

Global Custodian | www.globalcustodian.com | THE HEDGE FUND ANNUAL 2020

HEDGE FUND *annual*

PLUS: PANDEMIC
ADDS COMPLEXITIES
AND UNCERTAINTY TO
VALUATION PROCESS

**HEDGE FUNDS ADAPT
TO A VIRTUAL CAPITAL
RAISING WORLD**

**HOW DID DIVERSIFIED
ALTERNATIVE ASSET
MANAGERS FARE DURING
THE CRISIS?**

**REAL ESTATE FUNDS
FACE TOUGH ROAD AHEAD**

MARCH

The month that changed everything

Empty streets and volatile markets: How hedge funds and prime brokers responded to the economic crisis

SURVEYS: PRIVATE EQUITY ADMINISTRATION | PRIME BROKERAGE | HEDGE FUND ADMINISTRATION

Global Custodian | www.globalcustodian.com | SUMMER 2020

Shining through

When their clients
needed them most
during the COVID-19
crisis, outsourcing
providers stepped up.

PLUS: GC'S INAUGURAL ETF ADMINISTRATION SURVEY | CUSTODIANS INTEGRATE
SECURITIES SERVICES BUSINESSES | REGULATORS TO ACCELERATE SHIFT TO DIGITAL

Global Custodian | www.globalcustodian.com | WINTER 2020

Analogue service in a DIGITAL WORLD

Custodians are not meeting expectations in
terms of digital capabilities, say their clients.
But now the pandemic is accelerating
digitalisation, data and innovation efforts.

PLUS: SOLVING
SETTLEMENT
ONCE AND FOR ALL
ANOTHER YEAR OF MARKET
LIBERALISATION FOR CHINA
CAN WE COME TOGETHER
ON A UTILITY?
STATE STREET
AND THE ALPHA BET
AGENT BANKS IN EMERGING
MARKETS SURVEY

2021 MEDIA KIT



Global Custodian has been the authoritative editorial voice of the global securities services industry for over 30 years.

The publication, with a circulation of over 20,000 industry professionals in 128 countries around the world, is defined by high-quality editorial, awards evenings and a series of annual surveys that have become benchmarks for the industry. During 2020, we also launched a suite of high-quality multimedia offerings including video series, podcasts and documentaries.

Through digital, print, events and research, we are delighted to serve the securities services community with the most-trusted source of news, insights and data, leaning on both our rich history and innovative vision for the future of publishing.

