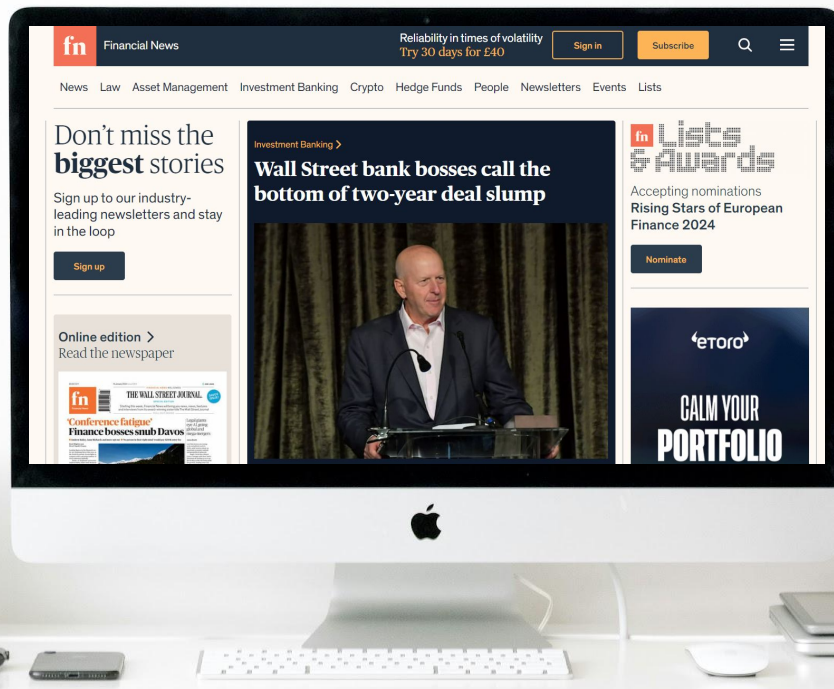




Financial News

2025 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

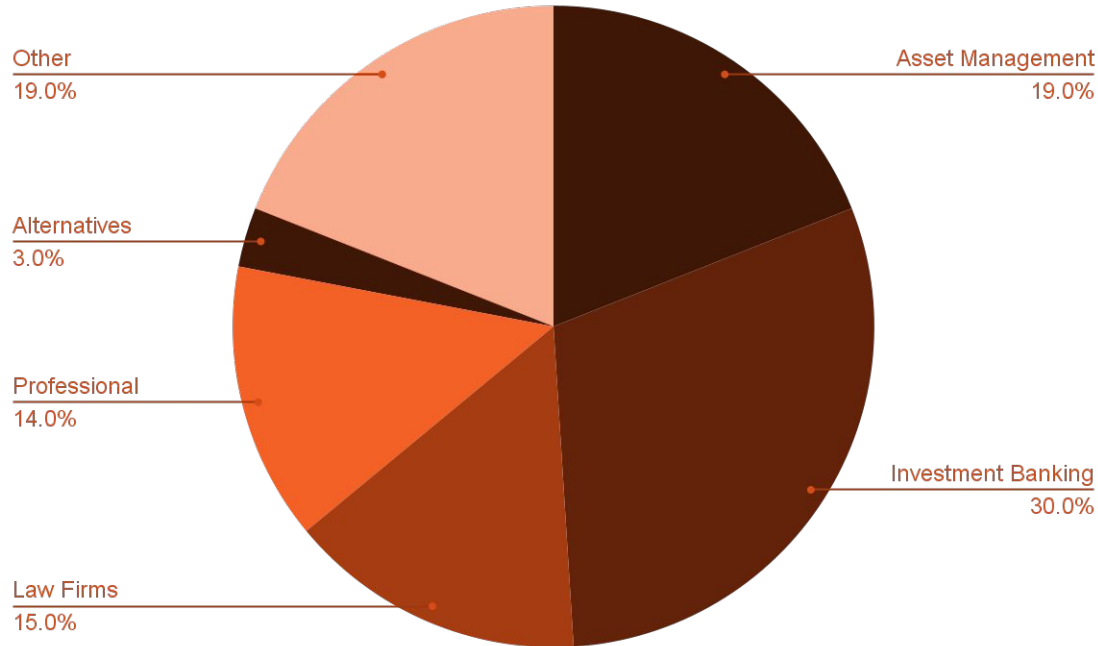
Paid Subscriptions

"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

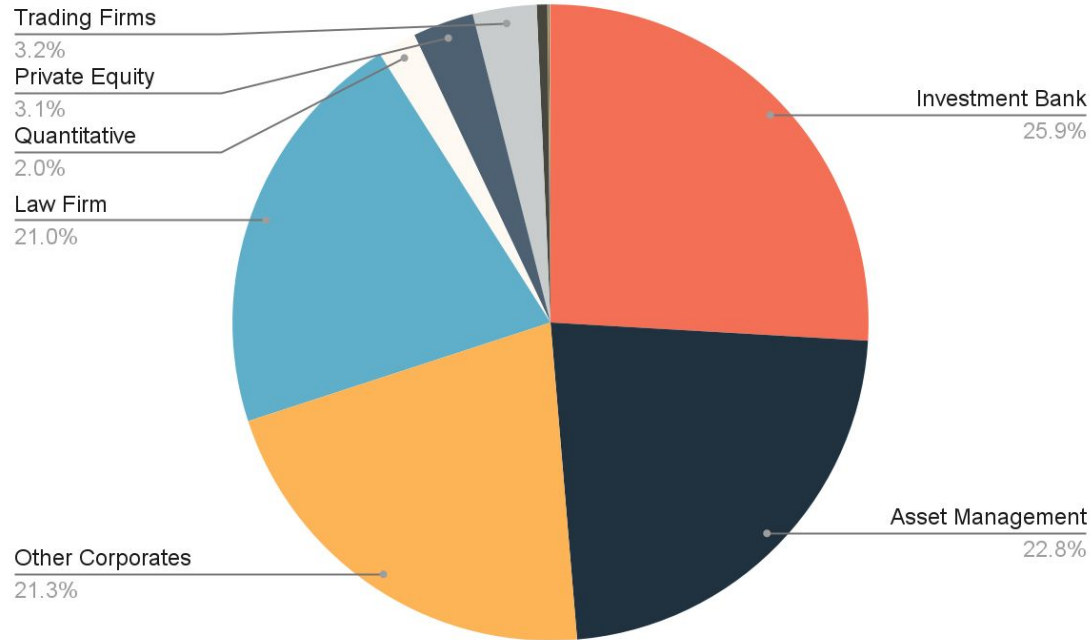
C-Suite, Board Level & Directors

178+

Corporate license holders

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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

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

Professional reach

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

Thought leadership

Support crafting and delivering technical messaging for maximum impact

Flexibility

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

Connections

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

Dedicated support

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

Newsletters

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



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.



Lists

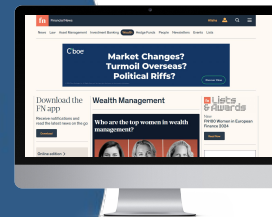
A celebration of Europe's leading lights and emerging talents, Financial News' lists are a who's who of European finance



Spark the conversation with FN's multi-channel approach

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.



Custom programs

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



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.



Spark the conversation

With Financial New's multi-channel approach



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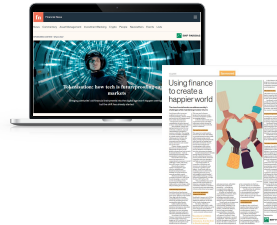
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**Partnership
opportunities
with *fn***

