



PRODUCTS & SERVICES | 2012

tell
MEDIA GROUP

Tell Media Group

Helps you **understand and reach** the Nordic asset management industry

The nordic asset management industry has grown and changed over the last decade. The market has become increasingly complex with a growing number of participants and these participants have become more professional. We have also witnessed a further blurring of previous clear boundaries – such as that between alternative and traditional products or that between wholesale and institutional clients. These changes also drive the need for information and communication. Tell Media Group was launched in 2005 to fill that need.

Tell Media Group aims to be the company with the best knowledge about the Nordic asset management industry – knowledge about companies as well as people in the industry. We know the fund companies, the distributors, the institutional investors and asset servicing companies in the region and we strive to keep track on the people working there. Niklas Tell, Partner and Chief

Content Officer at Tell Media Group, has covered, analysed and written about funds and asset management since 1998. Before launching Tell Media Group he helped launch Morningstar in Europe and was the European director of qualitative fund research. Based on the knowledge and the connections we have established over the years we have created a number of unique products and services for the industry. In everything we do our aim is to help our clients understand and reach the industry as a whole or parts of the industry.

On these pages you can read about advertising opportunities in our magazines (Fondbranschen and Nordic Fund Selection Journal) and on the web (fondbranschen.se). You can also read more about Fondbar, Nordic Fund Selection Forum and Nordic Fund Selection Awards – event that give unique exposure and possibilities of unique meetings.



PRODUCTS & SERVICES | 2012

PUBLISHING | Advertising opportunities

Magazine: Fondbranschen	page 4
Web: fondbranschen.se	page 6
Magazine: Nordic Fund Selection Journal	page 8

EVENTS | Unique meetings

Business networking: Fondbar	page 10
Conference: Nordic Fund Selection Forum	page 12
Awards: Nordic Fund Selection Awards	page 14

Fondbranschen Magazine

WE WILL PUBLISH six issues of the Fondbranschen magazine in 2012. Editorially we take a holistic approach and we aim to cover the industry as a whole – fund companies, distributors, institutional investors and service companies. We strive to create a magazine that people read, save and come back to and a magazine that provides information, analysis and inspiration - a unique editorial environment for advertisers.

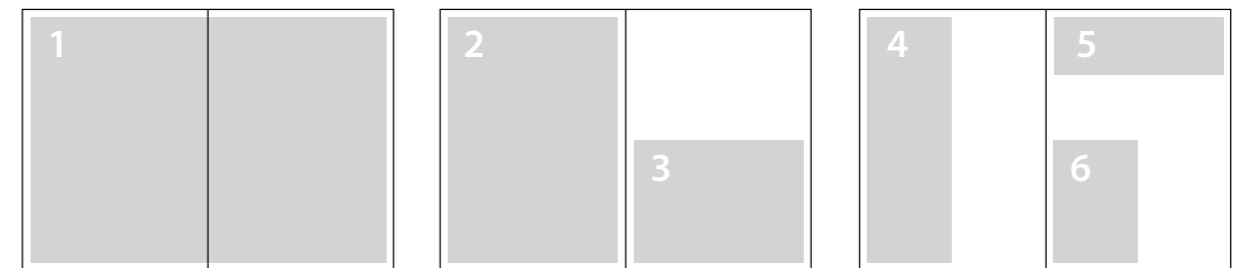
The magazine is fully established in the Swedish market and is on its way of becoming established in the other Nordic countries as well. It is distributed for free to people who work in or with the Nordic asset management industry and among our readers you find leading decision makers at banks, fund companies, institutional investors, distributors, service companies and authorities, such as the Swedish Financial Supervisory Authority. The magazine is also distributed at events where Fondbranschen is a media partner, such as the Nordic Investor Services Forum.



