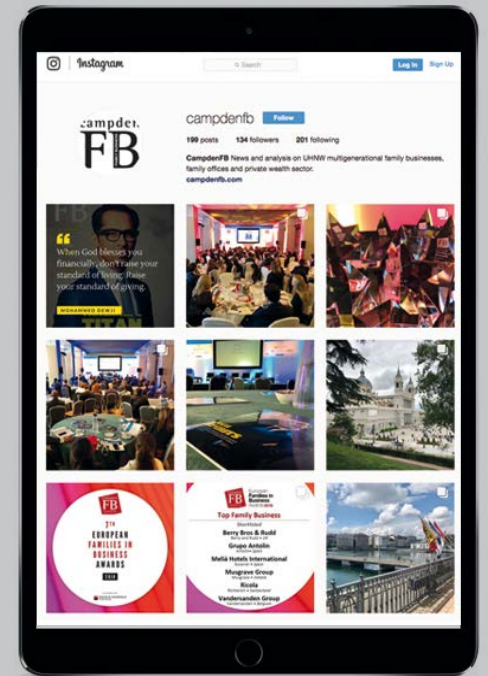




campden FB

MEDIA PACK



Campden Wealth Ltd
Nova North,
6th Floor
11 Bressenden Place
London
SW1E 5BY
United Kingdom
T. +44 (0)20 3941 8023

www.campdenFB.com





Celebrating family business excellence

Family businesses are the lifeblood of the world economy. Take them away and not only do you remove the very essence of economic dynamism, but also undermine society.

CampdenFB has been chronicling and celebrating family businesses, especially those with multi-generational pedigrees, for more than 15 years. From the much-loved magazine to the digital offering, *CampdenFB* has given its readers interviews and profiles with such family business luminaries as the Murdochs, the Mittals and the Fords, and has delved into the areas that matter for family businesses – like succession, governance, wealth preservation and stewardship.

Continuing the legacy of the print edition, *CampdenFB.com* offers readers in-depth profiles, insightful articles and strategic features on the most exciting family businesses in the world.

With its unique readership of the vast majority of the wealthiest business leaders around the globe, together with their investment offices, *CampdenFB* present a unique and versatile vehicle for advertising and promotion. Business has never been more of a family affair.

