

PublicFinance PORTFOLIO

Public Finance portfolio targets over 24,000 users per month across print, digital and live events



Sponsorship and Display Advertising

Contact: Sarah Walsh Tel: 020 7324 2778 Email: sarah.walsh@redactive.co.uk

Public Finance About CIPFA

The Chartered Institute of Public Finance and Accountancy

The Chartered Institute of Public Finance and Accountancy (CIPFA) is the professional body for people working in public finance. CIPFA members work throughout the public services, including national audit agencies, major accountancy firms and in any other bodies where public money needs to be effectively and efficiently managed.

CIPFA is the only professional accountancy body to specialise in the public sector and is responsible for the education and training of professional accountants and for their regulation through the setting and monitoring of professional standards.

As champion of high performance in public services, CIPFA translates its experience and insight into clear advice and practical services including information and guidance, management solutions and consultancy.

Globally, CIPFA shows the way in public finance by standing up for sound financial management and good governance.

CIPFA members

With over 16,000 CIPFA members and a total email audience of over 24,000 – no other platform comes close to matching *Public Finance's* reach among public sector finance professionals.

What's more, our valuable audience is made up of highly qualified and experienced individuals, true financial decision makers working in senior roles across a wide range of large scale public sector organisations.

These professionals carry genuine influence and spending power, holding senior financial positions within organisations responsible for spending huge budgets across a wide range of services.



No other platform comes close to matching *Public Finance's* reach among public sector finance professionals

Public Finance Audience

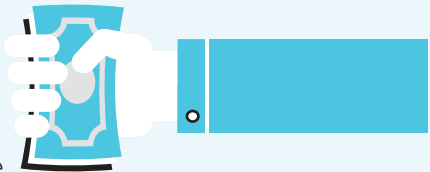
62%

read no other public sector magazine



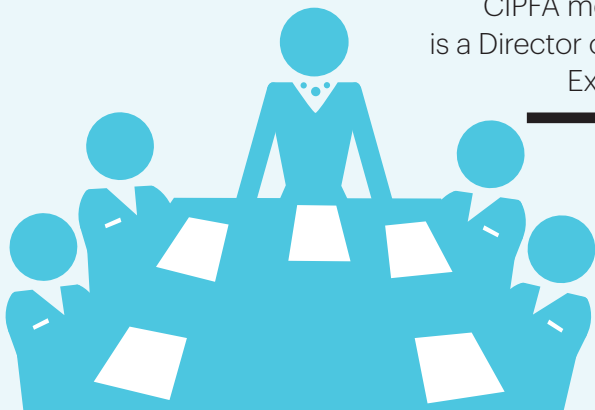
61%

of readers have some or all budgetary responsibility in their organisation



1 in 5

CIPFA members is a Director or Chief Executive



The average reader age is 48



43 mins

The average reading time of *Public Finance*

93%

of members are based in the UK

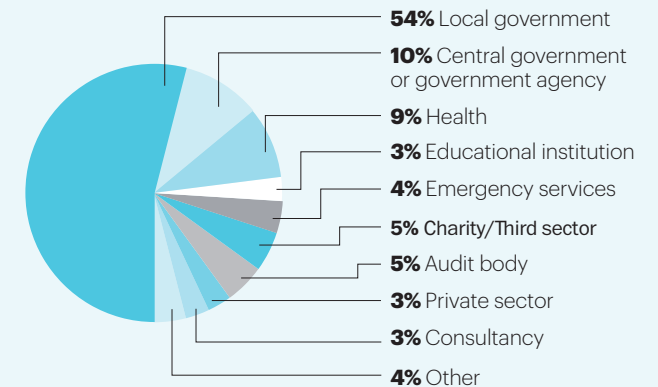


68%

of readers have been a reader of *Public Finance* for more than 10 years

44%

of readers have responded to an advert in *Public Finance*



Public Finance Magazine

Print Display Advertising

Public Finance is the essential monthly read for public sector finance professionals. Advertising within these pages will ensure that your brand and proposition is recognised and understood by the public sector's finance community.

Size:	Cost:
Double page spread:	£4,995
Full page:	£3,495
Half page:	£2,495
Quarter page strip:	£1,995



Sponsored Columns

A unique opportunity for your organisation to demonstrate its in depth thought leadership in a chosen field.

Carrying prominent sponsor branding and attributed to a named individual within your organisation, *Public Finance* sponsored columns are published within the opinion section in the front half of each issue.

