

# **funds** global **ASIA**



**MEDIA PACK 2023**



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### **19** 2023 Rate Card

✉ 5TH FLOOR  
167-169 GREAT PORTLAND ST  
LONDON  
W1W 5PF  
UNITED KINGDOM

🌐 [FUNDSGLOBALASIA.COM](https://www.fundsglobalasia.com)

# INTRODUCTION

## THE FUNDS GLOBAL TEAM



NICK FITZPATRICK  
Group Editor



DAVID WRIGHT  
Head of Business Development



BENJAMIN DAVID  
Deputy Editor



MICHAEL FENNESSY  
Associate Director,  
Publications & Digital



KASIA STAWIEJ-  
BRZEZINSKI  
Ad Operations Executive



ALEX LEMM  
Senior Associate Director,  
Business Development



CAROLINA RIBEIRO  
Digital Production Executive



STEVE DIMITROV  
Associate Director,  
Head of Digital



NIK PRATT  
Technology & Operations Editor



PIYASI MITRA  
Journalist



ANDREW FLEMING  
Special Projects Editor

*Funds Global Asia* is the business strategy platform for Asia institutional investment professionals. Our website covers all areas of the institutional investment business, including investment strategy, regulation, markets, traditional, alternative and private, front and back office. Through this, we provide essential insight into the Asian opportunity.

Underlying demographic and economic trends mean that Asia holds enormous potential for the asset management community and its supporting ecosystem of financial market infrastructure and service providers. The question is: how to access that potential? Regarding asset management, Asia is not yet a single market, it remains a collection of highly differentiated markets. With unique research & analysis from top financial journalists and exclusive commentary from industry leaders, *Funds Global Asia* provides our audience with a roadmap to success in Asia's complex and fragmented asset management market.

What makes *Funds Global Asia* different?

*Funds Global Asia's* hallmark is its holistic approach. In a market where traditional lines of demarcation (institutional/retail, mainstream/alternative, front/back office) are becoming increasingly blurred, we believe that any sensible analysis of the Asian asset management market must take a 360-degree view of the business and all its participants.

With our comprehensive coverage, *Funds Global Asia* gets to the heart of what makes the Asian funds business tick. Our extensive and long-standing links with the industry ensure that we are constantly addressing the issues that matter. To this end, *Funds Global Asia* works closely with regional regulators and local trade associations around Asia, as well as an editorial advisory board drawn from different geographies and areas of the industry.





AUDIENCE



# GLOBAL AUDIENCE

The *Funds Global ASIA* audience is global in reach, but given our focus, certain key jurisdictions are particularly well served. Here is our audience by segment and key markets, with their online and email engagement as a percentage of total traffic and subscribers.

## FUND MANAGERS

Banks/Private Banks, Platforms, Wholesale Distributors



33%

EMAIL



52%

ONLINE

## INSTITUTIONAL ASSET OWNERS

Pension Funds, Charities, Sovereign Wealth Funds, Family Offices, Insurance Companies



38%

EMAIL



17%

ONLINE

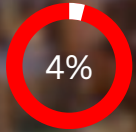
## DISTRIBUTORS

Traditional and alternative hedge-funds



5%

EMAIL



4%

ONLINE

## OTHER/ASSET SERVICING

Stock Exchanges, Clearing Houses, Interdealer Brokers, Securities Services, Custody and Settlement, Data & Info Providers, Lawyers



24%

EMAIL



27%

ONLINE



# KEY MARKETS

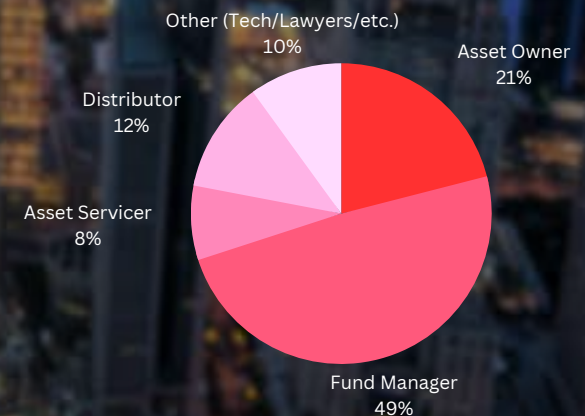
## KEY MARKETS

The *Funds Global Asia* audience is global in reach, but given our focus, certain key jurisdictions are particularly well served.

Here is our audience by segment and key markets, with their online and email engagement as a percentage of total traffic and subscribers.



## AUDIENCE BY SEGMENT







# PRODUCT PORTFOLIO



# ONLINE DISPLAY

*Funds Global Asia* clients can choose from four key banner positions run with a minimum of 33% share of voice per position, appearing home page plus full run of the site and can be geo-targeted or fixed to contextual content via channel sponsorship (details below). Available banner positions are:

- Billboard – (970 x 250)
- MPU – (300 x 250)
- Half Page – (300 x 600)
- Leaderboard – (728 x 90)

## **Special Banner Options:**

### **Overlay (360 x 360)**

Your ad appears above Funds Global Asia content and is guaranteed to be seen by every unique visitor. This position is exclusive to one client per week with a 100% share of voice option.

### **Channel Sponsorship**

An uncapped roadblock on the channel page, specifically all four prime positions, with guaranteed first entry for each unique visitor. Your banners then rotate run-of-site for maximum impact.

**Roadblocks** – With a roadblock, your banners are guaranteed to display first for each unique visitor, capped at a maximum of once per day per unique visitor.



# SPONSORED FEATURES

Sponsored content is an excellent way to demonstrate your business's expertise and thought leadership around a subject. Sponsored features are published online at [fundsglobalasia.com](https://fundsglobalasia.com) and benefit from comprehensive digital promotion via email (eDM), newsletter and social media.

You may choose the article's topic and refer to your expertise without limit. Either you supply the text and graphics, or we can arrange an interview with a senior executive and write the piece on your behalf. With both options, you retain final copy approval.

Sponsored features may be up to 1,000 words (equivalent to 2 print pages). In addition, clients including Amundi, Broadridge, BlackRock, BNP Paribas, Euroclear, and Northern Trust have all recently published digital-only features.

- 1,000-word feature written by *Funds Global Asia* on a topic of your choice
- Feature created either from your supplied text or written by *Funds Global Asia* editorial on a topic & questions of your choice and based around an interview with senior executive/s
- Client retains 100% copy approval
- Include up to two images and your company logo
- Published online at [fundsglobalasia.com](https://fundsglobalasia.com) (hosted in native position for 4 x weeks on the home page)
- 1 x Solus email to the full *Funds Global Asia* subscriber list
- 1 x Promoted feature on the *Funds Global Asia* newsletter
- 6 x Promoted Tweets on the *Funds Global Asia* Twitter account
- 1 x Promoted Story on the *Funds Global Asia* LinkedIn company page

Digital campaign report six weeks after publication, detailing the results of your campaign



# NATIVE POSITIONS

Combining native content promotion with one of our content amplification packages is the most effective way to promote in-house content to the *Funds Global Asia* audience. Native Content positions appear as part of the site, are highly visible and a great way to drive traffic to your content. Furthermore, unlike online banners, they cannot be blocked by ad-blocking software, ensuring the maximum number of views per viewer and page.

With the native position, you receive up to 130 characters of text, an image, plus a call to action (CTA) button with, for example “Find out More” or “Download Now” link to a URL of your choice.

Natives may appear on the home page, channels or entire run of the site and are perfect for whitepapers, surveys, reports, eBooks, features and video content etc.

## **Gated Native Position**

With this option, visitors must register their name, company, job title and email address before accessing your content. While this generates fewer impressions/downloads, it benefits you by generating quality leads that you may use for your own promotional purposes. Data may be captured either by URL leading directly to your data capture form or *Funds Global Asia* will host your content as a pdf, capture the data on your behalf and then provide a GDPR-compliant data capture report supplied post-campaign.

