2010

January 2010 - published 05/01/10

Advertising - 21/12/09

Mortgages: A look at the future for the much reduced but still important buy-to-let sector

Private banking: Implications of behavioural adjustment changes

February 2010 - published 01/02/10

Advertising - 25/01/10

Savings: Review of the most consistent performers in the savings sector over the past quarter

Retail Distribution Review: An updated view on the possible effects of the review on the market

March 2010 - published 01/03/10

Advertising - 22/02/10

Overseas mortgages: Why buying abroad can still prove profitable

Product choice: The continuing rise of supermarket banking

April 2010 - published 07/04/10

Advertising - 29/03/10

Survey: ISAs: Who will come out on top?

Mortgages: The CML provides its latest views on the sector

May 2010 - published 04/05/10

Advertising - 26/04/10

Diversification: Identifying any untapped areas that brokers can consider for increasing revenues

Sale & rentback: Discussing the merits of the much maligned sector

June 2010 - published 01/06/10

Advertising - 24/05/10

Treating customers fairly: Discussing the latest TCF initiatives

Survey: Child trust funds: Comparing the cash and equity options and where the value lies

July 2010 - published 05/07/10

Advertising - 28/06/10

Debt management: Helping your client make the right choices

Survey: Buy-to-let: Looking for signs of improvement in choice

August 2010 - published 02/08/10

Advertising - 26/07/10

Financial difficulties: Helping your client before it is too late

Mortgage protection: Our latest look at the wide range of mortgage protection products on offer

September 2010 - published 06/09/10

Advertising - 27/08/10

Retail Distribution Review: Update on the latest changes

Commercial mortgages: Current state of the market and opportunities to become more involved

October 2010 - published 04/10/10

Advertising - 27/09/10

Mortgages: We highlight the latest trends in choice and availability

Survey: Loans: We reveal the results of our latest look at this sector

November 2010 - published 01/11/10

Advertising - 25/10/10

Savings: Review of the most consistent performers in the savings sector over the past quarter

Survey: Bridging finance: We reveal the results of our latest look at this sector

December 2010 - published 06/12/10

Advertising - 29/11/10

Retail Distribution Review: Latest opinion from the industry as implementation moves ever closer

The year in focus: The key events for the intermediary sector

