



Promotional opportunities with the Society of Trust and Estate Practitioners

About STEP

The Society of Trust and Estate Practitioners (STEP) is a unique professional body providing members with a local, national and international learning and business network focusing on the responsible stewardship of assets today and across the generations. STEP provides education, training, representation and networking for its members. Members advise clients on the broad business of the management of personal finance.

STEP has more than 16,500 members in 79 countries, ranging from the US and the UK to Uruguay and Mauritius. STEP supports a wide-ranging education and training programme, and more than 4,000 students worldwide are currently studying for STEP qualifications.

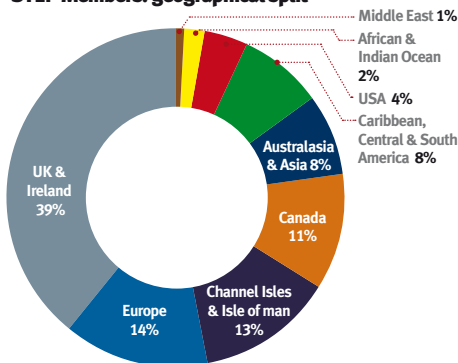
Promotional opportunities

Full members of STEP are the most experienced and senior practitioners in the field of trusts and estates. They are the buyers and decision-makers; exactly the people whom companies with relevant products or services to promote need to reach.

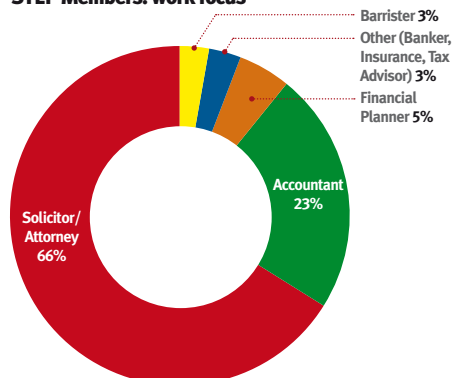
STEP offers a variety of ways for companies to reach its membership, from publications and online activity to conferences and awards ceremonies. A promotional package that combines several different elements can be the most effective way of building brand recognition and awareness among the membership. Dedicated sales staff can work with you to build a bespoke offering to achieve maximum impact.

STEP Membership statistics

STEP Members: geographical split



STEP Members: work focus



SPONSORSHIP OPPORTUNITIES

Publications

STEP Journal and Supplements, STEP Directory and Yearbook

Events

Conferences, Awards, Receptions

Online/Digital

STEP Journal Website, STEP Job Search, STEP eNews Digest





The Society's award-winning membership magazine, distributed globally

STEP Journal

The *STEP Journal* is the award-winning official magazine of the Society of Trust and Estate Practitioners. It is published ten times a year and has a readership of more than 28,000 practitioners and key regulatory, government and industry figures.

The *STEP Journal* is sent to STEP's 15,500 members internationally as well as key figures in government, regulatory bodies and other non-members.

The *STEP Journal* is an integral part of the way the Society communicates technical knowledge, news about markets and about the Society's offering of events, education and training around the world.

Each issue is planned by an expert committee made up of members of the Society and provides news, trends and issues facing trust and estate practitioners.

In 2009, the *STEP Journal* won the Trade Association Forum award for "Magazine of the Year".

Advertising in the *STEP Journal* is an effective way of maintaining regular visibility with the leading figures in the field of trusts and estates.

STEP Journal survey statistics*

- 92% of members surveyed were satisfied with the *STEP Journal*
- 70% of members surveyed stated that they read every issue or most issues of the *STEP Journal*, with 29% of members stating they read several issues a year
- 44% of members surveyed stated that they kept their copy of the *STEP Journal* indefinitely and 39% keep it for several months

*Survey date September 2009.

