

Tax Year End 2017



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The clock is ticking for savers wanting to make the most of this year's "use it or lose it" tax allowances. The new tax year starts on April 6, and will bring changes to the way savings and dividends are taxed, while pension tax relief will be restricted for the highest earners. Savers acting now can mitigate the effects of some of these changes. But tax planning isn't just for the better-off. Our Tax Year End Guide will look at some of the most common ways people can cut their tax bills.


Tax year end – ISAs Guide – 4th April

As the tax year draws to a close, our ISA guide takes you through the wide range of investment vehicles available, giving guidance on bonuses, long-term incentives and enticements, as well as ways to ensure you get the top rates. From cash to stocks and shares accounts, our essential guide will give clarity on what investment products are best for you, no matter what your financial situation.

Targeting Tax Year End with ESI

- Target consumers with contextual adverts within our festival guide
- Target relevant users across platforms
- Create content marketing using our in-house content team
- Target consumers through social amplification

(see next slide for advertising suggestions)



Advertising Options

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Target consumers with contextual adverts within relevant editorial environment

- Evening Standard Newspaper – 4th April

Cost – Agency CPT

Target users with high impact channel takeovers

Takeover our finance channels (roadblock + skin)

Approx. 225k page views over 14 day campaign period

Cost - £9,000

Target relevant users across our platforms

1st party data targeting premium financial audience

- Investors, 4.1M
- Savings and ISA Seekers, 7.2M
- Retirement Planners, 5.7M

Cost – Agency CPM + 20%

Create content marketing using our in-house content team

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|-----------------|---------|-----------|
| • One article | £5,000 | £1.25 CPV |
| • Three article | £12,000 | £1.0 CPV |
| • five article | £18,000 | £0.9 CPV |

*4,000 minimum view per article guarantee

Print + Digital Offer

25x4 advert print
225k Finance Channel
takeover
250k Audience targeted
One content article

£14,500

Digital Offer

225k Finance Channel
takeover
250k Audience targeted
One content article

£9,500

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