



A celebration of
50
— YEARS OF —
GLOBAL CUSTODY

Commemorative Edition

GC 35 YEARS Global Custody | www.globalcustody.com | SUMMER 2024

PLUS: THE TIME FOR
TOKENISATION IS NOW
WINNERS AND GALLERIES
FROM OUR TWO LEADERS
IN CUSTODY AWARDS

M A Y
0 2 8
T + 1

**A DATE THAT ONCE SPARKED FEAR WILL
NOW BE SYNONYMOUS WITH SUCCESS**

The US equities market - along with Canada, Mexico, Argentina and Peru - moved to T+1 settlement in May, and one month in all signs suggest a successful transition with very few issues reported

PLUS: THE 2024 ETF ADMINISTRATION SURVEY RESULTS

GC 35 YEARS Global Custody | www.globalcustody.com | FUND SERVICES ANNUAL 2024

FUND SERVICES
annual 2024

SURVEYS:
PRIME BROKERAGE
PRIVATE EQUITY FUND
ADMINISTRATION
HEDGE FUND
ADMINISTRATION



**THE PRIME BROKERAGE
PIE IS GROWING,**
which means bigger slices for everyone

PLUS: HOW PRIVATE EQUITY INVESTMENT HAS SUPERCHARGED FUND ADMIN
THE AI SHIFT RESHAPING FUND ADMINISTRATION | RETAILISING PRIVATE MARKETS
OUTSOURCING SHIFTS FROM COST-SAVING TACTIC TO STRATEGIC NECESSITY

GC 35 YEARS Global Custody | www.globalcustody.com

**ASIA'S MOMENTUM
POINTS TO GOLDEN
AGE FOR ASSET
SERVICERS**

A cornucopia of positive developments has driven the Asian institutional investment landscape to new heights in recent years with providers set to reap the rewards



PLUS: OPERATIONAL RESILIENCE NEEDS ATTENTION TOO
SECURITIES FINANCE IN THE ERA OF A REGULATORY TIDAL WAVE
AGENT BANKS IN FRONTIER MARKETS | T+1 UPDATES
LEADERS IN CUSTODY AWARDS SHORTLISTS
A SNAPSHOT OF GLOBAL CUSTODY DATA



GC
2025
MEDIA KIT



Global Custodian has been the authoritative editorial voice of the global securities services industry for 36 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 ceremonies and a series of annual surveys that have become benchmarks for the industry. We now proudly have a flourishing multimedia suite of high-quality videos, documentaries and podcasts to complement our legacy products.

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.

