

FINANCE PUBLICATIONS OFFSHORE

THE DEFINITIVE GUIDE TO THE OFFSHORE FINANCE INDUSTRY

Address:

PO Box 726, Greencliffe,
St. Helier, Jersey,
Channel Islands.
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Telephone:

+44 (0)1534 859006

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+44 (0)1534 853927

Website:

www.financeoffshore.com

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2010

MAGAZINE PROPER

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 84 page publication devoted entirely to personal finance and related subjects. Distributed to every household in Jersey the first week of December 2010, 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.

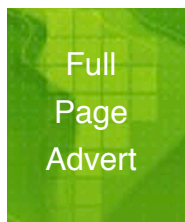
2020 Magazine will seek to answer in an informative but lively way, the most important questions faced by Islanders looking to make the most of their hard-earned money.

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, 12th November, 2010.**



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.

20/20 RATECARD

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GOING GREEN

2010

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 the first week of December 2010, 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 2020 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 £1,000 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.

In addition, apart from the widest possible distribution in Jersey, 2020 magazine is also uploaded onto our website where it can be accessed by a much wider audience.

Copy deadline: Friday 5th November, 2010.

Full
Page
Advert

FULL PAGE MECHANICAL DETAILS:

Trim Size: 297mm x 200mm. **Type area** 272mm x 180mm
SCREEN RULING: Mono 120 - 133 Colour 150 - 175.

Bleed: Allow 3mm all round for bleed.

Half
Page
Advert

HALF PAGE MECHANICAL DETAILS:

Portrait Advert : **Type area** 277mm x 90mm
Landscape Advert : **Type area** 170mm x 180mm

Bleed: Allow 3mm all round for bleed.

20/20 RATECARD

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WHAT MAKES YOU DIFFERENT FROM THE COMPETITION?

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Following the success of previous editions, we are expanding the coverage of 2020 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.

Copy deadline: Friday 5th November, 2010.

Full
Page
Advert

FULL PAGE MECHANICAL DETAILS:

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