



Global Custodian | www.globalcustodian.com | WINTER 2021

**PLUS:**  
 VIVE LA DIFFÉRENCE – CITI'S SECURITIES SERVICES STRATEGY  
**HOW SAFE IS YOUR CLOUD?**  
 TOKENISATION IN THE FUND SPACE  
**P2P REPO SHIFTS INTO NEXT GEAR**  
 AGENT BANKS IN EMERGING MARKETS SURVEY  
**PREDICTIONS FOR 2022**

What a  
*difference*  
 a day makes

Settlement compression and T+1 are the talk of the town, though questions linger whether we should be going even further through new technologies

Global Custodian | www.globalcustodian.com | FUND SERVICES ANNUAL 2021

**FUND SERVICES**  
*annual 2021*

**THE ARCHEGOS FALLOUT**

U.S. GOVERNMENT BOND  
 EURO AREA  
 MORGAN STANLEY  
 WHITE HOUSE

The embezzlement of Archegos Capital Management and its spectacular collapse which has left the entire brokerage industry reeling.

Global Custodian | www.globalcustodian.com | FALL 2021

**BILLIONS**  
 CUSTODY'S BIGGEST DEAL IN OVER A DECADE

Inside State Street's \$3.5 billion acquisition of BBH's Investor Services business and why it could spark a wave of consolidation for a custody industry on the brink of seismic change

ROBIN BROTHERS MARSHMAN

**GC**  
**2022**  
**MEDIA KIT**



**G**lobal Custodian has been the authoritative editorial voice of the global securities services industry for over 30 years.

The publication, with a circulation of over 20,000 industry professionals in 128 countries around the world, is defined by high-quality editorial, awards evenings and a series of annual surveys that have become benchmarks for the industry. Over the past two years we have also launched a flourishing multimedia suite of high-quality videos, documentaries and podcasts.

Through digital, print, events and research, we are delighted to serve the securities services community with the most-trusted source of news, insights and data, leaning on both our rich history and innovative vision for the future of publishing.

**3,000+**

WEBINAR  
REGISTRANTS

**1.8 million**

UNIQUE PAGE VIEWS  
IN 2021

**20,000+**

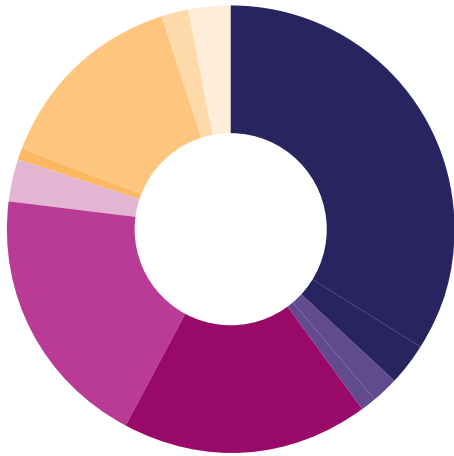
REGISTERED  
USERS

**128**

COUNTRIES  
OUR MAGAZINES  
REACHES

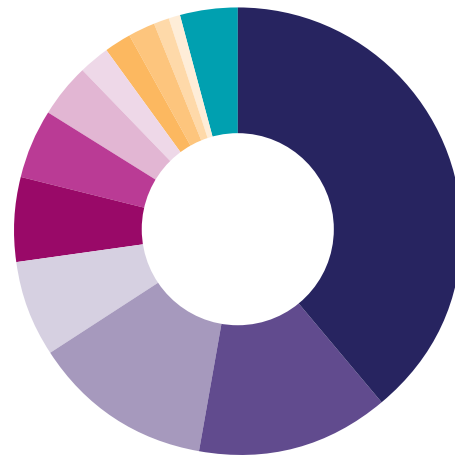
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AVERAGE TIME  
OF WEBSITE VISIT



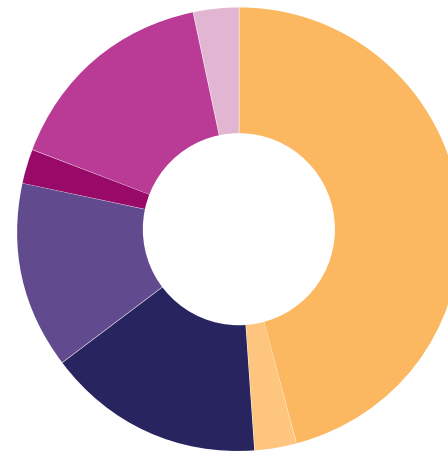
**GEOGRAPHIC BREAKDOWN**

<b>North &amp; South America</b>	<b>40%</b>
• US & Canada	36%
• Latin America & Caribbean	4%
<b>Europe</b>	<b>40%</b>
• UK	18%
• Western Europe	19%
• Eastern & Central Europe	3%
<b>Middle East &amp; Asia-Pacific</b>	<b>20%</b>
• Middle East	1%
• Asia	14%
• Australia & New Zealand	2%
• Africa	3%



