

Media Kit 2024

Financial publishing, content and marketing campaigns
to reach and influence targeted financial professionals



Contents

- 3 Introduction**
- 4 IFA Magazine**
a trusted information source
for financial advisers and
their teams
- 5 GBI Magazine**
- 6 Mortgage and Property
Investment Magazine**
- 7 Wealth DFM Magazine**
your online home for investment
market and fund analysis
- 8 Insurance and
Protection Magazine**
- 9 Wealth Holdings**
- 11 Audience data
overview**
- 12 Audience data
IFA Magazine**
- 13 Audience data
Wealth DFM Magazine**
- 14 Audience data
Mortgage and Property
Investment Magazine**
- 15 Audience data
Insurance and
Protection Magazine**
- 17-26 Solutions**
specific opportunities
- 27 Solutions
overview**
- 28 Print advert specifications**
- 29 Digital mechanical specifications**
- 30 Contact us**

Introduction

I am delighted to welcome you to our media kit, and appreciate the opportunity to introduce you to our publications. From our Magazines, websites, Newsletters, webinars, surveys, annual reports and social media channels, we are dedicated to helping you identify, reach and engage with specific target audiences and to helping you create bespoke media campaigns that achieve your marketing goals.

With an extensive background in publishing, we have been at the forefront of media for over 28 years. We have seen developments in brands, content, and the way readers engage with various forms of media, and use that cutting edge experience all with the aim of helping you reach and influence your key audiences.

We have dedicated teams of specialist journalists, tech experts, marketing professionals, social media leaders and a host of support staff, all skilled and knitted together in the best ways to deliver campaigns for you.

My key message for anyone wishing to grow their business in any of our niche vertical sectors, is to talk to us and leverage our expertise – think of us as your outsourced marketing department, able to create bespoke campaigns to deliver (and often guarantee) to achieve what you require.

All of our titles are underpinned by incredible readership and unsurpassed knowledge of our clients, demographics and data.

Each campaign we work on for you is accompanied by an extensive marketing report demonstrating and evidencing ROI for your business.

****What's Inside the Media Kit:****

Our media kit is designed to provide you with a comprehensive understanding of our multi-media vertical titles and what we have to offer. Inside, you'll find:

- 1. **Editorial Overview:**** A detailed look at our history, mission, and vision from our editors for each title.
- 2. **Products/Services:**** Explore our diverse range of products/ services and understand how they can benefit you. Although this gives you an understanding of what we offer, we would encourage a conversation so we can advise and learn more about your objectives, and create an entirely bespoke proposal for you.
- 3. **Audience Demographics:**** Learn about our audience and why they trust us as their industry niche resource.
- 4. **Partnerships and Collaborations:**** Discover the meaningful partnerships that have shaped our journey.
- 5. **Media Assets:**** High-quality images, logos, and visuals that showcase our brand and opportunities for you.

****How to Navigate the Media Kit:****

Navigate through the media kit easily with our user-friendly layout. Feel free to reach out if you have any questions or if there's anything specific you're looking for.

We hope you find our media kit informative and inspiring. Thank you for considering us as a valuable resource in your marketing plans.

Best Wishes,

Alex Sullivan
CEO & Managing Partner | Clifton Media Lab
Mob: +44 (0)7974 708771

Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals





IFA Magazine - a trusted information source for financial advisers and their teams

IFA Magazine is a unique information intermediary which has established a strong reputation with our financial adviser audience for the quality of content we provide. As a trusted source of relevant information, analysis and opinion for IFAs and their professional teams, we pride ourselves on excellence, delivering engaging, relevant content using a variety of communications channels. All of this draws on the insight, experience and expertise of leaders from across the financial spectrum who regularly share their views with us, as well as the work of our enthusiastic and highly experienced editorial team.

But we're about much more than just the production of the well-respected IFA Magazine, of which we're extremely proud of course! IFA Magazine has been produced and delivered for our enthusiastic audience in high quality print and in digital format, 10 times a year since 2010. However, in addition, www.IFAMagazine.com has exclusive content and news updated daily and shared on all major social media channels. There's also our weekly "IFA Talk" podcast which consistently goes down well with our listeners.

We're a team focused on quality, on supporting our adviser community to be the best they can be. We work hard to help them meet their ongoing technical development and CPD needs, as well as their all-important business and personal development knowledge and skills.

In today's challenging world for professional advisers, IFA Magazine has firmly established itself as a trusted source and is ideally positioned to grow both our influence and engagement with our audience in the months and years ahead.



Sue Whitbread
Editor | IFA Magazine



**Multi-Media, content and marketing campaigns to reach
and influence targeted financial professionals**



GBI Magazine -

GB Investments is an online publication for the financial adviser community, which focuses on tax-efficient investments such as EIS, Seed EIS, VCT, SITR and BR. We highlight the value of investment opportunities and showcase the advantages that tax-efficient investments can provide to advisers' clients in terms of tax, pension and intergenerational planning.

Our magazine, which is released six times per year, features exclusive interviews with some of the industry's biggest names, as well as a roundup of the top stories at the time."



Matt Williams
Online and Content Writer | GBI Magazine



Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals



Mortgage and Property Investment Magazine

Mortgage and Property Magazine is a well-respected and trusted source of information for advisers and brokers across the country. Providing fresh perspectives, instant reaction and intriguing thought-leadership, Mortgage and Property Magazine prides itself on delivering ‘finger-on-the-pulse’ coverage of all the latest developments in the industry, both through our website and our monthly magazine.

However, Mortgage and Property Magazine is about more than just providing the best coverage. Our aim has always been to build a community around our magazine. Our editorial panel that consists of 40-plus active brokers and advisers that provide reaction to breaking stories showcases this perfectly. Whether it be the latest HPI data, a Bank of England announcement or the interest story of the week, our panel of experts deliver the very best analysis from the perspective of an adviser or broker.

