

MEDIA PACK 2019

INTERNATIONAL INVESTMENT

INTRODUCTION

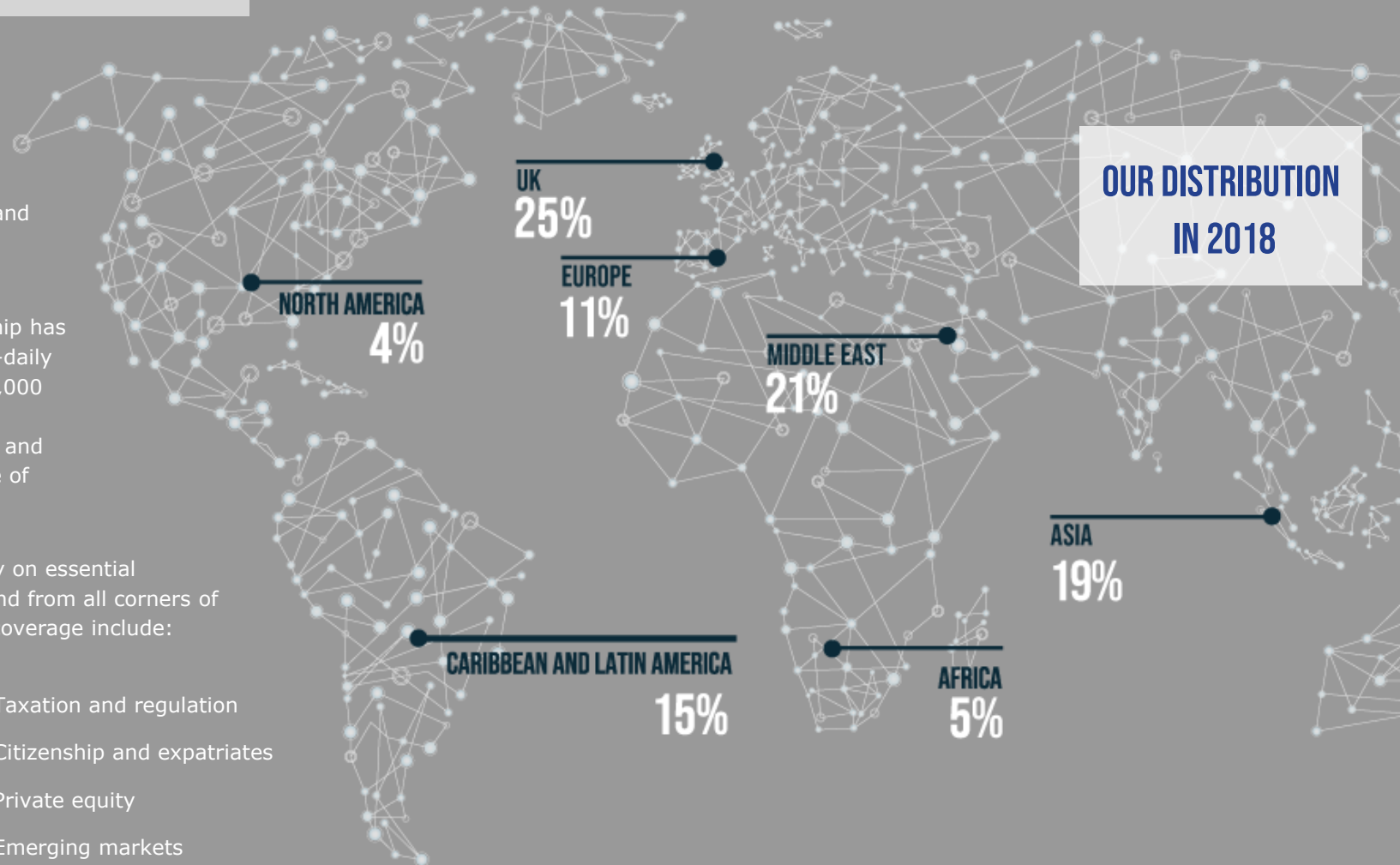
First launched in 1997, **International Investment** is a financial news service providing essential intelligence, briefings and comment for international investors, IFAs, wealth managers and financial regulators.

International Investment's global readership has increased by 165% since 2016. Our twice-daily news bulletin is received by more than 30,000 executives around the world. Our website attracts 54,000 unique users each month, and content marketing pieces yield an average of 40,000 impressions per month.

The London-based news desk reports daily on essential developments from across the industry, and from all corners of the globe. Core areas for our day-to-day coverage include:

- Funds, bonds and investments
- Pensions
- Life insurance
- Private banking
- Companies and people
- Taxation and regulation
- Citizenship and expatriates
- Private equity
- Emerging markets
- Fintech, platforms and cryptocurrencies

OUR DISTRIBUTION IN 2018



PARTNERS

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HOLBORN

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Look forward



RL360[°]



Investors Trust



CONTACT US

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RATE CARD AND SPECIFICATIONS

All prices are in GBP excluding VAT

THE BULLETIN

International Investment's flagship twice-daily news email has more than 30,000 subscribers around the world. Over 70% of readers are IFAs or wealth managers.

Sponsorship rate: £2,000 per day
Includes 150-word sponsored statement. Delivery in MS Word or Google Docs.

