

INTERNATIONAL ADVISER

Overview

The magazine

International Adviser is a monthly news magazine aimed at those who distribute international fund, life and banking products to high net worth individuals, families and trusts.

Every month we cover all the latest news relevant to the offshore advisory community: product launches, investment trends and international tax and regulatory developments. The second half of the magazine is analysis and features: fund profiles, interviews with international intermediaries, business strategies articles and tax briefings from the IA panel of tax experts.

Finally, there are two statistical sections, one listing the top-paying offshore bank accounts, the other being the IA Quality 250 - a list of offshore funds that have passed a bespoke series of qualitative and quantitative tests from Morningstar and Forsyth Partners.

The e-magazine

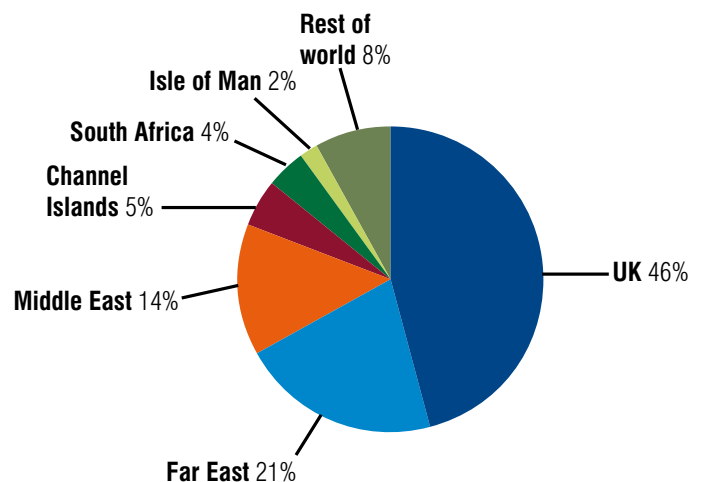
Every month we post an online version of the magazine. It is an exact digital replica of the physical magazine, with page turning technology and searching tools, with the added advantage that all the web and e-mail addresses in the editorial and on the adverts become live links on the e-edition. Some advertisers also replace their pages with 'rich media content' – in other words, animated adverts.

Readership

Independent financial advisers, discretionary portfolio managers, stockbrokers, private bankers, trustees, private client law firms, those on offshore bond fund link committees, accountants, solicitors: anyone with a mandate to advise or outsource advice on international and offshore investment products.

Total circulation: approx 10,189

International Adviser readership breakdown



Please send all press releases to iam@lastwordmedia.com

Dan Judge, editor, +44 (0) 20 7065 7567 dan.judge@lastwordmedia.com

Helen Burggraf, senior reporter, +44 (0) 20 7065 7568 helen.burggraf@lastwordmedia.com

Dylan Emery, editorial director, +44 (0) 20 7065 7565, dylan.emery@lastwordmedia.com

Ben Wiseman, head of sales and events, +44 (0) 20 7065 7573, ben.wiseman@lastwordmedia.com

Jamie Hinchliffe, publishing director, +44 (0) 20 7065 7572, jamie.hinchliffe@lastwordmedia.com

INTERNATIONAL ADVISER

Editorial

Regular sections

NEWS

General news

The first section of the magazine contains all the news important to the distributors of international fund, life and banking products, eg fund launches, fund manager hirings and firings, tax and legislative changes affecting HNWIs.

Life news

News from the offshore life industry – changes to tax treatment of insurance products, rulings on investor protection, demutualisations, etc.

Banking news

This page outlines the latest service and product offerings from international banks.

Fund news

News about the fund industry, eg changes in fund structures, investor protection laws, fund management company mergers.

ANALYSIS

News Analysis

An in-depth look at a high-profile news-driven issue, looking at ways in which advisers are affected and suggestions as to how they can profit from changes

Business Strategies

In this section, we look at a topic that effects the business of being an adviser - that can be anything from sourcing new clients to using new technologies to increase profitability.

Fund Selector

Every month we take a different sector and look at all the offshore funds available. Then, along with the comments from a professional fund picker, we analyse the top ten funds with a three-year track record, the biggest ten funds and the top ten newcomers by one-year performance.