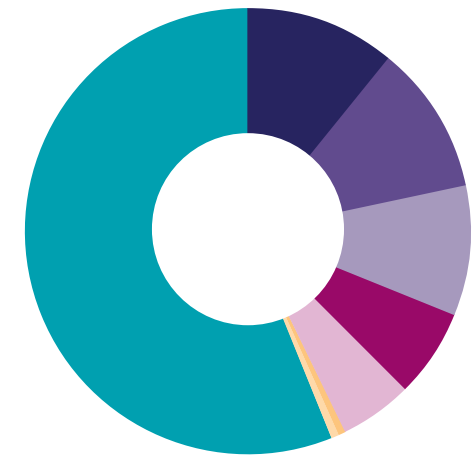
**AUDIENCE DEMOGRAPHICS**

• Custody	38.5%
• Institutional Investors	14.1%
• Hedge Fund Managers	12.5%
• Prime Brokers	6.6%
• Broker/Dealers	6%
• Investment Consultants	5%
• Mutual Fund Managers	4.4%
• Mutual Fund Administrators	2%
• Securities Lending & Financing	1.9%
• Hedge Fund Administrators	1.7%
• Systems Providers	1.3%
• CSD/CCP Officials	0.6%
• Others	5.4%



**BUY-SIDE GEOGRAPHIC BREAKDOWN**

• North America	45.9%
• South America	3.1%
• Europe (exc. UK)	15.7%
• United Kingdom	13.7%
• Australia	2.5%
• Asia	15.9%
• Africa	3.2%



**AUDIENCE TITLES**

• Director	11%
• CFO	11%
• COO	10%
• Business Head	6%
• CEO	5%
• CTO	0.6%
• C-Suite (Other)	0.5%
• Chair	0.2%
• Others	56%

**4,000+**  
buy-side contacts

**2,000+**  
hedge funds

**2,000+**  
long-only fund managers



## WHAT WE DO



### GC MAGAZINE

Global Custodian's flagship magazine has been the leading editorial voice of the securities services industry for over 30 years. Delivered five times annually to thousands of readers around the globe, the magazines explore key industry themes with analysis provided by leaders from the global post-trade and fund services communities.

- Build brand awareness and establish your position as an industry thought leader by contributing advertising and content to the print magazines.



### GC DIGITAL

Global Custodian's digital channels include our website, daily editorial newsletters, state-of-the-art webinar platform and the GCTV multimedia portal, which encompasses our industry-leading documentaries and digital features, award-nominated podcasts and in-depth video interview series.

- Increase the impact of your firm's message and position your experts as leading voices of the industry through our multimedia platforms.



### GC EVENTS

2021 witnessed the triumphant return of in-person events, rapturously received by the Global Custodian community. Pandemic-pending, we intend to host our London and New York awards ceremonies in 2022 and are planning the return of live roundtables in London and around the globe.

- Sponsor events and/or panel sessions to engage with a targeted audience in a face-to-face environment.



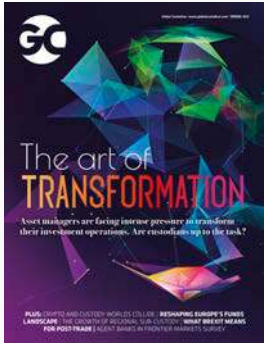
### GC SURVEYS & RESEARCH

Global Custodian's best-in-class industry surveys have been used by the world's largest financial institutions to measure client perception for over 30 years. The results of these surveys inform several categories at our awards ceremonies, and accreditations are available for providers to publicise their successes.

- Participate in our surveys to position your firm as the leading player in your market, with analysis, awards and accreditations from the survey results.



# MAGAZINE: 2022 EDITORIAL CALENDAR



**SPRING**

Ad Reservation: **March 16**

**Key Survey**

- Agent banks in frontier markets



**SUMMER**

Ad Reservation: **June 11**

**Key Survey**

- Mutual fund administration
- ETF administration



**FALL**

Ad Reservation: **September 10**

**Key Survey**

- Agent banks in major markets



**WINTER**

Ad Reservation: **December 3**

**Key Survey**

- Agent banks in emerging markets

## ADDITIONAL PUBLICATIONS/EVENTS



**FUND SERVICES ANNUAL**

Ad Reservation: **August 6**

Built to be relevant for 12 months, the Fund Services Annual includes the prime brokerage, hedge fund administration and private equity administration surveys.



