



ABOUT *IGNITES EUROPE*

Ignites Europe is the premier source of news and business intelligence for and about professionals working in the asset management industry in Europe. Key areas of coverage include retail, wholesale and institutional markets, Ucits, product development trends, marketing practices and regulatory changes.

OUR AUDIENCE

Ignites Europe is read by top-level executives, fund management professionals and consultants across the asset management industry in Europe.



36,700
registered readers

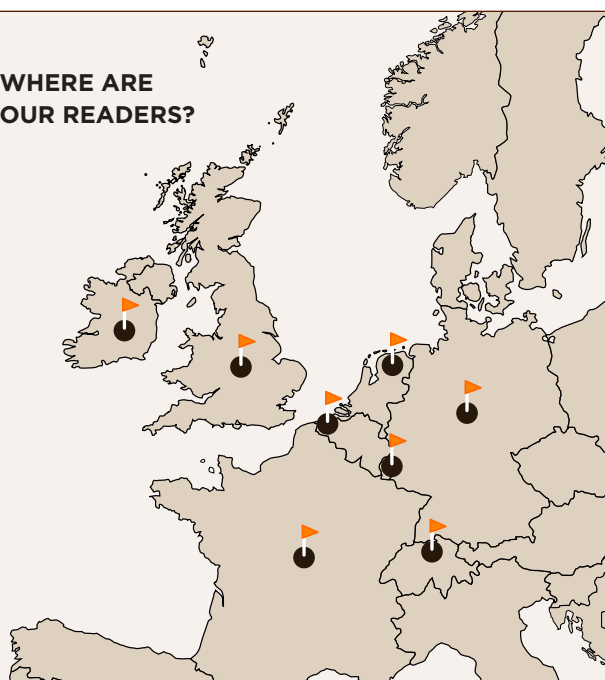


18,000
C-Suite/executive
level readers



Over **600,000**
monthly pageviews

WHERE ARE OUR READERS?



United Kingdom - 58%	France - 4%
Luxembourg - 10%	Switzerland - 2%
Ireland - 8%	Netherlands - 2%
Germany - 3%	Other - 9%
Hong Kong - 2%	

SPONSORED CONTENT OPPORTUNITIES

Position Yourself as a Thought Leader

Custom Webcast: Work with us to develop a timely topic to be discussed on a live audio webcast. Our team assembles a panel, handles all the technical/operational details, and markets the webcast to *Ignites Europe* readers. The webcast is archived on *Ignites Europe's* website for 12 months. \$15,000

Paid Post: Publish your firm's original content on *Ignites Europe* for one week. Promote 3-5 individual pieces of newly written or repurposed content. Your articles will be seen each day on the website and in that morning's eNewsletter. \$23,000

Custom Event: Host a live networking event focused on a timely industry topic. Our team will work with you to plan a panel discussion and market the event to *Ignites Europe's* readers. *Please inquire for rates.*

DIGITAL DISPLAY ADVERTISING RATES

	CPM for spend level \$0 - \$100K	CPM for spend level \$100K+	CPM for targeting demographic segments: Financial Advisor, Institutional Investor, Pension Fund/Consultant, Asset Manager, C-Suite
Desktop includes all ad sizes: 728x90, 300x250 and 300x600	Rate: \$110	Rate: \$100	Rate: \$130
Exclusive eNewsletter sponsorship: 728x90	Flat rate: \$1,500 per insertion (per day) for 100% SOV sponsorship		

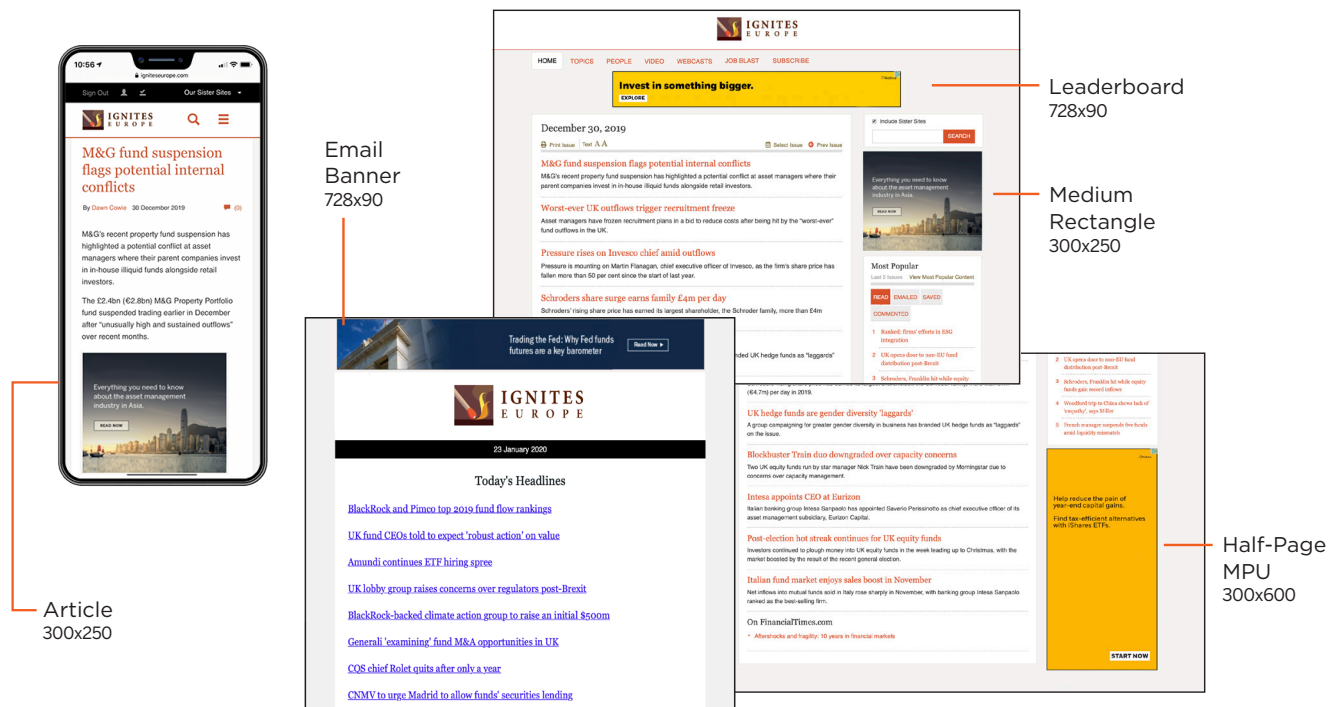
AD SPECS

Unit	Dimensions	File Size	Formats	Duration
Leaderboard	728w x 90h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Medium Rectangle	300w x 250h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Half-Page MPU	300w x 600h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Exclusive Email Leaderboard Position	728w x 90h	50k	JPEG	NA

* HTML5 must be served via 3rd-party tag.

IMPORTANT NOTES:

- We gladly accept all major third-party tags for site placement.
- No blocking tags.
- Ad serving results reports are available upon request.



The image displays several examples of digital advertising placements on the Ignites Europe website and its eNewsletter. Red lines connect text labels to specific ad units:

- Article 300x250:** Points to a vertical article on a mobile device screen.
- Email Banner 728x90:** Points to a banner at the top of the eNewsletter.
- Leaderboard 728x90:** Points to a horizontal banner at the top of the website.
- Medium Rectangle 300x250:** Points to a vertical ad on the right side of the website.
- Half-Page MPU 300x600:** Points to a large vertical ad on the right side of the eNewsletter.

eNewsletter Example and Article Page Example