



MEDIA KIT 2015

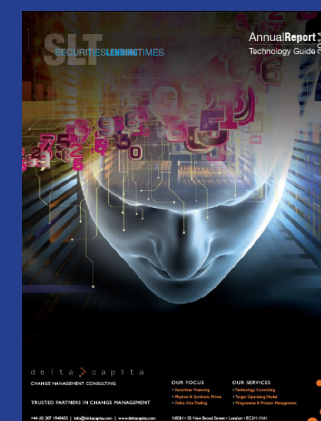
[www.securitieslendingtimes.com](http://www.securitieslendingtimes.com)

## About Securities Lending Times

Securities Lending Times is the go-to industry publication for news, views and reviews.

Now in their fifth year, the fortnightly publication and accompanying website—the only free-to-read securities finance resources around—cover borrowing and lending, repo and collateral management as they relate to the financing business.

Securities Lending Times keeps you abreast of everything to do with securities finance, in easy-to-digest issues that inform, educate and explain, at no cost to you.



## **Editorial Opportunities**

There are a variety of ways to get involved in Securities Lending Times, including editorial. Whether you're looking to enhance your brand, inform our readers about a key piece of legislation or simply set the record straight about a common problem, Securities Lending Times is the publication in which to do it.

### **Co-published articles**

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

Articles should be 1500 words / 2 pages in length and topics should be confirmed with the editor, but they can cover any aspect of securities finance.

### **Country profiles**

It is more important than ever for securities finance professionals to be kept abreast of country developments. Contributed country reports will be exclusive—no other firm will cover your particular jurisdiction.

Reports should 1500 words / 2 pages in length and topics must be specific to the jurisdiction.

