

# DIGITAL

CONNECTING THE INDUSTRY -  
DISCOVERING, INFORMING, PARTICIPATING,  
COMMUNICATING AND REPORTING



# DIGITAL

Banner advertising / Web



Webinars



Marketing



Social media



Analytics



Surveys



- **REACHING THE ONLINE WORLD** has never been easier – whether you're looking for branding, communication, connections, thought leadership, research, lead generation or webinars.
- **DESPITE ITS APPARENT COMPLEXITY**, the world of online is at your fingertips.

# FUNDS EUROPE BRANDING OPPORTUNITIES: ONLINE BANNERS

THE FUNDS EUROPE and Funds Global websites generate more than 90,000 page impressions per month, from 50,000 visitor sessions and 40,000 unique visitors.

All banners appear full run of site with a minimum of 33% share of voice per position. Banners may also be geo-targeted to help you avoid compliance issues and localise your creatives in order to maximise the effectiveness of your campaigns.

You also have the power to create homepage takeovers by booking all three banner positions, which will synchronise so that your message prominently displays on funds-europe.com.

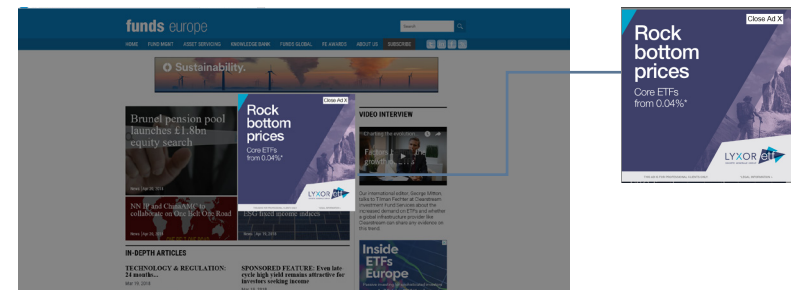
We offer prime position banner opportunities including:

## Large leaderboard



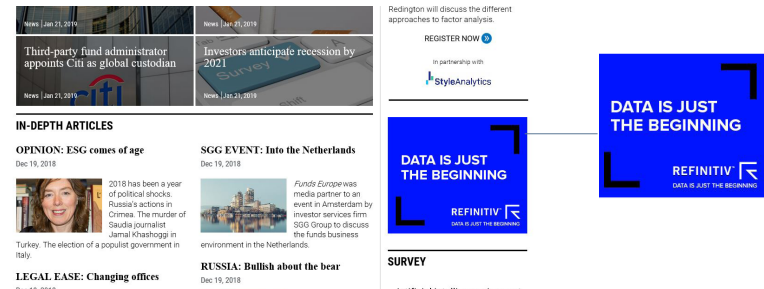
Format 970 x 120 pixels

## Overlay



Format 400 x 400 pixels

## MPU



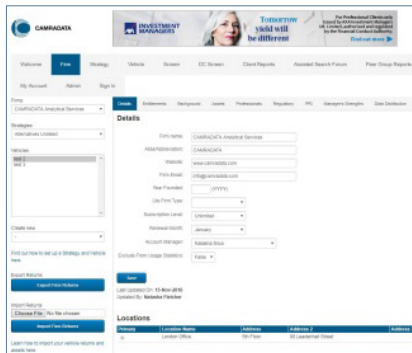
Format 300 x 250 pixels

# CAMRADATA WEBSITE ADVERTISING

## CAMRADATA Live

Our two packages, priced on a monthly basis, provide the option of a Leaderboard position or a rectangle position.

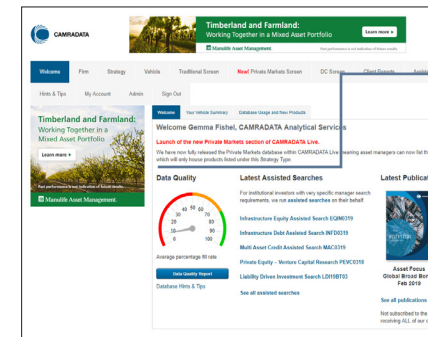
### Option 1: Leaderboard



**£1,750 pm** 20% share of voice

**Format** 728 x 90 pixels

### Option 2: MPU (Medium Rectangle)



**£1,000 pm** 20% share of voice

**Format** 300 x 250 pixels

# WEBINARS

## Webinars

**Funds Europe** webinars offer you a complete package to directly reach your target group both live and afterwards via recording. Hosted on **BrightTALK** - the leading platform for financial webinars - extending the audience even further to syndicate the recorded session to your own digital channels.

### Key features:

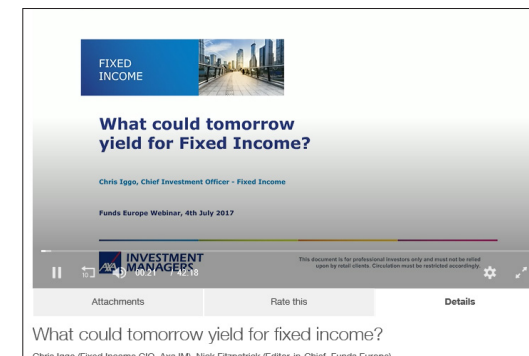
- Hosted by a senior member of the **Funds Europe** editorial team
- Create dynamic and engaging thought leadership
- GDPR compliant lead generation
- Opportunity to ask the audience questions and conduct live polls
- Lasts around 30 to 45-minutes
- Average number of registrations: 100  
(dependent on target audience/topic of discussion)

