



CIRCOLARE INFORMATIVA 13/03

Milano, 27 maggio 2003

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OGGETTO: World Factoring Yearbook – Advertising

Il Segretario Generale

Prof. A. Carretta

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Si comunica che, come ogni anno, BCR Publishing sta predisponendo il “World Factoring Yearbook”.

Si allegano le proposte per la presenza pubblicitaria formulateci dalla BCR Publishing. Eventuali adesioni dovranno essere inviate direttamente alla BCR, tramite compilazione del modulo allegato.

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ADVERTISING IN

BCR PUBLISHING'S YEARBOOKS

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2004



Advertising in *World Factoring Yearbook 2004*

Now in its 8th edition, BCR's *World Factoring Yearbook* is recognised as the foremost publication on global factoring. The *World Factoring Yearbook* reaches thousands of leading factoring professionals, brokers, bankers, intermediaries and almost all key industry figures. The 2004 edition will include increased breadth and depth of coverage, new sections, and commentary.

Why advertise?

- Be seen amongst the worlds leading players, who advertise in the industry's most highly regarded global review.
- Raise awareness of your company amongst the high number of intermediaries who have the power to recommend your factoring company to their clients as a solution.
- Highly targeted to factors worldwide, enabling you to sell your services as a supplier to the industry.

World Factoring Yearbook 2003 Circulation (readership = approx. 12,000)

UK	777
Western Europe	1332
Eastern Europe	321
Asia	394
Americas	381
Rest of the World	260
Total	3471

Circulation - Breakdown by Function/Sector

Commercial Finance Specialists in Banks	980
Brokers/Key Business Introductions	768
Asset Based Finance Companies	476
Management Consultants/Accountants	450
Insolvency Practitioners/Business Recovery	433
Cashflow Consultants	168
Credit Insurers	112
Libraries Insurers	35
Others	49
Total	3471

"The most authoritative and comprehensive country by country analysis of the global factoring industry" Jeroen Kohnstamm, Secretary General, Factors Chain International



"An excellent source for cross-country comparative statistics as well as country case studies explaining trends and developments." Leora Klapper, Financial Economist, World Bank

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Factoring in the UK is widely recognised as the most authoritative, comprehensive and influential report for the UK receivables finance market. This, the tenth in the series, will contain the most current and in-depth information available on the UK market (arguably the largest and most mature market in the world), making it an essential tool for factors, brokers, bankers and consultants. Contributors include senior factoring professionals from the leading companies in the UK

An excellent opportunity to influence some of the leading factoring firms in the world, including all major UK factors and 95% of the UK factoring industry by volume, and leading international factors.

***Factoring in the UK 2002.* Readership amongst senior executives in the UK and overseas**

Total: Approx: 1,400

"A well informed, authoritative bible for the industry and beyond" Barclays

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What are the features of *World Credit Insurance 2004*?

- Long-term and short-term credit markets in over 40 countries worldwide
- All the data you need, in a single source
- Written by industry leaders
- Country-by-country analysis
- Analysis of market performance, statistics and market share



- Major players, services and syndication
- Performance and benchmarking
- The impact of technology upon the industry
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Who will read *World Credit Insurance 2004*?

- Major exporters
- Finance and Treasury departments
- Trade Ministries
- Export Credit Agencies
- Private insurers
- Brokers
- Banks' trade finance departments
- Chambers of Commerce

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Advertising rate card & booking form part A

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- Please note that BCR Publishing Limited provides opportunities for advertisers in *World Factoring Yearbook*, *Factoring in the UK* and *World Credit Insurance* to buy a limited number of these books at special prices: see overleaf
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- Please send Euros to BCR's Euro A/c number 08658102
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* Non-returnable

Production specification for all Yearbooks:

- **Sizes:** the Trim Size of the books is A4. Full page is 297mm high x 210mm wide A4
- Half page horizontal is 148mm high x 210mm wide
- Type Safety Area, subtract 10mm left and right Bleed Area, add 5mm top and bottom & left and right
- **Media:** please supply a disk with pdf, PageMaker 7 or Quark Express (Mac) digital files.
- **Deadline for advertising materials:** 18 April 2004
- **Factorscan Banner Adverts** Size: 468 x 60 pixels Banner adverts run in multiples of three months

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Restricted Area	300	465	530		
Restricted Area	300	465	530		

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