European Pensions

Europe's LEADING bi-monthly magazine for pension funds

MEDIA INFORMATION

Pension Funds across Europe represent trillions of euros, and accurate investment and regulatory reporting has never been more crucial.

By providing readers with detailed analysis of the biggest pensions news stories to break across Europe, coupled with in-depth coverage of the most dynamic pensions and investment strategies at play from one country to the next, European Pensions is an indispensable tool for European pension funds looking to thrive in this evermore challenging environment.

European Pensions is published by City of London-based Perspective Publishing Limited. Other titles published by the group include the leading UK monthly title Pensions Age, management title Charity Times, technology titles Retail Systems and Financial Sector Technology, Continuity Insurance & Risk, and international market leader Cable & Satellite International.

Perspective Publishing is an independently owned firm that has been trading since 1993. Each title is a member of the Audit Bureau of Circulations or BPA, and we always strive to make our magazines number one in their respective markets.

At Perspective Publishing we believe the highest quality circulation is essential for any leading magazine. As such we invest heavily to continually improve and refine our data. For example, the UK title Pensions Age is the highest circulating title in its market.

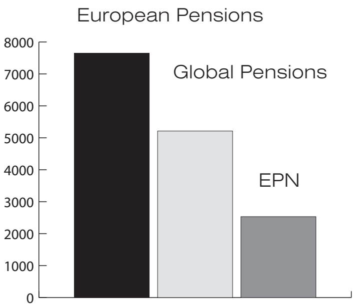
Events

European Pensions also organises a number of events for this key market. The European Pensions Awards are highly prestigious, and culminate in an impressive gala dinner where the winners are announced. See www.europeanpensions.net/awards or contact us for a full information pack.

We also hold Conferences in London and Amsterdam. Roundtables run on a wide range of subjects including DC in Europe, Fixed Income, Alternatives, Property and Currency.

Circulation

European Pensions is a member of the Audit Bureau of Circulations, and our ABC (July 07-June 08) is 8,500. This compares very favourably with other titles in the market.



The graph shows the circulation outside of the UK, and figures for this are:

European Pensions 7,650
Global Pensions 5,214
EPN 2,533

Average circulation (July 07-June 08) is:
European Pensions 8,500
Global Pensions 8,115
EPN 3,000

For Global Pensions, considering this 5,214 needs to cover the whole world, the ex-UK European coverage must be slight when compared to European Pensions. On the same comparison we offer THREE TIMES the coverage of EPN.
The Audit Bureau of Circulations are a not for profit body that independently audits titles - see www.abc.org.uk

The readership breakdown by job titles for European Pensions is as follows:-

"Senior Management" to include: CEO, Chief Operating Officer, Director, Director General, Executive Director, Chairman, Board Member, President. 20%

"Senior Finance Management" to include: CFO, Finance Director, Group Treasurer, Head of Finance, Director of Finance, Chief Investment Officer, Fund Manager. 29%

"Senior HR/Pensions Management" to include: Head of HR, Head of Pension Fund, HR Director, Pensions Director, Pension Fund Manager, Pension Fund Director, International Pensions Manager. 33%

"Consultants" to include: Senior Consultant, Investment Consultant, Partner, Consultant. 7%

"Trustees" to include: Trustee, Trustee Director, Chair of Trustees. 6%
"Other" 5%

Our country breakdown is:-
Austria 2%
Belgium 5%
Denmark 5%
Finland 4%
France 7%
Germany 7%
Greece 1%
Iceland 2%
Ireland 6%
Italy 4%
Luxembourg 4%
Netherlands 14%
Norway 4%
Portugal 1%
Spain 5%
Sweden 6%
Switzerland 6%
UK 10%
Eastern Europe 5%
Other 2%

European pensions
Media Info

*

Please supply advertisements as high resolution PDFs, and email to the advertising team.
Type area is 245x180mm, Trim is 271 x 204 mm, Bleed is 277 x 210 mm.

ONLINE

As well as www.europeanpensions.net European Pensions operates a twice weekly email newsletter (in conjunction with our UK brand Pensions Age). This has a very high opted in readership - please contact us for the latest figures. Promotions are available on the newsletter, website and by unique email to this database.

Editorial Content & Format

European Pensions aims to:

- Address the major hurdles facing European pension funds today
- Provide the essential information needed to survive this challenging environment
- Report on new and existing investment strategies at play among the leading pension funds across Europe
- Analyse the differences between countries, sectors and asset classes
- Identify the leaders in each of the respective markets
- Cover any legal and technological advancements which impact the day-to-day running of European pension schemes

Regulatory and legislative issues will also be tackled, with a view to helping pension funds stay compliant, while hot topics such as governance, scheme design, cross-border pooling and pension reform will be covered in great depth.

Detailed news analysis will also keep readers up-to-date on the implications of the biggest pensions news across Europe, while regular interviews with key industry spokespeople – from the investment, regulatory, professional and political worlds – will aim to educate the readers about what's on the horizon in this dynamic world of pensions.

Produced in high quality perfect bound format, European Pensions looks very different to other titles in the sector. By having the latest design and clear presentation, this will give advertisements the best possible setting.

Features
A full features list is available on request, but if you are planning your campaign around specific themes, please contact us so we can arrange a bespoke proposal.

Advertising Rates*
Advertising can be booked and invoiced in Euros, Sterling or US Dollars. Advertising Agency discount is up to 15%.

Full page:
€11400 £7,500 $14,800

Half page:
€6835 £4,500 $8,900

Quarter page (strip or traditional):
€4560 £3,000 $5,900

Focus Feature sponsorship:
€22.800 £15,000 $29,600

Supplement sponsorship (inbound or 16pp outbound):
€29635 £19500 $38500

Discounts of 15% apply for series of 3 consecutive insertions or more. Discounts of 30% apply for series of 6 consecutive insertions or more. A minimum of 6 weeks written notice is required for cancellation of advertising. Cancellation is at the discretion of the Publisher.

How would you like to reach your customers?
As well as advertising in the magazine, European Pensions also offers:

- Email Newsletters
- Awards
- Conferences
- Website advertising
- Roundtables
- Sponsored Focus Features and Supplements

Key contacts:

For details on any of these please contact the advertising team.

John Woods	+44 (0) 20 7562 2421	john.woods@europeanpensions.net
James Pamplin	+44 (0) 207 562 2425	James.pamplin@europeanpensions.net
Editor: Francesca Fabrizi	+44 (0) 207 562 2409	francesca.fabrizi@europeanpensions.net

European Pensions AWARDS 2009

European Pensions

MEDIA INFORMATION