

Media Pack 2008

Exclusive access to a targeted and influential readership

- *News, opinions and intelligence on banking technology, cards and payments since 1979*
- *Independent and authoritative insights from industry experts*
- *Read by key decision makers in 97 countries worldwide*
- *2,400+ subscribers plus an estimated 5,000 pass along readers*
- *12 issues per year*
- *Unique opportunity to reach high-quality readership via adverts and advertorials*

Editorial overview

Banking Automation Bulletin is a subscription newsletter focused on key issues in self-service banking, branch automation, cards and payments. The Bulletin is published by Retail Banking Research (RBR) and the publication draws extensively on proprietary research and analysis from RBR's detailed industry studies. The Bulletin is valued by its readership for providing independent and insightful news, opinions and information on issues of core interest.

Regular topics covered by the Bulletin include:

- ATM hardware and software
- Branch automation
- Biometrics
- e-commerce
- EMV and smart cards
- EFTPOS
- e-purse
- Interchange fees
- Internet banking
- ISO/IAD activity
- Merchant acquiring
- Mobile payments/banking
- Outsourcing
- P2P payments
- Payment and loyalty cards
- Payment systems
- Prepaid cards
- Regulatory changes
- Security and fraud
- Self-service equipment
- Teller automation

Who should advertise?

The Bulletin is a powerful advertising medium for organisations providing services in any of the above sectors. For those supplying the self-service banking and payments sectors in particular, there is no more targeted publication than the Bulletin with its exceptionally high-quality readership.

From a geographic perspective, advertising in the Bulletin will be especially attractive for those focusing on Europe, although the readership covers close to 100 countries worldwide.

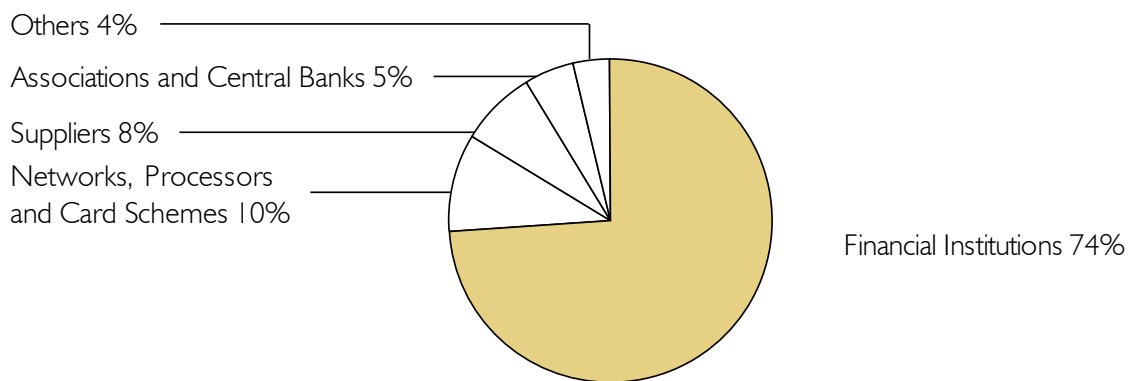
Circulation and readership profile

Banking Automation Bulletin has 2,400+ subscribers. Including pass along readers and multi-user subscriptions it is estimated that each issue of the Bulletin reaches over 7,000 industry decision makers. The Bulletin is available in print and electronic formats. While the contents of the two versions are identical, the electronic edition of the Bulletin provides enhanced navigation, interactivity and multi-user licence options.

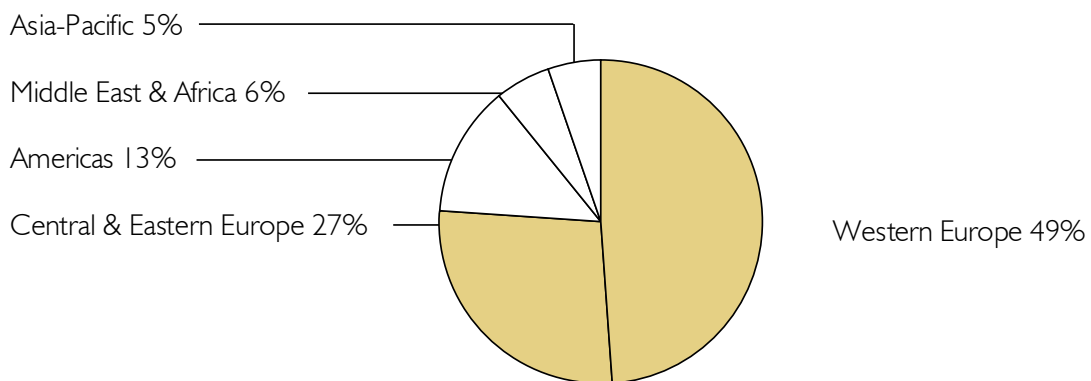
The Bulletin is read by opinion leaders and decision makers across multiple sectors within the financial services industry. These organisations range from leading retail banks and cards companies to industry associations and management consultancies, with the common denominator being a keen interest in self-service banking, cards and payments.