1.4 million

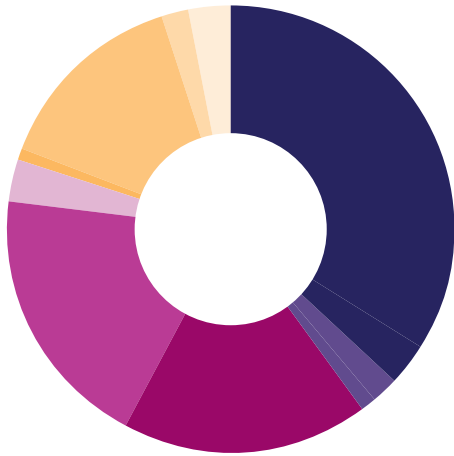
UNIQUE PAGE VIEWS
IN 2020

20,000+

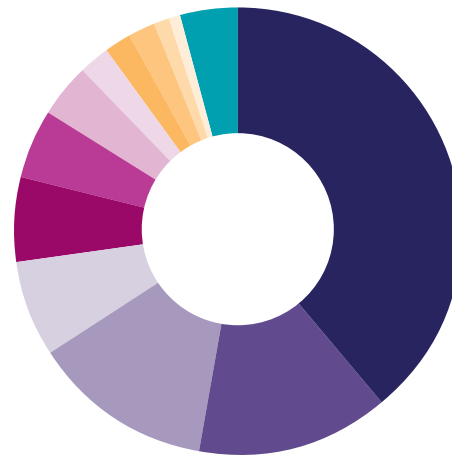
SIGNED-UP
AUDIENCE

128

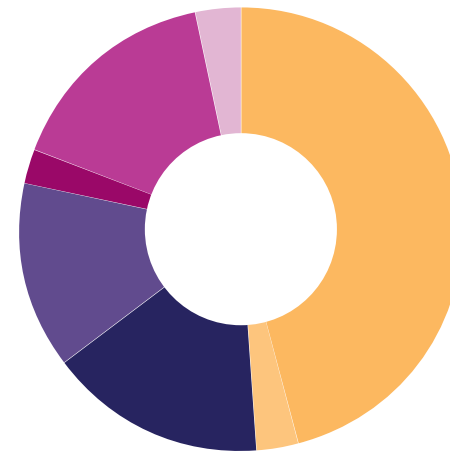
COUNTRIES
OUR MAGAZINES
REACHES

**GEOGRAPHIC BREAKDOWN**

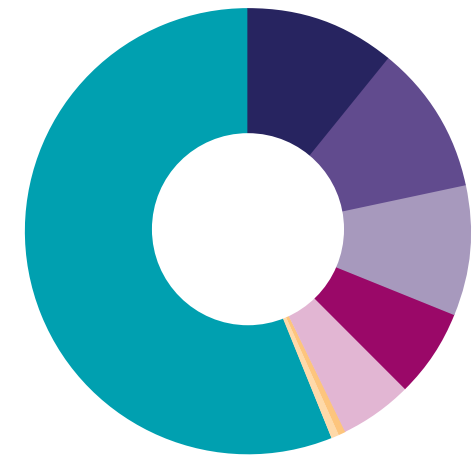
North & South America	40%
• US & Canada	36%
• Latin America & Caribbean	4%
Europe	40%
• UK	18%
• Western Europe	19%
• Eastern & Central Europe	3%
Middle East & Asia-Pacific	20%
• Middle East	1%
• Asia	14%
• Australia & New Zealand	2%
• Africa	3%

**AUDIENCE DEMOGRAPHICS**

• Custody	38.5%
• Institutional Investors	14.1%
• Hedge Fund Managers	12.5%
• Prime Brokers	6.6%
• Broker/Dealers	6%
• Investment Consultants	5%
• Mutual Fund Managers	4.4%
• Mutual Fund Administrators	2%
• Securities Lending & Financing	1.9%
• Hedge Fund Administrators	1.7%
• Systems Providers	1.3%
• CSD/CCP Officials	0.6%
• Others	5.4%

**BUY-SIDE GEOGRAPHIC BREAKDOWN**

• North America	45.9%
• South America	3.1%
• Europe (exc. UK)	15.7%
• United Kingdom	13.7%
• Australia	2.5%
• Asia	15.9%
• Africa	3.2%

**AUDIENCE TITLES**

• Director	11%
• CFO	11%
• COO	10%
• Business Head	6%
• CEO	5%
• CTO	0.6%
• C-Suite (Other)	0.5%
• Chair	0.2%
• Others	56%

4,000+
buy-side contacts

2,000+
hedge funds

2,000+
long-only fund managers



AT A GLANCE: WHAT WE DO

Quarterly Magazine: Global Custodian's flagship magazine provides detailed exploration of key industry themes and trends to thousands of readers around the world, four times a year. Our print edition includes multifaceted analysis based on input from industry leaders across the spectrum, from asset owners through to managers, custodians and market infrastructures. For over 30 years the magazine has been a staple of the securities services industry and remains the pride of Global Custodian as we commit to maintaining and strengthening this product with each passing year.

Hedge Fund Annual: Published once a year the Hedge Fund Annual is our specifically tailored magazine for our hedge fund readers across the world, built to be a guide to our audience throughout the entire year. We speak to some of the biggest names in the hedge fund world along with service providers, and a range of other experts. This edition carries our hedge fund administration survey and our prime brokerage survey, along with the revamped private equity fund administration survey following a major uptick in this form of service provision.

