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GLOBAL FINANCIAL INTELLIGENCE

The Banker

2004 MEDIA PRESENTATION



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Published Since 1926

The Banker



Global Financial Intelligence

Read by senior level executives in financial institutions, banks, corporates, and sovereigns. The Banker provides advertisers with direct and controlled access to this important and influential readership.

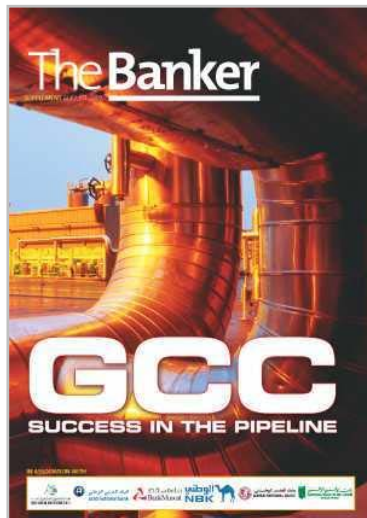
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FT Business
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Supplements

Special Supplements are published monthly and are usually in a 16, 24 or 32 page colour format, and present you with the ideal marketing tool to objectively promote your company to our worldwide readership. Depending on the format and topic of the supplement you can either exclusively sponsor the supplement or become one of up to 6 sponsors. Topics and content is to be discussed based upon your requirements, and our team of experienced editors are on hand to assist you.



The Banker



Previous supplement topics include: STP, Focus On Customers, U.S Tax Regime, E-Banking, Financial Mergers, plus Country specific supplements on China, GCC States, South Africa, Turkey etc.

For further information please contact one of the sales team who will assist you in tailoring a supplement to meet your specific requirements

CIRCULATION 28,971

FINANCIAL INSTITUTIONS/FUND MANAGEMENT 13,053

- **Investment/Merchant Banks:** CEO, Line Managers, Global Department Heads
- **Brokerages, Stock/Commodity Exchanges:** CEO, Line Managers
- **Commercial Banks, Saving Institutions:** CFO, CEO, Treasurers, CIO, Department Heads

CORPORATIONS 11,010

Financial Management: CFO, Finance Director, Treasurer

- **Senior Management:** Chairman, CEO, President, Managing Director, CIO
- **Executive Management:** Head of Risk Management, Head of IT, Executive Vice President, Executive Director

INSTITUTIONAL INVESTORS 2,880

- **Asset Managers/Pension Fund Managers/Portfolio Managers**
- **Insurance Companies**

SOVEREIGNS 579

- **Central Banks:** Governors
- **Finance Ministries:** Ministers

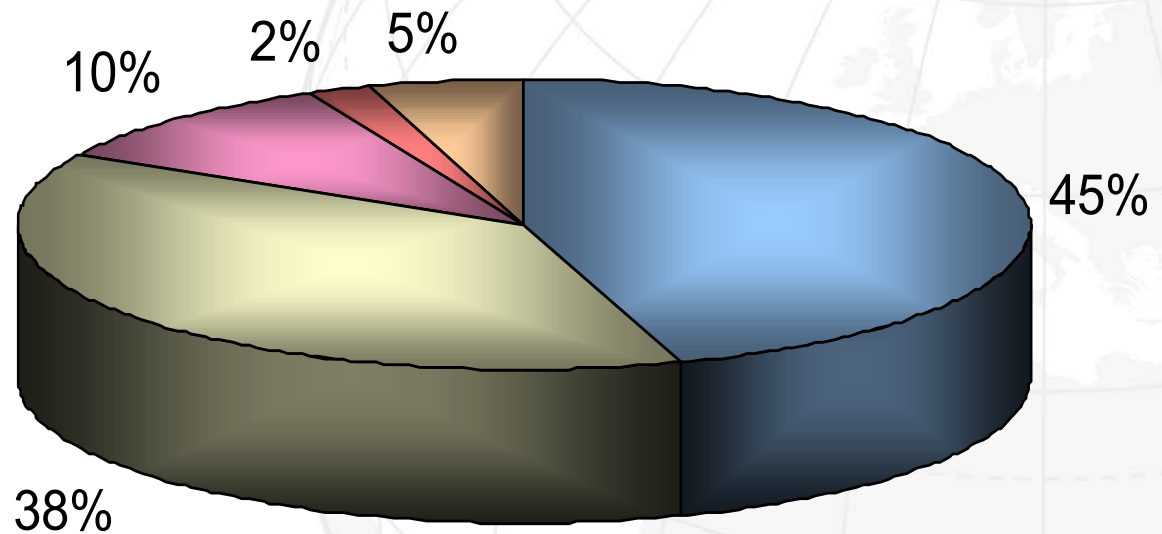
OTHERS 1,449

ABC Audited: Analysis for Audit Issue cover dated May 2003 and distributed April 2003

