

Global Custodian | www.globalcustodian.com | FUND SERVICES ANNUAL 2025

# FUND SERVICES annual 2025

## Opportunity knocks in private markets

The race is on for custodians and administrators to untangle the complex web underpinning the rapidly-growing sector.

PLUS: FUND ADMIN'S GREAT CONSOLIDATION | MANAGING EXPECTATIONS IN PRIME BROKERAGE | INDUSTRY LEADERS AWARDS SHORTLIST REVEALED | PRIVATE EQUITY, PRIME BROKERAGE & HEDGE FUND ADMINISTRATION SURVEYS



Global Custodian | www.globalcustodian.com | LEADERS IN CUSTODY Asia AWARDS

Deutsche Bank

STATE STREET

Private Markets unlocked  
Navigating the rapidly-growing sector

# GC 2026 MEDIA KIT



Private Markets unlocked

HSBC | Opening up a world of opportunity

GETTING TO GRIPS WITH TOKENISATION

CALASTONE

NAVIGATING THE TECHNOLOGY TRANSITION IN ASSET MANAGEMENT

FUNDGUARD





**G**lobal Custodian has been the authoritative editorial voice of the global securities services industry for 37 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 ceremonies 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 complement 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.

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**17,000+**

MULTIMEDIA  
VIEWERS

**20,000+**

INDUSTRY  
SUBSCRIBERS

**128**

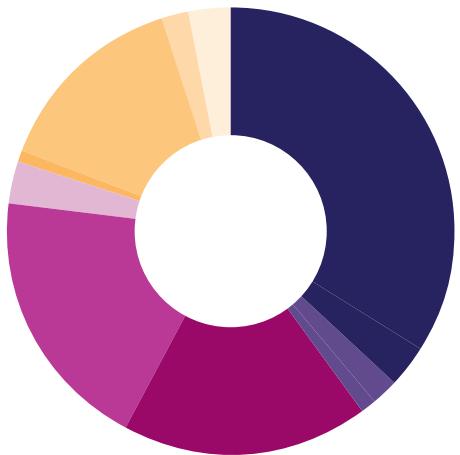
COUNTRIES  
OUR MAGAZINES  
REACHES

**53,000+**

TOTAL LINKEDIN  
FOLLOWERS

**6,000+**

PODCAST STREAMS



#### GEOGRAPHIC BREAKDOWN

<b>North &amp; South America</b>	<b>40%</b>
US & Canada	36%
Latin America & Caribbean	4%
<b>Europe</b>	<b>40%</b>
UK	18%
Western Europe	19%
Eastern & Central Europe	3%
<b>Middle East &amp; Asia-Pacific</b>	<b>20%</b>
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%



## WHAT WE DO



### GC DIGITAL

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

- 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 37 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 2025, across three separate events in London, Singapore and New York. Meanwhile our roundtable discussions and panel events proved highly popular once again. In 2026, 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 this year



# DIGITAL: PRICING AND AD SPECS

## PRICING

### RUN OF SITE AD RATES

Super leaderboard (970x90 px)	\$125 CPM
Leaderboard (728 x 90px)	\$125 CPM
Island (300 x 250px)	\$125 CPM
HPU (300 x 600px)	\$125 CPM
Sponsored text link	\$4,000

### eNEWSLETTER AD RATES

Leaderboard (728 x 90px)	\$1,200
Top island (300x250 px)	\$1,200
Middle island (300x250 px)	\$1,200
Sponsored text link	\$3,000
Roadblock all three positions in any one newsletter	\$3,000
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.



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

## 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 <span style> 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."

## BANNER METRICS - GLOBAL CUSTODIAN

Name	Sizes	Average Monthly Impressions	Average Monthly Clicks	Average Monthly CTR	Average Viewability
Top Leaderboard	728x90/970x90	68,620	78	0.11%	62.58%
Mid Leaderboard	728x90	11,563	3	0.03%	50.11%
Bot Leaderboard	728x90	20,262	9	0.04%	37.41%
Top Island	300x250/300x600/300x1050	48,625	51	0.10%	77.85%
Bot Island	300x250	46,939	9	0.02%	52.95%



## DOCUMENTARIES

Our documentaries achieve excellent engagement rates, rewarding the high end production that goes into them. In recent years these digital features covered broad themes such as custody and fund administration. For 2025 we are open to both partnership and co-sponsored ideas. Do get in touch to discuss how your firm can be a part of this leading product.

### 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.

### SPONSORED WEBINARS FROM \$18,000

## VIDEO SERIES

Global Custodian's hugely popular video series offerings continue to grow in both output and viewers, with Deutsche Bank, HKEX, SIX and Standard Chartered Bank among those partnering with us in 2024. We look forward to providing further high-value productions to sponsors in 2025.

