

Professional AdviserTM

MULTI-CHANNEL PRECISION TARGETING OF FINANCIAL ADVISERS



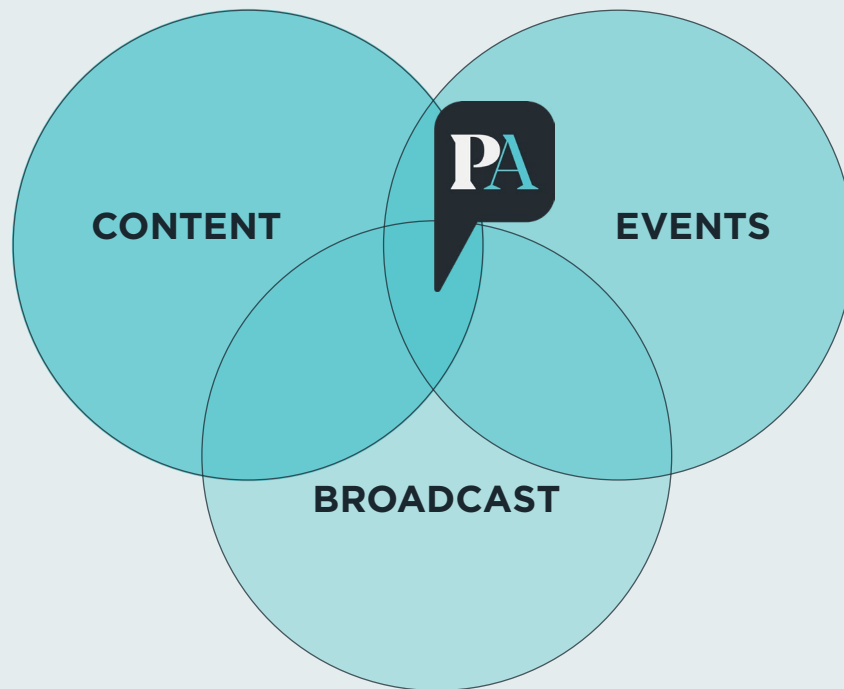
2023 MEDIA PACK

OUR MISSION STATEMENT...

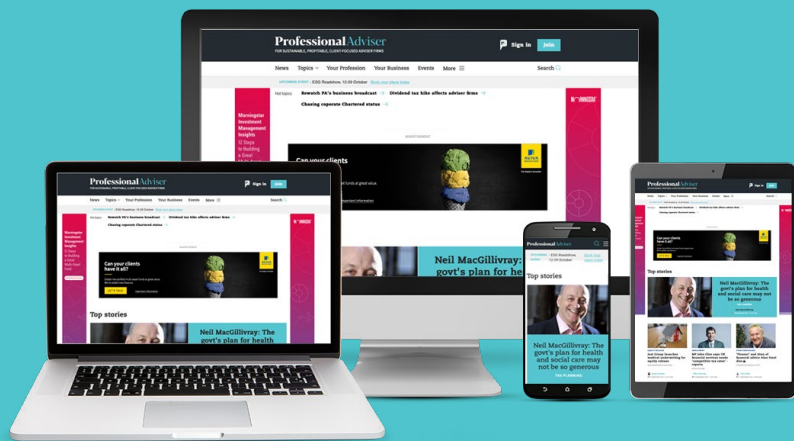
Professional Adviser is committed to providing UK financial advisers with best-in-class business news, insight and commentary. Whether through our award winning editorial content, podcasts, webinars and market leading regional and national events, we whole-heartedly support the profession and help those within it to make the most of every opportunity to build their businesses, service their clients and generate a sustainable income stream.

ProfessionalAdviser™

MULTI-CHANNEL PRECISION TARGETING OF FINANCIAL ADVISERS



HIGHLIGHTS



- **A multi-channel, business focussed, resource for UK financial advisers** including daily newsletters, an award winning website and market leading regional and national events keeping readers abreast of the latest exclusive news and features
- **Award winning journalism** – Our editorial team are the best at getting to grips with the detail of the major issues that affect the adviser business. Our aim is not only to report the stories in the news, but, more importantly, to understand their implications to running an adviser business
- **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 and ESG investment strategies, investment platforms, retirement solutions, technology, regulation and compliance.
- **Regular regional and national market leading events** – From our flagship PA360 conference in London and Knutsford to 35 days of regional events covering Multi-Asset, ESG, Smarter Business & Retirement Planning. Professional Adviser runs more conferences for the adviser community than any other media owner.

