

The Banker

“ With commentary, analysis and listings on banks stretching from **Chile to China** The Banker is the world's **prime source of global financial intelligence**, an **indispensable tool** for those involved in the banking industry worldwide and for those who want to **understand** the financial implications of **global economic and political events**. ”

Stephen Timewell, Editor-in-Chief

MEDIA INFORMATION

Since it was established in 1926, The Banker has become the premier magazine and acknowledged journal of record for the world's investment, retail and institutional banking sectors. Published on a monthly basis with an ABC certified circulation of almost 25,000*, the title offers an unrivalled combination of authoritative news, features, surveys and heavyweight interviews.

The Banker magazine comes with the brand name of the Financial Times Group, and provides essential reading for the cream of the world's financial decision makers across the banking and corporate sectors.

EDITORIAL PROFILE

The Banker is crucial reading for the CEOs, CFOs, Corporate Treasurers and Central Bank Governors that are the lifeblood of your business. The Banker is read by both the world's largest banks and corporate organisations who use the services of banks. With regular international news, informed opinion, big name interviews, and industry-standard surveys, The Banker is the most comprehensive and respected voice in the financial media scrum.



NEWS & COMMENT

- > **Global News:** Up-to-the-minute news from across the spectrum of international banking
- > **Bracken:** Named after Brendan Bracken, founder of the Banker in 1926, this regular column provides a discussion of viewpoints on improvement of the global financial system.
- > **Karina's Kolumn:** Interviews with many of the biggest names from the world of international finance and politics, recent scoops include Benjamin Netanyahu and Rodrigo Rato

“The Banker is at the forefront of the market in providing cutting edge information for finance professionals.”

John Varley, CEO, Barclays PLC



REGULAR FEATURES

- > **Banking:** Keeping up with the developments on the high street and strategies employed by the most successful consumer facing banks
- > **Technology:** Examines the role of technology in today's information driven banking industry, from Basel II to Business Continuity
- > **Regional Coverage:** Regular sections spotlighting Western Europe, the Americas, Central & Eastern Europe, Asia, and the Middle East/Africa
- > **Capital Markets:** Updates from the world of investment banking and corporate credit, including our regular 'Team of the Month' feature profiling the industry's leading performers
- > **FX & Derivatives:** Includes the regular survey of the top foreign exchange banks, as well as an examination of the issues and opportunities facing the FX trading sector
- > **Cash & Securities Services:** Up-to-the-minute analysis of the increasingly complex securities industry, from equities and derivatives to settlement and clearing



SURVEYS & REPORTS

- > **TOP 1000 BANKS:** An annual listing of the world's biggest banks by market capitalisation; a must for anyone focusing upon the industry and its winners and losers
- > **The Country File:** Data and statistics on a country's performance, easy comparison and future projections
- > **The CFO & Treasurer survey:** 20 of the world's biggest companies give their views on banking services
- > **Country Deals of the Year:** A look at the most impressive deals done in the previous year by country
- > **Credit Risk 1000:** The Banker looks at the top 1000 borrowers in the world
- > **Regional surveys:** Profiling the top 100 banks in Africa, Middle East, Russia, LatAm, Asia.



PROMOTIONAL OPPORTUNITIES

The Banker is a comprehensive marketing solution that allows you to target high-flying and hard-to-reach finance professionals with maximum impact.



SPECIAL SUPPLEMENTS

Each month The Banker publishes high quality supplements of 8 to 36 pages that examine in detail a particular country, region or topic. Previous supplements have covered hot issues including STP, Core Banking, CRM, Basel II, E-Banking, Clearing & Settlement, as well as country specific reports including China, GCC States, South Africa and Turkey.

These Supplements can be either bound-in or presented separately, and will provide you with the ideal marketing tool to promote your company to our worldwide readership alongside objective, in-depth analysis. Depending on the format and topic, you can either exclusively sponsor the supplement or participate as one of 6 sponsors. For further information please contact one of the sales team who will assist you in tailoring a supplement to meet your specific requirements.

“The Banker provides a truly global perspective on the financial world and continues to be a leading source of information for finance professionals”

Benoit d'Angelin, Head of European Investment Banking, Lehman Brothers

THEBANKER.COM

With over 2million hits and 90,000 unique visitors per month and growing, thebanker.com is a great opportunity for you to drive traffic to your own website. Our unique viewer rate is growing very quickly at nearly 5,000 per month. www.thebanker.com is available to all without registration one month in arrears to our print subscribers and all archives are searchable.

