

# Pennant

THE JOURNAL OF THE FORCES PENSION SOCIETY



FIGHTING FOR THE FORCES  
AND THEIR FAMILIES

AUTUMN 2019

No 172

## Invictus - finding purpose

Also:

General Barrons reflects,  
The Pension Tax,  
The meaning of McCloud,  
Seasonal cheer and much more.



# About us



## Forces Pension Society

The Forces Pension Society is an independent, not for profit organisation that acts as the pension watchdog for the whole military community.

The Society empowers its members to make better informed choices about their Armed Forces Pension. We provide members of the Armed Forces Pension Schemes and their partners individual technical pension advice; representation and influence at the 'top table' to hold the Government to account for the appropriate provision and administration of your pension; a series of Roadshows and other highly informative briefings to better educate the Armed Forces community on all pension matters; and a host of negotiated benefits including significant discounts and deals for our members across a wide range of commercial goods and services.

## Pennant Magazine

Pennant is the magazine of the Forces Pension Society. It is published bi-annually in May and November and is free to all FPS members.

Pennant is an eclectic mix of articles about life in the Forces, news, opinions and views, members' feedback, and much more. Each issue contains many entertaining and edifying articles that make it a highly enjoyable read plus essential pension and pay information.



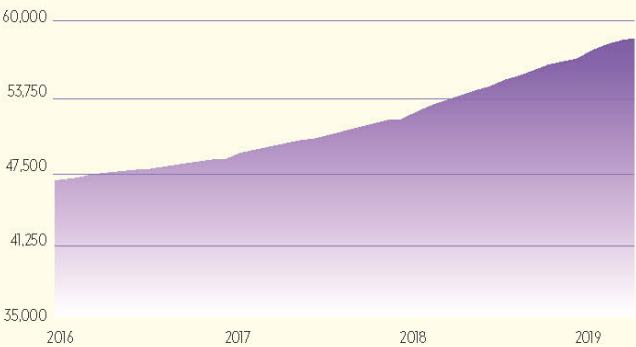
# Pennant Readership

60,000 Members of the Forces Pension Society (plus friends and family (an estimated 100,000+ readers) receive Pennant, it is read equally by younger as well as older age groups, and by men and women in equal proportion.

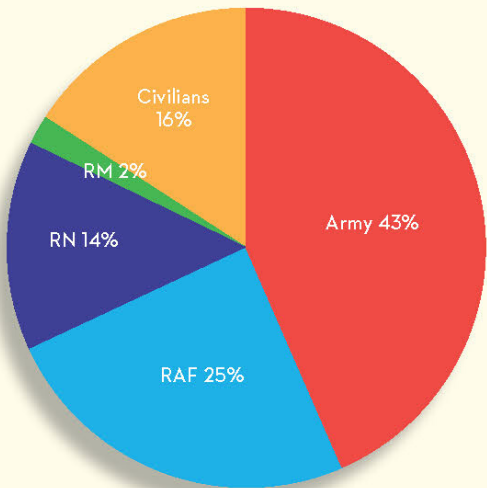


# Our Membership

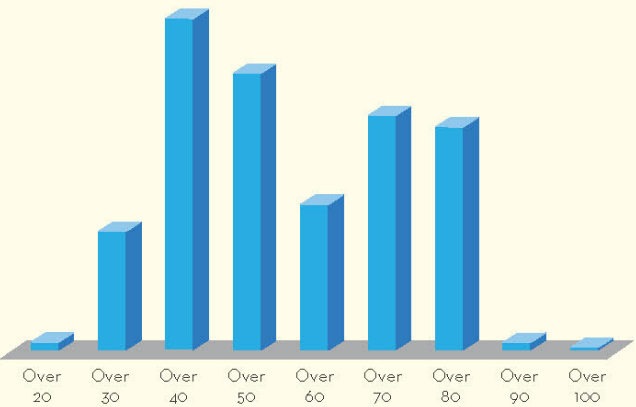
Total FPS Members at end Nov 2019 = 58,500



