

GC 35 YEARS

Global Custodian | www.globalcustodian.com | WINTER 2023

**PLUS: AGENT BANKS
IN EMERGING
MARKETS SURVEY
GETTING READY
FOR THE T+1
HOME STRETCH
PREDICTIONS
FOR 2024**

**HOW GLOBAL AND
LOCAL EXPERTISE
CAN REFASHION THE
VALUE CHAIN**

The SUBTLE REVOLUTION: How data is transforming custody

How a surge of new data processing and analytical tools is revolutionising the way in which custodians and their clients interact with each other and the data they share



GC 35 YEARS

2024
MEDIA KIT



Global Custodian has been the authoritative editorial voice of the global securities services industry for over 35 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. We now proudly have a flourishing multimedia suite of high-quality videos, documentaries and podcasts to compliment our legacy products.

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.

3,000+

WEBINAR
REGISTRANTS

2 million+

PAGE VIEWS
IN 2023

20,000+

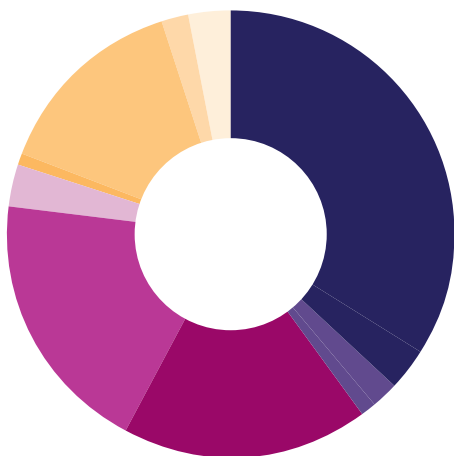
INDUSTRY
PROFESSIONALS

128

COUNTRIES
OUR MAGAZINES
REACHES

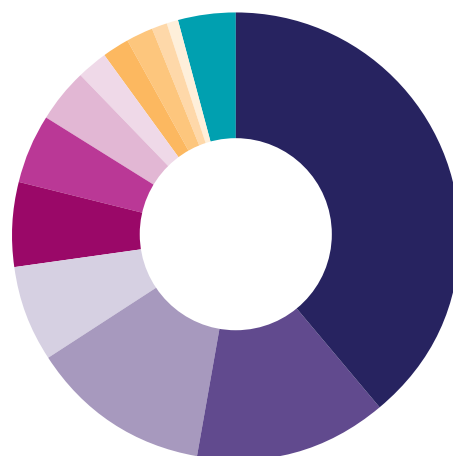
10,000

NEW LINKEDIN
FOLLOWERS
IN 2023



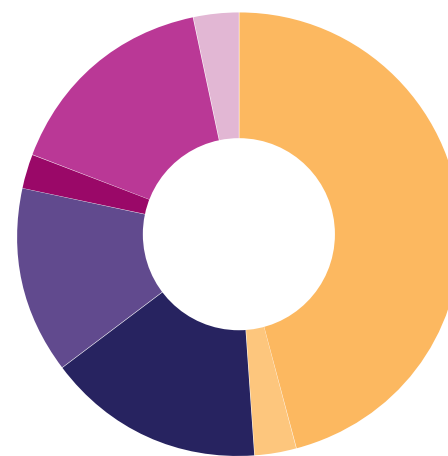
GEOGRAPHIC BREAKDOWN

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



GC DIGITAL

Global Custodian's digital channels include our website, daily editorial newsletters, state-of-the-art webinar platform and the GCTV multimedia portal, which encompasses our industry-leading documentaries and digital features, award-nominated podcasts and in-depth video interview series.

- Deliver your marketing messages to Global Custodian's specialist audience through our digital platforms. We have excellent options for branding, product promotion and lead generation. Our multimedia options offer the chance to position your executives as opinion leaders in the industry.



GC MAGAZINE

Global Custodian's flagship magazine has been the leading editorial voice of the securities services industry for over 35 years. Delivered five times annually to thousands of readers around the globe, the magazines explore key industry themes with analysis provided by leaders from the global post-trade and fund services communities.

- Utilise our best-in-class magazine to build brand awareness through our advertising solutions, and demonstrate expert opinion through original sponsored articles.



