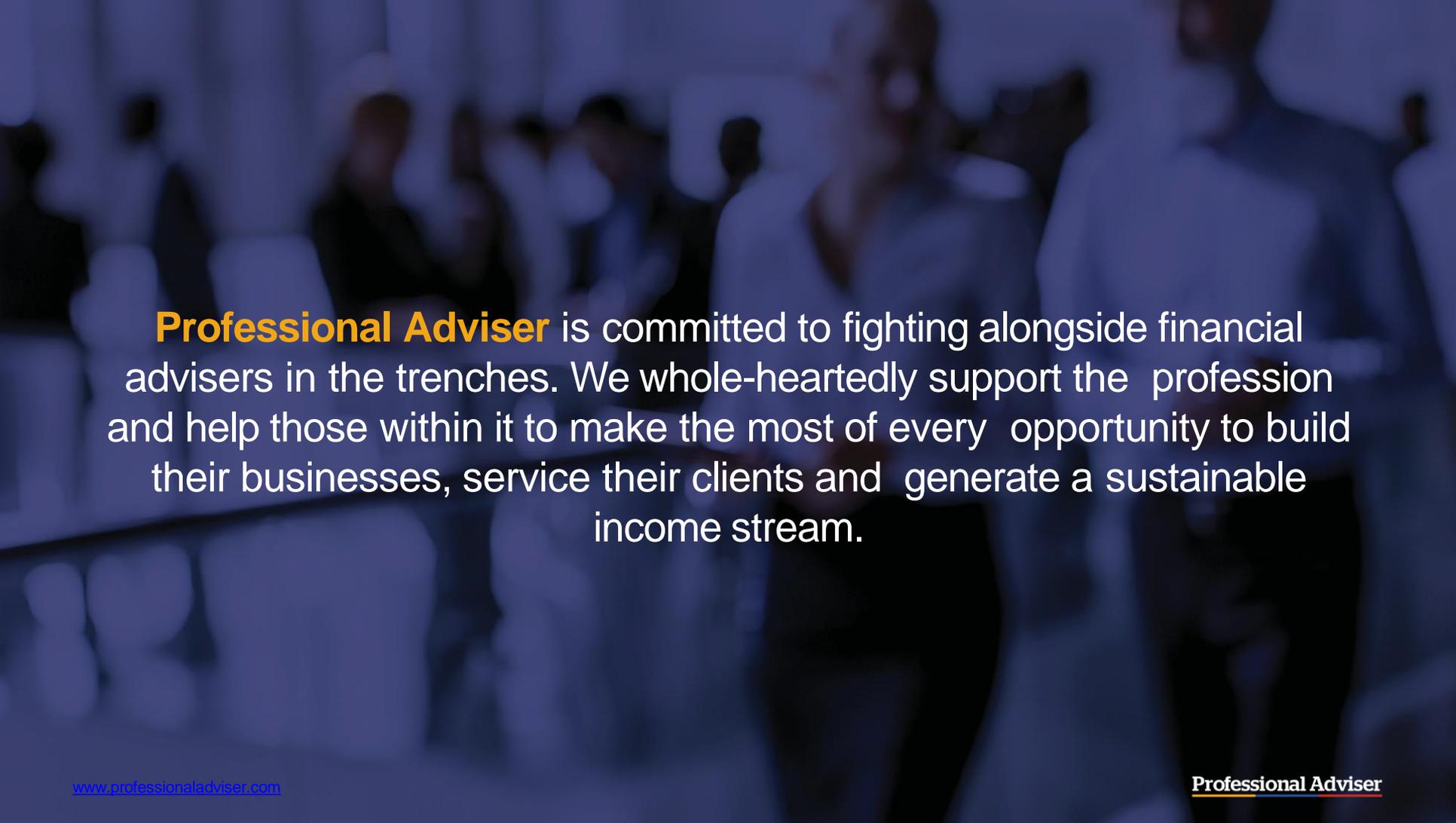


# Professional Adviser

An aerial photograph of London at dusk, showing the River Thames, the Tower Bridge, and the Shard. The sky is a deep blue, and the city lights are beginning to glow. The title 'Professional Adviser' is overlaid in white text with a horizontal bar below it that is divided into three colored segments: orange, blue, and red.

