



**The Finance Book** has become the accepted and definitive source of information for intermediaries seeking information on commercial finance.

We provide intermediaries with the most comprehensive database of lenders together with details of their preferred sectors, key criteria and other services offered. This information is available both in our usual printed format and also online at the UK's first comprehensive commercial finance sourcing website [www.thefinancebook.co.uk](http://www.thefinancebook.co.uk).

For the first time in the 2011 edition we are bringing all of the categories together in one publication.

The following sectors will be covered:-

- Property Finance
- Bridging Finance
- Asset Finance
- Invoice Finance

The demand for the services of the well informed intermediary has never been greater than in the current challenging lending environment and key to this is the need for the intermediary to have the broadest possible database of lenders and the most up to date information on those lenders.

**The Finance Book** 2011 will be published in January 2011 and we expect the number of lenders included in this edition to be approximately 250. In terms of transaction size, we will cover the complete range from smaller deals right through to the largest transactions making this a valuable guide for all intermediaries and finance professionals.

## CIRCULATION

Both printed and online versions are free to qualifying recipients. The book has a controlled circulation of 8,000 copies aimed at our key target audience of intermediaries and finance professionals.

Finance intermediaries	6,680
Solicitors	304
Accountants	230
Lenders	340
Others	446
<b>Total</b>	<b>8,000</b>

## FORMAT FOR ENTRIES

The integrity of our database is paramount and this will be maintained by including a free standard entry for all lenders whilst offering the option of including an expanded entry and advertisement. All entries, whether standard or expanded, will also be included on our website and therefore can be accessed whenever a lender appears in the search results.

### Standard Entries

The primary objective is to provide a definitive guide to commercial finance providers operating in the UK.

To ensure that this is achieved, all lenders will be included free of charge in two sections of the directory as follows:-

#### I. Index

Each of the four sectors has an index which is an easy reference summary of all lenders in each category which will appear at the front of the directory. This will incorporate specific details for each lender relevant to their market sectors. An example of the commercial property index is shown on the back cover.

#### II. Listings

Details included in this section will be the lender's address, telephone and fax numbers, email and website addresses.

## Expanded Entries

Based on our experience we know that many lenders will want to include more details on their products and services than the standard entry will accommodate. Additional information may include (but not be restricted to) the following:-

- Background information on the organisation
- Specific categories of lending and details on current criteria and appetite within various sectors
- Details of other lending related products and services
- Departmental or regional contact details
- Recent transactions
- Company logo

With these expanded entries, the layout can be varied to suit the information being included although we would ask that the narrative for these is factual as the objective here is to provide the user with information about products and services.

Examples of expanded entries are shown on the back cover of this media information.

## ADVERTISEMENT AND ENTRY RATES

**Quarter page** expanded entry together with an adjacent quarter page advertisement **£ 950**

**Half page** expanded entry together with an adjacent half page advertisement **plus** on our website (for 12 months)

- Logo to accompany search results
- Half page entry
- Sidebar advertisement
- Preferential search rankings

**£ 1750**

**Full page** expanded entry together with an adjacent full page advertisement **plus** on our website (for 12 months)

- Logo to accompany search results
- Full page entry
- Sidebar advertisement
- Preferential search rankings
- Free leads from our Finance Post facility

**£ 2950**

(The above rates exclude VAT).

### Print - Mechanical data

Advert type	Advert size
Full page type area	271 x 190mm
Full page bleed	303 x 216mm
Half page (horizontal)	133 x 190mm
Quarter page (horizontal)	65 x 190mm

### DIGITAL ARTWORK

Advertising copy must be supplied electronically either on CD or email as a print ready pdf, jpeg, tiff, vector eps, or ai. All files must be cmyk with fonts embedded or outlined & file resolution of 300dpi. **Crop marks are not required**, and all adverts must be named with the correct size.

### Website - Mechanical data

Advert type	Advert size
Sidebar	120 pixels (w) x 90 pixels (h)

### FILE FORMAT

All adverts must be supplied electronically in RGB optimised for web. Acceptable file types are JPEG, GIF or SWF.