

Media Pack 2018



Creditflux publication and products

About

Creditflux is the leading provider of news, data and events for the credit asset management industry, providing comprehensive coverage of CLOs, credit hedge funds and credit trading strategies globally. We provide online daily news, a monthly newsletter, a comprehensive listing of credit fund performance and CLO-i, a searchable database of CLO performance, holdings and loan trades.

Newsletter

Creditflux's flagship newsletter is printed monthly. It focuses on deeper investigative reporting, commentary and analysis, including regular interviews and profiles. The newsletter also publishes Creditflux's quarterly league tables and the reports on our conferences and awards.

Creditflux.com

The Creditflux website has become known as the best source for reliable breaking news on the credit markets. Subscribers have access to constantly updated daily stories from Creditflux's journalists, as well as a full archive of previous articles.

Data

Creditflux publishes regular league tables of the largest CLOs, managers and arrangers. Subscribers have access to hedge fund performance data for a variety of credit hedge funds and permanent capital vehicles.

CLO-i

CLO-i is our flagship data product providing detailed portfolio level data for CLOs, as well as a wealth of tools for quick comparisons from deal to deal and loan trading features and the b-wic Tracker.

Yearbooks

In 2017 we produced the first CLO Yearbook featuring information on the key CLO participants and market statistics. We aim to do a similar Yearbook covering the Direct Lending market in 2018 with both due for release in the Spring.

Events & awards

Creditflux organises credit conferences on both sides of the Atlantic. This includes a major credit symposium in London followed by a dinner and the presentation of the key industry manager awards. It attracts the top CLO & credit hedge fund professionals and major sponsors from the cream of the arranging banks. This event has been running since 2011.

The CLO Investor Summit takes place in New York in the autumn with over 100 top credit investors in attendance and senior professionals from throughout the industry. The event is followed by a networking reception.

Newer events include one on European direct lending in February and one on mid-market credit in NY called Private Credit. New in 2016 was also a seminar called Credit Dimensions, which covered other areas of credit, including bespokes, tranches and options.

Print



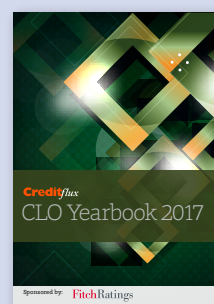
Web



Email



Yearbook



Monthly statistics 2017

Print

Print distribution: 4,500-4,800

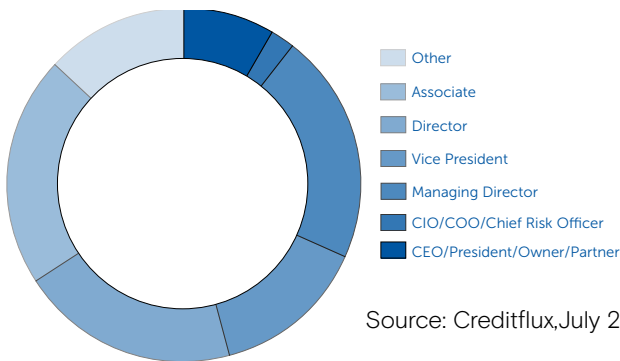
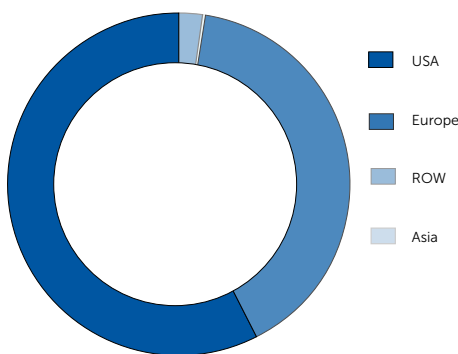
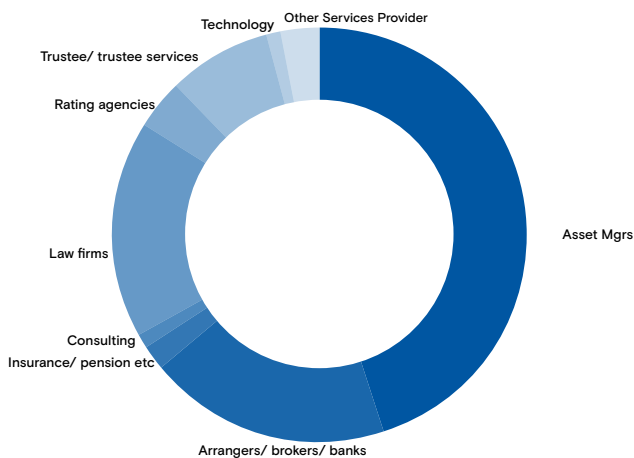
Web

