

# STYLECampaign

## Contact

Name: Anna Yeaman, Creative Director

Phone: 818-824-3822

E-mail: [anna@stylecampaign.com](mailto:anna@stylecampaign.com)

Blog: [www.stylecampaign.com/blog](http://www.stylecampaign.com/blog)

## Content

|  |         |
|--|---------|
| Contact .....                              | p 1     |
| GFMag monthly newsletter .....             | p 2 - 3 |
| Weekly blog content .....                  | p 4 - 5 |
| Ad-hoc announcements / eBook / Videos..... | p 6-8   |
| New website branding .....                 | p 9     |
| Questions .....                            | p 10    |
| Estimate .....                             | p 11    |
| Missed anything? .....                     | p 12    |

# Global Finance modules

## Monthly Edition

Monthly issue: 'Latest Edition' sharing magazine content

<http://stylecampaign.com/mobile/GFMag/monthly-mag.jpg>

1 - Header

2 – Navigation

3 – Cover story

4 – Editor's Letter

5 – Features

6 – Regulars

7 – Renew subscription

8 – Ad block (two image blocks side-by-side for internal or external ads)

9 – Social

10 - Footer

**LATEST EDITION**



**Current Issue**

- [Cover Story](#)
- [Editor's Letter](#)
- [Features](#)
- [Regulars](#)

**The New Geography of FDI**



In a seismic shift, developing markets are now receiving the bulk of foreign direct investment. And that's radically changing the rules of the FDI game.

[Read More](#)

**Asia's Next Big Growth Story**



China remains the region's economic star. But in a search for even greater returns, investors are starting to look south of the PRC's borders.

[Read More](#)

**No Gold Medal for Russia's Economy**



The Winter Olympics has put the remote Russian town of Sochi on the world map. Signs of the country's economic progress are harder to find.

[Read More](#)

**Ukraine's Startling About-Face**



The nation's decision to turn its back on Western Europe has seriously undermined its near-term prospects.

[Read More](#)

**World's Best Foreign Exchange Providers**



Our annual survey reveals the leading FX banks, online trading systems and researchers.

[Read More](#)

**BAFT-IFSA Annual Conference**

**BAFT-IFSA 2014**  
Global Annual Meeting – Europe  
**Driving Higher Standards**  
January 19–21, 2014  
London, England



**REGISTER NOW**

**Renew Your Subscription**

**Stay on the same page as the world's financial leaders.**

**CLICK HERE NOW**

to Renew Your **FREE** Subscription to **Global Finance**

**GLOBAL FINANCE**



**COUNTRY REPORTS**

Comprehensive economic information on 192 countries in a single user-friendly resource. Search everything from country GDP and inflation rates to household savings levels, public debt and more. No other publication puts this much data in one place.

[Click Here For Access](#)



# GFMag.com Insider

Sharing weekly blog content

<http://stylecampaign.com/mobile/GFMag/weekly-blog.jpg>

11 - Most popular articles

12 - Quote of the Day

? – Header (same as previous?)

? – Navigation (same as previous?)

? – Footer (same as previous?)

(Reuse some of the Monthly edition modules, to break up monotony of one article module repeated again and again).

**Latest Content On GFMag.com**

**[Corporate Earnings KO'd By FX Swings](#)**



Companies are struggling mightily to manage currency exposure in the face of rising exchange rate volatility.

[Read More](#)

**[Will the 'Google Tax' Go Viral?](#)**



If 2013 was the year public opinion turned solidly against the tax avoidance strategies of large technology companies, 2014 promises to be the year lawmakers actually address the schemes.

[Read More](#)

**[Politics in Turkey Turn Downright Byzantine](#)**



Turkey, the onetime sick man of Europe, is ailing again. And the setback has come on with remarkable speed.

[Read More](#)

**[Economists Praise Bernanke—And So Does Bernanke](#)**



For Ben Bernanke, a rocky eight-year tenure as chairman of the Federal Reserve Board is ending on a good note.

[Read More](#)

**[Ukraine's Yanukovych Makes a Deal With the Devil He Knows](#)**



The Ukraine in December secured a \$15 billion bailout from Russia, along with a promise that the price for Russian gas imports will be slashed by about one-third. So, is this a good thing or a bad thing?

[Read More](#)

**[Tax: Why IBM Finds Itself in a 'Bleak House' in India](#)**



IBM's ongoing tussle with Indian authorities shows once again how complicated the tax climate is becoming for multinationals doing business in emerging markets.

[Read More](#)

**Videos: Internet Banks Awards Ceremony**

**Renew Your Subscription**

**COUNTRY REPORTS**

Comprehensive economic information on 192 countries in a single user-friendly resource. Search everything from country GDP and inflation rates to household savings levels, public debt and more. No other publication puts this much data in one place.

[Click Here For Access](#)



# Ad-hoc announcements

Occasional mailing about a new EBook or video.

13 – Videos <http://stylecampaign.com/mobile/GFMag/video.jpg>

GFMag.com


---

Jiro Okochi, CEO and Co-founder, Reval.

