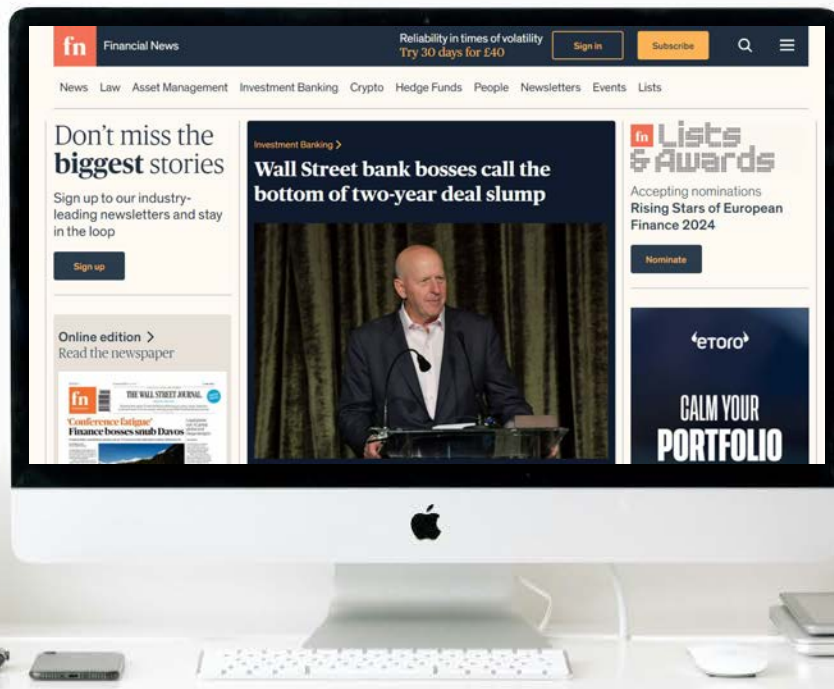




# Financial News

## 2026 Media Kit



The agenda-setting publication read by smart and ambitious professionals across Europe's financial markets



Financial News is a premium subscription service with a professional audience spanning investment banking, fund management, legal services, professional services, regulators and auxiliary service providers

Covering the financial sector in more depth than other news publications and with more breadth than trade publications, our award-winning journalism is delivered by subject matter experts with untold reach to the most senior figures in finance

With an ever-evolving media landscape, it has never been more important to position your brand alongside a trusted news source



**132,131**

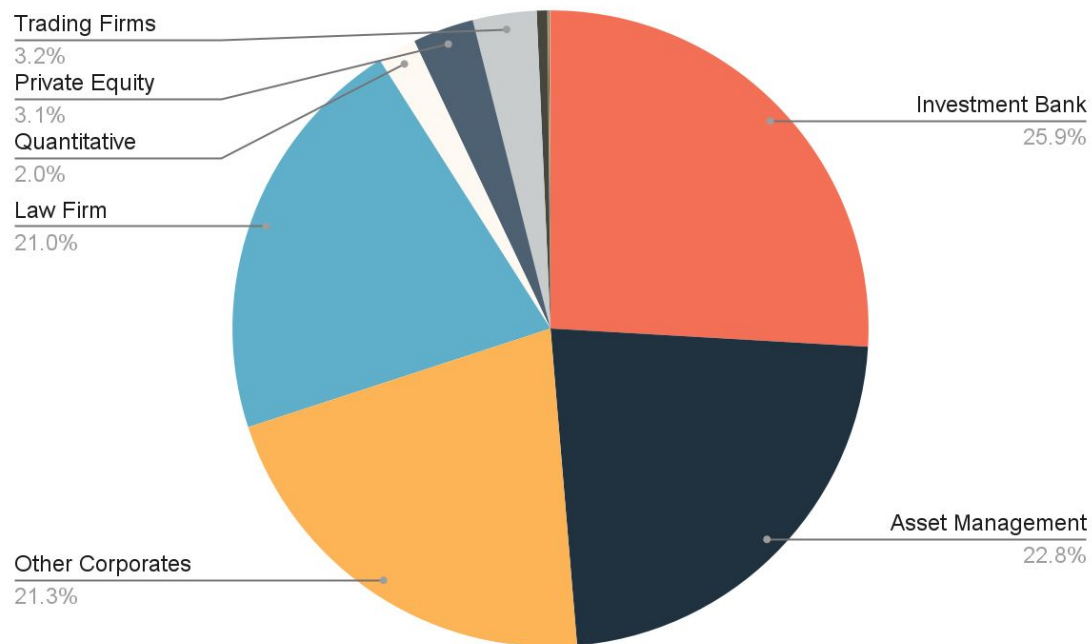
Paid Subscriptions

*"I'm a huge fan of Financial News and read your online site every day. The quality of articles and topics covered is always extremely high making Financial News a "must read" for anyone serious in our industry."*

