

# Finance

## Journal of Derivatives & Hedge Funds

Reflecting the complexity of the derivatives market and the explosive growth in hedge funds, the *Journal of Derivatives & Hedge Funds* covers the broad range of concerns of the Derivatives Industry. *JDHF* provides a unifying forum for the exchange of ideas and information between industry practitioners, academic researchers and money managers across the US, Europe and Asia.

**Readership:** Derivatives industry specialists including bankers, brokers, hedge fund managers, pension fund managers, energy and power market participants, commodity trading companies, exchanges, clearing houses, regulators and central banks, and lawyers.

**Circulation:** 500

**Web visits/month:** 2,300

### Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

**Price Band:** B

[www.palgrave-journals.com/jdhf/](http://www.palgrave-journals.com/jdhf/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
14.4	February	21 Nov 08	08 Dec 08
15.1	May	02 Mar 09	18 Mar 09
15.2	August	04 Jun 09	19 Jun 09
15.3	November	28 Aug 09	16 Sep 09

## The Geneva Papers on Risk and Insurance — Issues and Practice

Published on behalf of The Geneva Association, the Journal publishes authoritative contributions on current insurance and risk practice. Each issue is devoted to a relevant topic of contemporary interest. Major topics include: Risk management; Insurance and Finance; Regulation and Supervision; Insurance Law & Economics.

**Readership:** Academics and researchers in insurance, their colleagues in the insurance industry and other financial professionals.

**Circulation:** 950

**Web visits/month:** 4,900

### Dimensions

- **Trimmed page size (mm):** 245 x 170
- **Full page ad dimensions (mm):** 215 x 140
- **Bleed ad dimensions (mm):** 251 x 176

**Price Band:** B

[www.palgrave-journals.com/gpp/](http://www.palgrave-journals.com/gpp/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
34.1	January	12 Nov 08	27 Nov 08
34.2	April	18 Feb 09	05 Mar 09
34.3	July	20 May 09	05 Jun 09
34.4	October	13 Aug 09	01 Sep 09

# Finance

## The Geneva Risk and Insurance Review

A leading economics journal with a focus on risk and insurance. It publishes high quality papers that advance the understanding of individual and company behaviour under uncertainty.

A journal of The Geneva Association.

**Readership:** Academics and researchers in the area of economics, with a focus on risk and insurance.

**Circulation:** 500

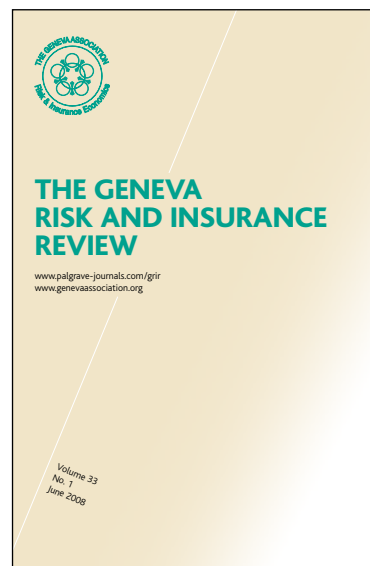
**Web visits/month:** 600

### Dimensions

- **Trimmed page size (mm):** 234 x 156
- **Full page ad dimensions (mm):** 204 x 126
- **Bleed ad dimensions (mm):** 240 x 162

**Price Band:** B

[www.palgrave-journals.com/grir/](http://www.palgrave-journals.com/grir/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
34.1	June	06 Apr 09	21 Apr 09
34.2	December	05 Oct 09	20 Oct 09

## International Journal of Disclosure and Governance

One of the leading sources of authoritative and detailed information on leading-edge practice in governance and effective transparency of information for publicly listed companies.

**Readership:** Company chairpersons, CEOs, CFOs, general counsel/CLOs, chairman and members of the audit committee, chairman and members of the remuneration committee, heads of internal audit, exchanges, company secretary, bankers, heads of compliance, heads of risk management, corporate regulators, bank supervisory authorities, public prosecutors, fraud investigators, law firms, auditors/accounting firms, heads of corporate governance at investors and funds, and academics.

**Circulation:** 400

**Web visits/month:** 1,800

### Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

**Price Band:** C

[www.palgrave-journals.com/jdg/](http://www.palgrave-journals.com/jdg/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
6.1	February	21 Nov 08	08 Dec 08
6.2	May	27 Feb 09	17 Mar 09
6.3	August	03 Jun 09	18 Jun 09
6.4	November	27 Aug 09	15 Sep 09

# Finance

## Journal of Asset Management

An international forum for latest thinking, techniques and developments for the Fund Management Industry, from high-growth investment strategies to modelling and managing risk, from active management to index tracking. As such it has globally established itself as a key bridge between applied academic research, commercial best practice and regulatory interests.

