

PORTFOLIO ADVISER

Overview

The magazine

Portfolio Adviser is a monthly magazine read by IFAs, discretionary and other managers of high-net worth wealth based in the UK and Channel Islands.

Our readers make fund selection and asset allocation choices for their clients and we help them to do this by keeping them up to date with the latest investment ideas and practices, product launches, macroeconomic views and strategic development.

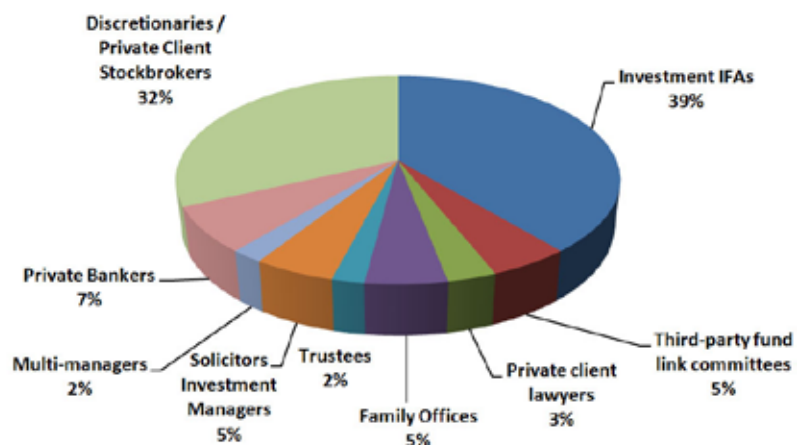
Aside from our in-house stable of experienced financial journalists, we also tap into our Investment Panel, a group of top-end professional advisers who contribute to and guide the editorial content.

The web site

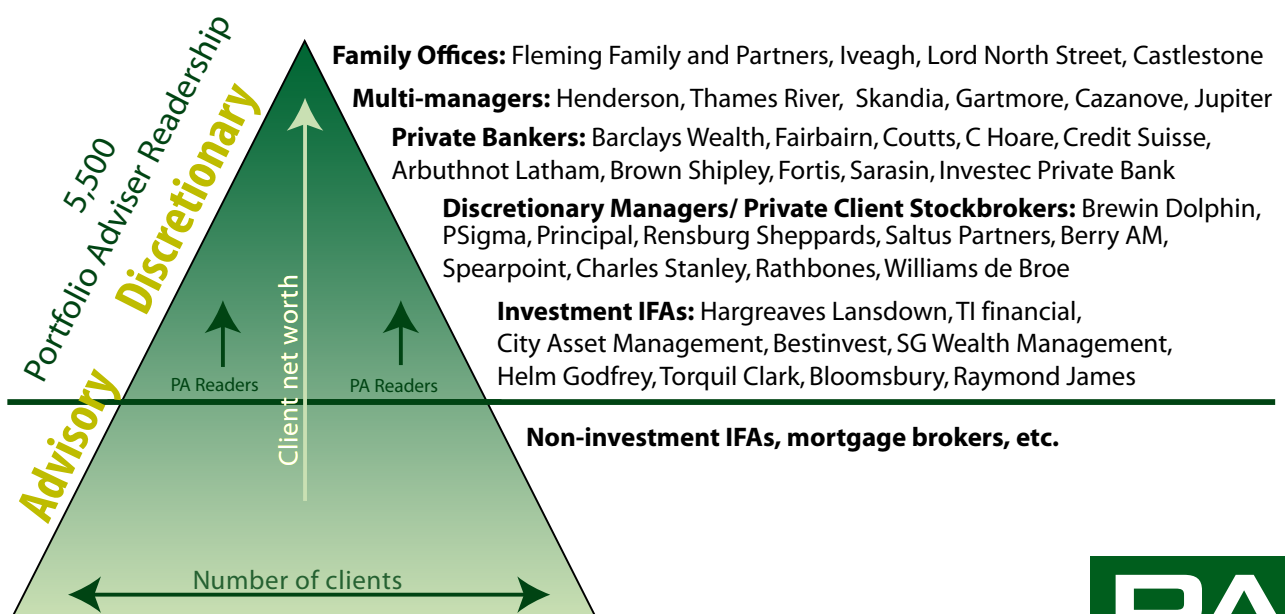
The full archive of every magazine is available online to our readers in the form of a full digital replica, available at the website: www.portfolio-adviser.com.

The website is a fully-featured wealth portal: a daily updated site with investment news, views and analysis including videos of fund manager interviews and sophisticated fund analysis tools.

Readership summary (5,500 readers)



How PA fits into the universe of investment intermediaries



PORTFOLIO ADVISER

Magazine sections

ROUND-UP

News Round-up

A summary of the latest news, including fund launches, manager hiring and firing and product provider changes.

