

# PERSONAL FINANCE PROFESSIONAL

SETTING STANDARDS AND GUIDING THE PROFESSION

[www.thepfs.org/fs-media-pack](http://www.thepfs.org/fs-media-pack)

*“Fast track your message to more than 36,000 financial advisory professionals”*



**CIRCULATION MORE THAN 36,000**

## DID YOU KNOW

- We now have a membership of more than 36,000
- We have more than 4,820 Chartered financial planners and are still growing strongly
- Two-thirds of the membership are directly involved with the provision of financial advice
- In the last five years PFS membership has grown by 30%

## MEDIA INFORMATION 2017

**WHAT READERS LIKE ABOUT PFP MAGAZINE**

*“The technical articles are excellent. They are always relevant, provide a lot of detail and are valuable for CPD purposes.”*

*“It is essential reading for an industry professional and keeps me in touch with my professional organisation.”*



**ABOUT PERSONAL FINANCE PROFESSIONAL MAGAZINE**

Personal Finance Professional is the official magazine of the PFS. It has high levels of awareness amongst members and is a valued member benefit. The magazine is a key communication tool for the PFS to deliver news and technical features to members and inhabits the briefcase for several weeks.

With a membership representing a significant proportion of the advisory profession it is an invaluable tool for those promoting products, services and brand messages. A “little gem”, ideal for tailored stand-alone promotions and essential as part of a wider advertising campaign.

Financial Solutions is mailed quarterly to the entire 35,000 membership, together with key opinion leaders and other stakeholders salient to the financial advisory profession.

The Personal Finance Society (PFS) is the UK's professional body for financial planners and those in supporting roles. It is focused on engendering consumer trust in financial advice by setting standards and increasing professionalism. The PFS is active and influential in driving the professionalism agenda on behalf of its 36,000 members. It is not-for-profit and is independent of regulators and industry trade associations.

The PFS was created in 2005 as a result of a merger between the Society of Financial Advisers (SOFA) and the Life Insurance Association (LIA). It is part of the Chartered Insurance Institute Group (CII), a world renowned provider of professional financial services qualifications. The CII has been at the forefront of setting professional standards for over a century and now has more than 115,000 members and affiliates in 150 countries.

**ADVERTISING:** Charles Boutwood  
charles.boutwood@redactive.co.uk  
+44 (0) 207 7880 7661

**EDITORIAL:** Michelle Worvell  
michelle.worvell@cii.co.uk  
+44 (0) 207 417 4763

The members overwhelmingly support the PFS's ambitions to raise the status and professionalism of financial advice, are proud to be associated with the highest levels of professionalism and happily commit to a code of ethics.

Membership of the PFS is diverse, ranging from vastly experienced Chartered Financial Planners, widely recognised as the pinnacle of the profession, to graduates new to the profession. Two-thirds of the membership are directly involved with the provision of financial advice, with the balance supporting the advice process as paraplanners and researchers or employed in a technical capacity by product providers.

**READERSHIP INFORMATION**

- **36,000 members**  
up 30% over five years
- **4,820 Chartered financial planners**  
up 24% year on year  
up 228% over five years
- **677 Chartered firms**  
up 26% year on year  
up 48% over two years

**MEMBERSHIP BREAKDOWN BY MAIN FUNCTIONAL ROLE:**

- 58% are financial planners
- 11% are paraplanners
- 7% are in compliance
- 3% are product / service providers
- 2% are employee benefits consultants
- 2% are in research / technical support
- 3% are in mortgage advising
- 4% are back office / admin
- 2% are in business consulting
- 2% are in finance

**UK MEMBERSHIP AREAS**



**CONVINCE OUR CHARTERED MEMBERS**

Chartered Financial Planners are widely recognised as having reached the pinnacle of the advisory profession, having passed a suite of professional, degree level qualifications. More than 4,820 Chartered Financial Planners represent the elite of UK advisers.

PFP Magazine aims to provide its readers with a wide variety of relevant, topical and in-depth articles which are relevant to its wide readership. This content will continue to develop and will offer members practical tools to help them with their progress towards examinations, and continuing professional development.

### EDITORIAL CONTENT

- In-depth article each edition covering salient tax planning opportunities
- Interviews with key industry figures
- News from the financial planning market and PFS regions
- Chartered case studies and articles
- Dedicated paraplanner article
- Study Zone section that includes in-depth articles for more experienced members
- Features across a variety of sector topics



EACH EDITION CONTAINS INFORMATION ON ISSUES AND OPPORTUNITIES CURRENTLY FACING FINANCIAL PLANNERS INCLUDING:

- Investment
- Pensions and annuities
- Mortgages
- Equity release
- Tax planning and mitigation
- Protection
- Marketing
- Professional and business development

*PFP Magazine is always keen to hear new ideas for editorial content.*

EACH EDITION NOW CONTAINS A COPY OF MORTGAGE PROFESSIONAL, FOCUSING ON KEY ISSUES AFFECTING THE MORTGAGE SECTOR.



### PERSUADE OUR PROFESSIONALS

Two-thirds of PFS members are professionally qualified to give financial advice. This is the core membership that is comprised mainly of those actively involved in delivering financial advice.

**OUR READERS THINK...**

*“Contains topical, well presented and thorough technical articles.”*

*“It has more industry relevant articles within it when compared to the other magazines. I read more of FS Magazine than any of the others. It is professional and you can see it has a focus on professionalism as opposed to some magazines that seem to exist simply for the egos of reader-contributors dressed up as articles. FS is definitely my preferred read.”*

*“I love it! Great technical articles which I have used to improve my understanding to give clients better advice.”*

**ADVERTISEMENT OPPORTUNITIES:**

FPF Magazine provides advertisers with access to a unique and valuable audience across the country who take their profession seriously.

- Print advertising
- Sponsored reports/case studies
- Bellyband and wraps
- Creative inserts
- Supplements
- Event sponsorship

The PFS has a brand that is synonymous with TRUST and INFLUENCE and people in the industry wish to be associated with this through its member’s magazine, Financial Solutions.

*Please contact us for tailored creative packages.*



**REASONS TO ADVERTISE:**

- Lands on the desks of 36,000 named individuals
- High visual impact for advertisers due to controlled advertising space
- The PFS has a strong brand and is well respected in the advisory profession
- Voted top membership communication, the magazine is highly regarded by its readership
- FS Magazine is job useful, supporting our members’ professional development
- We are investing in our publication and continually improving it
- Opportunities also exist to promote your brand through CPD events, conferences and Chartered business dinners.

Rate Card	1 issue	3 issues	6 issues
Double page spread	£6,000		
Full page	£2,500	£2,250	£2,000
Half page	£1,500	£1,350	£1,200
Quarter page	£750	£675	£600
Strip	£550	£440	£350
Premium positions	+10%	+10%	+10%
Loose inserts	£115 per '000 (up to 10g)		
Xpress e-newsletter	£1,000 per month		

Full page	Width	Height
bleed	206mm	271mm
trim	200mm	265mm
type area	174mm	240mm
Half page		
horizontal	174mm	118mm
Half page		
vertical	85mm	240mm
Quarter page	85mm	118mm
Strip advert	174mm	57mm

## TECHNICAL DETAILS

All advertisements must be supplied as high resolution print ready pdf files.

Print images should be placed as CMYK eps, tiffs or jpeg files at a resolution of 300 dpi at actual size, not gif or RGB.