Finally, our freshly launched ‘IFA Talk: Mortgage and Property special’ podcast has once again shown our ability to connect with our audience through various media channels. Working from the

same platform that produced our very successful IFA Talk podcast, our monthly special is aimed directly at our mortgage broker and adviser audience.

Mortgage and Property Magazine is well-positioned to become the main source of information for all brokers and advisers in the UK. Whether they consume their industry-news through the written word, social media or podcast form, our aim is to continue to reach every adviser that we can and provide them with the ability to better their practice and stay informed.



Brandon Russell
Online Writer | Mortgage & Property Investment Magazine

mortgage & property
investment
magazine

Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals



Wealth DFM Magazine - your online home for investment market and fund analysis

Wealth DFM is focused on bringing relevant insight, analysis, news and views to help our Wealth Manager and DFM audience keep up to date with what's going on on a daily basis. With a wide audience including Fund Selectors, Investment-orientated Financial Planners, Paraplanners and Private Banks as well as Investment Managers, our team is ideally placed to support you and your teams as you navigate the opportunities as well as the risks and challenges you face.

Our experienced editorial team understands the specific needs of this audience. They are focused on delivering regular, long form updates on the 'bigger picture' elements of investment, including the global economy, regulation and compliance as well as drilling down into market conditions and the challenges faced by asset managers around asset allocation and fund selection.

Thought leadership and analysis are our particular focus, with exclusive content regularly featured from leading asset management figures sharing their views with us. Whether it's in reaction to the

latest announcements or analysis on what's happening and why in markets and sectors around the globe, Wealth DFM aims to cut through the debate and share different perspectives so as to help support your key decision-making processes.

While our website www.WealthDFM.com is core to our service, our audience also enjoys a quality digital magazine produced six times a year as well as regular (but we'll never bombard you!) ebulletins and updates across all major social media channels.



Sue Whitbread
Editor | Wealth DFM Magazine

Wealth^{DFM}
Magazine

**Multi-Media, content and marketing campaigns to reach
and influence targeted financial professionals**



Insurance and Protection Magazine

New Insurance and Protection is a fresh and exciting industry news publication aimed at delivering all the latest to our insurance broker and adviser audience. Thought leadership and analysis is at the heart of what we do as we aim to help our readers develop their own knowledge and skills whilst offering varying perspectives on the major topics within the industry.

As a team our focus is always on quality and originality. We want to produce the best content, talk to the industry's greatest characters and ask the interesting questions that will spark conversations between our readers.

We aim to reach our insurance brokers and advisers in as many ways as possible. This has led us to produce dedicated IFA Talk podcast episodes with a focus on insurance and protection. These have already created a great response from our regular audience, and we hope to only increase the frequency of episodes over the coming months and years.

New Insurance and Protection is perfectly placed to deliver the latest and most interesting news to our audience. Our aim is to become a vital tool for advisers and insurance brokers as they look to keep up to date with the latest news and continue their own personal development.



Brandon Russell
Online Writer | Insurance and Protection Magazine

new
INSURANCE
and protection

Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals



Wealth Holdings

Wealth Holdings delivers a comprehensive opportunity for IFA practices to embark on the next stage of their development, whether by selling their practice, completing an acquisition or implementing a succession plan. We will be clear from the outset as to which party we represent, but the best deals will always maximise value for both parties.

Our team have extensive knowledge of the sector and will support practices throughout the transition providing practical support and guidance. We work alongside the management team throughout the transition in order to ensure you achieve the best possible outcome for all stakeholders.



Alex Sullivan
CEO & Managing Partner | Clifton Media Lab
Mob: +44 (0)7974 708771



Multi-Media, content and marketing campaigns to reach and influence targeted financial professionals

Audience data

Dive deeper into the audiences, subscribers and followers we reach across our financial verticals

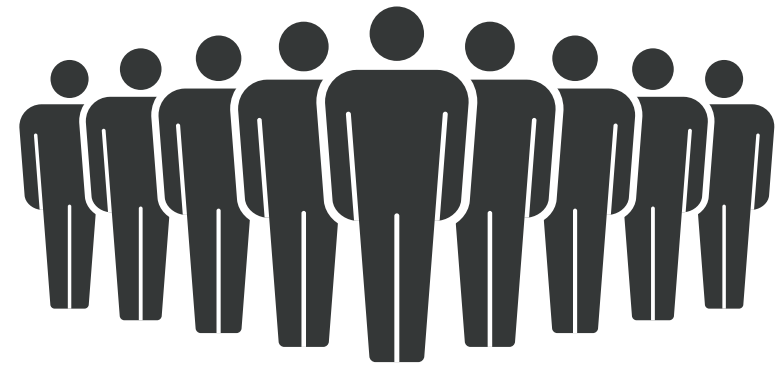


Audience data overview



Across all of our financial verticals, we exclusively target the UK sector. We target advisers across all levels of seniority and across the entire spectrum of CFs/SMFs, targeting Advisers through to Directors and Chief Executives.

For any clients wishing to target specific areas of the UK financial advice space beyond the separate publications we currently have (IFA/GBI, Wealth DFM, Insurance and Protection, Mortgage and Property Investment), then please let us know. We regularly target email campaigns to specific segments of our audience defined by size of firm, geographical location, job role, SMFs, etc, and are happy to target based on a bespoke basis.