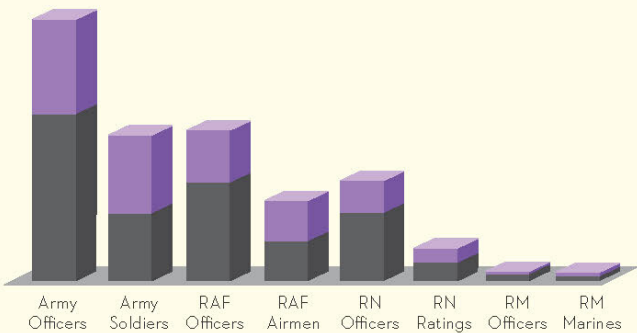
FPS Members – by Service



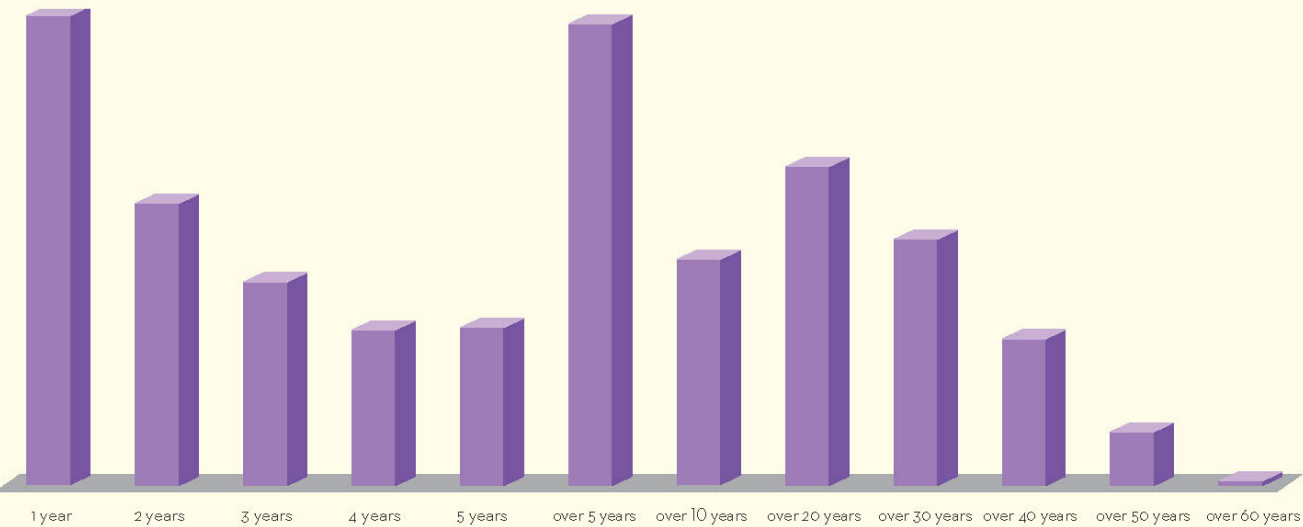
FPS Members – Age Profile



FPS Members – Serving & Retired  
Serving: Officers 35%/Other Ranks 52%  
Retired: Officers 65%/Other Ranks 48%