GC EVENTS

Our awards ceremonies saw record numbers of attendees in 2023, across three evenings in London, Singapore and New York, while our roundtable discussions and panel events proved incredibly popular. Our T+1 Industry Issues Forum, in particular, recieved high praise and consistently high attendance. In 2024, we plan to increase the number of thematic roundtable discussions, webinars and panels across the world.

- Sponsor events and/or panel sessions to engage with a targeted audience in a face-to-face environment.



GC SURVEYS & RESEARCH

Global Custodian's best-in-class industry surveys have been used by the world's largest financial institutions to measure client perception for over 30 years. The results of these surveys inform several categories at our awards ceremonies, and accreditations are available for providers to publicise their successes.

- Participate in our surveys to gain visibility as a leading provider in your market. Outstanding providers can promote their success by taking up outperformer accreditations, and will be recognised at one of our three planned awards evenings taking place in 2024.

PRICING

RUN OF SITE AD RATES

Super leaderboard (970x90 px)	\$110 CPM
Leaderboard (728 x 90px)	\$110 CPM
Island (300 x 250px)	\$110 CPM
HPU (300 x 600px)	\$110 CPM
Sponsored text link	\$4,000 per month

eNEWSLETTER AD RATES

Leaderboard (728 x 90px)	\$1,000
Island (300x250 px)	\$1,000
Sponsored text link	\$2,000
Roadblock all three positions in any one newsletter	\$2,500
Homepage takeover + skin	\$4,000/day

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

RUN OF SITE

- Super leaderboard (970x90 px)
- Leaderboard (728x90 px)
- HPU (300x600 px)
- MPU (300x250 px)
- Sponsored text link

FILE SIZES & ANIMATION SPECS

- 2MB maximum file size, GIF format
- Three loops – animation must cease after seven seconds

PREMIUM POSITION FILE SIZE & ANIMATION SPECS

- 5MB maximum file size
- Static GIF or Animated GIF
- Animation must cease after seven seconds

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

HTML

- No tags
- Without JavaScript preferred

WELCOME BANNER Premium Position

- 600x400 px
- 2MB maximum file size, GIF and JPEG formats

HOMEPAGE SKIN Premium Position

- Total size: 1400x800 px
- 5MB maximum file size, GIF and JPEG formats

eNEWSLETTER

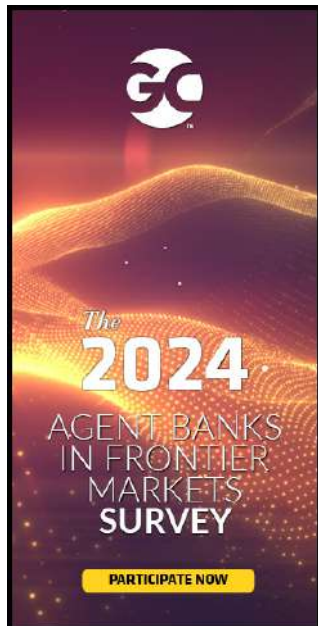
- Top banner (728x90 px)
- Island (300x250 px)
- Sponsored text link
(Header – one line, up to 70 characters;
Body – 3 lines, up to 85 characters per line;
URL – must be in format “http://” not “www.”)

FILE SIZE AND ANIMATION SPECIFICATIONS

- 5MB 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.”



ASSETS DUE AT LEAST FIVE BUSINESS DAYS PRIOR TO CAMPAIGN LAUNCH.



DOCUMENTARIES

Our documentaries continue to be a hit with our audience, rewarding the high quality output and production that goes into them. Where these digital features once covered broad themes such as custody and fund administration, in 2023 we will be looking for more niche areas of focus, whether that covers a region, a market trend or a particular asset class.

DOCUMENTARY PROJECTS – \$POA



WEBINARS

Our state-of-the-art webinar platform – offering live polls, downloadable content, and an interactive chat forum – allows sponsors to reach targeted audiences in jurisdictions around the globe through a live discussion around a focused topic or industry challenge.

WEBINAR PACKAGES

• PLATINUM – \$POA

Gold package plus Global Custodian editorial team to invite guests from our editorial network

• GOLD – \$15,000

Silver package plus Global Custodian editorial team made available to consult on topics for the discussion

• SILVER – \$13,000

Global Custodian to provide moderator, includes promotion via solus HTML and social media

VIDEO SERIES

Global Custodian's hugely popular video series offering continues to gain traction, with CIBC Mellon, Deutsche Bank, SS&C and State Street among those producing series in 2023. We look forward to providing further high-value productions to sponsors in 2023.

