

ADVISER Investment



Launched in 1995 and redesigned in November 2005, Investment Adviser offers investment IFAs and those working in the retail fund management sector a comprehensive and lively publication dedicated to the highest quality writing and research.

Investment Adviser is published to help educate and inform investment professionals in their work and reports amongst other things on the market, regulatory changes, companies involved in the industry, new products on the market and product performance.

Investment Adviser is clear, accurate, in-depth, invaluable, comprehensive, unique and in tempo with the accelerating pace of today's investment's world. This weekly paper is an excellent medium for sponsors to stay in touch with their clients.

ABC breakdown

Investment Adviser is market leading with a 100% controlled circulation of 15,453



Readership

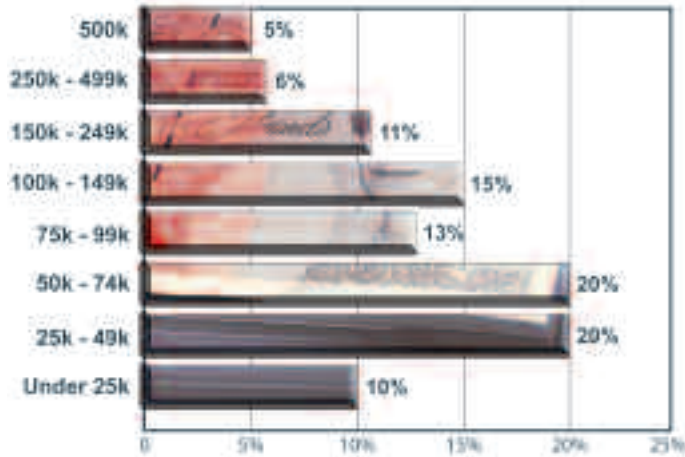
- 70% IFA
- 5% Other intermediates
- 2% Stockbrokers
- 13% Others
- 10% Fund managers

ADVISER Investment

Reader profile

Investment Adviser reaches UK's top earning discretionary portfolio managers

Average commission/fee
income £126,000

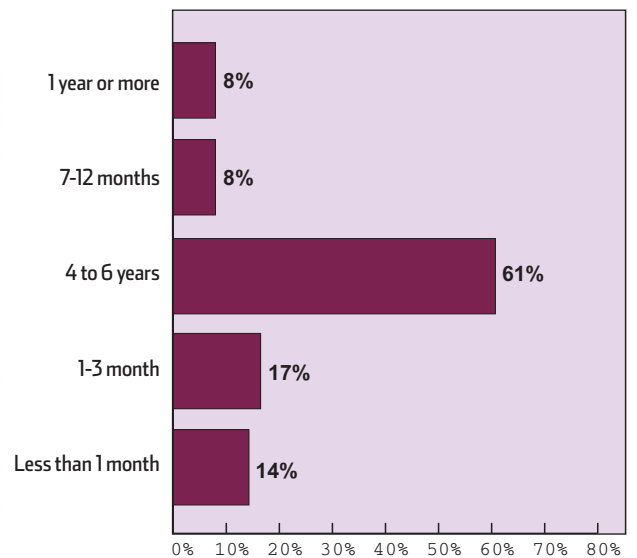


Source: Investment Adviser ABC May 2005
- 4778 reps



Investment Adviser is used as a key business tool by its readership

Investment Adviser readers retain their copies for **4 months** on average, with **51%** retaining them for more than a month.



Source: FTB Reader Research 2005
Base: All Resps

Reader testimonials

A great read with up to the minute information. Invaluable for a busy adviser."

Rebecca Taylor, Dunham Financial Services Ltd¹

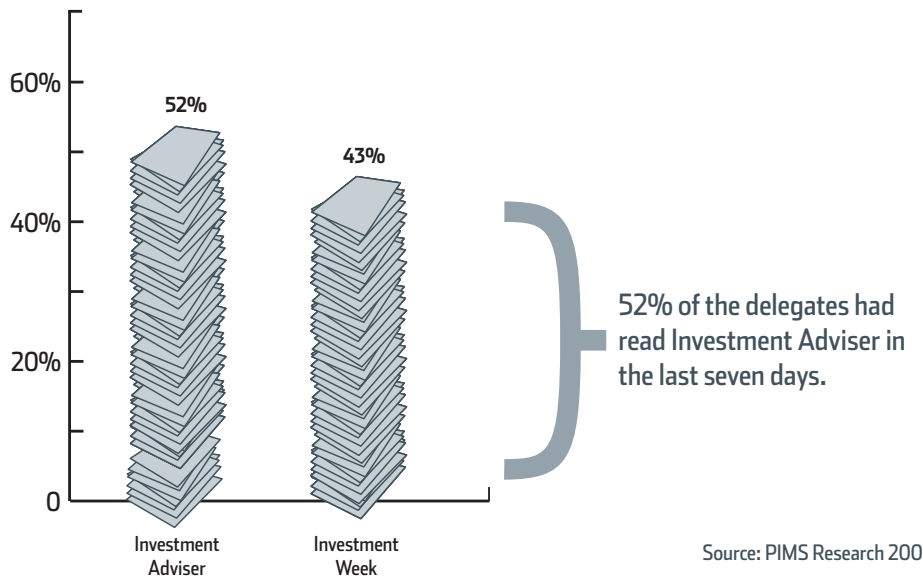
"I use Investment Adviser to broaden my knowledge and keep up to speed with industry developments."