PROFILES

Intermediary profile

Here we profile a successful company involved in giving offshore advice - eg a financial advisory firm, a bank or a firm of trust and estate planners.

Country profile

We look at the financial services industry in established and growing international financial centres around the world.

Cross-border focus

Every month we look at an issue affecting the offshore life and investment industries.

TAX & TECHNICAL

Technical Q&A

The International Adviser tax panel answer readers' questions

Technical Briefing

The latest details and practical advice on hot topics in the world of tax and estate planning.

STATS

The IA Quality Funds 250

The Quality Funds pages are a listing of the top-performing funds in the major fund categories with a three-year track record and a qualitative rating assigned to them either by Standard & Poor's Fund Research or by Crosby Forsyth.

Banking deposits

This page list the top rated offshore fixed rate, monthly interest, notice and no-notice accounts and also cover any banking industry news that impacts intermediaries.

INTERNATIONAL ADVISER

Editorial

Features and analysis

January 2010

■ **Fund Selector:** Global corporate bonds

■ **Country Profile:** Cyprus

February 2010

■ **Fund Selector:** UK equities

■ **Country Profile:** UK

March 2010

■ **Fund Selector:** Absolute return funds

■ **Country Profile:** Bahrain

April 2010

■ **Fund Selector:** Global equity

■ **Country Profile:** Guernsey

May 2010

■ **Fund Selector:** Thematic (not commodities)

■ **Country Profile:** Hong Kong

June 2010

■ **Fund Selector:** European equities

■ **Country Profile:** Isle of Man

July 2010

■ **Fund Selector:** Japanese equities

■ **Country Profile:** UAE

August 2010

■ **Fund Selector:** Commodities

■ **Country Profile:** Jersey

September 2010

■ **Fund Selector:** Asia Pacific equities

■ **Country Profile:** Ireland

October 2010

■ **Fund Selector:** Funds of hedge funds

■ **Country Profile:** Singapore

November 2010

■ **Fund Selector:** US equity

■ **Country Profile:** South Africa

December 2010

■ **Fund Selector:** Multi-asset funds

■ **Country Profile:** Gibraltar

January 2011

■ **Fund Selector:** MENA

■ **Country Profile:** Luxembourg

<u>Issue date</u>	<u>Advertising copy deadline</u>	<u>Press day</u>	<u>Publication date</u>
Jan 2009	4-Jan	5-Jan	11-Jan
Feb 2010	22-Jan	26-Jan	01-Feb
Mar 2010	26-Feb	2-Mar	08-Mar
Apr 2010	26-Mar	30-Mar	05-Apr
May 2010	23-Apr	27-Apr	03-May
June 2010	28-May	1-Jun	07-Jun
July 2010	25-Jun	29-Jun	05-Jul
Aug 2010	23-Jul	27-Jul	02-Aug
Sep 2010	27-Aug	31-Aug	06-Sep
Oct 2010	24-Sep	28-Sep	04-Oct
Nov 2010	22-Oct	26-Oct	01-Nov
Dec 2010	19-Nov	23-Nov	29-Nov
Jan 2011	12-Dec	16-Dec	03-Jan

Explanatory Note

Issue date: the month and year as marked on the front page of the magazine

Advertising copy deadline: for adverts - these should be in high-res CMYK PDF format

Press day: the day that the final pages are sent to the printer

Publication day: the day that copies of the magazine are received by most readers in the British Isles. International readers will have to wait a few more days

INTERNATIONAL ADVISER

Advertising

Advertising Rate Card 2010

Full Page Advert £6,500

Half Page Advert £3,950

Quarter Page Advert £2,950

Strip Advert £2,750

DPS £12,000

Half Page DPS Advert £6,900

Cover Wrap £16,000

Four page advertisement, staple-bound around the outside of the mag covering everything except the masthead on the front page

Shaped cover wraps £17,000

Staple-bound around the outside of the mag, die-cut in a shape relevant to your product