The focus on self-service, cards and payments makes the Bulletin one of the most targeted publications in the retail banking sector, with a readership that is unrivalled in terms of quality and relevance.

The Bulletin counts a high proportion of executives from financial institutions among its readership. It can genuinely claim to be read by key decision makers in virtually every medium-sized and large retail bank in Europe.



Geographically the readership extends to 97 countries around the world, with a particularly strong presence in Europe. Financial institutions are well represented across all regions.








From an advertiser’s perspective the Bulletin’s circulation profile ensures a high degree of relevance, consistency and reach between the advertising message, the publication and the readership.

Advertising opportunities

Effective marketing is all about reaching a well-defined target audience with a relevant and persuasive message.

The Bulletin is an effective and cost-efficient vehicle for promoting your products and services to a well-defined target audience of senior executives. Rates are competitive by industry standards. Please visit www.rbrlondon.com/marketing for special advertising offers.

Advertising rates*

Rates per insertion		1-5 insertions	6-11 insertions (-10%)	12+ insertions (-20%)
Double-page spread		£5,850 (€8,660 / \$11,700)	£5,265 (€7,790 / \$10,530)	£4,680 (€6,920 / \$9,360)
Full-page		£3,250 (€4,810 / \$6,500)	£2,925 (€4,330 / \$5,850)	£2,600 (€3,850 / \$5,200)
Half-page horizontal		£1,700 (€2,510 / \$3,400)	£1,530 (€2,260 / \$3,060)	£1,360 (€2,010 / \$2,720)
Vertical banner		£1,050 (€1,555 / \$2,100)	£945 (€1,400 / \$1,890)	£840 (€1,240 / \$1,680)
Horizontal banner		£950 (€1,400 / \$1,900)	£855 (€1,265 / \$1,710)	£760 (€1,125 / \$1,520)

* Invoices will be in pounds sterling – exchange rates may fluctuate.

Advertorials and sponsorship packages

The Bulletin is looking to partner with companies to help develop tailored, value-adding marketing initiatives. In addition to the advertising opportunities outlined above, the Bulletin also offers promotional opportunities based around advertorials, sponsorship, bonus distributions, and special issues.

The Bulletin offers the following advertorial and sponsorship packages:

- 2 x full-page advertorial plus full-page advert (cost £6,500)
- 1 x full-page advertorial plus full-page advert (cost £4,875)
- 12 x sponsorship of News Bulletin, Country Profile or Conference Diary incl. 35x35mm logo (cost £4,800)
- 6 x sponsorship of News Bulletin, Country Profile or Conference Diary incl. 35x35mm logo (cost £3,000)

Production specifications

Artwork to be supplied electronically via email, CD or FTP in one of the following file formats: High resolution PDF (300+ dpi) – all fonts and pics embedded (unseparated) or InDesign. All Graphics must be CMYK in either EPS or Tiff (no LZW compression). Resolution CMYK 300+ dpi and Line Art 300+ dpi. Include fonts where required. Archive compression (in standard formats) can be used.

DPS trim size:	297 x 420 mm	Binding:	Staple
DPS bleed size:	303 x 426 mm	Printing:	Digital press (4 colour process)
Full-page trim size:	297 x 210 mm	Finishing:	Matt laminate cover both sides
Full-page bleed size:	303 x 216 mm	Line screen:	133 for 4/c ads
Half-page horizontal trim size:	126 x 185 mm	Closing date:	1 month prior to publication
Vertical banner trim size:	252 x 35 mm		
Horizontal banner trim size:	40 x 185 mm		

Contact details

For more information or to discuss your specific requirements please contact:

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