IFA Magazine

Segment	Criteria	Examples
Holistic Financial Planner	Advising retail investments, protection and mortgages.	Metcalfe Moat Limited Premier Financial Planning
Wealth/Investment Adviser	Advising retail investments, protection but not mortgages.	Investment and Tax Advisory Services Limited Lucas Fettes & Partners (Financial Services) Limited

IFA and GBI Magazine targets up to **50,000** monthly web/magazine readers, and **c.15,500** email subscribers.

Within these audiences, we target the “Holistic Financial Planner” (**70.9%**) and “Wealth/Investment Adviser” (**29.1%**) segments of the UK Investment Advice sector. To break these segments down into adviser types, we target Corporate Financiers (**0.6%**), Holistic Planners (**47.1%**), Investment Advisers (**21.5%**) Mortgage Advisers (**11.4%**), and advisers whom fall between two or more types (**19.4%**). Titles such as Paraplanners, Business Owners/Managers, Investment Professionals fall within these segments and are targeted by our marketing, but are not defined by those titles in our database.

Current Social Media follower count

- LinkedIn: **3,350**
- Twitter: **6,081**
- Facebook: **2.7k likes & 2.6k followers**



Wealth DFM Magazine

Segment	Criteria	Examples
DFM/Stockbroke	Able to manage client money across multiple instruments including individual shares.	Pilling & Co Stockbrokers Tilney Discretionary Portfolio Management
Wealth Manager	Provides advice to retail clients and manages their investments.	Blackadders Wealth Management LLP Rothschild & Co Wealth Management UK Limited

Wealth DFM Magazine targets up to **10,000** monthly web/magazine readers, and **c.4,500** email subscribers.

Within these audiences, we target the “DFM/Stockbroker” (**16.5%**) and “Wealth Manager” (**83.5%**) segments of the UK Investment Advice sector. To break these segments down into adviser type we target Fund Managers (9.5%), Investment Directors/Advisors (**12%**), Investment Managers (**30.5%**) and Holistic Advisors (**48%**).

Current Social Media follower count

- LinkedIn: **891**
- Twitter: **173**
- Facebook: **15 likes & 23 followers**



Mortgage and Property Investment Magazine

Segment	Criteria	Examples
Mortgage (only) Broker	Advises or arranges regulated mortgages but not general insurance, protection or investment	Appollo Mortgage Services, Mortgage Salad Limited, Connolly Homes PLC
Mortgage Event Adviser	Advises protection and/or general as well as regulated mortgages	Moneycare Financial Planning Ltd, Mortgage Excellence plc, One Stop Mortgage Shop Limited
Other Mortgage Lender	Non-bank mortgage lender	Market Harborough Mortgages Ltd, Accord Mortgages Limited, OneFamily Lifetime Mortgages Limited
Equity Release/Home Reversion Specialist	Advises or arranges home reversion plans but no other investment / protection business	Age UK Enterprises Limited, Living Plus Limited, Bridgewater Equity Release Limited

Mortgage and Property Investment Magazine occupies a subsection of the IFA Magazine website, and therefore targets the same website audience (up to 50,000 monthly web/magazine readers).

We target **c7,000** email subscribers who exclusively deal with mortgages, and **c.13,500** subscribers who manage mortgages as part of their holistic financial planning (meaning there is a crossover between IFA Magazine and Mortgage and Property Investment Magazine).



Within these audiences, we target the “Mortgage (only) Broker” **(2.5%)**, “Mortgage Event Adviser” **(36.5%)**, “Other Mortgage Lender” **(1%)**, “Equity Release/Home Reversion Specialist” **(0.5%)**, and “Holistic Financial Planner” **(59.5%)** segments of the UK Mortgage Advice sector.

Current Social Media follower count

- LinkedIn: **261**
- Twitter: **60**
- Facebook: **7 likes & 13 followers**

Insurance and Protection Magazine

Segment	Criteria	Examples
General Insurance Provider/Reinsurer	Provides general (non-life) insurance or reinsurance cover	Admiral Insurance Hiscox Insurance
General Insurance Broker	Advises/sells non-life insurance (personal and/or commercial) but no other lines of business, like mortgages or life assurance	Adrian Flux Insurance Compare The Market
Mortgage Event Adviser	Advises protection and/or general insurance as well as regulated mortgages	Moneycare Financial Planning Ltd, Mortgage Excellence plc, One Stop Mortgage Shop Limited

Insurance and Protection Magazine occupies a subsection of the IFA Magazine website, and therefore targets the same website audience (up to 50,000 monthly web/magazine readers).

We target **c9,000** email subscribers who exclusively deal with insurance and protection, and **c.6,000** subscribers who manage insurance and protection as part of their mortgage advice (meaning there is a crossover between Insurance and Protection and Mortgage and Property Investment Magazine).

Within these audiences, we target the “General Insurance Provider/Reinsurer” (**6%**), “General Insurance Broker” (**60%**), and “Mortgage Event Adviser” (**34%**) segments of the UK Insurance Advice sector.



Current Social Media follower count

- LinkedIn: **71**
- Twitter: **18**
- Facebook: **7 likes & 9 followers**

Solutions

Breakdowns and costs of the various opportunities we offer to achieve your marketing goals



Campaign marketing reports

At IFA and GBI Magazine, our campaigns are tailor-made to meet our clients' objectives. Our underlying approach is to demonstrate:

The impressions and reach - so we can evidence exactly how many qualified Advisers and Wealth Managers have seen the campaign message.

Tangible leads – full details for marketing teams to pass on to sales teams.

Throughout and at the end of every campaign, our marketing team will send detailed reports illustrating all insights and metrics on digital publications, website views, newsletters, solus emails and social.

