

For People Development and People Regulation Personnel  
within Financial Services

**T-NEWS**

COMPETENCE • EXPERTISE • PROFESSIONALISM

# Marketing Guide

**A comprehensive solution for marketing to people  
development and people regulation professionals**

(incorporates Advert Specifications)

T-CNews

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## A Brief Introduction

People regulation of the UK Financial Services sector started in earnest in the early 1990's. T-CNews is a quarterly magazine that has been published since 1996 and has over the years developed a readership and following that is loyal, professional and influential within the UK financial services sector. Originally published in monochrome we now produce a high quality colour magazine in hard,PDF and web blog format. T-CNews is the only independent magazine dedicated to people development and people regulation personnel within the UK financial services sector. Our aim is to provide our readership with sufficient independent information to make informed decisions about regulation, training, development and assessment needs of their organisation. It is aimed at personnel who work within people development or people aspects of regulation or provide services to such people.

In 2017 we further developed our online presence [www.t-cnews.com](http://www.t-cnews.com). As well as being the vehicle to distribute our magazine electronically our web site provides a platform for suppliers of products and services to financial services companies to showcase their expertise to both our readership and wider database.

## Who writes for us?

Those who demonstrate expertise in their field are most welcome to submit articles for inclusion in our magazine. Over the years we have received regular articles from the Regulator, Trade Bodies, Accredited Bodies (such as CII and CISI) and firms and individuals who provide specialist expertise in their field. This has helped create a reputation of being an authoritative source of information within the UK financial service sector. Our articles are broken down into 5 different categories:

- Regulatory General
- Regulatory Specialist
- Industry Focus
- People Development
- Opinion and Insight

Writing articles is a great way for you or your firm to demonstrate your expertise in your area. We do not pay for articles or charge for their inclusion. We do operate a strict set of **Editorial Guidelines** that can be downloaded from our web site. We do offer access to a comprehensive range of marketing tools that enable you to create a continuous presence with our readership and database. However, you do not have to make use of these should you wish to write an article for us or vice versa. If you do write for us and choose to make use of our marketing tools you will be offered substantial discounts via our **Writers' Discount** scheme.

## Who reads the magazine and visits our website?

Circulation of T-CNews includes all major UK financial services organisations as well as many smaller companies, equally affected by the impact of regulation. Readership comprises Senior Managers who have specific responsibilities within their organisations for Competence (SMF/SIFs), Senior Managers, Managers including T&C Managers, Training Managers, Compliance Managers, Customer Service and Sales Managers. Readership also includes Consultants, Advisers, Trainers, Learning & Development Personnel and People Development Personnel

We currently distribute just over 1850 copies of T-CNews across 1324 firms.

The breakdown of 1850 copies is 17.2% Product providers, 37.8% Intermediaries (including mortgage and GI), 17.5% Banks (including investment houses), 15.5% Building Societies, 6.0% Commercial and 6.0% Other.

We would estimate that the readership levels are at least twice the circulation level. The breakdown by 1324 firms is 3.9% Product providers, 67% Intermediaries, 3.2% Banks, 7.1% Building Societies, 11.2% Commercial and 7.6% Other.

Our database has been built up over many years and is actively managed to ensure that remains up to date. It currently comprises over 6000 contacts. The breakdown of these contacts is as follows

7.0% Product providers, 56% Intermediaries 9.0% Banks, 7.0% Building Societies, 9.0% Commercial and 12.0% Other.

## The Individual Marketing Components

### How we create the complete marketing solution

We offer opportunities to both writers and non writers. Those who choose to write for us will be offered substantial discounts via our Writers' Discount scheme. Our approach is to provide you with a range of tools combined with an active management approach that creates the opportunity for you to promote your expertise, company, product, service or events to our readership and database. The drip-fed approach provides a regular reminder to our readership/database about the expertise and opportunities that are on hand. This in turn raises your brand awareness and improves lead generation results.

Those who choose to use our marketing tools will receive a statement each month that summarises the tools that have been used and how many changes/unused elements remain. This supports our approach that encourages an active management philosophy. Existing advertisers are contacted at the start of each quarter inviting articles to be written with a selection of subject matters to choose from. If you are under the writers discount scheme you will be expected to submit at least 2 articles during a 12 month period for inclusion in our magazine. You do not have to submit an article each quarter.

Magazine articles that are approved through the editorial process are included in both hard and electronic versions of the magazine. Other articles can be submitted at any time for inclusion in our blog. Any articles submitted do not qualify as counting articles under the writers' discount scheme.