2021 Media  
Pack



**Professional Adviser** is committed to fighting alongside financial advisers in the trenches. We whole-heartedly support the profession and help those within it to make the most of every opportunity to build their businesses, service their clients and generate a sustainable income stream.

# OVERVIEW



**Professional Adviser** provides a must-read information service for UK-based regulated financial advisers, offering swift and comprehensive insight into developments in the financial services sector. It was the first breaking news website for financial intermediaries and today offers award-winning content for client-facing advisers, paraplanners and business owners.

The content is served through [professionaladviser.com](http://professionaladviser.com) with daily newsletters, tailored to the needs of users.

**Professional Adviser** also publishes a bi monthly magazine – Multi-Asset Review (MAR) – featuring in-depth analysis of multi-asset and outsourcing solutions for financial advisers, including multi-manager and discretionary fund management. It analyses investment trends within the advisory sector amid ever-changing regulation, as well as risk-profiling solutions and behavioural finance.

# HIGHLIGHTS



- An online publication for UK financial advisers including three daily newsletters keeping readers abreast with the latest exclusive news and features
- Expert opinion and analysis from financial advisers and industry commentators on the latest news and themes in the advice profession and associated sectors, including multi-asset funds, investment platforms, pensions, and regulation and compliance.
- Provides comprehensive coverage for financial planners with a strong focus on the key issues for the readership, which include: smarter business, the advice profession, regulation and compliance, and retirement income.
- Also publishes a quarterly investment magazine – Multi-Asset Review – focused on investment outsourcing generally and multi-asset solutions more specifically.
- Regular, in-depth features on the latest trends and themes in the advice sector, as well as multiple deep-dive series of articles on specific topics

# REACH

Our audience reach covers client-facing advisers, paraplanners and business owners.

Whatever the challenges and opportunities faced by your market, our close relationships with leading industry professionals gives us a unique insight allowing us to spot trends and changes before they happen.



**49,842**

Total contactable  
individuals



**232,124**

Monthly page  
views



**17,119**

Followers across social  
media

# SERVICE

## S

Whether it's audience engagement through brand and product awareness, or creating powerful engagement through content, high touch, outstanding quality marketing and sales conversion is at the heart of our business.



Print advertising



Digital advertising



Events / bespoke events



Content creation



Content marketing



Lead Generation



Video creation

# ADVERTISING PLATFORMS - DIGITAL

## Advertising opportunities

Wallpapers/sidebars, HPUs, Billboards and other bespoke creatives are available across professionaladviser.com. The site has been optimised for mobile and tablets using the latest technology and initiatives for unique marketing campaigns.

## Native advertising

Native adverts run across the Professional Adviser website and offer an excellent way of promoting your thought leadership and driving traffic through to content pieces.



13% click through rate

## Email bulletins

The latest industry news is sent to over 38k advice professionals daily. Advertisers who sponsor the email will receive space for leaderboard and MPU creatives, 150 words of promotional copy and a hyperlink to any client URL. We also offer alternative native email sponsorship providing clients the perfect opportunity to promote their thought leadership content.



232,124 monthly page views  
212,664 monthly user sessions

# DIGITAL 2021 RATE CARD

Product	Specs (MM)	CPM (Cost per thousand)
Billboard	970x250	£98
Half pages	300x600	£67
Side bars	1280x900	£107
Ads native	Specs upon request	£50
In-read video	Specs upon request	£128

Product	Cost
Sponsored Daily Newsletter	£1,200 per email
Ads Native Newsletter	£1,450 per email
Round Up Newsletter	£1,575 per email
Sponsored Solus Email	£4,025 per email
Entry-Point Takeover	£3,875 per day

# MULTI-ASSET REVIEW – PRINT ADVERTISING

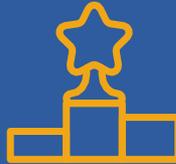
Printed quarterly, the Multi-Asset Review magazine offers advertisers a complete cross media solution allowing communication with core target audiences via the most effective platform.

