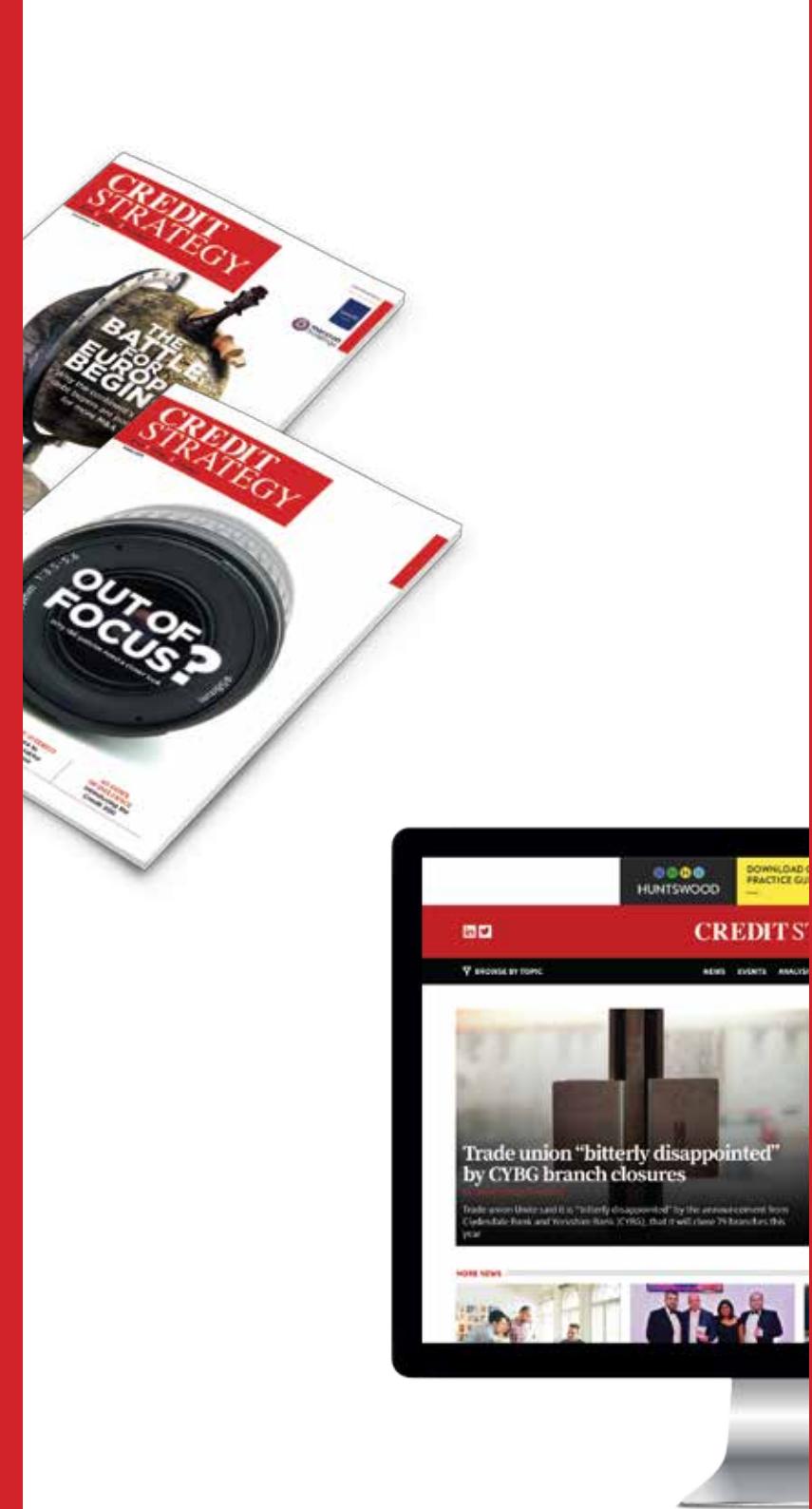


CREDIT STRATEGY

Media Pack 2017

PRINT
WEBSITE
EMAIL
ONLINE
EVENTS
RATECARD



CREDIT STRATEGY MAGAZINE

Published for over 18 years, Credit Strategy magazine serves a set of credit-related functions across a huge range of sectors.