A TRULY ENGAGED AUDIENCE



FCA Register Data

Did you know that we use the FCA Registered Data to verify and update our database for accuracy and FCA status? This enables us to gain better understanding on our audience and track individuals as they move from one firm to the next.



80,158

Total contactable
individuals



26,793

Firms
represented



9,000+

Members



7,000+

Event delegates



20,000+

Followers across
social media



Monthly Average Online Statistics:

Page views: **188,000**
User sessions: **152,600**



Newsletter statistics:

Sends: **34K**
Open rate: **14-16%**
CTR: **0.10-0.17%**
Native: **0.22-0.25%**



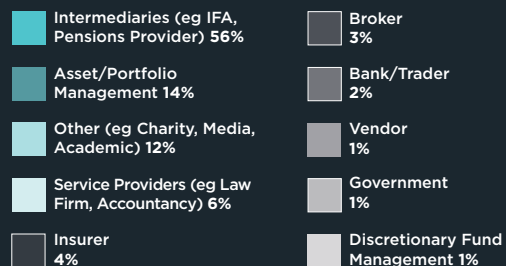
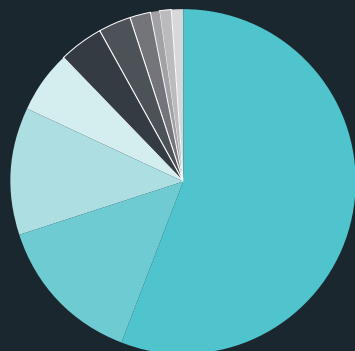
Online Advertising Average CTR:

Billboard **0.17%**
HPU **0.09%**
Sidebars **0.09%**

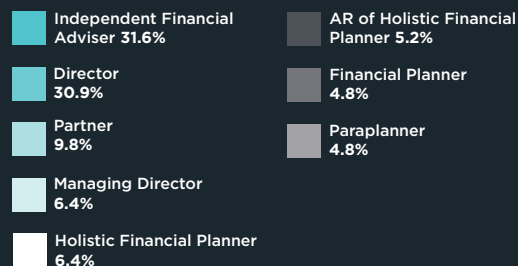
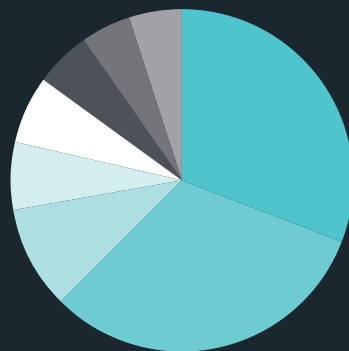
Topper **0.11%**
Native **0.30%**
InRead Video **1.96%**

A TRULY ENGAGED AUDIENCE

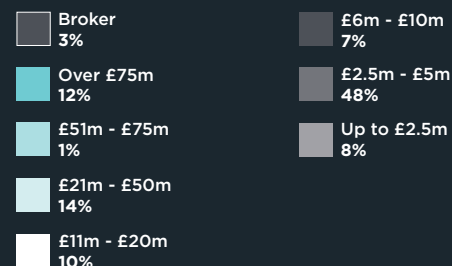
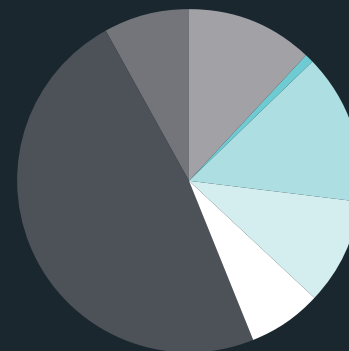
Company type:



Job function:



Assets personally advise on:



SERVICES

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



Events / bespoke events



Content creation



Video creation



Content marketing



Lead Generation



Digital advertising

MARKETING: LEARN ABOUT SOME OF WHAT WE CAN DO FOR YOU



We can help you create beautiful, bespoke content experiences and deliver powerful, integrated marketing campaigns

ADVERTISING PLATFORMS - DIGITAL

The latest industry news is sent to over 34k 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/aminated email sponsorship providing clients the perfect opportunity to promote their thought leadership content and drive traffic.

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.

Solus Email bulletins

Solus emails are set up using the advertisers own HTML that is sent out to PA's database. You have full creative control over how the email looks - we encourage a clear call to action encouraging the audience to engage with the content. This 3rd party solus email is the advertiser's own creative being used and it must not look as though it is coming from the PA brand. Subscribers who receive these emails have agreed to receive this 3rd party marketing content.

