

# The Banker

GLOBAL FINANCIAL INTELLIGENCE SINCE 1926



## MEDIA PACK 2012



**The trusted source of information on Banking since 1926.**

The Banker has navigated through the last 86 years of banking coverage from the Wall Street Crash of 1929 to the financial crisis of 2008 with the same reputation for accuracy, authority and integrity. Read in more than 100 countries around the world, The Banker strives to stimulate and inform, offering an unparalleled outlook with a wide range of news, features, analysis and interviews. Month by month it provides in-depth coverage of all the key issues facing the world's financial sector.

The Banker has unique access to the most influential decision makers in the financial world. With informed opinion, a platform for thought-leaders, big name interviews and a unique banking industry database, it provides one of the most comprehensive and respected voices in the financial media. The Banker delivers unique insights and analysis to the world's leading CEOs, CFOs, CIOs, corporate treasurers, central bank governors, institutional investors and finance ministers.

# EDITORIAL PROFILE

The Banker is the most internationally read banking and finance magazine. Its news and analysis, informed opinion, big name interviews and industry data make it one of the most comprehensive and respected voices in the financial media. The Banker is essential reading for CEOs, CFOs, corporate treasurers, central bank governors, institutional investors and finance ministers.



## MUST READ CONTENT INCLUDES:



**BRACKEN:** a think-tank in which senior financial sector participants offer a fresh perspective on how to improve the global financial system

**VIEWPOINT:** a platform for industry leaders to share their inside views

**REGIONAL ROUNDUP:** in-depth country and regional coverage show that The Banker is a truly global magazine that is committed to your region

**CAPITAL MARKETS:** insight and analysis of financial market trends and developments. Interviews with decision-takers, dealmakers and the world's key issuers

**ENVIRONMENT AND RESOURCES:** key developments in infrastructure and project finance, commodity and energy finance, and in climate change and sustainability-related issues

**BALANCE SHEET:** unrivalled coverage of the critical themes in the current environment, including asset and liability management, capital adequacy, debt restructuring, securitisation and structured finance

**ISLAMIC FINANCE:** continues to grow. Its alternative financing structures and approach to risk management have a lot to offer in the ongoing debate about financial markets. The Banker's new, dedicated section will chart the trends in this rapidly maturing and innovative sector

**RETAIL & PRIVATE BANKING:** an in-depth look at the technology, services and investment opportunities in the retail and high-net-worth sectors

**TECHNOLOGY:** we examine the key technologies that shape and support your business. Each month, CIOs reveal how they are using technology to increase efficiency, manage risk and drive their businesses forward

**REG RAGE:** How will the next piece of regulation affect you?

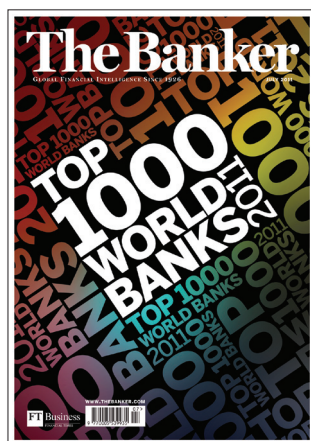
## ANNUAL TOP 1000 WORLD BANK RANKINGS

The Annual Top 1000 World Bank Rankings is published in the July edition of The Banker. It ranks the world's banks by Tier 1 capital globally, as well as by individual country, and is internationally recognised as the definitive guide to the soundness, strength and profitability of banks.

The Top 1000 World Banks survey is the global benchmark for bank analysis and rankings, and should be considered essential to any international advertising campaign.

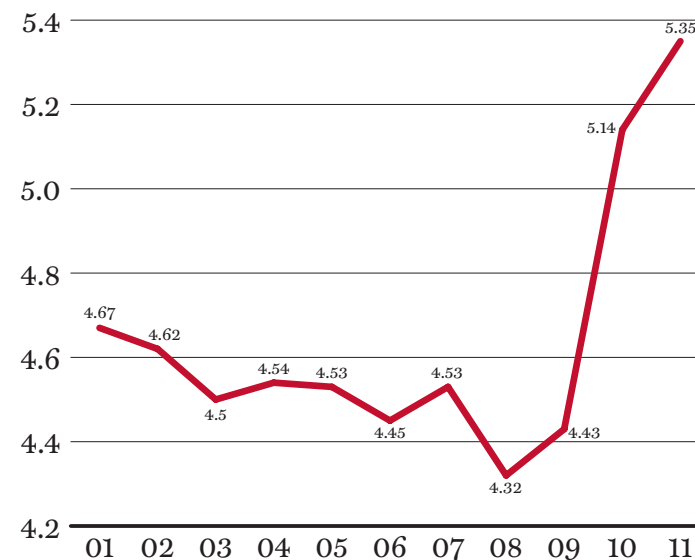
As it is the industry's most widely used index of global banking, its comprehensive listings and in-depth analysis ensures that the July edition of The Banker has a life span of at least 12 months. Our readers use the July issue as an up-to-date reference source that provides detailed and relevant information on the world's banks.