Publishing Schedule 2012 – Fondbranschen

NR	PUBLISHING DATE	AD MATERIALS DUE
01	27/1	2/1
02	23/3	27/2
03	1/6	7/5
04	31/8	6/8
05	26/10	1/10
06	7/12	12/11

Format & Price



FORMAT	TYPE AREA	TRIM SIZE*	PRICE
1 Spread	324 x 224 mm	340 x 240 mm	SEK 45 000
2 1/1 page 1/1 back	154 x 224 mm 154 x 224 mm	170 x 240 mm 170 x 240 mm	SEK 22 500 SEK 42 500
3 1/2 page horizontal	154 x 112 mm	170 x 120 mm	SEK 12 500
4 1/2 page vertical	77 x 224 mm	85 x 240 mm	SEK 12 500
5 1/4 page horizontal	154 x 52 mm	170 x 60 mm	SEK 7 500
6 1/4 page vertical	77 x 112 mm	85 x 120 mm	SEK 7 500

* Trim size - please remember to ad at least 5 mm trim margin on all bleed sides.

Prices require delivery of print ready material. Rates include Swedish advertising tax, if any, but do not include VAT. Please contact us for other formats. Guaranteed Position +15 %.

BOOKINGS FOR MORE THAN:	DISCOUNT:
SEK 50 000	5 %
SEK 100 000	10 %
SEK 150 000	15 %

Recruitment ads, 50 % discount.

TECHNICAL DATA:

Material:

- High definition (300dpi) PDFs, Postscript-EPS or X-Ads
- Use CMYK-colours
- Control resolution of pictures
- Include fonts before you save ad as EPS or PDF
- Use advertiser name when saving the file.

Bleed: Allow at least 5 mm trim margin on bleed sides.

Resolution: 133 lines/300 dpi

Colour: Eurocolor

ICC profile: AP_TRYDELL_Volume275_V3.icc
The ICC profile can be downloaded at ftp address: 62.119.70.24

Username: prepress. Password: icc

Paper: Arctic Volume

Binding: Glue binding

Delivery to: annons@fondbranschen.se

Complaint:

Any complaint should be made in writing within 10 days of publication. The magazine will compensate up to the booked ad value.

CONTACT US:

Niklas Tell

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Mobile: +46 70 304 35 20

Fondbranschen.se

FONDBRANSCHEN.SE IS THE natural extension of the magazine and we aim to establish the key digital venue for the industry. Today we publish news, features, interviews and portraits. One popular section is "Fonder i media" (funds in media) where we summarize fund

related stories from other media in the Nordics and from select international publications. Updated every morning it is worth a visit every day. At the website we also publish photo stories from our own as well as from external events (Mingelrummet).



DID YOU MISS THE LAST FONDBAR?

... and want to see who were there? We publish the pictures from all Fondbars in Mingelrummet, but also pictures from other industry events. Contact us if you want to advertise here.



FONDBRANSCHEN NEWSLETTER

Our Newsletter is distributed to members in FB Network every Wednesday and it is a summary of the latest news published at the website. Please contact us if you want to advertise in the Newsletter.



Format

Panorama (the advert is specific to one page)	578 x 140 pixels
Head of page*	360 x 149 pixels
Skyscraper 1*	190 x 360 pixels
Skyscraper 2*	190 x 240 pixels
Newsletter**	280 x 457 pixels

*The advert is global, i.e. displayed on all pages.
** Only JPEG and PNG format.

PRICES:

If you and your company are interested in advertising on fondbranschen.se please contact us for an offer.

Technical information

Media: GIF, JPEG, PNG, Flash (SWF only)
File size: Max 50 kb / banner

PLEASE NOTE

Fondbranschen.se is optimized for Microsoft Internet Explorer 6 or newer, Firefox 3 and Safari. The site works both on PC and Macintosh platforms.

MATERIAL

All materials should be with us no later than three days before the launch of the campaign, unless another deadline has been agreed. Materials should be sent to annons@fondbranschen.se.

