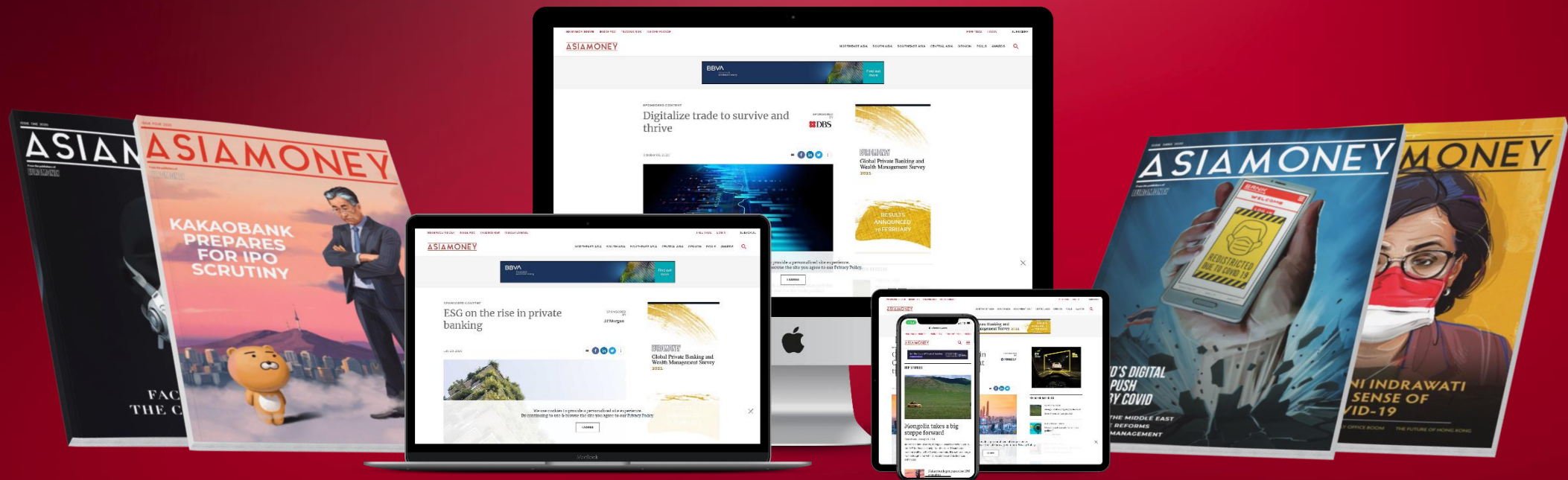


ASIAMONEY

ACCESS INFLUENCERS OF YOUR REPUTATION IN GLOBAL FINANCE

2022 Media Pack



ONE INFLUENTIAL GLOBAL PLATFORM

Asiamoney combines hard-hitting editorial, high-profile interviews and market-defining awards. That recipe has made it the leading magazine in Asia's wholesale banking markets for the past 30 years.

Asiamoney's appeal to its clients is helped by Asiamoney Marketing Services, an in-house agency that delivers content-driven marketing campaigns that help build brands and drive business for our clients.

It is also helped by the long experience of its editorial staff. The magazine's content is written by a group of journalists with decades of experience, each travelling extensively across the region to build relationships and uncover stories. That has helped us understand our readers — and what advertisers need to offer them.

This level of understanding allows us to create high-quality, engaging content that gets the attention of influential audiences. Our content distribution approach blends the best of the online and offline worlds, from social media and email to events and magazines.

Let's work together to tell your story to those who matter.



WHY ASIAMONEY?

ACCESS

Our content is driven by access to the leaders who shape the banking and the capital markets, from CEOs to investment bankers, ministers of finance to central bank governors. But financial institutions' clients turn to Asiamoney as well, regarding its appraisals as a benchmark for ability and performance.

INFLUENCE

Our journalists' understanding of what brings success in banking makes a spot in our annual awards a prestigious industry recognition. The Euromoney benchmark surveys in core business areas such as foreign exchange and cash management are also recognized as important and valuable rankings within the industry.

NETWORK

Partnering with Asiamoney offers access to a wider network of brands under the Euromoney Institutional Investor group. These include GlobalCapital and Euromoney, our global monthly sister publication.

15%

of Asiamoney magazine readers are board or C-Suite level executives, and another 38% are directors or managing directors

25,000+

valid responses from non-financial corporates were collected for the Euromoney 2020 Cash Management Survey, which gathers the views of companies with total annual gross revenue of \$1 trn



QUALITY THAT COUNTS

At Asiamoney, our reputation rests firmly on the quality of our editorial coverage.

That quality is provided by an experienced team of leading journalists. Asiamoney's readers come from around the world but we cover the region's markets from the inside, not the outside.

