

**For People Development and People Regulation Personnel
within Financial Services**

T-C NEWS

COMPETENCE • EXPERTISE • PROFESSIONALISM

Marketing Guide

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

(incorporates Advert Specifications)

T-C News

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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 PDF and web blog format. We stopped producing hard copies in late 2019 following the adoption of our environmental policy.

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.

T-CNews is free to access including the PDF version of the magazine. We depend on securing deals with sponsors and advertisers to ensure we can continue the distribution of the content.

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 6 different categories:

- SM&CR
- 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 benefit from additional marketing support through SEO, Social Media promotion, Article positioning and email marketing.

Who reads the magazine and visits our website?

T-CNews is read by people working for all categories of firms operating within the UK financial services sector. This includes Banks, Building Societies, Investment Banks, Insurers, Insurance Broker, Mortgage Brokers, Product Providers, Intermediaries, Credit Firms and Claims Management Companies. We also have many consultancies and service providers accessing the content.

The profile of the people that read the content are Senior Management Functions, Training & Development Personnel, Compliance staff, Training & Competence people and others whose responsibilities include people aspects of regulation and people development including the Certification Regime and Code of Conduct.

In broad terms we have approximately 2400 regular visitors to the site with others who visit to access the free content.

T-CNews Rate Card

PDF MAGAZINE ADVERTS - 4 editions over 12 months

Size	
1/8th	100
1/4	200
1/2	400
Full Page	800

Please see our Advert Specification for size and format of accepted adverts (End of this pack)

AD BLOCKS - Individual Level

Individual AdBlock 50

Individual AdBlocks will be displayed alongside your chosen article

Adblocks cannot be moved across articles

Adblocks can be display style or video

The same advert can be used against another article subject to a new charge

AD BLOCKS - Sector and Home Level

	3m	6m	9m	12m
Type/Duration				
Sector	100	175	240	300
Home	300	500	675	800

SPONSORS PACKAGE 12 months 1200

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.**



Artwork specifications

Please supply finished artwork to the sizes detailed.

With the exception of full-bleed full-page material, please supply with no trim or bleed marks. Please do not include key-lines unless integral to the design.

Ideally material should be supplied PDF format. Please output using either the High-Quality Print or Press-Quality pre-sets.

CMYK colours only – if spot colours are included within the material for house-style purposes, these will be converted to CMYK during production.

Please embed/subset all fonts, or if this not possible owing to licensing constraints, convert all type-matter to outlines prior to output.

Other acceptable formats are JPG, PNG, TIF, Photoshop PSD, Illustrator AI.

For these formats please ensure that any images are at a minimum of 240dpi. Best case is for images to be 300dpi.

We regret that we are unable to process material supplied in native publishing applications such as Quark Express, Apple Pages, iStudio Publisher, Microsoft Publisher, Corel Draw

Advertisement sizes

Full page, full bleed

210mm x 297mm print area.

Allow 3mm bleed on all sides. Bleed area 216mm x 303mm

Full-page

176mm x 262mm

Half-page portrait

85mm x 262mm

Half-page landscape

176mm 128mm

Quarter-page portrait

58mm x 128mm

Eighth-page landscape

85mm x 61mm

Ad Block

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

Eighth-page landscape

85mm x 61mm

Quarter-page portrait

85mm x 128mm

Half-page landscape

176mm x 128mm

Half-page portrait

85mm x 262mm



Full-page

176mm x 262mm



Full-page full bleed

210mm x 297mm print area

Allow 3mm bleed on all sides.

Bleed area 216mm x 303mm