

# Synopsis

## QUESTIONS FOR 20/20 MAGAZINE PROPER

### INVESTMENTS:

- 1) I only have a modest income, how do I decide whether I can afford to invest?
- 2) I've inherited a lump sum of £1 million, how can I decide what to do with it?
- 3) I want to invest a small amount regularly. What are my choices?
- 4) Should I restrict myself to investing in companies close to home, or should I try some exotic investments?
- 5) I would like to earn a regular income from a lump sum of £1 million that I have available. How can I do that?
- 6) How do you think the investment markets will perform over the next year or so?
- 7) Equities or bonds? Where should I invest?
- 8) Is it worth investing in art or other collectables?
- 9) Should I be putting some money into so-called alternative investments?
- 10) Is gold a good investment?
- 11) What about investing in jewellery?
- 12) What about an investment in stamps?
- 13) I want to invest in something which is more interesting than a bank deposit, can you suggest something?
- 14) What is the benefit of using an Independent Financial Adviser?
- 15) What kind of car can I buy for up to £30,000?
- 16) Is it worth saving now that interest rates are so low?
- 17) My son has just been born and I want to try and make sure he has a secure financial future. What are my options?
- 18) With all the talk about new taxes and increased taxes, is there anything I can do now that will help my tax position in the future?
- 19) I want to buy a new car. What are my finance options?

### PROPERTY:

- 20) What improvements would add the most value to my house?
- 21) What is the best way to provide for my retirement - property or a pension?
- 22) I see loads of different kinds of mortgages advertised in the national newspapers. Why can't I get them here?
- 23) Should I be on a fixed rate or variable rate mortgage?
- 24) I'm still unclear whether an endowment mortgage is a good bet or not. Can you help me?
- 25) Nearly every week there is an exhibition of overseas property. Is it a good investment?
- 26) Where are the best places to invest overseas?
- 27) What are the potential pitfalls of investing in a foreign country?

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## **WHAT MAKES YOU DIFFERENT FROM THE COMPETITION?**

Finance Publications is producing its annual magazine again this year and it will be distributed prior to the Christmas period. Called 20/20, it will be a full colour, high quality 100 page publication devoted entirely to personal finance and related subjects. Distributed to every household in Jersey in December 2011, it will provide a unique opportunity to reach the widest possible audience with a publication concentrating on a vitally important subject which is rarely covered in depth by other local media.

Following the success of previous editions, we are expanding the coverage of 20/20 to include products and services offered by businesses not directly related to the finance industry. Under the heading - What makes us different to the competition? - we will feature lesser known businesses who feel that they offer a superior service or product. It gives advertisers an opportunity to describe why readers should deal with them.

Each advertiser will be guaranteed a solus position in each business category so your competitors will not be included. You have the option of a half page editorial explaining why you are different from your competitors and a half page advertisement, or you can opt for a full page advertisement or a paid-for full page advertorial.

In addition, apart from the widest possible distribution in Jersey, 20/20 magazine is also uploaded onto our website where it can be accessed by a much wider audience.

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## GOING GREEN

Finance Publications is producing its annual magazine again this year which will be distributed prior to the Christmas period. 20/20, is a full colour, high quality 80 page publication devoted to personal finance and related subjects. Distributed to every household in Jersey by the Post Office in December 2011, it provides a unique opportunity to reach the widest possible audience with a publication concentrating on a vitally important subject which is rarely covered in depth by other local media.

With a new Island Plan pending, Islanders are becoming ever more conscious of their environmental responsibilities, so 20/20 Magazine will investigate three broad areas:

- \* **What can the Island do to help protect the environment?**
- \* **What can individuals do?**
- \* **What can employers do?**

We will look at the draft Island Plan in depth as well as energy use and conservation, the sustainable transport policy, waste and recycling, preventing pollution and sustainable development.

For £1,250 each advertiser will be guaranteed a solus position in each business category so your competitors will not be included. You have the option of a half page editorial explaining your services and a half page advertisement, or you can opt for a full page advertisement or a paid-for full page advertorial.

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