

# Money

## MANAGEMENT



- Money Management is the IFA publication that is read the most thoroughly and regularly in the market place
- Money Management is the **Bible of the retail finance industry**. As testament to this we have **won 41 awards**
- Money Management is the only IFA title that can boast a predominantly fully paid for circulation
- Our readers have been buying our publication for an average of 10 years and each publication has a **shelf life of 3 years\***
- Our readers are the best in the trade writing on average **£600k a year** with 6% writing over £2.5 million
- **Circulation 13,466 professionals\*\***
- Readership figure: 33,200\*\*



### Readership

85% IFA	Multi-tied
4% other	5% Accountancy
1% Planner	Other exec
Manager	

## Janet Walford

Known as 'the Dame of the personal finance industry', Janet has been editor since 1986 and is highly respected in the industry. Our journalists are the only ones in the industry who are required to pass all 3 Certificate in Financial Planning exams.

Money Management to date has won 41 awards, including 'Professional magazine of the Year', and won more awards than any other financial or consumer title - weekly or monthly.

\*Source: FTB Reader Research 2005

\*\*Source: ABC Certificate 1st July 2004 to 30th June 2005

## Editorial

- **Upfront** - Focuses on news and comments from around the market
- **Product Review** - Editorial team review new products that are coming into the market for the IFA
- **Surveys** - 80 % of readers believe that the award winning surveys have become industry standard\*
- **Spotlights** - Regular features on Investment, Mortgages, Protection and taxation
- **Statistics** - Used by IFAs to enhance their recommendations. 95% of readers find the Statistics vital information\*

\*Source: FTB Reader Research 2005

## The value of Money Management

	% Agree
'I trust Money Management's view'	<b>95%</b>
'I get value for money from Money Management'	<b>90%</b>
'I value some of the advertising in Money Management to keep me informed'	<b>75%</b>
'I refer to Money Management during client meeting'	<b>68%</b>
'Money Management is the best single source of information for me'	<b>61%</b>
'Money Management is a Bible of technical information'	<b>60%</b>

Source: Money Management Reader Research 2005  
Base: All Respondents

## Supplements

Money Management's supplements contain topical issues, explored in detail by our qualified journalists. Sponsors have the opportunity to brand these supplements solely associated with the acclaimed editorial coverage.

### The value of the supplements

	% Agree
'They are useful if the subject is relevant'	<b>88%</b>
'I keep and refer back to them'	<b>84%</b>
'I use them to show my clients'	<b>45%</b>
'I see them as an integral part of Money Management'	<b>76%</b>
'I see them as independently written'	<b>63%</b>
'I find them extremely valuable'	<b>76%</b>

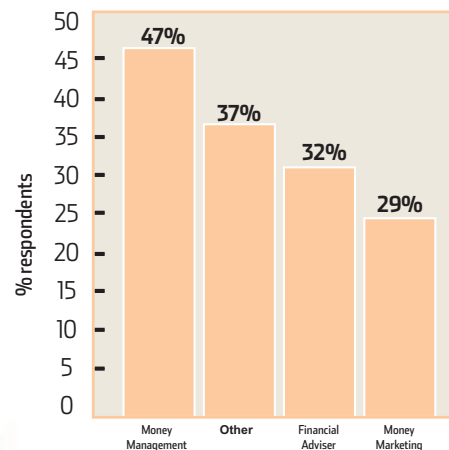


Source: MM Reader Research 2005  
Base: All respondents

## Readership breakdown

When asked, IFAs chose Money Management as the title that they read most thoroughly and regularly (unprompted)

- 5 publications received each week (mean average)
- 8% receive more than 10 each week
- Money Management is the key publication read regularly and in depth



Source: MM reader research 2005  
Base: All Respondents

## Statistics



We have discrete (ie, year on year) results, after deduction of AMC, with quartile rankings, and top quartiles in bold, which show fund performance.

We also have cumulative results for a £1,000 investment, with top quartile in bold. Cumulative figures are all after initial and annual

charges, which is about as near as you can get to actual payouts to investors.

We also show the S&P star ratings over three years, the volatility ratings over three years and the annual growth rate of the cumulative figures over 5 and 10 years.