**Readership:** Industry specialists including chief investment officers, asset managers, heads of quantitative finance, heads of investment strategy, pension fund managers, fund managers, hedge fund managers, investment bankers, insurance companies, financial regulators, central banks and bank supervisors, investment consultants and system providers..

**Circulation:** 400

**Web visits/month:** 3,300

### Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

**Price Band:** B

[www.palgrave-journals.com/jam/](http://www.palgrave-journals.com/jam/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
9.6	February	28 Nov 08	15 Dec 08
10.1	April	11 Feb 09	26 Feb 09
10.2	June	08 Apr 09	27 Apr 09
10.3	August	12 Jun 09	29 Jun 09
10.4	October	05 Aug 09	24 Aug 09
10.5	December	08 Oct 09	23 Oct 09

## Journal of Banking Regulation

*JBR* has established itself as one of the leading sources of authoritative and detailed information on all aspects of law and regulation affecting banking institutions.

Published in association with the Institute of Advanced Legal Studies.

**Readership:** Central bankers, banking supervisors, financial regulators, bankers, compliance officers, heads of risk management, policy makers, bank associations, lawyers specializing in banking law, accountants, internal and external bank auditors, academics and researchers.

**Circulation:** 400

**Web visits/month:** 2,700

### Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

**Price Band:** B

[www.palgrave-journals.com/jbr/](http://www.palgrave-journals.com/jbr/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
10.2	March	02 Jan 09	19 Jan 09
10.3	June	02 Apr 09	21 Apr 09
10.4	September	03 Jul 09	20 Jul 09
10.5	December	05 Sep 09	22 Sep 09

# Finance

## Pensions

One of the leading sources of authoritative and detailed information on the practical issues faced by all involved in 'saving for retirement'. The journal publishes detailed briefings, analyses and updates which are of direct relevance to practitioners working in the field.

**Readership:** The definitive journal for all pensions professionals concerned with the day-to-day practice of pensions administration, law, compliance and investment.

**Circulation:** 400

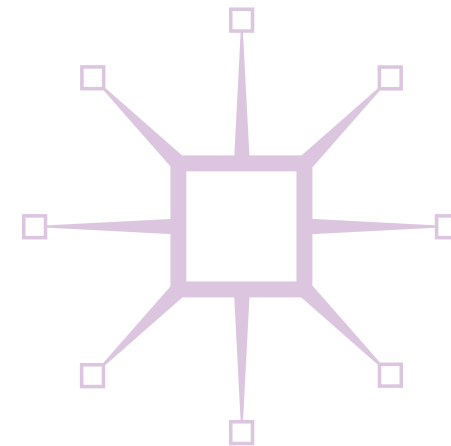
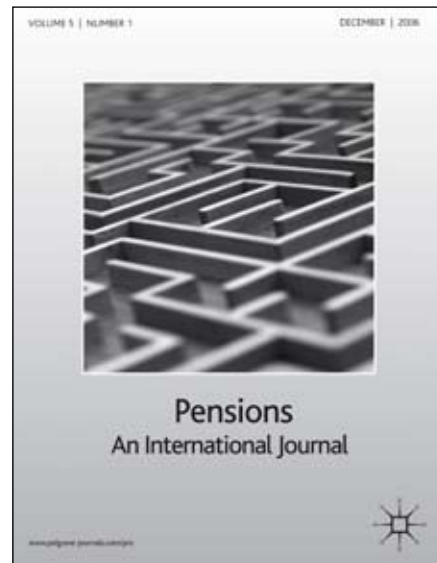
**Web visits/month:** 1,600

### Dimensions

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**Price Band:** B

[www.palgrave-journals.com/pm/](http://www.palgrave-journals.com/pm/)