Our broad community of readers includes chief risk officers, chief credit officers and heads of collections and recoveries from various creditors.

These senior influencers operate in banks, credit card companies, energy firms, water suppliers, telecoms giants and trade credit providers. Our readership also includes directors within central government departments such as the Cabinet Office and HMRC, as well as local authorities.

The magazine also sets the agenda for providers of specialist credit management services to creditors, including debt collection agencies and BPOs, debt purchasers, solicitors, judicial services providers, credit information providers, technology companies and others.

Having served the market for 18 years as Credit Today, the publication was relaunched in 2016 as Credit Strategy, with a renewed focus on high-quality editorial, expert commentary and deep analysis of industry trends.

The magazine provides critical insight on how strategy is formulated at source within major creditors, as well as the subsequent impact as it cascades down to conduct in collections and recoveries.

We deliver content that unearths how CROs and other executives create policy; what their objectives are; how risk appetite is originated and how this affects credit risk and collections.

Our range of esteemed columnists includes the Financial Conduct Authority, the Information Commissioner's Office and HSBC.

"Credit Strategy continues to be the leading market magazine for any reader who requires a constant and fresh news stream for the financial services sector. Credit Strategy's unbiased and factual reporting is a must read for anybody interested in the financial services sector."

Charles Holland, 1st Credit



**PRINT
CIRCULATION**
6,000

**ONLINE
CIRCULATION**
26,000

AUDIENCE
CREDIT RISK DIRECTOR,
CHIEF RISK OFFICER,
HEAD OF: COLLECTIONS,
RECOVERIES, COLLECTIONS
OPERATIONS, DEBT SALE,
COMPLIANCE, CUSTOMER SERVICE,
DEBT MANAGEMENT,
RELATIONSHIP/SUPPLIER/DCA
AND DEBT BUYER PANEL
MANAGEMENT