**SECURITIES REVIEW**

Ad Reservation: **September 18**

Our annual magazine covering the biggest securities services themes at Sibos.

READERS SPENT ON AVERAGE  
**17 MINUTES 10 SECONDS**  
 READING THE ISSUE

**READING AN AVERAGE OF 34 PAGES**



# MAGAZINE: PRICING AND AD SPECS

## PRICING

	1x	2x	4x	6x
Full page	\$14,565	\$13,265	\$11,965	\$11,340
Half page	\$7,660	\$6,920	\$6,295	\$5,985
Double page	\$24,450	\$21,900	\$20,630	\$19,300

COVERS	1x	2x	4x	6x
Inside Front Cover	\$23,950	\$21,480	\$19,975	\$18,725
Inside Back Cover	\$17,580	\$15,470	\$14,605	\$13,680
Back Cover	\$29,100	\$25,850	\$24,395	\$22,835

## Premium positions

Ad adjacent to surveys page: 15% premium

Ad adjacent to specific editorial content: 10% premium

## AD SPECS

### DOUBLE PAGE SPREAD

Type area	W: 390mm x H: 242mm	W: 15.35" x H: 9.53"
Trim size	W: 420mm x H: 276mm	W: 16.53" x H: 10.87"
Bleed size	W: 426mm x H: 282mm	W: 16.77" x H: 11.1"

### FULL PAGE

Type area	W: 180mm x H: 242mm	W: 7.09" x H: 9.53"
Trim size	W: 210mm x H: 276mm	W: 8.27" x H: 10.87"
Bleed size	W: 216mm x H: 282mm	W: 8.5" x H: 11.1"

### HALF PAGE SPREAD

Horizontal with bleed	W: 216mm x H: 140mm	W: 8.5" x H: 5.51"
Horizontal no bleed	W: 180mm x H: 120mm	W: 7.07" x H: 4.72"
Vertical with bleed	W: 105.5mm x H: 282mm	W: 3.44" x H: 9.53"
Vertical no bleed	W: 87.5mm x H: 242mm	W: 4.15" x H: 11.1"



## ARTWORK SPECIFICATIONS

Advertising artwork should be submitted via email or other electronic file transfer method.

All artwork should comply with the following specifications:

1. Files must be PDF press-optimised high resolution composite CMYK (no spot colours), files – 300dpi minimum.
2. All fonts should be embedded or saved as outlines.
3. All pages to include 3mm bleed and to include crop marks outside trim area
4. Files should be supplied at 100% size.

## File submission

Please address printing materials to:  
Stephan Slater  
stephan.slater@globalcustodian.com



# DIGITAL: PRICING AND AD SPECS

## PRICING

### RUN OF SITE AD RATES

Leaderboard (728 x 90px)	\$110 CPM
Island (300 x 250px)	\$110 CPM
HPU (300 x 600px)	\$110 CPM
Super Leaderboard (970 x 90px)	\$110 CPM
Sponsored text link	\$3,000 per month

### eNEWSLETTER AD RATES

Leaderboard (728 x 90px)	\$1,000
Island (300x250 px)	\$1,000
Sponsored text link	\$1,000
Roadblock all three positions in any one newsletter	\$2,500

\$10,000 for a one week 100% SoV sponsorship of the daily newsletter.  
This sponsorship is worth \$15,000 if bought individually.

## RUN OF SITE

- Top banner (728x90 px)
- HPU (300x600 px)
- Island (300x250 px)
- Sponsored text link

## FILE SIZES & ANIMATION SPECS

- 500k maximum file size, GIF format
- Three loops – animation must cease after seven seconds

## PREMIUM POSITION FILE SIZE & ANIMATION SPECS

- 500k maximum file size
- Static GIF or Animated GIF
- Animation must cease after seven seconds

## STANDARD FILES

- GIF & JPEG graphics to meet above file size criteria

## RICH MEDIA

- GlobalCustodian.com accepts only HTML including JavaScript, Java Applets, Shockwave, streaming video, etc.

## JAVASCRIPT AND JAVA

- Accepted on a case-by-case basis

## HTML

- No <span style> tags
- Without JavaScript preferred

## WELCOME BANNER Premium Position

- 600x400 px
- 500k maximum file size, GIF and JPEG formats

## WALLPAPER Premium Position

- Total size: 1400x800 px
- 500k maximum file size, GIF and JPEG formats

## eNEWSLETTER

- Top banner (728x90 px)
- Island (300x250 px)
- Sponsored text link  
(Header – one line, up to 70 characters;  
Body – 3 lines, up to 85 characters per line;  
URL – must be in format “http://” not “www.”)