SPONSORED INTERVIEW SERIES – \$15,000



PODCASTS

Global Custodian runs a suite of successful podcast series, of which our GC Stories podcast was nominated for Podcast of the Year by the Independent Publishers Association. We have plans to continue expanding our podcast library in 2023, sponsors should get in touch to discuss partnering on an original series.

SPONSORED PODCAST PROJECTS – \$POA



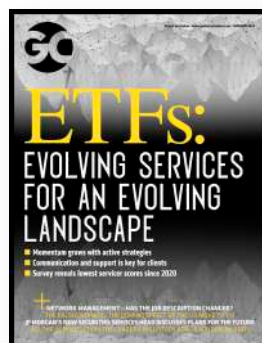


SPRING

Ad Reservation: **March 22**

Key Survey

- Agent banks in frontier markets



SUMMER

Ad Reservation: **June 21**

Key Survey

- Mutual fund administration
- ETF administration



FALL

Ad Reservation: **October 11**

Key Survey

- Agent banks in major markets



WINTER

Ad Reservation: **December 13**

Key Survey

- Agent banks in emerging markets

ADDITIONAL PUBLICATIONS/EVENTS



FUND SERVICES ANNUAL

Ad Reservation: **August 16**

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



SECURITIES REVIEW

Ad Reservation: **October 11**

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

**MORE THAN
15,000
READERS SPENT ON
AVERAGE
12 MINUTES 30 SECONDS
READING DIGITAL ISSUE
OF THESE MAGAZINES
READING AN AVERAGE
OF 36 PAGES**

PRICING

	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

AD SPECS

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 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 (no spot colours), files – 300dpi minimum.
2. All fonts should be embedded or saved as outlines.
3. All pages to include 3mm bleed and to include crop marks outside trim area
4. Files should be supplied at 100% size.

File submission

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

EVENTS: LONDON - LEADERS IN CUSTODY AWARDS

Global Custodian's Leaders in Custody Awards honours the world's biggest custody banks, recognising the best in the industry in front of a 250-strong audience of securities services professionals at London's legendary Savoy Hotel.

Once again, we look forward to welcoming the custody industry's biggest names in 2024 as we recognise the top performers from our annual surveys.

We will also recognise deserving pioneers of the custody industry in areas not covered by our surveys through our Editors' Choice and Innovation Awards.

Finally, we will recognise individuals who have made an impact on the custody in the industry throughout their careers and within the preceding 12 months.

- Agent Bank Excellence Awards
- Leading Client Awards
- Innovation Awards
- Lifetime Achievement Award
- Industry Legend Awards
- Industry Person of the Year Award
- Editors' Choice Awards



OTHER SPONSORSHIP OPPORTUNITIES

- 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**—\$12,500
 - Half-table of five guests**—\$8,000

- **Cocktail Reception**—\$25,000
- **Champagne Toast**—\$25,000
- **Gifting**—\$22,500
- **Chocolate**—\$20,000
- **Red Carpet**—\$20,000



**30 MAY
2024**

EVENTS: NEW YORK – INDUSTRY LEADERS AWARDS

Global Custodian will return to Manhattan to once again celebrate the top performers in our fund services surveys.

We look forward to the return of the fund services industry's biggest names in 2024 as we recognise the top performers from our annual surveys.

250 of the industry's biggest names join us every year as we recognise the best performers from our annual surveys. In 2023 we will once again give out awards based on the following survey-related categories:

- **Hedge Fund Administration**
- **Prime Brokerage**
- **Private Equity Fund Administration**
- **Exchange Traded Fund Administration**
- **Mutual Fund Administration**
- **Editors' Choice Awards**
- **Innovation Awards**
- **Americas Sub-Custody Awards**

We will also recognise deserving pioneers of the fund services industry in areas not covered by our surveys through our Editors' Choice and Innovation Awards.

Finally, we will recognise individuals who have made an impact on the securities services industry throughout their careers and particularly within the preceding 12 months.

