

# pfi

## Rate Card 2011 Europe

valid from October 1, 2010



# EDITORIAL BRIEF

## Project Finance International -

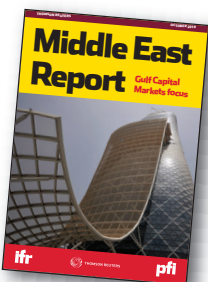
Published fortnightly, *Project Finance International (PFI)* provides over 14,000 market participants with essential information on the latest deals and developments in the global project finance industry. After 19 years, *PFI* remains at the forefront of this industry, and is the most comprehensive, authoritative and editorially independent publication to serve this sector.

**Rod Morrison, Editor**



### PFI Bi-monthly -

- ▶ People and Markets
- ▶ News from the Americas, EMEA and Asia Pacific
- ▶ Deal Analysis
- ▶ Feature updates



### PFI Special Reports -

- ▶ Supplements to PFI
- ▶ See calendar overleaf



### ▶ PFI Yearbook -

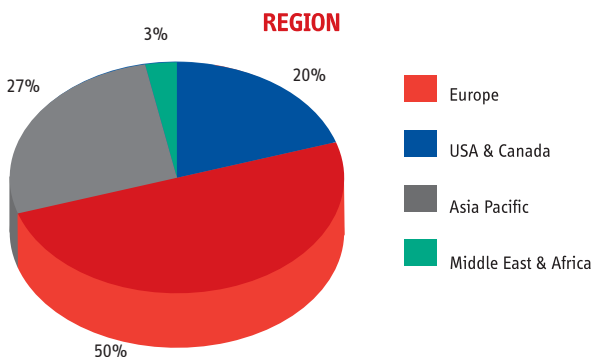
Highlighting the biggest and best deals, and announcement of the short list for the prestigious PFI awards.

**CIRCULATION: 2421**

**READERSHIP: 14,526\***

\*estimated 6 readers per copy

Subscribers are senior decision makers in the following industry sectors: financial institutions, government departments, insurance providers, law firms and project developers.



**'Published fortnightly, Project Finance International (PFI) provides over 14,000 market participants with essential information on the latest deals and developments in the global project finance industry. After 18 years, PFI remains at the forefront of this industry, and is the most comprehensive, authoritative and editorially independent publication to serve this sector.'**

**Rod Morrison, Editor**

# PFI ADVERTISING RATES 2011 £

## PFI Bi-monthly

No. of insertions	x1	x3	x6	x12
<b>Covers</b>				
Inside Front Cover Spread	£14,800	£13,300	£11,900	£10,400
Outside Back Cover	£9,700	£8,600	£7,700	£6,700
Inside Front Cover	£8,200	£7,400	£6,600	£5,800
Facing Contents	£7,600	£6,800	£6,000	£5,300
Inside Back Cover	£6,600	£6,000	£5,300	£4,600
<b>Full Page</b>	£6,600	£6,000	£5,300	£4,600

## Fractional Space

Junior Page	£5,400	Half Page	£4,400	Strips (Min x6)	£2,900
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## Inserts and Recruitment rates available on request

### Special Reports

No. of insertions	x1	x2	x3	x4
<b>Covers</b>				
Inside Front Cover Spread	£16,300	£14,700	£13,000	£11,400
Outside Back Cover	£10,600	£9,600	£8,500	£7,500
Inside Front Cover	£8,900	£8,100	£7,100	£6,200
Facing Contents	£8,200	£7,400	£6,600	£5,800
Inside Back Cover	£7,400	£6,600	£5,800	£5,100
<b>Full page</b>	£7,400	£6,600	£5,800	£5,100

### PFI Yearbook

Inside Front Cover Spread	£17,300	Winners	£9,500
Outside Back Cover	£12,100	Inside Back Cover	£8,200
Inside Front Cover	£10,000	Full page	£7,900
Facing Contents	£8,900		

### PFI Roundtables

Outside Back Cover	£10,600
Inside Front Cover	£8,900
ROP	£7,400

## Cancellation deadlines

<b>PFI Bi-monthly</b>	In writing, <b>FOUR</b> weeks prior to publication date
<b>PFI Reports</b>	In writing, <b>SIX</b> weeks prior to publication date
<b>PFI Yearbook</b>	In writing, <b>SIX</b> weeks prior to publication date
<b>PFI Roundtables</b>	In writing, <b>EIGHT</b> weeks prior to publication date

Cancellation of bookings will be subject to adjustment charges if frequency discounts no longer earned.

*Rates exclude VAT @ 17.5% (UK only)*

*Agency Commission 10%*

**All bookings are guaranteed only upon receipt of signed PFI Advertising Contracts  
US\$ rates not applicable in Europe**

**PFI is the website for Project Finance International**

**Impressions: 92,000** average per month\*  
**Unique Users: 10,000** average per month\*

**Website content:**

- ▶ Access to the latest issue of PFI before the magazine
- ▶ Pipeline information for all deals completed and yet to be finalised
- ▶ PFI twice daily email alert breaking the day's top stories in global project finance
- ▶ A searchable 18 year archive of news and deals

**Advertisement specifications and rates:**

- ▶ Animated gif or jpeg.
- ▶ Advertisements that affect the performance of the website will not be accepted.

\*Averages are subject to fluctuations



**Leaderboard**  
 Homepage **£5,000** per month  
 728x90 pixels. 40k max

**MPU**  
 Homepage **£3,000** per month  
 300x250 pixels. 40k max

**MECHANICAL DATA**

Advertisements should be supplied either as a high-resolution PDF, an EPS or a Quark file (along with all images and fonts used). PFI cannot accept responsibility for font, image or trapping problems that are beyond our control. We are happy to answer any questions regarding the reproduction of the advertisement in advance of publication.

**Page sizes**

**Full page**

Type area	270mm x 184mm
Bleed	303mm x 216mm
Actual size (trim)	297mm x 210mm

**Junior page**

Type Area 205mm x 140mm

**Half page**

Horizontal 120mm x 184mm

**Strips**

Horizontal	184mm x 45mm
Vertical	45mm x 250mm

**Advertisements are accepted at the Editor's discretion**

# PFI EDITORIAL CALENDAR 2011

Issue date		Book by	Copy by
12 26	January		
9 23	February		
9 23	March <b>India Report*</b>	14 Mar	16 Mar
6 20	April		
4 18	May <b>Renewables Report*</b>	9 May	11 May
1 15 29	June <b>Global Infrastructure Report*</b>	6 Jun	8 Jun
13 27	July <b>Mid-year League Tables</b>	4 Jul	6 Jul
24	August		
7 21	September <b>European Report*</b>	12 Sep	14 Sep
5 19	October <b>Middle East Report**</b>	12 Oct	14 Oct
2 16 30	November		
14 19	December <b>PFI Yearbook*</b>	5 Dec	7 Dec

**\*Outbound**

**\*\* Middle East Report will be co-published with International Financing Review (IFR)**

NB: Publication dates may change at the discretion of the Editor.

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