

Pennant

THE JOURNAL OF THE FORCES PENSION SOCIETY

AUTUMN 2024

No 182



CHAMPIONING
ARMED FORCES PENSIONS
SINCE 1946

HMS Prince of Wales

On exercise with NATO

Interview: Forestry Commission CEO • NATO and Russia: what next?
The real value of your pension • Travels in Kenya

About us



Forces Pension Society

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

The Society empowers its members to make better, well-informed choices about their Armed Forces Pension. We provide members of the Armed Forces Pension Schemes and their partners with personalised pension guidance. We influence at the 'top table', working in collaboration with government for the appropriate delivery of your pension.

The society runs a series of roadshows and other educational sessions to better prepare the Armed Forces community on all pension matters. Members receive a variety of benefits including significant discounts and deals across a wide range of commercial goods and services.

Pennant Magazine

Pennant is the flagship publication of the Society and has been for over 75 years.

Published bi-annually, it is exclusive to members of the Society (now over 65,000 and growing) and plays a crucial part in our overall membership package. As a key member benefit, it plays a vital role in communicating and engaging with the Society's membership and the content reflects the wide demographic and interests of our members - there's something for everyone be they aged 22 or 102!

The aim of Pennant is to inform our members of the key work the Society is engaged with on their behalf, keep them up to date with any issues that may affect their Armed Forces Pension and, through a variety of articles, provide a much anticipated bi-annual publication that helps engender a spirit of camaraderie across the entire membership.

The miscellany of Society news, pensions information, defence news and offers from our affiliates contained in Pennant makes for an eclectic mix and is without doubt our hardest working asset in our marketing toolbox.





Pennant Readership

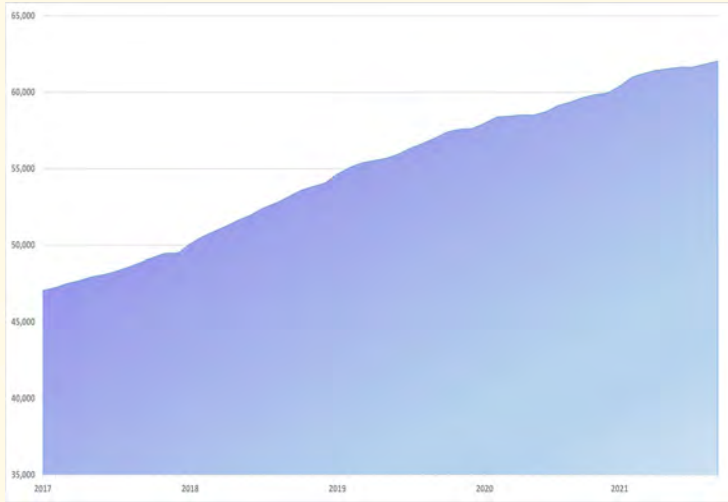
66,000 Members of the Forces Pension Society (plus friends and family – an estimated 100,000+ readers) receive Pennant.

It is read equally by a younger as well as an older age group, and by men and women in equal proportion.