Advertising

Full page	£3,250 + VAT
Premium Positions (IFC, IBC, OBC)	Prices on request
Half-page	£1,850 + VAT
Quarter-page	£990 + VAT

'I've been a reader of the *STEP Journal* since its inception – it's the place to go for the most up-to-date and informative news for the trust and estate practitioner, whether domestic or international.' Keith Dudley, partner, Martineau Johnson, UK

'I find the *STEP Journal* to be the best source of information for anyone who deals with trusts and estates; as an accountant I find it strikes the right balance between both legal and financial issues.' Paul Seal, accountant, UK





STEP Journal Forward Features List 2011

Issue 1 January 2011

Regional focus: Asia
Special feature: Mediation

Issue 2 February 2011

Regional focus: Caribbean
Special feature: Family Business
Supplement: TQR (voljiss1)

Issue 3 March 2011

Regional focus: Crown Dependencies
Special feature: Investments

Issue 4 April 2011

Regional focus: Switzerland
Special feature: Regulation

Issue 5 May 2011

Regional focus: US/Canada
Special feature: Philanthropy
Supplement: TQR (voljiss2)

Issue 6 June/July 2011

Regional focus: Asia
Special feature: Student/Education

Issue 7 August 2011

Regional focus: Caribbean
Special feature: Trustee Administration

Issue 8 September 2011

Regional focus: Crown Dependencies
Special feature: Regulation
Supplement: Private Clients Awards 2011
Supplement: TQR (voljiss3)

Issue 9 October 2011

Regional focus: Switzerland
Special feature: Private Client Awards – The Winners
Supplement: STEP Investment Advisor

Issue 10 November/December 2011

Regional focus: Mediterranean Finance Centres
Special feature: Philanthropy
Supplement: TQR (voljiss4)

Contact

For advertising and sponsorship enquiries for issues up to and including May 2011 please contact Victoria Johnson at Barker Brooks Media on +44 (0) 1423 851150, or email victoria.johnson@barkerbrooks.co.uk

Contact

For advertising and sponsorship enquiries for the June 2011 issue and beyond please contact Vicci Rule at Think Publishing on +44(0)20 8962 2942, or email vicci.rule@thinkpublishing.co.uk

Editorial contact

For all editorial and any other queries please email STEP Managing Editor Louise Polcaro: editor@step.org





Specialist supplements are distributed globally with the *STEP Journal*

THE TRUST QUARTERLY REVIEW (TQR)

The TQR is produced in association with The Association of Corporate Trustees and is a highly respected academic publication, with contributions from leading international figures in the field.

It is produced four times a year and published as a supplement to the *STEP Journal*. This trusted publication is distributed to all STEP members and is regularly used as a point of reference.

STEP PRIVATE CLIENT SUPPLEMENT – ANNUAL

Encouraging excellence is a central feature of STEP's aims. The Private Client Awards were conceived with this purpose in mind, and for the past five years, they have celebrated the very best of private client practice across a range of different disciplines. The prestigious annual event is always eagerly anticipated and very well attended.

A detailed supplement is produced each year, focusing on the organisations and individuals shortlisted for these prestigious awards. The publication is put together so that it doubles as a programme for the evening and is distributed at the event itself and also within the *STEP Journal*, giving it a dual impact and greater reach. It is distributed worldwide so all members can share the successes of their colleagues, whether they are able to attend on the night or not.

OTHER SUPPLEMENTS

Other STEP supplements are produced regularly to promote specific regions, themes and STEP events. Following the successful launch in 2010 of the STEP Investment Advisor supplement, in 2011 STEP will be publishing a second edition, providing an in-depth focus on investments and related issues for trusts and estate practitioners.

These supplements are particularly attractive to companies wishing to demonstrate their credentials in a specialist context. Exclusive sponsorship packages allow excellent brand exposure. Further information is available on request.

