

MARKET POSITION

Launched in 1988, **Option Finance** is an independent title with no political leanings. This independence is one of its defining characteristics, and is also reflected in its editorial content.

	OPTION FINANCE
Total copies	22 000
Total subscribers	12 500
Audience	100 000
Circulation	4,5

- Source : Aloa Consulting, Yearly survey – November 2016

EDITORIAL PROFILE

Option Finance is the top weekly magazine for corporate finance and institutional investment management. Because its readers must have the best and most efficient professional information, Option Finance has been working with financial professionals, economists, bankers, lawyers, ... for more than twenty years in order to build the most comprehensive range of information and expertise to support them in their business and reflexion.

Our journalists unravel and explain the major trends in finance, analyse the most recent deals, report the important news of the day in the financial community, and make our magazine the vital link that connects banks, businesses and the asset management and institutional investment communities.

Option Finance is also a priceless resource for learning more about financial expertise thanks to its section "Entreprise & Expertise" and the numerous special editions and industry newsletters it publishes on various topics such as cash management, cloud and big data in finance, taxes, or M&A and Private Equity, client risks,

READERS PROFILE

The business readers of Option Finance are decision-makers.

Option Finance is designed for companies of all sizes: from major corporations to SMEs.

Global Readership structure

63% come from business entities (excluding finance and insurance sectors).

37% come from the financial community

Structure of the business entities readership

52% CFOs, Treasurers, Other Management functions linked to finance.

18% CEO, GM (Deputy Chief Executive Officer, COO),

24% Other non-financial management teams (legal counsel, lawyers, CPAs, notaries)

17% Operational functions

7% others

Structure of the Readership within the financial community (ie financial institutions, insurance companies, pension funds, consultants or managers acting on behalf of private clients, ...)

33% Institutional Investors (Investment Dir., Finance Dir.), Mutual fund Managers, Asset Managers

18% Independent Financial Advisors, Private Portfolio Managers, Asset Managers

49% Executive and Operational Managers

DIGITAL SUPPORTS

DAILY NEWSLETTER

Option Finance has been one of the first magazines to launch a daily newsletter at 6pm "Option Finance @ 18h". This HTML document is sent everyday to 55 000 opt-in emails at markets closure. It resumes the key information of the day for corporate and markets news. Email Open rate is about 15 to 17% daily.

WEEKLY NEWSLETTER

Option Finance publishes two weekly newsletters sent to 45 000 subscribers opt in each.

i) Option Finance "A la Une" is sent every monday @ 9am and focuses on three strong stories that will be published in Option Finance that same week. The newsletter also features a selection of nominations of the week, as well as white papers published in the magazine or on the web.

ii) Dedicated to asset management, "Funds Weekly" features brief news on the industry, advices and analysis from brokerage firms, exclusive interviews from prominent actors of the asset management sector, It's published every Thursday @ 14pm.

WEBSITE

In January 2014, Option Finance launched www.optionfinance.fr with contents from all of the Groupe's magazine (Option Finance, Funds magazine, Option Droit & Affaires, Family Finance, AOF) for each of the referent communities : CFOS, Asset Managers, Institutional Investors, legal counsel and lawyers. With only natural referencing, it's audience has reached over 100 000 unique visitors / month.

ADVERTISING GROSS RATES 2017 – OPTION FINANCE WEEKLY MAGAZINE

	1 st Part: News		Specific Positions (ERHP)		Sizes
	B & W	Colour	B & W	Colour	
Page RHP		13 000 €		16 000 (OBC)	280 x 204 mm
Junior page RHP	-	-	-	15 500€ (SFC)	-
1/2 page H. RHP		7400 €		15 000€ (IBC)	125 x 183 mm
1/3 page V. RHP		5 300 €			83 x 183 mm

TECHNICAL SPECIFICATIONS

Sylvie.alinc@optionfinance.fr

COPY DEADLINE

5 days prior to publication

If you would like to receive copies, a media pack or coverage rankings, please contact : Sylvie.alinc@optionfinance.fr

ADVERTISING GROSS RATES 2018 – OPTION FINANCE NEWSLETTERS

DIGITAL RATES 2017 – OPTION FINANCE NEWSLETTERS

FORMATS

GROSS RATE / WEEK

Leaderboard 540 x 67 px	3 850 €
Medium rectangle 200 x 67 px	3 500 €
Exclusive leaderboard + Medium rectangle	7 000 €

ADVERTISING GROSS RATES 2017 – OPTION FINANCE WEBSITE

DIGITAL RATES 2017 - WWW.OPTIONFINANCE.FR

FORMATS	SIZES	POSITION	GROSS RATES / WEEK
Leaderboard	940 x 250 px	Home page	5 800 €
Half Page	300 x 600 px	Home page	5 200 €
Medium Rectangle	300 x 250 px	Home page	3 850 €
In between page	800 x 600 px	Home page	8 500 €
EXCLUSIVE Leaderboard+Medium		Home page	9 500 €
		Specific	
Leaderboard	940 x 250 px	channel	2 750 €
		Specific	
Half Page	300 x 600 px	channel	2 250 €
		Specific	
Medium Rectangle	300 x 250 px	channel	1 925 €
		Specific	
EXCLUSIVE Leaderboard+Medium		channel	4 500 €
Brand contents (partnership)		Home page	4 000 €