Exclusive interviews with family business icons

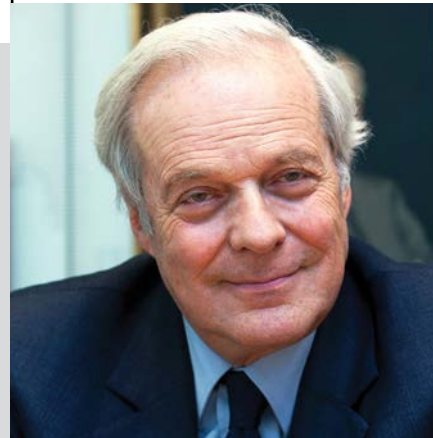
John Elkann
Fiat Chrysler Automobiles



Monica Mondardini
CIR Group



David de Rothschild
Rothschild Group



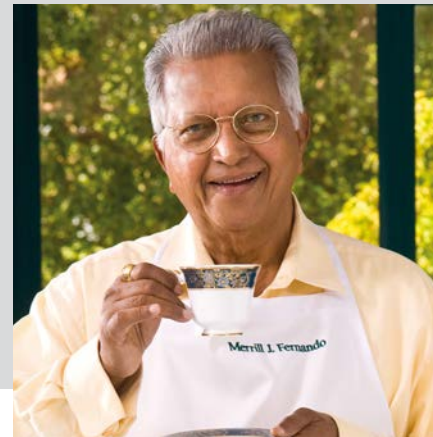
Brian France
NASCAR



James Ferragamo
Salvatore Ferragamo Group



Marie-Christine Coisne-Roquette
Sonepar



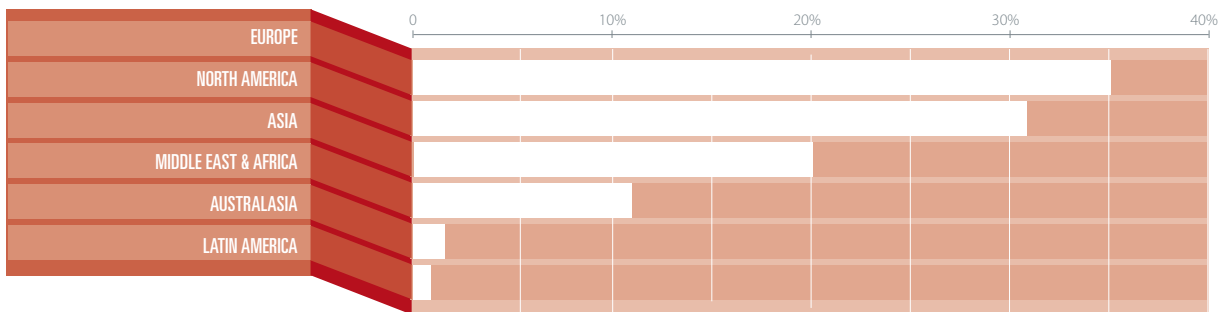
Merril J. Fernando
Dilmah Tea



Marc Puig Guasch
Puig

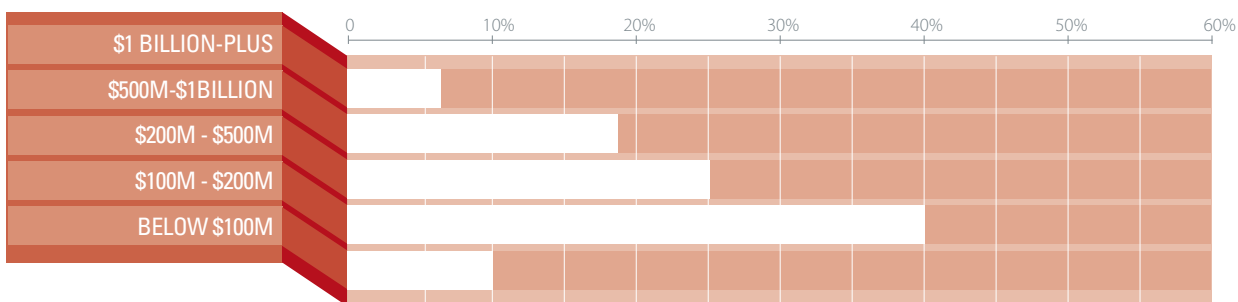
CampdenFB Readership

GEOGRAPHICAL BREAKDOWN OF READERS OF CAMPDENFB.COM



WEALTH OF FB'S READERS

Assets, including family business



Source: Readership surveys

CampdenFB readers are among the most important business people globally. Typically, they run, or have partial ownership, of a business with annual revenues of more than \$150 million a year. They are second, third, fourth-generation - and beyond - business owners.

CampdenFB readers want to know about what other family businesses are up to; they want intelligence on the leading ideas and thinking on family businesses.

CampdenFB readers have expensive tastes. They will seek out quality and be prepared to pay for it, but will exercise discretion in making purchases.

CampdenFB's readership is enhanced through the Campden Club, Campden Family Connect and with Campden Wealth's ownership of the Institute of Private Investors (IPI). This global community of more than 1,400 family members from 26 countries receive the publication.

With the Campden Club and IPI's membership constantly rising, *CampdenFB's* readership continues to grow.

CampdenFB.com brings to life the world of family businesses, with real-time coverage delivered to our readers every working day.

CampdenFB.com extends the coverage of the world of family businesses with insights from experts on governance, business ethics and investment and a host of other top family business luminaries.

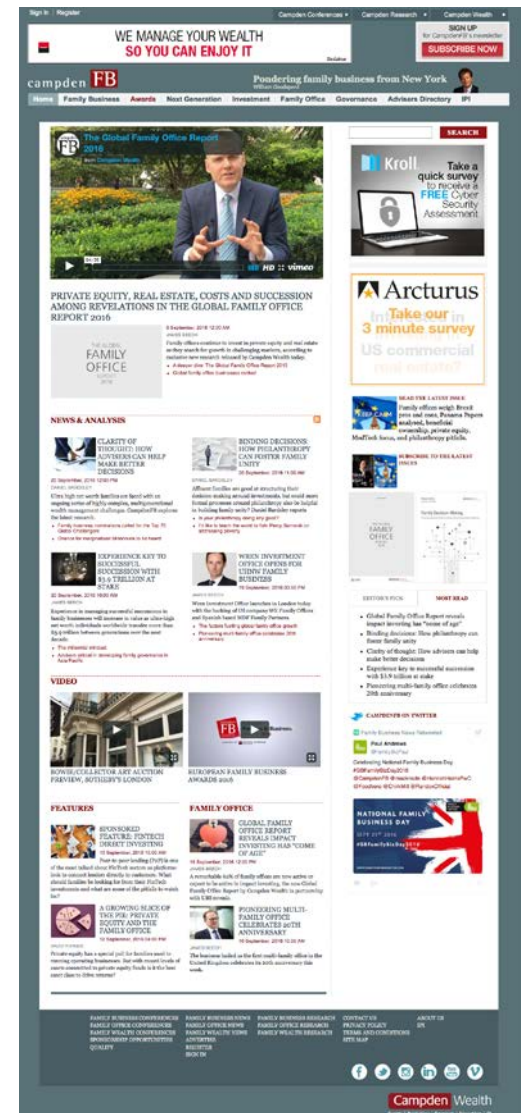
CampdenFB.com hosts regular videos and webinars on the issues that matter for family businesses and the world's ultra-high net worth community.

