

The Banker



MEDIA INFORMATION

The Banker is the premier magazine for the world's investment, retail and commercial banking sectors. Established over 80 years ago The Banker has sought to stimulate and inform, offering an unrivalled combination of authoritative news, features, surveys and interviews. Month-by-month it provides in-depth coverage of all the key issues facing the financial sector.

Part of the the Financial Times Group, The Banker has unique access to the most influential decision makers in the financial markets.

EDITORIAL PROFILE

The Banker is read by the world's banking community. With regular international news, informed opinion, big name interviews and industry surveys it provides one of the most comprehensive and respected voices in the financial media. The Banker is essential reading for leading CEOs, CFOs, Corporate Treasurers and Central Bank Governors.



MUST READ FEATURES INCLUDE:

- **BRACKEN:** Improving the global financial system, delivered by leaders in the industry.
- **VIEWPOINT:** Senior figures share their inside views.
- **REGIONAL ROUNDUP:** Country and regional coverage, a truly global magazine committed to your region.



- **KARINA'S KOLUMN:** Interviews with the people that shape the world of international finance and politics. Recent interviews included the President of Colombia, Alvaro Uribe; the CEO of British Airways, Willie Walsh; the CEO of Barclays Bank, John Varley; and the Prime Minister of Turkey, Recep Erdogan.



- **MARKETS & INVESTMENT BANKING:** With its fingers on the pulse, key updates from the world of investment banking and corporate credit. Regular features include 'Team of the Month', that profiles the leading performers. Leaders such as Paul Calello, Credit Suisse; Rory Tapner, UBS; Andrea Orcel, Merrill Lynch; Doug Braunstein, JPMorgan; and Christophe Mianné, Societe Generale provide insights into strategies and new possibilities.

“ THE BANKER PROVIDES A **TRULY GLOBAL PERSPECTIVE** ON THE FINANCIAL WORLD AND CONTINUES TO BE A LEADING SOURCE OF INFORMATION FOR FINANCE PROFESSIONALS ”

CHRISTIAN MEISSNER, CO-HEAD OF EUROPEAN INVESTMENT BANKING, LEHMAN BROTHERS

- **RETAIL BANKING:** Assesses the strategies employed by the most successful consumer facing banks and reports on the latest developments.
- **TECHNOLOGY:** Examines its role in the sector, from algorithmic trading that revolutionises access to markets, to the latest technology preventing fraud. Each month, high-profile CIO interviewees explain the latest strategies in harnessing technology for increasing efficiency across the enterprise.
- **REG RAGE:** How will the next piece of legislation affect you!

■ ANNUAL TOP 1000 WORLD BANK RANKINGS

The Annual Top 1000 World Bank Rankings forms part of the July edition of The Banker and is internationally recognised as the definitive guide to the global strength of banks. It ranks the world's top banks by tier one capital as well as by rank in each country.

The Top 1000 World Banks survey is the global benchmark for bank analysis and rankings, and should be considered essential to any international advertising campaign.

As it is the industry's most widely used index of global banking, its comprehensive listings and in-depth analysis ensures that the July edition of The Banker has a life span of at least 12 months. Our readers use the July issue as an up-to-date reference source that provides detailed and relevant information on the world's banks.

A presence in this issue means that your message will be repeatedly seen by readers over the following 12 months.

“THE BANKER PROVIDES AN **AUTHORITATIVE AND VALUABLE INSIGHT** INTO THE LATEST DEVELOPMENTS IN THE CAPITAL MARKETS AND INVESTMENT BANKING ARENA”

