

Funds

magazine

FUNDS MAGAZINE

The magazine of producers and distributors
Monthly – cover price 20€

MARKET POSITION:

The only magazine that is devoted exclusively to the Funds business, was created in 2006 to address the needs of all players involved in outside distribution.

	OPTION FINANCE	FUNDS
Total Circ	20 000	-
Total Paid circ	12 500	6500

EDITORIAL PROFILE:

Funds magazine is a practical and selective decision-making aid tool, designed to respond to the following questions :

Who distributes what to whom?

Funds magazine sets forth the strategies of all players in the outside distribution game: Independent financial or estate planners, multi-managers, private banks, platforms, including their business policies, how their product selection processes, etc.

Who produces what for whom?

Funds magazine analyses the market mix, the product ranges and the services provided by producers, as well as their track records and risk-taking.

READERS PROFILE

Structure of the Readership

- 40% Wealth management advisors
- 16% IFA
- 16% Asset / Fund Managers, Multi-fund Managers
- 28% Asset Management executives

TECHNICAL SPECIFICATIONS:

Please contact us for all details

COPY DEADLINE:

15 days prior to publication

If you would like to receive copies, a media pack or coverage rankings, please contact
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