Founder of a leading UK-headquartered PE firm

# Audience Overview

Reaching a professional audience across Europe's financial and professional services sectors



**54%**

**Senior Management**

C-Suite, Board Level & Directors

**178+**

**Corporate license holders**

\*Other corporates includes consultancy firms, accountancy firms, recruiters, communications/PR firms

Source: Proprietary FN Internal 2021 Reports

Source: 2021 Reader Survey

# Why partner with Financial News?

More than a vehicle for creative assets, we work with our partners to develop tailored campaigns that work towards their commercial objectives; from short term advertising campaigns to bespoke, multi-year, multi-channel campaigns that run in tandem with our calendar of editorial content for maximum impact

## Brand alignment

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Position your brand alongside a trusted, award-winning business news source

## Thought leadership

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Support crafting and delivering technical messaging for maximum impact

## Connections

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A variety of opportunities to put your team in the room with your target audience

## Professional reach

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Targeted reach within a senior, professional audience in the context of business

## Flexibility

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Our solutions offer complete flexibility in creating a campaign that truly meets your objectives

## Dedicated support

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Working together, we support partners with insightful recommendations and the ability to adapt campaigns as required

# A sample of our valued partners

We are proud to have partnered with a diverse range of esteemed sponsors who share our commitment to excellence



and many more

# Spark the conversation

With Financial New's multi-channel approach



## Print

FN's weekly print paper captures the news our subscribers need for the week ahead whilst providing brands with a channel to reach a professional audience beyond their screens



## Digital

The go-to source for industry leaders on the latest insights, news, and analysis on the financial industry, keeping you ahead with expert coverage and in-depth reporting



## Live events

Gain exclusive opportunities to network and engage with top leaders and like-minded peers. Join us to make valuable connections that drive your business forward



## Newsletters

We publish a variety of daily, weekly and fortnightly newsletters to serve our communities with breaking news, features and special reports



## Lists

A celebration of Europe's leading lights and emerging talents, Financial News' lists are a who's who of European finance



## Custom programs

Showcase your expertise with exclusive content and custom events to position your brand as a trusted resource

**Partnership  
opportunities  
with **fn****

# Lists

## What it is

Every year, FN publishes a series of flagship lists celebrating emerging talent and established trailblazers from across the European financial services industry. Published online, in print and celebrated at in-person events

## How it works

Independently curated by expert journalists, we extensively promote our lists across a range of Dow Jones media channels, The invitation-only events combine networking opportunities with panel discussions

## Sponsorship benefits

Offering premium brand visibility alongside respected journalism, sponsors also benefit from thought leadership opportunities and in-person engagement with peers and potential clients, providing a comprehensive, multi-channel campaign



*“The whole Pride edition looks terrific - huge congratulations! Thank you for telling so many powerful and inspiring stories. It’s so important not least when in some parts of the world it feels as though we are going backwards [on LGBTQ+ rights].”*

### **Pride of Finance list, 2024**

Global CEO, Herbert Smith Freehills



# Lists

## Calendar

### Rising Stars of European Finance

Nominations open: 02 January

Nominations close: 31 January

List publishes: 17 March

### 50 Most Influential Lawyers

Nominations open: 07 March

Nominations close: 04 April

List publishes: 19 May

### Most Influential in European Finance

Nominations open: 24 March

Nominations close: 25 April

List publishes: 23 June

### 100 Most Influential Women in European Finance

Nominations open: 02 June

Nominations close: 11 July

List publishes: 13 October

**253**

honorees  
recognised  
in 2024

**200k+**

digital  
impressions

For more information, please visit [www.fnlists.com](http://www.fnlists.com)

