

PWIM

PROFESSIONAL WEALTH MANAGEMENT
SOLUTIONS FOR EUROPEAN DISTRIBUTORS

MEDIA INFORMATION 2012



Introduction



Professional Wealth Management is the only magazine devoted to the growing model of using third-parties to distribute financial products to high net worth, mass affluent and retail investors across Europe. Produced by the renowned Financial Times Group and with an ABC certified circulation of over 10,000, PWM is the premier publication on solutions for European distributors.

Banks and insurance companies are increasingly contracting out the management of some of their core assets to external specialist asset management groups. Clients are demanding access to external investment options. PWM is the title that examines how and why these new partnerships are forming.

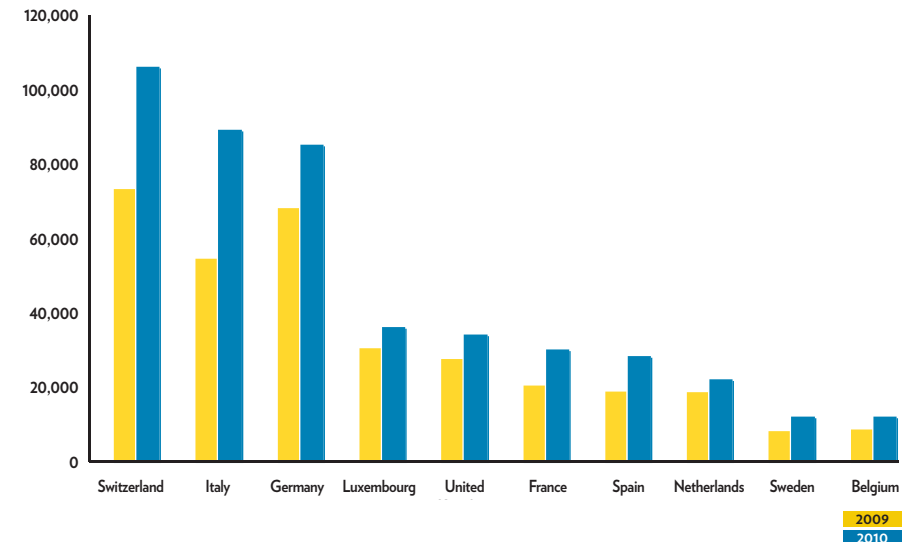
In an industry driven by regulation, education and commercial imperative, PWM provides strategic advice and information to the key decision-makers at all levels of European distribution. The result is a title that is uniquely positioned to reach the professionals whose decisions shape and expand the European third-party market.

Editor-in-Chief
Yuri Bender

PWM HAS AN ABC ACCREDITED MONTHLY CIRCULATION OF 10,002

94% OF PRIVATE BANKER AND 82% OF ASSET MANAGER REGISTERED READERS OF PWM ARE RESPONSIBLE FOR OR INVOLVED IN SELECTING EXTERNAL FINANCIAL PRODUCTS**

FOREIGN FUNDS' SHARE OF ASSETS IN EUROPE (€M, 2009 V 2010)



Source: Lipper Feri, European Fund Market Review 2011

A growing market

The market for third party investment products distributed through banks and insurance companies has been predicted to grow 600% over the next 10 years to €2 trillion or some 30% of the total market - the fastest growth in any fund management sector.

The expansion of open & guided architecture is driving this transformation. Manufacturers are competing aggressively

for space on retail distributor's platforms and companies defined contribution platforms. In addition, clients are demanding increasingly sophisticated investment offerings from their advisors.

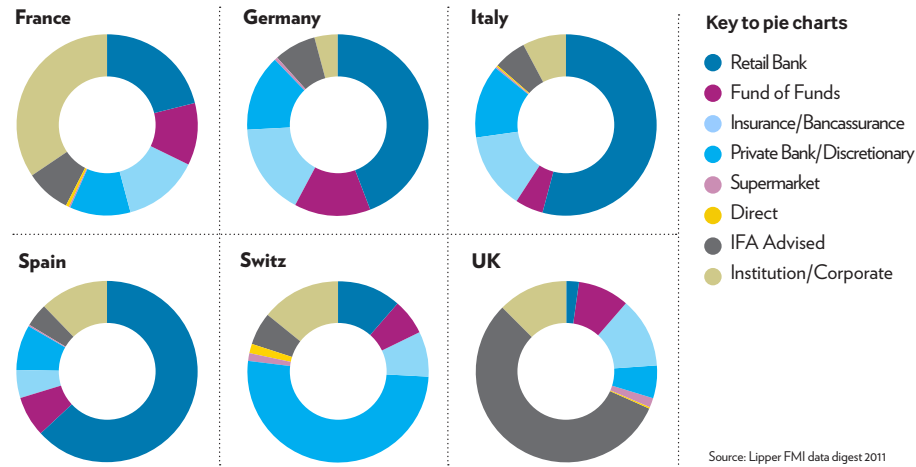
Successfully targeting this market requires an understanding of the regional differences within European distribution channels – differences that are carefully factored into the readership of PWM.

