



LEASING LIFE

Media Pack

2022

Powered by VERDICT

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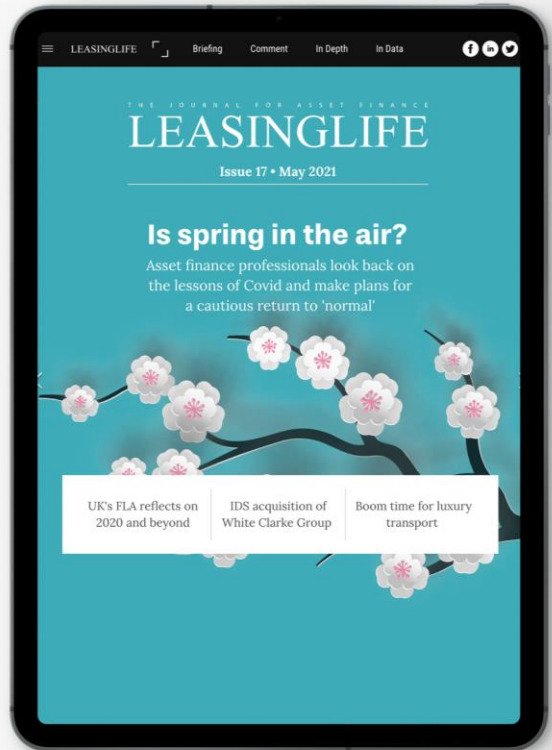
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The magazine

01





The magazine

At Leasing Life we produce content in an objective and unbiased way. We focus on news-reporting and analysis of what's happening right now in the asset finance and leasing industry.

At Leasing Life we supply our readers from the asset finance and leasing industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.



Influence

Lobbying: why the FLA supports a UK register

The Finance & Leasing Association's director of government affairs and stakeholder engagement, **Edward Simpson**, looks at the role of government lobbying in the UK.

Lobbying is a critical part of the policy-making process. It is the basis on which industry, NGOs and those with 'skin in the game' put forward evidence-based cases to decision-makers on the impact of introducing (or scaling back) legislation. Without such intervention, politicians and civil servants do not have the resources nor time to reach a considered position.

In recent weeks, the transparency of lobbying has hit the headlines. This happens periodically in the UK and is usually a result of what is deemed to be unacceptably close links between a former or current senior politician being paid by 'big business' or an 'unsavoury' international regime. At the nub of this criticism is individuals cashing in

“

The perfect vehicle to connect to the UK and European leasing community”.



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

Tech-driven publishing

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

Owned network

Targeted database

Sent directly to the inboxes of over 72,000 industry professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured weekly in newsletters sent to over 15,000 contacts
- Promoted on our sister site Leasing Life, a leading website in the industry with a global audience of over 154,000 unique users per month

Social media

Sent directly to the inboxes of over 72,000 industry professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.



72,000

industry
professionals

154,000

unique users
a month



Worldwide reach

We can help you communicate directly with the global pharmaceutical industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



Nordea



NEW OPPORTUNITIES

Align your brand
with key topics
within the industry
to demonstrate
leadership and
innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