17,000+

MULTIMEDIA
VIEWERS

3 million

PAGE VIEWS IN 2024
+35% Y-O-Y

20,000+

INDUSTRY
PROFESSIONALS

128

COUNTRIES
OUR MAGAZINES
REACHES

40,000+

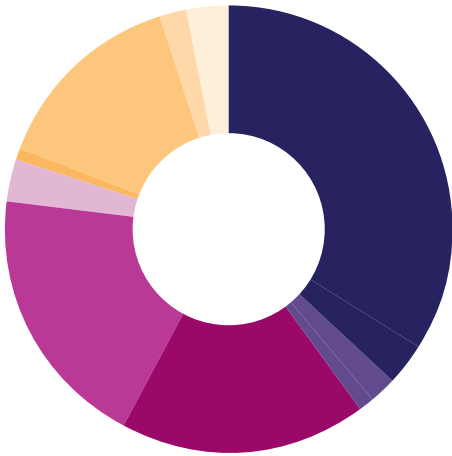
TOTAL LINKEDIN
FOLLOWERS

6,000+

PODCAST STREAMS

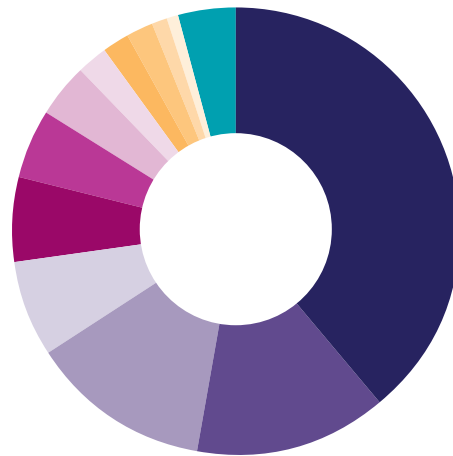


AUDIENCE



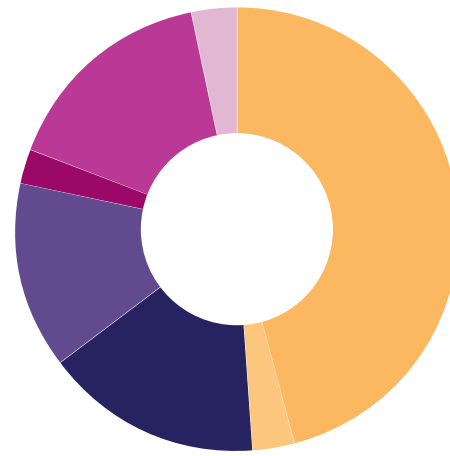
GEOGRAPHIC BREAKDOWN

North & South America	40%
• US & Canada	36%
• Latin America & Caribbean	4%
Europe	40%
• UK	18%
• Western Europe	19%
• Eastern & Central Europe	3%
Middle East & Asia-Pacific	20%
• 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



GC DIGITAL

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

- Deliver your marketing messages to Global Custodian's specialist audience through our digital platforms. We have excellent options for branding, product promotion and lead generation. Our multimedia options offer the chance to position your executives as opinion leaders in the industry



GC MAGAZINE

Global Custodian's flagship magazine has been the leading editorial voice of the securities services industry for over 36 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.

- Utilise our best-in-class magazine to build brand awareness through our advertising solutions, and demonstrate expert opinion through original sponsored articles



GC EVENTS

Our awards ceremonies saw record numbers of attendees in 2024, across three separate events in London, Singapore and New York. Meanwhile our roundtable discussions and panel events proved highly popular once again. In 2025, we plan to increase the number of thematic roundtable discussions, webinars and panels across the world.

- 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 gain visibility as a leading provider in your market. Outstanding providers can promote their success by taking up outperformer accreditations, and will be recognised at one of our three planned awards evenings this year



DIGITAL: PRICING AND AD SPECS

PRICING

RUN OF SITE AD RATES

Super leaderboard (970x90 px)	\$120 CPM
Leaderboard (728 x 90px)	\$120 CPM
Island (300 x 250px)	\$120 CPM
HPU (300 x 600px)	\$120 CPM
Sponsored text link	\$4,000

eNEWSLETTER AD RATES

Leaderboard (728 x 90px)	\$1,200
Island (300x250 px)	\$1,200
Sponsored text link	\$2,750
Roadblock all three positions in any one newsletter	\$2,500
Homepage takeover + skin	\$4,000/day

\$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

- Super leaderboard (970x90 px)
- Leaderboard (728x90 px)
- HPU (300x600 px)
- MPU (300x250 px)
- Sponsored text link

FILE SIZES & ANIMATION SPECS

- 2MB maximum file size, GIF format
- Three loops - animation must cease after seven seconds

PREMIUM POSITION FILE SIZE & ANIMATION SPECS

- 5MB 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 tags
- Without JavaScript preferred