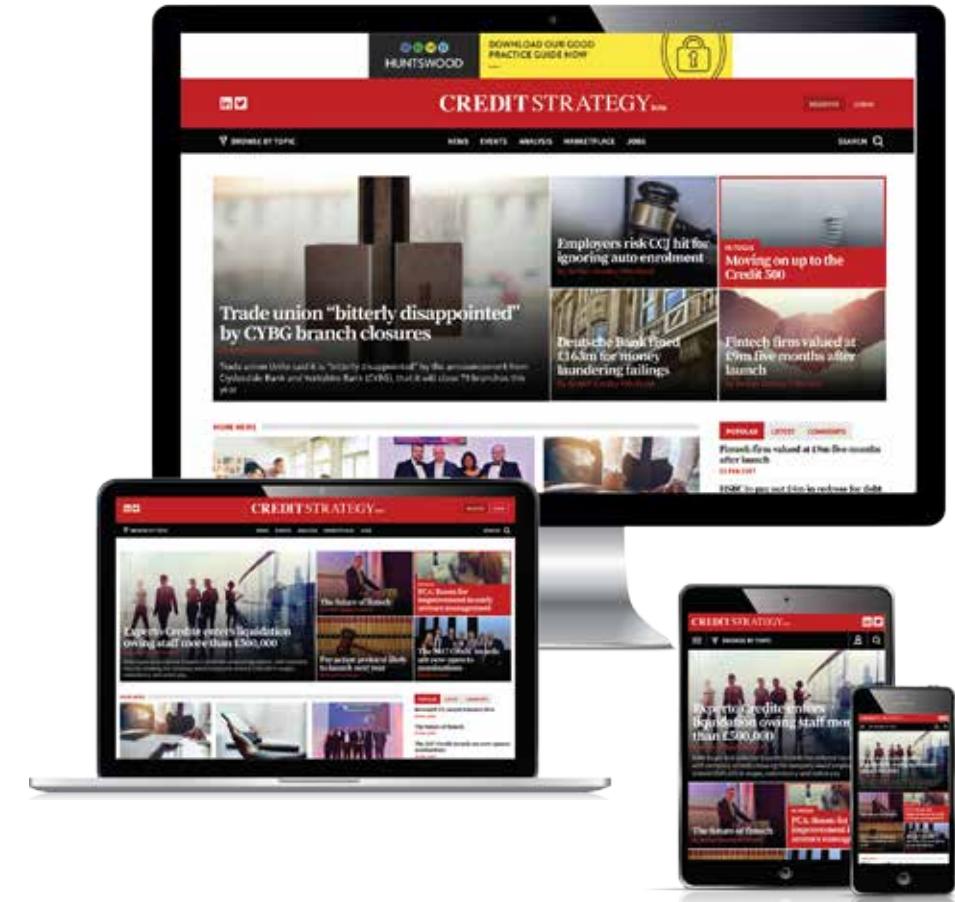
CREDIT STRATEGY WEBSITE

Credit Strategy magazine was relaunched with a new design and editorial in 2016, this followed with a brand new website to reflect our transition to a product with more premium content for a more premium audience. As part of the transformation we have added a range of new features including industry reports, a directory of suppliers under the marketplace tab, a jobs board and the Credit 100

The Credit 100, set to become the Credit 500, is a group of people considered to be the most influential in the industry. Nominated jointly by the industry itself and the editorial team at Credit Strategy, this group is unveiled at the Credit 500 Gala Dinner part of Credit Week, each spring.

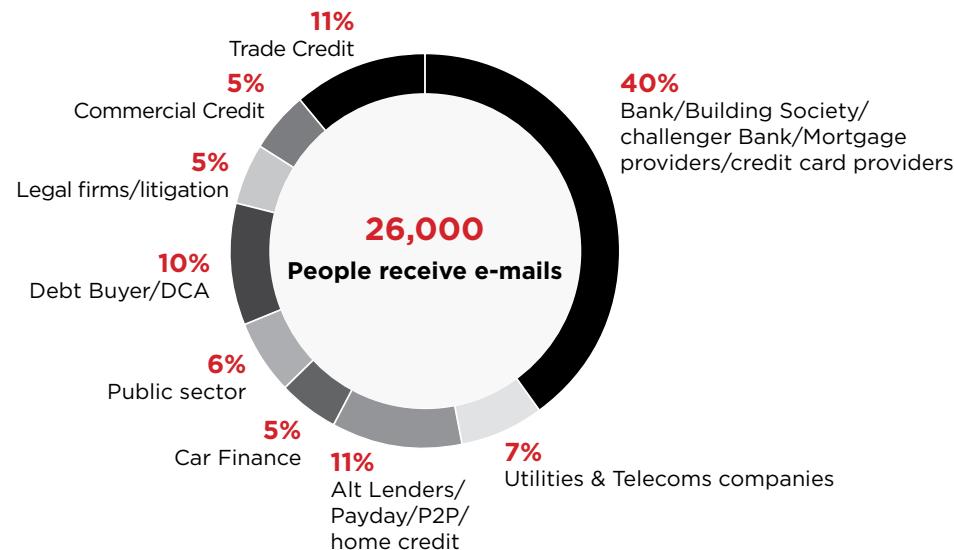
PAGE VIEWS
45,000
Per month

7,500
USERS
Unique visitors
per month



EMAIL

Credit Strategy provides the market with a varied portfolio of free and subscriber-based newsletters, giving you the opportunity to target up to 26,000 people the financial service industry. Options include both solus emails and newsletter sponsorship.