ROBERT GILLESPIE, VICE CHAIRMAN, UBS INVESTMENT BANK



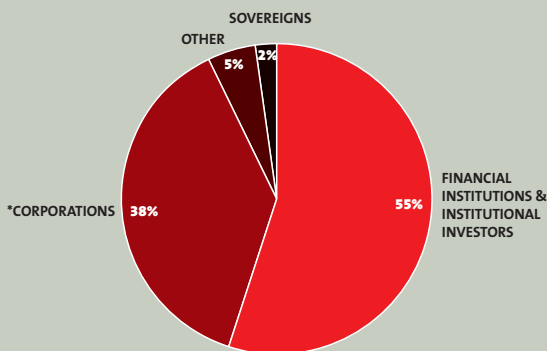
READERSHIP & CIRCULATION

ABC

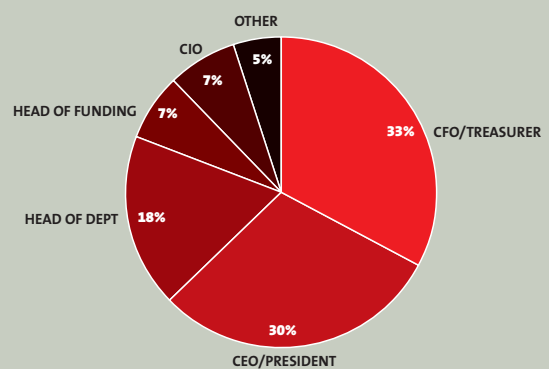
The Banker has an ABC audited circulation of over 28,060 and is read by senior level decision makers in financial institutions, corporations, investment management firms and central banks in over 100 countries. With an average of 3 readers per copy, The Banker reaches an audience of over 90,000 of the world's most influential finance professionals.

The Banker is read widely in banks, financial institutions, multilateral corporations, central banks and finance ministries around the world. The category described as 'other' includes newsstand sales and subscribers as well as lawyers, consultancies, organisations and governing bodies.

● CIRCULATION BY ORGANISATION



● CIRCULATION BY JOB TITLE



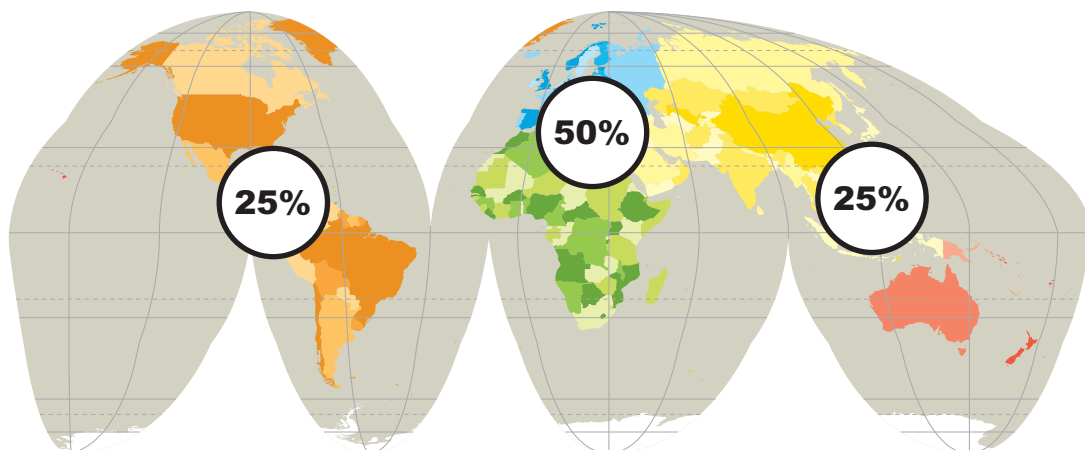
*In 2007, The Banker has CFO's and Treasurers at over 1,400 of the fastest growing corporations in the emerging markets as registered readers.

“ I LIKE THE BANKER'S GLOBAL PERSPECTIVE ON THE WORLD'S FINANCIAL LEADERS, IT FEEDS OUR THOUGHT PROCESS ON HOW TO MAINTAIN LEADERSHIP, EXCELLENCE, AND A BUSINESS MODEL THAT ALLOWS US TO GO ONE STEP FURTHER FOR OUR CLIENTS ”

JEAN PIERRE MUSTIER, CEO, SOCIÉTÉ GÉNÉRALE CIB

● GEOGRAPHICAL DISTRIBUTION

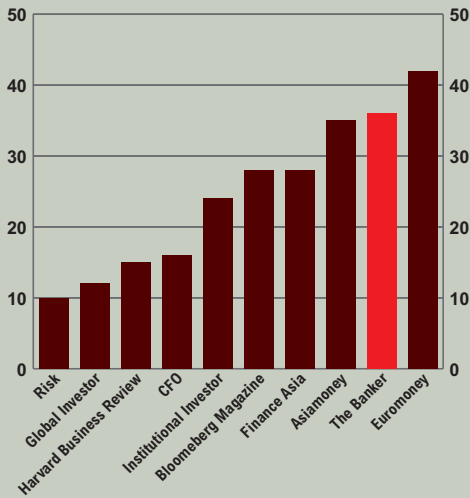
A truly global readership, The Banker is read in over 100 countries around the world



