

Boards and Capital

boardsandcapital.com

Media kit, launch edition

Boards and Capital follows boards, capital markets, deals, governance, appointments and banking in emerging markets, with Eurasia, Türkiye, the Gulf and Central and Eastern Europe in focus and global context where it matters.

LAUNCH PARTNER RATES

Who Boards and Capital is for

Boards and Capital follows boards, capital markets, deals, governance, appointments and banking in emerging markets, with Eurasia, Türkiye, the Gulf and Central and Eastern Europe in focus and global context where it matters.

We write for directors, investors, bankers, advisers, company secretaries and the executives who answer to boards. The test for every piece is simple: can the reader check it. Every figure, date and quote links to the document it came from, and at least one primary source sits behind every article.

PUBLISHING RHYTHM

Monday: weekly digest (six to eight sourced items). Wednesday: data piece with method. Friday: analysis or voice piece. Daily: two to four news items as the beat supplies them.

THE COLUMNS



Minute Book

What boards, shareholders, exchanges and central banks decided, from the notice



Counting House

Exchange, issuance and banking data, added up line by line



Small Print

The rules, codes and clauses that bind boards and investors, read in full



Company Seal

Editor's notes: standards, corrections and how votes and numbers are reported

Coverage

Boards	Board changes, chairs, committees and shareholder votes.
Capital Markets	IPOs, listings, bonds, sukuk, index and rating actions.
Deals	M&A, private equity, sovereign funds and multilateral financing.
Governance	Codes, rules, disputes and enforcement that shape how companies are run.
Appointments	CEO, CFO and senior appointments and departures.
Banking	Bank results, capital actions and central bank decisions.
Insight	Explainers and data pieces from the Contributor and Data desks.

HOW WE REPORT

Every figure, date and quote links inline to its source. A fact that cannot be sourced is not published.

At least one primary source per article: a filing, release, regulator, ministry, statistics office, court or multilateral document.

Quotes appear only when the exact words are in a cited source.

No company, government or advertiser reviews a news piece before publication.

Sponsored content is labelled Sponsored in the kicker and on the page, excluded from editorial rankings and the news feed, and carries rel="sponsored nofollow" on outbound advertiser links.

Formats and placements



Boards and Capital

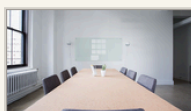
Advertise with us

Written for the boards, bankers and investors of emerging markets.
Launch partner rates.

boardsandcapital.com/advertise

Homepage Leaderboard

970 × 250 px, 320 × 100 px on mobile. Homepage, below the lead stories.



Boards and Capital

Advertise with us

boardsandcapital.com/advertise

Article Inline

728 × 90 px, 320 × 100 px on mobile. Every article, after the third paragraph.

Sponsored Article and Newsletter Banner

Sponsored articles are written to the editorial standards and labelled Sponsored. Newsletter banner: 600 × 150 px in the Monday digest, available when the newsletter launches.

Photo in the house units: Pexels (Pixabay), CC0, via Wikimedia Commons, cropped.



Boards and Capital

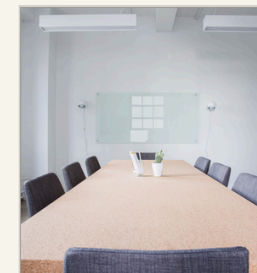
Advertise with us

Written for the boards, bankers and investors of emerging markets.

boardsandcapital.com/advertise

Homepage MPU

300 × 250 px. Homepage on every device; section, desk, column and archive pages on screens 1,080 px and wider.



Boards and Capital

Advertise with us

Written for the boards, bankers and investors of emerging markets. Launch partner rates.

boardsandcapital.com/advertise

Article Sidebar

300 × 600 px. Desktop article sidebar.

Launch partner rates

PLACEMENT	SIZE	DURATION	RATE (US\$)
Homepage Leaderboard	970 × 250 px 320 × 100 px on mobile	30 days	\$500
Article Inline	728 × 90 px 320 × 100 px on mobile	30 days	\$400
Homepage MPU	300 × 250 px Same size on mobile	30 days	\$350
Article Sidebar	300 × 600 px Desktop only	30 days	\$300
Sponsored Article	Editorial format All devices	Single placement, hosted for 12 months	\$800
Newsletter Banner Available when the newsletter launches.	600 × 150 px All email clients	4 sends	\$250

Agencies receive 15 per cent off gross. Each placement is exclusive per slot and labelled Advertisement or Sponsored. At the end of each flight we send a delivery note with the dates your creative ran and the pages that carried it. Creative is due three working days before the flight starts.



Editorial standards for advertisers

1. Every advertisement is labelled Advertisement. Every sponsored article is labelled Sponsored in the kicker and on the page.
2. Sponsored articles are excluded from editorial rankings and the news feed, and are never written by the Newsdesk.
3. Links from paid placements carry rel="sponsored nofollow".
4. No advertiser reviews a news piece before publication. We do not sell editorial coverage.

BOOK A PLACEMENT

ads@boardsandcapital.com

boardsandcapital.com/advertise