About us

The Banker provides economic and financial intelligence for the world’s financial sector and has built a reputation for objective and incisive reporting.

The Banker seeks to stimulate and inform, offering an unrivalled combination of news, features, surveys and interviews. It provides in-depth coverage of all the key issues facing the financial sector. The Banker has unique access to the most influential decision makers in the financial industry.

Our team of editors consistently travel the globe to report on all aspects of the industry – from technology to regulation, from capital markets to retail, and financial crises and the industry’s response to them.
Reach, readership and circulation

**THE BANKER MAGAZINE**

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

**THEBANKER.COM**

TheBanker.com has over 58,000 registered users, and an average of 77,497 unique visitors each month from more than 180 countries.

"20% of registered users are CEOs, CFOS and CIOS."

**Registered Users’ Geographical Distribution:**

- Europe - 50,572
- Americas - 22,595
- Australasia/Asia - 9,222
- Africa & Middle East - 7,924

**Total 90,313**

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 has an ABC audited circulation of 28,507.
Multimedia projects

The Banker’s pioneering integrated media platform has established itself as the leading channel for debate and insight into international banking and finance.

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 Masterclass showcases an expert view of specific market or product developments in banking and financial services.

The Banker Leadership Series offers unrivalled insight through agenda-setting topics.

The Banker Fresh Perspectives is designed to explore new ways of thinking and addressing industry challenges.

The Banker View From Series is a video interview series with industry figures and policymakers at key industry events. Showcase your intellectual capital and expertise to the global finance community.
Client tailored events

The Banker executive briefings

The Banker delivers bespoke executive briefings, which can take the form of a high-level dinner, breakfast briefing, roundable or a half day event.

The executive briefings will be tailored around a particular topic such as:

- Future of blockchain
- Data modelling and visualisation
- Cyber security
- Digital transformation
- Payments
- Regulation

The Banker’s experienced team will work with the client to build an engaging agenda, and identify the core audience for the exclusive event.

The Banker team of experts will arrange, plan and execute the event to a high spec and will manage all logistics for the event. The executive briefings will be hosted in a restaurant, hotel or at the Financial Times offices.

The Banker Insights Survey

The Banker Insights Survey will enable clients to gain a quantitative understanding of their existing and potential clients, as well as insight into the services they provide.

Clients have the choice of two types of research:

1. gain market insight and client opinions for new products
2. measure the value of a current offering

The target audience will be identified by the client, and our in-house team of experts will contact them to complete the survey.

From the survey results we will create a series of infographics for the client, as well as provide findings from the survey.

To reinforce this initiative, the client can then discuss the results in a series of videos – filmed at the Financial Times offices, or at a bespoke event.
Awards programme

The Banker awards programme covers all aspects of the banking system and is universally recognised for its transparent and robust judging process. Through our industry awards, The Banker actively promotes innovation and best practice, for which sponsorship opportunities are available.
Editorial calendar

JANUARY
- WEF Davos special edition
- Finance Minister of the Year
- Central Bank Governor of the Year

FEBRUARY
- Russian Banks Ranking
- Top 500 Banking Brands

MARCH
- Central American Banks Ranking
- Inter-American Development Bank Annual Meeting special edition

APRIL
- ASEAN Banks Ranking
- Top CEE EU Banks Ranking
- Asian Development Bank Annual Meeting special edition

MAY
- African Banks Ranking
- Deals of the Year Awards winners

JUNE
- Japanese Banks Ranking
- Islamic Bank of the Year Awards winners

JULY
- The world-renowned Top 1000 World Banks Ranking

AUGUST
- Top Caricom Banks Ranking
- Technology Projects of the Year Awards winners

SEPTEMBER
- Top European Banks Ranking
- Sibos special edition
- Transaction Banking Awards winners

OCTOBER
- Top Middle East and Chinese Banks Ranking
- Latin American Banks Ranking
- IMF/World Bank Annual Meeting special edition
- Felaban special edition
- Investment Banking Awards winners

NOVEMBER
- Top Islamic Financial Institutions
- Global Private Banking Awards

DECEMBER
- Top CIS Banks Ranking
- Bank of the Year Awards winners

*Please note the information provided is subject to change.
Events

The Banker partners with key industry events around the world.

Our long term media partnerships with these organisations allows us to secure product placement in prime positions, and exclusivity for some events.
Specifications

**THE BANKER MAGAZINE**

**TECHNICAL SPECIFICATIONS**

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

DPS Quarter Horizontal Strip Ad:
- 395 mm x 62 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 - 256 x 361 mm
- DPS trim size - 297 x 420 mm
- DPS bleed size - 303 x 426 mm

**FORMAT FOR SENDING FILES**

High resolution PDF/hi res EPS (300 dpi) — all fonts & pics embedded. All fonts and pictures, which must be CMYK (not RGB) must be included. Jpegs must be clearly marked (including eps encoded as jpeg).

PDF supplied must include trim marks set to trim size of publication. Crop marks should be positioned outside the bleed and printed area. Also all adverts need to be supplied with bleed.

If emailing your advert please ensure that the file is no larger than 15 MB.

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**THEBANKER.COM**

**TECHNICAL SPECIFICATIONS**

Super leaderboard 970 x 90 pixels
Tablet banner 728 x 90 pixels
Mobile banner 320 x 50 pixels
MPU 300 x 250 pixels
Double MPU 300 x 600 pixels
Ribbon 336 x 60 pixels
Email leaderboard banner 590 x 60

Please supply the banner adverts as a Jpeg and ensure the size is under 40 kb.

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

TheBanker.com is a fully paid for and registration based website. Your advertising creative is viewed by individuals who have registered and subscribed to the site. This means we can fully qualify you are reaching your target audience.
### Rates

**THE BANKER MAGAZINE**

#### CAMPAIGN RATES

**Colour**
- Full page 4/c (trim size) £13,950
- Double Page Spread £22,950
- Half Page Spread £14,100
- Half Page Vertical £8,950
- Half Page Horizontal £8,950

**Special positions**
- Inside Front Cover + page 1 £25,950
- Inside Front Cover £15,950
- Inside Back Cover £13,950
- Outside Back Cover £16,950
- Guaranteed Position +10%

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

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**THE BANKER.COM**

#### CAMPAIGN RATES

The Gold package = £165
- Super Leaderboard £90
- MPU £90

Alternatively, book individual spots:
- Super Leaderboard £90
- MPU £90
- Double MPU £100

GBP per thousand impressions
- Average monthly impressions: 170,680
- Any guaranteed positions +10%
- Geo-targeted position +10%

#### THE BANKER E-NEWSLETTER

The Banker sends an e-newsletter every Tuesday to 40,000+ global registered e-newsletter sign ups

#### CAMPAIGN RATES & SPECIFICATIONS

- £7,950 Promotional Block: 70 words of copy and image of 190 x 90 pixels (gif or jpg only, no flash)
- £5,950 Banner Advert: 590 x 60 pixels (gif or jpg only, no flash)
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