Integrated into the magazine's main editorial pages, sponsored columns provide a credible and high profile platform for you to demonstrate high quality insight into issues of concern for public sector finance professionals.

Sponsored columns

Minimum commitment:	3 issues
Cost per issue:	£3,495



Public Finance is experienced in delivering a wide range of bespoke creative solutions



Publicfinance.com

publicfinance.com is the UK's leading website for public sector finance and accounting professionals.

Packed with the same authoritative features, insight and analysis as the magazine as well as exclusive blogs, daily news and much more – **publicfinance.co.uk** is the ultimate online resource for modern public finance professionals.

Across a range of high profile and innovative channels, our site will connect your brand with a highly targeted audience of potential clients and customers at precisely the right moment – when they are online actively reading about and searching for subjects related to your products and services.

Over 80,000
monthly
page views

Online Display Banners

Offering high profile exposure across the site, web banners on **publicfinance.co.uk** are the ultimate means to build your brand profile, promote real time offers or events and drive traffic to your own site.

All banner campaigns are sold on a CPM (cost per 1,000 impressions) basis – meaning that we can tailor delivery to suit any budget or timeframe and guarantee you receive the exact exposure you have paid for.

Web Banner CPM Rates

Banner	Size	CPM
Leaderboard	728 x 90	£55
MPU	300 x 250	£55
Skyscraper	160 x 600	£55

Solus Hub Sponsor

Public Finance website has a choice of 7 hubs to sponsor. This is a unique opportunity to have a landing page to host content.

- Solus sponsor of the chosen hub
- Logo, 100 word statement and MPU on chosen hub homepage
- MPU advert on the homepage of *Public Finance* promoting your hub
- The opportunity to upload whitepapers, supplements, brochures and videos to the hub
- Stats from adverts and uploads available on request
- Lead generation and data capture from whitepapers

Hub sponsors are sold on tenancy basis and are priced at £2,500 + VAT per month (minimum commitment of 3 months).

Public Finance Content hosting and webinars

Content Hosting

Our online knowledge centre is designed to host your existing or latest research, reports or whitepapers and ensure they reach the widest, most relevant audience possible. We're equipped to host content in any format, including:

- Whitepapers, reports, e-books
- Podcasts, presentation, video
- Reports, surveys, infographics

Your content can be open access to reach the widest possible audience or locked for data capture, enabling you to generate valuable qualified new business leads.

All reports are hosted on their own dedicated, co-branded web page within our easily searchable knowledge centre.

To maximise exposure we will promote all of your content via our e-newsletter and from our website homepage – **publicfinance.co.uk**.

Single report hosting	£2,500
<ul style="list-style-type: none">■ Listing on 5 x daily e-newsletters■ Listing on homepage for 1 week■ Data capture service	

Webinars

Sponsorship of a *Public Finance* webinar is a unique opportunity to achieve:

- Wide ranging brand exposure
- In-depth thought leadership
- High volume lead generation

Each of our webinar packages can be tailored to your specific requirements. Key campaign benefits will include:

- Guaranteed promotion via a high profile e-mail campaign, carrying your branding, to the full *Public Finance*/CIPFA database of more than 24,000 contacts
- Use of all data captured from registered viewers

Campaign before event:

- 3 x solus e-shots to 24,000 CIPFA database
- A minimum of 3 x social media call outs for registrations via Twitter and LinkedIn
- MPU advert promoting the webinar on publicfinance.co.uk
- 1 x A4 advert promoting the webinar in the appropriate issue of *Public Finance*

Campaign after event:

- Recording of webinar on publicfinance.co.uk for a minimum of 6 months (locked for data capture)
- Mention of the webinar on e-newsletter once recording is live on publicfinance.co.uk via Twitter and LinkedIn
- MPU advert promoting the webinar on publicfinance.co.uk

The webinar itself:

- A one hour, live audio webcast with slides presented in a co-branded console
- Event hosted by a senior member of the *Public Finance* editorial team
- Roundtable format with 2-4 speakers and Q&A session
- A sponsor representative will be invited to sit on the webinar panel



Webinar
sponsorship:
£12,000 + VAT

Public Finance E-newsletters & solus emails

E-newsletters

PF Update

Public Finance sends a daily e-newsletter to our full email list of 24,000 CIPFA members and other subscribers. The e-newsletter includes the day's top stories, along with informed opinion and analysis. Commercial opportunities mean your brand will be delivered directly into senior public sector inboxes.

