

MEDIA INFORMATION 2008



Professional Pensions

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“Keeping up to date with the world of pensions is an essential part of my job. *Professional Pensions* makes a major contribution, through its mix of news and incisive dissection of issues.”

Kevin LeGrand
Head of Technical Services
Buck Consultants, An ACS Company

TOP JOB-TITLES

- 1 Pensions Manager
- 2 Trustee
- 3 Consultant
- 4 Employee Benefit Consultant
- 5 Human Resources Director
- 6 Finance Director
- 7 Independent Trustee

PRODUCT OVERVIEW

Professional Pensions is the leading purely institutional pensions title in the UK, delivering extensive news and features coverage for the corporate pensions and investment industry.

It organises the pensions industry's biggest events, including the UK Pensions Awards, the Scheme of the Year Awards and the two-day Professional Pensions Show.

EDITORIAL PHILOSOPHY

Professional Pensions offers unrivalled news and feature coverage of the key issues facing schemes and their sponsors, while regular roundtable and panel debates provide in-depth analysis on a range of investment, administrative and legal topics.

It has spearheaded a number of major campaigns to help raise the profile of trustees and played a pivotal role in raising awareness about the plight of scheme wind-up victims.

The magazine's coverage is further enhanced by authoritative supplements including reports on major industry sectors such as property investment, specialist managers, local authority schemes, group risk and consultants.

There is also a monthly round-up of latest trends within defined contribution provision – DC World – a quarterly supplement looking at changes in the local government pension fund marketplace and an annual review of the UK's top 100 pension schemes.

The magazine and website professionalpensions.com work closely together by offering news and features online and then following up in more detail in the following week's publication

READERSHIP



Professional Pensions is the UK's leading publication for the occupational pensions industry and has an average net circulation of 13,085 every week.

KEY POINTS

- 1 **Extensive news & features** – trusted and high quality weekly editorial on the pensions sector in the UK
- 2 **Expert opinion and advice** – keeping you updated with the very latest thinking from around the industry
- 3 **Best practice & legislation** – to keep you operating at the cutting edge of your industry
- 4 **Regular interviews with top names in Pensions**
- 5 **51 issues of Professional Pensions and daily online access to professionalpensions.com**



Bespoke packages available on request

ADVERTISING PLATFORMS

Professional Pensions has recently evolved to offer advertisers a complete cross media solution allowing communication with core target audiences via the most effective platform.

PRINT

Standard creatives

Strips, half, full page and double page spread advertisements are available for ongoing branding campaigns and can be positioned alongside relevant editorial features to maximize effectiveness.

Advertorial

Advertorials provide advertisers with the opportunity to explain in detail the benefits of their products and services to potential customers.

Panel debates

Panel debates allow advertisers to increase the profile of one of their key personnel and explain their organisation's development in relation to a relevant 'hot topic' chosen by *Professional Pensions'* editor.

Directory

Professional Pensions' Service Directory is a comprehensive guide to the pensions industry service providers, offering a cost effective way for advertisers to guarantee a year long presence.

Supplements

Regular *Professional Pensions* supplements cover key markets and topics in more depth and give advertisers the chance to align their brands with particular markets.

Recruitment

Professional Pensions carries more recruitment advertising than any other UK specialist

pensions title. With a market share figure of 78.99% – the recruitment section will guarantee you have the best platform to fill your vacancies quickly. For recruitment opportunities, please contact John Howe on 020 7034 2661.

ONLINE

Standard creatives

Buttons, banners, leaderboards and skyscrapers are available to run across the *Professional Pensions* website or can be optimized to appear in specific sections.

Email newsletter

The latest industry news is sent direct to subscribers inboxes via the *Professional Pensions* weekly newsletter. Advertisers can include up to 100 words of text and a URL hyperlink.

Professionalpensionsjobs.com

Now live with hundreds of the industry's latest pensions jobs.

RICH MEDIA

Professional Pensions' website leads the pensions publishing industry in providing advertisers innovative rich media advertising solutions *Professional Pensions'* publisher Incisive Media has recently invested in a studio giving advertisers access to a range of broadcast opportunities including:

Professional Pensions TV

Interviews with leading industry figures allow advertisers to raise the profile of company figureheads around specific relevant topics.

Web Seminars

Web Seminars can be 'on demand' or live and interactive with a panel of participants including the sponsor.

EVENTS

Forums

Professional Pensions has a series of forums scheduled for the next 12 months giving sponsors the chance to provide speakers at these events to promote their organisations and network with existing and potential clients.

Awards

The *Professional Pensions UK Pensions Awards* are now in their 11th year and established as the pensions industry's leading awards ceremony, attracting hundreds of the industry's leading figures and providing sponsors an ideal opportunity to promote their brand in front of both their clients and peers.

Roundtables

Roundtables are available for sole and part sponsorship.

Professional Pensions Show

The UK Pension industry's biggest event, held in May and November.

RATES & CONTACTS

PRINTED ADVERTISING RATES

Dimensions	width	depth
Page (trim):	250	350 mm
Page (type):	226	332 mm
Page (bleed):	256	356 mm
Spread (trim):	500	350 mm
Spread (type):	476	332 mm
Spread (bleed):	506	356 mm
Half spread:	476	159 mm
Half spread (bleed):	506	174 mm
Half page horizontal:	226	159 mm
Half page horizontal (bleed):	253	174 mm
Half page vertical:	111	322 mm
Half page vertical (bleed):	126	356 mm
Junior page:	180	245 mm
Fire place:	384	245 mm
Quarter page vertical:	111	159 mm
Quarter page horizontal:	226	77.5 mm
Strip horizontal:	226	40 mm
Ear piece:	72.6	26 mm

supplement specs on request

Prices

Full page	£6,585
DPS	£11,870
Half page	£3,850
Fireplace / Half DPS	£7,500
Ear piece	£1050
Cover wrap	£18,000
Bound in	£16,000
Loose inserts	£3000 full run
Junior page	£4,500

Recruitment

DPS	£6,820
Full page	£3740
Half page	£2200
Quarter page	£1320

Professionalpensions.com

Site Opportunities

Professional Pensions can offer a full range of online opportunities, including one to one training interviews, round tables and education seminars. Please call John Waterson on 020 7034 2663 for further details

Leaderboards/skyscrapers	£40 per 1000 page impressions
Email alert sponsorship	£5000 per month
All other online activity	POA

Technical Details

Standard banner – 468 x 60; 12k GIF; 15k Flash
Expandable Flash – 468 x 60 expands to 468 x 180; initial size 15k - max total size 45k
Leaderboard – 728 x 90; 28k GIF; 35k Flash
Expandable Leaderboard – 728 x 90 expands to 728 x 180; initial size 25k - max total size 50k
Skyscraper – 120 x 600; 15k GIF; 20k Flash
Expandable Skyscraper – 120 x 600 expands to 240 x 600; initial size 20k - max total size 55k
Tile/button – 120 x 60; 7k GIF; 10k Flash
MPU – 200 x 200; 40k file size
Page peeler – 200 x 160 expands to 500 x 400; 40k initial size 40k expands to unlimited size
Pop under/pop up – 300 x 300; 50k file size
Mini banner – 245 x 60; 15k file size
File types – GIF, JPEG, JAVA*, FLASH*, HTML

*JAVA, FLASH and HTML need advance warning and discussion on the behaviour of the banner.

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