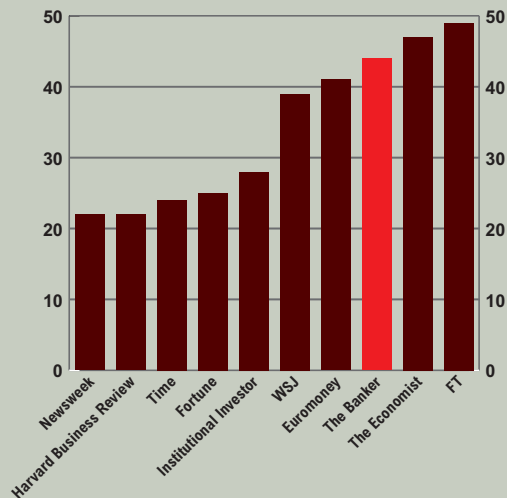
AN INDUSTRY LEADER, AS SEEN BY GCMS

GCMS is the only independent media benchmarking study available in the capital markets industry and provides insight into what Media is used by the world's leading decision makers in finance. The Survey is conducted independently every three years by Objective Research and Synovate – it is commissioned by CNN, The Economist, Euromoney, The Financial Times and Institutional Investor.

● **AVERAGE ISSUE READERSHIP ALL MONTHLIES. BANKS/FINANCIAL INSTITUTIONS, ASIA/PACIFIC**



● **AVERAGE ISSUE READERSHIP ALL TITLES. BANKS/FINANCIAL INSTITUTIONS, WORLDWIDE SENIOR MANAGEMENT**



● **AVERAGE ISSUE READERSHIP MONTHLIES, ALL RESPONDENTS – CORPORATES AND FINANCIAL INSTITUTIONS, WORLDWIDE**



● **AVERAGE ISSUE READERSHIP ALL TITLES, BANKS/FINANCIAL INSTITUTIONS, WORLDWIDE IT SERVICES**



“ 28,060 COPIES & OVER 90,000 READERS ”

PROMOTIONAL OPPORTUNITIES

The Banker is a comprehensive marketing solution that allows you to target high-flying and hard-to-reach finance professionals with maximum impact.

■ AWARDS

The Banker seeks actively to promote innovation and best practice through its industry awards. Sponsorship opportunities are available at each of these high profile events:



The Banker Awards 2008

BANK OF THE YEAR AWARDS: The Bank of the Year Awards is *the* most respected in the community. Winning provides extra media visibility for each institution throughout the year. Applications are sent out in June.

DEALS OF THE YEAR: Selecting one winning "Deal of the Year" for each of over 60 individual countries, judges went through over 650 applications. Judges used a wide range of criteria in selecting the winning deals with an emphasis on the degree to which client objectives were met as well as the deal's complexity, innovation, speed of execution and pricing performance.

The Banker
Investment
Banking
Awards 2008



INVESTMENT BANKING AWARDS:

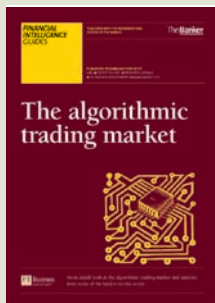
The Banker's Investment Banking Awards is unique in that an independent panel of expert judges - in conjunction with our Editor and the Capital Markets and Investment Banking editor - assesses each submission in detail and agrees on a winner for each category.

Partisan positions are not allowed and each decision is justified. No other magazine in the sector goes to such lengths to make their judging process fair, independent and transparent.

TECHNOLOGY AWARDS: Now in its fifth year, it recognises the very best in IT solutions. Open both to banks and vendors, the results are announced in June and entry forms are available from February.

■ SPECIAL PROJECTS AND INTERACTIVE MEDIA PRODUCTS

In response to the growing need for easily accessible and digestible information by senior decision makers and their clients, The Banker has designed bespoke media solutions for all platforms:



FINANCIAL

INTELLIGENCE GUIDES:

Published regularly, they cover a wide range of topics, and provide clients with a powerful and relevant editorial forum in which to highlight their expertise in a particular area. As co-publishers,

clients contribute 2 or 4 page chapters, which allows for a different perspective and way of conveying their marketing message in a subtle and sophisticated environment.