90% OF WEALTH MANAGERS IN FRANCE ALREADY OFFER 3RD PARTY FUNDS TO THEIR CLIENTS*

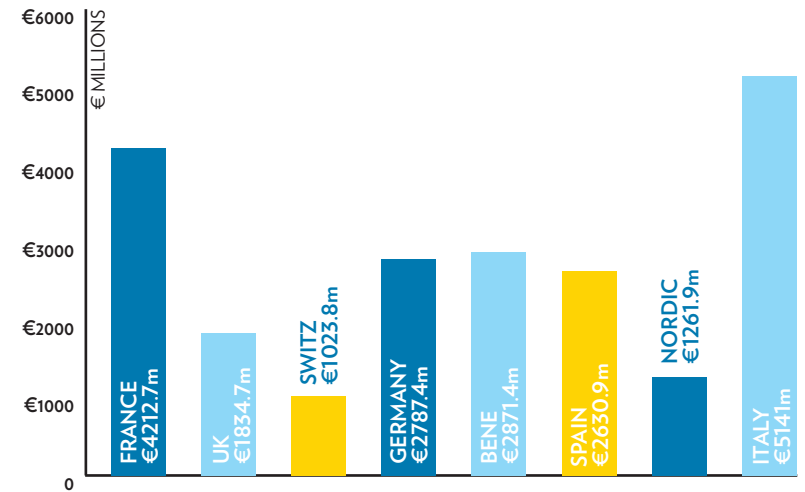
80% OF WEALTH MANAGERS IN BELGIUM AND THE NETHERLANDS ALREADY OFFER 3RD PARTY FUNDS TO THEIR CLIENTS*

*Source - Datamonitor

TABLE 1: EUROPEAN ASSETS BY DISTRIBUTION CHANNEL



NET SALES OF FOREIGN EQUITY GROUPS



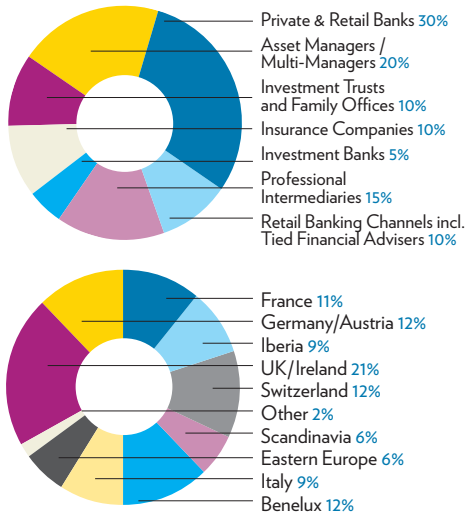
Dec 2006 Domestic: ?2.667m Foreign: ?22.766m, Source: Source: FERI Fund Market Information

Readership

PWM offers particularly strong access to the advisors, private banks, retail banks and family offices of European investors – our readership includes the customer-facing intermediaries that direct investment to third-party managers and manufacturers as well as the senior executives, the gatekeepers responsible for:

- Selecting the funds used within open or guided sales structure.
- Incorporating third-party products and services into “in-house” products and services.
- Outsourcing investment management to a third-party

READERSHIP BREAKDOWN



PRIVATE BANKERS THAT READ PWM ARE RESPONSIBLE FOR THE ALLOCATION OF AN AVERAGE OF €184M ASSETS*

ASSET MANAGERS THAT READ PWM ARE RESPONSIBLE FOR THE ALLOCATION OF €98M ASSETS*

*Source - Reader research

PWM provides well researched answers for asset gatherers looking for an external solution to an investment requirement, be it local knowledge, expertise in a particular asset class or the outsourcing of a “non-core” activity – our readership includes senior executives at investment banks, insurance companies and investment trusts.

Under the remit of third-party solutions, PWM is also relevant to the outsourcing requirements of asset managers needing investment banking-style expertise in structured products or other complex structures.

PWM has an accredited monthly circulation of 10,002.



Testimonials

Reading Professional Wealth Management gives me a quick and high-level overview of current issues in the wealth management industry. As COO I need to be abreast of changes and trends in a variety of disciplines – from strategy and business developments, new IT and operational issues to changes in the legal and regulatory environments. PWM gives me that information in a concentrated, summarized and no-nonsense way.

**Boris F. J. Collardi, Chief Executive Officer,
Bank Julius Baer & Co. Ltd**

"Our industry is evolving fast. PWM allows its readers a glimpse into the key issues impacting the world of investing."

**Philippe Marchessaux, Head of BNP Paribas
Investment Partners and CEO of BNP
Paribas Asset Management**

"PWM is informative, as well as enjoyable. It keeps me up to date on everything going on in the financial community, and also includes background stories about markets and important investors. What I like most about PWM is the strong sense of financial education it promotes among their readers."

