



Sälladru utelas
ridning och försäljning



Vill du också synas på branschen
nya digitala mötesplats?

ANNONSERA PÅ FONDBRANSCHENSE

Nyheter | Bloggar | Magazine | Kontakt | fb-network |

Välkommen till fondbranschen.se

Publicerad 2009-10-22

Nu får vi företa steg av flera i lanseringen av nya fondbranschen.se.

Läge för Mellanöstern och Nordafrika

Publicerad 2009-10-22

Nu är tiden kommen för Mellanöstern och Nordafrika. MENA-området drabbades hårt av krisen och har ännu inte hunnit återhämta sig helt. Just därför tycker Andrea Nannin, förvaltare av den i Sverige nylanserade HSBC Mena Fond, att det är dags att titta närmare på regionen.

Evli Bank köper Erik Penser Fonder

Publicerad 2009-10-22

Korsödelningen på fondmarknaden fortsätter. Det kan vi konstatera när vi torsdagen den 20 oktober fick nyheten att Evli Bank har undertecknat ett avtal att köpa 100% av aktierna i Erik Penser Fonder AB.

FÅ DIN EGEN
FONDBRANSCHEN
I BREVLÅDAN
BÖRJA PRENUMERERA NU!



Nu lanserar vi
tre lågriskfonder
i SEK.
Klicka här för
att läsa mer.

J.P.Morgan
Asset Management
Insight • Process • Results



RATE CARD | 2010

Magazine Fondbranschen | Fondbranschen.se | Fondbar





WHAT STARTED WITH Fondbranschen, a magazine dedicated to the Swedish asset management industry in October 2006 has grown to a full concept with magazine, website and events. We have also increased our coverage and distribution to cover the whole of the Nordic region. Behind the FB combination of words is a package of opportunities for anyone wanting to establish and develop relations with companies and people in the Nordic asset management industry. We are now able to present a platform of opportunities, regardless of how you want to meet your existing clients and prospects and regardless of which format is most suitable for your brand and your message. With three channels - magazine, web and events – all focused on the Nordic asset management industry FB can also be read as Focus and Breadth.

We offer information, analysis and inspiration to fund managers, distributors, advisors and institutional investors in the Nordic region.

The magazine is the foundation of our offering and we will publish four issues in 2010 where the editorial focus will be on our own surveys, longer features and forward looking research. Fondbranschen is a magazine which readers will save and come back to and a magazine which offers its readers information, analysis and inspiration. This provides a unique editorial context for advertisers. Read more about the magazine on [page 3](#).

We launched Fondbranschen.se in October 2009 with the aim of establishing the website as the new digital venue for the industry. We are currently publishing daily news, interviews and blogs and we will launch new tools and services throughout 2010. Read more about Fondbranschen.se on [page 5](#).

The third channel in the FB Concept is Fondbar, a networking event for readers of Fondbranschen. Launched in 2009, the event was an instant success which will continue and develop further in 2010. Read more about Fondbar on [page 6](#).

Niklas Tell | Head of Research
niklas.tell@tellmediagroup.se

The magazine filled a niche when it was launched as one of few publications that have taken on the responsibility to keep the industry updated on products, trends and news.

PETTER EDWINSON

*Director, Marketing and Communications, Nordic Region
Fidelity International*

Fondbranschen is a unique publication in Sweden and offers a good mix of facts, news and analysis. It is fantastic that we now have an industry publication for the Swedish fund market.

KARINE HIRN

*Founder & Managing Director
East Capital*

About Fondbranschen – the magazine

FONDBRANSCHEN IS NOW firmly established as the b2b magazine for the Swedish asset management industry and we are working towards taking the same position in other Nordic markets. The editorial vision is to publish a magazine with information, analysis and inspiration for the Nordic asset management industry and the people working there. It should be a magazine you read to be as informed as your industry colleagues and to be more informed than your clients.

Together with a controlled and focused distribution the magazine offers a unique and attractive platform for advertisers, regardless if you want to reach readers in their professional roles, or indeed as highly educated and successful individuals and consumers.

In 2010 we will publish a number of in-house generated surveys, features as well as forward looking research reports and we will continuously throughout the year publish forward features lists for upcoming issues on Fondbranschen.se.

