



PRIVATE BANKER INTERNATIONAL

Media Pack

2022

Powered by VERDICT

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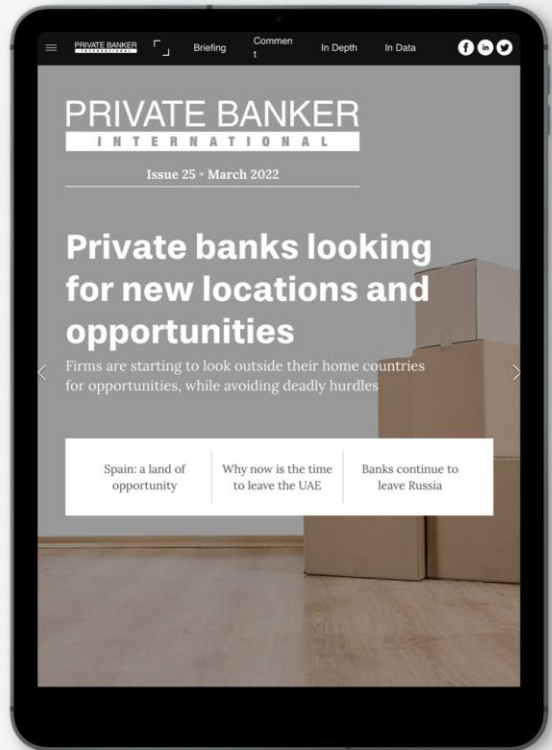
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The magazine

01



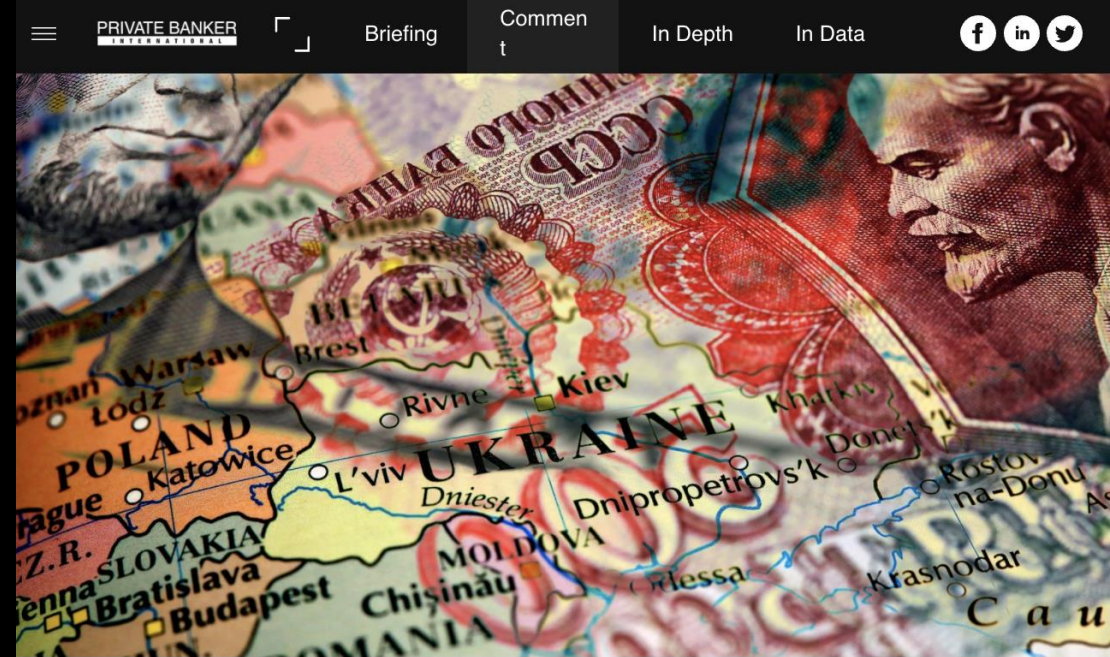


The magazine

At Private Banker International we produce content in an objective and unbiased way. We focus on news-reporting and analysis of what's happening right now in the private banking and wealth management industry.