PF Update: Daily E-newsletter advertising

All costs are for a full week's coverage:
5 x daily mailings to 24,000

35 word text ad and logo	£1,500
2 x MPU banners (300 x 250)	£950 each
Full sponsorship: Text ad, skyscraper and 2 x MPUs	£2,450



5 Top Tips Emails

Sponsorship of a "5 Top Tips from *Public Finance*" email is a unique opportunity to deliver in depth thought leadership and achieve quality and relevant brand awareness amongst our unique audience.

As a content led format a "5 Top Tips" email will enable you to deliver key insight on an area of your choosing. As solus sponsor the email will be dedicated to your messaging, providing a unique environment through which to communicate your latest research or innovations in detail.

Co-branded and sent from a publicfinance.co.uk email address to our full email list of 24,000 your advice will carry extra cachet with our audience of CIPFA members, positioning your organisation as a leading operator in your field.

We are strictly limited to sending just two Top Tips emails per month – helping ensure an underexposed and responsive audience.

5 Top Tips Emails sponsorship of a single mailing

- 5 top tips copy (max 500 words) **£6,000**
- 200 word sponsor profile
- Sponsor logo and images
- All copy to be supplied by sponsor

Solus emails

Our opt-in email database boasts over 24,000 CIPFA members and other senior financial professionals.

Sending a bespoke solus email to this highly engaged audience is the ideal way to:

- Boost your web traffic and drive data capture
- Establish and enforce thought leadership credentials through wide distribution of your latest research, reports or white papers

Our third party emails are co-branded and sent from a publicfinance.co.uk email address for maximum cachet with our readership. There are strict limits on how frequently we can send third party emails to this database - helping ensure an underexposed audience.

Cost per solus email: £3,000



Bespoke events

Public Finance is experienced in staging sponsored live events across a range of innovative formats.

- To establish your organisation's thought leadership credentials within an identified field – both during the event itself and via post event coverage
- To provide face-to-face access to an invited audience of senior public finance professionals from select organisations in a relevant and brand enriching setting
- High profile and relevant brand exposure via both pre-event promotional campaign and post-event coverage across our full multichannel networks

The quality of audience is key to the success of any event and as sponsor we will work with you to define a set of qualifying criteria (seniority, company, size, sector) and match this against our unrivalled magazine and CIPFA databases to identify and individually invite suitable delegates.

Bespoke event ratecard

Half day professional workshop	£30,000
Breakfast briefing or editor's lunch	£25,000
Roundtable	£15,000

CIPFA Annual Conference and Exhibition

CIPFA annual conference and exhibition is the largest event for financial decision makers in public services and represents the biggest networking event for Public Sector professionals in the UK.

The conference offers a targeted programme including high profile speakers, practical workshops and lively debate. The extensive exhibition hall encourages delegate interaction with some of the world's leading suppliers of financial products and services.

We offer a suite of tailored sponsorship and exhibition opportunities designed to maximise your engagement with this valuable audience.

For further information on CIPFA annual conference opportunities, contact Senior Sales Executive:

Sarah Walsh

E: sarah.walsh@redactive.co.uk

T: 020 7324 2778



PublicFinance Portfolio

PublicFinance

Magazine



PUBLIC FINANCE MAGAZINE

- ★ DPS £4,995
- ★ FP £3,495
- ★ HP £2,495
- ★ QPS £1,995



15,698

Digital



DAILY E-NEWSLETTERS

- 35 word text ad & logo
★ £1,500
- 2 x MPUs (300 x 250)
★ £950 each
- Full sponsorship
★ £2,450

5 TOP TIPS EMAILS

- Sponsorship
★ £6,000

SOLUS EMAILS

- ★ £3,000



PUBLICFINANCE.CO.UK

- Leaderboard (728 x 90)
★ £995
- MPU (300 x 250)
★ £795
- Skyscraper (160 x 600)
★ £895
- Single report hosting
★ £2,500

WEBINARS

Average 490 registrations
£12,000

Events



CIPFA CONFERENCE

POA

BESPOKE EVENTS

- Half day workshop
★ £30,000
- Breakfast briefing/editors lunch
★ £25,000
- Round table
★ £15,000

Specification

- Total required 16,000 (plus 3% for wastage)
- Min weight for single sheet 90gsm
- Min size for loose inserts - A6
- Max size for loose inserts - A4
- Max of four inserts per issue
- No. of inserts per turn: 250
- Inserts must be single piece items and have a leading edge (fold) along the length of the insert.
- Single sheet inserts must be on paper no lighter than 90gsm, double or above sheet inserts must be on a minimum of 80gsm paper
- Concertina inserts by special arrangement only.

