

# FUTURE BANKING

21st century strategies and solutions for Europe

## SUPPLIER GUIDE LISTING SPECIFICATIONS



The following guidelines will help you determine the content, structure and tone of your supplier guide listing. If you need further information, do not hesitate to contact your copy coordinator.

### READERSHIP

FUTURE BANKING provides key decision-makers at Europe's leading financial services organisations with reliable and accurate intelligence on emerging trends and breakthrough technologies to help them make informed business decisions.

### FORMAT

You should aim to supply 350–400 words and a graphic. Your word count will depend on the size of the graphic. Please submit by email with

text as a Word document, or pasted into the message part of the email.

Digital/electronic images should be saved to a minimum of 300 dpi (at approx 8x10cm) as a TIF, JPG or EPS file, preferably in Photoshop. If you have also booked an advertisement, these should NOT be duplicated in your advertisement.

Please email materials to:  
[derekdeschamps@spgmedia.com](mailto:derekdeschamps@spgmedia.com)

If you do not have the facilities to send your materials digitally, you may submit disks, transparencies and photographs by courier.

### EDITORIAL CONTENT

Your supplier guide listing is a chance for you to promote your company's expertise and highlight any new products or services you think would be of interest to our readers.

Aim for a neutral, objective tone ("With 15 years' experience in the industry XXX is well positioned to deliver a wide range of tailored solutions.") rather than highly promotional advertising copy ("With our fantastic new XXXX product you can now have the best of both worlds!"), as we find that readers respond better to clear, concise information.

In your listing you should try to cover the following areas:

- Your company and its area(s) of expertise;
- Your base(s) of operations
- Facilities, staff numbers, turnover etc
- Your key products or services
- Recent developments within the company
- Some of the clients you have served in the past

To the side of each listing we will provide your company's full contact details. Please ensure that you provide your address, telephone, fax, email and website details as you wish them to appear. You should also aim to supply the names of a few key personnel within the company, including job titles and email addresses, and a screen shot of a page from the company website.

The publisher reserves the right to edit or reject material that is considered unsuitable for the publication.

### IMPORTANT POINTS

Copy will be set in our house style, and you will receive a proof before publication.

Please note that the supplier guide copy deadline may differ from the advertising copy deadline.

Reprints of your supplier guide listing for your own promotional purposes will be available after publication (minimum 500). For details and relevant charges, please contact the production department.