At Private Banker International we supply our readers from the private banking and wealth management industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.



Regulation

The prospect of multiple rounds of Ukraine-related sanctions will dismay offshore banks

As the situation in Ukraine deteriorates, governments around the world have begun wheeling out sanctions. With the sanctions announced on February 22 likely to be but the first of multiple escalating rounds, staying up to date will take considerable effort.

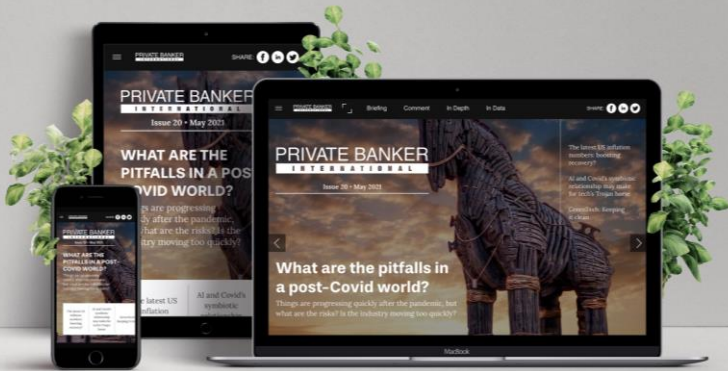
Andrew Haslip writes

As a result, compliance officers at the many offshore wealth managers that run Russian desks will be putting in plenty of late nights.

HNW Russians are a major source of customers for the offshore wealth management industry in a number of booking centres, meaning many competitors have Russian



A highly engaged audience including; Coutts & Co., Société Générale Private Banking, RBC Wealth Management, AXA and more.