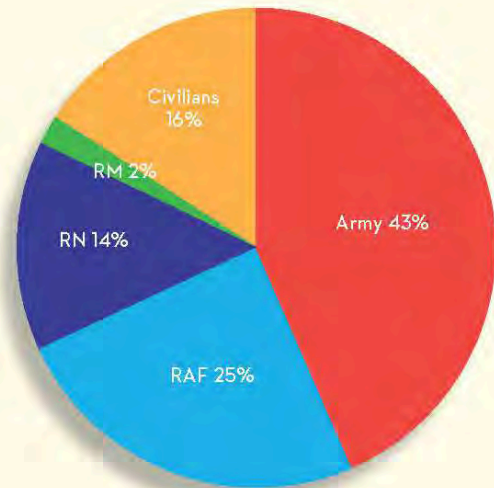


Our Membership

Total FPS Members as at end Dec 2023 = 65,967



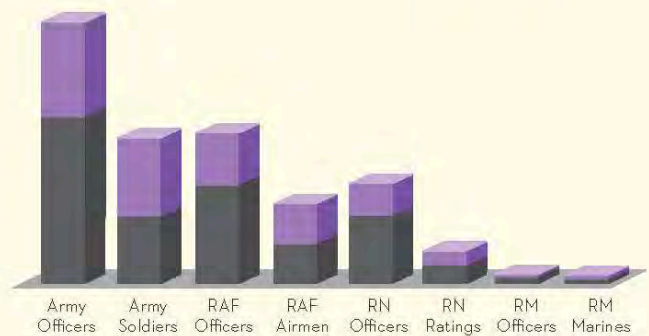
FPS Members - by Service



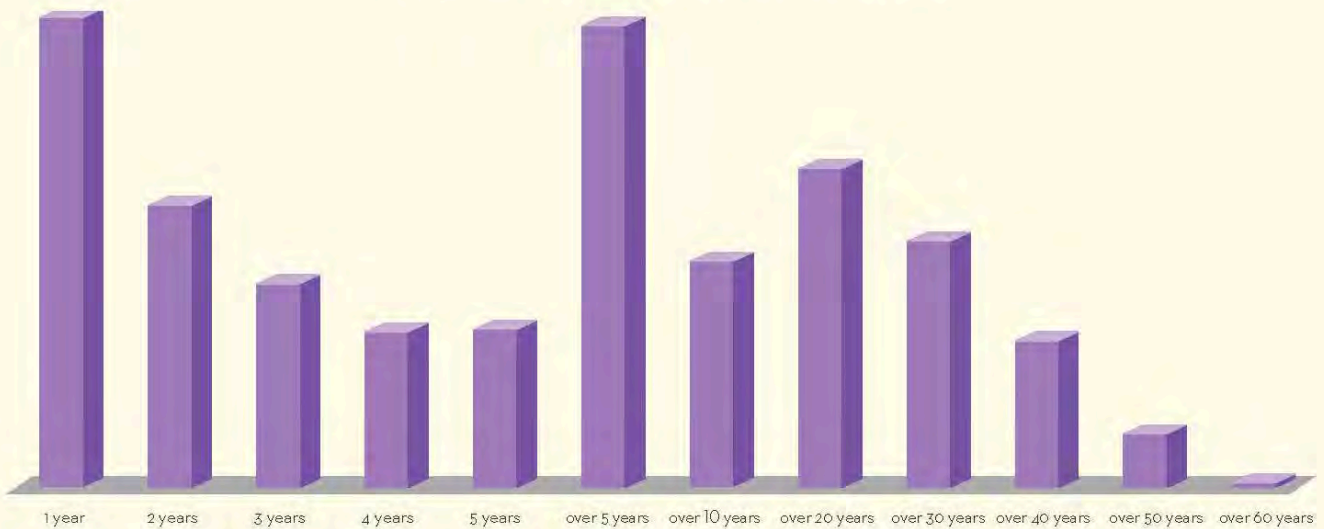
FPS Members - Age Profile



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



FPS Members - Length of time with Society

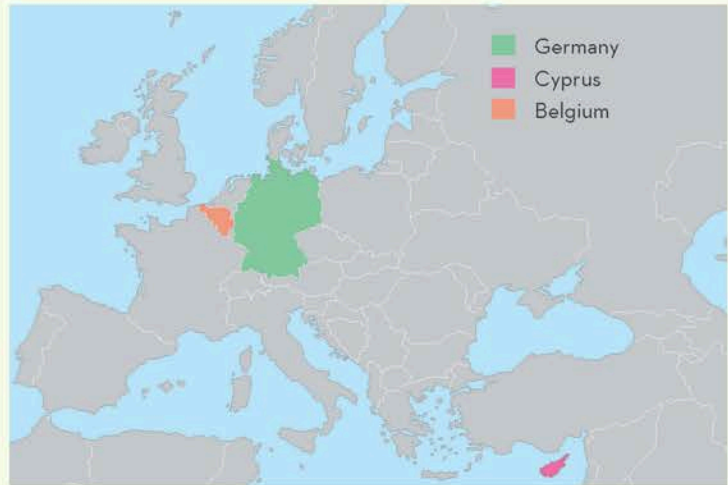


Pennant Distribution

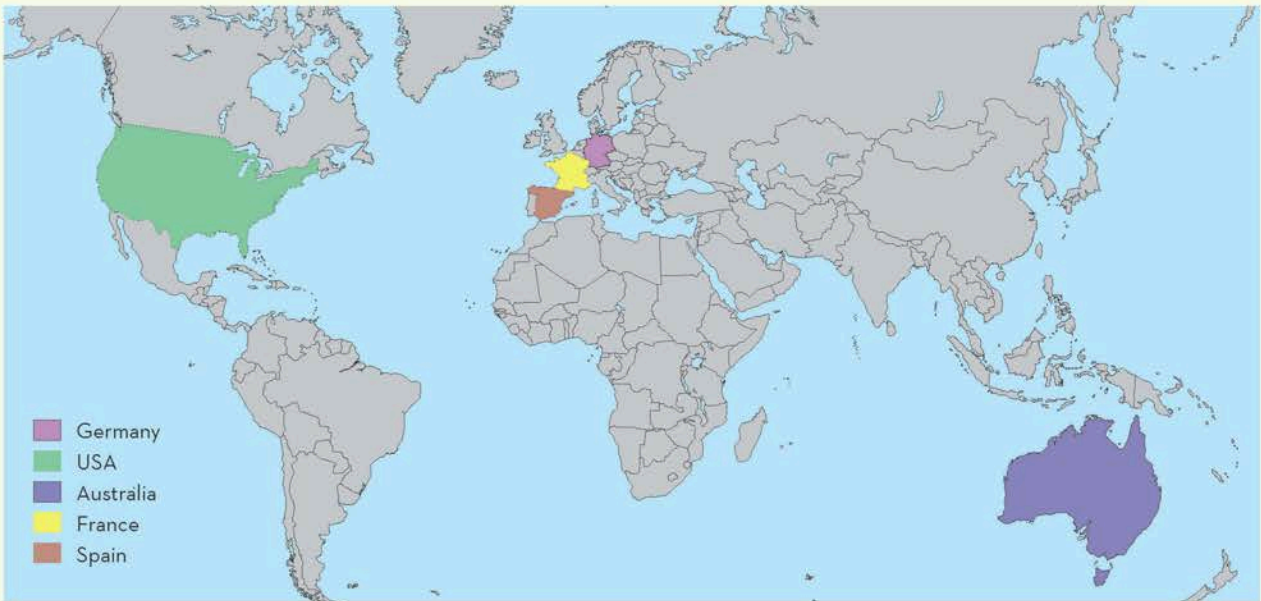