WELCOME BANNER Premium Position

- 600x400 px
- 2MB maximum file size, GIF and JPEG formats

HOMEPAGE SKIN Premium Position

- Total size: 1400x800 px
- 5MB maximum file size, GIF and JPEG formats

eNEWSLETTER

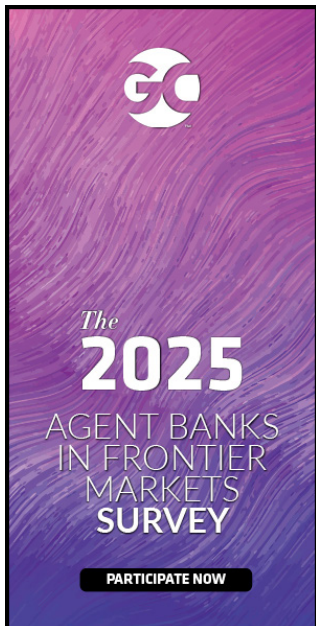
- Top banner (728x90 px)
- Island (300x250 px)
- Sponsored text link
(Header - one line, up to 70 characters;
Body - 3 lines, up to 85 characters per line;
URL - must be in format "http://" not "www.")

FILE SIZE AND ANIMATION SPECIFICATIONS

- 5MB 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."



ASSETS DUE AT LEAST FIVE BUSINESS DAYS PRIOR TO CAMPAIGN LAUNCH.

BANNER METRICS - GLOBAL CUSTODIAN

Name	Sizes	Average Monthly Impressions	Average Monthly Clicks	Average Monthly CTR	Average Viewability
Top Leaderboard	728x90/970x90	68,620	78	0.11%	62.58%
Mid Leaderboard	728x90	11,563	3	0.03%	50.11%
Bot Leaderboard	728x90	20,262	9	0.04%	37.41%
Top Island	300x250/300x600/300x1050	48,625	51	0.10%	77.85%
Bot Island	300x250	46,939	9	0.02%	52.95%



DOCUMENTARIES

Our documentaries achieve excellent engagement rates, rewarding the high end production that goes into them. In recent years these digital features covered broad themes such as custody and fund administration. For 2025 we are open to both partnership and co-sponsored ideas. Do get in touch to discuss how your firm can be a part of this leading product.

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.

SPONSORED WEBINARS FROM \$18,000

VIDEO SERIES

Global Custodian's hugely popular video series offerings continue to grow in both output and viewers. with Deutsche Bank, HKEX, SIX and Standard Chartered Bank among those partnering with us in 2024. We look forward to providing further high-value productions to sponsors in 2025.

SPONSORED INTERVIEW SERIES - \$15,000



PODCASTS

Global Custodian runs a suite of successful podcast series, including our GC Stories podcast which was nominated for Podcast of the Year by the Independent Publishers Association. We have plans to continue expanding our podcast offerings in 2025. Get in touch to discuss partnering with us for your own original series.

SPONSORED PODCAST PROJECTS - \$POA





MAGAZINE: 2025 EDITORIAL CALENDAR



SPRING

Ad Reservation: **March 21**

Key Survey

- Agent banks in frontier markets



SUMMER

Ad Reservation: **June 20**

Key Survey

- ETF administration



FALL

Ad Reservation: **September 19**

Key Survey

- Agent banks in major markets



WINTER

Ad Reservation: **December 11**

Key Survey

- Agent banks in emerging markets

ADDITIONAL PUBLICATIONS/EVENTS



FUND SERVICES ANNUAL

Ad Reservation: **October 10**

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



SECURITIES REVIEW

Ad Reservation: **September 19**

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

**MORE THAN
15,000
READERS SPENT ON
AVERAGE
12 MINUTES 30 SECONDS
READING DIGITAL ISSUE
OF THESE MAGAZINES
READING AN AVERAGE
OF 36 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



EVENTS: LONDON - LEADERS IN CUSTODY AWARDS

Global Custodian's Leaders in Custody Awards honours the world's biggest custody banks, recognising the best in the industry in front of a 300-strong audience of securities services professionals at London's legendary Savoy Hotel.

Once again, we look forward to welcoming the custody industry's biggest and best names in 2025 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 within the preceding 12 months.

