Bloomberg Markets 2012 // DECEMBER SECTION

PROMOTING YOUR FOUNDATION'S WORK

Our award winning custom content editorial team will create a special advertising section about trends in the world of Foundation Philanthropy – the perfect opportunity to showcase your foundation's work to the world's top financial and business executives.

ATTRACT INVESTORS FOR YOUR FOUNDATION

In this special section, Bloomberg Markets magazine will invite the largest privately-endowed foundations in America to discuss their current causes and funding priorities. This advertising opportunity will enable foundations to promote their major initiatives, and at the same time attract individuals and corporations to also give to those initiatives. Full page participants will be invited to discuss key trends in their areas of interest. We will showcase their foundation's accomplishments with a half page of text in the overall story on philanthropy.

PARTNERING WITH AN EXPERT - THE FOUNDATION CENTER

Bloomberg Markets has partnered with the Foundation Center - (foundationcenter.org) - the leading source of information about philanthropy worldwide. Through data, analysis, and training, it connects people who want to change the world to the knowledge and resources they need to succeed. Its activities advance knowledge of philanthropy at every level: supporting donors with tools they need to be more strategic and helping nonprofits navigate the funding environment.

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WE INFLUENCE THE INFLUENCERS

THE GLOBAL FINANCIAL ELITE

Bloomberg Markets is the only magazine that reaches and motivates the Global Financial Elite-those influential, elusive and ultra-affluent professionals whose decisions move world markets. With award-winning reporting and unparalleled business intelligence, Bloomberg Markets is a must-read for today's most successful power players.

OUR READERS ARE EXTREMELY INFLUENTIAL

Over 65% consider themselves an opinion leader. Nearly 75% take the lead in decision making

AN EXCLUSIVE AUDIENCE*

90% of our readers don't read Forbes or Fortune,
88% don't read Euromoney and 89% don't read Institutional Investor

WE DELIVER DECISION-MAKERS

// **U.S.**//193 index in reaching C-Suite;
29% of our readers are top management

// **EMEA**//416 index in reaching C-Suite;
27% of our readers are top management

// **ASIA**//45% of our readers are C-Suite;
78% are in top management positions

READER ENGAGEMENT IN PHILANTHROPY

// **CFO:** Bloomberg Markets Index 145, Forbes 65, Fortune 53, Economist 105
// **C-suite/President/Chairman:** Bloomberg Markets Index 178, Forbes 158, Fortune 164, Economist 126
// **Served on own or company's board of directors:** Index 291 (17%) higher than all competitors
// **Served on a charity board of directors:** Index 245 (18%) higher than all Competitors

DEADLINES / DELIVERY

//DECEMBER ISSUE//

AD Close:	9/7/12
Ad Materials Due:	10/5/12
On-Sale Date:	11/20/12

ADDED VALUE

// The Foundation Center will post a link to a PDF of the section in various places for a month (sub-sites, social media outreach efforts, banner ads, newsletters, etc.), including the homepage.

// Issues will be distributed in Foundation Center libraries and field offices.

TO ADVERTISE AND FOR MORE INFORMATION

Please contact Laurie Evans at 212-617-1486, levans26@bloomberg.net or
Mary Gotschall at (703) 241-2185 gotschallm@aol.com

FOUNDATION CENTER

Source: mobius.blog.franklintempleton.com/2012/02/07/order-and-progress-on-the-rise-in-brazil/, CIA Brazil, the International Monetary Fund and the World Bank. Brazil. Clark Martire 2010 Subscriber Study. 2011 IPSOS Mendelsohn, 2010 EMS. *2010 Global Reader Survey, Clark, Marire and Bartolomeo