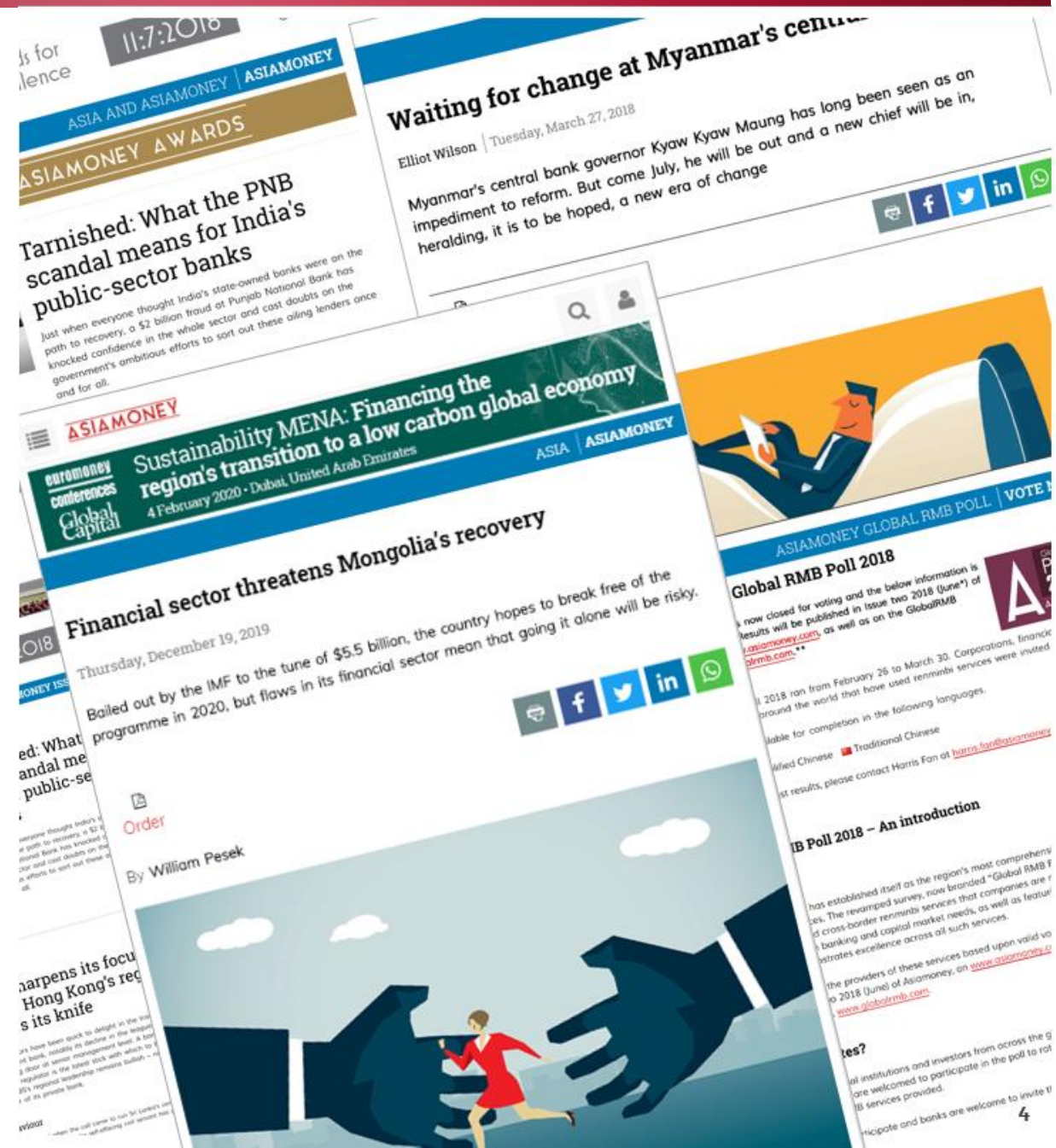
That means features on global bank strategy sit alongside interviews with central bankers, regulators and local banking champions. It also means Asiamoney enjoys an access that few other media publications enjoy in Asia Pacific.

We have unrivalled contacts at Asia's leading banks and investment institutions. Their senior executives value the independence, depth and insight we provide into the industry.

