

Public Finance About CIPFA

Clients we work with



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 18,000 CIPFA members and a total email audience of over 46,000* – 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.

*Stat sourced from ABC, digital database and ABC's

CIPFA



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

Public Finance Audience

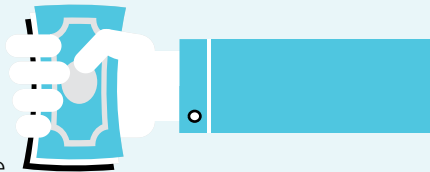
*stats sourced from most recent readership survey

62%



read no other public sector magazine

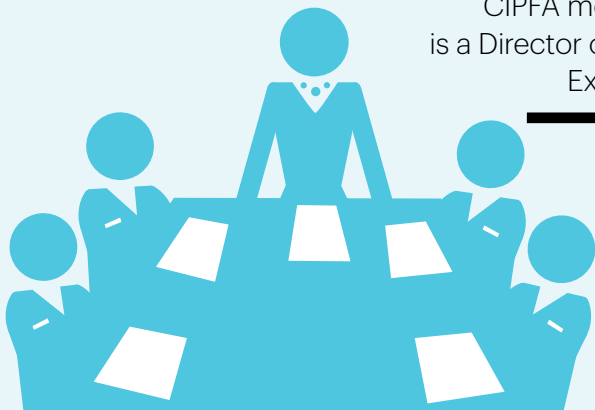
61%



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*

68%

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

93%

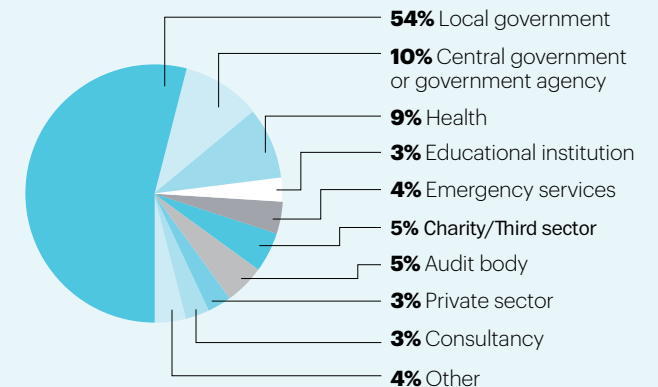
of members are based in the UK



44%

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

Public Finance readers work in the following areas:



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

Series discount:

- 3 issues 10% discount
- 6 issues 15% discount
- 10 issues 30% discount

Inserts:

- 0 - 10g = £155 per thousand
- 10g - 20g = £175 per thousand
- 20g - 30g = £195 per thousand

*all rates subject to VAT

Sponsored Content

Sponsored Columns and Online Sponsored Posts are some of the best ways to take advantage of *Public Finance*'s print and digital-age format and demonstrate your brand's thought leadership to an audience of 18,000 CIPFA members and over 35,000 public finance professionals who come to publicfinance.co.uk each month.

With these content marketing options, your business or organisation can align with specific topics of interest to readers of *Public Finance* and be seen to be leading discussion and debate in these areas. Content will be published in *Public Finance* and online alongside all of our daily news and comment.

This native format provides advertisers with a channel for reaching CIPFA members when they are most actively engaged in the magazine and on the website, increasing the chances of catching their attention. Your organisation will share a platform with our award-winning and highly engaging editorial content, giving you the opportunity to enhance your brand's reputation.

In addition, your content, once sponsored, will remain online at www.publicfinance.co.uk for 12 months, appearing in search results and within the archive giving your business year-round exposure.

Sponsored columns

Cost per issue:	3 issues
	£1,165

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



Publicfinance.co.uk

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 86,000
monthly page
views*

*Google Analytics Oct 18

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	£50

Sponsored Survey

Public Finance offers you the opportunity to ask the *Public Finance* readers a selection of survey questions to gain in-depth knowledge of the industry.