### How is your webinar promoted?

- 3-week marketing campaign to develop live audience
- 8-week marketing campaign to promote recorded webinar
- Native homepage position on **Funds Europe** website reaching 30,000 unique visitors per month
- 2 x solus emails reaching 16,000+ individual addresses
- 2 x newsletter sponsorship reaching 13,000+ individual addresses
- Social media reaching 10,000+ followers on LinkedIn & Twitter
- 1,000 word post-webinar report

## Sponsor opportunities

**£13,000** Webinar



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# FUNDS EUROPE CONTENT OPPORTUNITIES: DIGITAL-ONLY FEATURES

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THERE ARE TWO WAYS in which **Funds Europe** can distribute your content digitally: either as a digital-only feature (DOF) or a white paper promotion (WPP). The choice is largely dictated by the length and format of the content you supply, but in summary, the differences are:

## Digital-only feature (DOF)

- Has limited wordcount
- Text within the feature is searchable via the **Funds Europe** search function
- May be written by a **Funds Europe** journalist if requested
- Goes in the regular features archive

## White paper package (WPP)

- WPP promotes a pdf (i.e. any length)
- WPP is accessed via Knowledge Bank and the document can't be searched
- WPP must be supplied
- Archived in the Knowledge Bank

## Each package includes:

### OPTION 1 – Digital-only feature – £5,180

If the content you wish to promote is feature-length, then you may supply the text and graphics. We will publish it online and provide the following promotional activity:

- Published online at funds-europe.com (four weeks on homepage)
- 1 x solus email to 13,000+ email addresses
- 1 x promoted feature on **Funds Europe** newsletter
- 6 x tweets on **Funds Europe** Twitter account
- 1 x publication on **Funds Europe** LinkedIn
- 1 x Facebook post (if requested)
- After one month, feature remains searchable in archive

At the end of the promotion, we will supply you with a digital campaign report summarising the metrics of your campaign.

# FUNDS EUROPE CONTENT OPPORTUNITIES: DIGITAL WHITE PAPERS

## OPTION 2 – White paper package – £3,600

For longer-form content (typically 1,200+ words), you may take the white paper package. With this option, your content is hosted in the Knowledge Bank area of funds-europe.com and promoted via:

- Native position on sidebar of funds-europe.com (four weeks on homepage)
- 1 x solus email to 13,000+ email addresses
- 1 x promoted feature on **Funds Europe** newsletter
- 6 x tweets on **Funds Europe** Twitter account
- 1 x publication on **Funds Europe** LinkedIn company page
- 1 x Facebook post (if requested)

## RATES FOR CONTENT OPPORTUNITIES

ITEM	EUROPE	ASIA	MENA
DIGITAL-ONLY FEATURE	£5,180	£3,005	£3,005
WHITE PAPER PACKAGE	£3,600	£2,000	£2,000



# FUNDS EUROPE DIRECT MARKETING: EMAILS AND NEWSLETTERS

## Solus emails

The **Funds Europe** email database is comprised of over 13,000 global funds professionals. The list is managed to ensure addresses are kept accurate and up to date while complying with data-protection laws.

You can target this audience with your own marketing message via solus email (sent by **Funds Europe** on your behalf). With an average open rate of 20%, solus emails are extremely versatile and ideally suited to generating direct response.

## Newsletter sponsorship

**Funds Europe** and **Funds Global** mail seven newsletters per week. Each contains original editorial content generated by our team of experienced journalists. Each newsletter is sent to the entire global database of over 13,000+ addresses and carries six stories.

Newsletter sponsorship is exclusive to a single client per day and offers a great branding opportunity and a chance to be seen next to quality editorial.

## RATES FOR DIRECT MARKETING OPPORTUNITIES

ITEM	GLOBAL	EUROPE	ASIA	MENA
SOLUS EMAIL	£1,750	£1,150	£750	£600
NEWSLETTER SPONSORSHIP	£1,250	£815	£500	£450

**VanEck**  
Gold Commentary  
Gold's 2019 Resolution: Challenge the Resistance  
Joe Foster, Portfolio Manager/Strategist

Key Takeaways

- December was a strong month for gold and gold stocks with support from the Federal Reserve's rate hike decision.
- 2018 was a difficult year for the gold market with the unexpected strength of the U.S. dollar as the primary headwind.
- We see two potential scenarios arising from upcoming Fed actions, and both appear to be favorable for gold.
- The gold market begins the New Year with new positive trends and could test the 5-year resistance level of \$1,365 in 2019.

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**funds europe**  
DATA IS JUST THE BEGINNING REFINITIV  
January 10, 2019

Schroders launches European sustainable equity fund  
 Nordea Asset Management launches North America ESG fund  
 Amundi makes Kasper Elmgreen equity lead  
 M&G appoints institutional business development head for Germany  
 Newton IM appoints head of strategic relationships

From our December - January issue  
 Distribution: Adapting to MIFID II  
 A year on from MIFID II's implementation, Mark Latham investigates the extent to which the industry is innovating as it implements the directive's costs and charges disclosure requirements.  
[Read article >](#)

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# FUNDS EUROPE RATES

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The online rates per week for **Funds Europe**, **Funds Global Asia** and **Funds Global MENA** are as follows:

## FUNDS EUROPE RATES FOR BRANDING OPPORTUNITIES

ITEM	FUNDS EUROPE	FG ASIA	FG MENA
BILLBOARD (970 X 250)	£850 pw	£200 pw	£200 pw
SUPERLEADER (970 X 120)	£750 pw	£185 pw	£185 pw
MPU (300 X 250)	£688 pw	£172 pw	£172 pw
HALF PAGE (300 X 600)	£688 pw	£172 pw	£172 pw
HPTO (ALL 3 POSITIONS)	£2,226 pw	£557 pw	£557 pw