A presence in this issue means that your message will be repeatedly seen by readers over the following 12 months.



## Tier 1 capital to assets ratio

% by ranking year



Source: www.thebankerdatabase.com

## REGIONS BY TOTAL TIER 1/TOTAL ASSETS/TOTAL PRE-TAX PROFITS 2010

Country	Tier 1 (\$bn)	Assets (\$bn)	Pre-tax profits
US	1034.1	13,144.6	114.4
Eurozone	1297.2	31,847.5	85.5
UK	449.3	9705.4	36.1
China	619.5	10,999.8	149.8
Japan	561.2	11,928.1	43.2
Brazil	116.5	1638.0	35.3

Source: www.thebankerdatabase.com

# INTERACTIVE MULTI-MEDIA PRODUCTS

## THE BANKER MULTIMEDIA APPROACH

In today's world there is a growing need for a multimedia approach that can deliver pertinent insight and analysis on the issues that are affecting the global financial community, in a way that fulfils their needs. The Banker has launched an exclusive and innovative media platform that combines the best elements of the print and on-line channels.

Through a series of roundtables (The Banker Leadership Series) or one-to-one interviews (The Banker Masterclass) filmed exclusively for thebanker.com, we reach an audience of over 47,000 monthly unique visitors. The Banker's multimedia approach therefore offers you an ideal platform to showcase your brand in association with a leading FT brand. The format allows you to adjust your participation to perfectly meet your digital, thought leadership and brand perception requirements.



### ■ LEADERSHIP SERIES

A closed door roundtable debate hosted at the FT headquarters, involving a maximum of 7 key opinion formers and industry leaders invited to participate in a discussion on a specific subject. A clear agenda will be outlined beforehand so as to allow the debate to be edited into individual topic chapters.

The discussion will be filmed by a professional team of producers. After recording, the debate is edited down to a 45 minute product that is then divided into individual five or six minute chapters, which enable viewers to easily and quickly access the information they need.

The subsequent print issue of The Banker carries an independent write-up of the roundtable, with the article also available on thebanker.com



### ■ MASTERCLASS

As an industry leader your firm will be interviewed by The Banker on a subject relating to the challenges and opportunities facing your particular business. A clear agenda will be outlined beforehand so as to allow for easy editing into individual topic chapters post recording.

The interview will be filmed by a professional team of producers. The interview will be edited down to a 30 minute product which is then divided into individual six minute chapters to allow viewers easy access to the information they need. The subsequent print issue of The Banker will carry an independent write-up of the interview with the article will also be available on thebanker.com



### ■ VIEW FROM

The Banker's editorial team attend a number of key finance events throughout the year and the website provides a dedicated section to each event. These provide excellent sponsorship opportunities for targeting a specific market. Coverage includes related articles as well as exclusive video and audio interviews with leading figures at the event. We can also conduct interviews with you and include these on the page.

You will have exclusive branding on the "View From" page and it will be branded "sponsored by" or "in association with your brand" throughout. Each interview will be introduced as "sponsored by your brand". You will also be able to host the footage on your own website and have full access to the content post event.

# READERSHIP & CIRCULATION

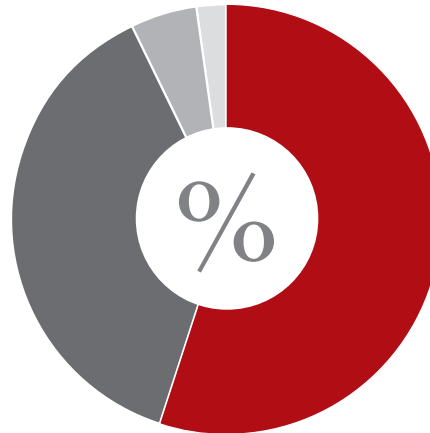


The Banker has an ABC audited circulation of more than 28,974 and is read by senior level decision

makers in financial institutions, corporations, investment management firms and central banks in more than 100 countries. With an average of three readers per copy, The Banker reaches an audience of more than 90,000 of the world's most influential finance professionals.

