



The leading weekly magazine for  
Financial Decision-makers  
Cover Price: € 11

**MARKET POSITION:**

Launched in 1988, **Option Finance** is an independent title with no political leanings. This independence is its defining characteristic, and is also reflected in its editorial content.

	<b>OPTION FINANCE</b>	<b>FUNDS</b>
Total Circ	20 000	-
Total Paid circ	12 500	6500

**EDITORIAL PROFILE:**

Each week, Option Finance puts the major trends in finance into perspective with features and surveys on innovations, financing deals, management operations and all the latest news of interest to members of the financial community. **Entreprise et Finance** enables readers to see all of the day-to-day links that bind corporate finance departments with their various partners : banks, private investment banks, consulting and audit firms, service providers.

The **Asset Management** part is the rallying point for businesses, institutional investors and asset managers, Option Finance is also the magazine for every occupation related to asset management. Each week, the accent is placed simultaneously on the expectations of institutional investors and the strategies rolled out by asset managers to meet their needs and address changes in their operating environment.

**READERS PROFILE : The business readers of Option Finance are decision-makers.**

**Option Finance is designed for companies of all sizes : from major corporations to SMEs.**

**Structure of the business Readership (63%)**

- 57% Finance directors, treasurers, other management teams linked to finance.
- 16% CEO, GM (Deputy chief executive officer),
- 20% Other non-financial management teams (legal consultants, attorneys, CPAs, notaries..)
- 2% Misc.
- 5% Management Human resources, Financial directors

**Structure of the Readership within the financial community (37% - Financial institutions, insurance companies, pension funds, mutual insurance co, consultants or managers acting on behalf of private clients)**

**Functions**

- 33% Institutional Investors (Investment Dir., Finance Dir.), Mutual fund Managers, Asset Managers
- 18% Independent Financial advisors, Private portfolio managers, Asset Managers
- 49% Executive and operational managers

**TECHNICAL SPECIFICATIONS:**

Please contact us for all details

**COPY DEADLINE:**

5 days prior to publication

If you would like to receive copies, a media pack or coverage rankings, please contact  
GCA International Media Sales 020 7730 6033  
Email: [gca@gca-international.co.uk](mailto:gca@gca-international.co.uk)