

Public Finance

WITH OVER **13,000** CIPFA MEMBERS RECEIVING PRINT MAGAZINES AND A TOTAL DIGITAL AUDIENCE OF OVER **73,000** – NO OTHER PLATFORM COMES CLOSE TO MATCHING *PUBLIC FINANCE*'S REACH AMONG PUBLIC SECTOR FINANCE PROFESSIONALS.



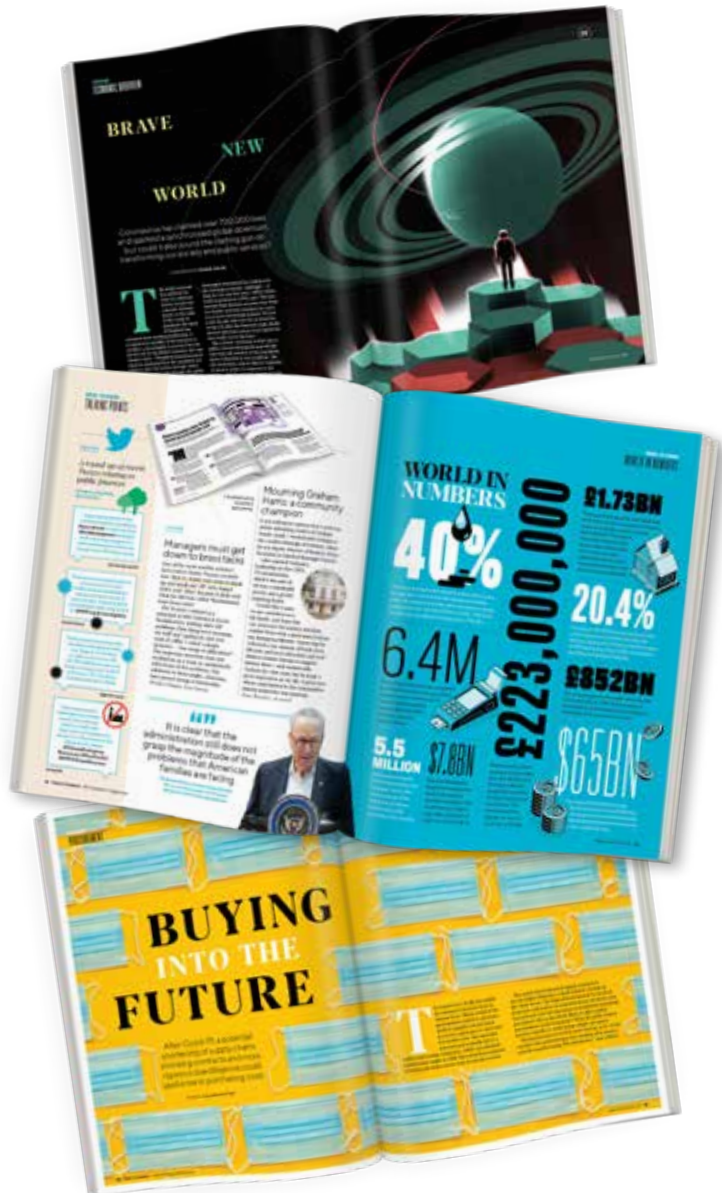
MEDIA INFORMATION 2021



Circulation: **13,428**
(July, 2019 - June, 2020)



redactive



***Public Finance* is the official magazine of the Chartered Institute of Public Finance and Accountancy (CIPFA)**

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

With over **13,000** CIPFA members and a total digital audience of over **73,000*** – 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 individuals and 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.

