

THE TREASURER

TREASURY, RISK
AND FINANCE
PROFESSIONALS

ACT

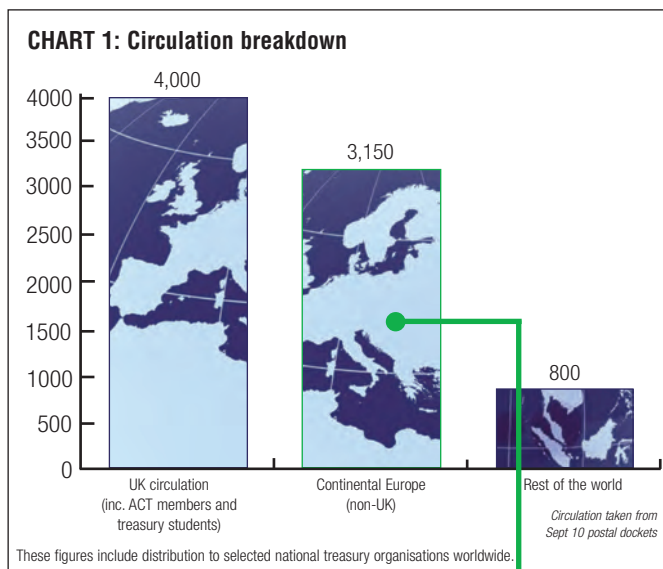
The official magazine of the Association of Corporate Treasurers

Media information



Global circulation

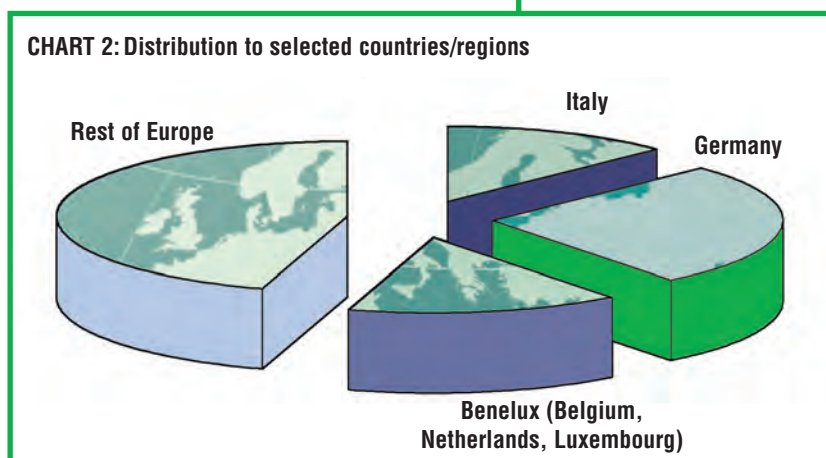
The ACT offers its members, students and subscribers access to digital editions of The Treasurer, Middle East Treasurer and Cash Management Supplements. In addition selected editions are made available to any registered website user to widen knowledge of and interest in our publications. This format offers advertisers complete access to the ACT's global network, including the ACT Middle East



TOTAL CIRCULATION 7,950

READERSHIP 23,850*

*Estimated pass along rate of 3



The ACT is a member of:



The European Association of Corporate Treasurers (EACT)
eact-group.com

The Purpose of EACT is to group the National Associations of Corporate Treasurers and Financiers of the countries belonging to the European Union. EACT's aims are to:

- develop and strengthen relations with European authorities and institutions
- to share experiences, express common points of view, undertake joint actions on financial and treasury matters as well as relationships with financial partners
- to carry out and publish joint surveys and working papers



International Group of Treasury Associations (IGTA)
igta.org

IGTA's objectives are to:

- encourage the highest standards of professional ethics and best practice among treasury professionals world-wide
- raise the profile of the treasury profession. Explore the development of reciprocal memberships benefits.
- encourage the exchange of information, business practices, and details of various local regulations.

Quality editorial

The Association of Corporate Treasurers (ACT) is the international body for finance professionals working in treasury, risk and corporate finance. Through the ACT we come together as practitioners, technical experts and educators in a range of disciplines that underpin the financial security and prosperity of an organisation.

The ACT defines and promotes best practice in treasury and makes representations to government, regulators and standard setters.

We are also the world's leading examining body for treasury, providing benchmark qualifications and continuing development through training, conferences and publications – including The Treasurer magazine.

The Treasurer magazine is classified into five core elements of treasury, each of which encompasses a number of sub-categories key to the treasury profession. Each month the magazine will cover all five core elements, giving your advertisements relevance in every edition.