Page views 102,630 (+9%)
 Visitors 47,224 (+50)
 Unique visitors 27,941 (+79%)
 Ave. page views 2.29 (-25%)

Email

Daily subs email 4,136 sends (38% opens)
 Weekly non-sub news digest 12,669 sends (18% opens)

Jan-Dec average



Source: Creditflux, July 2017

*Unlike many similar publications we do not supply an estimated readership figure - we prefer to use actual distribution figures, paying subscribers and unique page views. All information is correct as at 31 July unless otherwise stated, web statistics are average monthly and compared with the same period the previous year. Please note that due to substantial growth in subscribers this summer these figures are noticeably higher than previous years.

Advertising production and costs

Specifications

Full page (width x height)

Print area: mm x mm
w/bleed: mm x mm

Colour: CMYK, no spot colours.

All images must be 300dpi. Submit print quality pdf with bleed and crop marks.

We do not accept any artwork created in Word, PowerPoint or Excel formats

Yearbooks:

CLO Yearbook 2018 and the Direct Lending Yearbook 2018 (NEW)

Full page A5: 148mm x 210mm

w/ 3mm bleed: 154mm x 216mm

Expanded listing: 124mm x 75mm

Yearbooks will be available online with limited print copies for sponsors. Sponsorship cost is £7k/\$10k per book.

Web & email ads:

Web & email rectangles: 300px x 250px

web banner: 620px x 90px*

email banner: 620px x 180px

colour: RGB

Web advertisements should be provided in gif, jpg, png or HTML (NEW) Image quality should be 72dpi.

Maximum file size 150k. Gif, HTML and flash animations are supported on web site only but web links for flash files must be provided separately.

Where ads are rotated the rotation is automatic with each page refresh or new page load.

Please note we do not pay agency commission. VAT will be added to all bookings from the UK/EU. Payment is due in full 30 days from date of booking.

Submit by email to: karen.saunders@acuris.com

Advertising rates (monthly)

		UK £	USD
Full page only	inside front	£7,500	\$10,000
	outside back	£7,500	\$10,000
	inside page	£5,000	\$7,000
Other print	sponsored article	From £10,000	From \$11,200
	Yearbook Full page	2200	3000
	Expanded listing	1200	1500
Web	300x250 banner*	£5,000	\$7,000
		£7,000	\$10,000
Email	daily	£5,000	\$7,000
	weekly digest	£5,000	\$7,000

Campaigns over 3 or more months earn discount, as do campaigns in a single month that incorporate more than one medium. For campaigns longer than one month please provide campaign details and request a quotation.

Edition (dates confirmed)	Press Day (Wed)	Issue with customers (Monday)
January	14 Dec	19 Dec
February	24 Jan	29 Jan
March	28 Feb	05 Mar
April	28 Mar	02 Apr
May	25 Apr	30 Apr
June	23 May	30 May (Tue)
July	27 Jun	02 Jul
August	25 Jul	30 Jul
September	29 Aug	03 Sep
October	26 Sep	01 Oct
November	31 Oct	05 Nov
Dec/Jan	12 Dec	17 Dec

Creditflux contacts

UK

Creditflux Ltd
10 Queen Street Place, London EC1M 6JN UK

Email: accounts@creditflux.com

US office

330 Hudson Street, New York, NY10018 USA

Commercial

Contacts

Commercial head: Karen Saunders
+44 20 3741 1375

karen.saunders@acuris.com

Advertorials and thought leadership

Creditflux can offer a range of options for clients to showcase intelligent commentary and analysis ranging from content written entirely by the client with full approval through to independent research and analysis on a credit-related topic with the expression of a clear point of view.

We offer unique distribution to senior credit professionals across the industry and our excellent reputation makes a connection with Creditflux a valuable asset for any partner.

