

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	6500
Subscribers	12 000	-
Audience	90 000	12 500

Publishers 2016

EDITORIAL PROFILE:

Funds Magazine is the Top magazine devoted to funds production, management and distribution
Funds – the magazine of producers and distributors – the only magazine that is devoted exclusively to the funds business, was created to address the needs of all players involved in outside distribution : independent financial/estate planners, multi-managers, private banks and investment management platforms are all looking for industry intelligence that is located in one place, that is practical and useful, and that captures and reflects the diversity of the product and service mix that asset management firms offer.

It's also:

- Round tables - convertible bonds / emerging markets / gold and raw materials' potential / flexible management / bonds market ... are one of the strengths of Funds.
- Funds Magazine does not have paid subscribers only 6500 free requested subscribers.

Option Finance or Funds are clearly more dedicated to corporate finance, institutional investors, asset managers ... dedicated target (not as many subscribers as them but so much more qualified) in comparison to other economic titles. The weekly magazine L'Agefi is more concentrated on banking than Option finance and funds which are more dedicated to corporate than l'Agefi.

READERS PROFILE

Structure of the Readership

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

DAILY NEWSLETTER

Funds Magazine and Option Finance have a common daily newsletter "Option Finance à 18h". It is a HTML document sent everyday to 35 000 opt-in emails, at 6 PM (markets closure). It resumes the striking facts of corporate and markets in economy and finance. Open rate about 63% daily.

COMING DEVELOPMENTS

- Web : Our company will launch for September a new Funds Magazine and Option Finance website. This website will be exclusive to our magazines subscribers (connection with login and password). And by the end of the year, Funds Magazine will have his own HTML newsletter. There will be advertising areas: banners, squares,... but also "Topics" for contents left by our clients.
- Events : In September, Funds Magazine will organise breakfasts meetings, trophies ...

ADVERTISING RATES 2018:

	1st Part: News		Specific Positions (ERHP)	
	B & W	Colour	B & W	Colour
Page RHP		8 400€		9 700 (OBC)
Junior page RHP		-		-
1/2 page H. RHP	-	4 300€	-	9 200€ (IFC)
1/3 page V. RHP		3 800€		8 500€ (IBC)

TECHNICAL SPECIFICATIONS:

Please contact us for all details

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

COPY DEADLINE:

15 days prior to publication