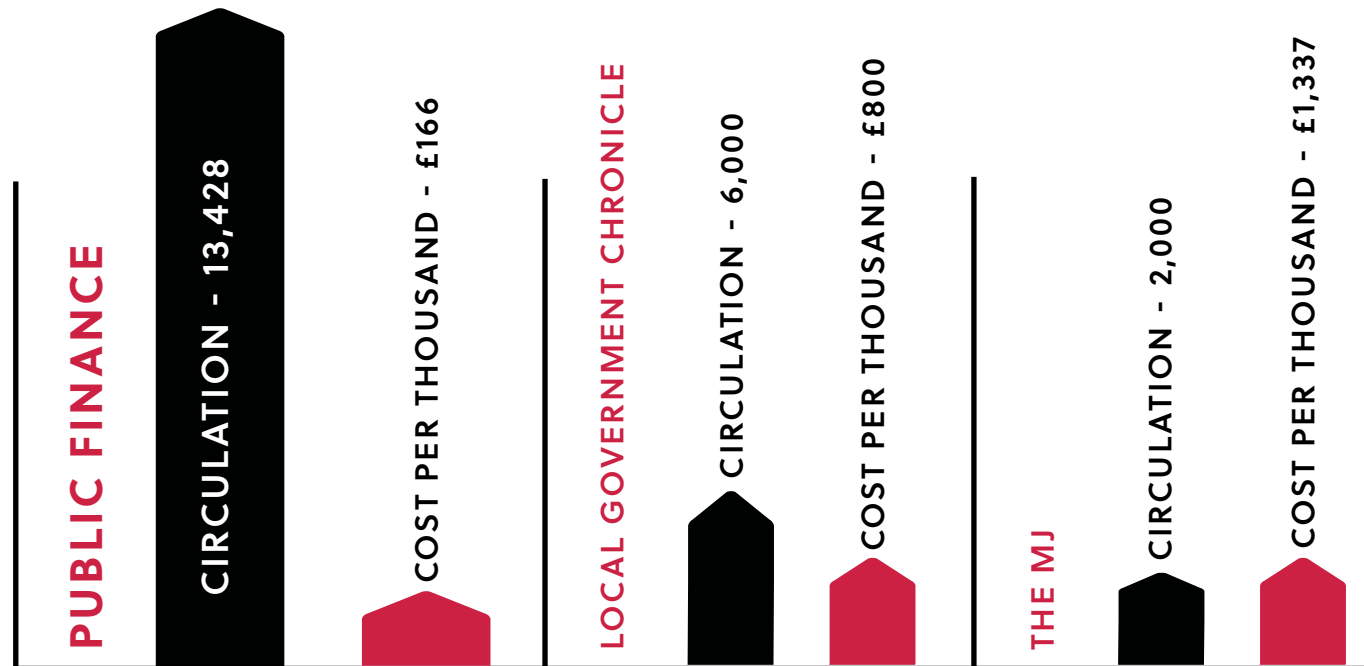
* 27k average unique users PF website in 2020, GA. 46,000 email database for PF.

You'll find it pays to align your brand with the market-leading media brand in the public sector. A trusted source of information and advice that inspires action and response.

And as you can see below, the power of *Public Finance* can be demonstrated unequivocally in comparison to its nearest competitor.

A comparison that is further enhanced when you consider that *Public Finance* is sent **bi-monthly** directly to senior financial professionals in public sector organisations, meaning your message is directly placed in front of decision makers, **those who matter**.

MARKET POSITION



62%



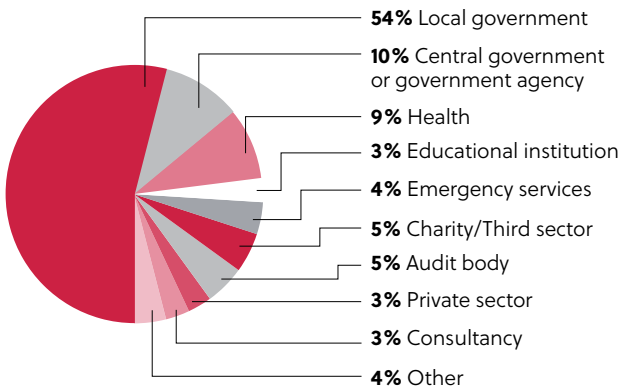
read no other public sector magazine

61%



of readers have some or all budgetary responsibility in their organisation

Public Finance readers work in the following areas:



48



The average reader is 48 years old



43mins

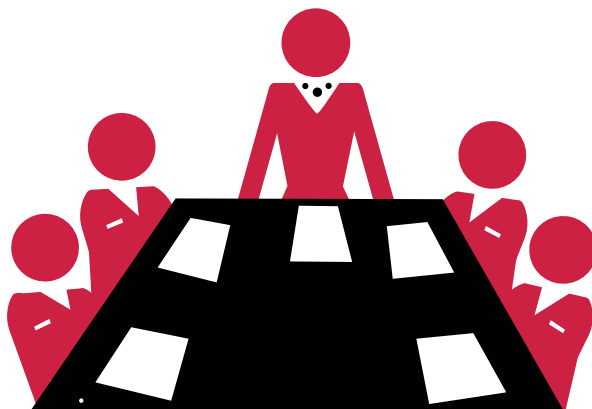
The average reading time of *Public Finance*

68%

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

1in5

CIPFA members are a Director or Chief Executive



98%

of members are based in the UK



44%

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



redactive

PURCHASING POWER

Public Finance is the essential bi-monthly read for public sector finance professionals. This means that your partnership with us will land in the hands of those with purchasing power.

Advertising within these pages will ensure that your brand and proposition is recognised and understood by the finance community.

It's the sure-fire media partner to get your organisation noticed by the movers and shakers.

The influencers and decision-makers who control how and with whom budgets are spent.

You'll attract the attention of a highly targeted audience that can truly make a difference.

Advertising rates

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

Series discounts

No. of issues	Discount
2 issues:	10% discount
4 issues:	15% discount
6 issues:	30% discount

In order to be eligible for the series booking discounts, advertisements must be booked in advance and cannot be subsequently cancelled.



Advertising dates

	Mar/Apr 21	May/Jun 21	Jul/Aug 21	Sep/Oct 21	Nov/Dec 21	Jan/Feb 22
Booking deadline	18 Feb 2021	15 Apr 2021	17 Jun 2021	19 Aug 2021	14 Oct 2021	9 Dec 2021
Publication date	8 Mar 2021	4 May 2021	5 Jul 2021	7 Sep 2021	1 Nov 2021	5 Jan 2022
Specials/ Supplements			PF Live issue (CIPFA Annual Conference & Exhibition - 7-8 July)		PF Awards Winners issue	

E-NEWSLETTER - PF UPDATE

Sent out daily, the e-newsletter is sent to over **46,000** subscribers and directs traffic to your website or hosted content on the Public Finance website. The newsletter includes the day's top stories, along with informed opinion and analysis.

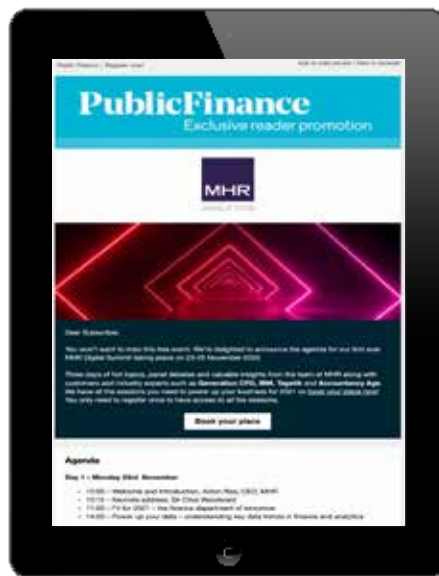


RATE - FULL WEEK COVERAGE

Type	Size/package	Price
MPU banner	300 x 250	£950
Sponsored content	35 words and logo	£1,500
Full sponsorship	Text ad and 2 x MPU	£2,000

SOLUS EMAIL

Be the sole sponsor of a *Public Finance* solus email sent to over **46,000** CIPFA members and senior financial professionals. Including in-email content plus a call to action, solus emails are a highly effective way to engage the



RATE

Quantity	Price
1x Solus email	£3,000
2x Solus email	£5,500
3x Solus email	£7,000

RUN OF SITE BANNERS

The *Public Finance* website receives over **102,000** impressions per month by industry specialists. By advertising through the array of site-wide options on **publicfinance.co.uk** you can engage with the public sector and increase brand visibility.