Core elements of treasury

CAPITAL MARKETS AND FUNDING

- Asset and Project Finance
- Bank Lending
- Credit Ratings
- Debt Capital Markets
- Equity
- Trade Finance

CASH AND LIQUIDITY MANAGEMENT

- Cash Flow Forecasting
- Cash Management
- Payment and Clearing Systems
- Short-Term Liquidity

CORPORATE FINANCIAL MANAGEMENT

- Accounting and Reporting
- Business Valuation
- Capital Structure
- Corporate Strategy
- Investment Appraisal
- Legal Documentation
- Regulation and Law
- Taxation

RISK MANAGEMENT

- Business and Operational Risk
- Commodity Risk
- Credit Risk
- Managing Risk
- FX Risk
- Interest Rate Risk
- Exotic Risk
- Pensions Risk

TREASURY OPERATIONS AND CONTROLS

- Control and Reporting
- Policy and Objectives
- Technology and Systems
- The Treasury Professional
- Treasury Organisation



For further details contact:

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Advertising

RATES

RUN OF MAGAZINE

Page Colour	£6,640
1/2 Page Colour	£3,690
1/4 Page Horizontal	£1,960
DPS	£11,320

PREMIUM SITES

Inside Front Cover	£7,680
Inside Back	£6,910
Outside Back	£7,810

Inserts, up to 30g

Whole circulation	£3,420
UK circulation only	£2,630

RECRUITMENT RATES

Page Colour	£4,010
1/2 Page Colour	£3,010

The cost of a print recruitment advertisement within The Treasurer includes a complimentary, one month job listing on treasurers.org and inclusion in the RSS feed.

Typesetting and production assistance is available from £300 per half page of advertising.

Recruitment Web Options

Recruitment button	£1,800 (3 months)
Job Listing	£450 (1 month)

DISPLAY ADVERTISING

Each edition of The Treasurer magazine incorporates the core elements of treasury. Deliver a consistent branding message by aligning your company with a specific section each month through creative page advertising.

Use strip advertising to 'sponsor' a core element and emphasise your brand reputation through your association with The Treasurer magazine.

Deliver impact with inspired solutions such as in/outserts, covermounts, belly-wraps, and teaser advertising.



RECRUITMENT ADVERTISING

The Treasurer magazine is the only treasury publication with an established and dedicated recruitment section. As well as containing the latest treasury vacancies from some of the most established recruitment companies, every month a careers feature offers advice and insight on the current employment issues in corporate treasury.

Use treasurers.org to advertise your recent treasury vacancies or direct relevant job seekers to your site via a recruitment button.

Create a monthly job listing on site and reach the professionals actively seeking opportunities online.

“
WORK WHERE
PERFORMANCE
IS REWARDED.
”

Direct treasury professionals to your online vacancies via a recruitment button on treasurers.org

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Sponsored editorial

Use sponsored editorial to communicate with your audience by using in-depth case studies and research; drawing on industry experience to give opinion and direction to your key customers. The readership is sophisticated and reads the magazine to add to its knowledge of the core disciplines of treasury, corporate finance, risk, technology and other related issues. Copy works best when it is independent, discursive and not advertorial in nature.

The editorial team at The Treasurer magazine will liaise closely with you to identify relevant topics and how these are addressed in relation to your business need and the core elements. The editorial standards used throughout the magazine are also applied to sponsored editorial assuring its authority and success, fitting the magazine style.

Other options include:
Roundtable write-ups •
Stand alone supplements •
Surveys • Conference reports



STANDARD RATES

PAGINATION	WORD COUNT (APPROX)	COST
1/3 pg column	300	£2,500
1 page	750	£6,500
2 page	1,500	£9,000

Whilst maintaining co-branding with The Treasurer magazine a series of sponsored editorial pieces can be reproduced as a separate publication and used for your own marketing needs.

“IT2 has published a range of thought leadership articles in The Treasurer, which we regard as a most valuable media partner for the UK – and beyond.

Kelvin Walton, Marketing Manager, IT2 Treasury Solutions Ltd

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Digital advertising

treasurers.org is a truly global solution to reaching corporate treasurers and other financial professionals interested in your products and services. The site provides a wealth of information and is an extensive technical resource that can extend the reach of your brand. Through this online format you have the opportunity to influence other relevant financial professionals as well as the treasurers of the future.

- In 2010 the ACT attracted 296,424 unique users.
- 24,702 unique users per month (average based upon annual unique visitors in 2010)
- 45% of users are from outside the UK, from over 200 countries
- Over 40% of users are loyal and return to the ACT site
- The careers landing page is within the top three most viewed pages on the site
- ACT Publications pages including The Treasurer and the Treasurer's handbook pages are within the top ten most viewed landing pages on the ACT site

Data sourced from Google Analytics 01 January – 31 December 2010

Achieve full brand impact on the site by using banner advertising on all the key pages or advertise to specific audiences by targeting core elements on the site.