Third party email



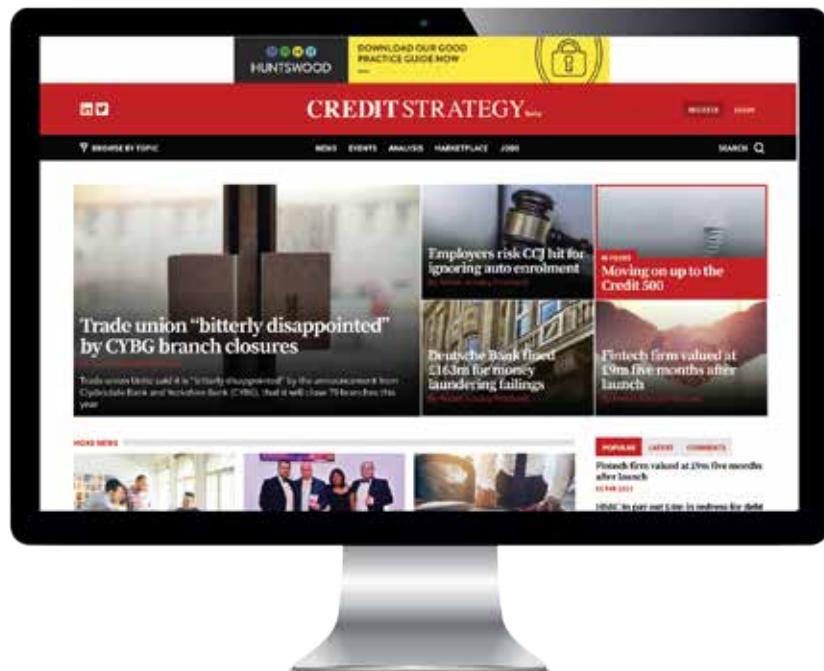
**Credit Strategy
weekly newsletter**

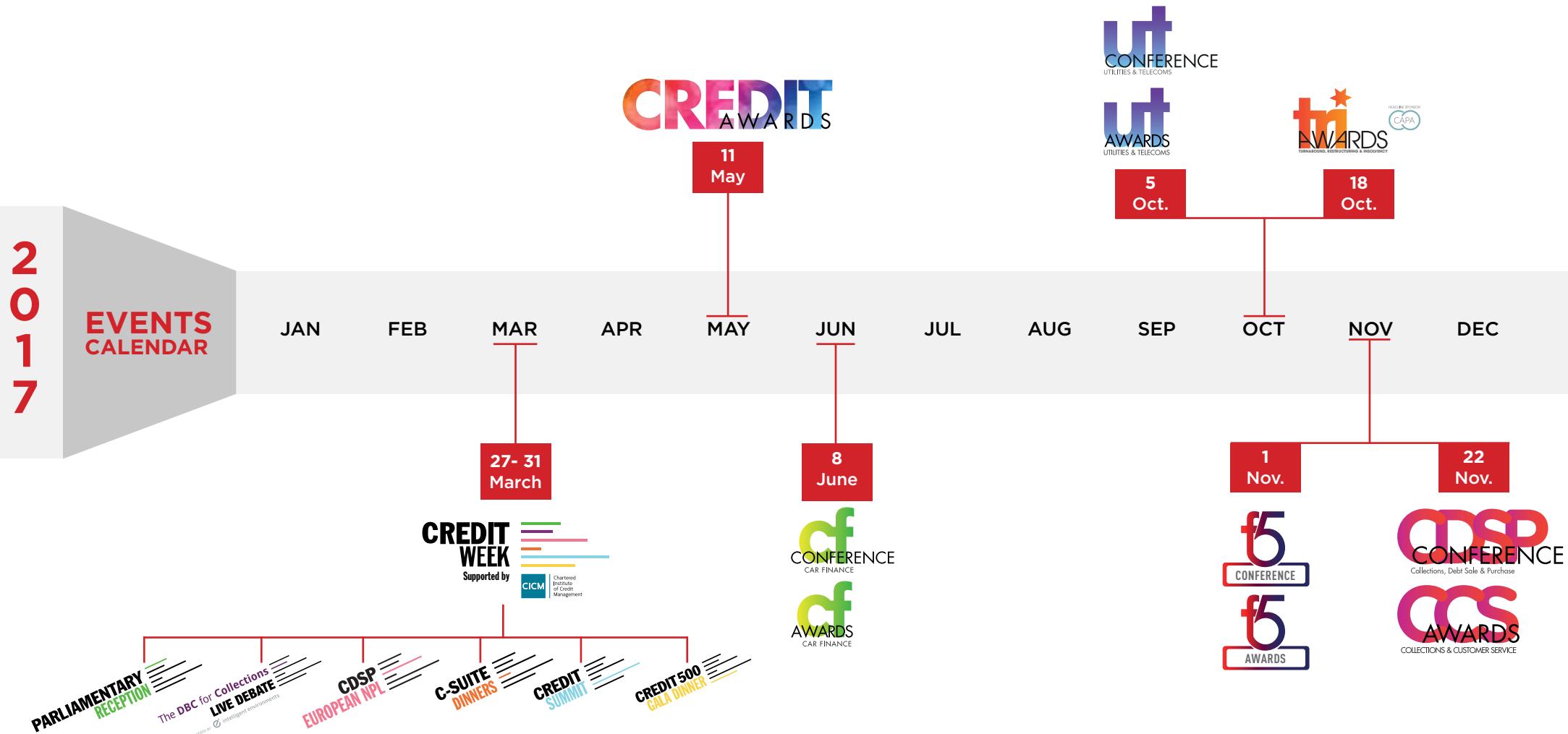
ONLINE

On a daily basis, online users benefit from receiving breaking news stories, interaction from the industry-leading blogs, the chance to look for new suppliers in our online marketplace and essential industry updates. With various advertising opportunities, suppliers can enjoy measured investment via advertising to the full Credit Strategy community.

Online sponsorship opportunities include:

- Website take over
- Banner advertisement
- Topic takeover
- Webinars
- Reports
- Surveys
- Marketplace
- Job listing
- Collaborative content







27- 31
March
2017

27- 31 March 2017 - London

The UK and European credit industry descends on London for Credit Week, the largest gathering of credit industry professionals across the continent. Join Europe's biggest lenders, creditors, alternative finance firms, debt sellers and more for a unique opportunity to meet with your European counterparts during a week of conferences, meetings, industry networking and events. Forge new connections, opportunities and alliances while keeping up-to-speed with the regulatory requirements.

creditweek.co.uk



28
March
2017

28 March 2017 - Houses of Parliament, Westminster, London

Held in the corridors of power - enjoy an afternoon liaising with the government and regulatory powerbrokers as you seek to understand your industry's regulatory requirements for the next few years, and discuss your challenges and observations with those setting the regulatory tone. This invite-only afternoon reception will see the industry catching up with their industry peers and forging new contacts both within the regulatory world and the world of lending.