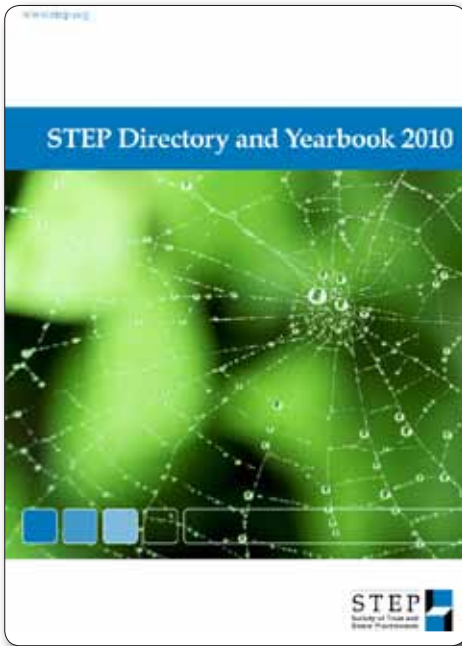
Advertising

Single page

£2,200 + VAT

(Please note: sponsorship packages are available in all publications except the PCA supplement, which carries only advertising.)





The annual guide to the Society and its members

STEP Directory & Yearbook

The *STEP Directory & Yearbook* is the official publication for all STEP members worldwide. This 700-page A4 book contains technical information and articles on jurisdictions throughout the world, and lists the contact details of every single STEP member.

The guide is an invaluable reference and networking tool for STEP members, and the majority will regularly use it in the course of their professional activity. Leading organisations use the book to promote their products, professional services and brands to this elite market.

The geographical arrangement of the Directory gives advertising a greater and more focused impact.

We have a number of advertising packages available for you:

Section One: About STEP

Information about STEP's structure, governance, educational programme and member benefits.

Section Two : Jurisdictional information and branch member listings

Features more than 55 jurisdictional summaries, with in-depth information about relevant legislation, taxation, succession and regulation. Where there is a STEP branch or chapter in the jurisdiction, there is a full branch member listing, including full

contact details of STEP members domiciled there. Each jurisdiction ends with adverts for companies operating in that area so that Directory users can quickly find the product or service provider they are looking for.

Section Three

This section contains an alphabetical listing of all STEP members, plus details of all student members studying a STEP qualification, affiliate members, and retired members. Sole sponsorship is offered for this section.

Advertising

Premium Positions
(bookmark, OBC, IFC, IBC, polybag) Price available on request

Section One
Full-page advertising £3,000 + VAT

Sections Two and Three
Different sizes are available as follows:

Full-page £3,250 + VAT

Half-page £1,850 + VAT

Quarter-page £990 + VAT

Eighth-page £500 + VAT

Sixteenth-page £325 + VAT

Sponsorship

Section One – Sole sponsorship £10,000 + VAT

Section Two – Jurisdiction Sponsorship £4,000 - £10,000 + VAT

Section Three – Sole sponsorship £4,000 + VAT

Sponsorship of Sections One or Three include:

● Sole sponsorship of Section

● Full-page advert

● Logo on each editorial page

Sponsorship of jurisdictions in Sections Two and Three include:

● 500 words editorial on the firm

● Full-page advert

● Logo on each editorial page within the sponsored jurisdiction

● Logo at the head of the first jurisdiction page





Top-flight professional events for UK practitioners

Spring & autumn series

STEP organise high-quality training for trust and estate professionals, both regionally and internationally. Many of STEP's objectives are achieved through their conference programme.

These conferences provide major forums for discussions of aspects of tax, accounting, administration, statute and case law, which are generally of concern to practitioners, as well as presenting advance knowledge of developments affecting trusts, estates and allied subjects.

They also offer an excellent opportunity for companies with products or services aimed at the market to interact with delegates and meet the decision-makers. Exhibition stands and networking time are integral parts of each event.

Specifically for the domestic market, STEP hold a series of tax updates in Spring and Autumn.