## FILE SIZE AND ANIMATION SPECIFICATIONS

- 40k maximum file size, GIF format
- There is no rich media on the newsletters

## SPONSORED MESSAGE

- Header – one line, up to 70 characters;  
Body – 3 lines, up to 85 characters per line;  
URL – must be in format “http://” not “www.”



*Materials due five business days prior.*

Held in London in March each year, Global Custodian's Leaders in Custody Awards honours the world's biggest custody banks, recognising the best in the industry in front of a 250-strong audience of securities services professionals at London's legendary Savoy Hotel.

After an enforced hiatus, we look forward to welcoming the custody industry's biggest names in 2022 as we recognise the top performers from our annual surveys.

We will also recognise deserving pioneers of the custody industry in areas not covered by our surveys through our Editors' Choice and Innovation Awards.

Finally, we will recognise individuals who have made an impact on the custody in the industry throughout their careers and particularly within the preceding 12 months.

- Agent Bank Excellence Awards
- Leading Client Awards
- Agent Bank Network Team Awards
- Innovation Awards
- Lifetime Achievement Award
- Industry Legend Award
- Industry Person of the Year Award
- Editors' Choice Awards

**GALA DINNER**  
**Premium Table Sponsorship**—\$17,500  
Table of 10 guests  
Priority position in the room  
Full-page advertisement in dinner program

**Table of 10 guests**—\$12,000

**Half-table of five guests**—\$7,500

*Tables are also part of our membership packages, please contact [daljit.sokhi@globalcustodian.com](mailto:daljti.sokhi@globalcustodian.com) for more information.*

## OTHER SPONSORSHIP OPPORTUNITIES

- **Cocktail Reception**—\$25,000
- **Wine**—\$22,500
- **Champagne** ~~\$20,000~~ **SOLD**—\$20,000
- **Cherries** ~~\$20,000~~ **SOLD**—\$20,000
- **Red Carpet**—\$20,000



Following the exceptional and overwhelming success of 2021's in-person Industry Leaders awards ceremony, Global Custodian will return to Chelsea Piers in Manhattan to once again celebrate the top performers in our fund services surveys.

We look forward to the return of the fund services industry's biggest names in 2022 as we recognise the top performers from our annual surveys.

**The Lighthouse  
Pier 60 Chelsea Piers  
New York, NY 10011**

Around 250 of the industry's biggest names have joined us in previous years as we recognise the best performers from our annual surveys. In 2022 we will once again give out awards based on the following survey-related categories:

- **Hedge Fund Administration**
- **Prime Brokerage**
- **Private Equity Fund Administration**
- **Exchange Traded Funds Administration**
- **Mutual Fund Administration**
- **Best New Fund Services Project**
- **Fund Services Partnership of the Year**
- **Fund Services One To Watch**

We also hand out personal honours to individuals who have made an impact on the industry throughout their careers and particularly within the year. The individual honours Global Custodian awards are:

- **Lifetime Achievement**
- **Industry Legends**
- **Industry Person of the Year**

We will also recognise deserving pioneers of the fund services industry in areas not covered by our surveys through our Editors' Choice and Innovation Awards.

Finally, we will recognise individuals who have made an impact on the fund services industry throughout their careers and particularly within the preceding 12 months.

## GALA DINNER

**Premium Table Sponsorship**—\$17,500  
Table of 10 guests  
Priority position in the room  
Full-page advertisement in dinner program

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*Tables are also part of our membership packages, please contact [daljit.sokhi@globalcustodian.com](mailto:daljit.sokhi@globalcustodian.com) for more information.*

## OTHER SPONSORSHIP OPPORTUNITIES

- **Cocktail Reception**—\$25,000
- **Wine**—\$22,500
- **Champagne Toast**—\$20,000
- **Chocolate**—\$20,000
- **Red Carpet**—\$20,000

**18  
NOVEMBER  
2022**

### DOCUMENTARIES

Global Custodian's 2021 multimedia production schedule built on output eclipsed our 2020 successes. With four more long-form documentary projects in the can in 2021 alone, it is clear that we have barely tapped the industry's appetite for this most innovative of products. Get in touch with the team to find out more about our 2022 documentary plans.

#### DOCUMENTARY PROJECTS - \$POA



### WEBINARS

Our state-of-the-art webinar platform – offering live polls, downloadable content, and an interactive chat forum – allows sponsors to reach targeted audiences in jurisdictions around the globe through a live discussion around a focused topic or industry challenge.

