

# FINANCE PUBLICATIONS OFFSHORE

THE DEFINITIVE GUIDE TO THE OFFSHORE FINANCE INDUSTRY

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2009

20/20 RATECARD

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 80 page publication devoted entirely to personal finance and related subjects. Distributed to every household in Jersey the first week of November 2009, 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.

While the UK press is full of personal finance information and advice, much of this is irrelevant or even misleading for Jersey residents, so we at Finance Publications believe that Jersey readers need a well researched local finance publication designed for a local audience.

2020 Magazine will seek to answer in an informative but lively way, the most important questions faced by Islanders looking to make the most of their hard-earned money.

Advertisers will be given the opportunity to provide the answer to a question in the area in which they choose to advertise, and this will ensure them exclusive coverage in that particular subject.

For just £2,000 advertisers will receive a full page colour advertisement adjacent to their editorial which should be no more than 700 words long and include a picture of the author. The cover positions and the centre spread sell very quickly, but we would be pleased to discuss your requirements.

Loose leaf inserts are also available upon request.

All editorial and advertisements will need to be with us by **Friday 18th September, 2009.**

Full  
Page  
Advert

**MECHANICAL DETAILS:**

**Trim Size:** 297mm x 200mm. **Type area** 272mm x 180mm

**Bleed:** Allow 3mm all round for bleed.

**SCREEN RULING:** Mono 120 - 133 Colour 150 - 175.

£2,000 for a Full Page Advert & one page of editorial.