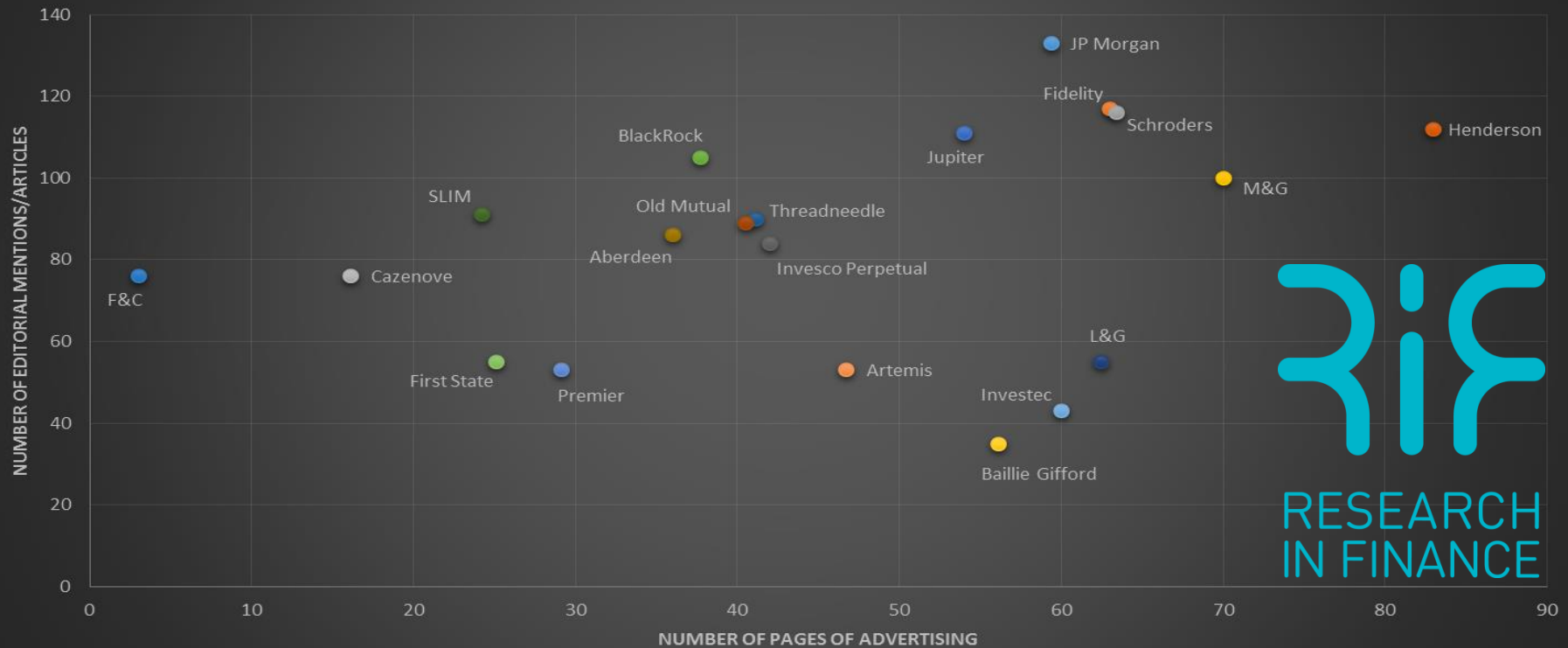


## ADVERTISING VS EDITORIAL (MAY-JUL 2013)



Welcome to the Research in Finance media tracker round-up - a report that tells you what the IFA trade press are saying about your business and/or funds. Also, who is advertising, how big are their volumes and what are they actually promoting. In addition does advertising and PR ultimately make a difference to fund inflows?

### May, June & July – it's all about "UK Equity income"

- Without a doubt the most talked about sector in the trades was "UK Equity Income" followed by "UK All Companies". There were over 210 articles and mentions with the main theme being "buy now" as the market offers exciting opportunities. In the month of June alone there were 78 mentions and articles across all titles.
- The companies with the most positive mentions in the trade press for this period were JPMorgan, Threadneedle, Jupiter and Schroders.

**For a breakdown of the top 20 market spenders and the associated press coverage please see the chart above**