

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

12A Gourlay's Wynd

Duns

TD11 3AZ

01361 315 003

[editor@t-cnews.com](mailto:editor@t-cnews.com)

[www.t-cnews.com](http://www.t-cnews.com)

## 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:

- Consumer Duty
- 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.

## Become a Sponsor

As a sponsor you support the work that we do and re-inforce your presence in the financial services sector as a key provider of products and services. In return for your sponsorship we provide multiple, regular opportunities for you to keep our readers up to date with your developments, news and promotions. We offer a choice of sponsors packages as follows:

### SILVER PACKAGE

- *Submit content for inclusion in Sponsors' News page on the web site at any time. You can submit 2 posts each month. Each post is restricted to a max of 120 words. Posts can also contain links to your chosen web page. You can promote access to your products and services or your own publications.*
- *We include a link on our home page and all sector levels pages to the Sponsors' News page encouraging people to visit the page.*
- *In addition we distribute an email to our database covering Sponsors' News content bi - monthly (twice a month).*
- *We include your company logo on the Sponsors' News page with a link to your chosen web page so you are featured even when you do not supply any posts.*

### GOLD PACKAGE

As per silver package plus the following:

- *You are not restricted to 2 posts each month to include on the Sponsors' News page*
- *Your logo and link is included as a footer in every marketing email we issue together with a link to latest sponsors news*
- *The PDF version of T-CNews contains summary pages of Sponsors' News and Company Logos/web links to all gold sponsors*
- *The back cover of T-CNews is used to promote the support of the gold sponsors.*
- *You can use a different web link for each main component of the sponsorship package.*

### PLATINUM PACKAGE

- *As per gold package plus one email alert per month the content of which is exclusive to you.*

We use your sponsorship to help cover the costs of T-CNews production and ensure that we can continue to distribute it freely.

As a sponsor you are not obliged to write articles, advertise or make use of the additional marketing tools.

## The Individual Marketing Components - for Advertisers

### How we create the complete marketing solution

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.

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. The tools can be used in any combination to create a flexible package that suits your specific needs.

By combining the 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 PDF version adverts can be one eighth, one quarter, one half (vertical or horizontal) or full page. Advertising contracts are for 12 months. This covers 4 editions of T-CNews. Adverts can be changed each quarter. Details of the acceptable formats and sizes of adverts are shown at the end of this pack.

## **Ad Blocks**

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. Adblocks can be in display style or video. There is no restriction on the length of the video as it is housed externally (Youtube/ Vimeo).

## **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. There is also a facility to promote a one off event within the calendar. Access to the events calendar is limited to Sponsors and Advertisers

## **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.

## T-CNews Rate Card

### PDF MAGAZINE ADVERTS - 4 editions over 12 months

Size	
1/8th	120
1/4	240
1/2	440
Full Page	880

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

### AD BLOCKS - Individual Level

**Individual AdBlock**            60

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
<b>Type/Duration</b>				
<b>Sector</b>	120	200	280	400
<b>Home</b>	360	520	700	880

AdBlocks will be displayed alongside at Sector or Home level  
Adblocks can be moved across Sectors  
Adblocks can be display style or video  
The same advert can be used against another sector subject to a new charge

### SPONSORS PACKAGE 12 months

**PLATINUM 1850**

**GOLD 1300**

**SILVER 650**

The following features are included for gold and platinum sponsors:  
Company logo at the foot of every article published from time of sponsorship  
Unlimited items posted in Sponsors' News (120 words per post)  
Sponsors' News issued Bi-Monthly to database  
Company logo with link at foot of every email  
Posting summary of Sponsors' News in PDF Magazine  
Company Logo and Link in Sponsors' News Page  
Back Cover PDF features Sponsors  
Links used for each element can be different

**All the above prices are in £sterling and are subject to VAT at the current rate**



### **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