Advertorial

- Advertiser writes a page of copy (approx. 500 words) and provides logo, picture and company bio.
- Creditflux lays out the copy for a newsletter page in the newsletter style and sends for approval to client
- Sub editing facility provided.
- Printed in the Creditflux newsletter with distribution to 4500+
- Creditflux provide reprint for use on web

Client receives exactly the piece they require and it looks fairly close to a Creditflux article except for the Advertorial label.

Current price £5,000/ \$7500

Thought leadership option A

- Article written by Creditflux on agreed topic and report in Creditflux newsletter with client point of view on the market/ outlook. 500-600 words
- Badged under a title Expert View with client named as author
- Reprint of article for client's website
- Distribution to 4500+ subscribers

£9,000/\$12,000

Thought leadership B

- Round table discussion with client and 2 others moderated by Creditflux and filmed.
- Friendly write up by third party of the piece and sent to client.
- Creditflux runs a short online, digest article with a link to the video and the longer article.
- Video provided to client for web site
- Link to video and report
- Re-distribution of client's link to Creditflux subscribers and contacts 11,000+

£15,000/ \$23,000

Thought leadership C

- Online Survey of appropriate audience/ telephone survey
- Independently written thought leadership on client's topic – 10-20 pages with illustrations
- Additional options include infographic, talking points and short presentation with 3-5 minute video interview with client about the piece
- Copy of the piece and video interview for client website
- Review article in Creditflux and link to the piece on client website included in communication to 11,000 contacts or identified, relevant segment
- This is an opportunity to create a definitive white paper on a topic with coverage in Creditflux of its publication.

From £20,000/\$30,000 (priced according to breadth of work)

Potential thought leadership topics

- Credit liquidity
- Best practice in bond settlement
- Credit fund transparency and reporting
- Counterparty credit risk
- Best practice in credit valuation
- Best practice in loan settlement
- CLO transparency and reporting
- Credit fund formation/how to set up a credit fund
- Investing in credit with leverage
- Institutional investing in peer to peer

Please complete all sections fully and email to karen.saunders@acuris.com

Tick as appropriate (rates quoted exclude any VAT charge, which will be added where relevant)

BOOKING
number of months

Newsletter

Web

**Email
daily**

**Email
weekly**

Cover/ web header banner £7.5k/\$10k p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standard ROM/ web column £5k/\$7k p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other thought leadership p.o.a.	<input type="radio"/>			
Yearbook (circle)	CLO Full	CLO expanded	DL Full	DL Expanded

Advertising start date:

CONTACTS

Invoice delivery

Advertising contact

First Name:	<input type="text"/>	<input type="text"/>
Surname:	<input type="text"/>	<input type="text"/>
Job title :	<input type="text"/>	<input type="text"/>
Company:	<input type="text"/>	<input type="text"/>
Address:	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>
Country:	<input type="text"/>	<input type="text"/>
Postcode:	<input type="text"/>	<input type="text"/>
Tel:	<input type="text"/>	<input type="text"/>
Email:	<input type="text"/>	<input type="text"/>

PAYMENT & TERMS

Invoice payments must be made within 30 days unless otherwise agreed in writing with Creditflux or you may lose some or all elements of your sponsorship. We reserve the right to charge interest on late payments.

You must select an option

Your reference and any special invoice instructions (if any)

Invoice £ Sterling invoice

OR

Credit card \$US dollar invoice

Credit card payments: Call us on +44 20 7135 1397 to make credit card payments.

Bank transfer

Barclays Bank GBP account no: 30218839, Sort Code: 20-17-22, Barclays Bank, PO Box 2, Cambridge CB2 3PZ, UK Swiftcode BARCGB 22 IBAN: GB29 BARC 2017 2230 2188 39 quoting the reference ADS2017

Barclays Bank USD account no: 58293077, Sort Code: 20-17-22, Barclays Bank, PO Box 2, Cambridge CB2 3PZ, UK Swiftcode BARCGB 22 IBAN: GB66 BARC 2017 2258 2930 77 quoting the reference ADS2017

Cancellations: All bookings are considered binding on receipt of booking form.

Total agreed with Creditflux:

VAT No.

Signature:

Date: