

AST

Asset Servicing Times

The primary source of global asset servicing news and analysis



MEDIA
GUIDE 2017

AST

Asset Servicing Times

The fortnightly publication and accompanying website—the only free-to-read securities services resources around—keeps you abreast of everything to do with custody, fund administration and fintech in easy-to-digest issues that inform, educate and explain, at no cost to you.



Editorial Opportunities

There are a variety of ways to promote your brand and expertise in Asset Servicing Times, including editorial.

Co-published articles

Contribute an article to the most frequent securities services publication around, so that our readers can be prepared for the eventualities and make informed choices about their assets and businesses.

Interviews

Our in-house editorial team can interview an executive on an industry trend or topic, or profile your business so that you can promote your brand more efficiently.

Virtual roundtables

We will pose the questions and you can provide the answers in a virtual roundtable that can be conducted in the comfort of your own office. Roundtable participants will respond to a list of questions via email. Our editorial team will collate responses and form a discussion that will make interesting and topical reading. Participants will have their photos included, as well as their branding.

Advertising Rate Card

All rates are per insertion

Newsletter

Front cover strip	£850
Full page	£2,250
Outside back cover	£2,750
Inside back cover	£2,250
Inside front cover	£2,350
Half page	£1,250
Quarter page	£725

Website

Skyscraper (exclusive)	£13,500
Skyscraper (in a pool of three)	£8,000
Banner	£6,000
Service provider listing	£1,500
Home page overlay (per week)	£1,000

Email blasts

Strip advert	£2,500
Mid page unit	£3,000
Bespoke email blast	£500

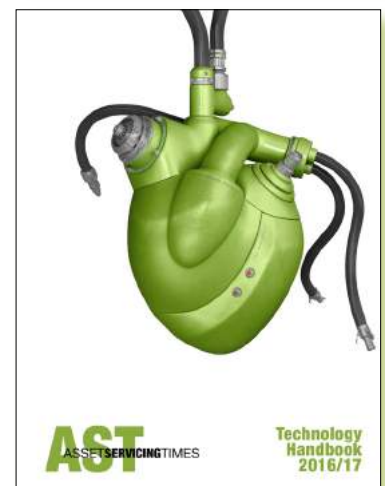
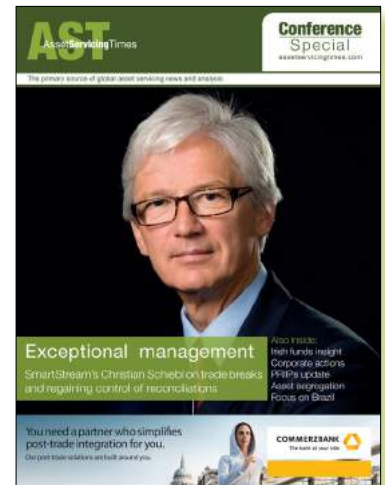
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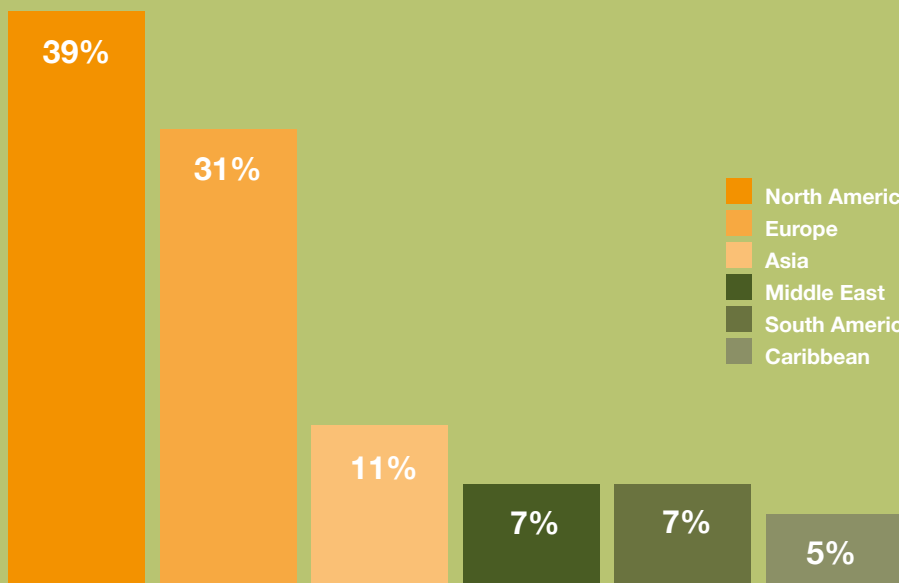
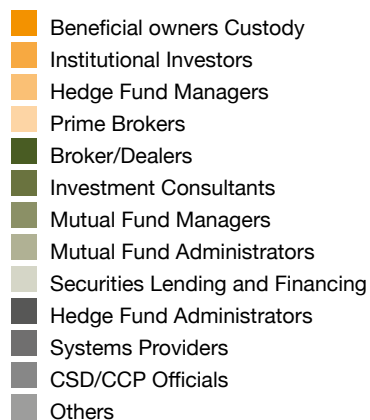
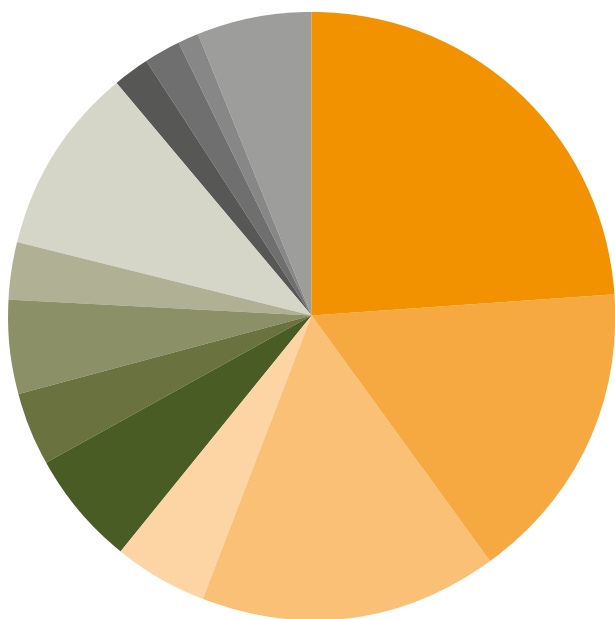