creditweek.co.uk/parliamentary-reception





The DBC for Collections **LIVE DEBATE**

28
March
2017

28 March 2017 - Law Society, London

The inaugural DBC for Collections Live Debate will be held on Tuesday 28 March at the Law Society, London. The topic on this occasion is: 'What disruption will the advent of digital technology bring to the collections industry – and what long-standing challenges can it overcome in the process?

<http://creditweek.co.ukdbc-collections-live-debate>

CDSP EUROPEAN NPL

29
March
2017

29 March 2017 - London

CDSP European NPL will bring together sellers and buyers of NPLs from across the continent. The focus of the conference is to explore deleveraging opportunities in many of Europe's key NPL markets. The conference also offers best practice insight on methods to maximise portfolio management and servicing of NPLs.

<cdspeuropeannpl.co.uk>

C-SUITE DINNERS

29
March
2017

29 March 2017 - The Cinnamon Club, Westminster, London

Following our CDSP: European NPL Conference, and prior to the Credit Summit, Credit Strategy will be convening c-level executives from the major UK and European credit stakeholders for a relaxed networking dinner at the Cinnamon Club, Westminster. Attendees will have the opportunity to share insights with non-competitive banks and understand how their industry colleagues have been overcoming the shared challenges. It will also provide a fantastic opportunity to benchmark current lending.