Digital adverts

Creative 1
26th January – 16th April


Advert size	Total impressions	Eligible impressions	Viewable impressions	Viewable CTR (%)	Clicks	CTR (%)
Billboard (970x250)	15,835	15,743	10,397	0.16	17	0.11
Leaderboard (728x90)	93,713	93,160	79,363	0.16	126	0.13
MPLU (300x250)	55,370	55,061	37,414	0.09	32	0.06
Half Page (300x600)	13,513	13,442	10,781	0.23	25	0.19

Creative 2
17th April – 30th June

Advert size	Total impressions	Eligible impressions	Viewable impressions	Viewable CTR (%)	Clicks	CTR (%)
Billboard (970x250)	11,154	11,110	7,429	0.17	13	0.12
Leaderboard (728x90)	106,050	105,293	91,983	0.15	135	0.13
MPLU (300x250)	71,116	70,686	48,403	0.11	53	0.07
Half Page (300x600)	9,339	9,296	7,356	0.31	23	0.25

PIMCO IFA Wealth

Full page adverts



Magazine issue	Publication title	Publication date	Page	Views
IFA 116	Here we go!	1 st March	5	258
WDFM 05	Is investor confidence set to return in 2022?	24 th February	2	147
IFA 118	A spotlight on Multi-Index	5 th May	2	921
Wealth DFM 07	Summer in the City	4 th July	2	941
IFA 120	Are you ready for Consumer Duty?	11 th July	2	1,374
Wealth DFM 08	Finding value in fixed income	25 th September	20	340
IFA 122	Finding value in fixed income	28 th September	52	155

PIMCO IFA Wealth

Magazine content

Magazine edition	Publication title	Publication date	PIMCO feature	Pages	Views
Wealth DFM 06	Are we heading for recession?	28 th April	Fractured markets, strong bonds	10-13	315
IFA 118	A spotlight on Multi-Index	5 th May	Fractured markets, strong bonds	11-13	705
Wealth DFM 08	Finding value in fixed income	25 th September	Finding value in fixed income	5-9	2,151
IFA 122	Finding value in fixed income	28 th September	Finding value in fixed income	26-30	1,284
IFA 123	Higher for longer	1 st November	Post Peak: navigating the post-pandemic global economy	7-9	838

Throughout 2023, two PIMCO thought leadership pieces have appeared in the digital and print editions of IFA Magazine and the digital edition of Wealth DFM Magazine, with the content often spanning across numerous pages, allocating PIMCO excellent share of voice.

In total, the PIMCO thought leadership content published in the digital editions of Wealth DFM and IFA Magazine has generated an excellent **1,858 views** across all pages, reflecting excellent engagement with the content from our financial audience.

As part of PIMCO's special feature in Q3 (more detail on slide 15), a PIMCO interview piece was also published in both IFA and Wealth DFM Magazine, generating a further **3,435 views** across all pages in the digital editions, which is reflective of fantastic engagement from IFA readers.

Additionally, each edition of IFA Magazine was also printed to **1,000 readers** to ensure maximum reach, engagement and brand awareness.

Each digital magazine edition is also available for our readers to download as a PDF for convenience. Therefore, a number of readers may have downloaded the PDFs directly rather than reading online, which unfortunately we are unable to track. Therefore, the reach may be much wider than evidenced by the digital edition itself.

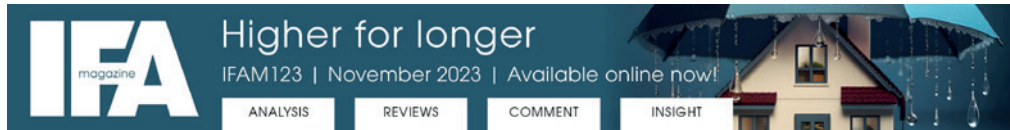
PIMCO IFA Wealth



Digital adverts

Various digital adverts to be hosted across the IFA Magazine and/or Wealth DFM websites.

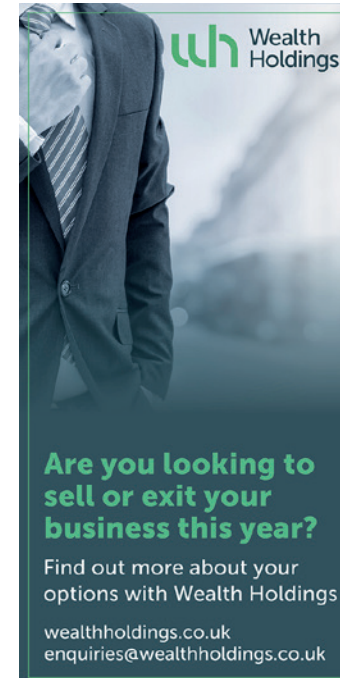
Core advert sizes: leaderboard, billboard, MPU and half-page units.



Leaderboard



Billboard



DMPU



MPU

Digital adverts cost:

£120 CPM

Site takeover

Your adverts hosted exclusively on the website for a specified period.

Core advert sizes: leaderboard, billboard, MPU and half-page units.



Site takeover cost:

£4,450 per day

£13,800 3 x consecutive days

Print adverts

To appear in your magazine of choice



Print adverts cost:

Coverwrap: **£14,500**

DPS: **£4,750**

Full Page: **£3,495**

Half Page: **£2,250**

Full page adverts



DPS adverts

DPS Interview

An exclusive interview with our editors, used to generate a written piece for publication in one of our magazines.



DPS interview cost:

£3,495

Podcast recording

Guest spot on an exclusive episode of IFA Talk, our industry-leading weekly podcast series hosted by editors Sue Whitbread and Brandon Russell. To be distributed across all major streaming platforms.



Podcast sponsorship

Monthly sponsorship, including 30 second host-read adverts by presenters within each podcast.