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

Tech-driven publishing

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

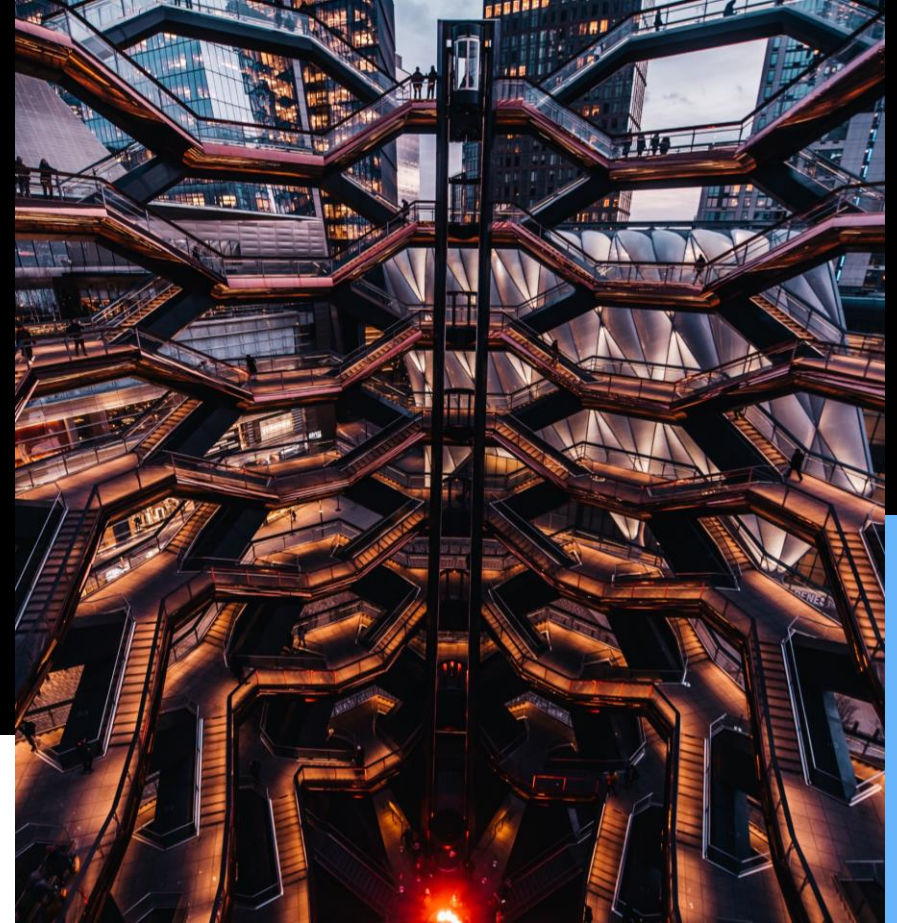
Owned network

Targeted database

Sent directly to the inboxes of over 15,000 industry professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured on the homepage and dedicated sections across the site
- The magazine is promoted on our sister site Private Banker International, a leading website in the industry with a global audience of over 286,000 unique users per month