We are happy to provide a copy of any article that you write for T-CNews in PDF format should you wish to either upload this to your own web site or send a copy to your own client base to stimulate discussions with them leading to possible new business opportunities.

T-CNews also operates a **T&C Group** on **Linked in**. Our editor can be followed on **Twitter**. You are welcome to submit discussions or contribute to existing ones. This provides a further route to demonstrate your expertise. As well as opportunities for writing for us we offer access to a range of marketing tools. These are described overleaf. The tools can be used in any combination to create a flexible package that suits your specific needs.

By combining the hard copy, electronic copy and blog versions of the quarterly magazine we can offer a comprehensive media platform to market your company products or services to individuals within the people development and people regulation arena of financial services. We actively promote both our magazine and web site through our database, blog and linked in group. Our email database provides extensive access to appropriate decision makers and budget controllers within the sector who are responsible for the competence of personnel.

## Magazine Adverts

### Magazine Advert in T-C News

In the hard copy of the magazine and PDF version adverts can be one eighth, one quarter, one half (vertical or horizontal) or full page. Adverts can be placed for single or multiple editions and will be included in both hard and PDF versions of the magazine. If you advertise in the hard copy and PDF versions of the magazine you will also be entitled to make use of adverts in the blog version. Adverts that appear in the blog version of the magazine must follow the fixed specification of an ad block. Discounts apply for multiple edition placements. Adverts can be changed each quarter. **Substantial discounts are available if you participate in our writers discount scheme.** The magazine is published in January, April, July and October. Please see our separate **Advert Specification** document to cover technical details of advert sizes and acceptable formats.

## Ad Blocks

### Search Results Display Adverts (SRDAs)

The right hand column of the web blog version is open for advertisers. There are three different levels at which an Ad Block can appear - Home, Sector and Individual Article. Each advertiser in the hard copy of the magazine is entitled to use Ad Blocks - The bigger the advert in the more Ad Blocks are available. Advertisers can purchase additional Ad Blocks or choose to advertise in the blog version only.

## Supplier Directory Listing

List details about your company in our directory. You are able to include details about your company and the services you provide. We are happy to include your company logo alongside your listing. Listings are provided free of charge to magazine advertisers who commit to a 12 month package.

## Events Calendar Listing

Tell people about open courses and workshops that you run. You are able to include details of your event, who should attend and what the objectives are as well as how to find out more details/book a place. Entries are provided free of charge to magazine advertisers who commit to a 12 month package. There is also a facility to promote a one off event within the calendar.

## Learning Solution Listing

Entries are specifically to help you promote any products or ebased solutions you offer. Each entry provide details about your solution and how to find out more details and buy.

## Monthly CPD Notification

At the beginning of each month we issue an alert to our database providing high level details of events running in one months time as well as other products and solutions available.

## **E-Marketing**

There are two forms of email alert.

### **Full Email Alert**

The first is a service is sending your message exclusively to our database. Our database has over 6000 contact names. This service does not have a limit on the number of words that you can use. Your message is constructed using a mixture of fonts and colours as required. We can include logos, but cannot include attachments or pictures. Corporate firewalls are not keen on letting through such items. Please see our Advert Specification document for further details of acceptable formats. Your email can also include hyperlinks to your own web pages or email. In order to be most effective your e-mail alert should be concise with a clear benefit as to the product or service you are promoting. We are happy to provide support for you in constructing your message. Emails can be booked up to a year in advance on a first come first served basis. .

We are happy to provide information regarding the open rate and click through rate of any full email alert issued. We cannot provide details of specific companies or individuals that showed an interest in the email issued.

### **Email Digest Service**

On the second and fourth Thursday of each month we will issue a digest of current offers to our database. Unlike the full email alert there is a restriction – a maximum of 150 words is permitted. (This includes contact details) Your entry will appear in the digest. It is normally populated on a first come first serve basis that governs where the ad will appear in the digest.