Colin Rothery, Throgmorton Financial Services¹

"If you're using it as a research tool, I don't think you could ask for anything better."¹

Source: 1 FTB Reader Research 2005

Investment Adviser is varified as the market leading investment title by independent research



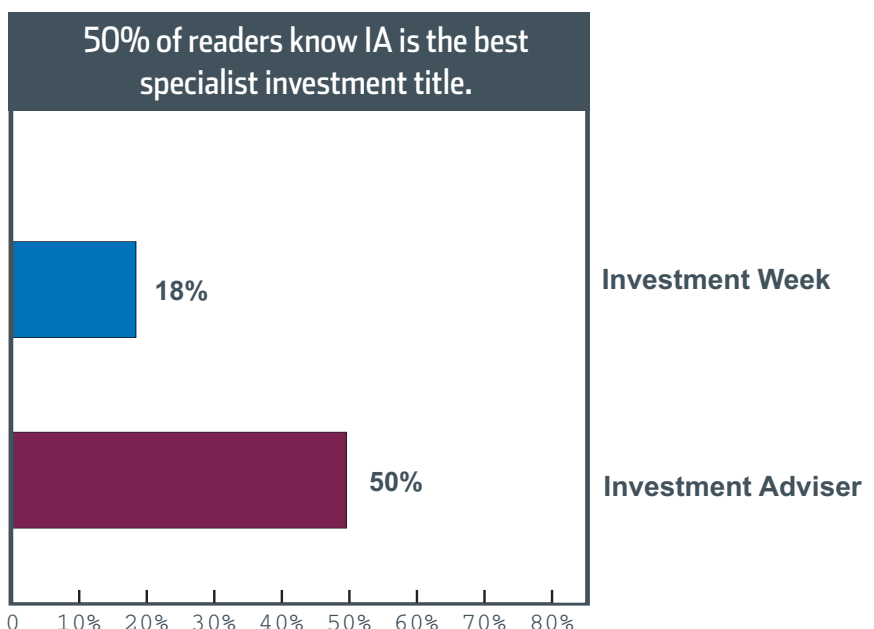
Source: PIMS Research 2005

"Quality articles that can easily be translated for use with clients."

Source: Focus Groups May 2005

"It is the one I read - most relevant!"

Investment Adviser is also varified as the marketing leading investment title by FTB Reader Research



Source: FTB Reader Research 2005
Base: All Resps

Investment

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Display

Size	Rate
Full Page	£5,539
Double Page Spread	£11,078
1/2 Page/A4	£3,877
1/4 Page Horizontal	£2,714
Strips (3cm)	£1,080
Creative options	Rate
Coverwrap	£21,000
Bound-in inserts	£16,000
Inserts	Rate
Full run	£3,600
Special positions	Rate
Front page solus	£3,400

Classified

Size	Rate	Spot Colour	Full Colour
Eighth	£840	£980	£1,115
Quarter	£1,200	£1,395	£1,590
Half	£1,715	£1,995	£2,275
Full page	£2,450	£2,850	£3,250
Guaranteed position	15%		
Directory listing	3mths £205/wk	6mths £135/wk	12mths £115/wk
New sector heading	50 / wk for 1 mth		
Inserts	£210 per '000		

Recruitment

Size	Rate	Spot Colour	Full Colour
Quarter	£735	£960	£1,150
Half	£1,405	£1,890	£2,295
Full page	£2,805	£3,700	£4,590
Colour charge		£420	£845
Guaranteed position	15%		
Inserts	£225 per '000		
Repeat insertion	40% discount (of rate card)		



General Information

- Cancellation period: Six weeks prior to publication
- The cancellation period on large creative executions such as coverwraps/gatefolds/bound-in inserts is 3 months
- Copy deadline for Investment Adviser: Thursday prior to publication date
- Agency Commission: 10%
- All advertisements are accepted subject to our standard terms and conditions
- All rates are subject to VAT where applicable