### SPONSORED INTERVIEW SERIES - \$15,000



## PODCASTS

Global Custodian runs a suite of successful podcast series, including our GC Stories podcast which was nominated for Podcast of the Year by the Independent Publishers Association. We have plans to continue expanding our podcast offerings in 2025. Get in touch to discuss partnering with us for your own original series.

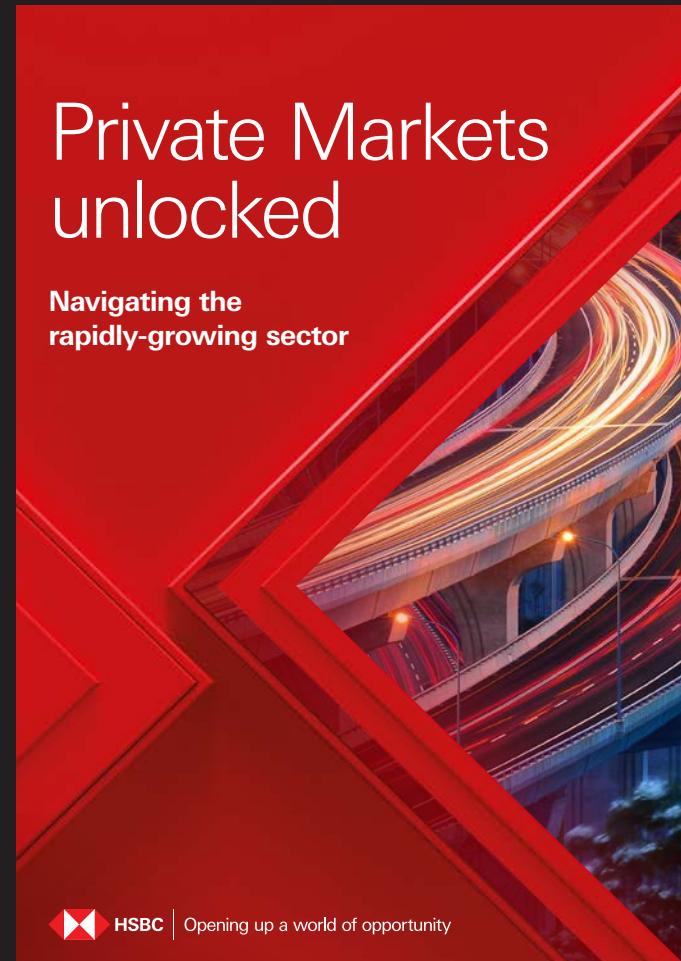
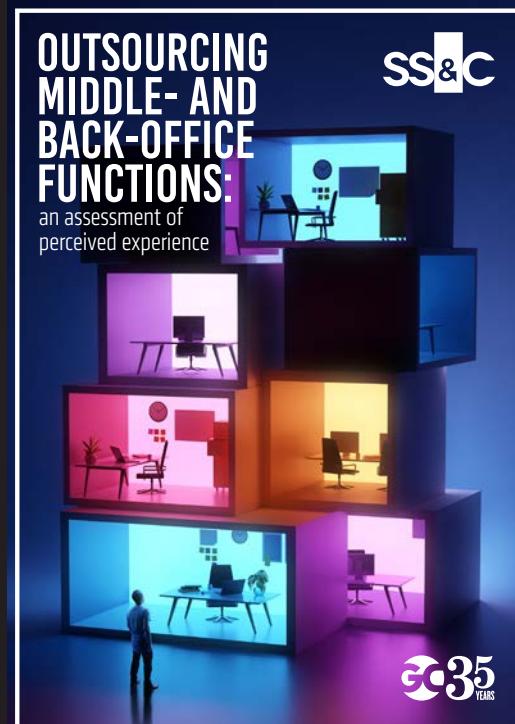
### SPONSORED PODCAST PROJECTS - \$POA





## BESPOKE RESEARCH

Global Custodian offers a full suite of bespoke research and thought-leadership solutions, enabling clients to partner with our editorial team to produce high-impact whitepapers on the subjects that matter most to their business and the wider securities-services community. From concept development and expert interviews to in-depth analysis and professional production, each project can be enhanced with a proprietary industry survey to generate exclusive, data-driven insights. To maximise reach and engagement, every whitepaper can be supported by a dedicated webinar, bringing the findings to life through live discussion with market leaders and promoting the results directly to Global Custodian's highly targeted, senior financial-services audience.