Podcast costs:

Recording: **£2,500**

Sponsorship: **£2,000**

Front cover special feature

A high impact special feature to appear in an edition of IFA Magazine (digital and print). Feature to include a front cover photoshoot, accompanying Q&A piece in the central pages of the Magazine, and a full page advert on the outside back cover.



Front cover cost:

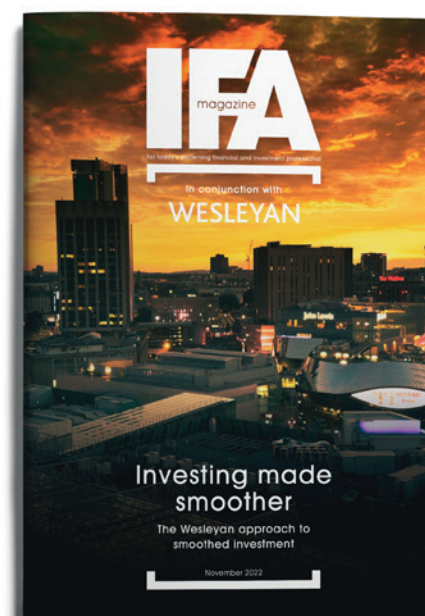
£9,500

Supplement

A bespoke publication created and designed by our editors, published and promoted to our dedicated readers.

Supplement costs:

from **£11,950**



Share this article

[in](#) [f](#) [x](#) [g](#)

IFA Magazine's latest Webinar held in September, entitled 'Has high inflation been a game changer for multi-asset?' was a clear success with our readers and viewers. In fact, it's been our most popular webinar ever! In this overview, we summarise the key elements of the conversation between our expert panellists, LGIM's Andrzej Ploch and Premier Milan's Neil Birrell with Chair JB Beckett.

With hundreds of viewers tuning in live on the day, the webinar, which took place on Tuesday 19th September, was expertly chaired by the highly engaging JB Beckett. JB is an ex-fund selector and asset allocator himself, and no stranger to interviewing fund managers about what's really going on in the global economy, in markets and within their funds – as he demonstrated all too clearly during this webinar.

JB was joined by our two expert panellists, Andrzej Ploch, Fund Manager of Logof & General Investment Management (GIM) and Neil Birrell, Chief Investment Officer at Premier Milan.

Two managers, two viewpoints

We were extremely grateful to JB and also to our two great panellists, both of whom are not only hugely knowledgeable in their field – but great communicators too. Whether it was about what's going on in markets, in the global economy, in regard to managers' and advisers' changing obligations under the new Consumer Duty, managing risk, dealing with diversification/asset allocation headaches, correlations between equities and bonds, use of investment trusts, private assets or a plethora of other topics which JB so expertly put to them, they were willing to share their insights in such a candid way. Even better, it was a thoroughly engaging conversation which used

Featured

The Asia opportunity – looking for smarter growth
by Kim Wonnacott | Nov 22, 2023

[x](#) [f](#) [in](#) [g](#)

Are you looking to sell or exit your business this year?
Find out more about your options with Wealth Holdings
wealthholdings.co.uk | enquiries@wealthholdings.co.uk

David Perrett, Co-Head of Asia Pacific Equities, M&G Investments

Asia has been on a remarkable journey in the past few decades. The most notable aspect has been the emergence of China. Thirty years ago, there were just a handful of listed companies in China; now it is the second largest stockmarket in the world. More importantly, China's economy has grown rapidly, and it is now the world's second biggest.

Web articles

Approximately 400 words of chosen promotional material which is published online on the IFA and/or Wealth DFM Magazine websites.

Web article costs:

£1,750

E-newsletters

A leaderboard banner and/or short CTA to be included in one of the IFA, Wealth DFM, M&P or I&P E-newsletters

Latest news and insights for advisers



STEP UK TAX, TRUSTS AND ESTATES CONFERENCE 2023
Leading industry experts provide you with quality content on the current and future developments in tax, trusts and estates, all in one day!

STEP UK Tax, Trusts and Estates Conference returns this autumn in three venues across the UK. [Register to secure your spot](#)

Dear Annie,

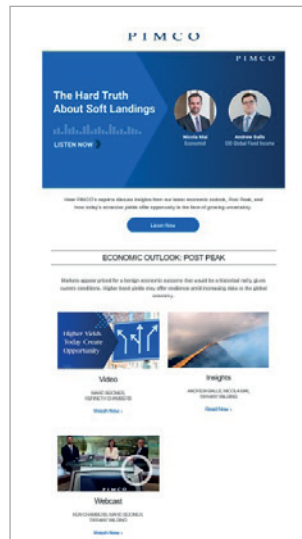
- Navigating choppy waters – and why strategy is key. [Read more here](#)
- Why does new IA guidance mean cost confusion for investors in investment company shares? [Learn more](#)
- Retirement income and regulation – where next? [Find out more](#)
- Your invitation to Ready Steady Grow! 2023 Birmingham. [Register here](#)
- Tales of the Unexpected – Global market analysis with a difference. [Listen to the podcast here](#)
- Register now and earn CPD at the upcoming multi-asset webinar. [Click here to register](#)

Navigating choppy waters. September edition of IFA Magazine now available. [Click here to read and download your copy](#)

E-newsletter cost:
£500

Solus email

A solus email containing exclusively your content (c.200 words), to be sent to the IFA, GBI, Wealth DFM, M&P or I&P subscribers. Option to supply a HTML file or have our marketing team design the email.



PIMCO

The Hard Truth About Soft Landings

Listen Now


ECONOMIC OUTLOOK: POST PEAK

Watch a new podcast for a longer economic recovery that could be a beneficial soft-landing scenario. Higher bond yields may offer investors and investors alike in the global economy.