93% of business customers conduct research online before choosing their product/provider*

www.internetworldstats.com June 2008

Web banner rates

	1 MONTH	2 MONTHS	3 MONTHS
Run of site			
Skyscraper	£2,100	£3,360	£4,410
Rectangle	£1,800	£2,880	£3,780
Leaderboard	£1,500	£2,400	£3,150

Leaderboard: 468x60 pixels; Rectangle: 300x250 pixels; Skyscraper: 140x600 pixels

Online advertising complements both display and sponsored editorial. There is a wealth of online custom for your business. Use interactive banners to gather details of potential customers and use these details to market your company to those who are truly interested in your products.

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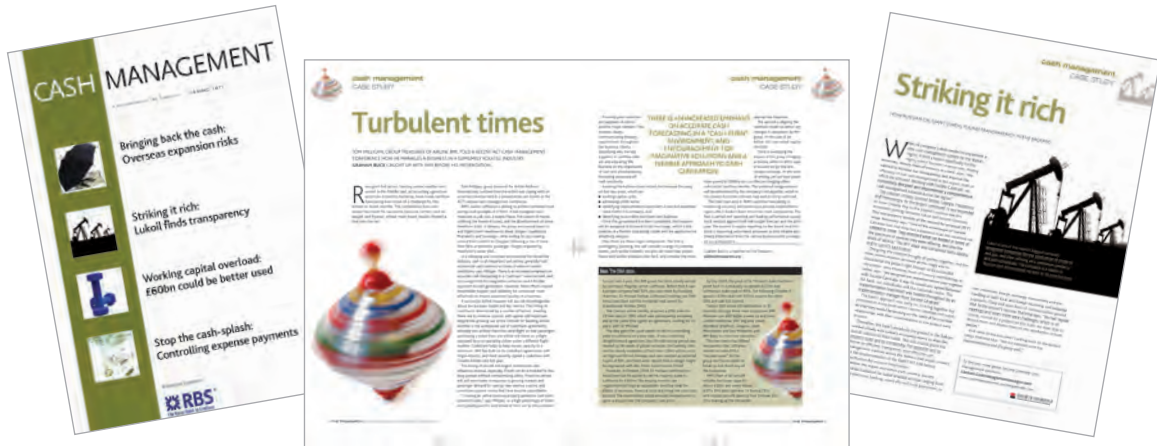
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28.7% of the world has access to the internet

www.internetworldstats.com June 2010

Cash Management Supplement

The ACT produces a Cash Management Supplement which is distributed with The Treasurer magazine at the beginning of each quarter and which provides premium opportunities for sponsored editorial. Contribute a combination of sponsored editorial and advertising to promote your business expertise in cash management. Rates for bespoke packages are available on request.



Middle East Treasurer

The Middle East Treasurer has replaced our successful Middle East Supplement, and is primarily produced as a digital edition with print copies made available to sponsors and event delegates. It is produced three times a year to focus on the sharing of treasury knowledge and expertise for our network of over 1,700 treasury, risk and corporate finance professionals from leading organisations across the Middle East, as well as being made available to the wider Treasurer readership via www.treasurers.org. Sponsored editorial and advertising packages are available to promote your expertise to our Middle East network. Rates for bespoke packages are available on request.



Technical data

MECHANICAL DETAILS

All sizes in millimetres (mm) height by width

TYPE AREA	TRIM AREA	BLEED AREA	
Full page	280 (h) x 190 (w)	297 (h) x 210 (w)	303 (h) x 216 (w)
DPS	280 (h) x 400 (w)	297 (h) x 420 (w)	303 (h) x 426 (w)
1/2 page	135 (h) x 182 (w) 135 (h) x 190 (w) for recruitment ads	–	138 (h) x 216 (w)
1/4 page (strip)	67 (h) x 182 (w)	–	–

Resolution

All images MUST be at least 300dpi (dots per inch)

PDFs

All copy must be provided in PDF format. PDFs must be print-ready with all fonts and pictures embedded and set up to our spec. All web links should be live. Instructions on how to create PDF to correct specification can be found at: <http://bit.ly/fUKaRI>

Colours

Pantone colours will be matched out of four-colour process.

CMYK - RGB must be converted to CMYK before sending. Please note that colour reproduction cannot be assured.

Supplying copy

Advertisements can be sent via email to advertising@treasurers.org. The maximum file size is 10MB.



For further information visit treasurers.org