

FINANCIAL risks today

Circulation
Over 12,000

Geography
International Coverage

Events
High level roundtables

Online
Up to date industry news

www.financialriskstoday.com

March 2011

Media  Information

Read about this major new launch inside

Financial Risks Today >>>>

Media Information

In an unstable world, risk is the number one issue for organisations whether it is sovereign risk, credit risk or political risk.

Financial Risks Today is the new magazine that looks behind the headlines to give you insightful and valuable features, roundtables and analysis of all issues surrounding risk.

Coupled with up-to-date news through www.financialriskstoday.com, Financial Risks Today will specifically look at:

- Credit Risk
- Market Risk
- Counter Party Risk
- Operational Risk
- Liquidity Risk
- Sovereign Risk
- Political Risk
- Structured Products
- Regulatory Risk

So whether you are concerned with MiFID II or Basel III, the strength of the dollar or euro or are simply looking at protecting your business, Financial Risks Today will help you through these turbulent times.

CIRCULATION:

We will have an initial targeted circulation of over 12,000. This provides you with an exciting new platform to reach out to this audience via sponsored features, high level roundtables events, print advertising and online presence. We will also be circulating the magazine electronically and at relevant industry events across the globe which is added value to the core circulation.

Financial Risks Today has joined the Audit Bureau of Circulations (pending first Audit) and will be the only financial risk-specific title that is audited. This gives clients of Financial Risks Today the added guarantee of high quality and transparent circulation targeting. For further information please visit www.abc.org.uk.

TARGETED AUDIENCE:

52% - Targeted at Large corporates (Treasury Departments), Pension Funds and other major asset pools; that have risks to offset

44% - Targeted at Banks, Hedge Funds and other financial institutions. Specifically targeting the heads of Derivatives Trading, as well as heads of other areas (Structured Products, Fixed Income, Commodities, Currency, Energy etc)

4% - Other, including consultancies

GEOGRAPHY

Editorially Financial Risks Today is global, just as the market in risk is global. The circulation in the UK will be largely free to qualifying decision makers, and outside of the UK by subscription or free digital edition. We will also be actively promoting the publication at shows worldwide to further increase the publication's reach.

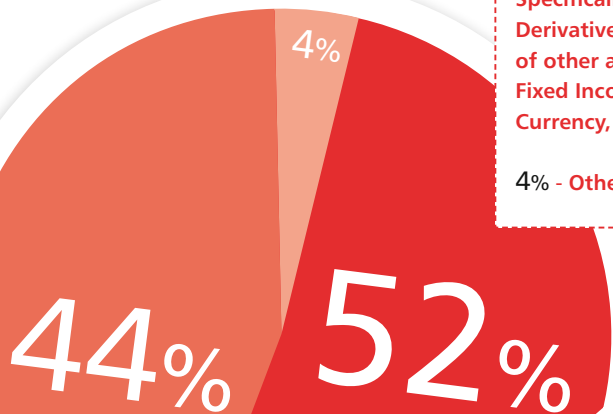
EVENTS

Financial Risks Today runs a series of high level roundtables, enabling senior executives within the risk space to explore current and future issues, and share ideas. These provide a very high quality editorial content for the publication and website.

Financial Risks Today will be launching further events in the near future, and we will update as these are ready for launch.

ONLINE

www.financialriskstoday.com aims to become the leading news portal for those involved in financial risk. It is open access, and does not require subscription meaning it is an easy to use tool. The publication also runs a weekly email news service, which again drives relevant traffic to the website.



Financial Risks Today >>>>

Media Information

WHO PUBLISHES FINANCIAL RISKS TODAY?

Financial Risks Today is published by City of London based Perspective Publishing Limited (www.perspectivepublishing.com). PPL was established in 1994, and publishes business and technology brands for the financial sector. These include magazines, awards, websites and conferences.