POWERFUL AUDIENCE

CampdenFB.com gets an average of 2,000 unique hits daily, with at least 30,000 page views monthly.

The website is read by many family business principals, senior family business members and their advisers, with more than 8,000 regular users receiving its weekly bulletin.

It has a growing social media presence with a loyal following of LinkedIn, Twitter and Instagram more than 100 members of our closed group.





VIDEO

CampdenFB.com features regular videos on our Vimeo and YouTube channels.

Advertisers have the opportunity to sponsor videos outright, or take up book-end opportunities.



DISPLAY ADVERTISING

This will raise the profile of your brand among some of the most senior business owners in the world, making it an ideal medium for telling the market about product launches and developments in the industry, and for corporate branding.

Display advertising can be either in the website, weekly bulletin or both.



SERVICE PROVIDER & ADVISERS DIRECTORY

Your organisation will be included in the service provider & adviser listing section of the *CampdenFB.com* website. As part of the package you will be listed with your logo and corporate profile within the listings section:
www.campdenfb.com/advisers.

You will also be able to nominate any key words or terms associated with your companies services and products and as a result your organisation will be linked and highlighted to any articles or editorials that our readers search.

In addition to the listing outlined above you can also highlight one or more key individuals or advisers within your organisation as the key person for the family or family office to contact.



ONLINE VOX POP SURVEYS

CampdenFB.com regularly polls its online readers and 8,000 registered weekly bulletin recipients for critical insights on topical issues.

Recent surveys have included cyber security, the top private bank for family businesses, reputation management, and personal security.

Online surveys results can be published in *CampdenFB*, giving further visibility to partners.



SOLUS EMAILS

Partners have the opportunity to send approved solus emails to our 8,000 registered weekly bulletin recipients, open rates raging from 14-18%.

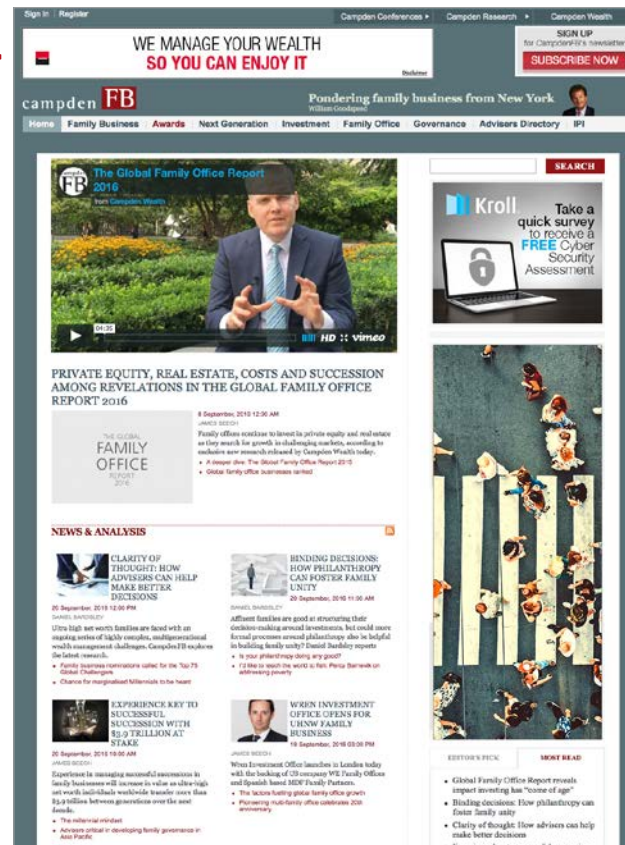
Advertising Rates and Data

Online specifications

CAMPDENFB.COM WEBSITE

Banner advertising (static or dynamic)