## **Open Access Native Position**

With this option, your content is available to all visitors to fundsglobalasia.com and recipients of *Funds Global Asia* communications. Visitors may access your white paper or content piece without registering their details, ensuring your content is viewed by the largest possible audience and generating the largest number of impressions/downloads.



# VIDEO INTERVIEW FEATURES

*Funds Global Asia* is pleased to be able to offer executive video interview features. With this option, we work with the client to create a 5 to 7-minute filmed video interview feature with one or more of your senior executives to develop a high-impact, high-visibility piece of thought leadership perfect for sharing across digital channels.

*Funds Global Asia* undertakes all aspects of the video production process, including scheduling, set-up, editing and post-production, and promotion and distribution of the video via native hosting and content amplification. In addition, the video may include your logo and branding as well as URLs linking back to your own website, relevant webpage or content piece.

Finally, the client retains full distribution rights enabling you to host and promote the video on your own website, marketing materials and social media channels.

Through consultation with the client, we begin by creating a brief based on the topic you wish to discuss, the questions you want to cover and any content and/or branding you wish to include. From this, we allocate a relevant senior journalist to interview via an appropriate virtual platform (e.g. Teams/Zoom), which is recorded before being edited in-house before providing the final polished product.

## **Video Interview Package:**

- A video interview between a journalist and a client executive
- Video Edited, graphics, links and music added
- Video proofed to the client and one set of changes included
- Final proof sent for sign-off
- Video launched on fundsglobalasia.com home page and/or relevant channels
- Video promoted via solus email (eDM) and featured newsletter story
- Video promoted via Funds Global Asia social media channels





# CONTENT AMPLIFICATION PACKAGES

*Funds Global Asia* can help you promote your products, content and events whilst generating and pushing traffic to your own digital channels via the content amplification package. Utilising the full range of our digital capability, we can drive traffic to either content hosted at *Funds Global Asia* or on your own website via solus email, newsletter sponsorship and *Funds Global Asia* social media channels. There are three levels of package available, which are:

## CONTENT AMPLIFICATION PACKAGE

1

- 1 x solus email
- 1 x newsletter
- 1 x LinkedIn post
- 6 x Twitter posts

## 2 WEEKS NATIVE POSITION + CONTENT AMPLIFICATION

2

- 1 x solus email
- 1 x newsletter
- 1 x LinkedIn post
- 6 x Twitter posts
- 2 x weeks native position

## 4 WEEKS NATIVE POSITION + ENHANCED CONTENT AMPLIFICATION

3

- 2 x solus email
- 2 x newsletter
- 2 x LinkedIn post
- 6 x Twitter posts
- 4 x weeks native position

### Social Media

*Funds Global Asia* recognises that social media is a key engagement tool for reaching new and existing clients.

We offer a vibrant social media feed, with 9,000+ followers on LinkedIn and 4,600+ on Twitter. All content generated by *Funds Global Asia* is promoted on our LinkedIn company page and on our Twitter feed.

It is the perfect way to generate interest and engagement in your features, content, research, webinars, interviews and events.

### Solus Emails

You can send your own marketing message via solus email to our engaged audience of asset owners and funds professionals. With an average open rate of 20%, solus emails are extremely versatile and ideally suited to generating direct responses. You have complete control of the word count and design, with all links going directly to your own chosen URL. Solus email (eDM) email campaigns may be geo-targeted, thus avoiding issues with compliance and increasing the relevance of who sees your message.

### Newsletters

*Funds Global Asia* sends one e-newsletters per week containing original editorial content generated by our team of experienced journalists. Each newsletter is sent to the entire global database and carries six stories. Newsletter sponsorship may be either display or content-led, specifically:

#### DISPLAY SPONSORSHIP

- 728 x 90 leaderboard
- Headline
- 80 words of text
- Link to URL of your choice

#### CONTENT SPONSORSHIP

- Headline
- 80 words of text
- Link to URL of your choice



# CUSTOM RESEARCH

*The Funds Global Asia* research team have 20 years' experience in financial journalism combining multi-disciplinary backgrounds that bridge the global political economy, IT, financial regulation and business communications. We have created influential research reports on subjects as diverse as China, Investment Operations and Cryptocurrencies for prestigious clients, including Citi, BNP Paribas, Caceis, Standard Chartered and Calastone.