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# Price Bands

JOURNAL TITLE	PRICE BAND
Acta Politica	B
American Journal of Psychoanalysis	B
Asian Business & Management	C
British Politics	C
Business Economics NEW	B
Comparative Economic Studies	B
Comparative European Politics	C
Contemporary Political Theory	C
Corporate Reputation Review	B
Crime Prevention & Community Safety	C
Development	A
Eastern Economic Journal	B
The European Journal of Development Research NEW	B
European Journal of Information Systems	A
European Management Review	A
European Political Science	A
Feminist Review	A
French Politics	C
The Geneva Papers on Risk and Insurance - Issues and Practice	B
The Geneva Risk and Insurance Review	B
Higher Education Policy	B
IMF Staff Papers	A
Information Visualization	C
International Abstracts in Operations Research	A
International Journal of Disclosure and Governance	C
International Journal of Educational Advancement	C
International Politics	B
Journal of Asset Management	B
Journal of Banking Regulation	B
Journal of Brand Management	A
Journal of Building Appraisal	C

JOURNAL TITLE	PRICE BAND
Journal of Commercial Biotechnology	C
Journal of Database Marketing & Customer Strategy Management	C
Journal of Derivatives & Hedge Funds	B
Journal of Digital Asset Management	C
Journal of Direct, Data and Digital Marketing Practice	A
Journal of Financial Services Marketing	C
Journal of Generic Medicines	B
Journal of Information Technology	A
Journal of International Business Studies	A
Journal of International Relations and Development	C
Journal of Medical Marketing	C
Journal of the Operational Research Society	A
Journal of Public Health Policy	B
Journal of Retail & Leisure Property	C
Journal of Revenue and Pricing Management	C
Journal of Simulation	B
Journal of Targeting, Measurement and Analysis for Marketing	B
Knowledge Management Research and Practice	B
Latino Studies	B
Maritime Economics & Logistics	C
Organization Management Journal (Online only)	C
OR Insight NEW	C
Pensions	B
Place Branding and Public Diplomacy	C
Polity	B
Psychoanalysis, Culture & Society	C
Risk Management	B
Security Journal	B
Social Theory & Health	C
Subjectivity	C
Tourism and Hospitality Research	C
URBAN DESIGN <i>International</i>	C

# Rates

		Price Band		
		A	B	C
Mono	Full Page	£700	£500	£400
	Half Page*	£450	£350	£250
Four Colour	Full Page	£1400	£1000	£800
	Half Page*	£900	£700	£550
Two Colour	Full Page	£800	£650	£550
Double Page Spread	Colour	£2200	£1750	£1500
	Mono	£1100	£850	£750
Online**	Large Banner	£700	£500	£400
	Large Skyscraper	£600	£450	£350
	Small	£250	£200	£150
Inserts***		£700	£500	£400
Guaranteed Position		+10%		
Special Position		By Arrangement		
Agency Discount		-10%		
Publisher Discount		-20%		
Series Discount		By Arrangement		

\* Not available for all journals

\*\* Rates per one month online. Discounts available for longer bookings.

\*\*\* To place inserts in all copies of a journal. Inserts must weigh less than 20gms. Rates for inserts weighing more than 20gms available on request. All inserts to be folded to A5 size.

# Mechanical Data

<b>Copy Dates</b>	Approximately six weeks before publication. See individual titles for dates.
<b>Conditions</b>	Cancellation of four-colour bookings cannot be accepted within seven weeks of insertion dates. Late delivery of material may incur forfeiture of space booked at full cost. No extra charges for bleed.
<b>Print</b>	Please supply press-optimised PDF or EPS files with a minimum resolution of 300 dpi. Mono ads should be supplied in greyscale, 4-colour ads should be supplied in CMYK separated format. If possible, please supply pantone numbers for colour ads. See individual journals for trim and advert sizes. Half-page dimensions are supplied where available.
<b>Online</b>	Online advertisements are present on <b>ALL</b> pages associated with the journal. Advertising rates are for a time period of one month. Discounts are available for longer bookings. Please supply static JPEGs, optimised to be as small as possible. <b>Banner (horizontal):</b> 728 pixels wide by 90 pixels high. These may be animated. Animated ads should be submitted in GIF format. <b>Skyscraper (vertical):</b> 160 pixels wide by 555 pixels high. <b>Small:</b> 160 pixels wide by 140 pixels high.
<b>Inserts</b>	Inserts must weigh less than 20gms. Rates for inserts weighing more than 20gms available on request. All inserts to be folded to A5 size.
<b>Copy</b>	<b>Please send copy to:</b> Advertising Department, Palgrave Macmillan Journals Houndmills, Basingstoke, Hampshire RG21 6XS, United Kingdom  <b>Tel:</b> +44 (0)1256 302971 <b>Fax:</b> +44 (0)1256 353774 <b>Email:</b> advertising@palgrave.com