

TREASURY PERSPECTIVES

2017
to
2018



Advertising opportunities

Access 40,000 key decision makers in the cash, treasury and risk management profession worldwide.



Why Treasury Perspectives?

Treasury Perspectives is EuroFinance's industry journal of record, published every September/October to coincide with our International Treasury and Cash Management flagship conference. The publication provides thought leadership in treasury, risk and cash management with interviews with those who shape the treasury profession and in depth analysis of the future of treasury.

2017 editorial focus

Our 2017 edition of Treasury Perspectives will look at how treasury can set its own agenda for the coming years and how it can help drive change. The driving force for the editorial focus will be practical forward thinking.

Treasury Perspectives will highlight the key issues before the treasury world has had chance to think about them and will allow treasurers to introduce and tailor the agenda to fit their own specific companies and needs.

Articles and commentary will be enhanced by interviews with both treasury practitioners and industry experts worldwide. The publication will have a strong international focus, which reflects the global reach of EuroFinance.

Circulation

Treasury Perspectives is distributed worldwide to 40,000 key decision-makers in the cash and treasury management profession. Distribution is 'drip-fed' over a period of 11 months, using a printed and electronic version of the publication.

20,000 printed copies

- Mailed to senior corporate treasury professionals from the EuroFinance global database
- Launched and distributed at our flagship **International Cash & Treasury Management** conference (Barcelona, October 2017)
- Exclusive insertion in the delegate bags at all EuroFinance conference and training courses around the world from October 2017 to September 2018

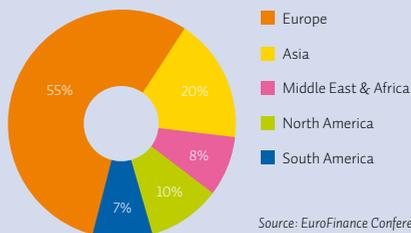
Electronic version

- App version of the publication on Android and Apple

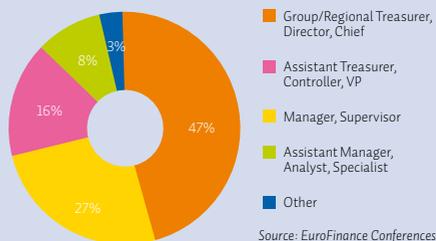


- Emailed to an additional 20,000 contacts from the EuroFinance global database
- Advertised in all EuroFinance conference and training brochures worldwide
- Available to download from the EuroFinance website from October 2017 via: eurofinance.com/treasuryperspectives

Geographic breakdown of recipients



Seniority breakdown of recipients



Your chance to benefit

EuroFinance maintains a loyal audience of senior treasury professionals. Our current and past delegates value and trust the EuroFinance brand and its history of innovation.

By becoming part of this exciting publication, you will benefit from an unmissable opportunity to highlight your role in the corporate treasury market and position your treasury for the future. Your brand will be seen as part of the world's most successful treasury community and will attract a highly discerning audience.

As this is also the only publication inserted in our delegate bags, it receives the highest profile at each of our conferences globally. This worldwide reach gives you exposure at **every** event we run, so even if you can't be at every conference during the year, you know that all global EuroFinance delegates will be exposed to your brand. The drip-feed distribution gives you an 11-month profile for the cost of one insertion.

EuroFinance delegates are also exposed to the interactive app version of the publication throughout the year.

We have a number of exciting possibilities available to advertisers:

- **Display advertising**
- **Sponsored articles**
- **Sponsored interviews**
- **Special features**
- **Inserts and add-ons**
- **App-enhanced advertising and sponsorship**

www.eurofinance.com/treasuryperspectives

Display advertising

With over 40,000 key corporate treasury professionals reading this publication, make sure your company and brand does not miss the opportunity to highlight your strengths in the market.

Full page	£11,500
Double page spread	£20,700
Half page	£6,900
Cover position OBC	£17,250
Cover position IFC or IBC	£15,525

App-enhanced advertising and sponsorship opportunities available for 2017-18, price on application

15% agency commission
(cover positions are subject to a 15% premium)

Sponsored articles and interviews

Publicise your expertise in a particular area of the corporate treasury market by sponsoring pages of editorial. These sponsored articles, case studies or interviews can demonstrate your leadership, growth and innovation over the past year as well as highlighting how you are successfully moving forward. A wide variety of topics are available to cover in an advertorial format.