VIDEOCAST

MARKET INSIGHTS: HOW TO NAVIGATE THE CURRENT MARKET

In association with IFA Magazine



Family wealth planning - connected through you

Discussing wealth can often be a difficult conversation for clients to have with their families. Which is why more and more clients are looking to their financial adviser for help in facilitating these discussions.

That's just one of the reasons why M&G Wealth have launched the new [family wealth planning hub](#) - to provide advisers with some of the resources to help get conversations started with clients.

One of the key pieces of support is the [2023 Family Wealth Unlocked report](#) - which reveals notable changes in intergenerational conversations, behaviours, and actions. In the report you'll find:

- The extent to which families sharing an adviser has increased in a difficult year.
- How families are reporting they intend to leave increased inheritances - despite the cost-of-living crisis.
- Concerns about children 'squandering their inheritance' and how this remains a barrier to early gifting.
- Which adviser skills are most highly prized by clients in 2023.

[View the 2023 Family Wealth Unlocked report here >>](#)

Please get in touch if you have any questions.

Best wishes,
IFA Magazine Team

Solus email costs:
£2,950

Magazine article

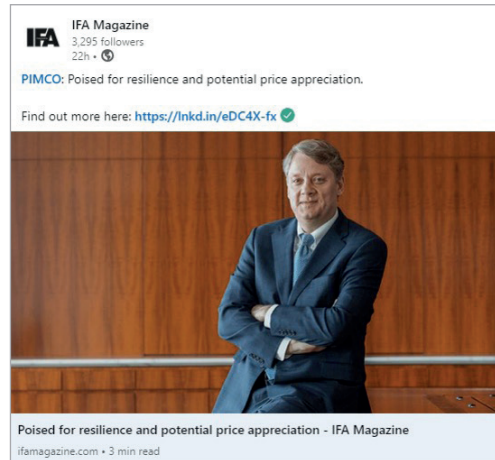


Content of your choice (c.750-1,000 words) to be published in one of the IFA, GBI, Wealth DFM, or M&P magazines. All magazines to be circulated to our digital subscribers, and IFA Magazine to our print audience.

Magazine article cost:
£3,495

Sponsored social

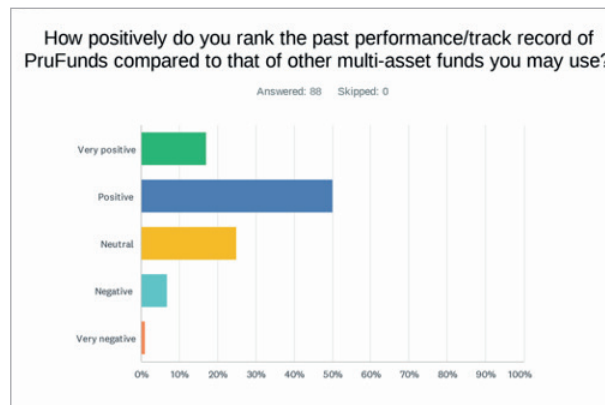
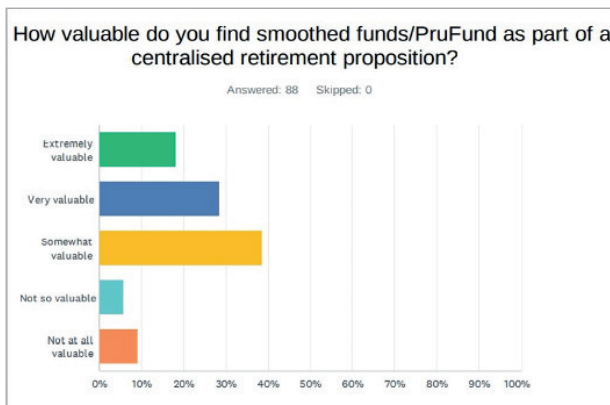
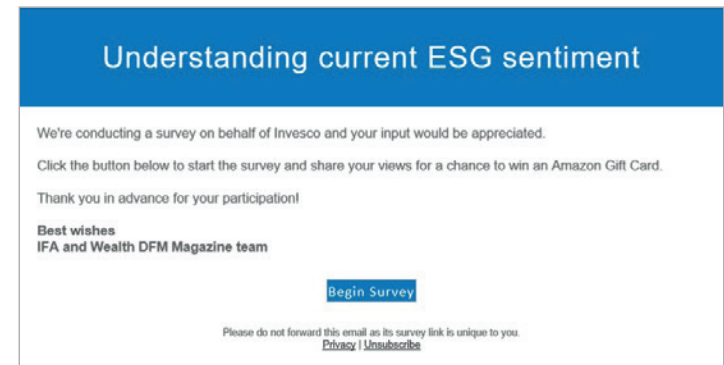
Sponsored tagged social media post across all of our social media accounts (LinkedIn, Facebook and Twitter/X)



Sponsored social cost:
£250

Survey

A bespoke survey to be sent on behalf of your client and circulated to the IFA, GBI, Wealth DFM, M&P and/or I&P audiences, designed with your branding and select questions. A fantastic opportunity to generate further intel and target content effectively at the areas lacking in understanding, whilst also delivering a round of high-quality direct leads for your sales team.



No, but I would like to do more in this area
 No, of no interest to me

4. Do you see your use of EIS increasing or decreasing over the next couple of years?

Increasing
 Decreasing
 Stay the same

5. When comparing EIS products, how important is speed of deployment,?

Very important
 Fairly important
 No very important

At the end of the survey, you will be sent a spreadsheet report containing the individual answers of every respondent (including their name and contact email address for follow-up).