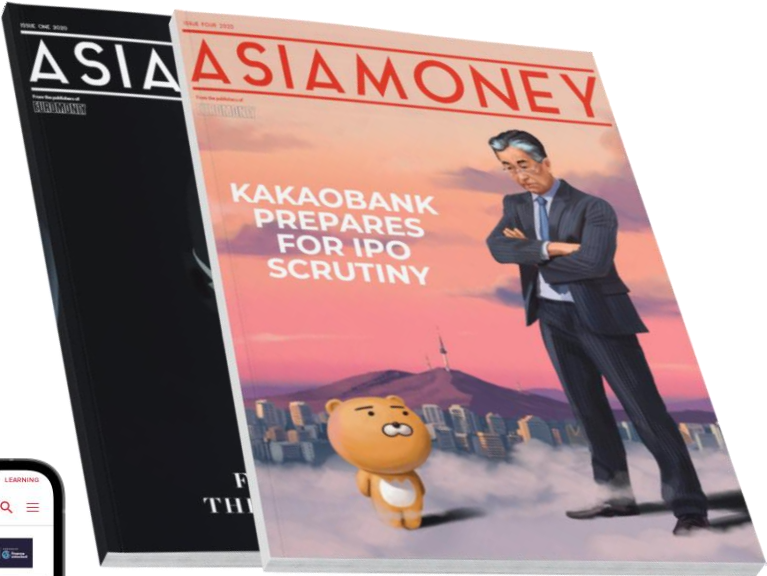
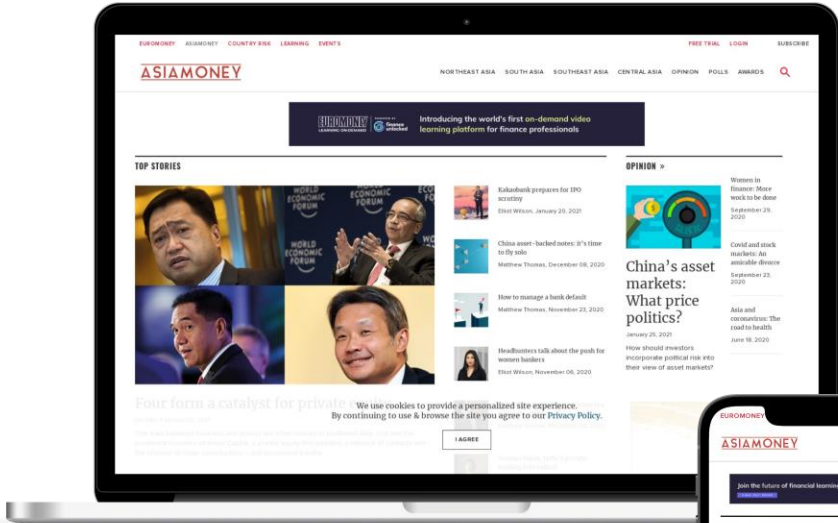
When Asiamoney speaks, the industry listens.

550+

submissions for the 2019 Asiamoney Awards and 300+ interviews with top bankers conducted by our editorial team during the research process



AUDIENCE



115,140
Avg. Monthly Page Views
(Asiamoney.com, Euromoney.com Asia-Oceania)

68,529
Avg. Monthly Users
(Asiamoney.com, Euromoney.com Asia-Pacific)

79,152
Total Combined Social Media Audience

12,025
Magazine circulation (avg)

140+
Additional distribution to selected
hotels, airports, members clubs and
government bodies

Industry Split (Print Magazine Circulation)	
Corporate	52%
Banks & Financial Institutions	32%
Investors	16%
Job Title Split (Print Magazine Circulation)	
VP/Senior Manager/Manager	26%
Head/Director of Department	26%
Specialist	18%
Managing Director	13%
C-Suite	10%
Board	4%
Other	3%
Regional Split – (Print Magazine Circulation)	
South East Asia	33%
Europe	26%
Greater China	20%
North Asia	10%
South Asia	7%
Oceania	4%

Sources: print magazine circulation, industry, job title and regional split: Asiamoney magazine controlled circulation 2019; website visitors: Google Analytics, 1 Oct 2020- 31 Jan 2021 . Social media audience: Euromoney Twitter, LinkedIn and Facebook gross followers numbers, Sept 2019; stats refer to Euromoney.com accounts on which Asiamoney content is posted. Event attendees: attendees of 2019 Asia-based conferences, awards dinners, and training courses. Award dinners and conferences are held in-line with our coverage areas and the overall delegate number may contain duplicate values.

EDITORIAL, POLLS, EVENTS & AWARDS CALENDAR (SUBJECT TO CHANGE)

ISSUE 1 MARCH		ISSUE 2 JUNE		ISSUE 3 SEPTEMBER		ISSUE 4 DECEMBER	
EDITORIAL	Asia Private Banking China’s Best Wealth Managers	Best Banks (Bangladesh, Hong Kong SAR, India , Myanmar, Pakistan, Sri Lanka, Taiwan and Uzbekistan Best Securities Houses Greater Bay Area		Best Banks (Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam)		Best Banks (Japan, Kazakhstan, Korea, Mongolia)	
POLLS	Trade Finance Poll (in association with Euromoney)			Asia’s Outstanding Companies Foreign Exchange Poll Leaders for Women Poll		Brokers Cash Management (In association with Euromoney)	
CONFERENCES		Please contact your Asiamoney representative for further information					
AWARDS	Please contact your Asiamoney representative for further information.						
INDUSTRY EVENTS	Please contact your Asiamoney representative for further information						

POLLS, DATA & INSIGHTS

Asiamoney has long been dedicated to identifying the best banks and brokers in Asia’s financial markets. Our awards and polls allow banks to benchmark themselves against their rivals – and to see how they have improved compared to previous years.

Awards

We recognise the leading banks each year in almost every country in Asia, pinpointing the best domestic bank, the best corporate and investment bank, the best foreign bank and the winners in a variety of other categories.

This is enhanced by a series of focused awards that identify the leading players in some of the most important segments of the financial markets, including China’s fast-growing private banking sector, financial technology and banks operating along the Silk Road.

Polls

We also manage a set of polls that turn directly to the people banks care most about: their clients. Our flagship **Brokers Poll** is the standard-bearer for the industry, and last year received 6,129 responses from 2,939 different institutions.

Polls for trade finance, foreign exchange, cash management, and RMB business are quickly gaining traction. In 2018, we launched **Asia’s Outstanding Companies**, recognising the corporations that have most impressed investors during the year.

