

Ten years of
delivering news
to the credit
industry...

...and still the best in
the field...

Credit Today offers an unparalleled environment for advertisers wishing to secure business from the credit community. You can promote your business in the magazine or online; in our weekly and monthly e-bulletins; in our supplements and in our business directory, both online and in the magazine. PLUS we offer a variety of sponsorship packages alongside our events which run throughout the year, for example the Credit Show and Collections/Debt Sale & Purchase conference, making this an increasingly popular option. This new media pack details the various promotion opportunities and includes mechanical data and copy deadlines.

Credit Today, now in its tenth year, is still the leading publication in the credit industry with a readership of over 38,000 (publisher's statement) and an average circulation of 13,549 (ABC, July 2006 – June 2007). Our competitors, CCR and Credit Management, have circulations of 10,000 and 8,500 respectively (ABC, July 2006 – June 2007). As a result of this superior readership, advertising in *Credit Today* achieves better results than any of its competitor titles and provides leads ripe for conversion.

Credit Today is widely respected for breaking news stories, as well as its intelligent and ground-breaking features and profiles of the major players in the credit industry. The magazine is frequently recognised by the national media. There have been articles in the Guardian and the Sunday Mirror, as well as a high profile supplement in the Times featuring the 2007 Credit Show. In addition the *Credit Today* team has been interviewed on Sky News, LBC Talk Radio, BBC Working Lunch, and the 2007 Credit Awareness Week has featured on the 'This is Money' website, in the Daily Express, the Metro, Management Today, Real Finance and various local papers. Such is the influence of the brand today that, following the inaugural Credit Awareness Week in 2007, an early day motion was raised in the House of Commons, signed by over 70 MPs.

Far more than just a monthly magazine, the *Credit Today* brand continues to evolve, informing and shaping debate in the credit industry.

FORWARD FEATURES LIST 2008

Credit Today focuses on a number of specific subjects/issues in the following months:

February: Insolvency and debt management (business and consumer)

March: Debt in Scotland

April: Retail banking, including sub-prime, credit cards, mortgages, loans, PPI etc

May: Collections, trace and investigations

July: Public sector including local and central government and public bodies such as housing associations

September: Litigation, recovery and enforcement

November: Leasing and asset finance including factoring and discounting

SUPPLEMENTS

Credit Today supplements are dedicated to a particular Industry issue or subject. These purpose designed publications offer a unique opportunity for suppliers to promote their brand or service through sponsorship and advertising.

February: Litigation and recovery

March: Factoring, asset finance etc

April: Business risk and fraud

May: *Credit Today* Awards Winners

July: Technology

August: Insolvency and Rescue

September: Debt sale and Purchase

October: Insolvency and Rescue Awards Winners

November: Collections

MISSION STATEMENT

Credit Today seeks to be the UK's leading information source for all consumer and commercial credit professionals. Established for over ten years, *Credit Today* is the industry's only independent title not affiliated to a trade or professional body, delivering high quality information and analysis in print, in person and online.