**Expert Perspectives Video Series**



Sponsored video





Follow *Global Finance* on Twitter @GFMag!

Copyright © 2013 Global Finance Magazine - All rights reserved

You received this message because you are a subscriber to Global Finance magazine.  
We are committed to protecting your privacy.

[Manage Subscriptions](#) | [Unsubscribe](#) | [Change your email address](#) | [Privacy Policy](#) | [Contact](#) | [Advertise](#)

Global Finance's Expert Perspectives Video Series



|  |   |
|--|---|
| <b>Graham Ray</b>  | <b>Tomasz Grajewski</b>   |
| Director, Global Product Management, Direct Securities Services<br>Deutsche Bank | Global Head of Securities Services,<br>UniCredit  |
| Mr. Ray discusses pricing trends in the subcustody business.                     | Mr. Grajewski discusses changes in the subcustody business as a result of deregulation. |

JU0FBFcIVQ== [Watch the video](#) [Watch the video](#)

[Exclusive eBook: 2013 Foreign Exchange](#)



Dear *Global Finance* Reader,

*Global Finance* is proud to present our 2013 Foreign Exchange eBook, a valuable information resource for FX industry leaders.

The eBook features exclusive content from our 2013 Foreign Exchange supplement, including:

**Renminbi Ruckus** — Paris and London battle it out for supremacy as the offshore renminbi-trading hub of Europe.

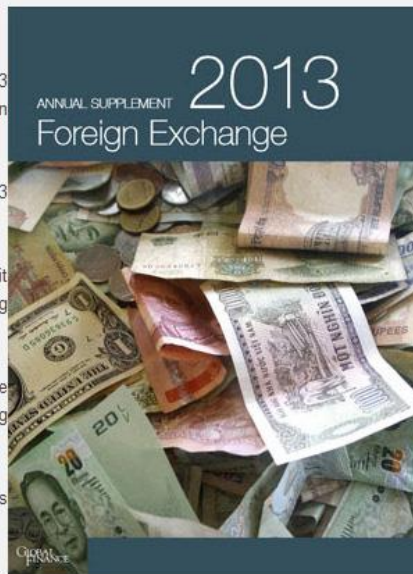
**Volatile Times** — Corporate treasurers have ever-more-sophisticated tools for managing increasingly volatile FX market risk.

**Emerging Status** — Emerging market currencies are gaining respect from central banks.

**Who's Who in International Foreign Exchange** — The most important, influential, creative and powerful people in foreign exchange.


We hope you find the Foreign Exchange eBook as useful to your business operations as you do our agenda-setting coverage in print and online. And please watch for the January 2014 issue of *Global Finance*, featuring our annual Foreign Exchange Awards & Report.


Thank you,  
The editors of *Global Finance*



Follow *Global Finance* on Twitter @GFMag!

15 - Letter <http://stylecampaign.com/mobile/GFMag/letter.jpg>

[View on your mobile](#) 

[View in your browser](#) 



## Tokyo, *Global Finance* Best Banks Awards Ceremony

2012

Dear *Global Finance* Reader,

As a *Global Finance* e-Newsletter subscriber, we are pleased to present you with advance access to exclusive video content from our Best Banks Awards ceremony, held late last year in Tokyo, Japan.

We interview global financial and economic leaders, including central bank governors and top executives from the world's most prominent financial institutions, discussing key issues coming out of the 2012 World Bank/IMF meetings—such as the effects of the European debt crisis on emerging markets and banking operations around the world.

As always, we hope you find this exclusive content from *Global Finance* valuable to your business operations and we invite you to sign up for our Twitter feed [@GFMag](#) for breaking news from the agenda-setting resource for cross-border finance coverage.

Thank you,  
The Editors of *Global Finance*

 [Follow us on Twitter @GFmag](#)

[GFMag.com](#)



# New website branding

<http://stylecampaign.com/mobile/GFMag/web.jpg>

Dropbox for Business
Getting to your work should be simple. [Expand](#)



Register My Account | Advertise | Content Issues | Search

CHANNELS THE MAGAZINE AWARDS & BANK RANKINGS GLOBAL DATABASE MULTIMEDIA

Friday, December 13, 2013



**Cover Story: World's Best Banks**

Another Feature Story Headline that spans over two lines

Feature Story Headline

Loerm Ipsum Feature Headline  
Lorem Ipsum dolor sit amet, consectetur.

Another Feature Headline



**Feature Call Out Dolor Ipsum Report Dolor Ipsum**  
Dollaboranto verchit, occum que es que volorem olupat emodis rest lacea quo eperumquia quis.

**Another Feature Call Out Dolor Ipsum Report Dolor Ipsum**  
Dollaboranto verchit, occum que es que volorem olupat emodis rest lacea quo eperumquia quis.

**Another Call Out Dolor Ipsum Report Dolor Ipsum**  
Occum que es que volorem olupat emodis rest lacea quo eperumquia quis.

**Call Out Dolor Ipsum Report Dolor Ipsum**  
Dollaboranto verchit, occum que es que volorem olupat emodis rest lacea quo eperumquia quis.