### SUBJECTS WE ARE EXPLORING IN 2026:

- Private markets
- Wealth custody
- Settlement compression
- Digital assets/ tokenisation
- Innovation in asset servicing
- The Integration Challenge: Bridging Legacy and Next-Gen Post-Trade Tech
- The future of collateral mobilisation and optimisation
- Data commercialisation in securities services
- European fund services
- ManCo services
- Artificial intelligence in securities services



# MAGAZINE: 2026 EDITORIAL CALENDAR



## SPRING

Ad Reservation: **March 20**

### Key Survey

- Agent banks in frontier markets



## SUMMER

Ad Reservation: **June 19**

### Key Survey

- ETF administration



## FALL

Ad Reservation: **September 18**

### Key Survey

- Agent banks in major markets



## WINTER

Ad Reservation: **December 11**

### Key Survey

- Agent banks in emerging markets

## ADDITIONAL PUBLICATIONS/EVENTS



### FUND SERVICES ANNUAL

Ad Reservation: **August**

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



### SECURITIES REVIEW

Ad Reservation: **September 18**

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

**MORE THAN  
20,000**  
READERS SPENT ON AVERAGE  
**7 MINUTES 54 SECONDS**  
READING DIGITAL ISSUE OF THESE MAGAZINES  
**READING AN AVERAGE OF 24 PAGES**



# MAGAZINE: 2026 EDITORIAL CALENDAR

SPRING	SUMMER	FALL	FUND SERVICES ANNUAL	WINTER
<b>MARCH</b> <b>Inside the new frontier of wealth custody</b> As global private wealth continues to grow year-on-year, the demand for sophisticated wealth custody services is rising in tandem. Modern custody platforms are now expected to offer services beyond simple safekeeping, with the next generation of services redefining trust, security and support in the increasingly complex wealth landscape. We look at the trends behind the data, and how service providers are innovating to stay ahead.	<b>JUNE</b> <b>The time is now: Digital assets hit the mainstream</b> As institutional investors move increasing beyond experimentation in the digital asset sphere, traditional custodians face growing competition from a new wave of digital-first players. From crypto and tokenised bonds, to CBDCs, stablecoins and tokenised cash, we examine the key trends shaping this rapidly evolving sector, and how incumbent custodians are adapting to support clients.	<b>SEPTEMBER</b> <b>T+1: One year to go</b> It's Groundhog Day in the settlement world; this time it's Europe's turn to confront the pressures of a shortened settlement cycle. With one year to go-live, Global Custodian takes the temperature of the market - checking in on market preparedness and sentiment, tracking pockets of concern, and exploring what remains on the checklist. The industry gets out its crystal ball to predict what will be the major trends and challenges to		<b>OCTOBER</b> <b>Mapping the European funds landscape</b> The European funds industry is evolving at unprecedented speed, driven by regulatory reforms, shifting investor demands, and cross-border market integration. Herein lies a comprehensive mapping of the current landscape, highlighting the key players, fund structures, and service providers shaping the sector.
<b>Europe's next chapter: CSDs in conversation</b> Representatives from Clearstream, Euroclear, Euronext and SIX sit down to discuss and debate the future of the European market infrastructure landscape. Key topics will include settlement, the Savings and Investments Union (SIU), fragmentation and the technological innovations shaping the road ahead.	<b>The AI revolution: Custody redefined</b> Few trends have dominated the securities services zeitgeist as powerfully as artificial intelligence has done today. The rulebook on custody, administration, operations and everywhere in between is being rewritten by the fast-moving technology, with providers racing to gain an edge. Where is the greatest impact being felt? How is it reshaping the industry's talent base? And crucially, where does the sector go from here?	<b>Collateral without borders: The next wave of market efficiency</b> As financial markets become increasingly global, the efficient movement of collateral across borders has never been more critical. We explore the challenges and opportunities of enabling seamless, cross-border collateral flows, examining how tokenisation, central clearing and interoperability initiatives are helping market participants to overcome operational friction, regulatory fragmentation, and settlement delays.	<b>The future of funds? Tokenised transformation</b> Fund tokenisation is transforming the way investment products are created, distributed, and managed, offering faster settlement, greater transparency, and access to previously illiquid assets. This feature explores how tokenised structures are being adopted across private and public markets, the operational and regulatory hurdles custodians and fund administrators face, and the benefits for asset managers and investors alike.	<b>From chaos to clarity: Solving data fragmentation in securities services</b> In an industry increasingly driven by data, fragmentation remains one of the biggest operational challenges for service providers. Disparate systems, siloed reporting, and inconsistent standards can lead to inefficiencies, regulatory risk, and suboptimal client service. Global Custodian explores how securities services firms are addressing these issues through data consolidation, advanced analytics, and integrated platforms.
<b>Also:</b> Custody & Cyberwarfare   Agent Banks in Frontier Markets survey	<b>Also:</b> The impact of the UK's pension consolidation scheme   ETF Administration survey	<b>Also:</b> Driving efficiency (and trades) through central clearing   Agent Banks in Major Markets survey	<b>Also:</b> What's next for private markets?   Prime Brokerage, Hedge Fund & Private Equity Fund Administration Surveys	<b>Also:</b> 2027 predictions   Agent Banks in Emerging Markets survey