Bespoke solutions

This all puts Asiamoney in a perfect position to answer a question that all banks and companies should face: what exactly do our clients think of us? We provide tailored surveys, a granular breakdown of existing data and indicators for client satisfaction across Asia’s fast-growing banking system. That data is only going to become more important as the region grows – and the difference between success and failure becomes ever more stark.

25,000+
verified responses for the
Euromoney 2019 Cash
Management survey

\$121.1 trillion
total FX consumption
represented in 2018 by the
1,966 valid responses in the
Euromoney 2019 FX Survey

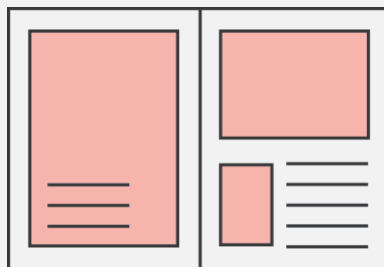
Annual Surveys			
	Polling period	Online publication	Print publication
FOREIGN EXCHANGE	Jan – Feb 2022	Jun 2022	Jun 2022
ASIA’S OUTSTANDING COMPANIES	May-Jul 2022	Sept 2022	Sept 2022
CASH MANAGEMENT	Mar – May 2022	Sept 2022	Dec 2022
BROKERS	Jun-Aug 2021	Dec 2021	Dec 2022
TRADE FINANCE	Sept – Oct 2022	Jan 2022	March 2022

DISPLAY ADVERTISING OPPORTUNITIES

Keep your brand top of mind and align your message with credible and relevant content.

We offer a range of publishing platforms in print and online, from single page adverts to campaigns of animated digital units running across several months.

Review our editorial, surveys and awards calendar on page 6 to plan your activity around key times of the year and achieve the best results from your campaigns.



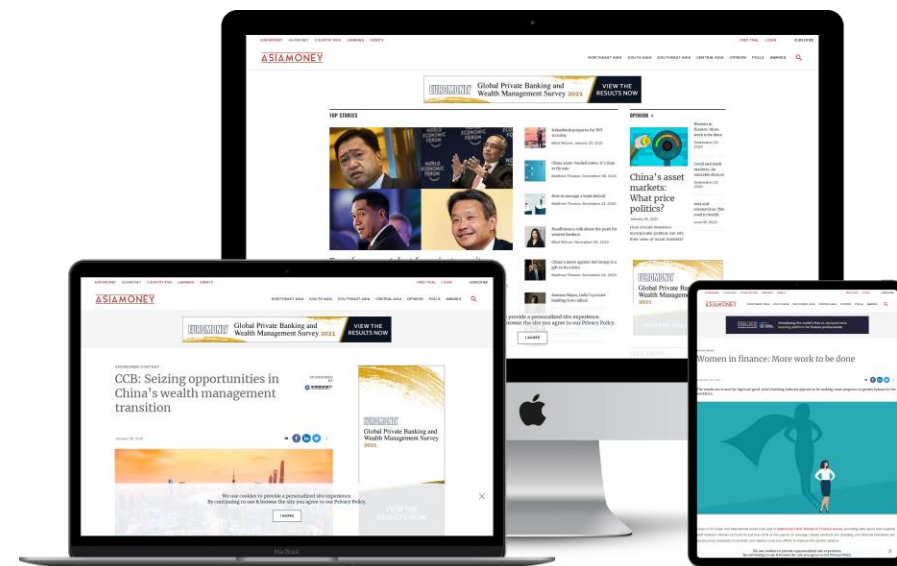
PRINT ADVERTISING

- Double page spread
- Single page
- Half page



ONLINE ADVERTISING

- Editorial channels (e.g. Transaction Services, Markets)
- Surveys & awards
- Regional targeting
- Run-of-site



AMPLIFYING YOUR AWARDS

Winning an Asiamoney award is the ultimate industry accolade.

It is also the ideal opportunity to deliver an impactful marketing campaign which optimises the impact of this endorsement among peers, prospects and clients. Promotional opportunities include:

Article Paywall Removal

Removing the paywall for the editorial write-up of your award on Asiamoney.com, to ensure it is accessible to all.

Content Amplification

Elevating the awareness of your success by producing complementary sponsored content and promoting both this and the editorial award write-up via social media and email.

Logo Image Rights

Offering access to the award or survey logo to use across your own communications such as client pitch books, website and social media.



Over 400 representatives

from 100+ banks attended the Asiamoney Awards dinners in Hong Kong SAR and Singapore in 2019

AWARD AMPLIFICATION PACKAGES

Option 1: Branding

Ensure your brand is top-of-mind by positioning your message in relevant environments:

Full page advertisement against the award announcement in Asiamoney magazine

Access to the awards or survey winner logo to use in your own communications

TOTAL \$23,800

Option 2: Content amplification

Supercharge awareness of your success through a dedicated communication campaign covering:

Full page advertisement against the award announcement in Asiamoney magazine

Access to the awards or survey winner logo to use in your own communications

Sponsored article/interview with key stakeholders in your company (1,500 words)

Dedicated promotion of the sponsored article via email and social media

For rates, please contact your sales representative



ASIAMONEY AWARDS VIDEO CITATION

The Covid-19 pandemic may have changed the way financial institutions and corporates do business but it has not decreased their importance. Now more than ever, Asiamoney is determined to recognise the firms that have led the way over the past year– even if that means changing our own approach.

We have moved away from a physical awards ceremony this year. Instead, we will offer clients tailor-made videos announcing the winning awards.

Video citation package includes:

- An explanation of why your institution was chosen by Asiamoney's awards committee
- The prominent display of your company logo
- A full license to use the video in any marketing activities
- Video will be embedded in the digital award announcement
- Physical trophies that will be delivered to your offices

Above for up to three citations and trophies – US\$14,800

- Additional trophies will be available upon request

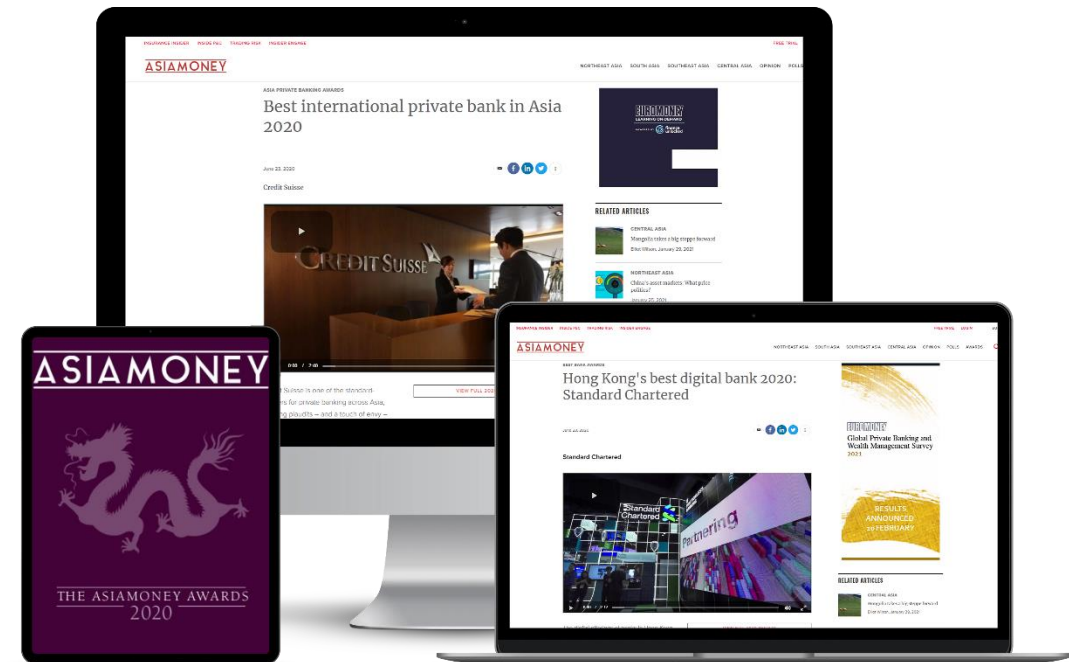
*Add-on option: social media amplification packages to 80,000 followers will be available starting from US\$19,000



Hong Kong's best digital bank
2020: Standard Chartered



Best international private bank
in Asia 2020: Credit Suisse



DISPLAY ADVERTISING RATES

PRINT ADVERTISING	Cost per insertion (rates in USD)		
Inside Magazine	x1	x3	x4
Double Page Spread	\$27,500	\$35,600	\$34,600
Full Page	\$19,000	\$17,900	\$17,400
Half Page	\$15,000	\$11,600	\$11,300
Belly Band	\$19,800	\$18,800	\$18,300
Bookmark	\$12,300	\$11,600	\$11,300
Logos			
Logo license (country level)	\$9,800		
Logo license (regional level)	\$13,500		
Cover Positions	x1	x3	x4
Inside Front Cover - Full Page	\$25,200	\$24,000	\$23,200
Inside Front Cover - Double Page	\$46,800	\$44,300	\$43,300
Inside Back Cover - Full Page	\$22,000	\$20,900	\$20,400
Inside Back Cover - Double Page	\$42,800	\$40,800	\$39,800
Outside Back Cover	\$28,000	\$26,500	\$25,500