## 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 maximise effectiveness

## Advertorials

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



Award winning  
journalists



4,995 print circulation

# PRINT 2021 RATE CARD

Published every Monday

Product	Price
Full page	£1,925
DPS	£3,310
Half DPS	£1,985
Cover wrap	£10,450
Full page advertorial	£2,600

# CONTENT CREATION - FOCUS

Contact us  
for rates

Focus is a publication that brings fund buyers face-to-face with a selection of the most in-demand asset managers in the UK and globally.

When a financial professional accesses decision content it indicates the reader is looking at fund specific metrics and actively engaging with the fund. The decision content in FOCUS aims to provide clear and concise details on the following areas:

- **The funds investment philosophy and process**
- **The management team behind the fund**
- **Fund performance vs. peers**

The above three points have been independently verified by Cerulli Research as the most important criteria that fund buyers require before they consider a fund for their buy list.

Focus is supported with a fully managed digital marketing campaign delivering tangible outcomes and proven ROI.

## Minimum deliverables

- **Onsite and offsite display:** typically 60,000 impressions
- **Native articles promoting guide:** typically 3 articles
- **Paid Social campaign** (using 1st party data) approx. 10,000 impressions
- **Leads:** minimum 30 contact details
- **Client will receive 400 print versions of Focus to use for their own marketing purposes – they can use this as a seat drop at their event in**
- **Email promotion –** minimum 3 email bulletin articles



# CONTENT CREATION - SPOTLIGHT

Our Spotlight guides are created to broaden awareness of a companies strategy, investment team/individual profile across any area of their expertise they wish to highlight.



## We offer:

- High production digital eBook delivering awareness and positioning the client as leader across a particular sector
- All content created offers full syndication rights and can be reused/hosted on the customer's and any other sites.
- Incisive Media creates and markets all assets across relevant brand distribution platforms, and is fully shareable
- Guaranteed minimum downloads and engagements
- Incisive Media's content team will work with the sponsoring company to ascertain, content theme and tone of voice.

## Two Phase managed marketing performance campaign

### Phase I —'gated' for data capture

- Hosting on Incisive Resources with guaranteed downloads (Lead Gen) with full data capture
- Inclusion on newsletters support
- "Trailing" native advertising: manager interviews turned into editorial and published on IW, linking back to content

### Phase II direct access to content

- Programmatic ad campaign using hyper targeted Incisive first party data
- Creative provided by Incisive Works and approved by customer
- Use of onsite 'ads native' units
- Support for client's own tracking

# CONTENT CREATION – INCISIVEPRIME



A managed lead generation solution harnessing the power of Incisive Media's 1st party contact data and world class lead generation platform.

Prime promotes client content via native advertising, which sits seamlessly within the body of our daily newsletters (flagged as sponsored content.) Please note, content should not be the same as a sponsoring company might use across our Incisive Engage proposition.

Leads are delivered in a secure format, either monthly or at the end of the agreed campaign period, and include all business card details: Name, company name, email address. Leads will be preferentially unfiltered, but we do filter all non-relevant companies as per FCA registered data.

## Connect

Connect with the industry's core discretionary and advisory professionals through Incisive Media's fully registered UK-wide audience



Your marketing message through Industry Voice blog

## Inform

Inform your target audience base through your in depth content, research-based reports, video, whitepapers etc.