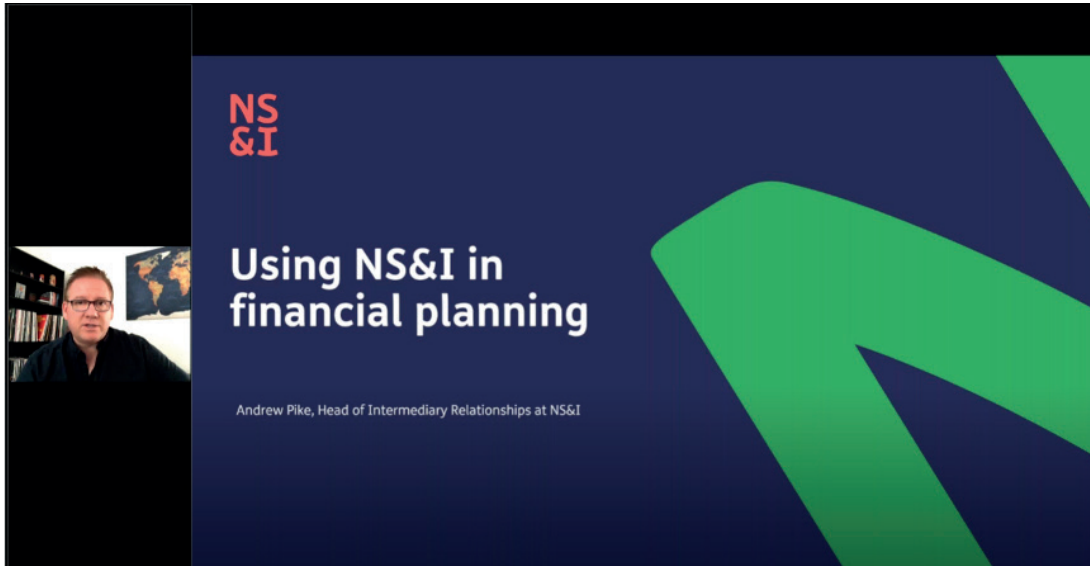
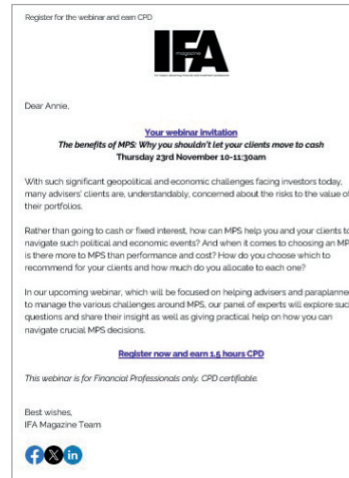
You will also be sent a designed PDF demonstrating trends across the overall response data.

Survey cost:
£7,900

Webinar

A bespoke webinar to promote expertise, raise profile, educate our audience, and maximise awareness for your brand. The webinar to generate a round of direct leads and therefore new opportunities.

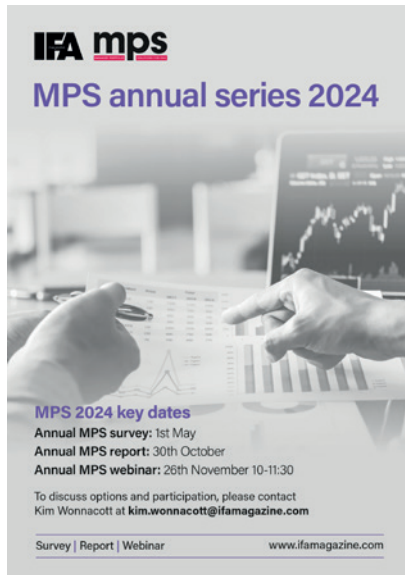
Panel webinar cost:
£8,500



The webinar will be broadcast to a live audience via GoTo Webinar. The details of all registrants will be sent to you as leads (including name and contact email address). Shortly after the webinar is finished, our editors will craft a thought-leadership article on the webinar, which will be published in the subsequent magazine.

Exclusive client webinar cost:
£12,500

Annual reports



IFA mps
MPS annual series 2024

MPS 2024 key dates
Annual MPS survey: 1st May
Annual MPS report: 30th October
Annual MPS webinar: 26th November 10-11:30

To discuss options and participation, please contact Kim Wonnacott at kim.wonnacott@ifamagazine.com

Survey | Report | Webinar www.ifamagazine.com



IFA Wealth™
Sustainable Investment Report 2024

September 2024

To discuss options and participation, please contact kim.wonnacott@ifamagazine.com and peter.carey@ifamagazine.com

Report www.ifamagazine.com



IFA Wealth™
Fixed Income annual series 2024

Fixed Income 2024 key dates
Fixed Income report: March 2024
Fixed Income survey: April 2024
Fixed Income webinar: May 2024

To discuss options and participation, please contact Kim Wonnacott at kim.wonnacott@ifamagazine.com

Report | Survey | Webinar www.ifamagazine.com



IFA
Platform Research Report 2024

July 2024

To discuss options and participation, please contact kim.wonnacott@ifamagazine.com and peter.carey@ifamagazine.com

Report www.ifamagazine.com



IFA
Multi-asset annual series 2024

Multi-asset 2024 key dates
Multi-asset report: April 2024
Multi-asset webinar: June 2024
Multi-asset survey: August/September 2024

To discuss options and participation, please contact Kim Wonnacott at kim.wonnacott@ifamagazine.com

Report | Webinar | Survey www.ifamagazine.com



IFA Wealth™
ETF annual series 2024

ETF 2024 key dates
ETF survey: Early June
ETF report: Late June
ETF webinar: July

To discuss options and participation, please contact Kim Wonnacott at kim.wonnacott@ifamagazine.com

Survey | Report | Webinar www.ifamagazine.com

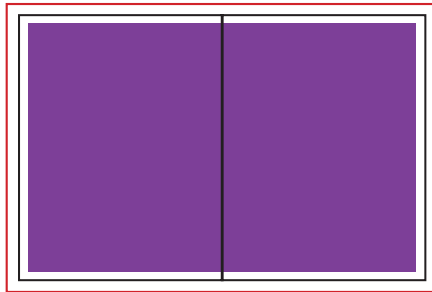
Our industry-leading annual report series, each with specialist focuses and associated activity to help put your solutions to the fore. This year we will be covering MPS, Sustainable Investment, Fixed Income, Platform Research, Multi-asset, ETFs and Tax-Efficient Investments.

