

# European Pensions

## Overview

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.

## Circulation – Print

European Pensions is a member of the Audit Bureau of Circulations, and our ABC (July 14-June 15) is 8,550. This compares very favourably with other titles in the market.

European Pensions is also rolling out agreements with various Associations and Member Bodies across Europe to further strengthen our reader base.

These currently include the IAFP (the Irish Association of Pension Funds); IHPM (Irish Institute of Pension Managers); WKO Pensionskassen (Association of Austrian Occupational Pension-funds); and APAPR (Romanian Private Pension Funds Association). European Pensions has also recently secured an agreement with The European Association of Paritarian Institutions to reach all their members (over 3,000).

The Audit Bureau of Circulations is a not for profit body that independently audits titles – see [www.abc.org.uk](http://www.abc.org.uk)

The readership breakdown by job titles for European Pensions (in print) is:

**"Senior Management" to include:**  
CEO, COO, 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, CIO, Fund Manager: **29%**

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, 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.

**"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%**

The geographical breakdown of our print circulation is:

Austria	2%	Luxembourg	2%
Belgium	3%	Netherlands	20%
Denmark	3%	Norway	4%
Finland	3%	Portugal	1%
France	7%	Spain	3%
Germany	12%	Sweden	5%
Greece	1%	Switzerland	11%
Ireland	13%	UK	7%
Italy	2%	Eastern Europe	1%

## European pensions

### Media Info

Europe's LEADING bi-monthly magazine for pension funds



## Circulation – Digital

In addition to our key and growing print circulation, we also produce European Pensions in a Tablet Edition for use on the iPad, Kindle Fire and other Tablet devices. Currently a link to our Tablet edition is mailed out to over 24,000 opted in e-newsletter subscribers across Europe. Please note, our policy is to make our Digital Circulation in addition to our print circulation (and many readers will receive in both formats), not as a cost cutting initiative (i.e. not replacing print with digital).

We are also rolling out a series of local language online brands to complement our pan-European coverage. In the UK we publish the leading print & online publication Pensions Age. For the Italian market we have launched our Pensionsi & Welfare Italia brand. This has over 10,000 subscribers from Italian Pension Funds, sponsoring Employers and Consultants. Please see [www.europeanpensions.net/it](http://www.europeanpensions.net/it). Note, we have a separate media kit for this brand, please email [Alessandra.atria@europeanpensions.net](mailto:Alessandra.atria@europeanpensions.net) for details.

**European Pensions**

European Pensions magazine is available in an additional digital edition, PDF and tablet editions, and is available on iPads, Kindle Fire, and other tablet devices. This is available for all national print subscriptions.

In this issue of European Pensions you will find original insight into the key topics affecting the industry, including:

**News:**

- IFAFP publishes its 2015 Annual Report on the Irish Pensions Market
- UK Pensions Regulator to be the new Central Bank's most visible counterparty in the UK market
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**Features:**

- **AFPAC:** The Association of Pension Funds in Austria (AFPAC) has been established as a new body to represent the interests of pension funds in Austria.
- **Strength through partnership:** The European Association of Paritarian Institutions (EAPI) has secured an agreement with The European Association of Paritarian Institutions to reach all their members (over 3,000).
- **Language finding:** European Pensions magazine is available in an additional digital edition, PDF and tablet editions, and is available on iPads, Kindle Fire, and other tablet devices.
- **Meeting in France:** The European Association of Paritarian Institutions (EAPI) has secured an agreement with The European Association of Paritarian Institutions to reach all their members (over 3,000).
- **Meeting in Spain:** The European Association of Paritarian Institutions (EAPI) has secured an agreement with The European Association of Paritarian Institutions to reach all their members (over 3,000).
- **Meeting in Italy:** The European Association of Paritarian Institutions (EAPI) has secured an agreement with The European Association of Paritarian Institutions to reach all their members (over 3,000).