- Market Intelligence research survey & white paper
- Survey promoted online via *Public Finance* digital channels; publicfinance.co.uk and PF Update e-newsletter
- *Public Finance/Redactive Media's* editorial team will publish a summary of the survey findings within the relevant issue of *Public Finance*
- *Public Finance* will work closely with you to collate the survey findings and produce a white paper - hosted online for 3 months, locked for data capture
- Full page advert in relevant issue of *Public Finance* promoting online white paper

Sponsored Survey are priced at £10,000 + VAT.

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 3 months■ Data capture opportunity	

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 46,000 contacts
- Use of all data captured from registered viewers

Campaign before event:

- 3 x solus e-shots to 46,000 *Public Finance* 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 Full Page 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

PublicFinance E-newsletters & solus emails

E-newsletters

PF Update

Public Finance sends a daily e-newsletter to our full email list of over 46,000 PF Update subscribers 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:
3 x daily mailings to 67,000

35 word text ad and logo	£1,500
MPU banner (300 x 250)	£950
Full sponsorship: Text ad and 2 x MPU	£2,000



PF update

Solus emails

Our email database boasts over 46,000 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
2 for £5,500 and 3 for £7,000



EXCLUSIVE READER PROMOTION FROM
PublicFinance

MODERN BUSINESS EXPERIENCE
ORACLE

Think Forward:
Transform Finance to
Accelerate Success. ▶▶

Last chance to register for Modern Finance Experience 2017
1-2 February 2017, ExCel, London

Public sector leaders are facing an unpredictable and uncertain future - one that is putting them, their teams and the finance operating models they use under increasing pressure.

It is vital that finance IT systems can adapt to disruptive change, yet less than half of current systems are able to cope with transformational change and deliver the operational agility needed to respond to a turbulent public sector outlook.

The Modern Finance Experience at the Modern Business Experience 2017 is presented by Oracle and is an unrivalled event for CFOs, FDs and senior finance professionals.

You will:

- Gain insights from thought leaders, strategists and innovators in the public sector including Cabinet Office, Office for National Statistics, Kent County Council, Calderdale Council and Her Majesty's Land Registry
- Hear from author and futurist Ray Hammond about business trends that will influence the financial landscape
- Discover digital platforms and advanced analytics that can transform financial decision-making and planning
- Learn modern finance and cloud best practices - all while you network with your peers and 3,000 other business professionals.

Keynote speaker: Deborah Meaden

Join Deborah Meaden, Dragons' Den investor and entrepreneur, at the Modern Business Experience, presented by Oracle. Deborah will share her keys to success as an innovator in a diverse range of industries including ceramics, leisure, and fashion.

Reserve your seat and register today. The event is free to attend, but space is limited.

[READ MORE & REGISTER](#)

We have emailed this email because you are a subscriber to the Public Finance newsletter. If you do not wish to receive the latest market analysis and insights, [unsubscribe here](#)

Bespoke events

CIPFA and *Public Finance* are experienced in staging sponsor led live events across a range of innovative formats.

- We can help your organisation's thought leadership credentials within an identified field – both during the event itself and via post event coverage
- 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.

Ask your *Public Finance* sales contact for more information.

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. Attended by over 600 high profile finance delegates working within the public sector.

The conference offers a targeted programme including high profile speakers, practical workshops and lively debate. The extensive exhibition hall with over 60 exhibitors encourages delegate interaction with some of the worlds 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:

E: sponsorship@publicfinance.co.uk

T: +44 (0)20 7880 6244



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-Edwards:
aysha.miah@redactive.co.uk
https://filetransfer.redactive.co.uk/dropbox/Aysha_Miah
+44 (0)20 7880 6241
Redactive Publishing Ltd,
78 Chamber Street,
London, E1 8BL

Advert spec (height x width)

• DPS:

type > 252mm x 398 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

Public Finance Schedule 2019

Issue	Booking deadline	Publishing date
February	25 January 2019	5 February 2019
March	22 February 2019	5 March 2019
April	22 March 2019	2 April 2019
May	26 April 2019	8 May 2019
June	24 May 2019	5 June 2019
July/August	21 June 2019	2 July 2019
September	23 August 2019	4 September 2019
October	20 September 2019	1 October 2019
November	25 October 2019	5 November 2019
December	22 November 2019	3 December 2019