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



OTHER SPONSORSHIP OPPORTUNITIES

- 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**—\$12,800
- Half-table of five guests**—\$8,250

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



15 MAY 2025



EVENTS: NEW YORK – INDUSTRY LEADERS AWARDS

Global Custodian will return to New York to once again celebrate the top performers in the fund services industry.

We look forward to the return of the fund services industry's biggest and best names in 2025 as we recognise the top performers from our annual surveys.

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.

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



250 of the industry's biggest names join us every year as we recognise the best performers in fund services. In 2025 we will once again recognise outperforming providers from the following Global Custodian surveys:

- Hedge Fund Administration
- Prime Brokerage
- Private Equity Fund Administration
- Exchange Traded Fund Administration
- Editors' Choice Awards
- Innovation Awards
- Americas Sub-Custody Awards



We also hand out personal honours to individuals who have made an impact on the industry throughout their careers and particularly within the past year. These individual honours will include the following:

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

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—\$12,800

Half-table of five guests—\$8,250

OTHER SPONSORSHIP OPPORTUNITIES

- Cocktail Reception—\$25,000
- Champagne Toast—\$25,000
- Gifting—\$20,000
- Red Carpet—\$22,500
- Custom sponsorships also available





EVENTS: SINGAPORE – LEADERS IN CUSTODY ASIA AWARDS

2025 will be the third year of Global Custodian's highly successful Leaders in Custody Asia awards evening. We anticipate this event to grow significantly once again, after attracting close to 150 senior executives from the region last year.

The ceremony honours securities services providers across the Asia Pacific region who have excelled in Global Custodian's Agent Banks surveys, along with a number of Editors' Choice, Individual and Innovation awards segments.

- Agent Banks Awards
- Editors' Choice Awards
- Client Segment Awards
- Innovation Awards
- Lifetime Achievement Award
- Industry Legend Awards
- Industry Person of the Year Award

GALA DINNER

Premium Table Sponsorship – \$15,500
Table of 10 guests
Priority position in the room
Full-page advertisement in dinner program

Table of 10 guests – \$11,000

Half-table of five guests – \$7,000

OTHER SPONSORSHIP OPPORTUNITIES

(Each includes the premium table sponsorship elements)

- **Champagne Toast** – \$22,500
- **Cocktail Reception** – \$22,500
- **Giftng** – \$19,000
- **Red Carpet** – \$20,000

**MAY
2025**



Global Custodian's Research Plus product suite consists of bespoke research reports and consultations, based on published and non-published primary data collected in our industry leading annual surveys. Our Research Plus reports allow providers and respondents alike to take a deeper delve into the survey performance and findings.

In addition to bespoke reports, we can also present the findings via in-person/remote consultations. By taking up consultation services you can leverage our extensive network of senior analysts to offer actionable insights for your business needs.

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

Finally, we have overhauled the Global Custodian Directory with a fresh new interface. List your business now to increase visibility to our sophisticated institutional investor audience spanning over 128 countries.

RESEARCH+

PRICING & PACKAGES

1 x digital accreditation -

\$1,700

3 x digital accreditations -

\$5,000

Research Report - **\$6,000**

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

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

Standard Listing - **\$600**

Enhanced Listing - **\$1000**



We also 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





SUBSCRIPTIONS

Print Only (1 Year) USD \$610
Print Only (2 Year) USD \$895

Web Only (1 Year) USD \$765
Web Only (2 Year) USD \$1,270

Print+Web Package (1 Year) \$960
Print+Web Package (2 Year) \$1,410

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.

ENTERPRISE-WIDE, UNLIMITED SUBSCRIBERS



SUBSCRIPTION BENEFITS



In-depth features

Breaking news

AuC League Table

Exclusive people moves

Industry Surveys

Access to digital magazine

Early access to special reports

Contact:
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%





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Global Custodian magazine is a carbon neutral print product. We are committed to eco-friendly production and sustainable printing using:

- carbon neutral printing using offshore wind electricity, vegetable oil based inks and FSC® certified paper
- carbon neutral packaging produced from sugar cane