For further information, please click any of the flyers.

Solutions

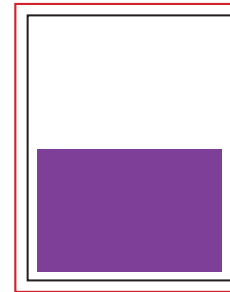
	Price
Digital adverts: Leaderboard/Billboard/DMPU/MPU	£120 CPM
Site Takeover	£4,450 per day £13,800 3 x consecutive days
Print adverts:	
Coverwrap:	£14,500
DPS:	£4,750
Full page:	£3,495
Half page:	£2,250
DPS Interview	£3,495
Podcast recording	£2,500
Podcast Sponsorship	£2,000
Front cover special feature	£9,500
Supplement	from £11,950
Web articles	£1,750
E-newsletters	£500
Solus email	£2,950
Magazine article	£3,495
Sponsored social	£250
Survey	£7,900
Panel webinar	£8,500
Exclusive client webinar	£12,500

Print advert specifications



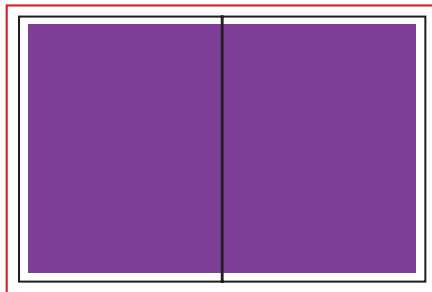
COVER WRAP

Width - 420mm
Height - 297mm
Apply Bleed of 5mm



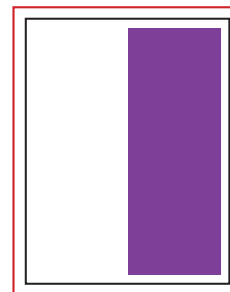
A4 HORIZONTAL HALF PAGE ADVERT

Width - 210mm
Height - 148.5mm
Apply Bleed of 3mm



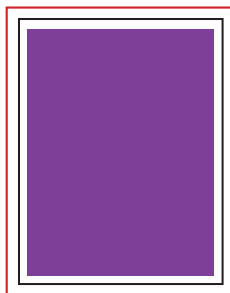
DOUBLE A4 PAGE ADVERT

Width - 420mm
Height - 297mm
Apply Bleed of 3mm



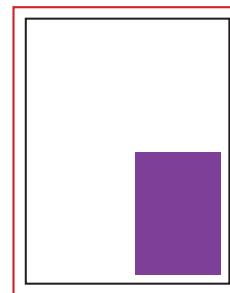
A4 VERTICAL HALF PAGE ADVERT

Width - 105mm
Height - 297mm
Apply Bleed of 3mm



A4 - FULL PAGE ADVERT

Width - 210mm
Height - 297mm
Apply Bleed of 3mm



A4 QUARTER PAGE ADVERT

Width - 105mm
Height - 148.5mm
Apply Bleed of 3mm

Digital mechanical specifications



LEADERBOARD

Width - 728 pixels | Height - 90 pixels | 72 DPI

MPU

Width -300 pixels | Height - 250 pixels | 72 DPI

DMPU

Width - 300 pixels | Height - 600 pixels | 72 DPI

BILLBOARD

Width - 970 pixels | Height - 250 pixels | 72 DPI

Contact us



CEO AND MANAGING PARTNER

Alex Sullivan
alex.sullivan@ifamagazine.com
+44 (0) 7974 708771



MANAGING DIRECTOR

Kim Pattison
kim.pattison@ifamagazine.com
+44 (0) 7850 855297



HEAD OF MULTI MEDIA PRODUCTION

Paul Wilson
paul.wilson@ifamagazine.com
+44 (0) 7515 357666



EDITORIAL

Sue Whitbread
sue.whitbread@ifamagazine.com
+44 (0) 7854 072088



PUBLISHER

Peter Carey
Peter.carey@ifamagazine.com
+44 (0) 7931 281671



ONLINE WRITER

Brandon Russell
brandon.russell@ifamagazine.com
+44 (0) 7960 934903



ASSOCIATE PUBLISHER

Annie Gomes
annie.gomes@ifamagazine.com
+44 (0) 7734 426953



SENIOR FINANCIAL JOURNALIST

Jenny Hunter
jenny.hunter@ifamagazine.com
+44 (0) 7834 727216



WRITER

Matt Williams
matt.williams@ifamagazine.com
+44 (0) 7306 405467



COMMS AND EDITORIAL ASSISTANT

Meg Bratley
Meg.Bratley@ifamagazine.com
+44 (0) 7428 964688



TECHNICAL SALES AND MARKETING

Dan Wills
dan.wills@ifamagazine.com
+44 (0) 7376 962098



JUNIOR MARKETING ADMIN

Amira Sahraoui
amira.sahraoui@ifamagazine.com
+44 (0) 7500 074989



JUNIOR MARKETING ADMIN

Priscila Parente
priscilla.parente@ifamagazine.com