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

**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

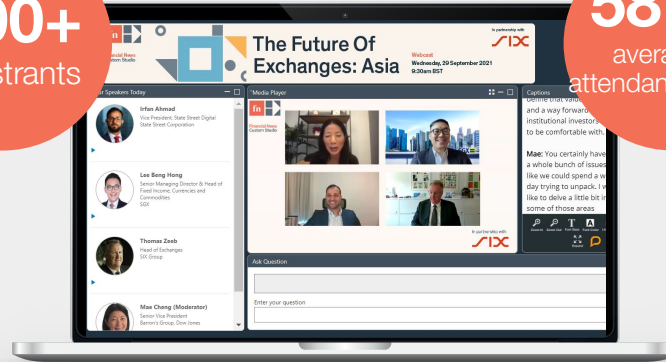
Once a format is chosen, we help source speakers, design agendas and manage audience recruitment. For virtual events, we support live and on-demand video format and supplementary pre and post promotion

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

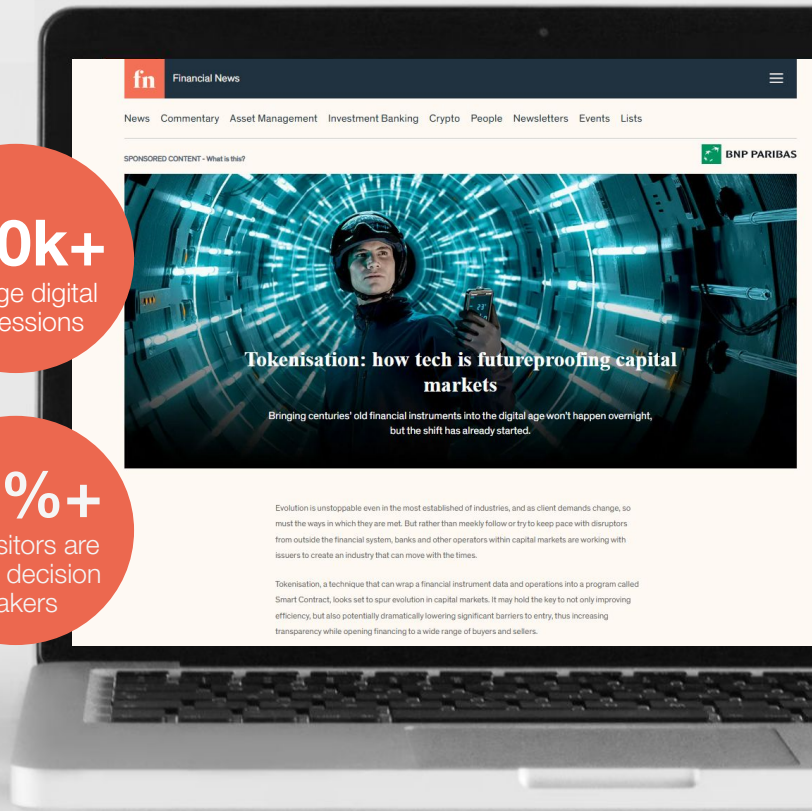
Original content, either client-supplied or written in collaboration with FN's expert team, promoted through unmissable onsite modules and amplified through digital campaigns across the broader Dow Jones digital network. With complimentary branding and social sharing features for maximum impact and reach

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

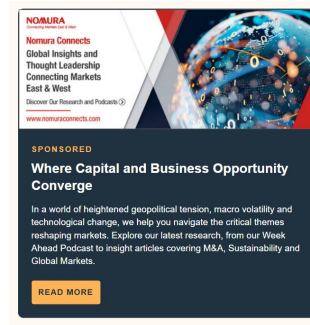
We integrate your branding and message into FN's newsletters. These newsletters are distributed to our valuable subscriber base, ensuring seamless alignment with FN's authoritative editorial voice.

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



[View online](#)

[Newsletters](#)

HSBC's new chief executive Georges Elhedery has wasted little time making his mark on the UK lender. He unveiled an overhaul of its business that will finally separate the west from its more profitable eastern-focused units and bring together its hulking commercial bank with its dealmaking team.

Elhedery **revealed the changes** shortly before HSBC reports its third quarter numbers. For its investment bank, the biggest change is pushing Greg Guyett from leading its global banking and markets unit into a chair

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%
NEW!			
Wealth Management	Weekly	45.6%	9.1%

The popularity and engagement with the newsletters continues to grow