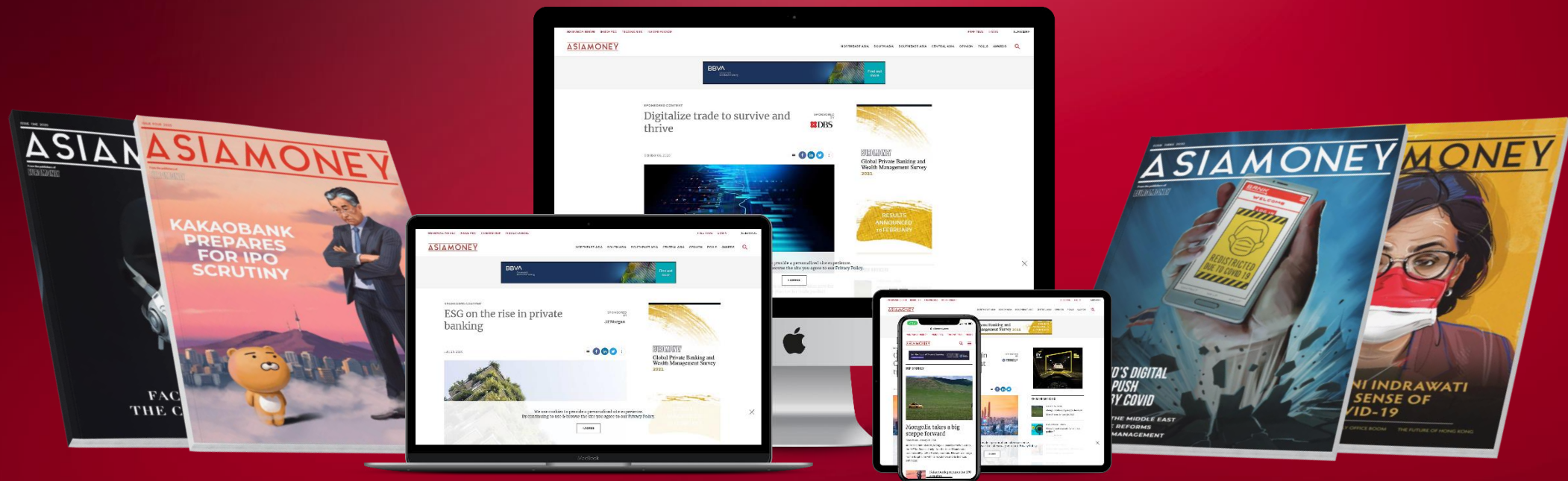
ONLINE ADVERTISING	
Exclusive placement for 1 month	
Gateway campaign	\$42,226
Homepage leaderboard	\$16,631
Homepage super-MPU	\$19,958
Homepage MPU above the fold	\$16,631
Homepage MPU below the fold	\$13,861
Paywall removal	\$5,000
Run of site	Rate for 1,000 impressions
Super MPU	\$234
Leaderboard	\$154
MPU Above The Fold	\$172
MPU Below The Fold	\$137
Geotargeted campaigns	10% loading surcharge

All rates are quoted in USD and are quoted as net cost exclusive of all taxes. 100% charge for all cancellations.

ASIAMONEY

MARKETING SERVICES

YOUR IDEAL PARTNER FOR DEVELOPING AND EXECUTING
END-TO-END CONTENT MARKETING CAMPAIGNS



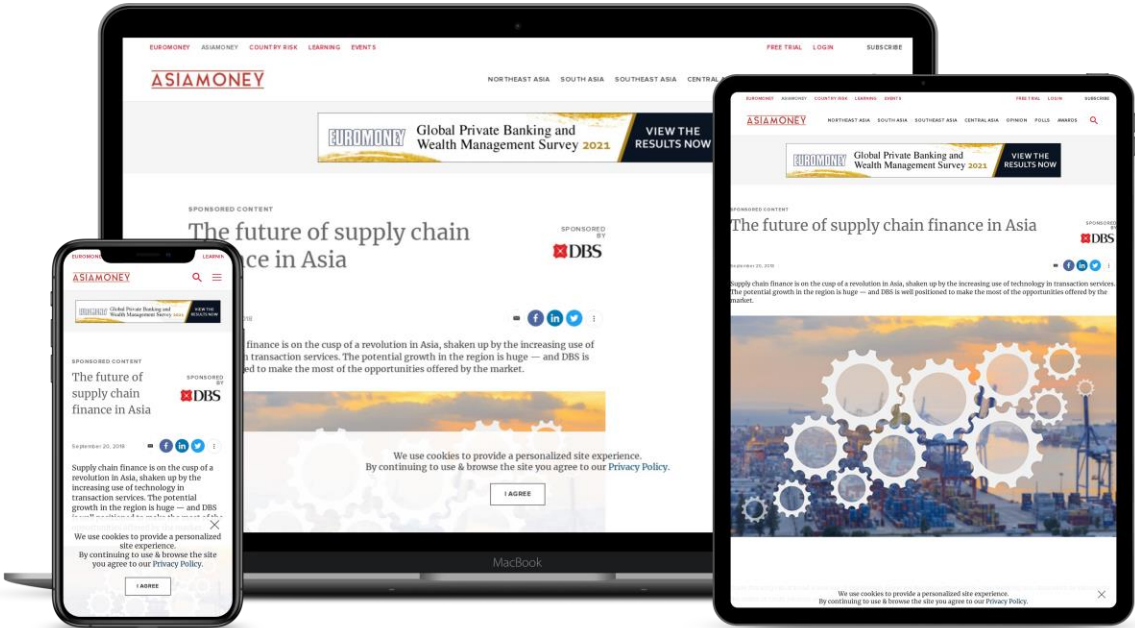
CONTENT MARKETING AND EDITORIAL PARTNERSHIPS

Asiamoney’s in-house marketing agency works with clients to help them achieve differentiation and drive business through content-driven, multi-platform campaigns.

Combining an in-depth understanding of our clients’ businesses, established editorial authority and proprietary data, we design and deliver tailored programmes that get the attention of influential banking and finance audiences.