[Go to the full issue](#)

**Register for Global Finance Magazine Online for Free!**

Articles with a lock are available only to registered readers. For complete access to the magazine, register for free now.

SIGN ME UP

El Momo Castle, Old San Juan

**LIVE YOUR OWN FIVE STAR VACATION STORY**

★★★★★

REGISTER NOW

**RECENT CHANNEL UPDATES**

**Annual Survey: World's Safest Banks 2013**  
OCT. 19, 2014, Risk Management

Ped mostrup tatque est ea pore porepe officia dolore nationsequi cuscisistia nonempos et per- ferum, a neaboruntia vent, omnis maio Ped mostrup tatque est ea pore porepe officia dolore na- tionsequi cuscisistia nonempos et perferum, a



**IMF/World Bank 2013 Annual Meetings**  
OCT. 19, 2014, Risk Management

Tioruntem que nos volorem olupat emodis rest lacea quo et dem volorem olupat emodis rest lacea quo e. Tioruntem que nos volorem olupat emodis rest lacea quo et dem volorem

**RECENT COUNTRY DATA REPORT**



**Annual Survey: World's Safest Banks 2013**  
OCT. 19, 2014

Ped mostrup tatque est ea pore porepe officia dolore nationsequi cuscisistia nonempos et per- ferum, a

**IMF/World Bank 2013 Annual Meetings**  
OCT. 19, 2014

Tioruntem que nos volorem olupat emodis rest lacea quo e. Tioruntem que nos volorem

**Dolor Ipsum Report Dolor Ipsum 2013**  
OCT. 19, 2014

Tioruntem que nos volorem olupat emodis rest lacea quo et dem volorem olupat emodis rest lacea quo e. Tioruntem que nos volorem

**RECENT RANKINGS**

**IMF/World Bank 2013 Annual Meetings**  
OCT. 19, 2014

Tioruntem que nos volorem olupat emodis rest lacea quo e. Tioruntem que nos volorem

**Dolor Ipsum Report Dolor Ipsum 2013**  
OCT. 19, 2014

Tioruntem que nos volorem olupat emodis rest lacea quo e. Tioruntem que nos volorem

**Annual Survey: World's Safest Banks 2013**  
OCT. 19, 2014

Ped mostrup tatque est ea pore porepe officia dolore nationsequi cuscisistia nonempos et per- ferum, a

**RECENT AWARDS**

**Annual Survey: World's Safest Banks 2013**  
OCT. 19, 2014

Ped mostrup tatque est ea pore porepe officia dolore nationsequi cuscisistia nonempos et per- ferum, a



**IMF/World Bank 2013 Annual Meetings**  
OCT. 19, 2014

Tioruntem que nos volorem olupat emodis rest lacea quo e. Tioruntem que nos volorem

**Dolor Ipsum Report Dolor Ipsum 2013**  
OCT. 19, 2014

Tioruntem que nos volorem olupat emodis rest lacea quo et dem volorem olupat emodis rest lacea quo e. Tioruntem que nos volorem

**RECENT VIDEO**

**Globalization At A Crossroads**  
<http://goo.gl/C2i6cU>  
Reply Retweet Favorite More

**Global Finance @GFMag**  
Globalization At A Crossroads  
<http://goo.gl/C2i6cU>  
Reply Retweet Favorite More

**Global Finance @GFMag**  
Globalization At A Crossroads  
<http://goo.gl/C2i6cU>  
Reply Retweet Favorite More

**Global Finance @GFMag**  
Globalization At A Crossroads  
<http://goo.gl/C2i6cU>  
Reply Retweet Favorite More

**Global Finance @GFMag**  
Globalization At A Crossroads  
<http://goo.gl/C2i6cU>  
Reply Retweet Favorite More

MORE

**Quote of the Day**

"The trouble, in my opinion, with corporate America today, is that everything is thought of in quarters."

- Henry Kravis (1944 -), American business financier and investor

9

# Questions

Am I right in saying there are three main types of mailings:

1 - Monthly magazine content

2 - Weekly blog content

3 - Ad-hoc like eBook or videos

Did I miss anything? I noticed there is broader content on your new website, though you can reuse modules for more than one type of content. The proposed modules will cover many different scenarios.

All the modules will be interchangeable across different types of mailings. You'll end up with one 'Master' HTML template. You can duplicate, re-order or delete as needed.

# Estimate

This is just a rough proposed list of modules, to get the discussion going. After some back and forth we'll have an approved list of modules, which will make up your budget. Each responsive module is a flat rate of \$500.

In the course of the design you can make adjustments, you might decide to add a module or delete one. Until there are mockups in front of us, it can be hard to visualize. Though in my experience its usually only a couple of modules swing either way from the proposed list.

15 modules are up for discussion, this is using the same header and footer across all mailings = \$7,500.

# What have we missed?

Email Anna Yeaman at [anna@stylecampaign.com](mailto:anna@stylecampaign.com)

[STYLECampaign](#) / Los Angeles / tel: 818-824-3822 / [@stylecampaign](#)