FPS Members – Length of time with Society



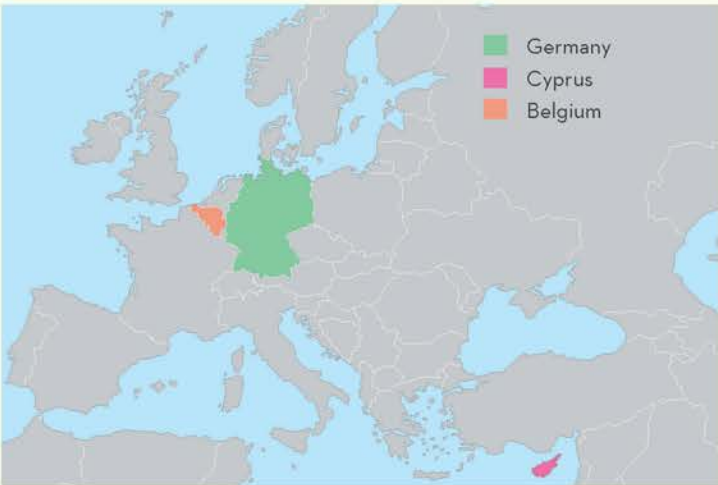


# Pennant Distribution

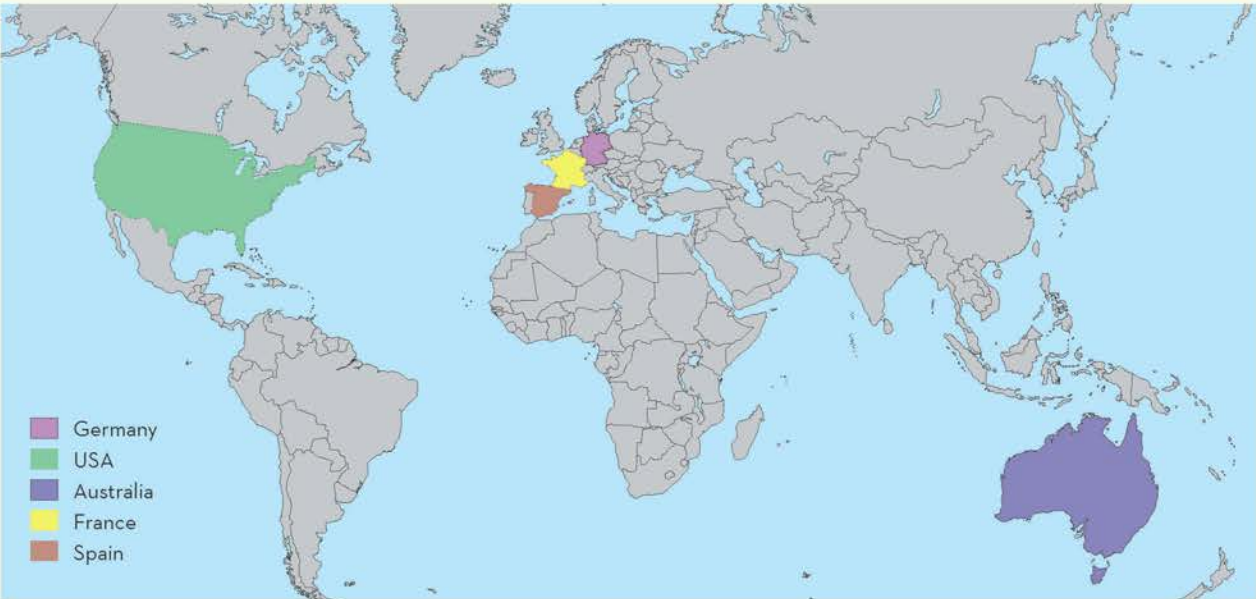
Top five locations in UK for FPS members:



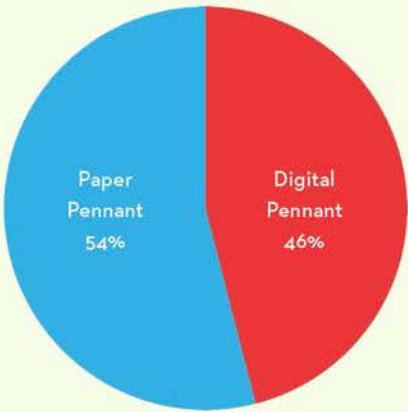
Top three BFPO locations for FPS members:



Top five locations abroad for FPS members:



Pennant Distribution:



Top six used membership benefits:





# Pennant Advertising Rates

## Run of Magazine

Full Page	£ 1500
Double Page Spread	£ 2500
Half Page	£ 750
Quarter Page	£ 500
Eighth Page	£ 350