15,000

industry
professionals

286,000

unique users
a month



Worldwide reach

We can help you communicate directly with the global pharmaceutical industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



NEW OPPORTUNITIES

Align your brand
with key topics
within the industry
to demonstrate
leadership and
innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

Sponsorship

02



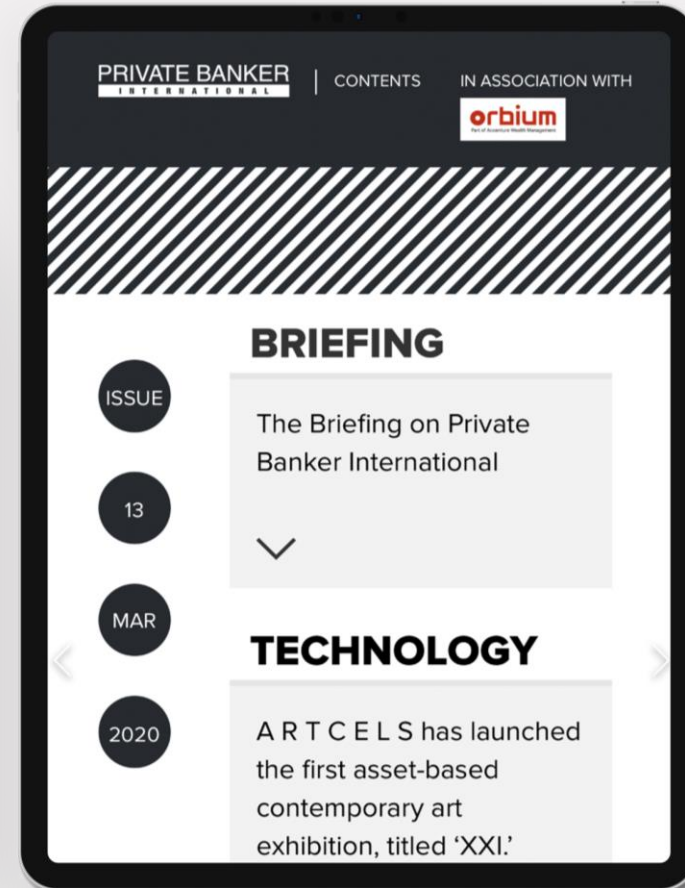
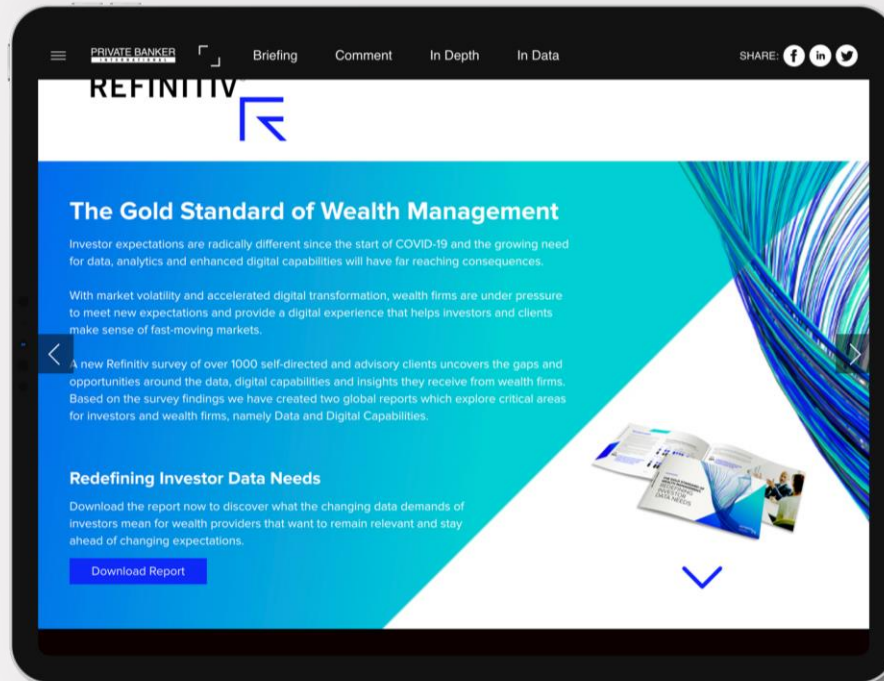