EPTO – editorial entry point takeover

EPTOs include full sponsorship of all 3 x PA email bulletins for the day. Advertising includes: banners, MPU and 160-word sponsors message on each email bulletin and also includes the landing page takeover (sidebars/HPU/billboards) every time a viewer clicks into the editorial stories on the newsletters.

Get in touch to learn more, we are sure we can help.

ADVERTISING PLATFORMS - DIGITAL RATES

Online Creative

Products	CPM
Billboard 970 x 250	£123
Half Pages 300x 600	£84
Sidebar 1366x900 (131x900 per side)	£132
Topper bar Specs upon request	£129
Ads Native Specs upon request	£66
Portrait Ad 300 x 1050	£171
In-read Video Specs upon request	£153

Products	Cost
Sponsored Daily Newsletter	£1,584 per email
Ads Native Newsletter	£1,740 per email
Round Up Newsletter	£1,730 per email
Sponsored Solus Email	£4,500 per email
Entry-Point Takeover (newsletter entry-point)	£4,260 per day

CONTENT CREATION – PRODUCT EXAMPLES

We offer:

- High production digital experience and integrated marketing campaigns delivering awareness and positioning the client as leader across a particular sector, highlighting a fund or bringing research to life.
- As part of your project we offer a Two Phase performance marketing promotion
- Phase I – ‘gated’ for data capture – lead Gen
- Phase II direct access to content – Programmatic ad campaign using hyper targeted Incisive first party data
- All marketing support client’s own tracking



Spotlight:

Framing market perspectives, insight and themes using original, fresh thought leadership, informative opinion and brilliant design

[Click to view](#)



Focus:

Bringing investment philosophy, performance, and the people behind products and services to life

[Click to view](#)



Video:

Video and digital experience promoting fund strategies and investment services: scripted, filmed and edited

[Click to view](#)

CONTENT MARKETING DISTRIBUTION – INCISIVE ENGAGE

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

Tier 1	Tier 2	Tier 3
3 x supplied articles/content	6 x supplied articles/content	9 x supplied articles/content
Email Promotion	Email Promotion	Email Promotion
Ads Native Unit Impressions	Ads Native Unit Impressions	Ads Native Unit Impressions
Guaranteed minimum engagements: 1,650	Guaranteed minimum engagements: 3,300	Guaranteed minimum engagements: 4,950
£14,168 +vat	£23,738 +vat	£32,009 +vat

All campaigns will be measured on: No. of engagements (article views), dwell time (time spent on article) & unique users

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 face-to-face, digitally or as a hybrid. Our vision is to deliver our audiences a safer, more creative experience, including face-to-face networking, high-quality studio-based broadcasts and digital connection.

Over
7,000
event attendees
each year!

Conferences & Forums







Professional Adviser delivers more conferences for Financial Advisers than any of our peers combined. A portfolio of over 50 high-value events for the Adviser community includes our flagship PA360 Conference, regional Multi-Asset, ESG, Smarter Business and Retirement Planning Roadshows, Regional & Digital Working Lunches, PA360 North, the Professional Adviser Awards, New Talent Awards, 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 at a time to suit your strategic needs.

Bespoke Events

Professional Adviser's comprehensively equipped in-house film and audio studios give marketers access to a range of broadcast opportunities including webinars and roundtables.