Sponsorship

02



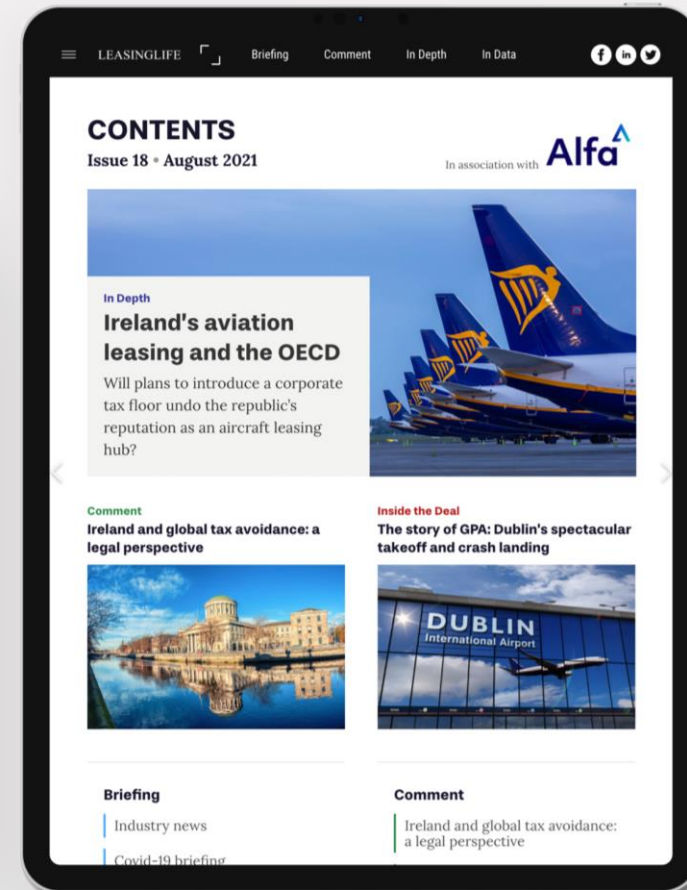
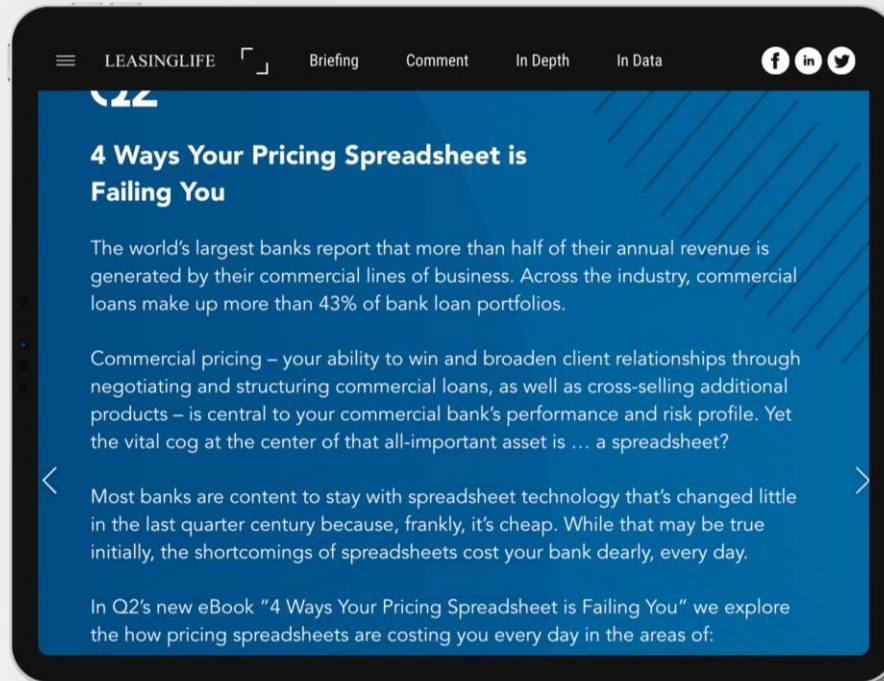


