Introduction

PWM is the key magazine, website, video and events hub for the global wealth management industry. Assets managed by the banks covered by PWM are set to surge through the $100tn barrier by 2025, according to consultancy Capgemini.

The publication addresses stewardship of wealth through portfolio management, transfer of assets between generations and assesses which banks provide the optimal client experience through cutting-edge technology combined with the human touch. It provides essential tools for private bankers, portfolio managers and entrepreneurial families.

PWM presents, through its multi-media approach, a series of video packages, accompanied by analytical articles, focusing on leading financial centres for wealth management; core investment products; asset allocation techniques; technological advancements; and Next Generation engagement.

In addition, each year, PWM’s team of researchers delivers six unique and exclusive data-led projects to its users, readers and sponsorship partners.

Editor-in-Chief
Yuri Bender

Inside PWM

Global Asset Tracker: analysing investment decisions of 50 chief investment officers of private banks, overseeing $10tn of client assets

Sub-advisory survey: examining 20 key institutions – encompassing wealth and asset managers, life insurers and fiduciary managers, with combined assets of more than €1.5tn

PWM Wealth Tech Awards: recognising the prominent role of technology in private banking, and the innovators leading the way in this space.

CBI Index: ranking jurisdictions for accessibility to citizenship, lifestyle and infrastructure available to wealthy families

Global Private Banking Awards: rewarding banks in our core constituencies of Europe, the Middle East, North and Latin America, Asia and Africa for business excellence, innovation and client service

Fund Champions: tracking the flows from PWM’s panel of 9 cross-border distributors to the world’s leading asset management groups
PWM offers particularly strong access to the advisers, private banks, retail banks and family offices of investors – our readership includes the customer-facing intermediaries that direct investment to third-party managers and manufacturers as well as the senior executives.

PWM provides well-researched answers for asset gatherers looking for an external solution to an investment requirement, be it local knowledge, expertise in a particular asset class or the outsourcing of a “non-core” activity – our readership includes senior executives at investment banks, insurance companies and investment trusts.

Under the remit of third-party solutions, PWM is also relevant to the outsourcing requirements of asset and wealth managers needing investment banking-style expertise in structured products or other complex structures.

Each issue 15,000 copies are distributed globally.

Readership breakdown

- **20%** Asset Managers / Multi-Managers
- **30%** Private & Retail Banks
- **10%** Investment Trusts and Family Offices
- **15%** Professional Intermediaries
- **5%** Investment Banks
- **10%** Insurance Companies
- **10%** Retail Banking Channels incl. Tied Financial Advisers
With an average of three readers per copy, PWM reaches an audience of 45,000 key decision-makers.
PWM provides

- Information on how to source assets from entrepreneurs and feedback from the entrepreneurs on expectations from banks, family offices and financial centres
- Profiles of private bank and family offices’ policies for trans-generational asset transfers
- Guidelines to creating networks of co-investors in alternative strategies
- Comparison of expertise in competing financial centres to structure and manage assets
- Breakdown of asset allocations of the world’s leading private banks and identification of their key investment themes
- Focus on most up-to-date investment strategies to maximise returns and limit risks
- Data and analysis identifying leading private banks and wealth managers
- Fund flow statistics earmarking best portfolio management brands
- Information on best fund managers, derived from polls of private banks
- Updates on technology developments in private banking
- Analysis of clients’ philanthropic needs and impact investment parameters
- Breakdown of profitable business models to manage wealth
Interactive multimedia projects

As patterns of media consumption evolve, multichannel approaches to marketing are increasingly required. Blending digital and print content, video, online-banners, social media, e-alerts and more, PWM offers sponsors a fully interconnected multi-media platform.

PWM EXPERT SERIES

PWM Expert Series is designed to showcase an industry leader’s view of specific market or product developments in the wealth management and private banking sectors.

PWM PERSPECTIVES

PWM Perspectives takes the form of a roundtable discussion and allows clients to demonstrate thought leadership on developments in the market and raise the profile of their firm.

PWM SPOTLIGHT SERIES

PWM Spotlight Series explores investment destinations and key topics within the private banking industry.
Testimonials

PWM plays a very useful role in helping us find our way through the jungle of private banking, as it faces unprecedented business, regulatory and tax challenges.

Shelby du Pasquier,
Head of Banking and Finance Group, Lenz & Staehelin

We are consistently impressed by the high-quality articles published in PWM. Their writers grasp the issues affecting the wealth management industry with well-researched analysis.

Dominic Tremlett,
Managing Director, strategic clients at Lombard Odier & Cie Geneva

PWM provides interesting insight into our industry across Europe. Our clients’ needs are constantly evolving, and PWM delivers quality articles that help us make sure we’re changing along with them.

Luigi Pigorini,
CEO, Europe, Middle East and Africa, Citi Private Bank

PWM gives a good overview of new ways to build the value chain for private clients. PWM forums are lively events that create a very interesting debate on the key issues shaping the future landscape of private banking.

Didier Duret,
Independent Family Wealth Adviser

When I want to understand what is going on in the private banking industry and what the new trends of the wealth management sector are, I read PWM because it gives me the insight that no other specialised magazine can provide.

Manuela D’Onofrio,
Head of Investments and Products, Cordusio Wealth Management, UniCredit Group

PWM has become the authentic voice of the global wealth management industry. Devoid of fads and jargon, its dispassionate analysis offers cutting-edge thinking into the forces that are reshaping the industry and the innovations that help to power its next wave of growth.

Amin Rajan,
CEO, CREATE consultancy

PWM’s programme of industry events and its well-researched editorial coverage offer detailed analysis and conclusions which are most helpful in understanding the dynamics of the industry and its many participants on a truly global level.

Ray Soudah,
Founder, Millenium Associates AG
## Rates and contact details

### Rates

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* Pound to Euro exchange rate calculated at 1.1135
* Pound to USD exchange rate calculated at 1.33

### PWMP Production Schedule

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<td>Dec/Jan</td>
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<td>Wednesday 18 December</td>
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For further information please contact:

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