Spring

- 7th April 2011, Leeds
- 15th April 2011, Exeter
- 13th May 2011, Birmingham
- 27th May 2011, London

Autumn

- 23rd September 2011, Leeds
- 29th September 2011, Newcastle
- 7th October 2011, London
- 14th October 2011, Leicester

Contact

For advertising and sponsorship enquiries for the Spring series please contact Victoria Johnson at Barker Brooks Media on +44 (0) 1423 851150, or email victoria.johnson@barkerbrooks.co.uk

For enquiries for the Autumn series and beyond please contact Vicci Rule at Think Publishing on +44(0)20 8962 2942, or email vicci.rule@thinkpublishing.co.uk

SPONSORSHIP OPPORTUNITIES

Exhibition Sponsorship Benefits

- 2 delegate places
- Exhibition stand space (6m square)
- Delegate list (name and company), Logo on brochure

Sponsorship cost **£4,000 + VAT**

Headline Sponsorship Benefits

- Welcome and thank-you by the Conference Chairman
- 4 delegate places
- Branding on the conference programme
- Branding on the delegate pack
- Branding on the holding slide
- Marketing literature insert in the delegate packs
- Exhibition stand space (6m square max)
- Delegate list (name and company)

Sponsorship cost **£6,000 + VAT**





The most prestigious global events in the trust and estates field

STEP launched a series of international conferences in 2005 to:

- increase the prestige of the Society in certain jurisdictions and increase the standards of work in the global trust and estate market;
- increase membership of the local branches in order to create a stronger network of professionals within the trust and estate market and drive business to the regions in question.

Benefits of involvement:

- Brand recognition/awareness
- Association with the undisputed experts in the industry
- Stake a prominent position as a major player in the region
- Excellent networking opportunities with senior decision-makers

Locations:

Singapore, Hong Kong, Europe, Mauritius, Dubai
Attendees: 200-320 attendees practising at senior level
Marketing: STEP publications, specialist media, websites, e-shots

SPONSORSHIP OPPORTUNITIES Singapore: 1-2 November 2011

Gold sponsorship £24,150 + VAT (per day)

- Prominent billing as Headline sponsor
- Thanks and welcome from Conference Chair
- Sponsorship of a speaker or breakout session with sponsor details included in programme
- 6 places at conference and social functions (+2 tickets to main stand)
- 1 ticket to the speakers' dinner – Exclusive Event
- Exclusive sponsorship of lunch, including branding*
- Opportunity to supply corporate gift and/or distribute marketing literature in the lunch room
- Exhibition stand space (3 x 2 m max) for 2 days in prime position
- Interviews with media partners in the run-up to the conference
- Logo on website, plus editorial on the firm (up to 200 words)
- Prominent branding on the cover of the conference programme
- Branding on conference signage on relevant day
- Branding on conference adverts (size half-page and above)
- Branding on main PowerPoint holding slide
- 5 minutes' speech from main podium prior to lunch
- Delegate list (name and company)
- 30% discount on further delegate bookings (capped at 30 delegates)

Silver sponsorship

£17,850 + VAT (4 sponsorships available)

- 4 delegate places to the conference and social functions
- Sponsorship of a speaker or breakout session from within agreed programme (first-come-first-served basis)
- Sponsor's details to be included within the programme – name to appear next to relevant session or speaker
- Word of thanks by speaker for sponsoring the conference
- Delegate list (name and company)
- Logo on website, plus editorial on the firm (up to 200 words)
- Exhibition stand space at the conference (3 x 2 m max) – 2 days
- Branding on the cover of the conference programme
- Branding on adverts (size half-page and above)
- Branding on main PowerPoint holding slide
- Opportunity to purchase further delegate places at a discount of 20% (capped at 20 delegates)

Further opportunities at STEP International Conferences





Opportunities to reach a global audience

Bronze sponsorship

£12,600 + VAT (2 sponsorships available)

- 3 delegate places to the conference and social functions
- Sponsorship of a speaker or breakout session from within agreed programme (first-come-first-served basis)
- Sponsor's details to be included within the programme – name to appear next to relevant session or speaker
- Word-of-thanks by the speaker at the session they have sponsored, thanking them for their support
- Delegate list (name and company), providing they have not ticked the data protection box
- Logo on website, plus editorial on the firm (up to 200 words)
- Branding on the cover of the conference programme
- Branding on main PowerPoint holding slide
- Branding on the adverts (size half-page and above)
- Opportunity to purchase further delegate places at a discount of 10% (capped at 10 delegates)