Hyperlinked banner creative:
600 x 150



DISPLAY CREATIVE SPECIFICATIONS (PIXELS)

Billboard: 970 x 250

Super leaderboard: 970 x 90

Leaderboard: 728 x 90

Mini leaderboard: 175 x 90

MPU: 300 x 250 (expandable to 450 x 250)

HPU: 300 x 600 (expandable to 450 x 600)

SPONSORED CONTENT

Logos should be sent as EPS files at 300 dpi and no smaller than 50 x 50mm

Options include:

Article/advertorial of 500-1,500 words with logo, author image and job title

Market intelligence: £2,500 per article per week

Hero slider: £2,500 per article per week (includes 2 sponsored bulletins)

EZINES AND SPECIAL REPORTS

Our monthly interactive ezines are published simultaneously in two editions: UK and International. The editorial content varies slightly according to the region.

Full page all editions	£3,000
Full page single region edition	£2,000
Half page all editions	£1,500
Half page single edition	£1,000
Sponsored statement, all editions	£3,000
Sponsored statement, single edition	£2,000

Sponsored article £5,500 per edition

(Includes one full-page advertisement)

Embedded video supplied by client

Video creation: price on

application

extra £500 per video
(see video section,
next page)

Specifications

Dimensions (pixels)

Requested size: 1830 (w) x 1000 (h)

Final display size: 1098 (w) x 600 (h)

File format: PNG

EZINE CALENDAR 2019*

January: Jersey

April: Cyprus

July: Inheritance Tax (IHT)

**October: International
Investment's Annual Fund and
Product Awards**

**February: Company
Formation Survey with
Directory**

**May: The
Bahamas/Caribbean**

August: Latin America

November: Isle of Man

March: Britain Special Edition

June: Asia

September: Technology

**December:
Dubai/Middle East**

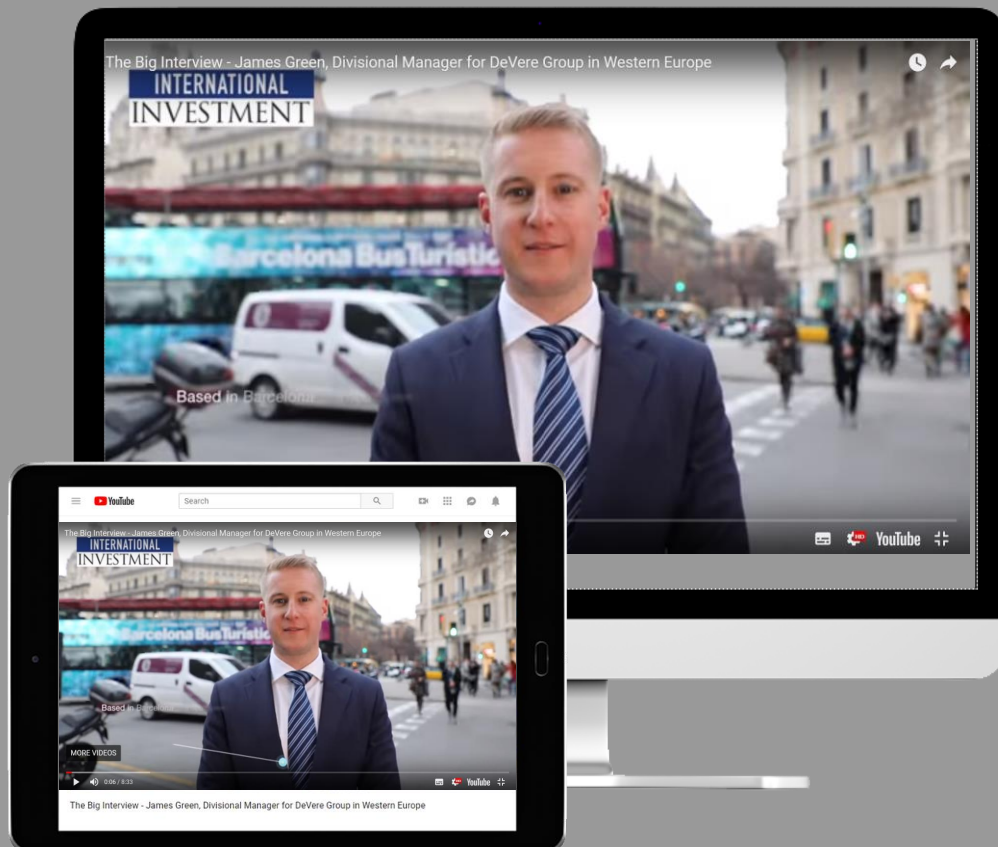
*Subject to change

INTERNATIONAL INVESTMENT



VIDEO

From corporate films to events and tailored interviews, *International Investment* produces a wide range of high-end video productions, and the format is central to our news and industry coverage. We also offer professional video production for corporate clients to suit a range of needs and budgets.*



INTERNATIONAL INVESTMENT

Regular formats, all promoted via the Bulletin and website, include:

The Big Interview: sponsored video interviews, tailored to suit the client's needs.
Rates upon application.

Webinars: Roundtable discussions, broadcast or live streamed, involving one or several companies.
Rates upon application.

Super Series: A tailored mix of single-camera interviews, location filming and infographics, sold as a reduced price package of four often spread across 6-12 months.
Rates upon application.

Frontrunner: Sponsored article online and in ezine, 3-5 min video and advertising in ezines.
Package is usually by invitation at a reduced rate of £9,000 (instead of £13,000).

Infographics: A 2-3 minute film featuring animation and graphics. Commissioned to present a specific asset class, investment strategy or fund product.
Standard rate: £5,000.

**Video filming and production is charged per day, with rates typically starting at £1,500. A 3-4 minute video planned, shot and edited with graphics costs an average of £5,000.
To discuss your specific requirements please contact Gary Robinson, Head of Video and Ezines, on +44 20 3727 9938 or gary.robinson@odmpublishing.com*