## Special Positions

Outside Back Cover	£ 2250
Inside Front Cover	£ 1600
Inside Front Cover	£ 1500

## Series Discounts

- 5% on 2 insertions
- 10% on 4 insertions
- 15% on 6 insertions

Inserts £70 cpt

Rates not subject to VAT since we are not required to register

## Copy Deadlines\*

### Advertisements

- Spring Issue/mid-March
- Autumn issue/ mid -September

### Inserts

- Spring Issue/late April
- Autumn issue/ late October

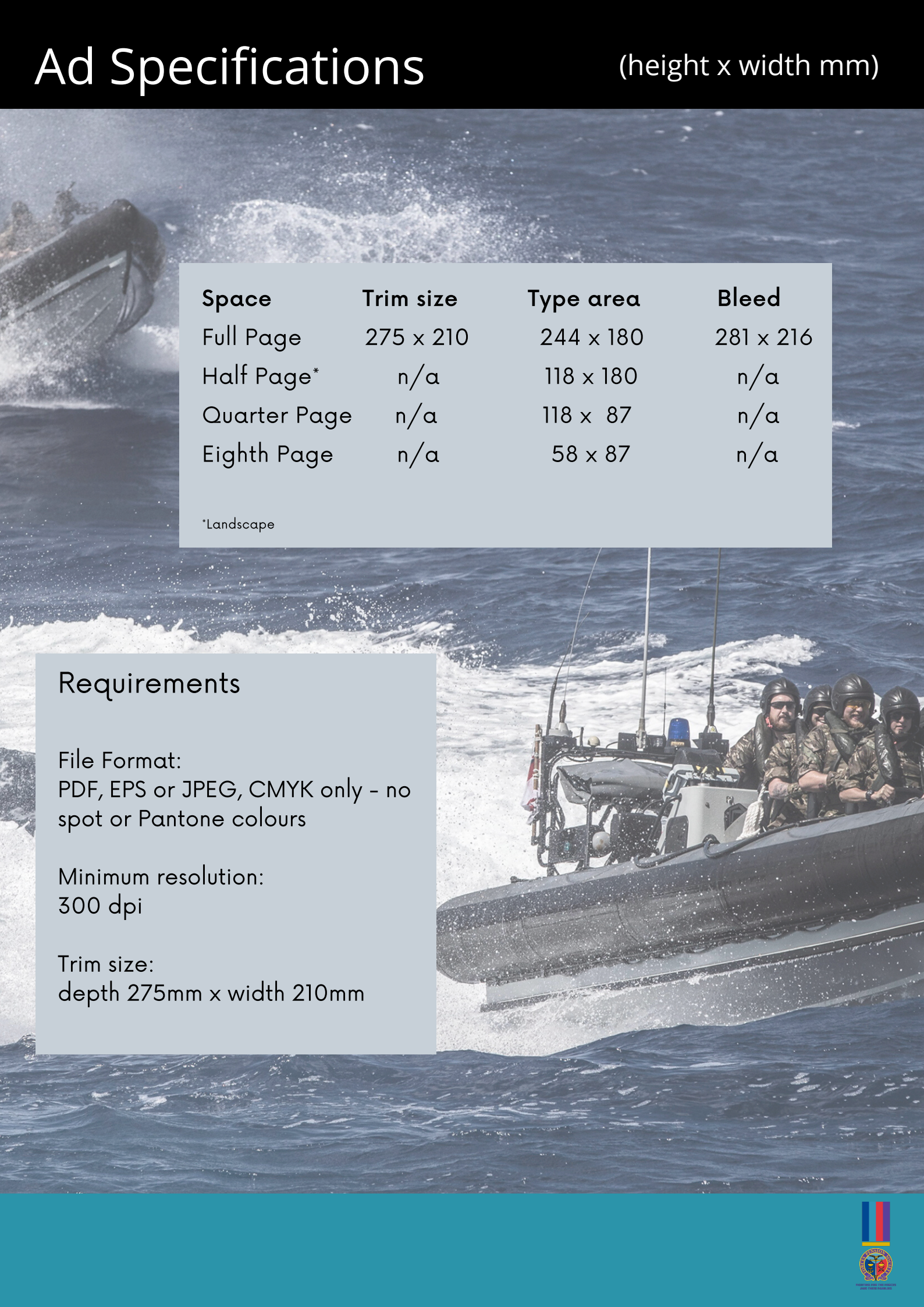
(\*this is a guide only please enquire for exact dates)





# Ad Specifications

(height x width mm)



Space	Trim size	Type area	Bleed
Full Page	275 x 210	244 x 180	281 x 216
Half Page*	n/a	118 x 180	n/a
Quarter Page	n/a	118 x 87	n/a
Eighth Page	n/a	58 x 87	n/a

\*Landscape

## Requirements

File Format:  
PDF, EPS or JPEG, CMYK only - no  
spot or Pantone colours

Minimum resolution:  
300 dpi

Trim size:  
depth 275mm x width 210mm





# Contact

## New Enquiries:

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## Current Advertisers & Affiliates:

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Forces Pension Society  
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Read our Conditions of Acceptance