INTERACTIVE STRUCTURED DEBATES: These closed-door roundtable debates are hosted at the FT headquarters and involve key movers

and shakers. They can be filmed professionally and the content placed on www.thebanker.com and on DVD. Sponsors and viewers thus benefit from a content led discussion that tackles the subject in an innovative format, satisfying the prevailing appetite for quick and easy access to information. Debates also become an independent article in The Banker.



SUPPLEMENTS:

Supplements can be either bound-in or presented separately. Incorporating objective, in-depth analysis, they provide the ideal tailored marketing tool to promote your company. Alternative formats are available and depending on

the content you can either exclusively sponsor the supplement or participate as one of a number of sponsors.

For further information please contact one of the sales team.

RESEARCH

Each year The Banker's research team collects and manages data from the world's top 4000 banks analysing their capital structure, strategies and performance. Thus, we are able to research specific queries which can be industry specific or global, regional or local in nature.

The Banker's research team guarantees unbiased answers and representative samples from financial professionals around the world. Their experience and The Banker's editors guarantee a professional and thorough inquiry.

Please contact a member of the sales team with any queries.

CORPORATE STATEMENTS

The Banker also publishes Corporate Statements. Published alongside particular features, these statements offer an ideal platform to communicate your expertise and to elaborate on products and services that reinforce your company's profile in the market place.

Statements are available in 1 to 8 page formats. They can include: company logos, photos of the CEO, charts and contact details.

An in-house production team is available to assist in the layout of statements. Please ask about this when booking your position with the sales team.

THEBANKER.COM

Completely redesigned and with many new features, The Banker.com is the online resource for finance professionals. All our articles are available in full and the archived section dates back to 1999. This allows our visitors to take advantage of our independent, in-depth editorial for free.

The Banker.com is unique in that it is the only place on the net where visitors can find comprehensive analysis of a region, bank or a technology system. The website is growing very quickly and we currently deliver over 200,000 page impressions per month to over 50,000 unique visitors.

The website itself has been optimized for performance and can be viewed from any device – ensuring that your campaign is displayed properly.

YOUR TARGET AUDIENCE

All campaigns can be geographically targeted which allow our clients to concentrate their marketing efforts. Our in-house traffic manager oversees each campaign and ensures that advertisements are being displayed at the time and date where they prove to be most effective.