- Leaderboards Size 728 x 90
- MPUs Size 300 x 250
- Skyscrapers Size 300 x 900



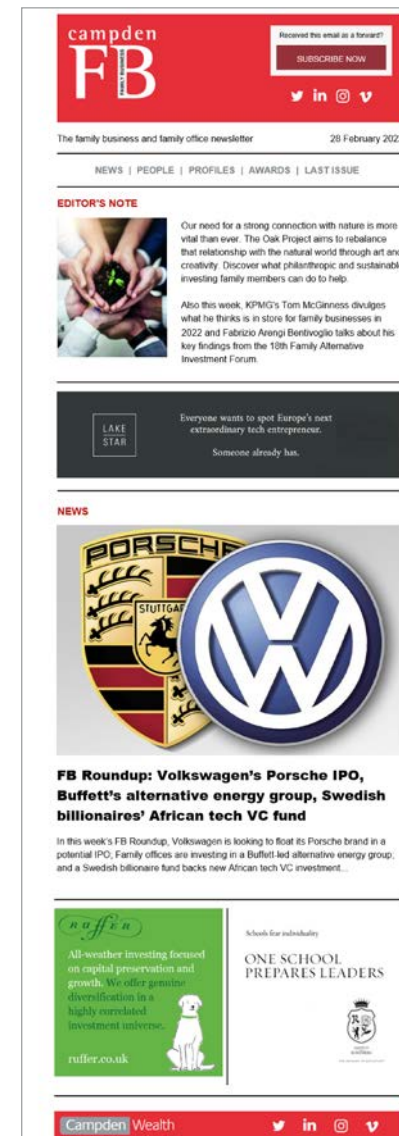
SUPPLYING CREATIVE FOR ONLINE

- Resolution: 72dpi
- Colour profile: RGB
- Format: png, jpg, gif, swf/html

CAMPDENFB WEEKLY BULLETIN

Banner advertising (static or dynamic)

- Banner Size 600 x 150 px
- MPU Size 450 x 450 px



Advertising Rates and Data

Online Prices & Specifications



DIGITAL - ROS (RUN OF SITE)

	1-3 monthly insertions	4-6 monthly insertions	7-9 monthly insertions	10-12 monthly insertions
Banner	£ 1,500 pm	£ 1,425 pm	£ 1,350 pm	£ 1,275 pm
Tile	£ 1,000 pm	£ 950 pm	£ 900 pm	£ 850 pm
Skyscraper	£ 2,000 pm	£ 1,900 pm	£ 1,800 pm	£ 1,700 pm

TARGETED TILES - CONTENT SPECIFIC BY AREAS

	3 months	6 months	9 months	12 months
1/2 Banner	£ 2,250	£ 4,278	£ 6,075	£ 7,656
	= £ 750 pm	= £ 713 pm	= £ 675 pm	= £ 638 pm

EMAIL NEWS BULLETINS / NEW-ISSUE ALERTS

	1-4 insertions	5-16 insertions	17-24 insertions	25+ insertions
Banner	£ 500 pi	£ 475 pi	£ 450 pi	£ 425 pi
Tile	£ 375 pi	£ 357 pi	£ 338 pi	£ 319 pi

Send your own email bulletin £4,950
to our audience of 8,000 subscribers
(Price includes design, layout and reporting)

VIDEO

Series of five online video (production and hosting)	£56,000
Series of three online video (production and hosting)	£39,000
Video production (3 months)	£15,000
Video hosting (3 months)	£ 5,000

ONLINE SURVEYS

- Promotion of survey via website MPU only, 4-6 weeks Baseline £15,000*
 - Promotion of survey via email-based campaign and website MPU*
- * Final pricing depends on survey specifications, engagement and duration

ADVISERS DIRECTORY LISTING

(12 months placement)

- Corporate profile £3,000

To include:

- A full Corporate Profile
- Link to website
- Listing of 3 key personnel
- Search sensitive to appear alongside relevant articles
- Invitation by editor for experts to add quotes in relevant articles across 12 month period

ADDITIONAL EXTRA PROMOTIONS/ DISTRIBUTION AVAILABLE

- Content highlighted on new-issue email alert, including logo £ 750
- Content highlighted within weekly news bulletin email, including logo £ 750
- ROS tile for one month to promote content further £ 500
- Supporting webcast POA
- Sponsored online roundtable POA

**Campden
Wealth
Contacts**

KEVIN GRANT

Executive Director, Sales

Tel: +44 (0)20 3941 8023

kevingrant@campdenwealth.com