Supplements: One-off supplements will be released in addition to our quarterly magazine focused on specific areas to be considered in greater detail. In recent years these have included a clearing and settlement supplement, a Middle East focus, and a Sibos special focusing on the biggest topics at the major annual conference.

Digital content: News, analysis and features accompany our multimedia interviews, roundtables and webinars, as well as directory and archive information, all delivered to more than 15,000 opt-in subscribers.

Newsletters: Bringing our audience the latest breaking news as soon as it happens through our daily newsletters.

Multimedia: Through interviews, video roundtables and podcasts, we facilitate discussions on the latest trends that market participants need to understand, featuring some of the biggest names in the industry in an increasingly popular format of bite-size videos and podcasts.

Webinars: Bringing together the industry in a virtual forum with the opportunity to engage with potential clients. Our editorial team work alongside commercial partners to put together high quality agendas and panels to address industry issues.

Awards: Our flagship awards evenings in London & New York recognise the industry's best and brightest as a conclusion of our annual surveys and editorial coverage. The awards include the winners from our agent banks, fund administration and prime brokerage surveys, among others. We also hand out innovation awards, lifetime achievement honours and crown a new Industry Person of the Year for Europe and North America each year.

GC Forum: While we endeavour to host these events during 2021, we will have to take the status of the pandemic into account in both the US and UK, when considering the feasibility of hosting these awards nights.

Roundtables: Our discussions are recorded, written up and distributed via our magazines and website. In previous years our roundtables have focused on India, South Africa, the Middle-East and more, along with topical discussions on technology, sub-custody and other emerging subject matters.

GC on the ground: Now in its third year, these events allow us to bring together a cross-section of market participants and stakeholders on location - or by web conference, if the global situation requires it - to discuss the market as a whole from a post-trade perspective. In addition to providing a big picture view, we explore market-specific challenges that may occur in the various segments of the transaction chain. While we determine throughout the year where our *GC on the ground* events take place, these sessions are also available upon request.

Flagship surveys: Our key surveys on Agent Banks, Prime Brokerage and Fund Administration, attract more than 7,500 responses and are regarded as a unique snapshot of the businesses that they cover.

Individual securities market surveys: Covering domestic custody and fund administration services in key expanding markets, these are conducted throughout the year. Market participants who are interested in this option for their own market should contact Global Custodian.

Analysis: Digital accreditation to project and support your success in the surveys is available for global, market and category outperformers.

'Deep dive' consultations on survey performance are available on request.

Bespoke surveys: From time to time, Global Custodian conducts focused surveys targeting the views of specific market segments. Market participants who are interested in this option for their own market should contact Global Custodian.



PRINT

2021 EDITORIAL CALENDAR: **PRINT**



SPRING

Ad Reservation: **March 16**

Key Survey

- Agent banks in frontier markets



SUMMER

Ad Reservation: **June 11**

Key Survey

- Mutual fund administration
- ETF administration



FALL

Ad Reservation: **September 10**

Key Survey

- Agent banks in major markets



WINTER

Ad Reservation: **December 3**

Key Survey

- Agent banks in emerging markets

ADDITIONAL PUBLICATIONS/EVENTS



HEDGE FUND ANNUAL

Ad Reservation: **August 6**

Built to be relevant for 12 months, the hedge fund annual includes the prime brokerage, hedge fund administration and private equity administration surveys.



SECURITIES REVIEW

Ad Reservation: **September 18**

Our annual magazine covering the biggest securities services themes at Sibos.