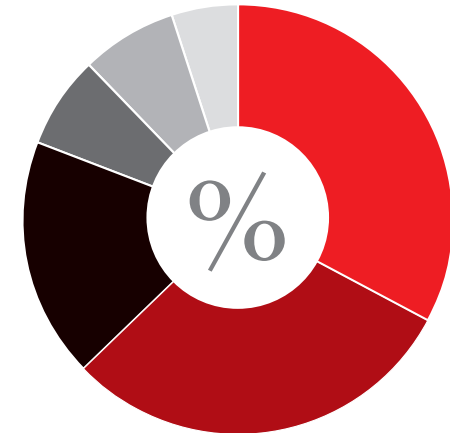
The Banker is read widely in banks, financial institutions, multilateral corporations, central banks and finance ministries around the world. The category described as 'other' includes newsstand sales and subscribers as well as lawyers, consultancies and governing bodies.

## ● CIRCULATION BY ORGANISATION



- Financial Institutions & Institutional Investors **55%**
- Corporations **38%**
- Other **5%**
- Sovereigns **2%**

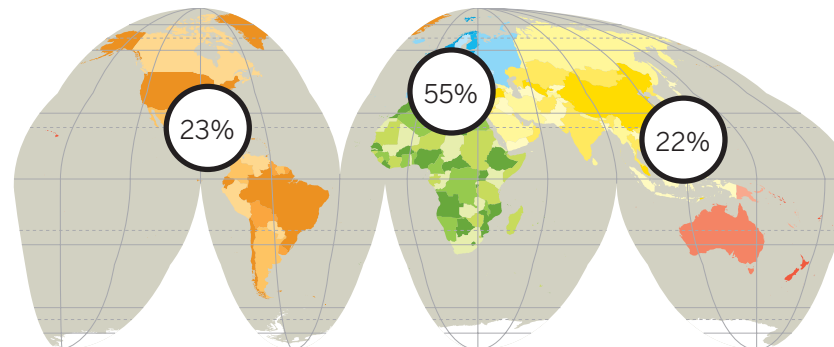
## ● CIRCULATION BY JOB TITLE



- CFO / Treasurer **33%**
- CEO President **30%**
- Head of Dept **5%**
- Head of Funding **2%**
- CIO **2%**
- Other **2%**

## ● GEOGRAPHICAL DISTRIBUTION

A truly global readership, The Banker is read in over 90 countries around the world



Europe - 50,572  
Americas - 22,595  
Australasia/Asia - 9,222  
Africa & Middle east - 7,924  
**Total 90,313**

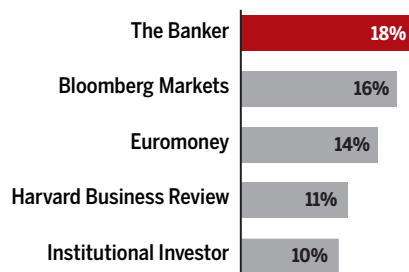


## AN INDUSTRY LEADER, AS SEEN BY GCMS

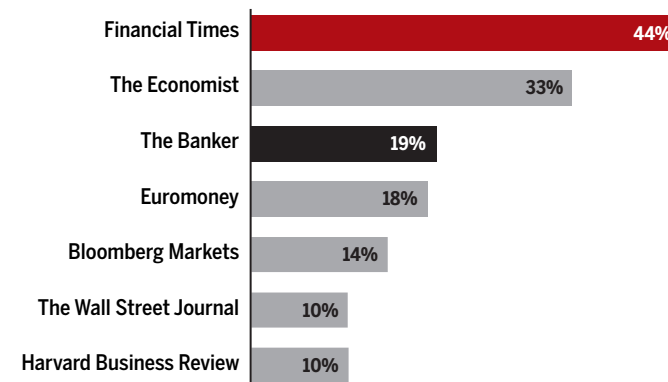
GCMS is the only independent media benchmarking study available in the capital markets industry and provides insight into what Media is used by the world's leading decision makers in finance markets. The most recent survey was concluded in November 2011. The Survey is conducted independently every three years by Think Media, and surveyed 10,000 c suite executives.