Counterpoint

Every month we ask a senior economist to present a controversial view of the world's markets or the bigger macroeconomic picture.

Economic Summary

A run-down of the major macro news and data coming out of the biggest global markets.

PROFILES/ANALYSIS

Fund Manager Profile

An interview with a high-profile fund manager. This is a personal profile, asking how they got into the business, their attitude to investing, investors and to the industry in which they have made their careers.

Viewpoint

Analysing investments from a different angle. Each month we take a topical issue, political, economic or news-driven and examine the investment impact.

Wealth Manager Profile

We talk to a big-name professional investor: a private client wealth manager, a discretionary manager, or an investment specialist IFA; and ask them about how they manage the clients and how they manage their investment process.

Investment Strategies

The academic study of how to create an ideal portfolio is always making progress, but new ideas take a long time to turn into real world techniques. Here we explain fresh ways of putting together balanced investment solutions.

PORTFOLIO BUILDER

PA Manager Sentiment Survey

Every month we gather views from 25 of the biggest fund managers operating in the UK market on all the major asset classes: equities, bonds, property and currencies.

Asset Allocator

We talk to the world's highest profile and most respected managers of multi-asset portfolios and discuss their techniques, their current asset mix, and recent strategic investment changes.

Fund Selector

Every month we take a different sector and look at all the funds that are available to UK-based advisers: UK domiciled plus offshore funds registered for sale in the UK. 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.

ASSET CLASSES

Contrarian

We take a sector that has underperformed and ask if investors should buy; or one that has outperformed and ask if now is the time to sell.

Equities

We analyse a specific equity sector and find out what investment opportunities exist and which funds are available to exploit them.

Fixed Income

Similar to equity, we will take a part of the fixed income universe and study it to see how successful it could be for an investor.

Property

We examine a sub-sector of property investments, from commercial to residential, from mainstream to developing markets.

Alternatives

In this section, we look at everything from funds of hedge funds, through commodities and currencies to the more niche investment areas such as art and wine.

STATISTICS

PA Quality Funds

The blue-chips of the long-only world, the PA Quality Funds list is selected from the entire UK universe plus all offshore vehicles registered for sale in the UK. They are put through a bespoke filtering system created in partnership with Morningstar and incorporating qualitative ratings from S&Ps, OBR and Morningstar.

PA Quality Funds of Hedge Funds

Our selection of funds of hedge funds sorted into three broad categories: equity, multi-strat and non-directional.



PORTFOLIO ADVISER

Editorial Calendar and Contacts

Dates and Deadlines

Issue date	Advertising copy deadline	Press day	Publication date
Jan 2010	5-Jan	15-Dec	11-Jan
Feb 2010	29-Jan	02-Feb	8-Feb
Mar 2010	19-Feb	23-Feb	1-Mar
Apr 2010	19-Mar	23-Mar	29-Mar
May 2010	16-Apr	20-Apr	26-Apr
June 2010	21-May	25-May	31-May
July 2010	18-Jun	22-Jun	28-Jun
Aug 2010	16-Jul	20-Jul	26-Jul
Sep 2010	20-Aug	24-Aug	30-Aug
Oct 2010	17-Sep	21-Sep	27-Sep
Nov 2010	15-Oct	19-Oct	25-Oct
Dec 2010	12-Nov	16-Nov	22-Nov
Jan 2011	10-Dec	14-Dec	03-Jan 2011

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

Contacts

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PORTFOLIO ADVISER

Advertising Information

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



PORTFOLIO 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 54mm 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 a 3mm bleed. And finally the outside edge of the back page needs a bleed of 3mm.

Trim H 246mm x W 460mm

Bleed H 256mm 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

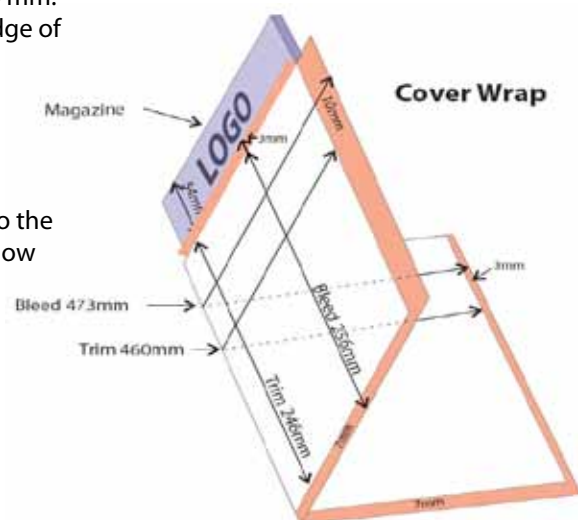
Bleed: H 310mm x W 473mm

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



PORTFOLIO 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 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 has 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

Online adverts

WWW.PORTFOLIO-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

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

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)

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 Portfolio 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.



