

Philanthropy management

- Wealth management
- Asset management
- Asset administration
- Strategic advice
- Impact assessment

THE BUSINESS OF GIVING

www.philanthropy-management.com

Philanthropy Management – it's all about the business of giving

Creative philanthropy – managing wealth for good

Philanthropy Management – a title inspired
by the new era of targeted giving



The 2012 media brochure

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Editorial mission

“The lines between wealth management and philanthropy are blurring.”

Sean Stannard-Stockton, chief executive officer, Tactical Philanthropy Advisors

“Increasingly, philanthropy is becoming a part of the conversation clients want to have with us.”

Aamir Rahim, Asia Pacific chief executive officer, Citi Private Bank

Why Philanthropy Management?

In the past five years there has been a notable increase in the use of professional advisors and financial experts to manage the assets of foundations and endowments and achieve more targeted and effective giving by high net worth individuals (HNWI).

What is Philanthropy Management?

Philanthropy Management focuses on the financial, operational and strategic services provided by banks, asset managers and other professional advisors to foundations, endowments and family offices. This typically covers:

- Wealth management
- Asset management
- Asset administration
- Strategic planning, tax and legal advice
- Impact assessment

What does Philanthropy Management cover?

Philanthropy Management – published four times a year – is the only publication focused exclusively on the financial, business and advisory services designed to promote sustainable and effective giving.

Philanthropy Management will interview the leading figures in the world of philanthropy with insights from major foundations, trusts and other charitable vehicles on the financial, business and operational challenges they face.

Philanthropy Management will examine the structure of the service industries that have grown up around strategic philanthropy.

Independently commissioned surveys published in each edition of Philanthropy Management will assess the range, depth and quality of the services that banks, assets managers and other professional advisors provide to grant makers.

Philanthropy Management is a single source of information for senior executives within foundations, endowments and family offices seeking a more effective way to sustain and grow their philanthropic operations.

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Circulation & readership

Who reads Philanthropy Management?

Philanthropy Management is distributed globally to senior executives within grant making foundations and family offices. Our circulation is managed and updated continuously to ensure that we target those executives with direct responsibility for managing the entire giving process - including sourcing and engaging financial, business and advisory services.

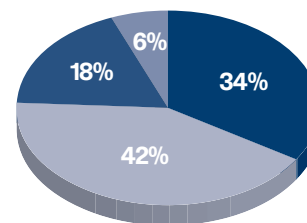
The readership of Philanthropy Management covers the full spectrum of philanthropic decision makers from the largest grant making organisations in North America, Europe and Asia through to family offices and HNWI.

Circulation: »11,000

“What is really crucial is that there is this demand from donors to be able to measure impact. That is the key behind all the donor services that exist out there, and that is something that people are willing to pay for.”

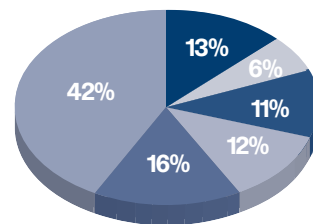
*Martin Brookes, chief executive officer,
New Philanthropy Capital*

By region



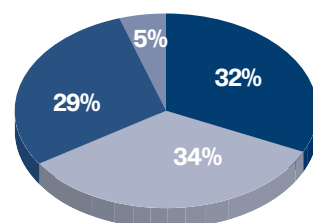
- America 34%
- UK & Europe 42%
- Asia-Pacific 18%
- Rest of the world (including Middle East) 6%

By function



- CEO, CFO or Chair 13%
- CIO or Investment director 6%
- Executive director 11%
- Head of family office 12%
- Senior family office executive 16%
- Other senior executive 42%

By type



- Major foundations and endowments (annual income » \$5m) 32%
- Family office and HNWI 34%
- Other foundations 29%
- Other 5%

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Advertising packages, rates and specifications

Who advertises in Philanthropy Management?

Major grant making foundations and family offices require the services of a diverse range of professional firms. Foremost amongst these are financial experts in the wealth management divisions of banks and asset management firms. Increasingly, a key philanthropy advisory role has been added to these traditional services within financial service firms, which now compete with independent philanthropy advisors. Custodian banks also play a pivotal role in administering the investments undertaken on behalf of foundations. Tax and accounting expertise is also considered vital to achieve effective grant making.

The business of giving relies on:

- Private banks and wealth managers
- Asset managers
- Philanthropy advisors
- Custodian banks
- Accountancy firms
- Legal firms

Marketing package:

- A two page article treated as a corporate or mission statement, with logo
- Your article can be accessed from www.philanthropy-management.com
- An advertisement in a prime position
- A directory listing
- Free copies of the publication for your own use

Cost:

- Total package cost of £18,400 for participation in two editions only
- Or £29,440 for participation in four editions

Advertising

Standard advertising is also available at the following costs:

Cost per insertion full page colour:			
X1	X2	X3	X4
£7,250	£6,500	£5,800	£5,400
Cost per insertion for DPS colour:			
X1	X2	X3	X4
£12,950	£11,700	£10,400	£9,650
Special positions			
OBC, IFC	+25%		
Guaranteed positions	+15%		
Directory listings	£550 per entry Or £1,800 for four entries		

Support a favoured charity or help develop a worthy cause

Supporters of Philanthropy Management through series advertising have the opportunity to nominate a charity or good cause of their choice to appear free of charge in each edition of Philanthropy Management through an advert or advertorial. To help expedite this process, the editorial and design teams of Philanthropy Management will offer their services pro bono to the nominee, whether working with them to design an advert or draft a statement.

Mechanical data

Full page trim size:	width 210mm	height 297mm
Full page bleed size:	width 216mm	height 303mm
DPS:	Please create as two facing single pages, dimensions as above	
Full specifications will be provided when you book your advertisement		
Recognised advertising agency commission is 10%		
*Please note: existing advertising material will be repeated if new copy is not provided in time		

Philanthropy Management is published by Asset International

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