<creditweek.co.uk/c-suite-dinner>

CREDIT SUMMIT

30
March
2017

30 March 2017 - QEII Centre, Westminster, London

The UK's biggest credit show returns for 2017, now part of Credit Week and bigger than ever. With broadcaster and TV personality Evan Davis returning to give his economic address, you will benefit from six streams of content and the biggest credit exhibition in the UK.

creditsummit.co.uk

CREDIT 500 GALA DINNER

30
March
2017

30 March 2017 - QEII Centre, London

You are invited to join the industry's most prominent leaders for an exclusive gala dinner in the heart of the British politics district, Westminster. At the culmination of Credit Week, the glamorous black tie Credit 500 Gala Dinner brings together the industry to recognise the 500 pioneers in credit following a week full of events, meetings and networking.

credit500galadinner.co.uk

CREDIT AWARDS

11
May
2017

11 May 2017 - The Grosvenor Hotel, London

The Credit Awards is the flagship event for the credit industry in the UK and has become a fixture in the annual event calendar for the marketplace. Taking place on 11 May 2017, the awards returns once again to the iconic Grosvenor House Hotel, London. Entires are open and this year the scheme has been revamped. Visit the website for more information.

creditawards.co.uk





8
June
2017

8 June 2017 - The Nottingham Belfry, Nottingham

Gathering dealers, lenders, manufacturers and brokers, the Car Finance Conference is the number one education and networking event for UK car finance.

carfinanceconference.co.uk



8
Jun.
2017

8 June 2017 - The Nottingham Belfry, Nottingham

Following on from the conference, the Car Finance Awards will recognise and reward the companies driving success in one of the most buoyant segments of financial services. Entries are open - visit the website for more information.

carfinanceawards.co.uk



5
Oct.
2017

5 October 2017 - The Nottingham Belfry, Nottingham

Credit Strategy has been gathering credit, risk, collections and compliance experts from a wide spectrum of the UK's utilities and telecoms providers for this annual conference for nearly a decade. For 2017, the event is set for a reinvention bringing together other parts of the credit marketplace that have synergies with this sector and where collaborative working and information sharing will help solve many of this sectors longstanding concerns.

utilitiesandtelecomsconference.co.uk



5
Oct.
2017

5 October 2017 - The Nottingham Belfry, Nottingham

Taking place on the evening of the Utilities & Telecoms (U&T) Conference, the U&T Awards will celebrate, recognise and honour the hard work and best practice in one of the biggest gatherings of utilities and telecoms collections professionals, drawn from across the energy, water and telecoms sectors.

utilitiesandtelecomsawards.co.uk



18
Oct.
2017

18 October 2017 - London Hilton on Park Lane, London

The Turnaround, Restructuring and Insolvency (TRI) Awards returns for a landmark 10th year, to recognise the outstanding and prominent licenced insolvency and turnaround practitioners.

triawards.co.uk



1
Nov.
2017

1 November 2017 - Hilton London Bankside, London

The F5 Conference is focused on the future of finance: lending compliance, operations, fintech and funding, taking place this month. The conference brings together new-world lenders, regulatory leaders and investment experts to chart opportunities and threats and offers an unprecedented look at the current and future challenges and opportunities of the sector.

f5conference.co.uk





1
Nov.
2017

1 November. 2017 - Hilton London Bankside, London

F5 Awards, The Future of Finance, is the only dedicated awards ceremony focused on the evolution of the alternative lending market. It provides a platform to recognise and reward the front runners, movers and shakers in alternative lending, FinTech and the investment world.

f5awards.co.uk



22
Nov.
2017

22 Nov. 2017

Credit Strategy has been gathering credit, risk, collections and compliance experts from a wide spectrum of the UK's utilities and telecoms providers for this annual conference for nearly a decade. For 2017, the event is set for a reinvention bringing together other parts of the credit marketplace that have synergies with this sector and where collaborative working and information sharing will help solve many of this sectors longstanding concerns.

cdspconference.co.uk



22
Nov.
2017

22 Nov. 2017

The Collections and Customer Service Awards (CCS Awards) returns for its 11th year in November 2017 to recognise the outstanding achievements of those within collections and customer service.