LEADING TITLES INCLUDE:

- **Pensions Age**
(a UK based publication targeting pension funds)
- **European Pensions**
(targets pension funds across Europe)
- **Financial Sector Technology**
(targets IT buyers in banks and insurance companies),
- **Continuity Insurance & Risk**
(business continuity and operational risk magazine),
- **Risk Management Professional**
(published for the Institute of Risk Management)

Links to all these sites are available from the main Perspective Publishing site. All titles owned by PPL are audited by the Audit Bureau of Circulations, and Perspective Publishing Limited is a member of the PPA.

Managing Director, John Woods
Publishing Director, Mark Evans

EDITOR – Simon Miller

Simon Miller has over 15 years experience in financial media and public relations. Starting as a senior reporter on the Financial Times title, Pensions Week, Simon has also been a senior writer for Futures and Options World, freelance writer for PR News and was Financial Services Distribution's editor.

He has represented the National Association of Pension Funds and was associate director at Pelham representing Temasek Holdings and TPG Capital among others. Simon has also freelanced for JP Morgan and the European Business Awards as well as corporate communications for New Look.

COMMERCIAL MANAGER – Steve Good

Steve Good has worked in publishing and advertising for Northcliffe Media Group and Perspective Publishing with a collective 6 years experience in the industry. He has worked on both daily newspapers and leading industry technology publications across sectors ranging from retail to the financial sector. He has been responsible for launching what is now regarded as the leading publication in the UK to deal with Enterprise Risk Management and will now be responsible for all commercial activity on Financial Risks Today.

HEAD OF EVENTS – Emilia Alvarez

Emilia Alvarez has worked in corporate events for just under 4 years. In this time she has worked as 'Awards Nominations & Roundtable Coordinator', 'Awards Manager' and is now employed by Perspective Publishing as 'Head of Events'. In her capacity as head of events Emilia very successfully runs 7 leading industry award events, several of which she has been responsible for launching. She also heads up the team who coordinate our roundtable events and conferences.

DESIGNER – Keem Chung

Keem Chung has worked in magazine and web design for over 5 years across a number of different sectors. In total, Keem has been the head designer on 7 publications, 6 of which are industry leading sector specific titles.

Simon Miller - +44 207 562 2441

Steve Good - +44 207 562 2435

Emilia Alvarez - +44 207 562 2439

Keem Chung - +44 207 562 2405

Email: firstname.lastname@financialriskstoday.com

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Advertising Rates & Specifications

Full page in priority guaranteed position.

£15,000, \$24,000 (US), €18,000

Full page in 'run of paper' position.

£10,000, \$16,000, €12,000

Sponsored Focus Feature.