Exhibition sponsorship

£8,080 + VAT

- 2 delegate places to the conference and social functions
- Exhibition stand space at the conference (3 x 2 m max) – 2 days
- 2 staff passes to main stand
- Branding on website and in programme
- Delegate list (name and company)

Delegate bag sponsorship

£7,020 + VAT

- 2 delegate places to the conference and social functions
- Branding on front of bag and on website
- Inclusion of sponsor material in delegate bag
- Delegate list (name and company)

Memory-stick sponsorship

£7,020 + VAT

- 2 delegate places to the conference and social functions
- Branding on memory-stick
- Inclusion of sponsor presentation on memory-stick
- Delegate list (name and company)

SOCIAL EVENT SPONSORSHIP

Speakers' dinner

£8,080 + VAT

- 2 delegate places to the Speakers' Dinner, conference, social functions
- Host the Speakers' Dinner and social event on the evening before the conference
- Opportunity for sponsor to say a few words to guests to thank them for attending
- Branding where appropriate
- Logo on website and mention in programme

Gala dinner and drinks

£16,000 + VAT

- 4 delegate places to the conference and social functions
- Logo on website plus editorial on the firm (up to 200 words)
- Branding in the conference programme

- 4 tickets to the drinks reception and dinner
- Word-of-thanks for sponsorship by conference chairman
- Branding around drinks reception area (gobos or ice sculpture) and on tables and branded gift for all guests (gifts optional)
- Branding on Cocktail Drinks Reception and Dinner Menus
- Opportunity to purchase further delegate places at a discount of 10% (capped at 10 delegates)
- Delegate list (name and company)

Post-conference party

£10,000 + VAT

- 4 delegate places to the conference and social functions
- Branding in the conference programme to say "Post-Conference Party sponsored by XXXXX"
- Host the post conference party and social event on the evening of day two of the conference
- Opportunity for sponsor to say a few words to guests to thank them for attending
- Branding where appropriate
- 6 extra tickets to this function only





Further UK and global opportunities in the trust and estates field

Philanthropy Conference

22nd June 2011, London

Philanthropy is growing yet few donors receive professional advice about their giving. Private client advisors are in an ideal position to reach and advise existing and potential philanthropists. This conference will help give you the confidence to build your role as a Trusted Advisor and help philanthropic families achieve their objectives.

SPONSORSHIP OPPORTUNITIES

Exhibition Sponsorship Benefits

- 2 delegate places
- Exhibition stand space (6m square)
- Delegate list (name and company), providing they have not ticked the data protection box

Sponsorship cost **£4,000 + VAT**

Headline Sponsorship Benefits

- Welcome and thank-you by the Conference Chairman
- 4 delegate places
- Branding on the conference programme
- Branding on the delegate pack
- Branding on the holding slide
- Marketing literature insert in the delegate packs
- Exhibition stand space (6m square max)
- Delegate list (name and company)

Sponsorship cost **£6,000 + VAT**

International Symposium

15th September 2011, London

Hundreds of members will be attending the Society's annual Private Client Awards on 15 September. During the day, some 40-60 leading practitioners will be participating in a policy symposium on cross border planning issues affecting high-net-worth clients. This is a high-level conference, providing for a high-quality exchange of intellectual capital. Those attending will be senior lawyers, accountants, trust company directors, private bankers and investment managers.

SPONSORSHIP OPPORTUNITIES

International Symposium

Sole sponsorship of event

- 5-minute welcome, after the introduction
- Branding at the venue where appropriate
- Delegate List (name & company)
- 2 delegate passes to the Symposium
- Exhibition stand space in the foyer (6m square max)
- Branding on the conference programme
- Branding on the delegate pack
- Branding on the holding slide

Sponsorship cost **£15,000 + VAT**





The STEP Private Client Awards, showcasing the best of the industry

STEP PRIVATE CLIENT AWARDS

15th September 2011

Over the past five years, the STEP Private Client Awards have showcased the resurgence of the Private Client industry. Internationally, there is a constant need for good stewardship of assets. STEP is committed to providing high standards in the industry, and these Awards reflect the fact that standards are rising along with the size of the funds involved. Award categories in 2010 included:

International Categories

- Chambers of the Year
- Independent Financial Advisor Team of the Year
- Insurance Team of the Year
- Institutional Trust Company Team of the Year
- International Legal Team of the Year
- Investment Team of the Year
- Owner-managed Trust Team of the Year
- Multi-Family Office Team of the Year
- Philanthropy Team of the Year
- Private Banking Team of the Year

Regional Categories

- Accountancy Team of the Year (UK & Ireland)
- Boutique Firm of the Year (UK & Ireland)
- Charity Team of the Year (UK & Ireland)
- Contentious Trusts and Estates Team of the Year (UK & Ireland)
- Legal Team of the Year (London)
- North American Team of the Year
- UK & Ireland Regional Legal Team of the Year

Special Awards

- The Geoffrey Shindler Award for Outstanding Contribution to the Profession
- Lifetime Achievement

SPONSORSHIP OPPORTUNITIES

Award category sponsorship

£15,000 + VAT

- Thank-you to the sponsors at beginning of the evening
- Opportunity to present the Award to the winner and photo op
- Company name on the Award itself
- Logo on PowerPoint slide during award presentation
- Logo on main holding slide, invitation, website
- 50 words and logo in programme
- Option to give a branded gift (to be approved by STEP)
- Press release to announce winners
- 10 tickets to the ceremony

Wine sponsor

£6,000 + VAT

- Logo in the event programme
- Logo on the menu
- Logo on the main holding slide on the evening
- Logo on the event website
- 4 tickets to the ceremony
- Mention of thanks in the *STEP Journal*

Champagne Reception

£15,000 + VAT

- Thank-you during the introductory speech
- Reception area branded (to be agreed with STEP)
- Logo on the main holding slide and website
- 50 words and logo in programme
- 10 tickets to the ceremony

After-Party

£10,000 + VAT

- Thank-you to the sponsors included within welcome speech at the Private Client Awards ceremony
- Announcement by celebrity host
- Opportunity for branding in the drinks area
- Firm logo in the programme and menu for the evening
- Firm logo on the main holding slide for the Awards evening presentations
- Logo on the Private Client Awards website
- Firm logo included in the awards programme, which is circulated to all 15,000 STEP members worldwide
- Inclusion within official press releases to announce shortlist and winners
- All marketing material to include branding as 'Exclusive After-Party Sponsor'
- 5 tickets to attend the Private Client Awards ceremony





The STEP Excellence Awards, highlighting the stars of the future

STEP EXCELLENCE AWARDS

– 28th June 2011

The Excellence Awards were launched in 2005 to recognise the high achievement of student STEP members. These members are already senior practitioners in their respective fields who have decided to undertake the TEP examination, which is highly regarded in the Trust and Estate Industry.

The event begins with a Champagne Reception, followed by lunch, the ceremony and post-event networking. More than 200 Private Client Lawyers, accountants and bankers will be in attendance, along with senior STEP members.

There will be a total of 13 awards available for sponsorship.

Categories

- STEP Outstanding Student of the Year England & Wales
- STEP Outstanding Student of the Year Scotland
- STEP Presidents Prize: Qualified practitioner student of the Year (Taxation) England & Wales
- STEP Presidents Prize: Qualified practitioner student of the Year (Taxation) Scotland
- STEP Presidents Prize: Qualified Practitioner Student of the Year (International Issues)
- STEP Administration of Estates Student of the Year x 3
- STEP Administration of Trusts Student of the Year x 2
- STEP Taxation of Trusts & Estates Student of the Year x 2 England & Wales

- STEP Taxation of Trusts & Estates Student of the Year x 2 Scotland
- STEP Trust & Estate Accounting Student of the Year x 2 England & Wales
- STEP Trusts Law & Practice Student of the Year x 4 Scotland
- STEP Wills, Trusts & Executries Student of the Year x 2 Scotland
- STEP Trusts & Executry Accounting Student of the Year Scotland