CONTACT US:

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Nordic Fund Selection Journal

WE WILL PUBLISH two issues of the Nordic Fund Selection Journal, our English language magazine, in 2012. Our editorial aim is to focus on individual selectors and to highlight how they work and what they expect from the fund companies and fund managers they evaluate. We will also ensure to capture insights and opinions from the international selection community. We will also work to find and portrait the fund companies that are of most interest to selectors in the Nordic region. The Nordic Fund Selection Journal is distributed together with the Fondbranschen magazine and it has therefore the same guaranteed reach. The Nordic Fund Selection Journal differs from Fondbranschen in editorial scope and language. Where Fondbranschen editorially starts with the challenges and opportunities faced by fund companies our starting point at the Nordic Fund Selection Journal is fund selectors and their challenges and opportunities. The combination of wide distribution in the Nordics together with a unique editorial profile makes the Nordic Fund Selection Journal a powerful advertising platform.



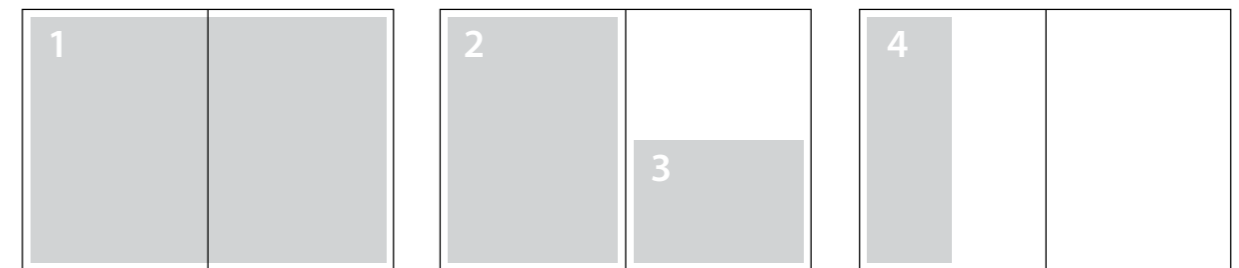
“The Nordic Fund Selection Journal focuses on fund analysts, fund-of-fund managers and institutional investors in the Nordic region. We cover, analyse and write about their strategies, methods, tools, challenges and opportunities in the Nordic region”

Publishing Schedule 2012 – Nordic Fund Selection Journal

NR	PUBLISHING DATE	AD MATERIALS DUE
01	1/6	7/5
02	7/12	12/11

Nordic Fund Selection Journal is distributed as a supplement to Fondbranschen nr 03 and nr 06 this year.

Format & Price



FORMAT	TYPE AREA	TRIM SIZE*	PRICE
1 Spread	415 x 265 mm	440 x 290 mm	SEK 45 000
2 1/1 page 1/1 back	195 x 265 mm 195 x 265 mm	220 x 290 mm 220 x 290 mm	SEK 22 500 SEK 42 500
3 1/2 page horizontal	195 x 130 mm	220 x 145 mm	SEK 12 500
4 1/2 page vertical	95 x 265 mm	110 x 290 mm	SEK 12 500

* Trim size - please remember to ad at least 5 mm trim margin on all bleed sides.

Prices require delivery of print ready material. Rates include Swedish advertising tax, if any, but do not include VAT. Please contact us for other formats. Guaranteed Position +15 %.

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Resolution: 133 lines/300 dpi

Colour: Eurocolor

ICC profile: AP_TRYDELL_Silk290_V3.icc
The ICC profile can be downloaded at ftp address: 62.119.70.24
 Username: prepress. Password: icc
Paper: Arctic Volume

Binding: Staple

Delivery to: annons@fondbranschen.se

Complaint:

Any complaint should be made in writing within 10 days of publication. The magazine will compensate up to the booked ad value.

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PHOTO: ERIK BJÖRKLUND

Fondbar – networking with industry colleagues

FONDBAR, LAUNCHED IN 2009, has grown to a key networking event for the Swedish asset management industry. In 2011 we took the first step in expanding to the rest of the Nordic region with one Fondbar in Copenhagen and one in Helsinki. The Fondbar event will continue to grow in 2012 with two Fondbar events in Copenhagen, one in Oslo and two in Helsinki (please see table below). As a Fondbar sponsor you gain a unique opportunity to establish, build and/or develop your position in the industry and the opportunity to network with industry colleagues and potential/existing clients in a relaxed and private setting. We present the latest issue of the *Fondbranschen* magazine and provide drink tickets for beer/wine or non-alcoholic options in the bar. We also serve a light buffet. We send Fondbar invitations to all the members in FB Network.

