



The European Asset Management information platform  
www.newsmanagers.com

### **CORE TARGET AUDIENCE:**

**News Managers** is a renowned and highly regarded information platform about Asset Management acquired by L'Agefi in summer 2008. It targets funds managers & asset servicing firms as well as institutional clients (including corporate, consulting firms...). The information that **News Managers** provides gives its subscribers a competitive edge. It appeals to sales, C-level, Chief Investments Officers, fund managers, marketers...

The service exists in French and English.

### **CONCEPT:**

**News Managers** is a business to business platform. Its content is both a press review of 80 respected international sources and exclusive content produced by NM 6 editors.

**News Managers** channels:

- **AM firms' news:** acquisitions, sale of assets, corporate strategies...
- **Products:** launches, performances, asset allocation...
- **People moves:** New appointments, departures, promotions in the AM industry...
- **Asset Allocations:** Funds managers, institutional investors, corporate opinions, from France and abroad.

**News Managers** has become a "must" read for most senior industry members in France. It is comprehensive, user friendly, provides exclusive articles and interviews with a global approach. The platform is customizable, and it includes 5 years of archives that may be consulted via a state-of-the-art search engine. It is available to subscribers only.

### **ADVERTISING RATES 2018:**

<b>Format</b>	<b>Size</b>	<b>Gross CPM</b>
Exclusive push e-mail (leaderboard)	728 x 90	1 600/week
Newsmanagers exclusivity (leaderboard + MPU + Push e-mail sponsorship)		100% 1 week: 4 000€ 100% 1 month: 12 000€

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details

### **CREATIVE DEADLINE:**

Please contact us for all details

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