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

- **Lifetime Achievement**
- **Industry Legends**
- **Industry Person of the Year**

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—\$12,500

Half-table of five guests—\$8,000

OTHER SPONSORSHIP OPPORTUNITIES

• **Cocktail Reception**—\$25,000

• **Champagne Toast**—\$25,000

• **Gifting**—\$20,000

• **Red Carpet**—\$20,000

• **Custom sponsorships also available, POA**

**21 NOV
2024**



EVENTS: SINGAPORE – LEADERS IN CUSTODY ASIA PACIFIC AWARDS

Global Custodian was delighted to deliver its inaugural Leaders in Custody awards for Asia Pacific last year in what turned out to be a hugely successful and enjoyable events.

The ceremony honours securities services providers across the Asia Pacific region who have excelled in Global Custodian's Agent Banks surveys, along with a number of Editors' Choice, Individual and Innovation awards segments.

Our Innovation awards also recognise truly ground-breaking ideas or visions from the securities services industry with nominations open for initiatives stemming from the Asia Pacific region.

We expect this year's event to be even bigger, so we look forward to seeing you there!

- Agent Banks Awards
- Editors' Choice Awards
- Client Segment Awards
- Innovation Awards
- Lifetime Achievement Award
- Industry Legend Awards
- Industry Person of the Year Award

GALA DINNER

Premium Table Sponsorship – \$15,000

Table of 10 guests

Priority position in the room

Full-page advertisement in dinner program

Table of 10 guests – \$10,000

Half-table of five guests – \$6,000

OTHER SPONSORSHIP OPPORTUNITIES

(Each includes the premium table sponsorship elements)

• **Cocktail Reception** – \$22,500

• **Champagne Toast** – \$20,000

• **Gifting** – \$18,000

• **Red Carpet** – \$20,000

**9 MAY
2024**

Global Custodian's Research Plus product suite consists of bespoke research reports and consultations, based on published and non-published primary data collected in our industry leading annual surveys. Our Research Plus reports allow providers and respondents alike to take a deeper delve into the survey performance and findings.

In addition to bespoke reports, we can also present the findings via in-person/remote consultations. By taking up consultation services you can leverage our extensive network of senior analysts to offer actionable insights for your business needs.

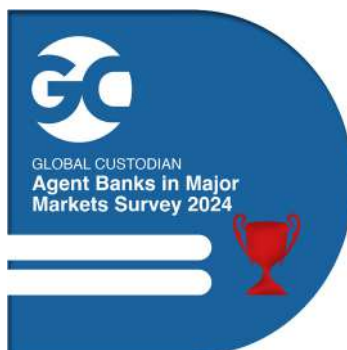
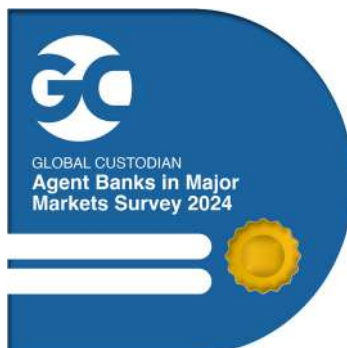
Furthermore, Global Custodian's digital accreditations serve as the official mark of excellence for service providers who have achieved Outperformer status in the published surveys.

Finally, we have overhauled the Global Custodian Directory with a fresh new interface. List your business now to increase visibility to our sophisticated institutional investor audience spanning over 128 countries.

RESEARCH+

PRICING & PACKAGES

Research Report + In-person consultation – \$10,000	
1 x digital accreditation – \$1,700	
Research Report + In-person consultation + Industry consultant review – \$POA	
3 x digital accreditations – \$5,000	
Research Report – \$5,000	
Standard Listing – \$600	
Enhanced Listing – \$1000	



We also 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





SUBSCRIPTIONS

Print Only (1 Year) USD \$610
Print Only (2 Year) USD \$895

Web Only (1 Year) USD \$765
Web Only (2 Year) USD \$1,270

Print+Web Package (1 Year) \$960
Print+Web Package (2 Year) \$1,410

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.

Contact:
subscriptions@globalcustodian.com

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%

ENTERPRISE-WIDE, UNLIMITED SUBSCRIBERS



SUBSCRIPTION BENEFITS



In-depth features

Breaking news

AuC League Table

Exclusive people moves

Industry Surveys

Access to digital magazine

Early access to special reports

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Global Custodian magazine is a carbon neutral print product. We are committed to eco-friendly production and sustainable printing using:

- carbon neutral printing using offshore wind electricity, vegetable oil based inks and FSC® certified paper
- carbon neutral packaging produced from sugar cane