At Fondbar

- Participate with a maximum of 8 people from your company
- Distribute information about your company
- Place roll ups (similar branding) at the venue
- 5 minute presentation of your company

After Fondbar

- Guest list with contact details
- Photo feature at fondbranschen.se
- Photo feature in the *Fondbranschen* magazine
- Link to your website in "thank you" email to all guests the day after the event

Please note! There are two sponsors for each Fondbar.

CONTACT US:

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AS A SPONSOR YOU GET:

Before Fondbar

- Your logo on invitation and on the Fondbar banner at fondbranschen.se
- Advert in the *Fondbranschen* magazine (one full page, list price SEK 22 500 + VAT)
- The opportunity to provide us with name and contact details to a maximum of 15 people you would like to invite.



EVENT	DATE	LOCATION	PRICE*
Fondbar (booked)	2012-01-26	Stockholm	SEK 60 000
Fondbar (booked)	2012-02-02	COPENHAGEN	SEK 60 000
Fondbar (booked)	2012-03-21	HELSINKI	SEK 60 000
Fondbar (booked)	2012-03-22	Stockholm	SEK 60 000
Fondbar Summer Edition (booked)	2012-05-31	Stockholm	SEK 60 000
Fondbar (booked)	2012-06-14	OSLO	SEK 60 000
Fondbar (booked)	2012-08-30	Stockholm	SEK 60 000
Fondbar (booked)	2012-09-06	HELSINKI	SEK 60 000
Fondbar (booked)	2012-09-13	COPENHAGEN	SEK 60 000
Fondbar (booked)	2012-10-25	Stockholm	SEK 60 000
Fondbar Winter Edition (booked)	2012-12-06	Stockholm	SEK 60 000

*The price is per sponsor and do not include VAT.

Nordic Fund Selection Forum 2012

THE NORDIC FUND SELECTION FORUM is an annual conference for fund analysts, fund-of-fund managers and institutional investors in the Nordic region. The conference offers a possibility for selectors to meet and listen to fund managers and invited experts and the possibility to meet and discuss with industry colleagues. The conference of course also offers the possibility for fund companies and others to present their products and services to this section of the Nordic industry. The Nordic Fund Selection Forum celebrates its fifth year in 2012 and is held on April 19.

MAIN SPONSOR (SEK 150 000 + VAT)

- Exhibition (table with roll up or equivalent)
- 4 participants from sponsor
- Name and/or logo on invitation and program
- Speaking slot (format to be decided)
- Editorial presentation/interview in Nordic Fund Selection Journal # 01 2012
- The sponsor will receive a list of all participants after the conference

We are offering 6 main sponsorships.

EXHIBITION ONLY (SEK 50 000 + VAT)

– not offered to fund companies

- Exhibition (table with roll up or equivalent)
- 2 participants from sponsor
- Name and/or logo on invitation and program
- The sponsor will receive a list of all participants after the conference

We are offering 2 exhibition sponsorships.

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Nordic Fund Selection Awards 2012

IN AN EFFORT to highlight the importance of the fund selection profession, and to create a benchmark for fund selectors in the Nordic region, Tell Media Group has established the Nordic Fund Selection Awards. The Nordic Fund Selection Awards is a half day conference that is concluded with a dinner and award ceremony in the evening. The conference offers the opportunity for fund selectors to meet and listen to invited experts and to informally discuss with industry colleagues. As sponsors, fund companies establish and confirm their position in the Nordic region. The Nordic Fund Selection Awards 2012 is held on November 15.

AWARD SPONSOR (SEK 150 000 + VAT)

- Exhibition (table with roll up or equivalent)
- 4 participants from sponsor
- Name and/or logo on invitation and program
- Speaking slot (format to be decided – no product pitch)
- Advert (full page) in the Nordic Fund Selection Journal # 02 2012
- Host for one table at dinner with a minimum of 3 selectors/institutional investors
- Sponsor one of the Awards and handing out the diploma

- The sponsor will receive a list of all participants after the conference

We are offering 5 Award sponsorships.