Delivery instructions

All inserts must be booked in for delivery on the telephone number below at least 48 hours prior to attempted delivery. If this is not done, your delivery will be turned away. **Tel: 01725 515016**

INSERTS FOR DELIVERY TO:
Priority Newstrade,
5 Batten Road,
Downton, Salisbury,
SP5 3HU

Usual delivery times: 6am to 6pm, Monday-Friday
A delivery note must accompany goods, even if a contract courier is used. It must state:

- Inserts for *Public Finance* Magazine
- Publication Date
- The address of the printer/ supplier of the insert
- Description of the insert with name of advertiser
- Total quantity delivered & number of inserts in each carton/pallet

The above information will also be required when booking inserts in for delivery.

Samples

Samples (digital) must be received at Redactive one week before delivery date

Please send to: aysha.miah@redactive.co.uk or via https://filetransfer.redactive.co.uk/dropbox/Aysha_
Miah
020 7880 6241 | Redactive Publishing Ltd, 17 Britton Street, EC1M 5TP

All insert bookings are provisional until a sample is received and accepted by Redactive.

Public Finance Dates & Technical Specifications

Supplying artwork

- Please supply pass4press pdf via email. (All pdfs must be high resolution (300dpi), CMYK (we cannot be held responsible for colour content of any RGB files supplied) with fonts embedded.)
- Setting and copy amendments are available in-house, and will carry an extra charge.

Artwork Contact

Aysha Miah:

aysha.miah@redactive.co.uk

https://filetransfer.redactive.co.uk/dropbox/Aysha_Miah

020 7880 6241

Redactive Publishing Ltd,
17 Britton Street,

London, EC1M 5TP

Advert spec (height x width)

• DPS:

type > 252mm x 396 mm

trim > 297m x 420mm

bleed > 303mm x 426mm

• Full page:

type > 252mm x 180mm

trim > 297mm x 210mm

bleed > 303mm x 216mm

• Half page horizontal:

trim > 123mm x 180mm

• Half page vertical:

trim > 252 mm x 88mm

• Quarter page:

trim > 123 mm x 88mm

• Quarter page strip:

trim > 59 mm x 180mm

• Banner page:

trim > 220 mm x 180 mm

Public Finance Schedule 2016

Issue	Copy deadline	Publishing date
February	11th January 2016	26th January 2016
March	8th February 2016	23rd February 2016
April	7th March 2016	22nd March 2016
May	11th April 2016	26th April 2016
June	9th May 2016	24th May 2016
July/August	6th June 2016	21st June 2016
September	8th August 2016	23rd August 2016
October	5th September 2016	20th September 2016
November	10th October 2016	25th October 2016
December	7th November 2016	22nd November 2016

REDACTIVE SERVICES



So now you've decided to book a campaign with one of our media brands, make sure you make the biggest possible impact to capture the imagination of your target audience.

Redactive's award-winning marketing and design team offers a one-stop-shop for all your creative needs. We can help you to create compelling:

- Print advertising
- Digital advertising - including interactive tablet versions
- Video advertising
- White papers, reports & research studies
- Micro/websites
- Brochures

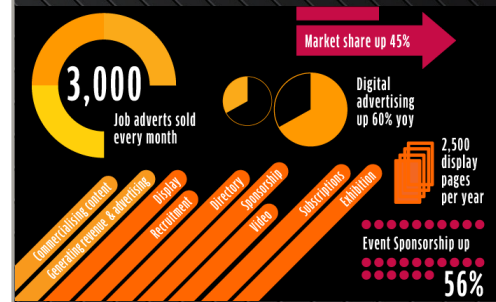
Furthermore, if you would like to supplement your advertising with your own content marketing campaign, we can help you to produce:

- Magazines in print & digital formats
- Apps for mobile & tablet
- Digital content
- Events

Our pricing is flexible and we can devise solutions to meet most budgets.

If you're interested in working with us contact:

Lucy Freedman
Senior Brand Marketing Executive
E: lucy.freedman@redactive.co.uk
T: 020 7324 2703



services

MAGAZINES

DIGITAL

EVENTS

MEDIA SALES