



Media Information

Target readership: **Marketing Directors in financial services**
 Website: **www.financialmarketingonline.com**
 Editor: **Jonathan Boyd**
 Publisher: **Mike Jones**
 Launched: **1992**
 Circulation: **2000**

Overview

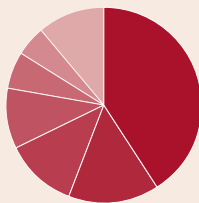
Financial Marketing is the only marketing magazine focusing exclusively upon financial services. New-look magazine since March 2006, with enhanced navigation and layout, and new section *The Knowledge Centre* providing the latest new product launches.

Readership

Circulation **2103**
 Readership **4837** (pass-on readership 2.3)

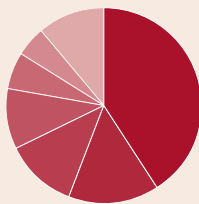


Readership breakdown



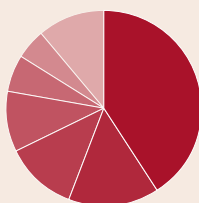
Breakdown by company financial sector

- Savings & investments **(41%)**
- Protection **(15%)**
- Mortgages **(12%)**
- Pensions **(10%)**
- Support Services **(6%)**
- Libraries and regulators **(5%)**
- Other **(11%)**



Job titles

- Chairman/Managing Director/CEO **(5%)**
- Marketing Management **(39%)**
- Marketing Director **(9%)**
- Brand/Product Management **(9%)**
- PR Communications **(7%)**
- Marketing Executive **(13%)**
- Market Research Manager/Analyst **(6%)**
- Other **(12%)**



Company Turnover

- Under £10million **(2%)**
- £10 million to £100 million **(15%)**
- £100 million to £250 million **(16%)**
- £250 million to £500 million **(28%)**
- £500 million to £1 billion **(18%)**
- £1 billion + **(21%)**



Contacts

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Distributed to over 2000 high-level decision makers within leading UK-based companies, *Financial Marketing* provides the only targeted readership of any marketing magazine currently available.

Typical subscribers include:

Emarketing manager Chelsea Building Society; Head of Distribution Marketing Prudential; Director RBS Brand Royal Bank of Scotland; Marketing Planning Manager BUPA; Marketing Director Money Expert; Global Head of Marketing HSBC Securities Services; Business Strategy Manager HFC Bank.

Editorial Scope

Financial Marketing includes both the latest news and in-depth analytical Features. Covers both consumer and B2B financial marketing. Topics include: the latest marketing strategies & techniques; product launches, marketing channels, database marketing, brand management; retention initiatives; online marketing; and government regulation. Also includes *Media Intelligence* section on the latest trends and spending patterns among the industry's major players.



Jonathan Boyd
Editor

Forthcoming editorial Features

- May** Sports the standing of sports sponsorship, and where the action may be in future.
VCTs, EIS, R&D Tax Credits
Anti-spam avoiding the dreaded "spam" classification.
MPPI the challenges facing marketing of mortgage payment protection
- June** The European effect The impact of regulations on financial promotion
Safe as houses
Property marketing
Beyond Chip & PIN the developing debate on where to go next for a banking industry keen to promote more and safer online trade.
- July** Environmental challenge how will the financial services industry have to reposition itself and the effects this could have on marketing.
Call centres
Pricing in Proportion (PiP)

Supplements

Financial Marketing publishes two advertising supplements per year, covering issues of special interest to the financial marketer.

Additional Advertising Opportunities

Advertorials; inserts; cover wraps; sponsorship;
Bespoke opportunities available for all these options upon request



Advertising rates

Full page	£1250
Half page	£750
Fortnightly email alert	£1000 per week
Inserts	£350 per 1000

For more information,
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