

FINANCE

The European CFO Magazine

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F.A.Z. Group Affiliate Launches Pan-European CFO Platform

Frankfurt, February 2010. FINANCIAL GATES, a member of Germany's top publishing group Frankfurter Allgemeine Zeitung GmbH (publisher of Germany's leading daily) and the leading German publisher specialized in CFO and CEO business media in Germany, today officially announced the launch of its second English-language FINANCE line extension—FINANCE Europe.

Following last year's closure of CFO Europe magazine, which had been published for more than ten years by the ECONOMIST Group, FINANCIAL GATES accelerated its ambitions to build a truly pan-European CFO platform. The sales and key accounting team of the former CFO Europe magazine joined the FINANCE team and is now the hub for networking and business development in London.

Publisher André Huelsboemer: "We deeply believe in the game-changing chances offered by the crisis. Our move to start FINANCE Europe is rooted in our conviction that the pan-European challenges faced by the leaders of Europe's top businesses create the need for a pan-European publication that brings together best practice and innovative approaches from across the region." At the top level of the largest 20,000 or so companies in Europe, national characteristics of company structure and governance have largely dissolved, Mr Huelsboemer is convinced. With the discontinuation of CFO Europe magazine in May 2009, a gap in the market for European business publications has emerged that FINANCE Europe now wants to fill – with superior writing and reporting: "The launch of FINANCE Europe is completely in line with the strategies of many of our top clients. National markets consolidate, whereas European structures are emphasized in banking, accounting, software, law firms and so on."

FINANCE Europe defines itself through its commitment to journalistic excellence and its unique focus on the top-level finance executives of Europe's leading businesses. Editor in Chief of FINANCE media, Bastian Frien: "FINANCE Europe will look at all of the exciting aspects of the business world, but always through the eyes of the finance department. We want to provide breaking news as well as incisive analysis to our readers. Besides, the new magazine will be covering information for the full range of the modern CFO's portfolio of responsibilities, from investor relations to business development strategies and from liquidity forecasting to personnel management. FINANCE Europe combines top-executive business-case experience with thorough background information by uniting expert FINANCE staff, external journalists and professionals in banks, and consultancies and companies in their quest for the most relevant information around."

FINANCE Europe will be launched as a quarterly and may be subsequently turned into a monthly in 2011. Starting with a circulation of around 16,000 to be directly distributed to a selected list of Europe's most distinguished CFOs and finance directors, its first issue will be published next Monday.

Stefanie Kieslich, the newly appointed Head of International Business Development at FINANCIAL GATES: “Advertisers can choose from a focused portfolio of marketing instruments that ranges from Strategic Partnerships (combining advertising, networking and editorial cooperation), ads and advertorials in B2B-print and online media, B2B-corporate publishing, event services, and market research plus B2B-event sponsoring.” Particularly the expansion of the CFO Summit conference series which already includes Germany (CFO Summit Germany), central and eastern Europe (CFO Summit Emerging Europe) and Southern Europe, and—a little further down the road—Poland and Turkey, is of major importance for promoting European business development activities and building C-level relations, Ms Kieslich says.

Mark Buller, one of the two FINANCE sales representatives in London: “CFO Europe magazine ended on a sad note. It did not vanish because of a lack of demand, but rather because it lost track of the focus group CFOs. The German FINANCE team has been attracting and connecting CFOs and finance directors in Europe’s biggest economy for ten years, plus it built up publishing experience in Emerging Europe. Their C-level events are the best in class in Europe. We are extremely happy to have the opportunity to join FINANCIAL GATES—and make the company’s name our own.”

About FINANCIAL GATES (see also: www.financial-gates.de)

Founded in 2001, FINANCIAL GATES two most renowned media are FINANCE and Markt und Mittelstand. Both are—in their relevant focus groups (CFOs and CEOs)—among Germany’s most connected B2B media. FINANCE, the German magazine for CFOs, reaches over 20,000 financial executives per month. It has received numerous awards for its outstanding journalism.

The FINANCIAL GATES closed events like the CFO Summit Germany (since 2003; > 200 registered CFOs in 2009) and the congress-fair “Structured FINANCE Deutschland” (since 2005; > 900 participants in 2009) deliver both excellence in organization and content, plus first class C-level platforms. FINANCIAL GATES awards the titles “CFO of the Year” and “CFO of the Year Emerging Europe.”

FINANCIAL GATES first stepped across German borders in the fall of 2008, publishing the first issue of FINANCE Emerging Europe—The Executive Magazine for Emerging Europe, an English-language magazine for central and eastern Europe. That was accompanied by the first international conference “1st CFO-Summit Emerging Europe & CIS.” Both became success stories right from the start (visit at www.finance-ee.com).

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