**Custom programme  
opportunities  
with **fn****

# Custom events

## What it is

From live webinars and virtual roundtables, to in-person panel discussions and invite only dinners, our dedicated events team curate first-class experiences to showcase the best of your brand in a premium setting

## How it works

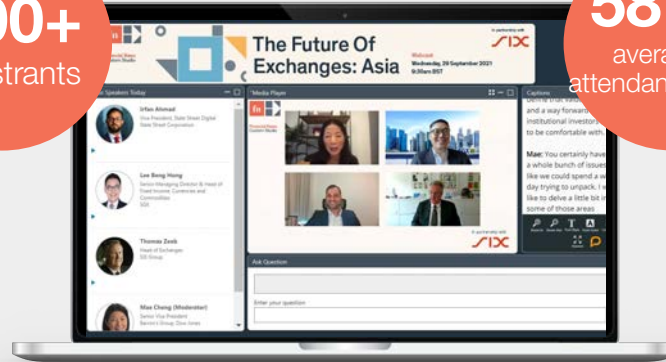
Once a format is chosen, we help source speakers, design agendas and manage audience recruitment. For virtual events, we support live and on-demand video format and supplementary pre and post promotion

## Sponsorship benefits

Our events are proven platforms for generating quality leads, building brand resonance, and delivering a high-level of engagement, while our best-in-class, global events team provide a seamless experience for our partners



200+  
registrants



58%  
average  
attendance rate



Watch some examples on our [YouTube channel](#)

# Native article packages

## What it is

Thought-leadership articles designed to blend seamlessly with FN's own journalism on fnlondon.com

## How it works

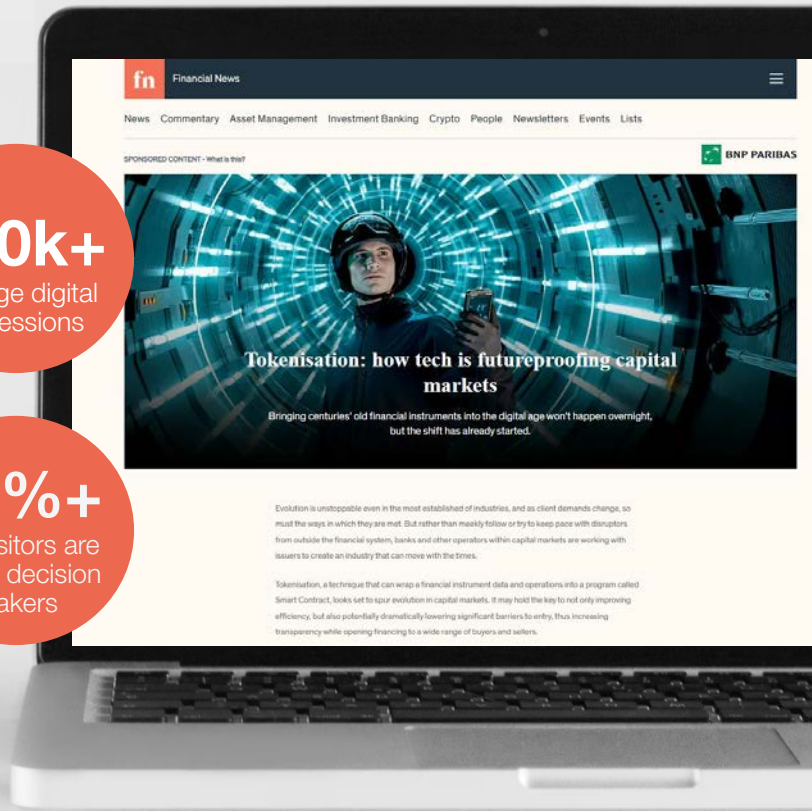
Original content, either client-supplied or written in collaboration with FN's expert team, promoted through unmissable onsite modules and amplified through digital campaigns across the broader Dow Jones digital network. With complimentary branding and social sharing features for maximum impact and reach

## Sponsorship benefits

With AI-generated news platforms threatening the credibility of some news sources, our native article packages provide you with the opportunity to showcase your thought leadership within a trusted news environment

**200k+**  
average digital impressions

**67%+**  
site visitors are senior decision makers



**Advertising  
opportunities  
with **fn****

# Newsletters

## What it is

High-impact, industry-specific newsletters delivering curated industry insights and updates to a highly engaged audience