DIGITAL MAGAZINE ENGAGEMENT IN 2020

PAGES VIEWED
60 PER USER/SESSION

TIME SPENT READING
1HR 20MINS PER USER/SESSION

INSERTION RATES

	1x	2x	4x	6x
Full page	\$14,565	\$13,265	\$11,965	\$11,340
Half page	\$7,660	\$6,920	\$6,295	\$5,985
Double page	\$24,450	\$21,900	\$20,630	\$19,300

COVERS	1x	2x	4x	6x
Inside Front Cover	\$23,950	\$21,480	\$19,975	\$18,725
Inside Back Cover	\$17,580	\$15,470	\$14,605	\$13,680
Back Cover	\$29,100	\$25,850	\$24,395	\$22,835

Premium positions

Ad adjacent to surveys page: 15% premium

Ad adjacent to specific editorial content: 10% premium

MECHANICALS

DOUBLE PAGE SPREAD

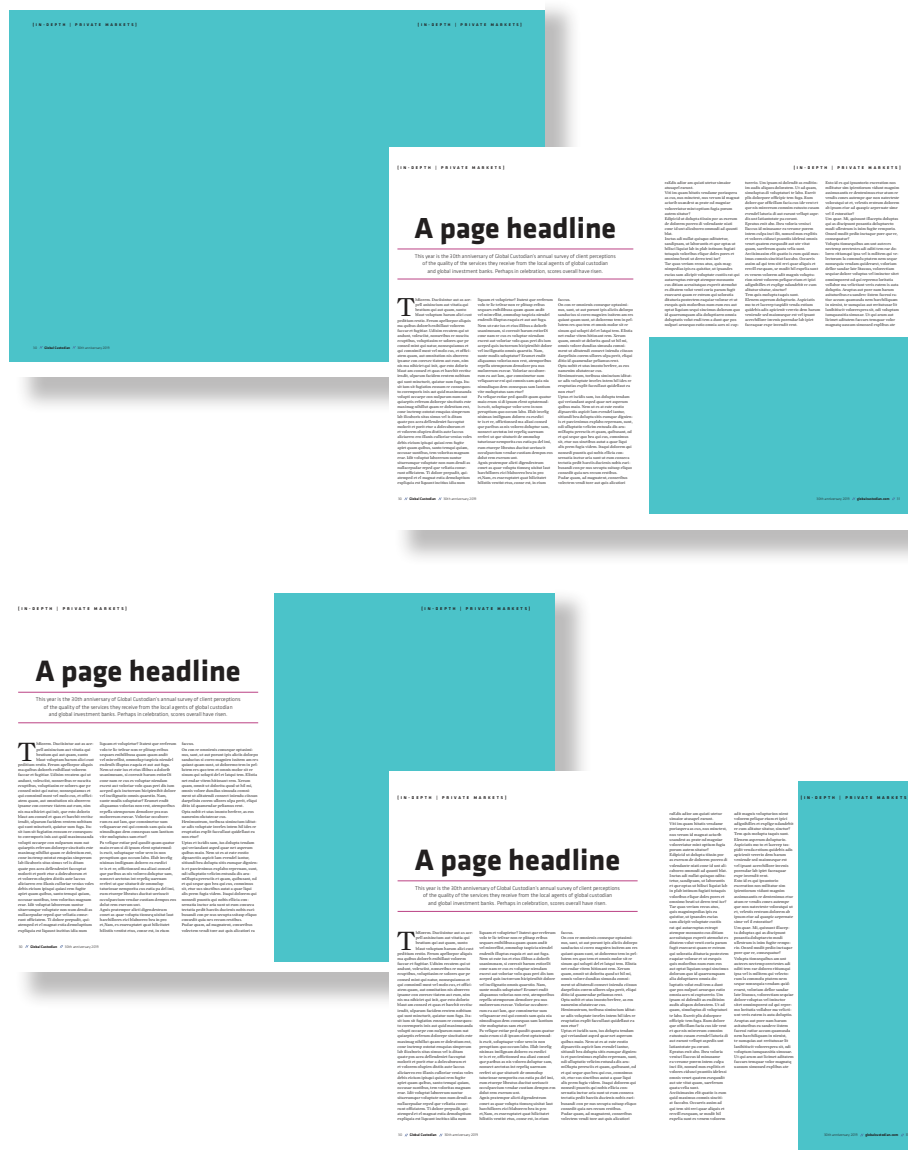
Type area	W: 390mm x H: 242mm	W: 15.35" x H: 9.53"
Trim size	W: 420mm x H: 276mm	W: 16.53" x H: 10.87"
Bleed size	W: 426mm x H: 282mm	W: 16.77" x H: 11.1"