EXHIBITION ONLY (SEK 50 000 + VAT)

– not offered to fund companies

- Exhibition (table with roll up or equivalent)
- 2 participants from sponsor
- Name and/or logo on invitation and program
- Advert (half page) in the Nordic Fund Selection Journal # 02 2012
- The sponsor will receive a list of all participants after the conference

We are offering 2 exhibition sponsorships.

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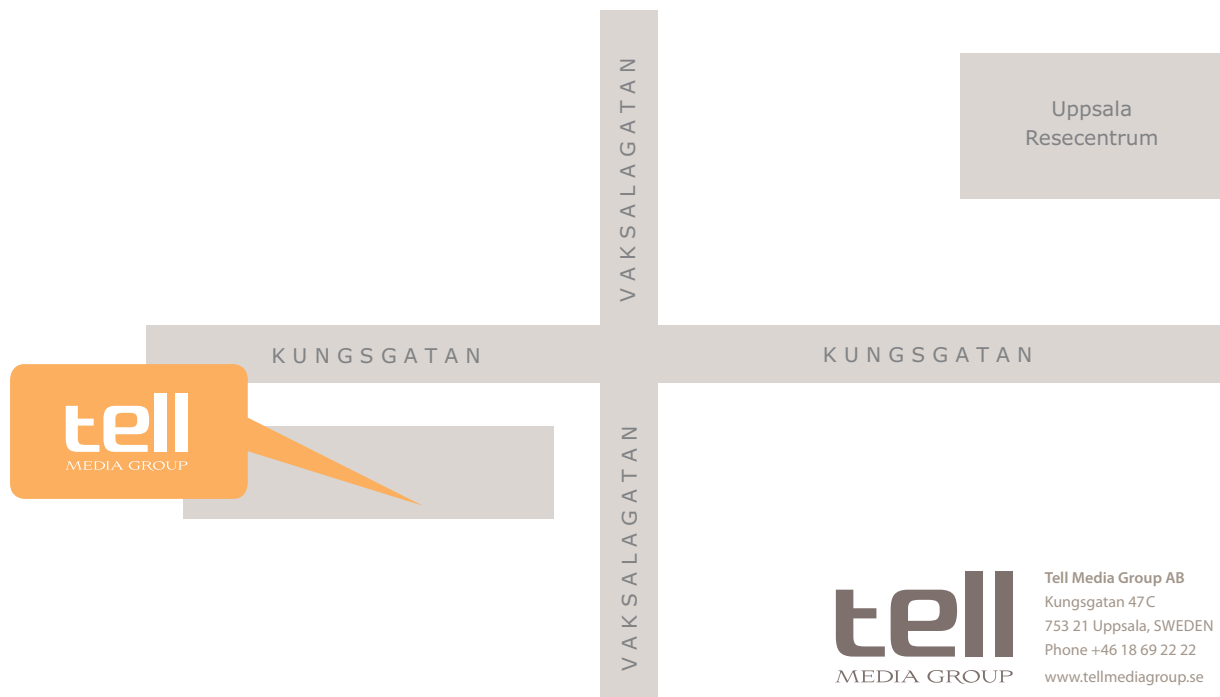


Contact **Tell Media Group**

TELL MEDIA GROUP, the Swedish research and publishing company, is based in Uppsala – a city located about 70 km north of the capital Stockholm and about 35 kilometres from Arlanda Airport.

Uppsala is the site of the oldest university in Scandinavia, founded in 1477. The university has a famous anatomical theatre, constructed by the scientist and polymath Olof Rudbeck (1630–1702), in the old

university building Gustavianum. The university is also famous for its 13 student fraternities, known as “nations”, each traditionally representing a geographical region of Sweden. Carolus Linnaeus, one of the renowned scholars of Uppsala University, lived in the city for many years and both his house and garden can still be visited. Uppsala is also the site of the 16th century Uppsala Castle. (Source: Wikipedia).



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