Fondbranschen fills an important role as the only publication in Sweden with content targeted at readers working in the fund and asset management industry. Interesting articles on asset management, distribution, companies and people in the industry makes the magazine enjoyable and it is a very good read.

PATRIK SILFVERLING

Head of Nordic Sales

Franklin Templeton, Investments

The magazine is distributed free of charge and the circulation is a combination of individually requested copies and identified decision makers. We have individually registered readers among leading decision makers at banks, fund companies, institutional investors, distributors, service companies and authorities, such as the PPM and the Swedish Financial Supervisory Authority.

Apart from individually distributed copies, the magazine is also distributed at conferences and similar industry events where Fondbranschen is a media partner. In 2009 we were media partners at the Lipper Fund Awards in Stockholm and at the International Fund Forum in Monaco.

Fondbranschen is the kind of magazine that one would wish existed for every serious fund market. It provides a good mixture of background on investors and asset managers as well as a quick update on most recent news. It is worth reading when you follow the Swedish market closely but also relevant if you are just interested in a quick snapshot. The style is serious but relaxed in a combination that we unfortunately don't meet too often in the financial world today.

PETER PREISLER

Director, Head of EMEA

T. Rowe Price Global

Investment Services Limited

Publishing Schedule 2010 – Fondbranschen

NR	WITH READERS	AD MATERIALS DUE
01	12/3	19/2
02	11/6	21/5
03	10/9	20/8
04	10/12	19/11

Format & Price



	FORMAT	PRINTING AREA b x h	BLEED	PRICE
1	Spread	324 x 224 mm	340 x 240 mm	SEK 45 000
2	1/1 page 1/1 back	154 x 224 mm 154 x 224 mm	170 x 240 mm 170 x 240 mm	SEK 20 000 SEK 35 000
3	1/2 page horizontal	154 x 112 mm	170 x 120 mm	SEK 10 000
4	1/2 page vertical	77 x 224 mm	85 x 240 mm	SEK 10 000
5	1/4 page horizontal	154 x 52 mm	170 x 60 mm	SEK 5 000
6	1/4 page vertical	77 x 112 mm	85 x 120 mm	SEK 5 000

Prices require delivery of print ready material. Rates include Swedish advertising tax, if any, but do not include VAT. Please contact us for other formats. Guaranteed Position +15 %.

BOOKINGS FOR MORE THAN: DISCOUNT:

SEK 50 000	5 %
SEK 100 000	10 %
SEK 150 000	15 %

Recruitment ads, 50 % discount.

TECHNICAL DATA:

Material:

- High definition (300dpi) PDFs, Postscript-EPS or X-Ads
- Use CMYK-colours
- Control resolution of pictures
- Include fonts before you save ad as EPS or PDF
- Use advertiser name when saving the file.

Bleed: Allow at least 5 mm trim margin on bleed sides.

Resolution: 133 lines/300 dpi

Colour: Eurocolor

ICC profile: AP_Trydell1ArctVolume275_V1.icc

The ICC profile can be downloaded at ftp

address: 62.119.70.24

Username: prepress. Password: icc

Paper: Arctic Volume

Binding: Glue binding

Delivery to: annons@fondbranschen.se

Cancellation: Cancellations made later than 14 days before date for materials due will be invoiced to the full value of the booking.

Complaint:

Any complaint should be made in writing within 10 days of publication. The magazine will compensate up to the booked ad value.

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tell
MEDIA GROUP
www.tellmediagroup.se

About Fondbranschen.se

Fondbranschen.se is the natural extension of the magazine and we aim to establish the key digital venue for the industry. A first version of the website was launched in October 2009 and we will launch new tools and services throughout 2010. Today we publish news, features, interviews and portraits of people and companies on the website. We also publish two blogs where one is "Fonder i media" (funds in media) where we summarize fund related stories from other media in the Nordics and

from select international publications. Updated every morning and throughout the day the blog is establishing itself as required reading - worth a visit every day. The other blog, "Tankar om trender" (thoughts on trends) is authored by Niklas Tell and is an extension of the column with the same name which has been published in the magazine since April 2008. In the blog Niklas Tell, who has analyzed and written about funds since 1998, highlight and share his views on trends in the market.