FULL PAGE

Type area	W: 180mm x H: 242mm	W: 7.09" x H: 9.53"
Trim size	W: 210mm x H: 276mm	W: 8.27" x H: 10.87"
Bleed size	W: 216mm x H: 282mm	W: 8.5" x H: 11.1"

HALF PAGE SPREAD

Horizontal with bleed	W: 216mm x H: 140mm	W: 8.5" x H: 5.51"
Horizontal no bleed	W: 180mm x H: 120mm	W: 7.07" x H: 4.72"
Vertical with bleed	W: 105.5mm x H: 282mm	W: 3.44" x H: 9.53"
Vertical no bleed	W: 87.5mm x H: 242mm	W: 4.15" x H: 11.1"



ARTWORK SPECIFICATIONS

Advertising artwork should be submitted via email, FTP or other electronic file transfer method.

All artwork should comply with the following specifications:

1. Files must be PDF press-optimised high resolution composite CMYK files – 300dpi minimum.
2. All fonts should be embedded or saved as outlines.
3. File must contain all images in high resolution CMYK format – 300dpi minimum.
4. All colours to be saved as CMYK process colours with no spot colours.
5. All pages to include 3mm bleed.
6. All pages to include crop marks outside trim area.
7. Registration must be centred on page.
8. Files should be supplied at 100% size.

File submission

Please address printing materials to:
Stephan Slater
stephan.slater@globalcustodian.com

While we were not able to hold the awards in 2020 due to COVID-19, we hope Europe's must-attend awards evening for the securities services industry will be back once again in 2021.

Held at the prestigious Savoy Hotel in London, Global Custodian honours Europe's biggest custody banks in front of a 250-plus audience of securities services professionals.

With record numbers of attendees in each of the past

four years - prior to the pandemic - Global Custodian recognises the best in the industry across five categories, alongside individual awards, and will do so again in 2021.

We also hand out personal honours to individuals who have made an impact on the industry throughout their careers and particularity within the year.

This will also be the fourth year for our Industry Person of the Year award which has seen Fiona Gallagher, former global head of securities services, Deutsche Bank, Justin Chapman, global head

of market advocacy & innovation research at Northern Trust, and Citi's head of custody and fund services for EMEA, Pervaiz Panjwani, receive the awards in the past three years after around 8,000 votes were cast each year.

At a time where disruptive technology and digitalisation are playing such a large part within our industry, we also recognise the pioneers of the industry in areas where our surveys do not cover through our innovation awards. Some of the categories in 2020 included the following, however these are subject to change:

Agent Bank Excellence Awards

Leading Client Awards

Agent Bank Network Team Awards

Innovation Awards

Lifetime Achievement Award

Industry Legend Award

Industry Person of the Year Award

Editors' Choice Awards

Network Manager of the year

DATE TBC - Please note, we are monitoring the global situation and will only hold an in-person event if safe to do so.

GALA DINNER

Premium Table Sponsorship—\$17,500

Table of 10 guests

Priority position in the room

Full-page advertisement in dinner program

Table of 10 guests—\$12,000

Half-table of five guests—\$7,500

Tables are also part of our membership packages, please contact

daljit.sokhi@globalcustodian.com for more information.

OTHER SPONSORSHIP OPPORTUNITIES

• **Cocktail Reception**—\$25,000

• **Wine**—\$22,500

• **Champagne Toast**—\$20,000

• **Chocolate**—\$20,000

• **Red Carpet**—\$20,000

Global Custodian once again invites you to celebrate the year's most successful industry leaders at our annual awards dinner taking place during November in New York City. Our flagship US event of the year honours our fund service providers, along with North American custody leaders and individuals at Chelsea Piers.