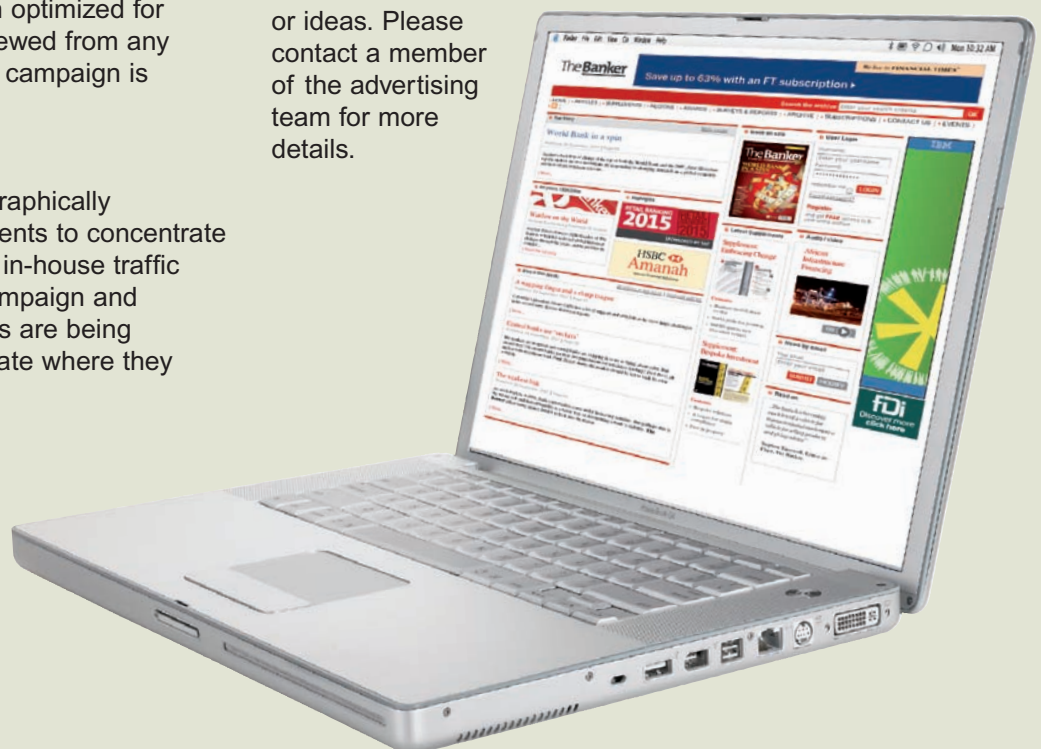
ONLINE OPPORTUNITIES

ADVERTISING – Drive traffic to your websites and brand your company along with the most respected financial editorial whether online or offline. The available formats are;

- Banners
- Skyscrapers
- In-article-advertisements

SPONSORSHIPS – We offer sponsorship of sections, e-mails, positions on the site or with specified key words. We also use our website to host Web-casts/virtual roundtables.

Sponsorships can be tailored to your particular needs. We are in a period of rapid expansion of the website – don't hesitate to contact us for more information or ideas. Please contact a member of the advertising team for more details.



TECHNICAL INFORMATION & CONTACT DETAILS

ADVERTISING RATES:

	Colour	Black & White
Full page 4/c (trim size)	£11,500	£8,500
Double Page Spread	£21,300	£16,100
Half Page Spread	£13,100	£9,700
1/2 Page Island	£8,750	£6,500
1/2 Page Vertical	£6,500	£5,400
1/2 Page Horizontal	£6,500	£5,400
1/3 Page Vertical	£5,400	£4,400
1/3 Page Horizontal	£5,400	£4,400

SPECIAL POSITIONS

Inside Front Cover + page 1	£24,500
Inside Front Cover	£14,000
Inside Back Cover	£11,500
Outside Back Cover	£14,500
Spot Colour	£1,500
Guaranteed Position	+10%
Bleed	+10%

INSERTS

Full Run	£8,500
UK & Europe	£5,500
UK	£4,000
Rest of World	£3,450

THEBANKER.COM

	GBP per thousand impressions
Banner	£60
Skyscraper	£70
In article ad	£80

Any guaranteed positions +10%

FORMATS

- Hi res PDF / hi res EPS (300 dpi) – all fonts & pics embedded
- Line Screen = 150 or
- All files must be compatible with Quark 6 running on apple mac
- All fonts and pictures, which must be CMYK (not RGB) must be included
- Jpegs must be clearly marked (including eps encoded as jpeg)
- (please note that special Pantone colours must be matched out of four colour process)

TRANSFER

We also have an FTP / Internet Gateway facility available and details of this can be made available on request.

TECHNICAL SPECIFICATIONS

Colour Black & White Sizes	
Full page type area	182 x 266 mm
Full page trim size	210 x 297 mm
Full page bleed size	216 x 303 mm
DPS type area	266 x 380 mm
DPS trim size	297 x 420 mm
DPS bleed size	303 x 426 mm
Half horizontal	131 x 182 mm
Half vertical	86 x 266 mm
Half DPS	131 x 380 mm
Half Page Island	118 x 182 mm
Quarter vertical	86 x 131 mm
Quarter horizontal	65 x 182 mm
Third Page Square	120 x 120 mm
Third Page Horizontal	81 x 182 mm
Third Page Vertical	55 x 267 mm

THEBANKER.COM

Banner 468 x 60 pixels (15k)
Skyscraper 120 x 600 pixels (15k)
In-article ad 200 x 200 pixels (30k)

Please contact us for queries about micro-sites, expandable banners and other uses of the website

EMAIL: denise.macklin@ft.com

If emailing your advert please ensure that the file is no larger than 9 MB. Please note we cannot accept ZIP files via email.

Alternatively please mail a CD Rom or Zip Disk to the address below. We can also accept files via our FTP site, please email Denise for details.

Please fax a proof of the ad on +44 207 775 6508 or send a colour laser to:

Denise Macklin, Ads Production Dept (The Banker), FT Business, Number One Southwark Bridge, SE1 9HL, London, England, Tel: +44 207 775 6557
Email: denise.macklin@ft.com

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