We'll work with you to develop and refine a survey made up of approximately 10-15 questions examining thoughts and attitudes relevant to the current funds sector, which will result in a unique piece of research. The final report will be branded exclusively “in partnership” with your organisation and promoted extensively via our own distribution channels. It will also be available to you to promote to your own clients and prospects. In addition to the main research piece, *Funds Global Asia* will promote the findings of this research via news stories, features and a lead-generating webinar.





# CUSTOM RESEARCH

**Survey Live (4 weeks)** – Once the topic and questions have been agreed, the survey is promoted to the Funds Global Asia audience via email, newsletter, social media and display banners.

**Content Creation (2 weeks)** – During this period, the results are analysed, and a 3,000-word report on the key survey findings, with graphs and commentary, is created. You are invited to contribute your own commentary, and we will be happy to incorporate and/or use cases/case studies/references based on in-depth interviews with your clients (8 maximum) on the findings. The report is then published as a 28-page digital book and, if requested, may be printed and distributed with the full circulation of Funds Global Asia. The research is then broken down into four online features, hosted on your own exclusive report page on [fundsglobalasia.com](https://fundsglobalasia.com).

**Content Promotion (4 weeks)** – The full report is published and promoted on the home page of [fundsglobalasia.com](https://fundsglobalasia.com) and as the primary content piece on the relevant channel page. We also create your exclusive report page, hosting the report content as four online feature pieces. Each of these forms the basis of a week-long promotion via native, email, newsletter and social media (four weeks in total).

**Post-research webinar** – The package can include a webinar to discuss the findings of the research, chairing the panel discussion, conducting live polls and questioning. Data capture of attendees is available, delivered to the sponsor in a GDPR-compliant way.

After the promotional period, the feature will remain searchable in our online archive.





EVENTS



# ROUNDTABLES

Participation in a *Funds Global Asia* roundtable enables you to engage with senior asset owners and fund management professionals, creating discussion and debate on the chosen subject. The in-depth conversation is focused on central business themes pertinent to your business and the fund management industry audience. By joining a *Funds Global Asia* roundtable panel, you can communicate your expertise and knowledge, thus developing brand advocacy with select and targeted audiences.

**Subject** – All topics are outlined in our roundtable schedule and will be specific to the interests of our audience.

**Location/Venue** – We have successfully arranged events in Luxembourg, Paris, Shanghai, Dubai, Singapore, New York, Hong Kong, Sydney, Stockholm and London. The roundtable will be held virtually via Teams/Zoom dial-in if not in person.

**Participants** – Up to 6 participants directly relevant to the topic being discussed. You will be advised of the panel before the event.

**Questions** – Are compiled by the *Funds Global Asia* editorial team. Panellists are provided with the questions to be discussed before the event.

**The event** – Takes place on the agreed date and is hosted by either the publisher or editor of *Funds Global Asia*. The event is recorded, photographs taken and what is said is transcribed. Participants are then sent their quotes to check for accuracy.

**Distribution** – The roundtable is published as a 4,000-word online feature and in a print issue of *Funds Global Asia* as a six to eight-page article. All round table features are promoted extensively via native position, email, newsletter and social media. As a participant, you receive a pdf version and full distribution rights.

## Roundtable costs

The rate card cost to participate in a *Funds Global Asia* roundtable is £6,500, which includes:

- A seat on the editorial roundtable panel
- Inclusion for your executive in the 4,000-word (six to eight page) editorial feature based on the roundtable
- Inclusion in social media promotion of the roundtable feature, including an exclusive quote promoted on the *Funds Global Asia* LinkedIn company page and Twitter feed

Also included is your choice of one of the following:

- Option 1 – Full-page digital display ad + 2 weeks of banner advertising
- Option 2 – Full-page digital sponsored feature + content amplification package
- Option 3 – 8 x weeks of online banner advertising



# WEBINARS

Webinars are the most effective way to generate leads via the data capture of attendees in an up to 45-minute live online discussion hosted and moderated by a senior member of the *Funds Global Asia* editorial team.