INDUSTRY BREAKDOWN

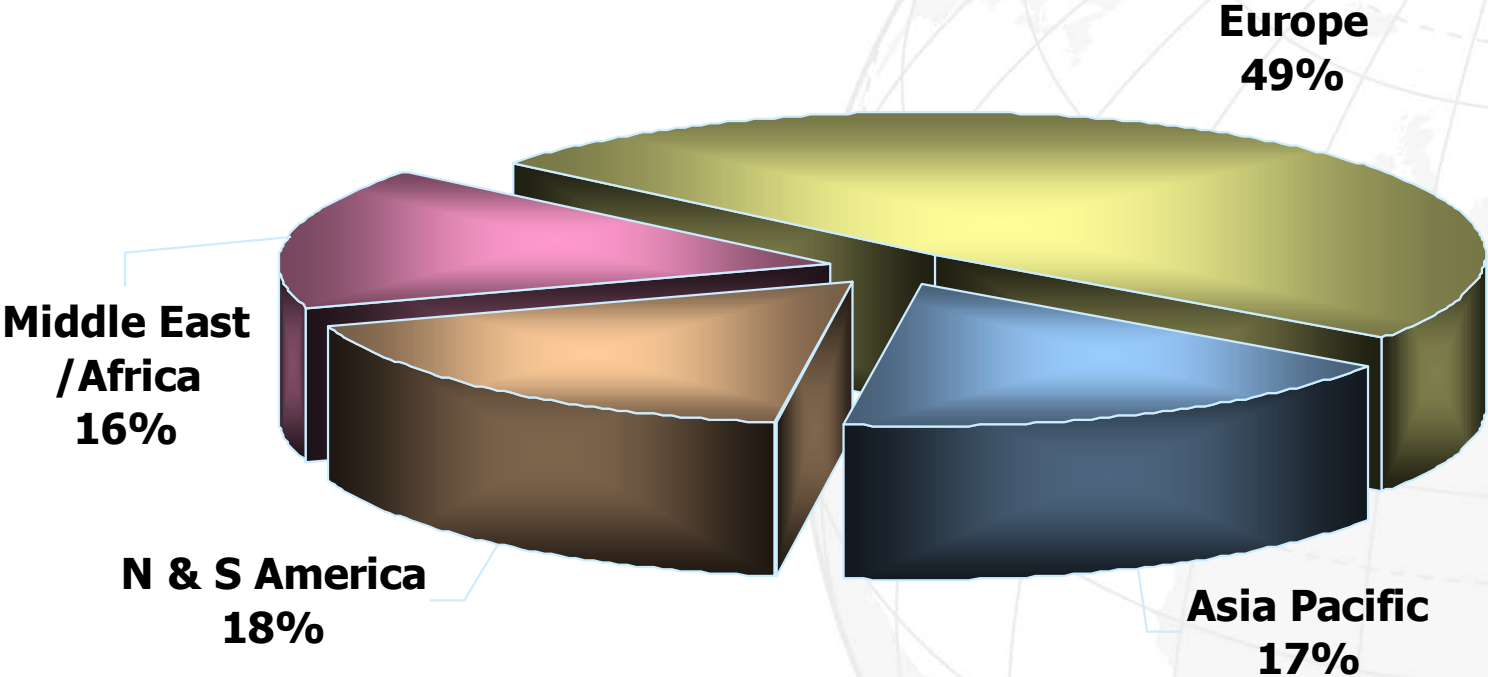
The Banker is read by senior executives in varying sectors of the financial community