**“28,974 COPIES  
& OVER 90,000  
READERS”**

### ● TOTAL MONTHLIES ALL RESPONDENTS corporates, banks and financial institutions



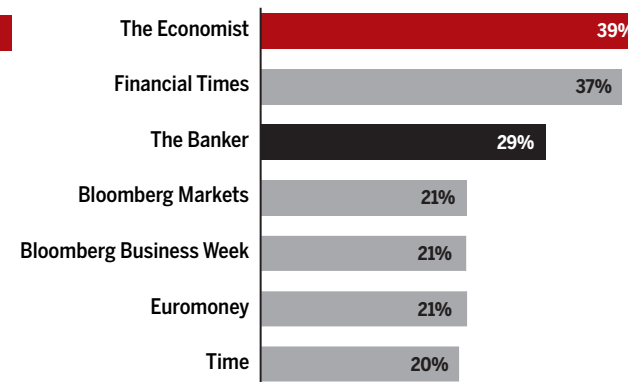
### ● EMEA, ALL TITLES, ALL RESPONDENTS corporates, banks and financial institutions



### ● TOTAL ALL TITLES, BANKS AND FINANCIAL INSTITUTIONS GLOBALLY



### ● EMERGING MARKETS, ALL TITLES, ALL RESPONDENTS



# PROMOTIONAL OPPORTUNITIES

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

“REACH  
DECISION  
MAKERS FROM  
OVER 90  
COUNTRIES”

## ■ AWARDS

The Banker seeks actively to promote innovation and best practice through its industry awards. Sponsorship opportunities are available at each of these high profile events:

**BANK OF THE YEAR AWARDS:** The Bank of the Year Awards is the most respected in the community. Winning provides extra media visibility for each institution throughout the year. Applications are sent out in June.

**DEALS OF THE YEAR:** Selecting 10 winning deals in each of the five regions, judges examine hundreds of applications. They use a wide range of criteria in selecting the winning deals with an emphasis on the degree to which client objectives were met. The deal's execution, appropriateness to the market, its pricing performance are also key metrics.

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## ■ SPECIAL PROJECTS

In response to the growing need for easily accessible and digestible information by senior decision makers and their clients, The Banker has designed bespoke media solutions for all platforms:



### FINANCIAL INTELLIGENCE GUIDES:

Published regularly, they cover a wide range of topics, and provide clients with a powerful and relevant editorial forum in which to highlight their expertise in a particular area. As co-publishers, clients

### INVESTMENT BANKING AWARDS:

The Banker's Investment Banking Awards are unique in the industry. An independent panel of expert judges - in conjunction with the editor, capital markets and investment banking editor, and finance editor - assesses each submission in detail. Partisan positions are not allowed and each decision has to be justified. No other magazine in the sector goes to such lengths to make its judging process so fair, independent and transparent.

### TECHNOLOGY RANKINGS:

Each year The Banker celebrates the achievements of the financial services technology industry. In 2009, we introduced a brand new rankings programme, designed to recognise excellence across a range of technology areas, including global presence, service levels and innovation.

contribute 2 or 4 page chapters, which allows for a different perspective and way of conveying their marketing message in a subtle and sophisticated environment.

**SUPPLEMENTS:** Supplements can be either bound-in or presented separately. Incorporating objective, in-depth analysis, they provide the ideal tailored marketing tool to promote your company.

Alternative formats are available and depending on the content you can either exclusively sponsor the supplement or participate as one of a number of sponsors. For further information please contact one of the sales team.

## ■ RESEARCH

Each year The Banker's research team collects and manages data from the world's top 4000 banks analysing their capital structure and performance. Thus, we are able to research specific queries which can be industry specific or global, regional or local in nature.

The Banker's research team guarantees unbiased answers and representative samples from financial professionals around the world. Their experience and The Banker's editors guarantee a professional and thorough inquiry.

Please contact a member of the sales team with any queries.

## ■ CORPORATE STATEMENTS

The Banker also publishes corporate statements. Published alongside particular features, these statements offer an ideal platform to communicate your expertise and to elaborate on products and services that reinforce your company's profile in the market place.

Statements are available in 1 to 8 page formats. They can include: company logos, photos of the CEO, charts and contact details.

An in-house production team is available to assist in the layout of statements. Please ask about this when booking your position with the sales team.

## ■ THEBANKER.COM

Completely redesigned and with many new features The Banker.com is the online resource for finance professionals. New, web-based content is added regularly, while all our content is available in full and the archived section dates back to 1999. This means our visitors have free access to the full range of our independent, in-depth editorial.

The Banker.com is unique. It is the only place on the internet where visitors can find comprehensive analysis of a region, a bank, or a technology. The website is growing very quickly with over 30,000 registered users and 47,000 monthly unique visitors from more than 180 countries.

The website itself has been optimized for performance and can be viewed from any device – ensuring that your campaign is displayed properly.