RATE - 1 MONTH RESIDENCY

Type	Size	Price (p/m)
MPU	300 x 250	£990
Leaderboard	728 x 90	£1,100

Partnering on a webinar with *Public Finance* 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 benefits will include:

- The chance to work with the editor to shape the theme and agenda for the live event
- Promotion via a *Public Finance* magazine e-mail campaign, carrying your branding to *Public Finance*'s full database of public sector finance professionals
- Use of all data captured from registered and opted-in viewers

Price includes the following promotional campaign:

Campaign before the webinar:

- Co-branded promotional banners designed for the event
- 3 x e-shots to **46,000** *Public Finance* database
- Banner and MPU on **publicfinance.co.uk**
- A minimum of 3 x social media call outs via Twitter
- 1 x full page advert promoting the webinar in *Public Finance*

The webinar itself:

- A one-hour, live audio webinar with slides presented in a co-branded console
- Presentation format, with up to four speakers and hosted by a member of the *Public Finance* content team
- Live questions posed by the audience with questions and details passed to the sponsor after the event for follow-up

Campaign after the webinar:

- Recording of webinar alongside banner and MPU linking to on demand webinar hosted on **publicfinance.co.uk**
- Mention on PF Update e-newsletter
- Call out on social media
- Editorial write up in magazine

PACKAGE PRICE
£12,000+VAT

PROMOTION TO OVER
46,000
PUBLIC SECTOR FINANCE
PROFESSIONALS



In addition to our existing robust content offering, we are now presenting the opportunity to co-create a sponsored podcast with *Public Finance*.

Sponsored podcasts are a great way to align yourself with the *Public Finance* brand whilst building rapport and brand exposure in the process. They are a creative, flexible and cost-effective way to deliver your content using authentic storytelling rather than a hard sell and to be seen as an authority on a topical area of business interest.

The trust you gain from decision makers within the public sector can then lead to your specific objective being met.

The **20 minute** podcast is hosted by the editor of *Public Finance*, joined by a sponsor representative, and a relevant speaker(s) from the industry.

There are two packages to choose from when sponsoring a *Public Finance* podcast, both of which utilise the magazine's various print and digital channels for promotion.

Public Finance podcast sponsorship package – brand association:

- Sponsor receives branding on all podcast promotion
- Announcement as sponsor at the opening and close of podcast
- Sponsor message stating the sponsor's USPs at opening of podcast

£4,450

Public Finance podcast sponsorship package – brand association and content:

- All of the brand association package, plus the ability to shape content and participate in the podcast
- *Public Finance*'s editor will agree the theme and content plan with the sponsor
- Sponsor representative included in podcast content as one of three or four participants – editor of *Public Finance*, joined by a sponsor representative, and a relevant speaker(s) from the industry.

£7,450

7.1 million

people in the UK now listen to podcasts each week

(Media nations report 2019)

**On-the-go.
Audience
can listen any
time, anywhere**

**Hosting on Spotify,
Apple Podcasts and
other big podcast
platforms**



As part of a new service, *Public Finance* now offers consultative content solutions to deliver specific messages directly to your audience.

We can help open a dialogue between your organisation and the engaged member readership. From thought leadership, to infographics, surveys, video and case studies, we are positioned to create the most effective assets for your needs, utilising our resources at *Public Finance*.

Our dedicated teams are able to advise and create targeted multichannel strategies based on your objectives, aligning you with the credibility and authority of the voice of *Public Finance*.

Why content?