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

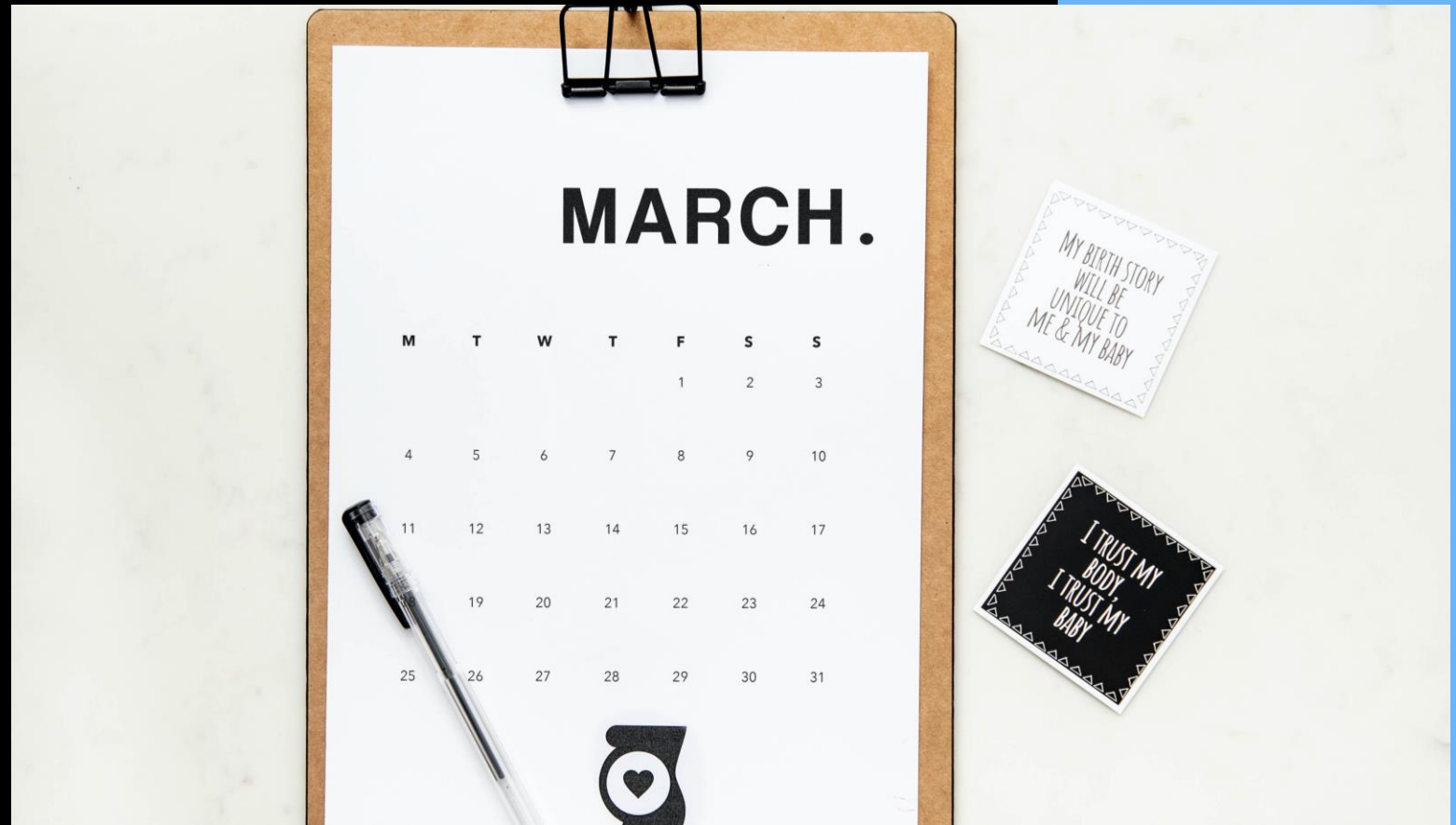
- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Theme	Lead article	Data article	Intent articles
Feb	AI, Robotics, IoT	Who are the leaders in leasing software technology and services ?	List of top global providers of asset finance software and revenues	Leasing as a service, Cloud
May	ESG –thematic	In the wake of COP26 what are the top bank asset finance providers doing to meet the net-zero pledges of their parents?	List of top bank asset finance providers across Europe and their active fossil fuel funding	Sustainability - green issues / Circular Economy; Impact of Covid