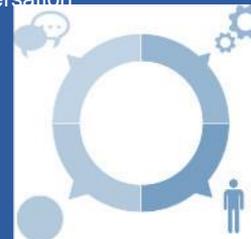
**Professional Adviser**

INVESTMENT  
WEEK

Distributed to our database through email and native adverts

## Contact

Having received your qualified lead, now is the time for your sales team to contact the user and carry on the conversation



Lead generation performance actively managed and monitored

# LEAD GENERATION – INCISIVE ENGAGE

Incisive Engage allows you to connect with the industry’s core discretionary and advisory professionals through Incisive Media’s fully registered UK wide audience, to inform the audience through key macro-economic outlooks, fund manager views and commentary on the current investment landscape.

Tier 1	Tier 2	Tier 3
3 x industry voice	6 x industry voice	9 x industry voice
Email promotion	Email promotion	Email promotion
Ads native unit impressions	Ads native unit impressions	Ads native unit impressions
Guaranteed minimum engagements: 1,500	Guaranteed minimum engagements: 3,000	Guaranteed minimum engagements: 4,500

# LEAD GENERATION: PROFESSIONAL ADVISER RESOURCESRESOURCES

Professionaladviser.com/resources is the UK's leading research and briefings distribution service that is designed to provide users with a quick and easy way of keeping ahead of business and market development.

We give our audience access to your content, enabling them to make the best decisions for their clients and members. As part of the service, we publish your content, distribute it through multiple channels, verify the response and provide you leads, delivering it straight through to your CRM if requested. You will be allocated a dedicated campaign manager offering you full support throughout the process.

**Tenancy subscription: £2,950 per month**

# EVENTS

Our mission for every event is to inform, connect and inspire. We put the experience of our delegates, partners and speakers first, whether the event is staged digitally, face-to-face or as a hybrid. Our vision is to deliver our audiences a safer, more creative experience, including high-quality studio-based broadcasts, and digital and face-to-face networking.

Over 7000 event attendees each year!

## Conferences & Forums

Professional Adviser delivers a portfolio of high-value events for the IFA community including its flagship PA360 show, the Professional Adviser Awards, New Talent Awards, regional Multi-Asset roadshows, working lunches and the Women in Financial Advice Awards. We make sure that you are able to network, engage and educate the right audience in the right environment.

## Bespoke Events

Professional Adviser's publisher Incisive Media's comprehensively equipped in-house film and audio studios gives advertisers access to a range of broadcast opportunities including webinars and roundtables.



# EVENT SMART

Leveraging your existing event presentation, we offer a full communications package to further amplify your product and sales messaging, providing a fresh outlook on the asset and drawing from it both content marketing and sales aid collateral for flexibility and longevity.

## Logistics:

The sponsor will be allocated a content strategist /writer ahead of the event who will have access to the sponsor's presentation or speaker ahead of the event to conduct initial background work.

On the day, the content strategist's main focus is capturing dialogue, responses, questions and quotes from the audience to feed into the post-event write up.

The write up will be produced within 48/72hrs of the event to amplify your messaging and allow for maximum timeliness.

## Package:

- Content strategist in attendance (Virtual or F2F)
- Write up, editing
- Syndicated rights
- Content hosting & distribution via Industry Voice, email promotion and social, on the day of promotion

## Rate

£5,000+ VAT per event coverage

\*Content strategist review of content to ensure compelling marketability

# CONTACTS

Contact us today to discuss anything in further detail – we'd love to help.



**Mick Hrabe**  
Head of Sales

Tel: +44(0) 7773 426 373

Email: [mick.hrabe@incisivemedia.com](mailto:mick.hrabe@incisivemedia.com)



**Naomi Howell**  
Account Director

Tel: +44(0) 207 4849959

Email: [naomi.howell@incisivemedia.com](mailto:naomi.howell@incisivemedia.com)



**Julia O'Brien**  
Key Account Manager

Tel: +44(0) 207 4849959

Email: [julia.obrien@incisivemedia.com](mailto:julia.obrien@incisivemedia.com)