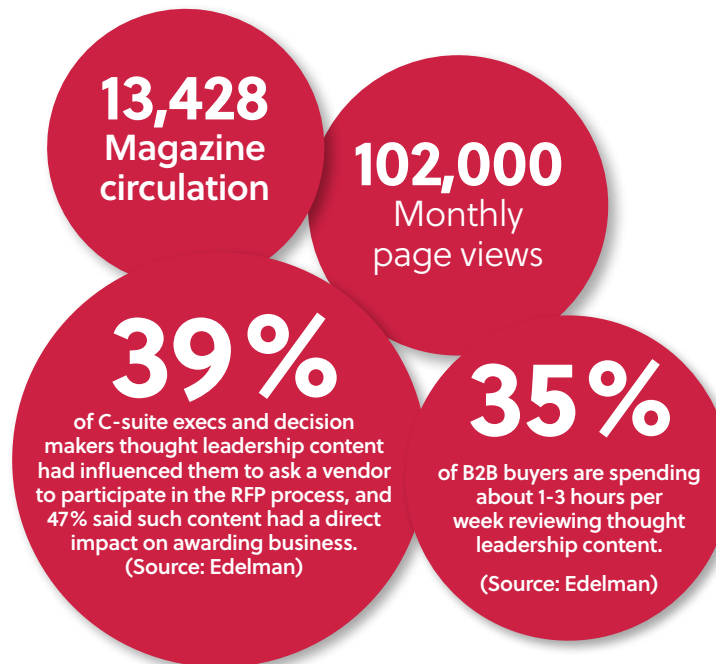
Our readers (your audience) are B2B purchasers. One of the most effective ways to influence is to educate and inform; content is a powerful vessel to do this. Content-led marketing gives an authoritative voice to an organisation, and we can give you access to the most receptive and high quality audience to hear it.

Public Finance reach:

Print – 13,428 readers

Digital – 73,000 audience

Please contact us to discuss how *Public Finance* can help you with a content strategy



Our commercial partners include:



CONTENT HOSTING

Get your content, whether it's a whitepaper or video, the exposure it deserves.

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

- Whitepapers, reports, e-books
- Podcast, presentation, video
- 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, and effective ROI.

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

Prominently positioned
on the
Public Finance website
for 3 months

**£2,500
+ VAT**

SPONSORED SURVEYS

Capture exclusive insight and create market leading intelligence from public sector professionals.

Surveys and research are a fantastic way to engage with *Public Finance's* unrivalled audience and generate data and knowledge for future campaigns through engagement with key decision makers. This includes:

- Survey promoted via *Public Finance's* digital channels
- A summary of findings published in *Public Finance*
- *Public Finance* content team will work closely with you to collate survey findings and produce a white paper - hosted for 3 months and locked for data capture
- Full page print advert in *Public Finance* to promote white paper



**£10,000
+ VAT**

SUPPLYING ARTWORK

Public Finance operates a digital workflow system and so prefers to receive artwork as a Pass4Press PDF via email to aysha.miah@redactive.co.uk, or via https://filetransfer.redactive.co.uk/dropbox/aysha_miah

Colours should be saved as CMYK with fonts and hi-resolution images embedded.

We are able to accept some other formats with prior agreement with **Aysha Miah-Edwards** (+44 (0) 20 7880 6241).

Word or PowerPoint files are NOT acceptable as artwork.

Digital data

File Types Accepted

Digital display/images: JPEG, PNG, GIF

Sponsored email: HTML (to be replicated), Word Doc

Digital copy contact: advertising@publicfinance.co.uk



DATES

ISSUE	BOOKING DEADLINE	PUBLISHED
Jan/Feb 2021	10 Dec 2020	6 Jan 2021
Mar/Apr 2021	18 Feb 2021	8 Mar 2021
May/Jun 2021	15 Apr 2021	4 May 2021
Jul/Aug 2021	17 Jun 2021	5 Jul 2021
Sept/Oct 2021	19 Aug 2021	7 Sep 2021
Nov/Dec 2021	14 Oct 2021	1 Nov 2021
Jan/Feb 2022	9 Dec 2021	5 Jan 2022

SPECIFICATIONS

DOUBLE PAGE SPREAD (H X W)

Type - 225mm x 390mm

Trim - 270mm x 420mm

Bleed - 276mm x 426mm

FULL PAGE (H X W)

Type - 225mm x 178mm

Trim - 270mm x 210mm

Bleed - 276mm x 216mm

HALF PAGE

H: 110mm x 178mm

V: 225mm x 87mm

QUARTER PAGE (H X W)

V: 110mm x 87mm

OUTSIDE BACK COVER ONLY

Trim - 165mm x 210mm

Bleed - 171mm x 216mm