This bespoke content includes articles, white papers, webinars and videos designed to educate and engage your target audience to drive brand awareness and targeted messaging.

Our clients include:



Articles



Whitepapers



Webinars



Videos



Social media

CONTENT MARKETING AND EDITORIAL PARTNERSHIPS

Our intimate familiarity with the global financial players, and our access to proprietary data allow us to understand what resonates with your clients and peers.

Using this knowledge, we create original content that engages them across multiple touchpoints, while also communicating your message in a credible way.

This bespoke content includes articles, white papers, webinars and videos designed to educate and engage your target audience to drive brand awareness and targeted messaging.

OUR TEAM:

- Content Strategists
- Creative Directors
- Writers
- Researchers
- Project Managers
- Event Producers
- Digital Marketers



Thought Leadership & Sponsored Editorial

- Multimedia branded content
- Conferences
- Bespoke events
- Learning programmes / educational marketing
- Amplification of award wins



Data & Strategic Insights

- Tailored analysis of Euromoney survey results
- Custom surveys, reports and whitepapers



Awareness & Recognition

- Display advertising
- Magazine inserts and cover-wraps



Networking & Lead Generation

- Awards dinners
- Conferences
- Bespoke events
- Webinars

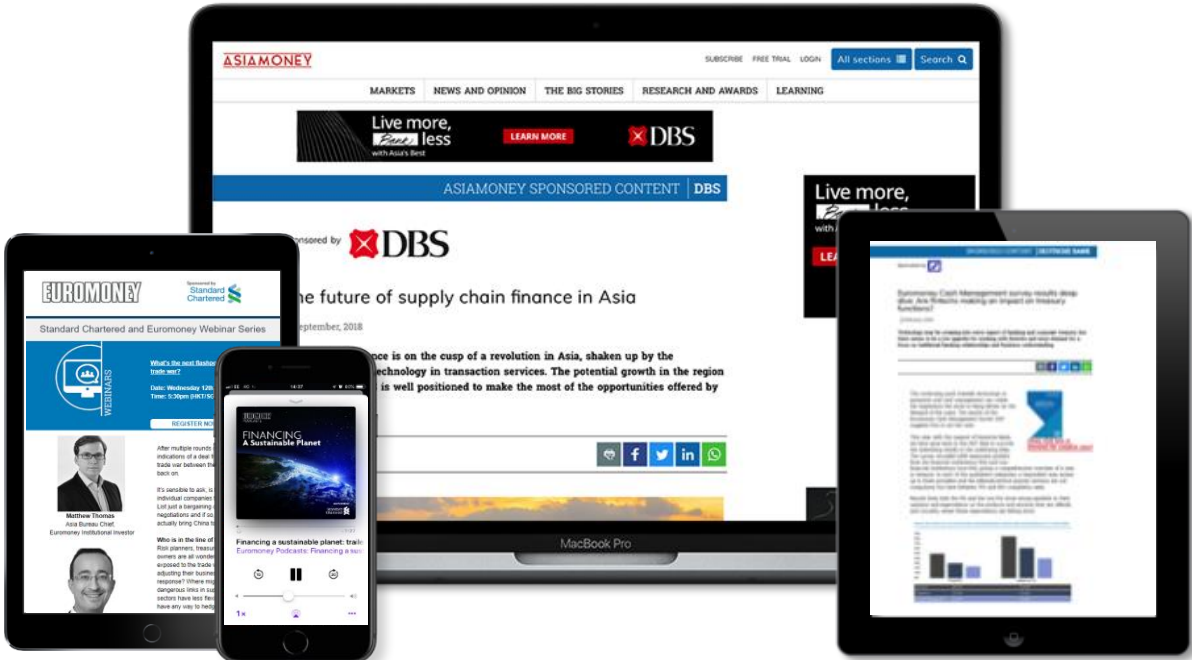
COMMERCIAL CONTENT RATES

PRINT CAMPAIGN	Cost per insertion (series)		
Sponsored article – 1 page	\$20,600 (1)	\$19,600 (2)	\$19,000 (3+)
Sponsored article – 2 page spread	\$37,900 (1)	\$35,900 (2)	\$35,000 (3+)
Roundtable write-up – 6 pages	\$54,000	-	-
Roundtable write-up – 8 pages	\$81,000	-	-

ONLINE CAMPAIGN	Cost per insertion (series)		
Sponsored article	\$20,200 (1)	\$19,200 (2)	\$18,700 (3+)

All our commercial content campaigns are bespoke, and the above rates are a guide. Please speak to one of our sales team for more detail and to explore some of the alternative formats available, such as podcasts, webinars, bespoke whitepapers, infographics and partnerships across Euromoney and Asiamoney events.

All rates are quoted in USD and are quoted as net cost exclusive of all taxes. A 10% surcharge is applicable to bookings with country specific targeting.