Advertising

04



Adverts

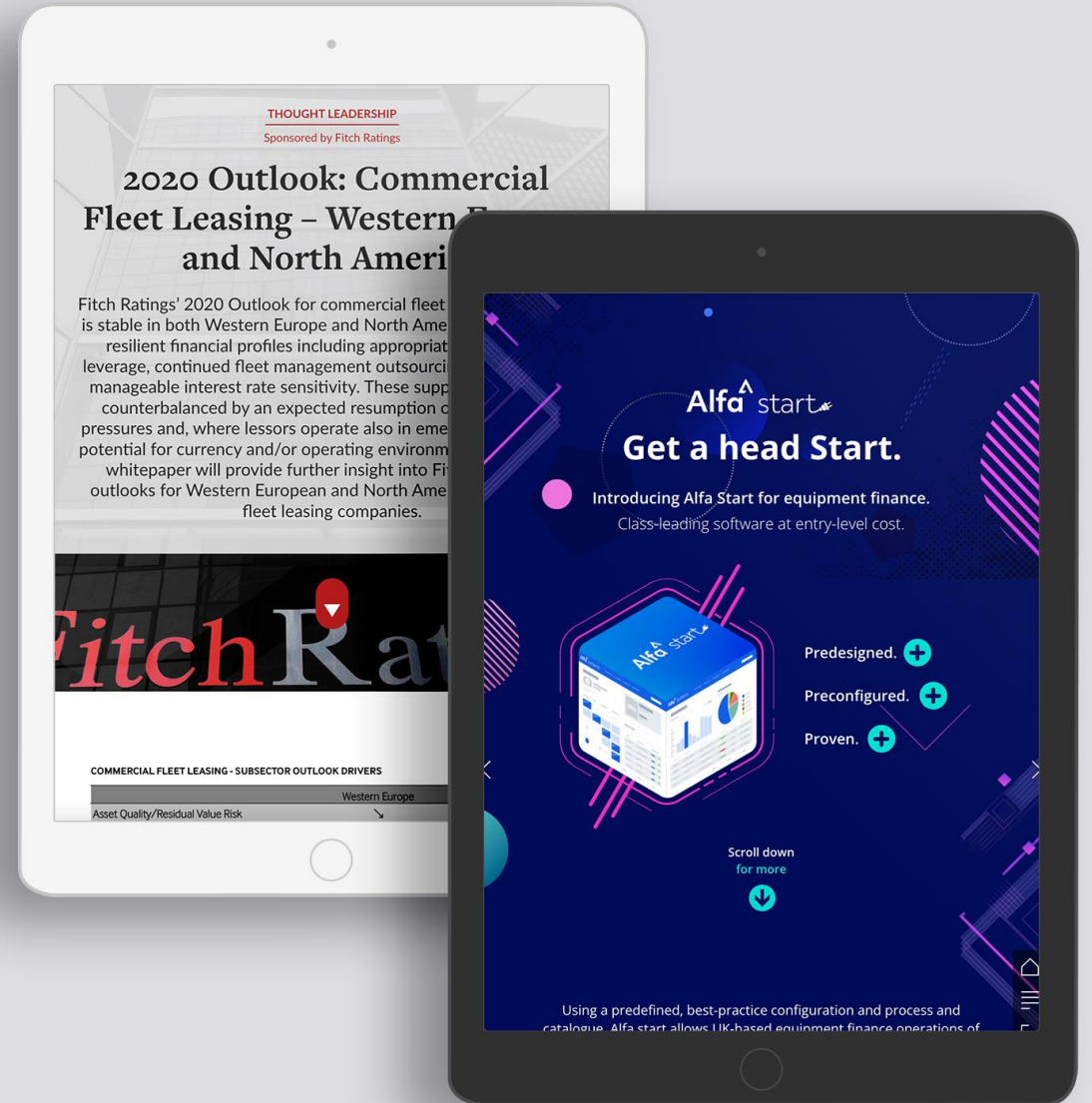
Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website

*Left: Company insight
Right: Interactive lead page*



Display advertising



LEASING LIFE ATTRACTS
OVER 154,000 UNIQUE
USERS A MONTH



As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



Showcase: Display ad

Our advertisers

Alfa[^]