SPONSORSHIP PACKAGES

Award Category Sponsorship £6,000 + VAT

- Thank-you by host to all the sponsors
- Company name on the award
- 4 tickets to the ceremony
- Branding on the programme
- Logo on the STEP Excellence Awards website
- Opportunity to present the award to the winner
- Press release announcing the winners
- Photo opportunities with the winner (photos will be displayed on the website)

Champagne Reception Sponsorship £6,000 + VAT

- Thank-you during the introductory speech
- Branding in the programme
- Logo on the STEP Excellence Awards website
- Branding on the holding slide
- 4 tickets to the ceremony
- Full-page Advert in the Student Focus in the *STEP Journal*

Wine Label Sponsorship £4,000 + VAT

- Thank-you by host of event
- Branding on the wine labels (½ bottle per head to all guests)
- Branding in the programme
- Logo on the STEP Excellence Awards Website
- 4 tickets to the ceremony





Glittering society social events for top global practitioners

THE STEP CHAIRMAN'S RECEPTION

December 2011

The Chairman's Reception is highly regarded within the industry as a major social event for top trust and estate practitioners.

During December, the senior heads of the international community of STEP descend on London to take part in key committee meetings, the branch chairmen's conference and AGM.

The Chairman's Reception signals the start of the week's activities.

This is attended by the great and the good of the Private Client industry in the UK, together with top-level representation (invariably, the Branch Chairman) from each STEP branch around the world.

This event normally attracts around 250 to 300 senior practitioners, who include all the major Council members and governors of the Society.

STEP INTERNATIONAL DINNER

This dinner is held the evening before STEP's Branch Chairman's AGM and Conference and is attended by the great and the good of the international STEP community. It is a well-attended event (in the region of 120 attendees) and gives the sponsor an opportunity to have exclusive access to an international community that meets in London on an annual basis.

SPONSORSHIP OPPORTUNITIES

Chairman's Reception

Sole sponsorship of event

- Opportunity to address guests following the Chairman's introduction
- Branding at the venue where appropriate
- Attendee list (name & company)
- 10 delegate passes to the STEP Chairman's Annual Reception

Sponsorship cost

£15,000 + VAT

International Dinner

Sole sponsorship of event

- Opportunity to address guests following the Chairman's introduction
- Branding at the venue where appropriate
- Attendee list (name & company)
- 5 delegate passes to the dinner

Sponsorship cost

£10,000 + VAT





A fast and highly cost-effective way to reach the trust and estate audience

Advertise your job vacancy on www.step.org/jobs

Advertising your job vacancy with us offers you a highly cost-effective, fast and easy way to reach your trust and estate audience.

With around 25,000 individuals currently visiting the website each month, www.step.org provides access to the highest caliber of trust and estate practitioners.

Here are some more reasons to advertise with STEP:

- The STEP Job Search website features in all member communications
- More than 16,500 STEP members have access to the website
- Potential applicants can view the website, 24 hours a day, 7 days a week
- The Careers section of the STEP website also offers visitors advice and an insight into the industry

Marketing campaign

STEP advertises the trust and estate Job Search website extensively in communications with our 15,500 members, making www.step.org/jobs one of the most popular services offered on our website. Communication channels include:

- Membership e-newsletter, sent to all members every 6 weeks
- Promotion of the website in the STEP Journal, read by more than 28,000 professionals, 10 times per year

- Job Search features on the main STEP homepage
- Promotion at STEP Conferences and Events
- Cross-promotion with STEP member services
- Inclusion within electronic news updates sent twice weekly

ADVERTISING PACKAGES Button

**£1,500 + VAT (Non-member rate);
£1,250 + VAT (STEP member rate)
£1,100 + VAT (Agencies)**

Your branded button will feature on every page of the STEP Job Search website for maximum exposure. Live for one month (30 days), the buttons can be animated or static, depending on your preference. A very powerful tool, as the logos appear on every page of the STEP Job Search website.