**Christoph Hott, Chief Investment Officer,
Sal Oppenheim**

We like topics as trends and market insights that are always present in the publication. In the current market environment a good information flow like the one PWM provides is definitely crucial to face the challenges of these globalised economy. Usually people do not rely on the importance of global publications but they always offer a much broader view than local publications where local noise tends to be very present. Thank you for keeping us updated on what is happening globally".

Borja Largo, CIO, Allfunds Bank

"Reading PWM provides me with a good insight of the wealth management industry, with an interesting focus on distribution. I really enjoy the quality of the articles, not only for their objectivity but also for the thorough analysis of the issues raised, showing a strong expertise of the editorial staff."

**Naïm Abou-Jaoudé, CEO of Dexia Asset
Management**

**"PWM GIVES ME INFORMATION IN A
CONCENTRATED, SUMMARIZED
AND NO-NONSENSE WAY."**

"I appreciate PWM magazine, as it provides detailed information on investment products and the asset management industry. I consider PWM a valuable source of information on the leading fund distributors and for its analysis of market trends."

Giorgio Girelli, CEO, Banca Generali

"PWM provides me as well as our management an interesting focus on asset management and distribution with deep analysis and articles"

**Stefano Preda, Chairman and Founder of
Banca Esperia Group**

Features 2012

PWM is committed to providing informative & provocative editorial. We offer our readers expert comment on a number of key areas of the market and show practical examples of how manufacturers and distributors work together to provide the best possible service for investors.

Focus: 100% of private banker and 88% of asset manager readers of PWM polled said they wanted to read in depth research on the financial markets. The Focus section combines independent coverage of a key sector with expert contributions from leading companies, an ideal opportunity to present recent developments and latest findings.

Product Parade: PWM picks an investment category and ranks the largest funds by European AUM, exploring their performance, pricing & geographical coverage as well as interviews with key figures.

Alternative Agenda: A regular focus on the performance and associated strategies of alternative products.

Optech: 90% of private banking readers of PWM polled said they needed information on operational issues covered on a regular basis. 'Optech' provides an in-depth exploration of developments in operations & technology.

Market Monitor: An overview of news and stories from the marketplace with a focus on manufacturing & distribution.

90% OF PRIVATE BANKS IN SPAIN OFFER THIRD PARTY MUTUAL FUNDS TODAY*

70% OF RETAIL BANKS IN THE NORDIC REGION OFFER 3RD PARTY FUNDS*

*Source - Datamonitor

Structured Solutions: The latest developments in structured products.

Funds Update: PWM's panel of expert partners allocate a conceptual €100,000 - providing a fascinating snapshot of current market opinions.

	FOCUS SECTION	PRODUCT PARADE	ALTERNATIVE AGENDA	ROUND-TABLES	EMERGING MARKETS SERIES
January/February	Structured Products	Emerging Markets Equities	Volatility		Africa
March	Inflation	European Equity	Private Equity	ETFs	
April	SRI	Money Market Funds	Key hedge fund strategies		Asia
May	Absolute Return	Property Funds	Commodities	Managing risk	
June	Asset Allocation	Corporate Bonds	Assessing the fund-of-funds model	Asia	
July/August	Asian Currencies	Commodities	Real estate		Latin America
September	Exchange Traded Products	US Equity	Alternative energy	Inflation	
October	Global Investing	Emerging Market Bonds	Precious metals	Wealth Services	
November	Thematic Investing	High Yield Bonds	Playing the currency game		Eastern Europe
December	Risk	Exchange Traded Funds	Asset backed investments	European Value	

Rates and Contact details

RATES

DPS		£14,700
Full page		£9,250
Half page		£5,880
Guaranteed position		10%
Inserts	20g full run	£8,500
Focus Partner Package	4 page section	£11,000
	3 page section	£9,900
Sponsored editorial package	4 page section	£14,750
	3 page section	£13,500
Research guide		£32,250
Round-table	6 guests, 8pp	£19,000
Additional options	PDF's (4 pages)	£685
	Extra copies (per 100)	£210
	Re-prints (first 1000)	£1,208
	(additional thousand)	£240
Online Banner Advertising	1 month	£2,600
	6 months	£9,360
	12 months	£12,480

MECHANICAL DETAILS

	Type	Trim	Bleed
DPS	266 (high) X 390 (wide)	297 (high) X 420 (wide)	308 (high) X 426 (wide)
Full page	266 (high) X 178 (wide)	297 (high) X 210 (wide)	303 (high) X 216 (wide)

Focus Partner Package: These sections comprise a contributed article and a full page colour advertisement. The articles are written in an educational style positioning the sponsor as an expert partner. We reserve the right to edit overtly branded editorial.

Research Guide: PWM invites leading practitioners in the market to partner with FT Business in conducting bespoke research on the fund distribution market. Selected results are presented in a supplement published to the full PWM circulation. The complete research results are available to the sponsor.

Round table: PWM will host a round-table debate on an agreed topic and publish the views within the main magazine. Reprints are included in the cost.

Sponsored editorial: Articles not related to the 'Focus' topic are not subject to the same editorial restrictions.

PWM Events: PWM partners with FT Global Events to produce a series of highly successful European events.

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