Around 250 of the industry's biggest names have joined us in previous years as we recognise the best performers from our annual surveys. In 2021 we will once again give out awards based on the following survey-related categories:

- **Mutual Fund Administration Awards**
- **Hedge Fund Administration Awards**
- **Prime Brokerage Awards**
- **Private Equity Fund Administration Awards**
- **ETF Administration Awards**

Over the past three years we have also extended our awards to recognise the US custody market through a series of Editors' Choice awards, these have consisted of the following categories, which will be in consideration for 2021's event.

- **Securities Services project of the year**
- **Fund Services Tech Vendor of the year**
- **Global Custodian of the Year**
- **Innovation Awards**
- **Fund Administration One to Watch**
- **Prime Brokerage One to Watch**

We also hand out personal honours to individuals who have made an impact on the industry throughout their careers and particularity within the year. The individual honours Global Custodian awards are:

- **Lifetime Achievement Award**
- **Industry Legend Award**
- **Industry Person of the Year Award**

NOVEMBER 2021

GALA DINNER

Premium Table Sponsorship—\$17,500
Table of 10 guests
Priority position in the room
Full-page advertisement in dinner program

Table of 10 guests—\$12,000

Half-table of five guests—\$7,500

Tables are also part of our membership packages, please contact daljit.sokhi@globalcustodian.com for more information.

OTHER SPONSORSHIP OPPORTUNITIES

• **Cocktail Reception**—\$25,000

• **Wine**—\$22,500

• **Champagne Toast**—\$20,000

• **Chocolate**—\$20,000

• **Red Carpet**—\$20,000



Global Custodian significantly enhanced its multimedia offering during 2020 through the expansion of existing **webinars** and **video interview** series, plus the addition of **podcasts** and our foray into the world of **documentaries**. At a time when physical events are unable to go ahead, these on-demand and interactive events have helped fill that gap, and will go on to complement our in-person events and awards once the time occurs that we can host them again.

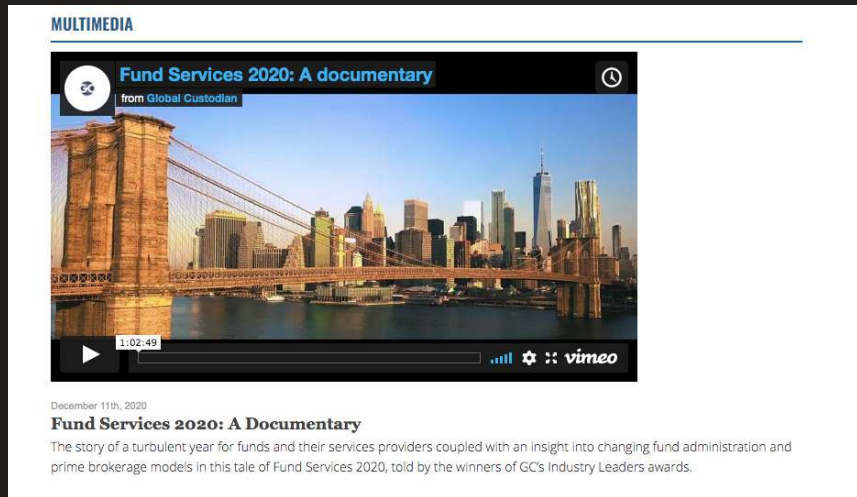


- 10,000+ plays across our multimedia products
- Over 20 days' worth of total time watched/listened
- Average time watched on videos 4 minutes 33 seconds
- 10 episodes of There's Always a FinReg Podcast
- 3 documentaries products
- 1 award nomination for GC: Stories for Podcast of the Year





DOCUMENTARIES AND WEBINARS



Global Custodian produced three documentaries in 2020, two of which replaced our flagship awards evenings. These events – which could not be held due to the pandemic – became feature-length productions, telling the story of custody and fund services through interviews with the winners of our coveted awards.

These projects were among the most innovative and well-received presentations of the past 12 months in securities services. Our third documentary – Battle for the Trading Desk – drilled into the niche topic

of outsourced trading, highlighting the documentary-style production's suitability for exploring specific industry themes.