# MAGAZINE: PRICING AND AD SPECS

## 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
<b>COVERS</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>	<b>6x</b>
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"

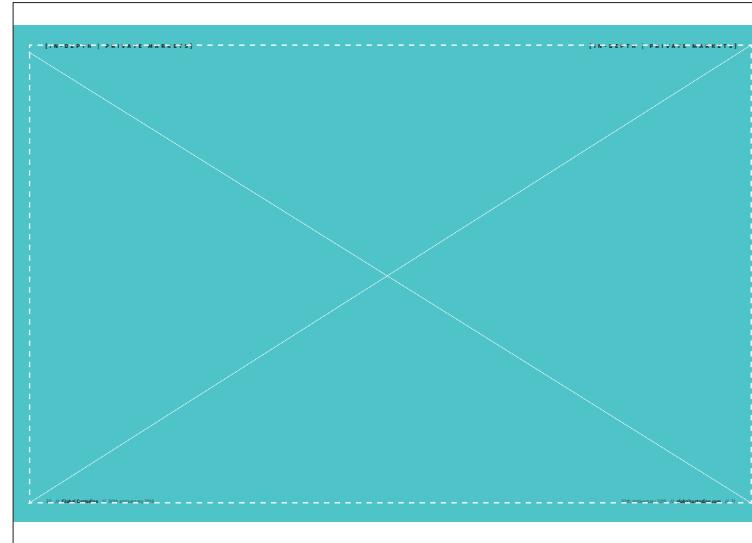
### FULL PAGE

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"

\* Please do not take content all the way to the page edge. This could result in content being cropped off at print stage. Allow 10mm on all edges.



## 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. Please bear in mind content should not run right to the edge. Allow 10mm from printable area to avoid this.
4. Files should be supplied at 100% size.

## File submission

Please address printing materials to:  
Stephan Slater  
[stephan.slater@globalcustodian.com](mailto: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 300-strong audience of securities services professionals at London's legendary Savoy Hotel.

Once again, we look forward to welcoming the custody industry's biggest and best names in 2025 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



### 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**—\$12,995

**Half-table of five guests**—\$8,500



### OTHER SPONSORSHIP OPPORTUNITIES

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



**14 MAY  
2026**



## EVENTS: NEW YORK – INDUSTRY LEADERS AWARDS

Global Custodian will return to New York to once again celebrate the top performers in the fund services industry.

We look forward to the return of the fund services industry's biggest and best names in 2026 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 in fund services. In 2025 we will once again recognise outperforming providers from the following Global Custodian surveys:

- Hedge Fund Administration
- Prime Brokerage
- Private Equity Fund Administration
- Exchange Traded 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.

Furthermore, we will recognise leading individuals who have made an impact on the fund services and 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 past year. These individual honours will include the following:

- 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 – \$12,995

#### Half-table of five guests – \$8,500

### OTHER SPONSORSHIP OPPORTUNITIES

- Cocktail Reception – \$25,000
- Champagne Toast – \$25,000
- Gifting – \$20,000
- Red Carpet – \$22,500
- Custom sponsorships also available

17 NOV  
2026



## EVENTS: SINGAPORE – LEADERS IN CUSTODY ASIA AWARDS

Now a well-established ceremony and the highlight of the APAC securities services calendar, 2026 represents the fourth year of Global Custodian's highly successful Leaders in Custody Asia awards evening. We anticipate this event to grow significantly once again, after attracting close to 150 senior executives from the region last year.

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.



- 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** – \$16,000

Table of 10 guests

Priority position in the room

Full-page advertisement in dinner program

**Table of 10 guests** – \$11,750

**Half-table of five guests** – \$7,750

### OTHER SPONSORSHIP OPPORTUNITIES

(Each includes the premium table sponsorship elements)

• **Champagne Toast** – \$22,500

• **Cocktail Reception** – \$22,500

• **Gifting** – \$19,000

• **Red Carpet** – \$20,000

**28 MAY  
2026**



## SURVEYS & RESEARCH

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

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

3 x digital accreditations - **\$5,000**

Research Report - **\$6,000**

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

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

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](mailto: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](mailto: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



Investor &  
Treasury Services



### 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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✉ [finance@globalcustodian.com](mailto:finance@globalcustodian.com)

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