### **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 firms' logos.

## Advertising Rate Card

All rates are per insertion

### Newsletter

Front cover strip  
£850

Full page  
£2000

Outside back cover  
£2750

Inside back cover  
£2250

Inside front cover  
£2350

Half page  
£1250

Quarter page  
£725

### Website

Skyscraper  
£13,500 exclusive

£8000 in a pool of three

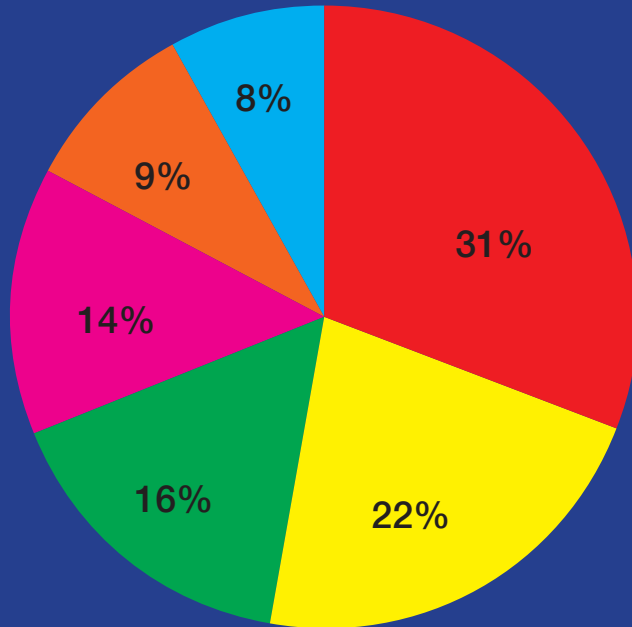
Banner  
£6000

Service provider listing  
£1500

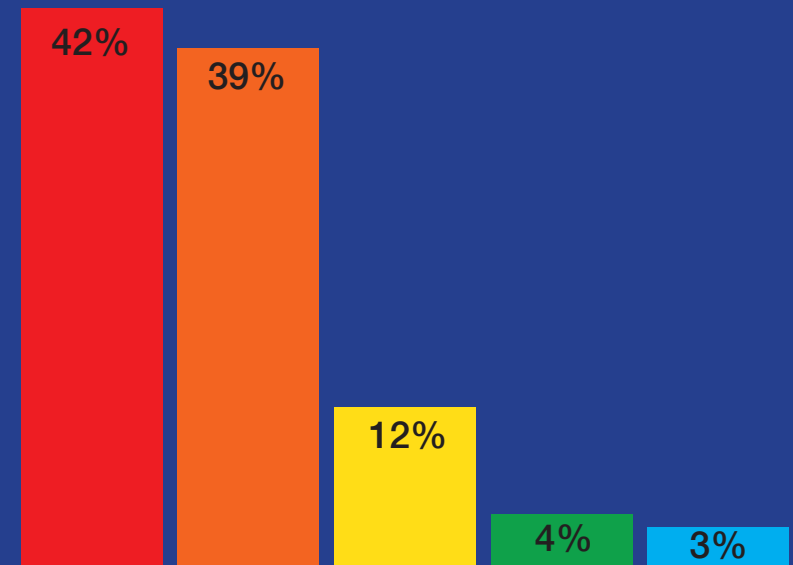
### Email blasts

Banner  
£300

## Readership Demographics



- 31% Pension/insurance funds
- 22% Hedge funds
- 16% Asset managers
- 14% Agent lenders
- 9% Service providers/others
- 8% Prime brokers



- N America and Canada
- Europe
- Asia/Middle East
- South America
- Africa

## Contacts

### Editorial

**Editor: Mark Dugdale**

editor@securitieslendingtimes.com

Tel: +44 (0) 208 663 9620

**Reporter: Stephen Durham**

stephendurham@assetservicingtimes.com

Tel: +44 (0) 208 663 9622

**Editorial assistant: Becky Butcher**

beckybutcher@blackknightmedialtd.com

Tel: +44 (0) 208 663 9621

### Advertising

**Publisher: Justin Lawson**

justinlawson@securitieslendingtimes.com

Tel: + 44 (0) 208 663 9628

**Marketing director: Steven Lafferty**

design@securitieslendingtimes.com



## Editorial Programme And Newsletter Distribution 2015 (schedule subject to change)

Issue	Copy Due	Published	Conferences	Location	Editorial Focus
117	06/01/15	13/01/15	<i>IMN's 21st Annual Beneficial Owners International Securities Lending &amp; Collateral Conference Clearstream's 19th Annual Global Securities Financing Summit American Leaders Collateral Management Conference City &amp; Financial Global: Deluge or Drought in Liquidity Markets</i>	San Francisco Luxembourg New York London	US securities lending panel discussion
118	20/01/15	27/01/15			
119	03/02/15	10/02/15			
120	17/02/15	24/02/15	<i>RMA/PASLA Conference on Asian Securities Lending</i>	Singapore	Asia panel
121	03/03/15	10/03/15			
122	17/03/15	24/03/15			
123	31/03/15	07/04/15			
124	14/04/15	21/04/15	<i>CASLA 5th Annual Securities Lending Conference 2015</i>	Toronto	Canadian panel
125	28/04/15	05/05/15			
126	12/05/15	19/05/15			
127	26/05/15	02/06/15			
128	09/06/15	16/06/15	<i>ISLA's 24th Annual Securities Finance &amp; Collateral Management Conference</i>	Lisbon	European panel
129	23/06/15	30/06/15			
130	07/07/15	14/07/15			
131	21/07/15	28/07/15			
132	04/08/15	11/08/15			
133	18/08/15	25/08/15			
134	01/09/15	08/09/15	<i>IMN's European Beneficial Owners Securities Lending Conference</i>	London	
135	15/09/15	23/09/15			
136	29/09/15	06/10/15	<i>RMA 32nd Annual Securities Lending Conference</i>	Miami	
137	13/10/15	20/10/15			
138	27/10/15	03/11/15			
139	10/11/15	17/11/15			
140	24/11/15	01/12/15			
141	08/12/15	15/12/15			