£25,000, \$39,000, €30,000

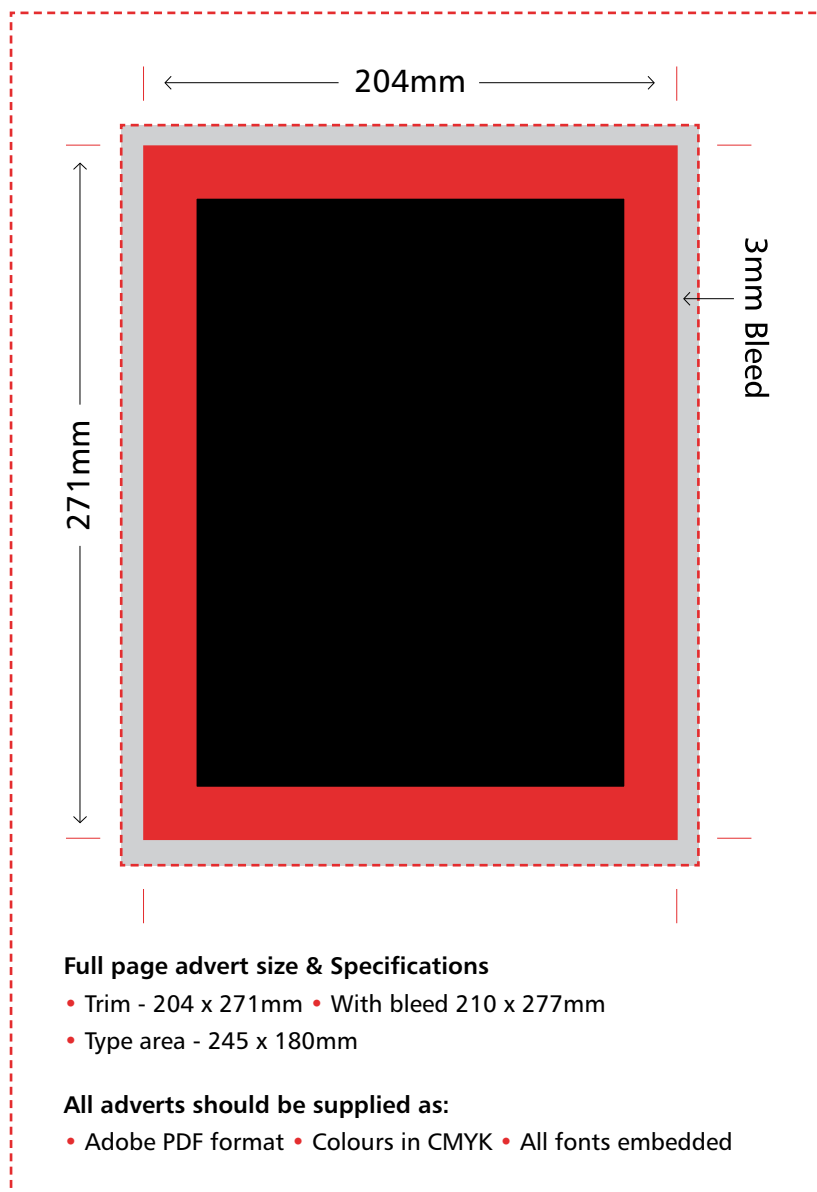
Multi Sponsored Roundtable.

£10,000 (per sponsor),
\$16,000, €12,000

Solus Sponsored Roundtable.

£25,000, \$39,000, €30,000

For online rates please contact the commercial department.



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Terms & Conditions

- 1) These are our standard terms & conditions and all bookings are subject to these terms unless alternate terms are agreed specifically in writing. If you have any queries on a booking you have made you should contact us immediately, or you can email the Managing Director on john.woods@perspectivepublishing.com
- 2) Cancellation of any booking is at the discretion of the Publisher. We require a minimum of 8 weeks written notice for cancellation of print based activities (advertisements, sponsorships), and 6 weeks written notice for cancellation of online activities. If copy cannot be supplied for any campaign, you will still be liable for the full cost of the activity. However, we will usually endeavour to give you the same activity free of charge at a later date, so that you still gain value from your booking. Event sponsorship cannot usually be cancelled, as work on the event and publicity begins straight away.
- 3) Advertisements should be supplied as high resolution PDF's.
- 4) The advertisement(s) should not contravene the provision of the Trade Descriptions Act 1968. It should comply with the British Code of Advertising Practice and all other codes under the general supervision of the Advertising Standards Authority. It should not defame or infringe upon the rights of any other party.
- 5) The publishers, while endeavouring to ensure that advertisements shall appear with all possible regularity, will not be held liable for any loss occasioned by the failure of any advertisements to appear from any cause whatsoever.
- 6) If advertisement copy is not supplied in the required format by the given copy date the last copy will be inserted.
- 7) We must ask you to settle accounts 28 days from receipt of invoice.
- 8) The publishers reserve the right to postpone the publication of any advertisement if and when they find it necessary, and such postponement will not be regarded as a breach of contract.
- 9) Unless instructed to the contrary, the publishers reserve the right to dispose of all advertiser's artwork and copy after a period of 12 months from the date of its last appearance in the magazine.