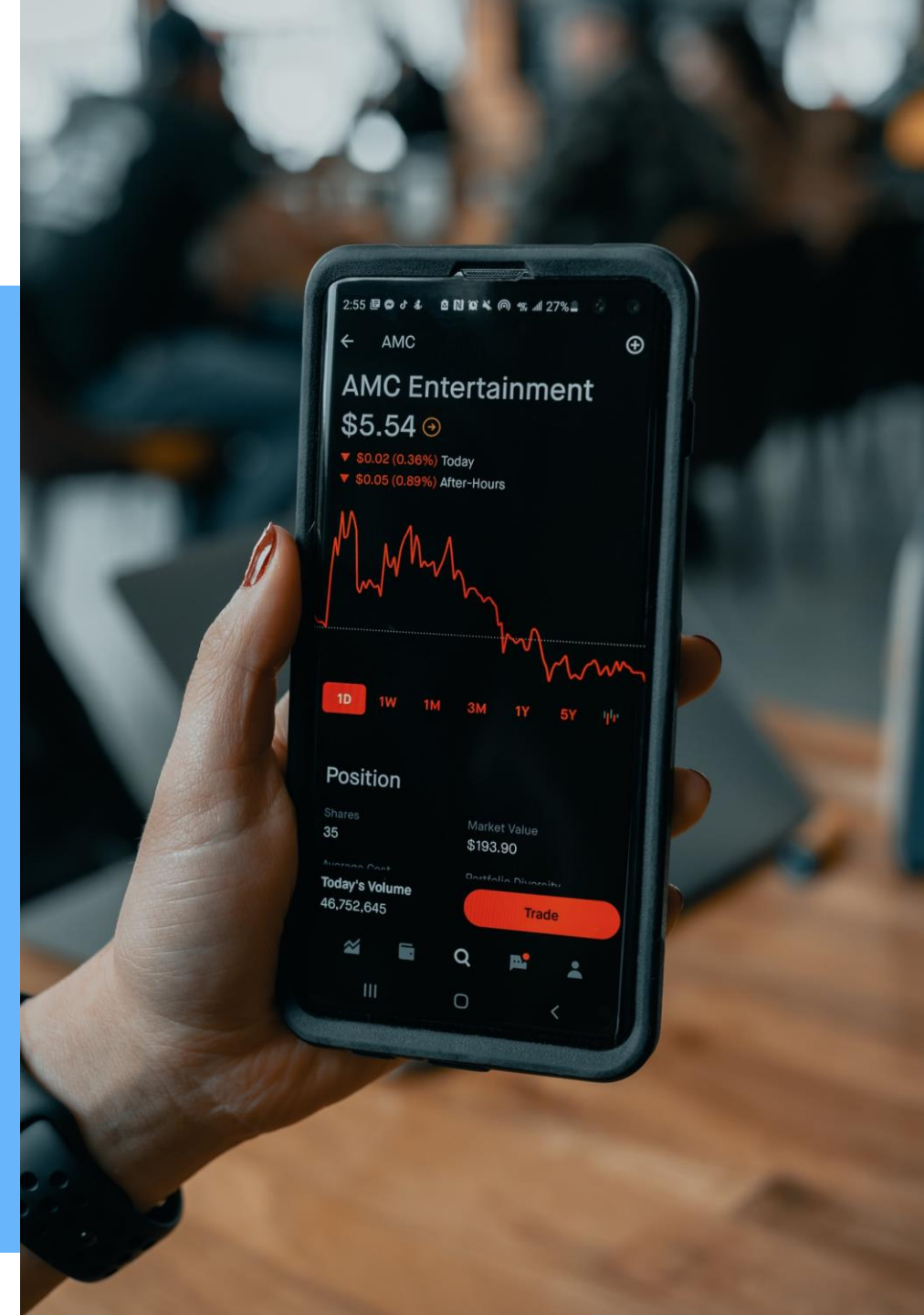
BNP PARIBAS
LEASING SOLUTIONS

Close Brothers
Asset Management

SIEMENS
Ingenuity for life

PS Team
Best process solutions in Europe

FitchRatings



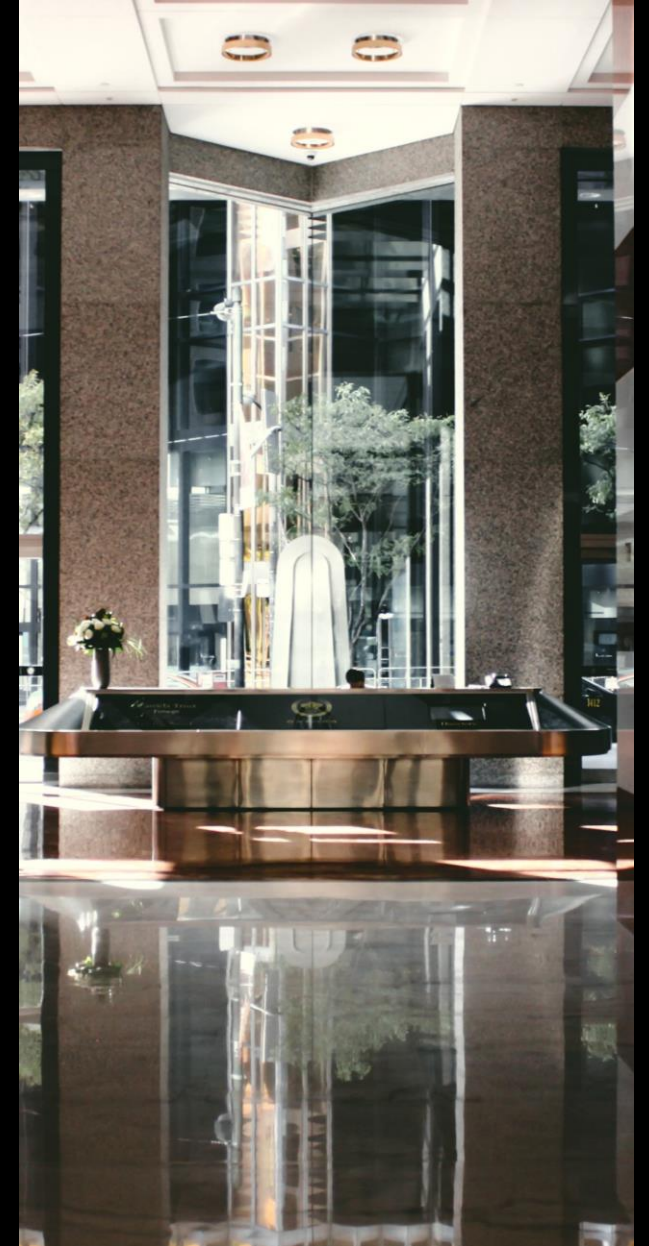
Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

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