Bound-In Insert £11,500

Preprinted 4 page bound in insert

Belly Band £13,950 + DPS rate

Advertisement band around the middle of the mag, glued into a centre-spread DPS advertisement

Gatefold £13,000

Three page fold-out advertisement on the inside front cover of the mag

Personalised cover wraps £18,500

Cover wrap with individual message on the front of every copy

Shaped tip-on £4,900 + page rate

Full page advertisement with a removable item relevant to the advertiser glued on

Polybag £4,950 per month

Sponsorship and branding of the polythene bag in which the mag is sealed each month

INTERNATIONAL ADVISER

Mechanical Data

Magazine adverts

Ad sizes that go to the edge of the page (with bleeds)

Full Page Ad

Trim: H 300mm x W 230mm

Bleed: H 306mm x W 236mm

DPS Ad

Trim: H 300mm x W 460mm

Bleed: H 306mm x W 466mm

Half Page Horizontal Ad

NB: There is a 3mm bleed on the left, right and bottom edges, but not the top edge. This is because the ad stretches to the edge of the page only on the left, right and bottom edges.

Trim: H 150mm x W 230mm

Bleed: H 153mm x W 236mm

Half Page DPS Horizontal Ad

NB: There is a 3mm bleed on the left, right and bottom edges, but not the top edge. This is because the ad stretches to the edge of the page only on the left, right and bottom edges.

Trim: H 150mm x W 460mm

Bleed: H 153mm x W 466mm

Cover Wrap

NB: This covers the back and front, from the bottom of the magazine to just below the logo and strap line on the front page. The wrap will stop 60mm from the top of the page to allow the logo and strap line to be seen.

The bleed sizes are irregular, however. Importantly, the bleed of the front page of the cover wrap (pages 1&2) is different from the bleed of the back page of the cover wrap (pages 3&4). The printers need the outside edge of the front page (the low folio lip) of the cover wrap have a bleed of 10mm. This is to give the wrapping machine something to hold on to. The bottom edge of both front and back need bleeds of 7mm. The top edge needs 3mm. And finally the outside edge of the back page needs a bleed of 3mm.

Trim: H 240mm x W 460mm

Bleed: H 250mm x W 473mm

Stitched-in insert

NB: This is a similar shape to the Cover Wrap except it goes to the top of the page. It needs a 7mm bleed on the foot, a 10mm low folio lip (p1&2) and a 3mm bleed on the high folio pages.

Trim: H 300mm x W 460mm

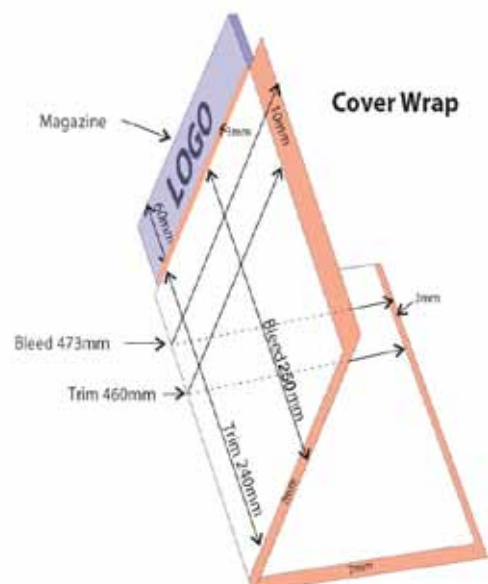
Bleed: H 310mm x W 473mm

Ad sizes that stay within the text area (and so don't have bleeds)

Strip Ad: H 30mm x W 202mm

Single Column Vertical Ad: H 263mm x W 37.2mm

Double Column Vertical Ad: H 263mm x W 78.4mm



INTERNATIONAL ADVISER

Mechanical Data

Format

Please send high resolution, press optimised CMYK PDFs. All fonts must be embedded and all images converted to CMYK and a colour proof. In addition PDF files require 15mm around the document i.e. a full-page ad in International Adviser becomes $(230+30)=260\text{mm} \times (300+30)=330\text{mm}$.