- FINANCIAL INSTITUTIONS/FUND MANAGEMENT
- CORPORATIONS
- INSTITUTIONAL INVESTORS
- SOVEREIGNS
- OTHERS



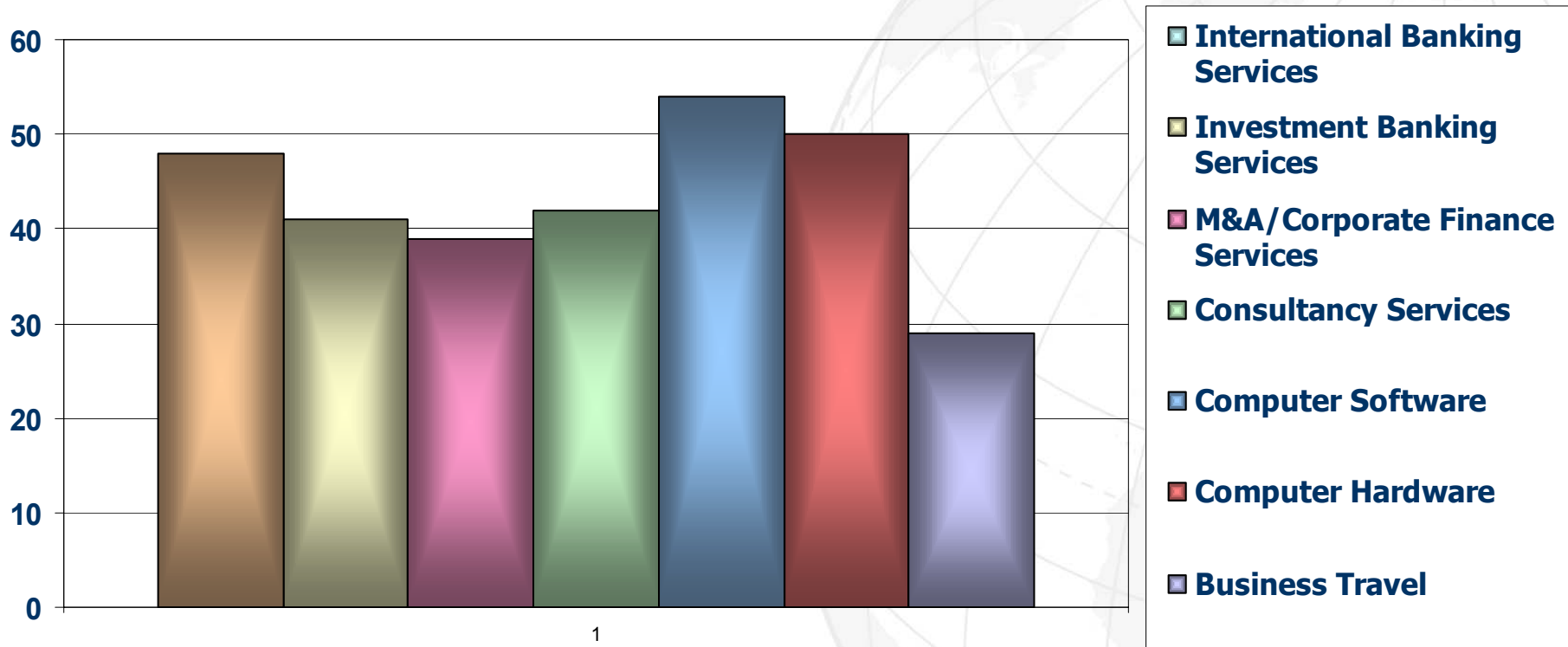
GLOBAL CIRCULATION

A truly global readership The Banker is read in over 120 countries around the world.



PURCHASE INVOLVEMENT

The Banker magazine offers advertisers a targeted audience of influential senior level decision makers working in the global financial marketplace. These individuals are involved in the purchasing of a variety of services/products for their organizations. The following shows the percentage involvement The Banker's readership have in the listed areas:



COMPETITIVE Cost Per Thousand readers

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BASED ON AUDITED CIRCULATIONS / PUBLISHED RATECARDS

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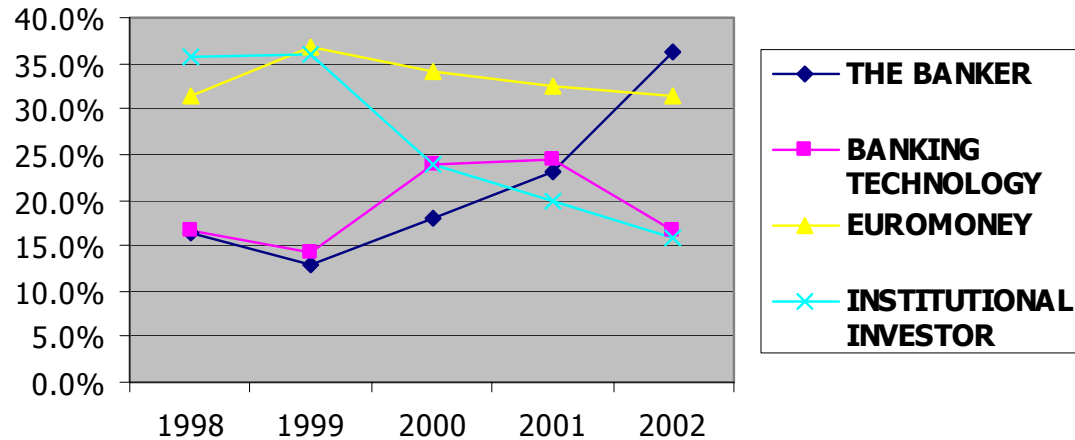
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MARKETSHARE

The **Banker**

Ad Marketshare past 5 years



The chart opposite shows the total advertising marketshare of monthly finance titles over the past 5 years.

This independent data, demonstrates that The Banker now attracts the largest marketshare of advertising over any other monthly finance title in the industry.

This chart shows how each title has performed against their 1998 benchmark.

The Banker magazines share has increased by over 125% in the past 5 years whereas almost every other publications share has remained the same or in some cases decreased.

Ad Marketshare past 5 years - indexed at 1998