The site contains all of The Banker's content, each article in full. This means that viewers stay for longer and access an average of six pages meaning that advertisers have an excellent opportunity to reach prospective clients. For all advertising opportunities please contact a sales staff member listed overleaf.

CORPORATE STATEMENTS

Corporate Statements are published within the pages of The Banker and are focused around a particular feature. These offer you the ideal platform to communicate your expertise within a particular field, allowing you to elaborate on the products and services that you offer as well as reinforcing your company's profile in the market place.

The statements are available in 1 to 8 page formats, containing 550 words per A4 page complete with company logos, photos of your CEO and charts and contacts details.

AWARDS & EVENTS

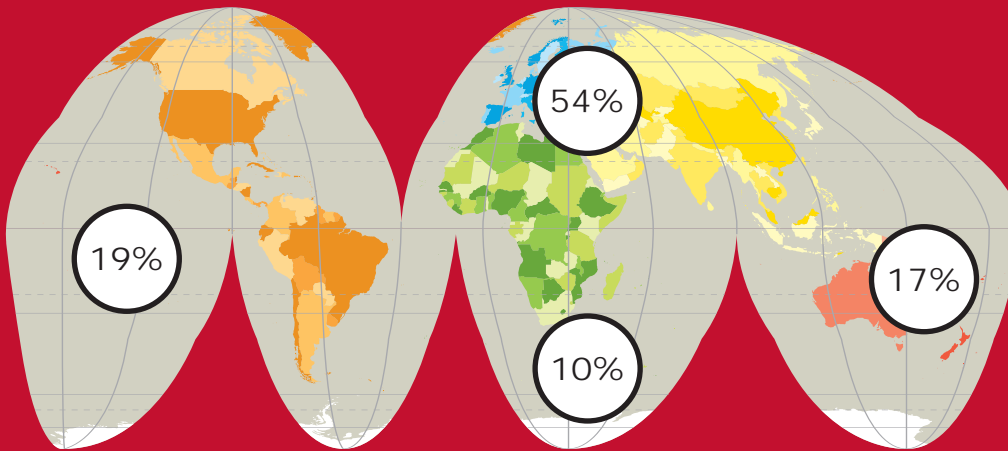
The Banker is a vociferous advocate of best practice within the banking sector, and actively promotes innovation through a comprehensive series of industry awards and conferences.

Sponsorship opportunities are available at each of these high-profile events, which include Technology Awards, Deals of the Year, Company Awards, and the flagship Bank of the Year Awards.



READERSHIP & CIRCULATION

With an audited circulation of almost 25,000*, The Banker is read by senior level executives in financial institutions, corporations, institutional investors and sovereigns on a global scale. Published across 160 countries and with an average of 3.4 readers per copy***, the Banker brings to advertisers an invaluable audience of 80,000 of the world's most influential finance professionals.



“The Banker covers global financial & banking issues very well - the things you have to know when operating on several continents.”

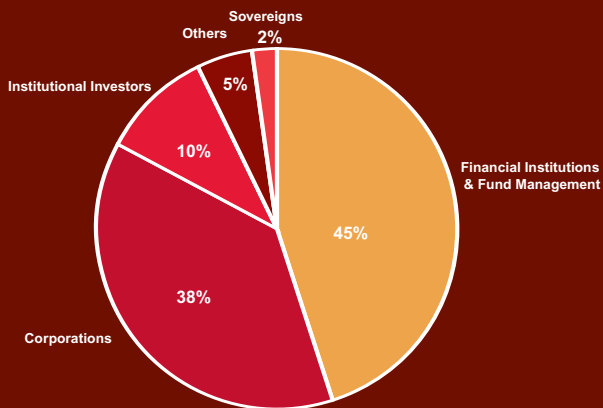
Esko Mäkeläinen
– Chief Financial Officer - StoraEnso

Recently commissioned research highlights that nearly two-thirds of our readers are instrumental in the purchase of the mission critical products that sit at the heart of today's organisations:

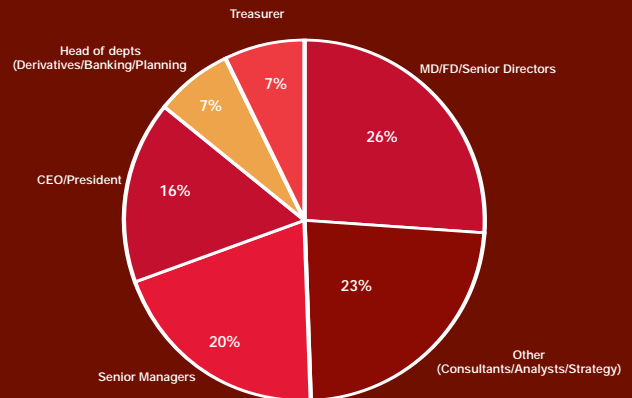
- > The average annual value of banking services purchased per reader is \$86m***
- > Average annual Information Technology expenditure among readers of The Banker is in excess of \$60m****

The Banker is the most cost effective route to reach this high-value audience.

● CIRCULATION BY ORGANISATION



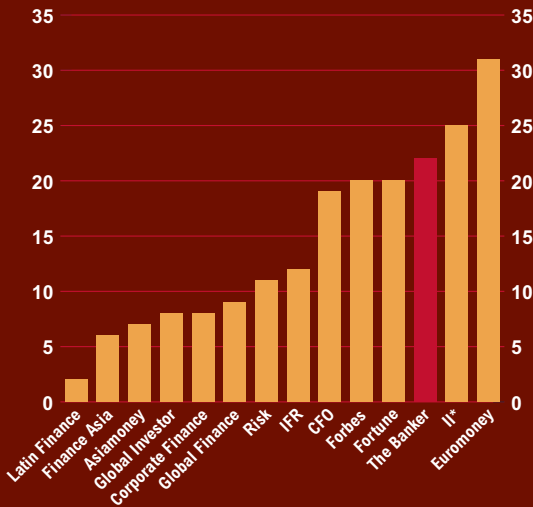
● CIRCULATION BY JOB TITLE



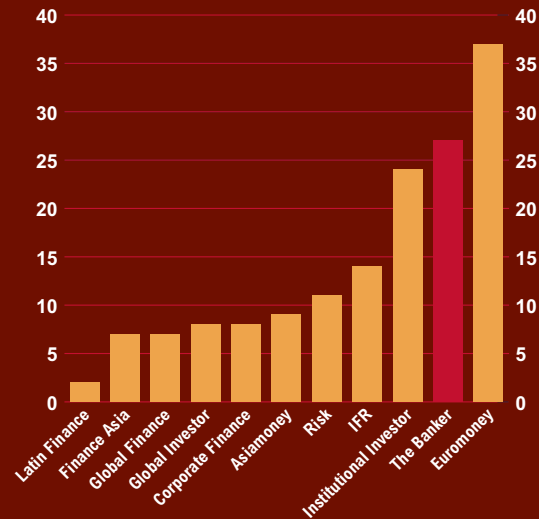
* ABC July 2003-June 2004, ** The Banker circulation database, *** The Banker Reader Research 2003 (independently conducted by NSM Research) **** The Banker Technology Research 2004 (independently conducted by Market Management)

The Global Capital Markets Survey is the most reliable single source of media information covering the top financial decision makers in the world's largest corporations, financial institutions, commercial and investment banks. Conducted by leading market research specialist IPSOS, GCMS is independent verification of The Banker's strength and a demonstration of its high - and growing - readership among the global financial elite.