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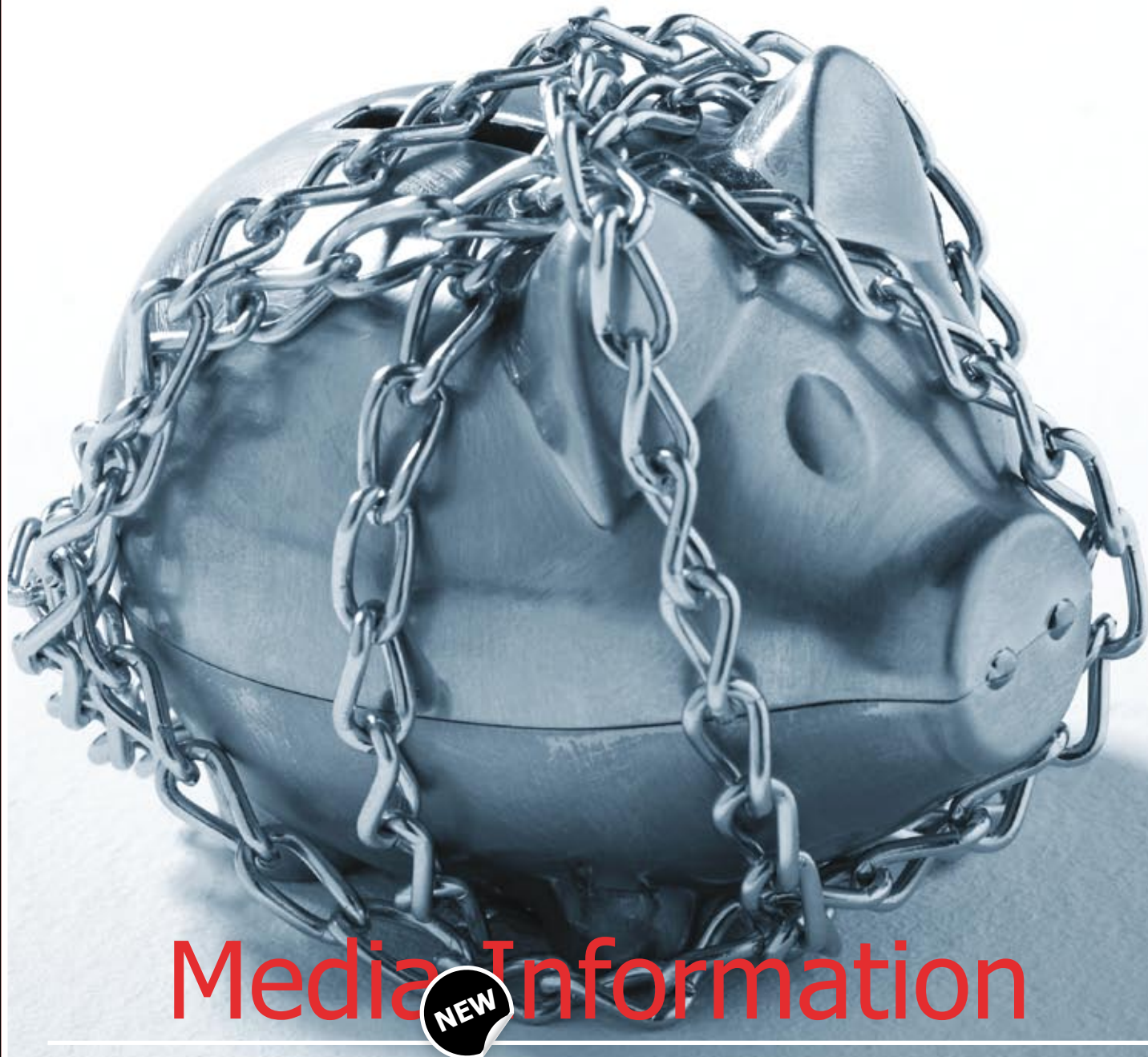
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Sovereign Risk Who's next?

Mortality Risk roundtable
How are pension funds dealing with increased longevity?

Airlines
How do major airlines reduce oil price risk?

Property – Liquidity
We analyse lessons learnt from lack of liquidity in the financial crisis



Media Information

NEW

Financial Risk Today is the new magazine that looks behind the headlines to give you insightful and valuable information