



**IGNITES  
EUROPE**

A Financial Times Service

# General Overview 2012

## About Ignites Europe

*Ignites Europe*, a Financial Times service, is the fastest growing online news source for professionals working in the European fund industry. It is published every business morning at 8:00am GMT and delivered electronically to our readers.

*Ignites Europe* provides all the news our readers need in one place, from coverage of local fund markets to powerful original reporting on the cross-border market. Key areas of coverage include:

- || Uciits , ETFs, SRI Lifecycle and other product development trends
- || The full regulatory landscape, including CESR, IMA, RDR, AIFM and more
- || IFAs, wealth management and other distribution trends
- || Competitive moves of cross-border and local market fund companies
- || Trends in clearing, custody, administration and other operational challenges
- || Fund flows, market demand and industry conferences
- || Updates on high-level executive moves

*Ignites Europe* is a premium, paid-for news service — a rarity in a world of free news. It is sold as a site license and is generally available on an opt-in basis to all the employees at a subscribing company.

## Targeting Your Audience

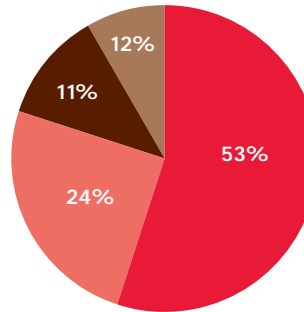
*Ignites Europe* will get your message in front of top-level executives, department heads and key decision makers across the asset management industry. Our global readership is derived from fund centers such as:

- || France
- || Germany
- || Luxembourg
- || Switzerland
- || United Kingdom

## Readership Statistics

- || 21,200 industry professionals subscribe
- || 29% subscriber growth since January 2011
- || 555,000 impressions served each month
- || 153,00 monthly page views
- || 143% increase in page views since January 2011
- || \$8,600USD is the average subscription price

## Who Reads Ignites Europe?



**53% Executives:**  
Chief Officers, Managing Directors, Partners, EVPs/SVPs, Vice Presidents, Trustees and Board Members

**24% Professionals:**  
Associates, Analysts, Wholesalers, Attorneys and Counsel

**11% Intermediaries:**  
Financial Advisors, RIAs and Brokers

**12% Other**

The image shows two examples of the Ignites Europe website layout. The top example is an article page for 'UK-based manager charged with fraud' dated 2 December 2011. It features a search bar, navigation menu, and a main article with related content. The bottom example is an e-mail newsletter, showing a header with the Ignites Europe logo, a 'Today's Headlines' section with various news items, and a footer with an advertisement for 'Attract more inward investment' by ID Intelligence.com.

Leaderboard Prime

Medium Rectangle

3:1 Rectangle

Medium Rectangle

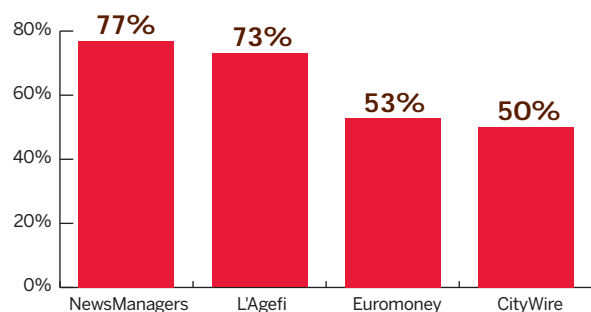
Half-Page Skyscraper

Leaderboard Lower

E-mail Newsletter Example and Article Page Example

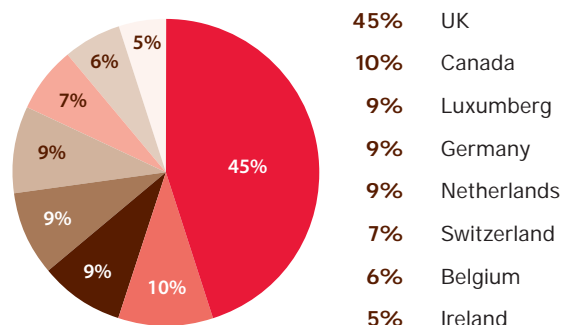
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## Ignites Europe Readers Say They Don't Read...



Source: Ignites Europe Reader Survey 2010

## Ignites Europe Readers by Country\*



\*Not including U.S.

**"Ignites Europe delivers a quick summary of what professionals active in the asset management industry need to know before starting their workday."**

**Grégoire Seron**  
Head of Market Research  
Dexia Asset Management

## Sample Subscribers

- || AllianceBernstein
- || Allianz Global Investors
- || American Century Investment Management
- || Barclays Capital Fund Solutions
- || BlackRock
- || BNP Paribas
- || Brown Brothers Harriman & Co.
- || CACEIS Bank
- || Calamos Investments
- || Citigroup
- || Deloitte & Touche
- || Deutsche Bank
- || Dexia Asset Management
- || Ernst & Young
- || Federated Investors
- || Fidelity Management and Research
- || Franklin Templeton Investments
- || HSBC Global Asset Management
- || ING Investment Management
- || INVESCO
- || Janus Capital Group
- || JPMorgan Chase
- || KNEIP
- || KPMG International
- || Legg Mason & Co
- || Morgan Stanley
- || Morningstar
- || Natixis Global Asset Management
- || Neuberger Berman
- || Nuveen Investments
- || PIMCO
- || PricewaterhouseCoopers International
- || RBC Dexia
- || Schroders Investment Management
- || T. Rowe Price Group
- || The Vanguard Group
- || UBS
- || WisdomTree Investments





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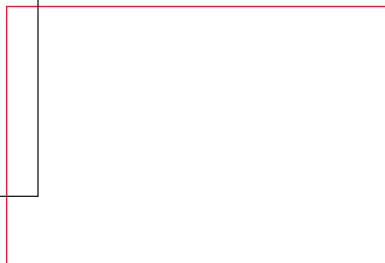
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