ccsawards.co.uk

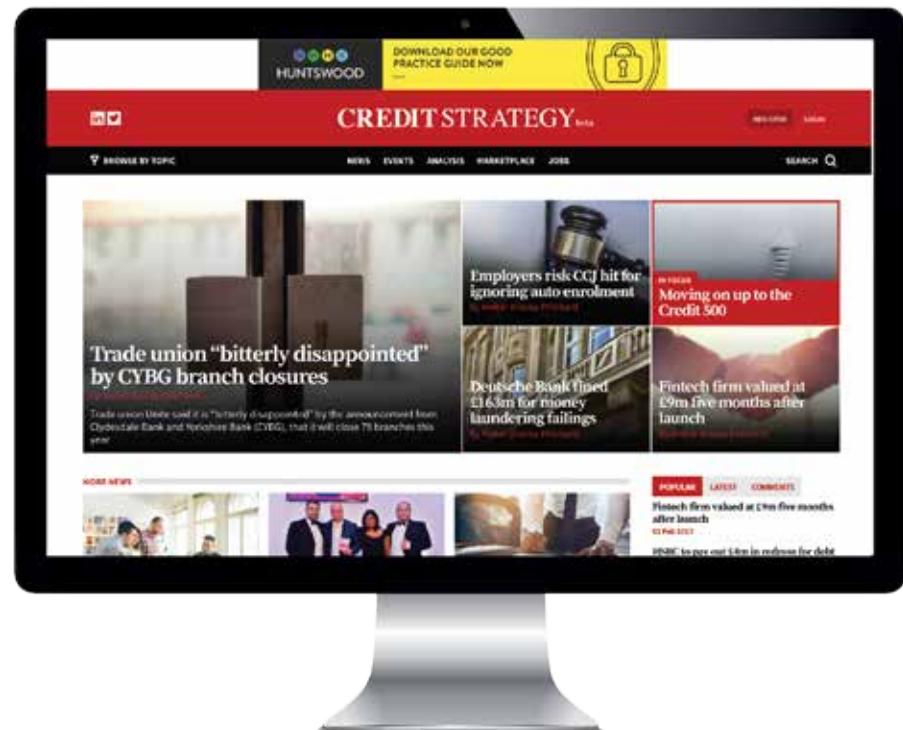
WHY SPONSOR

Credit Strategy events brings together the most influential decision-makers in the credit community.

Every event offers unique branding and sponsorship opportunities, including extensive exposure through our marketing campaigns reaching over 50,000 credit professionals.

Benefits of sponsoring:

- **Create, develop and enhance credibility**
- **Exposure and profile**
- **Lead generation and meet new contacts**
- **Reputation building**
- **Brand awareness & recognition**
- **New business**
- **Leader in your field**
- **Align your brand with a premium title**
- **Communicate offerings**
- **Captive audience**



PRINT

SIZE	RATE £ x1	x3	x6	x12
DPS	£5,300	£5,035	£4,770	£4,240
FP	£2,730	£2,594	£2,457	£2,184
Half DPS	£2,900	£2,755	£2,610	£2,320
HP	£1,650	£1,568	£1,485	£1,320
QP	£960	£912	£864	£768
1/8	£760	£722	£684	£608

COLLABORATIVE CONTENT

SIZE	RATE
4 page	£10,000
3 page	£8,000
DPS	£5,500
FP	£3,000

Reach your target market with a bespoke advertising package
t: **020 7940 4835**

MECHANICAL DATA

SIZE	SPECIFICATION (h x w)		
DPS	Page trim: 420 x 297mm	Type area: 278 x 387mm	Bleed: 303 x 426mm
FP	Page trim: 297 x 210mm	Type area: 278 x 182mm	Bleed: 303 x 216mm
HP	Vertical: 267 x 83mm	Horizontal: 125 x 182mm	
QP	Type area: 125 x 83mm	Horizontal: 63 x 182mm	
1/8		Type area: 32 x 182mm	
Inserts	Maximum weight 20g (Price on application. Please contact the sales team on 020 7940 4835.)		

BESPOKE OPPORTUNITIES

PRODUCT	RATE £
Overall Magazine sponsorship	£20,000
False front cover (4pp)	£11,700
Pre printed belly band to centre DPS	£9,500
Webinar	£9,995
Round table	£12,195

ONLINE

PRODUCT	RATE £
E-mail (Full audience)	£2,500
Newsletter Sponsorship (1 week)	£1,950
Online display (CS website) on rotation	£995

CREDIT STRATEGY



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