Otherwise send Quark files with fonts and high resolution images or Photoshop EPSs with embedded fonts (pictures must be CMYK as EPS's or Tiff's can be as JPEG).

Proofs must be supplied of the digital file submitted (i.e. the PDF).

We require 100% of final size, customer approved colour contract proofs.

Please keep to a 10 megabyte maximum file size. All advertisements must have crop marks

Delivery

The best way to send the adverts is via e-mail please send to jonathan.bingham@ianallanprinting.co.uk and also ian.cheek@ianallanprinting.co.uk and cc jamie.hinchliffe@lastwordmedia.com Alternatively, please send a Zip disc, CD or DVD-R to: Ian Allan Printing, Riverdene Business Park, Molesey Road, Hersham, Surrey KT12 4RG, United Kingdom

Otherwise use ISDN but please also send an e-mail notifying Jonathan Bingham and Ian Cheek, so they can verify that the ad arrived. ISDN artwork to: 01932 266627 Fax proof to: 01932 266614 For FTP information contact: 01932 266600 E-Mail: ian.cheek@ianallanprinting.co.uk
jonathan.bingham@ianallanprinting.co.uk

WWW.INTERNATIONAL-ADVISER.COM

Website Mechanical Data - all sizes are the maximum allowed - you can always have a smaller ad

Leaderboard ad: W 728px H 90px

Skyscraper ad – W 120px H 600px

Button ad – W 200px H 200px - note - for each page view, this ad will be put in a random order with any other ads that are in the left-hand column.

File size no more than 30k. Can be provided as GIF, JPG or Flash. If it is in flash format, any URL links must be embedded in the flash. You can also provide code snippets which can be inserted.

Email Mechanical Data

1a) Text – this will appear below the news on the email. No more than 50 words - if there are any hyperlinks, please make it clear which words should be linked. Can include a logo (JPG or GIF) no bigger than W 100px H 80px

1b) Banner ad – this will appear below the news on the email (so this is an alternative to the text option mentioned above) W 468px H 60px (JPG, GIF)

2) Button Advert – this goes in the right-hand column and so can appear simultaneously to one of the previous two options) W 200px H 200px (JPG, GIF)

Rich Media Advert for the International Adviser e-edition

Once you have sent the original ad for the paper product to us, we will send you the dimensions of the Shockwave Flash file (swf) to send to us. Keep the file size as small as possible to speed up loading time for readers - no more than 1MB, ideally smaller than that.

* Please remember to include web links and e-mail links in the file as we can't add them.

* Please make sure that the links open up in a new browser window.

* Don't make the whole page a web link as then readers will not be able to click on the ad to zoom in and see it better - instead put a prominent url and e-mail address on the page.

INTERNATIONAL ADVISER

Advertorial Specification

Advertorial details

Description

In International Adviser, advertorials are typically one- or two-page articles. They are laid out like a feature, using the same fonts and style as the in-house content, but with the strap-line at the top that says 'advertorial'.

We recommend that the writing style be not too sales heavy, to avoid putting off readers - make the piece have an informative, interesting angle, with references to the company thrown in along the way.

Having said that, don't try to hide the fact that this is an advertorial. The piece should be written from a first person perspective along the lines of: "we think that factors X, Y and Z are important for the fund/life/banking market over the next few years. As a result we think advisers should do A, B and C and we have created product D to help them do it."

We suggest that you discuss the topic to be written about with the editor of PA before hand to ensure that the content is suitable. The deadlines are the same as for features submissions.

Requirements

To make the page as readable as possible, we like to include various different graphical elements as well as the text. Please provide:

* A 700-word main article, or 1,200 for a two-pager

* A high-resolution picture of the writer, plus their name and job title

* Contact details for the company

* A high-res company logo - ideally as an EPS

* For a one-pager, one graph or chart; for a

two-pager, two graphs or charts. For graphs, the data must come as the raw spreadsheet numbers so we can create them in our house style. We may also add a stock image to break up the text on the page.

Designed to succeed
The US Opportunities Fund maximises opportunities while mitigating risk

How it works

The first step

October 2007 INTERNATIONAL ADVISER