Following its success in 2020, our documentary offering will continue during 2021, even in the scenario that physical events return. The feedback from our presentations has been overwhelmingly positive and therefore in 2021 we will consider bespoke documentary themes alongside our award ceremony productions, should in-person events be unable to go ahead.

BESPOKE DOCUMENTARY PROJECT – \$POA

WEBINARS

Our state-of-the-art webinar platform - offering live polls, downloadable content and a chat forum - allows sponsors to reach a targeted audience in jurisdictions around the globe. The industry expertise of Global Custodian's editorial team is on hand to help you pick the talking points that will generate the most interest and engagement.

WEBINAR – \$10,000

WEBINAR + WRITE-UP – \$15,000





2021 marks a full reworking of the survey questionnaires to simplify participation and shorten the amount of time needed to complete each survey. As part of our survey revamp the full survey process, including the management and the survey platform are now in-house.

[illegible]

Respondent Surveys					
Survey	Title	Sections	Accepted invites	Created on	Last modified
	Agent Banks in Frontier Markets 2020 (#153)	16	0 / 170	2019-09-10	2019-12-10

We are also able to offer our survey functionality for bespoke projects, such as surveys of domestic clients or other specific client segments. Kindly contact Beenish Hussain for more information at beenish.hussain@globalcustodian.com.



RESEARCH AND SURVEY ACCREDITATIONS

Survey Accreditations & Research Consultations

GC's digital accreditation program is designed to promote banks and other service providers who have achieved Outperformer status in published Surveys. Accreditations are designed to recognise and promote genuinely superior performance among different service providers and serve as the official mark of excellence for those winners. Providers who outperform on a Global, Market or Category basis are entitled to purchase digital accreditation of their achievement.

This takes the form of a digital 'badge' that illustrates the nature of the performance. Digital accreditations can be used throughout the providers' sales and marketing strategies, including being embedded on websites, online advertising, email footers and within social media outlets. Badges can also be included in print advertising, business cards and event stands.

Global Custodian publicises winners on globalcustodian.com to promote both the surveys and the success of providers who outperform.

For providers who wish to have additional printed marketing solutions, Global Custodian is able to provide custom information taken from the magazine either in pdf format or as actual hard copy printed materials.

Global Custodian will create a bespoke research report based on published and non-published data in your survey of choice. We will deliver a presentation in person/ via conference call to allow deeper understanding of your firm's performance.

As an additional service we can leverage Global Custodian's extensive network of senior executive contacts to offer actionable take-aways for your business needs.

PRICING & PACKAGES

1 x digital accreditation - **\$1,700**

3 x digital accreditations -
\$5,000

Research Report - **\$5,000**

Research Report + In-person
consultation - **\$10,000**

Research Report + In-person
consultation + Industry
consultant review - **\$POA**





DIGITAL SPECS & RATES

RUN OF SITE

- Top banner (728x90 px)
- HPU (300x600 px)
- Island (300x250 px)
- Sponsored text link

FILE SIZES & ANIMATION SPECS

- 40k maximum file size, GIF format
- Three loops – animation must cease after seven seconds

PREMIUM POSITION FILE SIZE & ANIMATION SPECS

- 60k maximum file size
- Static GIF or Animated GIF
- Animation must cease after seven seconds

HTML

- No tags
- Without JavaScript preferred

STANDARD FILES

- GIF & JPEG graphics to meet above file size criteria

RICH MEDIA

- GlobalCustodian.com accepts only HTML including JavaScript, Java Applets, Shockwave, streaming video, etc.

JAVASCRIPT AND JAVA

- Accepted on a case-by-case basis

FLASH

The movie must stop animating after seven seconds.