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Theme	Lead article	Data article	Intent article
Jan	Wealth transfer, Banking and Payments IC – wealth data, technology, digital engagement	Global wealth trend as the biggest wealth transfer in history looms. \$70 trillion up for grabs.	Where are the youngest HNWIs, where are the oldest HNWIs	RegTech, costumer facing tech
Mar	AI, Robotics, IoT, blockchain, automation	Can robot advisers crack the tricky world of private wealth	IT spend of private banks + scorecard data journalism	Digitalization, smart contracts
May	ESG –thematic, impact investing, philanthropy	How to the shift towards responsible investing is shaping advice to the super rich	Data investigation pending.	ESG commercial topic – services angle

Advertising

04



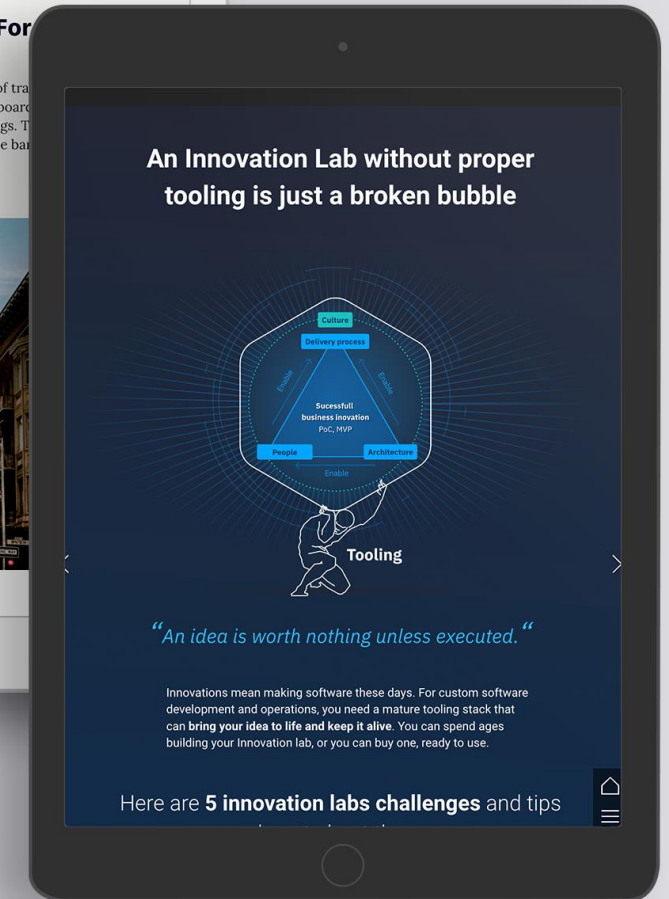
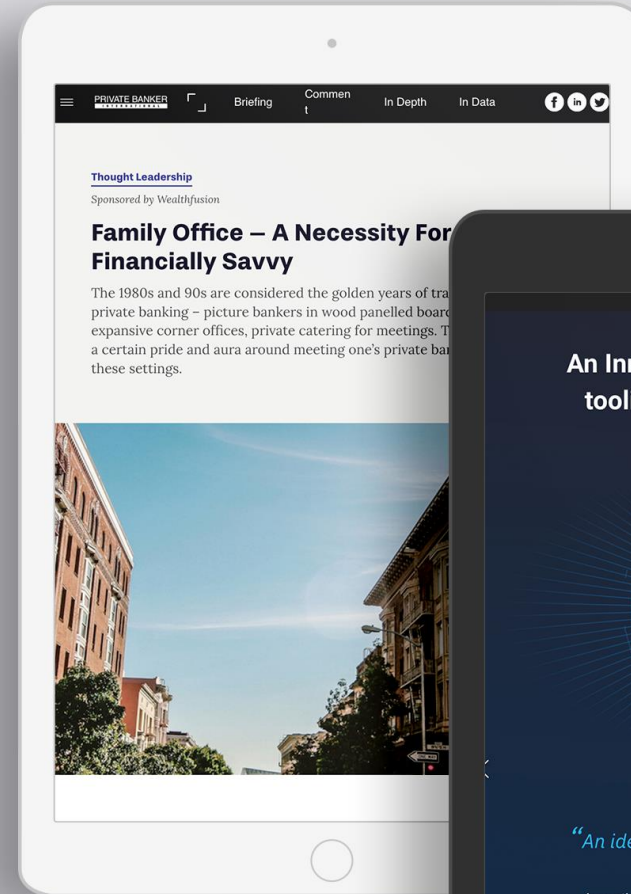
Adverts

Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



*Left: Company insight
Right: Interactive lead page*

Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

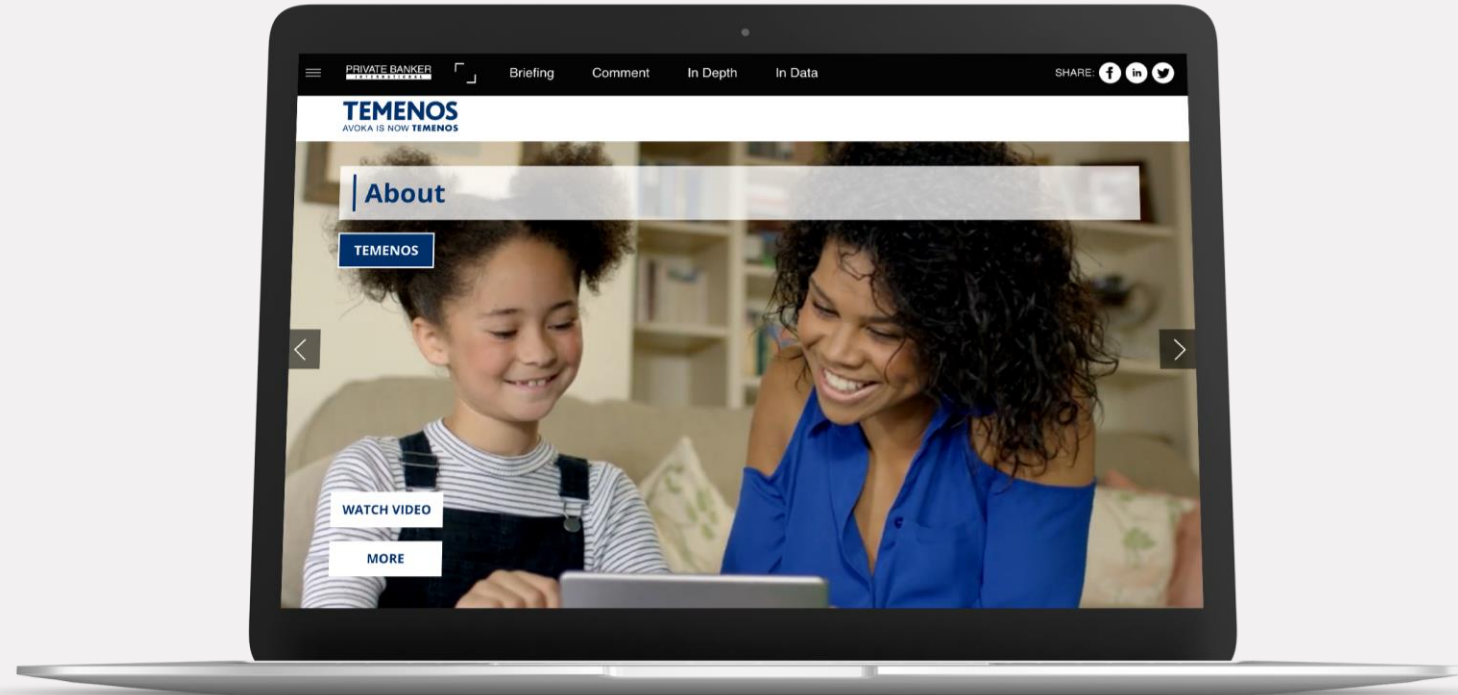


PRIVATE BANKER
INTERNATIONAL
ATTRACTS OVER 286,000
UNIQUE USERS A MONTH

Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



Showcase: Display ad

Our advertisers

orbium
Part of Accenture Wealth Management

TechRules
Financial Solutions

ORTC
FINANCE

 **Dorsum**
INVESTMENT SOFTWARE

WD®
WEALTH DYNAMIX



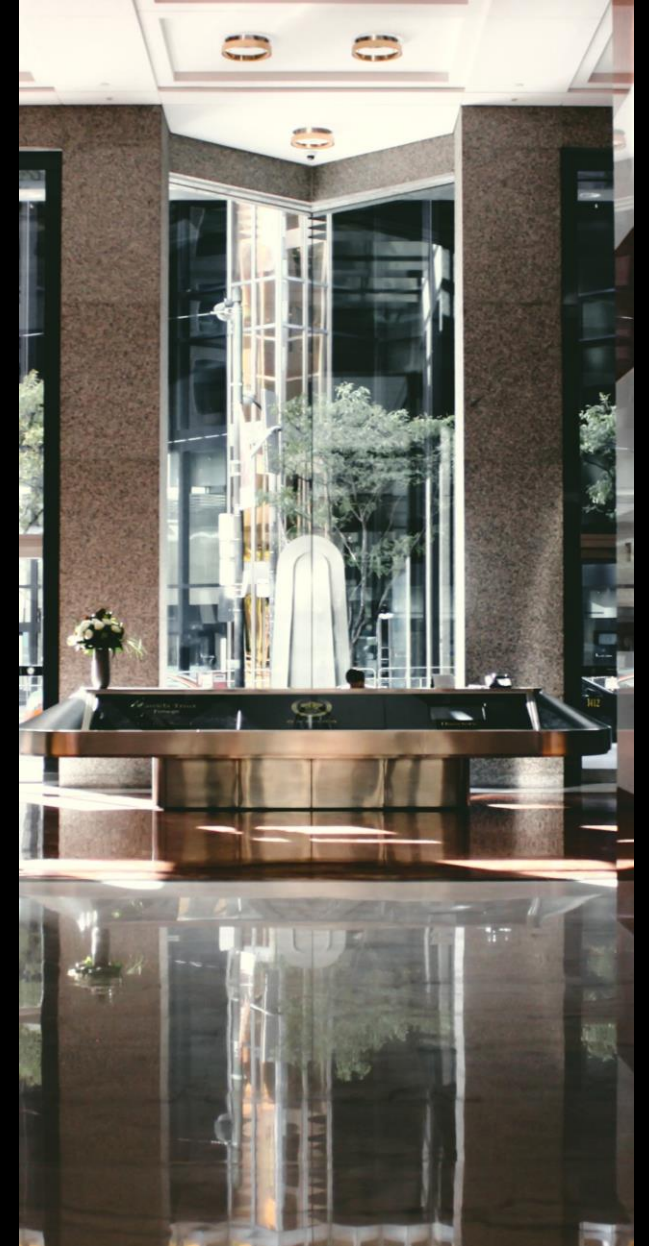
Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

www.nridigital.com
tom.mccormick@nridigital.com