We regularly receive feedback of how e-mail alerts pay for themselves many times over based on the business that has resulted. At T-CNews we spend many hours each week managing our database – constantly adding new names, amending contacts etc to ensure that you benefit from a targeted and accurate emarketing

## T-CNews Rate Card

### MAGAZINE ADVERTS

Size	1 Edition	2 Editions	3 Editions	4 Editions
1/8th	136	204	272	340
1/4	270	405	540	675
1/2	540	810	1080	1350
Full Page	1080	1620	2160	2700
Cover Page	1280	1920	2560	3200

Please see our Advert Specification for size and format of accepted adverts

All magazine advertisers who commit to a 12 month contract are entitled to 12 months free access to the Suppliers Directory, Events Calendar and Learning Solution Tab

### AD BLOCKS - Individual Level

Number	1 Edition	2 Editions	3 Editions	4 Editions
1	102	153	204	255
2	203	304	405	506
3	405	608	810	1013
4	810	1215	1620	2400

Advertisers who advertise in the hard copy and PDF versions of the magazine will receive the following Ad Block allowances as part of their package

1/8th, 1/4 and 1/2 page advertisers will receive 1 Ad Block at article level

Full page and cover advertisers will receive 2 Ad Blocks at article level

1/2, full page and cover advertisers will receive 1 Ad Block at Sector Level

Cover page advertisers will receive 1 Ad Block at Home level

### AD BLOCKS - Sector and Home Level

Type/Number	1	2	3	4
Sector	540	810	1080	1350
Home	1080	1620	2160	3200

Sector advertisers will be entitled to 2 Ad Blocks at Individual Level.

Home advertisers will be entitled to 1 Sector Ad Block and 4 Ad Blocks at Individual Level

## EMAIL ALERTS

Type/ Number	1	2	3	4	5
DIGEST	100	190	270	340	400
FULL	250	475	675	850	1000

Digests are issued on the 2nd and 4th Thursday of each month.

Digests are limited to 150 words plus one URL

Both types of email alerts are limited to using a small company logo and no other pictures or graphics.

T-CNews will not issue more than 3 email alerts per week under any circumstances.

All email alerts must be used within 12 months of the date of purchased or forfeited

Email alerts can be booked up to one year in advance on a first come first served basis

Email alerts are issued to our database of contacts. Basic open rates and CTR can be supplied if required.

## WRITERS DISCOUNT

When you commit to a 12 month contract and agree to supply 2 articles during this 12 month period we will reduce the prices by 40% and give you free access to the suppliers' directory, events calendar and learning solution listings

**40% DISCOUNT**

## SUPPLIERS DIRECTORY, EVENTS CALENDAR & LEARNING SOLUTIONS(12MONTHS)

	Non Writer
Suppliers Directory	95
Events Calendar	150
Learning Solutions	150
ONE OFF ENTRY in events or learning solutions	25

Please see our Advert Specification for size and format of accepted adverts

All the above prices are in £sterling and are subject to VAT at the current rate  
Contracts for 6 months or more can be paid by instalments by arrangement.



## T-CNews Advertising Specification

The following information is provided to allow advertisers to format their advertising in an acceptable way for publication & print.

### Advertisement Size

#### Covers-Inside /Out Full Page

(Printed to edge full bleed) 303mm x 216mm (3mm bleed)

#### Inside Full Page (Without Bleed)

210mm width x 297mm height

#### Inside Full Page (With Bleed)

Bleed area 216mm width x 303mm height (3mm bleed)

Print area 210mm width x 297mm height

#### Inside ½ Page Landscape (Without Bleed)

175mm x 125mm

#### Inside ½ Page Landscape (With Bleed)

Full Bleed area 185mm width x 130mm height (3mm bleed)

Print area 210mm width x 142mm height

#### Inside ½ Page Portrait (Without Bleed)

85mm width x 272mm height

#### Inside ½ Page Portrait (With Bleed)

Bleed area 100mm width x 303mm height (3mm bleed)

Print area 97mm width x 297mm height

#### Inside Quarter Page

85mm width x 130mm height

#### Inside 1/8<sup>th</sup> Page

85mm width x 62.5mm height

### Format

Please provide your copy in the following format

Adobe **Press or High Quality** PDF (.pdf) – These are settings within Adobe. CMYK colour format (4 Plates) do not include spot colours (we will do a colour check and revert them to be within the CMYK spectrum).

Jpeg or Tif only if you can not do PDF (300dpi) – CMYK colour format

Files can be sent to us on CD or by E-Mail

### Other requirements

We are looking for adverts to use professional looking photos where possible (no cartoons).

We also suggest that adverts should not be overloaded with words – simplistic wording and white space has more effect than too much information.



## **Ad Block**

This must be 300 pixels wide x 350 pixels high at 72 dpi

## **Email Alerts**

These must be submitted as a word document.

No tables or bulleted lists

No opt out clauses or unsubscribe information

No pictures

Small company logo permitted

Alternatively can be submitted as a formatted HTML with no opt out or unsubscribe information.

Maximum width of HTML document 600 pixels. Images must be coded to be sourced from your own web site.