## How it works

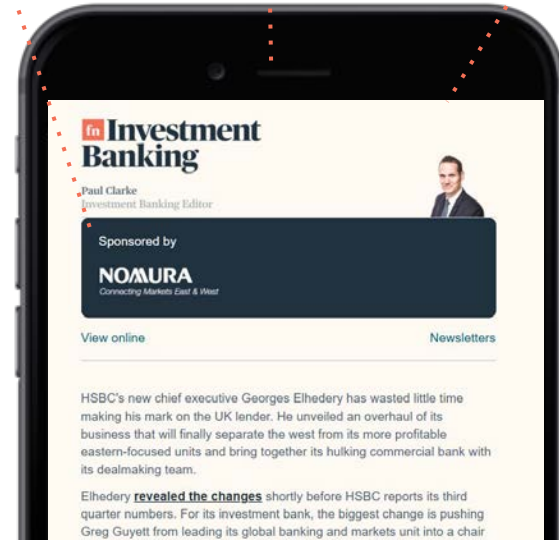
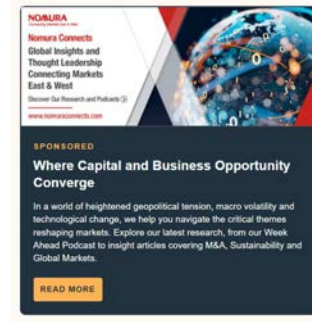
We integrate your branding and message into FN's newsletters. These newsletters are distributed to our valuable subscriber base, ensuring seamless alignment with FN's authoritative editorial voice.

## Sponsorship benefits

Boost brand visibility with targeted reach to key decision-makers. Align with trusted editorial content to enhance your brand's credibility and engage with an audience primed for your message.

25,500+

Newsletter subscriptions



# Newsletters

Newsletter	Frequency	Open Rate	CTR
Asset Management	Weekly	24.7%	3.2%
Fintech Files	Weekly	22.1%	2.9%
Investment Banking	Weekly	26.0%	3.3%
Law	Weekly	42.4%	4.8%
Top Stories	Twice daily, Mon-Fri	27.0%	4.1%
Trading Places	Weekly	25.1%	1.4%
<b>NEW!</b>			
Wealth Management	Weekly	45.6%	9.1%

The popularity and engagement with the newsletters continues to grow



# Print advertising

Position	CY25 Open Gross Rates	CY25 Open Net Rates
Full Page	£5,823.53	£4,950
Junior Page	£4,367.65	£3,712.50
Half Page	£2,911.76	£2,475
Quarter Page	£1,455.88	£1,237.50
Strip	£1,383.09	£1,175.63
Special Positions		
Double Page Spread	£10,482.35	£8,910
Centre Spread	£12,811.76	£10,890
FP Position Guaranteed (Page 5, 7 or 9)	£6,405.88	£5,445
Front Page Strip	£4,149.26	£3,526.88
Outside Back Cover	£6,697.06	£5,692.50

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Former CMA boss Tyler: 'Regulators are too stuck in groupthink' Page 4

Boomer dealmaker: Generation Z are not 'Techless avocado eaters' Page 9

My Big Break: Diversity leader Rebecca Achong Ajulu-Bushell Page 17

fn Financial News

Setting the agenda for the City

## DWS boss hits back at greenwashing claims: 'We took the right decisions'

David Roberts

Inside

FN reveals its Rising Stars of Fund Management 2023 Page 11

London battles to get its mojo back

Rokos ramps up graduate hiring as job applications surge by 300%

1300+ copies delivered to corporate offices weekly

# Digital packages

Package	Flight*	Placements	Impressions	Investment
Brand Awareness	1 Month	FNLondon Run Of Site Top Stories Newsletter Buyouts	200,000	£10,000 (NET)
Thought Leadership	1 Month	Native article FNLondon Run Of Site Top Stories Newsletter Buyout	200,000	£15,000 (NET)
Theme Based (E.g. Asset Management, Investment Banking, FinTech)	1 Month	FNLondon Run Of Site Newsletter Buyouts	200,000	£10,000 (NET)
Print Add On	1 x Day	Full Page advertisement	-	£5,000 (NET)

**475,604**

Monthly page views

**272,991**

Monthly unique users

**100,000+**

Followers on social platforms