H1 - 2023 PROFESSIONAL ADVISER EVENTS

EVENT INVOLVEMENT	DATE & LOCATION	FORMAT	DELEGATE PROFILE	SPONSOR PACKAGE	PRIMARY	COST
	24,25,26 January, 1,2 February Harrogate, Warrington, Birmingham, Bristol, London	Half day conference, 5x25 min presentations, Q&A, exhibition, branding	175-200 IFAs over the five venues	25 Min presentation, exhibition stand, branding at event, 3 min sponsor video interview delegate names post event	25 minute speaker presentation	£32,750 + VAT
	25 April The Brewery, London	Evening Awards gala. Adviser, product provider and supplier categories	350 guests with approx. 50% of the audience being advisers.	Category sponsorships include table for 10, branding before & during the awards. Sponsor to present award	Branding & award presentation opportunity	From £8,500 + VAT
	26 April The Brewery, London	Full day flagship conference for IFAs	350-450 IFAs	Headline + Stand Gold + Stand Silver + Stand Exhibitor Supplier Hub	In association with + presentation Stream speaker Panel speaker Exhibition stand Supplier Hub stand	£46,750 - Headline £28,750 - Gold £20,750 - Silver £12,750 - Exhibitor £2,975 - Supplier Hub
	17-18 May Wotton House, Dorking	Two day retreat conference, 6 x 30 min workshops, 5 x plenary sessions, networking and dinner. Half day conference, 5x25 min presentations, Q&A, exhibition, branding	50-70 Senior IFAs and business owners.	25 Min presentation, exhibition stand, branding at event, 3 min sponsor video interview delegate names post event	25 minute speaker presentation	£34,750 + VAT
	7,8,13,14,15 June Bristol, London, Harrogate, Warrington, Birmingham	Half day conference, 5x25 min presentations, Q&A, exhibition, branding	175-200 IFAs over the five venues	25 Min presentation, exhibition stand, branding at event, 3 min sponsor video interview delegate names post event	25 minute speaker presentation	£31,750 + VAT
	14-15 June London	2 Day conference, 3 streams & plenaries 25 min presentations, Q&A, exhibition, branding	500+ delegates Advisers Fund Selectors Pension Trustees	25 Min presentation, exhibition stand, branding at event, 3 min sponsor video interview delegate names post event	25 minute speaker presentation	From £9,995 + VAT (Exhibitor package)

The above schedule is subject to changes dependent on Government guidelines on the Covid-19 pandemic. All Professional Adviser events in 2022 will be live, face-to-face events. If Government guidelines change, we have a digital equivalent (Masterclass) structure should that be required.

H2 - 2023 PROFESSIONAL ADVISER EVENTS

EVENT	DATE & LOCATION	FORMAT	DELEGATE PROFILE	SPONSOR PACKAGE	PRIMARY INVOLVEMENT	COST
 Professional Adviser MULTI-ASSET ROADSHOW 2023	12,13,14,20,21 September Harrogate, Knutsford, Birmingham, Bristol, London	Half day conference, 5x25 min presentations, Q&A, exhibition, branding	175-200 IFAs over the five venues	25 Min presentation, exhibition stand, branding at event, 3 min sponsor video interview, delegate names post event	25 minute speaker presentation	£32,750 + VAT
 Professional Adviser SCOTLAND & NORTHERN IRELAND INVESTMENT ROADSHOW	26,27,28 September Belfast Edinburgh, Glasgow	Half day conference, 5x25 min presentations, Q&A, exhibition, branding	60-80 IFAs over the three venues	25 Min presentation, exhibition stand, branding at event, 3 min sponsor video interview delegate names post event	25 minute speaker presentation	£20,750 + VAT
 Professional Adviser PA360 NORTH	4 October The Mere Golf & Spa Hotel, Knutsford	Full day flagship conference for IFAs	100-120 IFAs	Headline + Stand Gold + Stand Silver + Stand Exhibitor Supplier Hub	In association with + presentation Stream speaker Panel speaker Exhibition stand	£26,750 - Headline £15,750 - Gold £12,750 - Silver £10,500 - Exhibitor £1,975 - Supplier
 Professional Adviser ESG ROADSHOW	10,11,12,18,19 October Harrogate, Knutsford, Birmingham, Bristol, London	Half day conference, 5x25 min presentations, Q&A, exhibition, branding	175-200 IFAs over the five venues	25 Min presentation, exhibition stand, branding at event, 3 min sponsor video interview delegate names post event	25 minute speaker presentation	£32,750 + VAT
 Professional Adviser RETIREMENT PLANNING ROADSHOW 2023	14,15,16,22,23 November Harrogate, Knutsford, Birmingham, Bristol, London	Half day conference, 5x25 min presentations, Q&A, exhibition, branding	175-200 IFAs over the five venues	25 Min presentation, exhibition stand, branding at event, 3 min sponsor video interview delegate names post event	25 minute speaker presentation	£26,750 + VAT

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CONTACTS

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

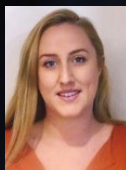
DIGITAL MARKETING, CONTENT CREATION & BROADCAST



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LIVE AND DIGITAL EVENTS

ProfessionalAdviser™

YOUR MULTI-CHANNEL ROUTE TO THE HEART OF THE ADVISER COMMUNITY



If you want to reach
UK Financial Advisers,
choose the title they
choose to trust...

