

Investment Week

investmentweek.co.uk

Background

Investment Week is the leading brand within the investment community (shortlisted for best B2B brand at the 2009 AOP awards). For over a decade, *Investment Week* has provided its users with the best in editorial content and coverage of the investment market. The site's content is written by a dedicated editorial team that has a vast wealth of market knowledge. *Investmentweek.co.uk* gives users access to fund performance figures and up-to-the-minute sector analysis.

Target Audiences:

- Investment Specialist IFAs
- Wealth Management
- Discretionary Asset Management (DAMs)
- Fund Managers
- Private Client Stockbrokers

Why is it a market leader?

Investmentweek.co.uk targets an elite group of investment specialists who control up to 80% of all UK investment. With in-depth features and market analysis, the site gives this influential market the news that keeps them ahead of the curve. *Investment Week* and *Investmentweek.co.uk* have won over 22 awards, including IMA Financial Reporting Team of the year (for three consecutive years).

The site's coverage of the market through breaking news, market data and rich media products gives users unrivalled content. *Investmentweek.co.uk* has been at the forefront of the industry with initiatives such as the Research Centre, Contextual Advertising and Conjecture.

Investment Week's Conjecture typifies the site's ethos by combining live debates from the industry's leading experts with an interactive forum for its members.

Investmentweek.co.uk also hosts audio-visual presentations, filmed interviews and round tables through *Market Reactions* and *An Audience with...*

Design

Incisive Media have invested heavily in the new content management system that forms the backbone of *Investmentweek.co.uk*. The system uses sophisticated taxonomy listings that allow users to refine content to match their needs. Relevant content is pulled in from across *Incisive Media's* investment titles in order to enhance the site's already rich content.



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Investment Week

investmentweek.co.uk

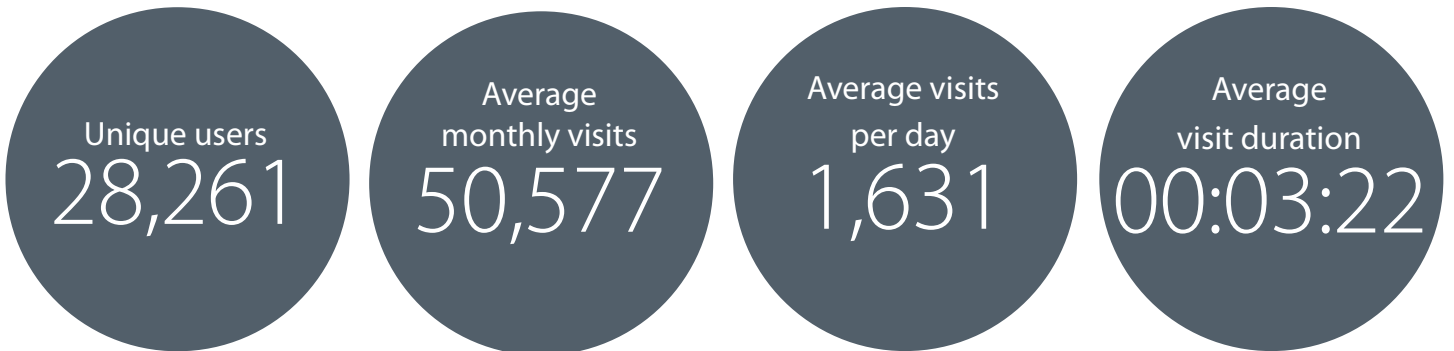
Magazine readership breakdown

| | | |
|---|------------------------------------|--|
| Independent financial advisers 4733 | Financial planners 651 | Discretionary portfolio managers 357 |
| CEO/MD/Director/COO/CIO in asset management 1044 | Investment advisers 633 | Head of investment selections 251 |
| Investment researcher/analysts 985 | Fund manager 513 | Private bankers 117 |
| Solicitors 880 | Family office manager 469 | Fund of fund managers 109 |
| Accountants 840 | Private client stockbrokers 461 | CEO/MD/Director/CIO/COO in wealth management 93 |
| | Sales/Marketing director 434 | |

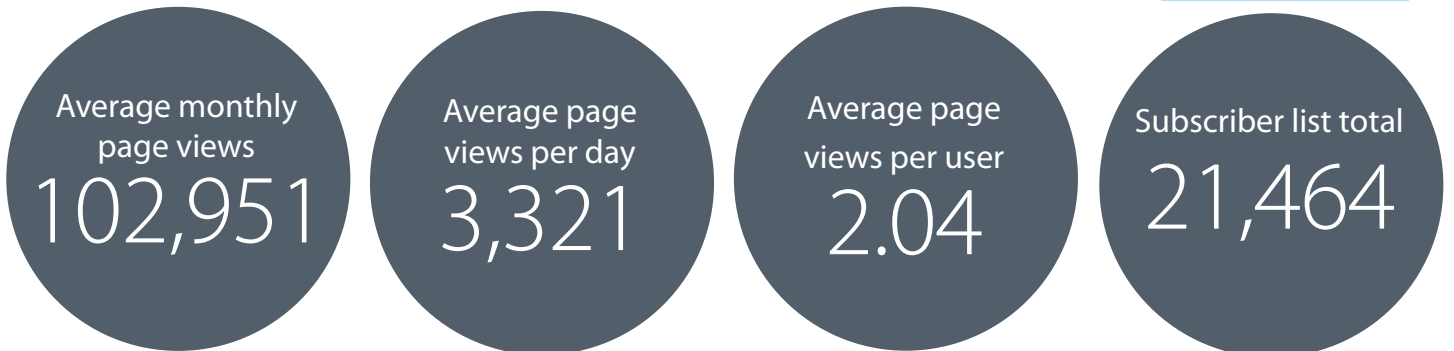
Business in each product category (%)

| | | |
|---------------------------|-------------------------------|-----------------------------|
| Unit trusts 62.6 | Alternative investments 38 | Structured products 38.3 |
| Investment trusts 52.7 | Ethical investments 41.2 | Private equity 27.1 |
| ISAs/PEPs 59.2 | Bonds 70.7 | EFT 25.8 |
| Off shore 45.3 | Fund of funds 52.6 | Hedge Funds 26.3 |
| | | Other 29.6 |

Visit summary



Page view summary



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