

FS

Financial Solutions

The official publication of the
Personal Finance Society

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Fast track your
message to 29,000
financial planning
professionals

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Convince our Chartered members

Chartered Financial Planners are widely recognised as having reached the pinnacle of the advisory profession, having passed a suite of professional, degree level qualifications. We have 2,122 Chartered Financial Planners who represent the elite of UK advisers.

2011 Media Information



Persuade our professionals

87% of PFS members hold professional qualifications and work as financial planners or in roles supporting the provision of professional financial advice.

Sway our students

12% of members are currently studying towards professional qualifications. They represent the future of the advisory profession.

Standards | Professionalism | Trust

The Personal Finance Society





Financial Solutions being the publication of the Personal Finance Society has a unique position in the market. With the Retail Distribution Review in full flow advisers will be interested in the topical information provided more than ever boosting readership and engagement with PFS members.

George Andrew
Head of Market Relations
Scottish Widows

About The Personal Finance Society

The Personal Finance Society (PFS) is the UK's leading professional body for financial planners and those in supporting roles. It is focused on engendering consumer trust in financial advice by setting standards and increasing professionalism. The PFS is active and influential in driving the professionalism agenda on behalf of its 29,000 members. It is not-for-profit and is independent of regulators and industry trade associations.

The PFS was created in 2005 as a result of a merger between the Society of Financial Advisers (SOFA) and the Life Insurance Association (LIA). It is part of the Chartered Institute Group (CII), a world renowned provider of professional financial services qualifications. The CII has been at the forefront of setting professional standards for over a century and now has 98,000 members or affiliates in 150 countries. Royal Charters are granted by the sovereign on the advice of the Privy Council and are normally reserved for bodies that work in the public interest and which can demonstrate pre-eminence, stability and permanence in their particular field.

Financial Solutions Magazine

Financial Solutions is the official magazine of the PFS. It has high levels of awareness among members and is a valued member benefit. It is a key communication tool for the PFS to deliver news and technical features to members. It is low on time sensitive content and tends to inhabit the briefcase for several weeks.

With a membership representing a significant proportion of the advisory profession it is an invaluable tool for those promoting products, services and brand messages. A "little known gem", ideal as a tailored stand-alone and essential as part of a wider campaign.

Financial Solutions is mailed bi-monthly to the entire 29,000 membership, together with key opinion leaders and other stakeholders salient to the financial advisory profession. Back issues are available to view online via www.thepfs.org



With the imminent changes in the market due to the Retail Distribution Review the well respected FS magazine is able to provide its 29,000 readership with invaluable news, insightful interviews and in-depth technical features. It is a must read for all financial planners.

Katrina Baugh
Editor, Professional Adviser
& IFAOnline

The readership

PFS members overwhelmingly support the PFS's ambitions to raise the status and professionalism of financial advice, are proud to be associated with the highest levels of professionalism and happily commit to a Code of Ethics.

Membership of the PFS is diverse, ranging from vastly experienced Chartered financial planners, widely recognised as the pinnacle of the profession, to graduates new to the profession. Around 80% of members are directly involved with the provision of financial advice, with the balance supporting the advice process as paraplanners and researchers or are employed in a technical capacity by product providers.

Each edition contains information on issues currently facing financial advisers including:

- Investment
- Pensions & annuities
- Mortgages
- Equity release
- Tax planning & mitigation
- Protection
- Marketing
- Professional and business development



The FS Xpress

The FS Xpress is our popular monthly e-newsletter that is sent out exclusively to every member, highlighting PFS and regulatory news, key technical updates, hot topics and important events in the industry and reaches approximately 20,000 members.





Rate card

We offer a range of opportunities to help you communicate with your potential customers in the most effective way possible.

Display	1 issue	3 issues	6 issues
Double page spread	£6,000		
Full page	£2,500	£2,250	£2,000
Half page	£1,500	£1,350	£1,200
Quarter page/Strip	£750	£675	£600
Special premium cover position Inside front, outside back or inside back	£3,000		
Loose inserts			
Per 1,000 up to 10g (contact us for weights over 10g)			£115
Sponsorship			
Sponsorship/Advertorial prices on application			
FS Xpress Newsletter			
One off strip on Xpress e-newsletter			£1,000
Strip advert on Xpress email banner and full page in magazine			£3,600

Technical specification (mm)

Double page spread	Whole page	Half page
Trim Size: 420 x 297	Trim Size: 210 x 297	Trim Size: 210 x 148
Type Area: 396 x 273	Type Area: 186 x 273	Type Area: 183 x 131
Bleed Size: 426 x 303	Bleed Size: 216 x 303	Bleed Size: 213 x 151

Technical details

All advertisement must be supplied as high resolution print ready pdf files. Images should be placed as CMYK eps, tiff or jpeg files at a resolution of 300 dpi at actual size, NOT gif or RGB

Registration: Bleed, Symetric = 3mm, Offset = 6pt

Please note: Any additional work carried out on behalf of an advertiser will be charged. If you wish us to design an advert for you please call us to discuss further.

2011 artwork copy deadlines:

January / February edition	14 January 2011
March / April edition	18 March 2011
May / June edition	13 May 2011
July / August edition	15 July 2011
September / October edition	16 September 2011
November / December edition	11 November 2011

Contacts

To place your advert and for editorial information contact the editor Michelle Worvell on 0207 417 4763 or michelle.worvell@cii.co.uk

All details in this document are correct at time of going to print but may be subject to change.

All of the above quoted costs exclude VAT.

The advertising costs stated are subject to the supply of digitally supplied/camera ready artwork.

www.thepfs.org
www.findanadviser.org