FORMAT & PRICE

Skyscraper, single	190 x 120 pixels
Skyscraper, double	190 x 240 pixels
Skyscraper, triple	190 x 360 pixels
Rectangle, News section (small)	465 x 50 pixels
Rectangle, News section (large)	465 x 240 pixels
Rectangle, Head of page	324 x 149 pixels

TECHNICAL INFORMATION

Media: GIF, JPEG, PNG, Flash (SWF)
File size: Max 50 kb / banner

PLEASE NOTE

Fondbranschen.se is optimized for Microsoft Internet Explorer 6 or newer, Firefox 3 and Safari. The site works both on PC and Macintosh platforms.

MATERIAL

All materials should be with us no later than three days before the launch of the campaign, unless another deadline has been agreed. Materials should be sent to annons@fondbranschen.se.

The screenshot shows the website layout with several ad placements highlighted by black boxes with white text indicating their dimensions and prices:

- Top right:** 324 x 149 px RECTANGLE Head of page SEK 7000/2 w.
- Right side (top):** 190 x 360 px SKYSCRAPER Triple SEK 6000/2 w.
- Right side (middle):** 190 x 240 px SKYSCRAPER Double SEK 4000/2 w.
- Right side (bottom):** 190 x 120 px SKYSCRAPER Single, SEK 2000/2 w.
- Bottom right (optional):** 190 x optional high SKYSCRAPER Price acc. quotation
- Bottom left (small):** 465 x 50 px, SEK 1000/2 w. RECTANGLE News section, small
- Bottom left (large):** 465 x 240 px SEK 3000/2 w. RECTANGLE News section, large



fondbar

As a Fondbar sponsor we give you the opportunity to network with existing and potential clients in a relaxed setting. We will arrange Fondbar five times during 2010 (dates and locations below).

AS A SPONSOR YOU GET:

Before the event

Your logo on the invitation
Full page ad in the magazine
(list price SEK 20 000 + VAT)

During the event

Hand out information about your company
Place roll-ups (or equivalent) at the venue

After the event

You get the full delegate list with contact details
We publish a story about the event, with pictures, on Fondbranschen.se

PRICE: SEK 40 000 kr + VAT
(we sell one sponsorship package per Fondbar)

Fondbar will be arranged on the following Thursdays in 2010:

2010-03-11 Stockholm
2010-06-10 Stockholm
2010-09-09 Gothenburg
2010-10-14 Stockholm
2010-12-09 Stockholm

CONTACT

Contact Malin Tell if this is interesting for your company.

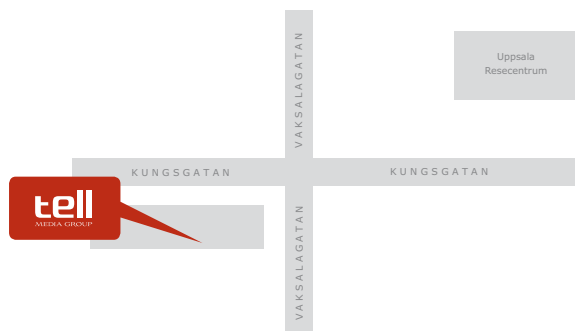
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Contact us

Fondbranschen, Fondbranschen.se and Fondbar is published and arranged by Tell Media Group AB. Tell Media Group is a Swedish research and publishing company providing Research, Publishing and Event products and services. We aim to develop and improve the communication between asset managers, distributors, advisors and investors.



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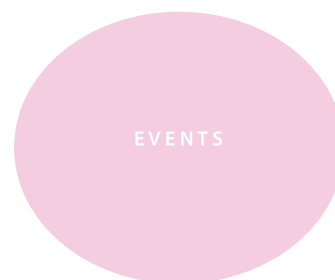
RESEARCH

- Contact us for bespoke research services



PUBLISHING

- Fondbranschen
- Fondbranschen.se
- Nordic Fund Selection Journal
- Fund Selection Blog



EVENTS

- Fondbar
- Nordic Fund Selection Forum
- Seminars
- Roundtables

www.tellmediagroup.se