PARTNER PUBLICATIONS

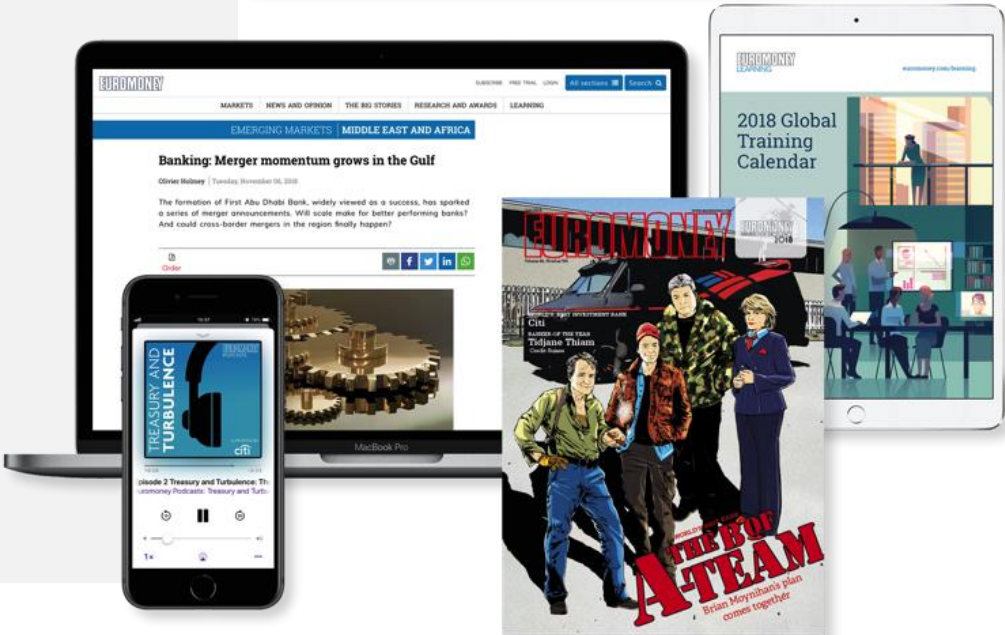
EUROMONEY

For five decades, Euromoney has been the leading magazine for the wholesale financial world. Today, our portfolio spans media brands, events, research, and training services.

The editorial team has an average of more than 20 years’ experience covering banking and financial markets. That knowledge allows us to really understand the people and institutions that drive global finance.

We have unrivalled contacts at the world’s leading banks and investment institutions. Their senior executives value the independence, depth and insight we provide into the industry.

[Euromoney.com](https://euromoney.com)



PARTNER PUBLICATIONS

GlobalCapital

GlobalCapital is the foremost information source of the international capital markets.

For over 34 years GlobalCapital has been the primary capital market's integral companion. Bankers, issuers, investors, regulators, platforms and other experts use us as their trusted voice. We challenge, question, discuss and dissect, review and report on all the most important deals and developments in the global capital markets.

globalcapital.com

412,027*

Page impressions on average per month

158,677*

Overall users per month

18.8k+*

Combined LinkedIn & Twitter followers



PARTNER PUBLICATIONS



Part of the *GlobalCapital* family, *GlobalMarkets* is the newspaper of record for multilateral meetings including EBRD Annual Meetings and the IMF/World Bank Annual Meetings.

globalcapital.com/globalmarkets

SPECIAL DAILY EDITION WORLD BANK/JIM

BALL, SUNDAY OCTOBER 14, 2018

PREVIOUSLY KNOWN AS EMERGING MARKETS

Global Markets

MARKETS | DEVELOPMENT | ECONOMY WWW.GLOBALCAPITAL.COM/GLOBALMARKETS

NEWS

Elk prep defences for 'crazy' Fed
Inflation roars its way ahead
Out of the Woods
Africa debt floars
Oxfam fired by World Bank workplace vision
Learn on me, MDCs tell Turkey
Philippines aims to keep growth on track
Go-kick in a pot and a bike to Asian giant
Lafayette made state debt
Seeking shelter from climate change

Uncle Sam's Belt & US throws down gauntlet to China

By Jackie Horne and Rashmi Kumar

The United States is shaking up its development finance model to issue a direct challenge to China's use of economic power to underpin its growing ascendancy on the world stage.

David Boligian, executive vice president of ENDA Development finance agency Overseas Private Investment Corp (OPIC), told GlobalMarkets that the fundable, build, rent and reorganization would revitalize the modern equivalent of the 20th-century Marshall Plan, which financed Europe's reconstruction after World War I.

What's revolutionary will be the private sector, development finance agencies and governments all working together on a scale the world has never seen."

heavily levered. The US financial experts see a shift in the global economic landscape, with emerging markets becoming a more significant part of the world economy. This shift is driven by the need for infrastructure investment and the growing importance of the private sector in development finance.

Leaders in Middle East Banking and Finance

Leaders in Middle East Banking and Finance

Europe's push

Companies must learn to collaborate to shelter from climate change

The EU's new climate change legislation, which requires companies to disclose climate change risks, is a significant step towards addressing the challenges posed by climate change. Companies must learn to collaborate to shelter from climate change.

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FINAL WORD

Dr Gauthier Bruniing
Page 27

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ASIAMONEY

We deliver strong results for our partners through a simple formula: engaging and expert content, proprietary data and targeted multi-channel distribution.

For more information about partnership opportunities, please get in touch.

MeeLing.Lee@euromoneyasia.com