1 page	£11,500
2 pages	£22,000
4 pages	£42,500

App-enhanced advertising and sponsorship opportunities available for 2017, price on application

Special features

Showcase your expertise in a particular field by supplying key data including graphics. Possible topics include currency movements, interest rates or the rise of new economies and companies. We are happy to consider your concept/ideas.

Half page including graphics **£5,000**

Deadlines and contacts

All copy must be sent to EuroFinance by July 2017.

For further information about any of our advertising opportunities please contact:

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For further information about editorial, please contact:

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Advertisement specifications

Copy should be provided as a high resolution (300dpi minimum), **CMYK PDF**, with a **3MM BLEED** around all edges, ensuring that **ALL FONTS** are embedded.

Copy may also be supplied as a CMYK Adobe Indesign CS file and should be accompanied by a low resolution PDF for proofing purposes. All fonts and images must be included. Spot colours will be matched out of four colour process. For ease of identification, please add your company's name to your file name (eg. Company-name-back-cover-ad.pdf).

Marketing department

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Mechanical Data

This is an A4 portrait publication (210mm x 297mm)



A4 full page:

210mm(W) x 297mm(H)
Type area: 190mm x 277mm
Bleed area: 216mm x 303mm



Half page landscape:

180mm(W) x 130mm(H)



Half page vertical:

87mm(W) x 267mm(H)



Quarter page:

87mm(W) x 130mm(H)



www.eurofinance.com/treasury Perspectives

TREASURY PERSPECTIVES

Other opportunities

We have a range of possibilities outside the traditional advertising space, including:

Bookmark • Insert • Bellyband

Your partner

EuroFinance is one of the world's thought leaders in cash, treasury and risk management. For over 20 years, we have led the market in the development of finance professionals looking for innovative treasury solutions and products. We create a discussion space for the world's leading corporations and financial institutions to grow and progress treasury management.

- We are the world leader in regional, global and country specific cash and treasury management conferences for senior finance professionals
- We run conferences, seminars, corporate network webinars, exhibitions, public and in-house training courses, attracting industry leaders from across the globe
- Each year, we run over 50 international, regional, subject and country-specific events in countries all around the world
- We publish independent research and surveys focused on the treasury market

*“Get on board with EuroFinance,
and you're partnering with one of the
strongest and most well-respected
finance-media groups in the world.”*

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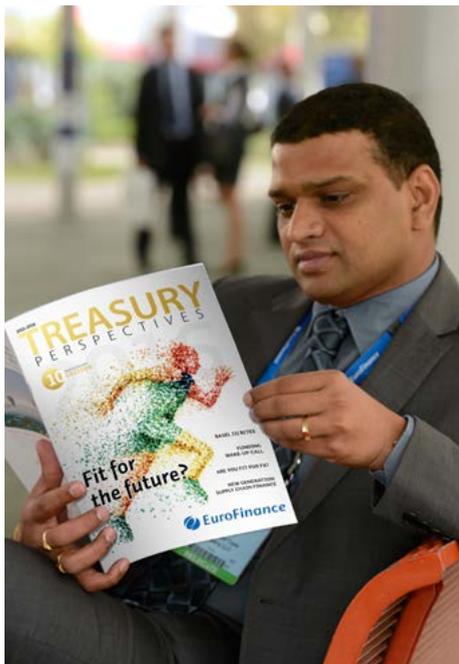
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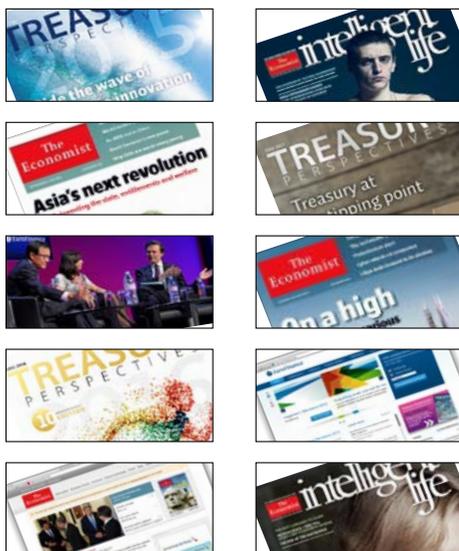
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Our brand

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