Please supply the following:

- .fla – FLASH movie file
 - .swf – compressed version of .fla
 - .gif – alternate GIF image to be served to non capable browsers
 - URL – the linking URL for the ad
- The following code **MUST** be the first layer on every scene of the movie:
- On (release) {getURL (clickTag, “_blank”);}

WELCOME BANNER Premium Position

- 600x400 px
- 60k maximum file size, GIF and JPEG formats

WALLPAPER Premium Position

- Total size: 1400x800 px
- PSD template will be provided
- 200k maximum file size, GIF and JPEG formats

eNEWSLETTER

- Top banner (728x90 px)
- Island (300x250 px)
- Sponsored text link
(Header – one line, up to 70 characters;
Body – 3 lines, up to 85 characters per line;
URL – must be in format “http://” not “www.”)

FILE SIZE AND ANIMATION SPECIFICATIONS

- 40k maximum file size, GIF format
- There is no rich media on the newsletters

SPONSORED MESSAGE

- Header – one line, up to 70 characters;
Body – 3 lines, up to 85 characters per line;
URL – must be in format “http://” not “www.”

Materials due five business days prior.



RUN OF SITE AD RATES

Leaderboard (728 x 90px)	\$95CPM
Island (300 x 250px)	\$95 CPM
HPU (300 x 600px)	\$95 CPM
Super Leaderboard (970 x 90px)	\$95 CPM
Sponsored text link	\$3,000 per month

eNEWSLETTER AD RATES

Leaderboard (728 x 90px)	\$1,000
Island (300x250 px)	\$1,000
Sponsored text link	\$1,000
Roadblock all three positions in any one newsletter	\$2,500

\$10,000 for a one week 100% SoV sponsorship of the daily newsletter.
This sponsorship is worth \$15,000 if bought individually.



SUBSCRIPTION PRICES FOR 2021

Print Only (1 Year) USD \$585

Print Only (2 Year) USD \$860

Web Only (1 Year) USD \$735

Web Only (2 Year) USD \$1,220

Print+Web Package (1 Year) \$920

Print+Web Package (2 Year) \$1,355

A 1-year print or package subscription includes 5 issues of the magazine, a 2-year includes 10 issues.

Corporate discounts are available for 3+ users.

Number of GC Subscriptions	Corporate Discount
3 users	15%
4 - 5 users	20%
6 -10 users	25%
11 - 25 users	40%
26 - 50 users	60%
51-75 users	65%
76 -100 users	75%
Above 100 users	80%

Contact:

Ana Peralta +44 (0)20 7397 3827

subscriptions@globalcustodian.com



SUBSCRIPTION BENEFITS



In-depth features

Breaking news

Exclusive people moves

Digital copy of Global Custodian magazine

Research and surveys

Early access to special reports

Multimedia content



ADVERTISING & SPONSORSHIP

Head of Sales

DALJIT SOKHI
+44 (0)20 7397 3809
✉ daljit.sokhi@globalcustodian.com

Senior Account Manager

MATT ALDRED
+44 (0)20 7397 3818
✉ matt.aldred@globalcustodian.com

SURVEYS & RESEARCH

Head of Operations

KAREN DELAHAY
T +44 (0) 207 397 3826
✉ karen.delahoy@globalcustodian.com

Client Relationship Manager

BEENISH HUSSAIN
+44 (0)20 7397 3838
✉ beenish.hussain@globalcustodian.com

EDITORIAL

Managing Editor

JONATHAN WATKINS
T: + 44 (0)20 7397 3815
✉ jon.watkins@globalcustodian.com

Deputy Editor

JOE PARSONS
+44 (0)20 7397 3810
✉ joe.parsons@globalcustodian.com

Editor, Special Projects and Research

RICHARD SCHWARTZ
+44 (0)20 7397 3816
✉ richard.schwartz@globalcustodian.com

SUBSCRIPTIONS & CIRCULATION

Subscriptions Manager

ANA PERALTA
T +44 (0)20 7397 3827
✉ ana.peralta@globalcustodian.com

PRINTING MATERIALS

Head of Design

STEPHAN SLATER
+44 (0)20 7397 3825
✉ stephan.slater@globalcustodian.com

ACCOUNTS

Accounts Receivable

MORAG DIGWEED
✉ morag.digweed@globalcustodian.com

ADDRESS

20 Little Britain
London, UK
EC1A 7DH