#### WEBINAR PACKAGES

- PLATINUM - \$25,000

Gold package plus Global Custodian editorial team to invite a guest from our editorial network

- GOLD - \$15,000

Silver package plus Global Custodian editorial team made available to consult on topics for the discussion

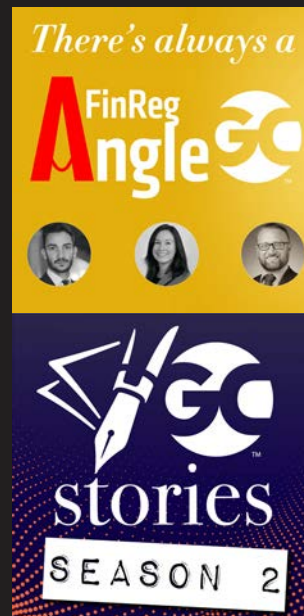
- SILVER - \$12,000

Global Custodian to provide moderator, includes promotion via solus HTML and social media

### PODCASTS

Global Custodian runs three successful podcast series, of which our GC Stories podcast was nominated for Podcast of the Year by the Independent Publishers Association. We have plans to expand our podcast library in 2022, sponsors should get in touch to discuss partnering on an original series.

#### SPONSORED PODCAST PROJECTS - \$POA



### INTERVIEW SERIES

Global Custodian's hugely popular video series, 'Keeping Up with the Custodians', was launched to widespread acclaim in 2020. We went on to produce several sponsored video interview series in 2021; we look forward to providing further high-value productions to sponsors in 2022

#### SPONSORED INTERVIEW SERIES - \$POA





# GC SURVEYS & RESEARCH

Global Custodian conducts several prominent industry leading surveys each year. The schedule includes our renowned Agent Banks (Sub-custody), Prime Brokerage and Fund Administration Surveys. These client perception surveys attract many thousands of individual responses which contain quantitative and qualitative assessments of provider performance. The findings of each survey are presented as an executive summary in the magazine in the form of market reviews and provider profiles.

### GC Post-Survey Products

Global Custodian's bespoke research reports, based on published and non-published primary data collected in our surveys, allow for deeper understanding of your ratings.

We deliver the report via an in-person/remote consultation. In addition, through our consultation services, you can leverage our extensive network of senior executives to offer actionable insights for your business needs.

Finally, Global Custodian's digital badges serve as the official mark of excellence for service providers who have achieved Outperformer status in the published surveys.



### PRICING & PACKAGES

1 x digital accreditation -  
**\$1,700**

3 x digital accreditations -  
**\$5,000**

Research Report - **\$5,000**

Research Report + In-person  
consultation - **\$10,000**

Research Report + In-person  
consultation + Industry  
consultant review - **\$POA**



We are also able to offer our survey functionality for bespoke projects, such as surveys of domestic clients or other specific client segments. Kindly contact **Beenish Hussain** for more information at [beenish.hussain@globalcustodian.com](mailto:beenish.hussain@globalcustodian.com)





# SUBSCRIPTIONS

**Print Only (1 Year)** USD \$585  
**Print Only (2 Year)** USD \$860

**Web Only (1 Year)** USD \$735  
**Web Only (2 Year)** USD \$1,220

**Print+Web Package (1 Year)** \$920  
**Print+Web Package (2 Year)** \$1,355

A 1-year print or package subscription includes 5 issues of the magazine, a 2-year includes 10 issues.

**Corporate discounts** are available for 3+ users.

**Contact:**

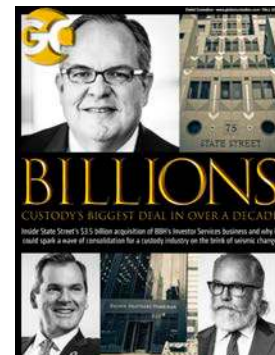
Ana Peralta +44 (0)20 7397 3827  
subscriptions@globalcustodian.com

Number of GC Subscriptions	Corporate Discount
3 users	15%
4 - 5 users	20%
6 -10 users	25%
11 - 25 users	40%
26 - 50 users	60%
51-75 users	65%
76 -100 users	75%
Above 100 users	80%

Unlimited subscribers



STATE STREET



## SUBSCRIPTION BENEFITS



In-depth features

Breaking news

Exclusive people moves

Digital copy of Global Custodian magazine

Research and surveys

Early access to special reports

Multimedia content



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## ADVERTISING & SPONSORSHIP

### Head of Sales

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## SURVEYS & RESEARCH

### Head of Operations

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## EDITORIAL

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### Editorial Assistant

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## PRINTING MATERIALS

### Head of Design

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## ACCOUNTS

### Accounts Receivable

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