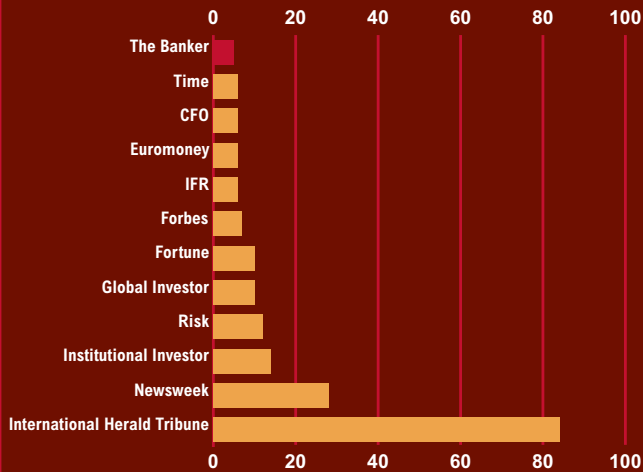
● WORLDWIDE – CORPORATE, BANKS & FINANCIAL INSTITUTIONS



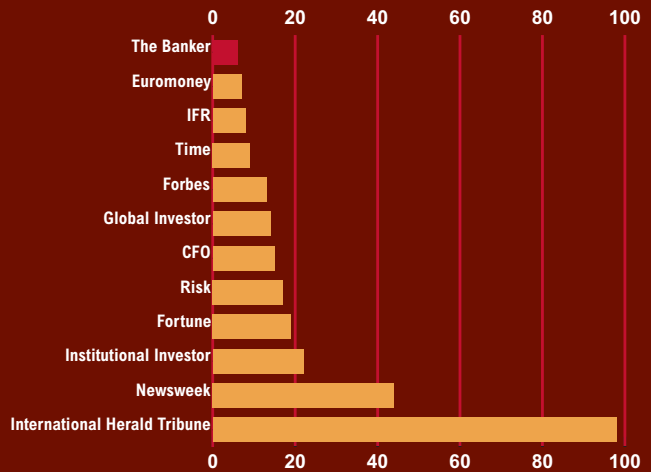
● WORLDWIDE – BANKS & FINANCIAL INSTITUTIONS



● WORLDWIDE – COST PER READER (ALL ORGANISATIONS) (£)



● WORLDWIDE – COST PER READERS (BANKS & FINANCIAL) (£)



The GCMS highlights The Banker's leading position across the banking value chain. The magazine has demonstrably strong coverage of audiences including Corporate Finance, Debt, FX, Risk Management & Derivatives, Treasury and Custody, all delivered at a Cost Per Reader unrivalled across the financial press.

* ABC July 2003-June 2004, ** The Banker circulation database, *** The Banker Reader Research 2003 (independently conducted by NSM Research) **** The Banker Technology Research 2004 (independently conducted by Market Management)

TECHNICAL INFORMATION & CONTACT DETAILS

ADVERTISING RATES:

	Colour	Black & White
Full page 4/c (trim size)	£10,500	£8,000
Double Page Spread	£20,780	£15,800
Half Page Spread	£12,800	£9,400
1/2 Page Island	£7,800	£5,600
1/2 Page Horizontal/ Vertical	£5,600	£4,600
1/3 Page Horizontal/ Vertical	£4,750	£3,750
1/2 Page Horizontal/ Vertical	£3,450	£2,600
Spot Colour	£1,100	
Guaranteed Position	+10%	
Bleed	+10%	
INSERTS		
Full Run	£8,500	
UK & Europe	£5,500	
UK	£4,000	
Rest of World	£3,450	
SPECIAL POSITIONS		
Inside Front Cover + page 1	£23,000	
Inside Front Cover	£12,350	
Inside Back Cover	£10,800	
Outside Back Cover	£13,200	

SPECIFICATIONS

Sizes		
Full page type area	182 x 266 mm	
Full page trim size	210 x 297 mm	
Full page bleed size	216 x 303 mm	
DPS type area	266 x 380 mm	
DPS trim size	297 x 420 mm	
DPS bleed size	303 x 426 mm	
Half horizontal	131 x 182 mm	} TYPE AREA ONLY ADS
Half vertical	86 x 266 mm	
Half DPS	131 x 380 mm	
Half Page Island	118 x 182 mm	
Quarter vertical	86 x 131 mm	
Quarter horizontal	65 x 182 mm	
Third Page Square	120 x 120 mm	
Third Page Horizontal	81 x 182 mm	
Third Page Vertical	55 x 267 mm	

FORMATS

- Hi res PDF / hi res EPS (300 dpi) – all fonts & pics embedded
 - Line Screen = 150
- or
- All files must be compatible with Quark 6 running on apple mac
 - All fonts and pictures, which must be CMYK (not RGB) must be included
 - Jpegs must be clearly marked (including eps encoded as jpeg)
 - (please note that special Pantone colours must be matched out of four colour process)

TRANSFER

We also have an FTP / Internet Gateway facility available and details of this can be made available on request.

EMAIL: louise.cant@ft.com

If emailing your advert please ensure that the file is no larger than 9 MB. Please also ensure to ZIP this file.

Please fax a proof of the ad on + 44 (0) 20 7382 8589

or send a colour laser to:

alternatively please send on CD Rom or Zip Disk via post to:

Louise Cant, Ads Production Dept (The Banker), FT Business, Tabernacle Court, 16-28 Tabernacle Street, London EC2A 4DD, England, Tel: + 44 (0) 20 7382 8564

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