The statistics are specifically prepared to our specifications and are unique within the industry. No other publication has such comprehensive statistics as Money Management.

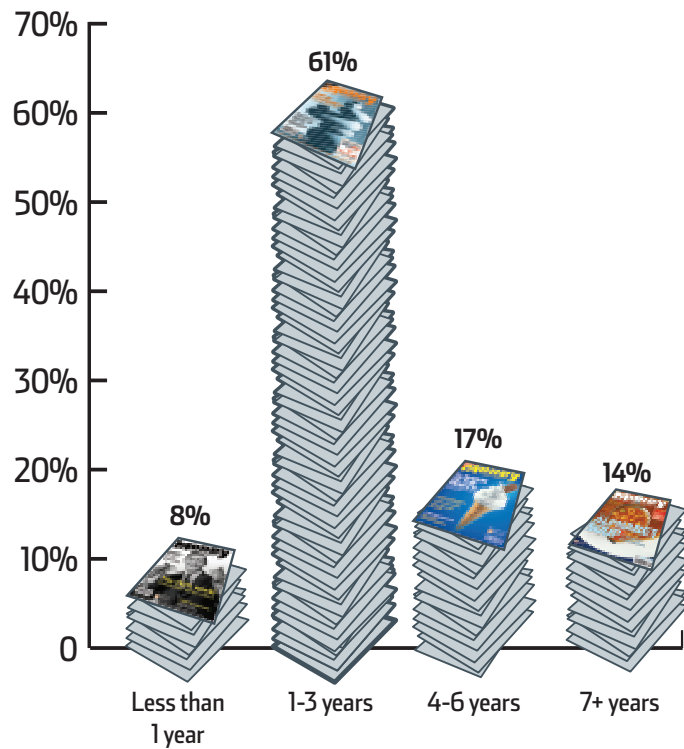
## Money Management readers' views on advertising

26% agree "I have sold/recommended a product as a result of seeing an ad in Money Management".

53% agree "I value some of the advertising in Money Management to keep me informed".



The IFA readers of Money Management keep their copies of the main publication and supplements for an average of 3 years



### Testimonials

*“Money Management is in a class of its own. Everyone who matters has it on their shelf and leans on it as the one source of reliable, accessible facts and cogent opinions.”*

Laurie Edmans - Director of corporate development AEGON UK

*Money Management has been the clear market leader in its field since I joined the financial services industry over 20 years ago.*

Ray Milne, Managing Director, HBOS Financial Services

*I need intelligent, interesting and informative views on the investment world so I have to have Money Management.”*

Justin Urquhart-Stewart, Managing Director, 7 Investment Management

### Display

Size	Rate
Double page spread	£9,180
Full page colour	£4,741
Half Page horizontal	£2,845
Quarter Page horizontal	£1,706
Inside front cover DPS	£11,005
Back cover	£6,166
Bookends	£5,508
Ear Piece	£2,370
Strips	£2,154
Island sites	£1,296
Inserts	£200 per 1,000 (full run)

### Creative options

Creative options	Rate
Belly band and DPS	£19,008
Split front covers	£4,314
Tip on	£4,314
Poly wrap	£7,560
Paper clips	£7,560
Highlighted funds	£1,728

### Supplements

Supplements	Rate
Sole supplement sponsorship	£27,000
Wraps on supplements	£5,400

### Classified

Size	Rate	Spot Colour	Full Colour
Eighth	£665	£835	£895
Quarter	£945	£1,190	£1,275
Half	£1,350	£1,700	£1,820
Full page	£1,930	£2,430	£2,600
Guaranteed position	15%		
Directory listing	3mths £160/mth	6mths £185/mth	12mths £160/mth
New sector heading	£50 for 1 mth		
Inserts	£225 per '000		

### Recruitment

Size	Rate	Spot Colour	Full Colour
Quarter	£775	£1,270	£1,435
Half	£1,250	£1,740	£1,915
Full page	£1,935	£2,430	£2,605
Colour charge		£475	£640
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 Money Management: The 10th day of the month preceding publication month
- Agency Commission: 10%
- All advertisements are accepted subject to our standard terms and conditions
- All rates are subject to VAT where applicable