**Country spotlights:**

- **The Netherlands:** The Netherlands Pension Funds Association (NPF) has been established as a new body to represent the interests of pension funds in the Netherlands.
- **Spain:** The Spanish Pension Funds Association (ASPA) has been established as a new body to represent the interests of pension funds in Spain.
- **Sweden:** The Swedish Pension Funds Association (SPPF) has been established as a new body to represent the interests of pension funds in Sweden.
- **Switzerland:** The Swiss Pension Funds Association (SPFA) has been established as a new body to represent the interests of pension funds in Switzerland.
- **UK:** The UK Pension Funds Association (UKPFA) has been established as a new body to represent the interests of pension funds in the UK.

**Editorial:**

- **Editorial:** The European Association of Paritarian Institutions (EAPI) has secured an agreement with The European Association of Paritarian Institutions to reach all their members (over 3,000).

Click here to access the digital edition.

[www.europeanpensions.net](http://www.europeanpensions.net)

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[www.europeanpensions.net](http://www.europeanpensions.net)

Daily email newsletter

With a daily email newsletter and journalist researched and written content posted every day, [www.europeanpensions.net](http://www.europeanpensions.net) offers a key resource for pension funds across Europe. Please contact the commercial team for details on promoting yourself via this key news portal.

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## Events

European Pensions runs the following high level events for the European Pensions marketplace.



## European Pensions Awards

European Pensions AWARDS 2016

## Irish Pensions Awards

Held at the end of November in Dublin (26 November in 2015), The Irish Pensions Awards recognise excellence in the Irish pensions market. Launched in 2012 the event attracts around 400 senior executives from the Irish market. Event website is at [www.europeanpensions.net/irishawards](http://www.europeanpensions.net/irishawards) and please contact us for details on entering and sponsoring for the 2015 event.

## Italian Pensions Awards (Pensionsi & Welfare Italia Awards)

This key event in Milan attracts over 300 top executives from the Italian pensions sector. The event is held in Italian, and the Awards website can be seen at [www.europeanpensions.net/italiaawards](http://www.europeanpensions.net/italiaawards). Sponsorship opportunities are available, and this is also a great chance to enter your organisation, and attend the night to entertain your guests.

[www.europeanpensions.net](http://www.europeanpensions.net)

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## Roundtables

European Pensions runs a series of high level roundtable events. In London we hold annual roundtables on Global Equities, Fixed Income, Currency, Infrastructure and Emerging Markets. We also hold an annual roundtable in the NORDICS. This event returns to Stockholm in 2015, after being hosted in Copenhagen and Helsinki in the past. We also host a similar event in IRELAND (Dublin); and are planning an annual event for the Netherlands. To get involved in any of these please contact the commercial team.



## Conferences

Our sister brand Pensions Age holds two major conferences at Hilton, Tower Bridge, in April and September. Please contact us for details.

We also host an annual conference in Milan for the Italian Pensions market. This is held in June, and is run in Italian. Please see [www.europeanpensions.net/it](http://www.europeanpensions.net/it) and click on conferenza for details and/or contact us for information on speaking/sponsoring.

## 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.

[www.europeanpensions.net](http://www.europeanpensions.net)

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## Advertising Rates\*

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

Full page:	€ 11,400	£ 7,500	\$ 14,800
Half page:	€ 6,835	£ 4,500	\$ 8,900
Quarter page (strip or traditional):	€ 4,560	£ 3,000	\$ 5,900
Focus Feature sponsorship:	€ 22,800	£ 15,000	\$ 29,600
Supplement sponsorship (inbound or 16pp outbound):	€ 29,635	£ 19,500	\$ 38,500

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 8 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 at our leading sector website [www.europeanpensions.net](http://www.europeanpensions.net)
- Roundtables
- Video Q&As
- Sponsored Focus Features and Supplements

## Copy Instructions

Page size is Type area 245 X 180mm, Trim 271 x 204mm, bleed 277 x 217mm.

Please supply all files in the following format only:

- Full page ad to be supplied in PDF format. The PDF must have crop marks and 3mm bleed
- Any other ad than full page ad to be supplied in PDF or JPEG format
- Please ensure all fonts are embedded
- Resolution of 300dpi
- Colour - CMYK format
- Transparencies - If you are supplying a pdf all transparencies must be flattened

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