## YOUR TARGET AUDIENCE

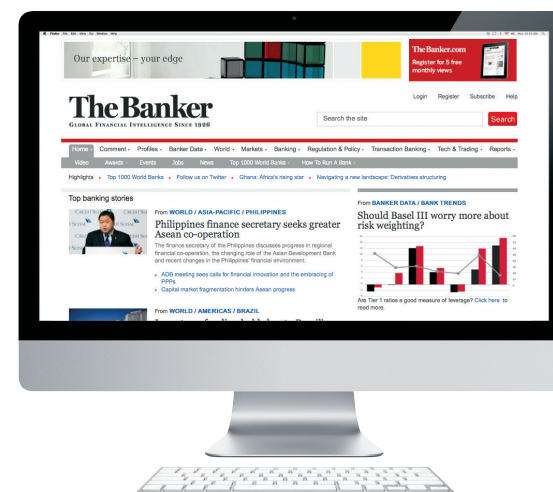
All campaigns can be geographically targeted which allow our clients to concentrate their marketing efforts. Our in-house traffic manager oversees each campaign and ensures that advertisements are being displayed at the time and date where they prove to be most effective.

## ONLINE OPPORTUNITIES

**Advertising** – Drive traffic to your websites and brand your company along with the most respected financial editorial whether online or offline.

**Sponsorships** – We offer sponsorship of sections, emails, positions on the site or with specified key words. We also use our website to host webcasts and virtual roundtables.

Sponsorships can be tailored to your particular needs. We are in a period of rapid expansion of the website – don't hesitate to contact us for more information or ideas. Please contact a member of the advertising team for more details.





# TECHNICAL INFORMATION

## ADVERTISING RATES:

	Colour	Black & White
Full page 4/c (trim size)	£12,950	£9,950
Double Page Spread	£22,950	£17,100
Half Page Spread	£14,100	£10,700
1/2 Page Island	£9,750	£7,500
1/2 Page Vertical	£7,950	£6,850
1/2 Page Horizontal	£7,950	£6,850
1/3 Page Vertical	£6,950	£5,850
1/3 Page Horizontal	£6,585	£5,850

## SPECIAL POSITIONS

Inside Front Cover + page 1	£25,500
Inside Front Cover	£15,450
Inside Back Cover	£12,500
Outside Back Cover	£15,950
Spot Colour	£2,500
Guaranteed Position	+10%
Bleed	+10%

## INSERTS

Full Run	£9,450
UK & Europe	£6,450
UK	£4,950
Rest of World	£4,500

## THEBANKER.COM

	GBP per thousand impressions
Banner	£50
MPU	£70

Any guaranteed positions +10%

## TECHNICAL SPECIFICATIONS

### For News section only

Slim Vertical strip Ad: 42.125 x 224.5 mm

Horizontal part Ad: 119mm x 94.5 mm

### Single page Vertical Strip Ad

57.5 mm x 275 mm

### Single page Quarter Horizontal Strip Ad

180.5 mm x 62 mm

### DPS Quarter Horizontal Strip Ad

395 mm x 62 mm

### Single page

Third of a page Horizontal Strip Ad

Width 180.5 mm x Height 95 mm

### Third of a DPS Horizontal Strip Ad

Width 395 mm x Height 95 mm

### Horizontal Half page Ad size

180.5 mm x 127 mm

### Half page Horizontal DPS

395 x 127 mm

### Full page

Full page type area - 180.5 x 256 mm

Full page trim size - 210 x 297 mm

Full page bleed size - 216 x 303 mm

### DPS Ad

DPS type area - 395 x 256 mm

DPS trim size - 297 x 420 mm

DPS bleed size - 303 x 426 mm

## THEBANKER.COM

Banner 728 x 90 pixels (30k)

MPU 300 x 250 pixels (30k)

Please contact us for queries about micro-sites, expandable banners and other uses of the website

## 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:** denise.macklin@ft.com

If emailing your advert please ensure that the file is no larger than 9 MB. Please note we cannot accept ZIP files via email.

**Alternatively** please mail a CD Rom or Zip Disk to the address below. We can also accept files via our FTP site, please email Denise for details.

Please fax a proof of the ad on +44 207 775 6508 or send a colour laser to:

**Denise Macklin**, Ads Production Dept (The Banker), FT Business, Number One Southwark Bridge, SE1 9HL, London, England, Tel: +44 207 775 6557  
Email: denise.macklin@ft.com

# CONTACT DETAILS

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## CONTACT US

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## CENTRAL & SOUTH AMERICA, THE CARIBBEAN

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