Job of the Month

**£950 + VAT (Non-member rate)
£750 + VAT (STEP member rate)
£500 + VAT (Agencies)**

- Single Job Credit for one month (30 days)
- Listing on the STEP E-News Digest – either UK News Digest or International Wealth Structuring News Digest. 6-8 e-news digests are issued every month
- Listing on the www.step.org/jobs in 'Jobs of the Month' section – maximum of 6 Jobs of the Month at any one time to maintain exclusivity

Single Job Credits

**£500 + VAT (Non-member rate)
£350 + VAT (STEP member rate)
£250 + VAT (Agencies)**

A Job Credit is a single job vacancy live for one month (30 days).

Each job advertisement includes:

- Our company name
- Job vacancy description – no more than 200 words
- A contact email address
- Location, salary, qualifications and experience

Contact

For bookings placed before June 2011 please contact Victoria Johnson at Barker Brooks Media on +44 (0) 1423 851150, or email victoria.johnson@barkerbrooks.co.uk





The online version of the market-leading *STEP Journal*

The Society of Trust and Estate Practitioners has launched an online edition of its award-winning *STEP Journal*. Now, STEP's 16,500 members have full online access to the latest industry news and views.

The *STEP Journal* website – www.stepjournal.org – includes:

- Regular news updates
- In-depth analysis and features
- Opinion and expert guidance
- Jurisdictional reports

Two twice-weekly email News Digests drive traffic to the website. These currently contribute significantly to the 25,219 page views, and 16,201 to the site (as of November 2010)

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Headline Sponsor
£1,300 pm + VAT (minimum 3 months)

A banner at the top of every page across the whole website.

Jurisdiction Sponsor
£950 pm + VAT (minimum 3 months)

A banner and logo within a specific section of the website.

Advertiser
£650 pm + VAT (minimum 3 months)

Advertisers can place a banner advert in the right-hand-side column of the website. Choose from:

- Site-wide (excluding jurisdiction pages)
- Jurisdiction

Contact

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The latest wealth structuring industry news, straight to your inbox

STEP E-NEWS DIGESTS (UK and International)

STEP's e-news service was launched in 2006. At the request of members this became a more frequent and professional news service. STEP is now very proud of this service, regularly receiving feedback from members that it is one of the best services that STEP provides for them.

Two targeted e-newsletters are sent twice a week to two different groups:

The STEP UK News Digest is sent to 8,272 members and non-members in the UK and Crown Dependencies. It contains a comprehensive round-up of all industry-related news published in the UK media over the preceding two to three days. It offers members convenient access to all the important (often business-critical) news they need, negating the need to spend time searching the web or leafing through newspapers.

Similarly, the STEP Wealth Structuring News Digest compiles and presents the latest industry news from the world's media for the convenience of STEP's members and non-members who focus on cross-border work. It is sent twice a week to 10,367 practitioners in over 40 countries around the world.

Distribution and readership

STEP has invested in the one of the leading digital direct marketing suppliers to ensure high deliverability and compatibility with all email providers (www.ecircle.com). E-circle is an email distribution system that provides comprehensive readership reports, and allows recipients to opt out of the mailing. This ensures that readership figures are guaranteed, accurate and transparent. The database is updated before every mail-out to ensure that the newsletters are sent to an engaged and qualified list of recipients. The STEP News Digests have an average open rate of 50%, well above the average (the Chartered Institute of Public Relations states that the industry average for opening emails is 14.1%), proving that STEP is providing members with a service that is both relevant and valuable to them.

Advertising rates

BANNER	
STEP Wealth Structuring News Digest	£950 + VAT
STEP UK News Digest	£750 + VAT

Please note:

- One month = 8 issues
- Minimum booking term = 3 months

Contact

For bookings placed before June 2011 please contact Victoria Johnson at Barker Brooks Media on +44 (0) 1423 851150, or email victoria.johnson@barkerbrooks.co.uk

'We are a client of Maitlands on the Isle of Man and they highly recommended this newsletter of yours, and after reading this edition I agree with them. One of the best international newsletters I have ever received.' Moira Hornby, Director, Dimension Data Commerce Centre Limite

Contact **Vicci Rule**, Senior Advertising Manager vicci.rule@thinkpublishing.co.uk +44 (0)208 962 2942