Issue	Copy Due Date	Publication Date		
156	Before Christmas	11/01/17		
157	17/01/17	25/01/17		
158	31/01/17	08/02/17	Spring	ITAS 2017 (21-24 February, Luxembourg) Also distributed at ALFI Spring Conference, Annual Middle East Securities Forum
159	14/02/17	22/02/17		
160	28/02/17	08/03/17		
161	14/03/17	23/03/17		
162	28/03/17	05/04/17	Asia Special	FundForum Asia (24-26 April, Hong Kong) Also distributed at NeMa Asia, ITAS Asia,
163	11/04/17	19/04/17		
164	25/04/17	03/05/17		
165	09/05/17	17/05/17		
166	23/05/17	31/05/17	Summer	NeMa Europe Issue (20-22 June, Malta) FundForum Int'l (12-14 June, Berlin) Also distributed at GAIM, IFIA Annual Conference
167	06/06/17	14/06/17		
168	20/06/17	28/06/17		
169	04/07/17	12/07/17		
170	18/07/17	26/07/17		
171	01/08/17	09/08/17		
172	15/08/17	23/08/17		
173	29/08/17	06/09/17	Autumn	ITAS Dublin, ALFI Global Distribution Conference, Derivatives Post Trade Processing & Liquidity Management, GAIM Ops Ireland
174	12/09/17	20/09/17		
	13/09/17	SIBOS SPECIAL		SIBOS
175	26/09/17	04/10/17		
176	10/10/17	18/10/17	Winter	NeMa Asia, Global Custody Forum, FIMA Europe, Corp Action - Capital Markets Events
177	24/10/17	01/11/17		
178	07/11/17	15/11/17		
179	21/11/17	29/11/17		
180	05/12/17	13/12/17		

Readership Demographics

%

Custody	24%
Institutional Investors	16%
Hedge Fund Managers	16%
Prime Brokers	5%
Broker/Dealers	6%
Investment Consultants	4%
Mutual Fund Managers	5%
Mutual Fund Administrators	3%
Securities Lending and Financing	10%
Hedge Fund Administrators	2%
Systems Providers	2%
CSD/CCP Officials	1%
Others	6%



Print specifications (mm)

<p>FULL PAGE 203mm(W) x 267mm(H)</p> <p>Please add 3mm bleed and crop marks</p>	<p>FRONT COVER STRIP 203mm(W) x 40mm(H)</p>	<p>Print advertising can be supplied in the following formats:</p> <p>hi-res PDF (300dpi) hi-res JPG (300dpi) or as EPS files</p> <p>Please add 3mm bleed to your advertisements</p>
	<p>1/4 STRIP ADVERT 184mm(W) x 60mm(H)</p>	
	<p>HALF PAGE 184mm(W) x 120mm(H)</p>	

Web specifications (pixels)

<p>POSTER ADVERT 470px(W) x 690px(H)</p>	<p>TOWER ADVERT 220px(W) x 669px(H)</p>	<p>HOME PAGE OVERLAY 600px(W) x 400px(H)</p>
<p>EMAIL WEB BANNER 600px(W) x 100px(H)</p>		