You will be consulted on the topic and panellists, while *Funds Global Asia* takes care of the live event's project management, marketing and audience development. You can ask the audience questions during the webinar and conduct live surveys. This ensures a dynamic and engaging presentation, which can lead to unique insights on your chosen topic.

Each webinar is promoted via a 3-week marketing campaign to attract attendees. A further 4-week marketing campaign, post-webinar, is designed to increase the audience of listeners to the recorded version. These marketing campaigns combine native home page position, solus emails, newsletter sponsorship and social media.

Our webinars are hosted on BrightTalk, the leading platform for financial services industry webinars, widening the audience reach even further and enabling you to syndicate the recorded webinar onto your own digital channels.

**Pre-webinar** – 3 weeks branding online – Consultation on topic/questions, full project management, branding, and advertising campaign via email, online and social media to develop an audience.

**Webinar hosting** – 30 to 45 minutes, average 150 attendees – Hosting the webinar and chairing the panel discussion, conducting live polls and questioning. Data capture of attendees is available, delivered to the sponsor in a GDPR-compliant format.

**Post webinar** – 8 weeks branding and thought leadership online – Promotion of recorded webinar plus 1,000-word online article, distribution rights granted to the client and promoted via *Funds Global Asia* content amplification package.





RATES



# RATE CARD

Pricing for all 2023 content and advertising options is outlined below.

For clients looking for a more comprehensive package or bespoke campaign, contact us directly to discuss something specific to your objectives and budget.

We are happy to discuss discounted pricing based on scale and options.

CONTENT MARKETING	COST	IMPRESSIONS	CTRs
ROUNDTABLE PARTICIPATION	£6,500	N/A	N/A
RESEARCH REPORT (INCLUDING WEBINAR)	£30,000	Available on request	Available on request
NATIVE CONTENT POSITION	£250 per week	8,000 P/W	0.06%
VIDEO INTERVIEW	£6,500 per video	500+ Views per campaign	500+ Views per campaign
DIGITAL SPONSORED FEATURE (INCL. CONTENT AMPLIFICATION PACKAGE)	£4,000	Average unique viewers: 602; Average time on page: 1m:57s	Average unique viewers: 602; Average time on page: 1m:57s
CONTENT AMPLIFICATION PACKAGE (CAP)	£750	5,000+	20
CAP LEVEL 2	£1,500	30,000+	80
CAP LEVEL 3	£2,000	60,000+	120
WEBINAR	£12,000	Impressions: 24,000; Average unique sign-ups: 147; average total views: 181; average viewing time: 38m	Impressions: 24,000; Average unique sign-ups: 147; average total views: 181; average viewing time: 38m
EDM/SOLUS EMAIL	£700 per mailing	17% open rate	2.3% CTR
NEWSLETTER SPONSORSHIP	£325 per mailing	21% open rate	2.1% CTR
NEWSLETTER CONTENT PROMOTION	£500 per mailing	21% open rate	2.1% CTR
PROMOTED SOCIAL MEDIA - LINKEDIN	incl. in CAP	218 per post	6
PROMOTED SOCIAL MEDIA - TWITTER	incl. in CAP	98 per post	2



# RATE CARD

DIGITAL DISPLAY	RATES	IMPRESSIONS	CTRs
Overlay (first entry, once per day)	£500 pw	2,000 pw	2.15%
Roadblock (first entry, once per day)	£900 pw	4,000 pw	0.06%
Billboard (970 x 250)	£250 PW	1,000 pw	0.25%
MPU (300 x 250)	£180 pw	1,000 pw	0.08%
Half Page (300 x 600)	£180 pw	1,000 pw	0.03%
Leaderboard (728 x 90)	£180 pw	1,000 pw	0.09%

To discuss your target audience, key objectives and where *Funds Global Asia* may be best placed to assist, please contact:

Alex Lemm, Business Development

+44 (0)7340 412337

+44 (0)20 3327 5678

[alex.lemm@funds-europe.com](mailto:alex.lemm@funds-europe.com)



