

# LOMBARD

THE ITALIAN MAGAZINE OF INTERNATIONAL FINANCE

*The Italian Financial Magazine for  
“decision makers”*

*Since 1987*

**20.000**

**subscribers**

**in the main financial communities**

(Publisher statement)

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THE ITALIAN MAGAZINE OF INTERNATIONAL FINANCE



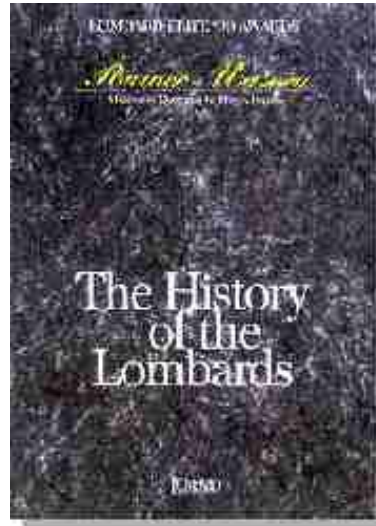
It's the only Italian magazine that speaks the international financial language.

It's addressed to bankers, fund managers, analysts and to the top management of multinational corporations.



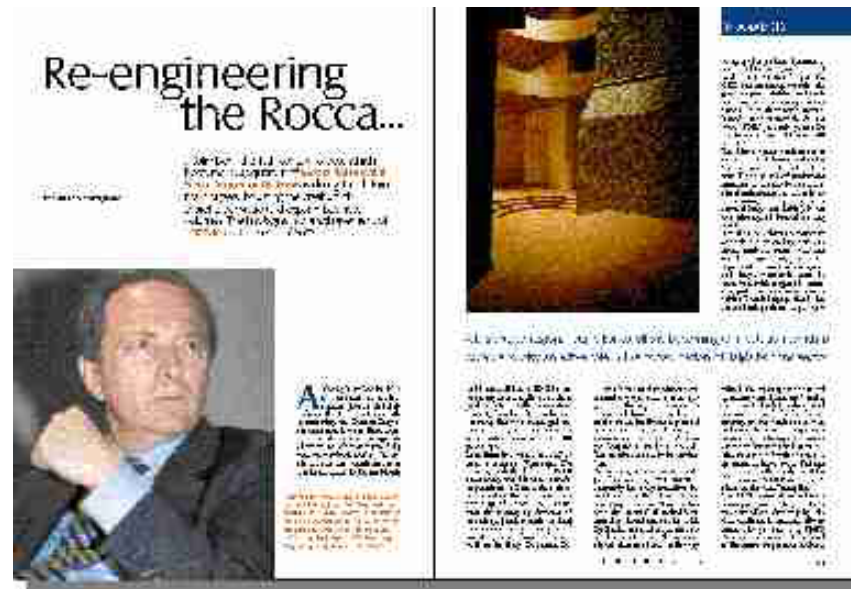
Lombard is the right medium to deliver institutional communications because of

- its audience
- its readers' purchasing power
- the added value provided by the opportunities of merchandising



## The source of the name Lombard street - Rue des Lombards

Between the XII and the XIV century, from London to Paris, the Lombards, the Italian traders and bankers in particular those from Tuscany, worked through-out Northern Europe.



In the XXI century this is the magazine for modern Lombards, who want information and a key access to the most exclusive analysis of the financial world.



The best medium to reach the decision makers in the choice of the main financial and strategic products.

The most important thing is watching Lombard readers' data figures.

## **Business/Occupational breakout of readership**

**43.2%** works in the industrial and commercial companies (presidents, managing directors, financial managers)

**24.2%** works in Merchant and Investment Banks (Stock Exchange brokers, fund managers, analysts)

**28.1%** works in foreign and Credit departments of banking institutions (presidents, managing directors, financial officers, administration managers)

**2.3%** is made up of Stock Exchange placers, lawyers and professionals  
Stock Exchange placers, lawyers and professionals

**1.6%** works in international Institutions (IMF, World Bank, EBRD, ECO)



## Editorial contents:

Denationalization

Capital Market and financial products

Private banking

Financial Services

Project finance

Mergers & Acquisitions

Private Equity

Asset Management

Assurances



If your aim is to reach:

- people who manage finance, strategies and the main purchases in the most important companies
- financial brokers who invest in financial market
- bankers



The

20.000

Lombard subscribers  
are all you need



## Lombard presents the Elite of Italian Finance to worldwide operators

It's the 15th year Lombard shows the best Financial Italian Institutions to the worldwide Financial Community, during the planetary summit of International Monetary Fund.

The judgement is founded on objective data: the Superindex, the ten year old Lombard quality index

This hard time for investors justifies a very stick approach, based on fundamental analysis.



## Lombard Prize

Lombard is the only Italian Magazine that in Washington, during the autumn meetings of International Monetary Fund, provides bankers and authorities with an updated and real review of Italian Finance.

To emphasize this aspect, Lombard awards the best bankers of the year a prize, in presence of the Governor of Banca d'Italia and the Minister of Treasure.

This event began five years ago, thanks to Carlo Azeglio Ciampi, who at that time was the Minister of Treasure.



# The Who's Who of Italian Finance

This year Lombard offers the most important institutions an updated view of Italian finance: the "Who's who of 1000 names that count"

Who are, what do and where come from the top managers of the best Banks, Insurances and professional Italian studies.

It's a great tool for investors and brokers in the Italian Market