Top five locations in UK for FPS members:



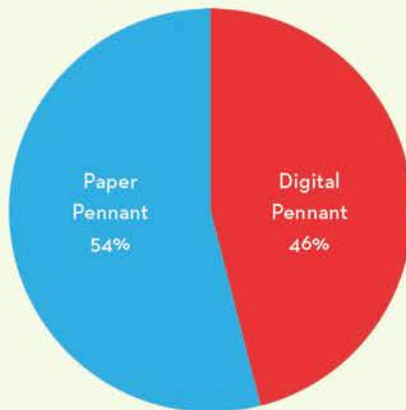
Top three BFPO locations for FPS members:



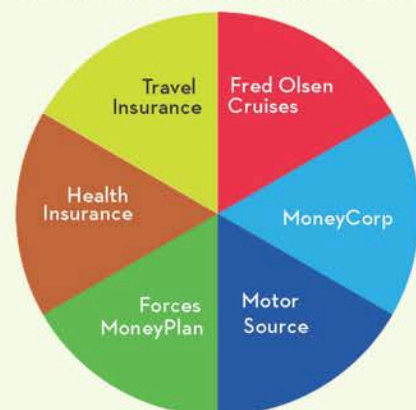
Top five locations abroad for FPS members:



Pennant Distribution:



Top six used membership benefits:



Advertising Rates

Full Page	£ 1500
Double Page Spread	£ 2500
Half Page	£ 900
Quarter Page	£ 600

*Inside/outside covers are reserved for our affiliates

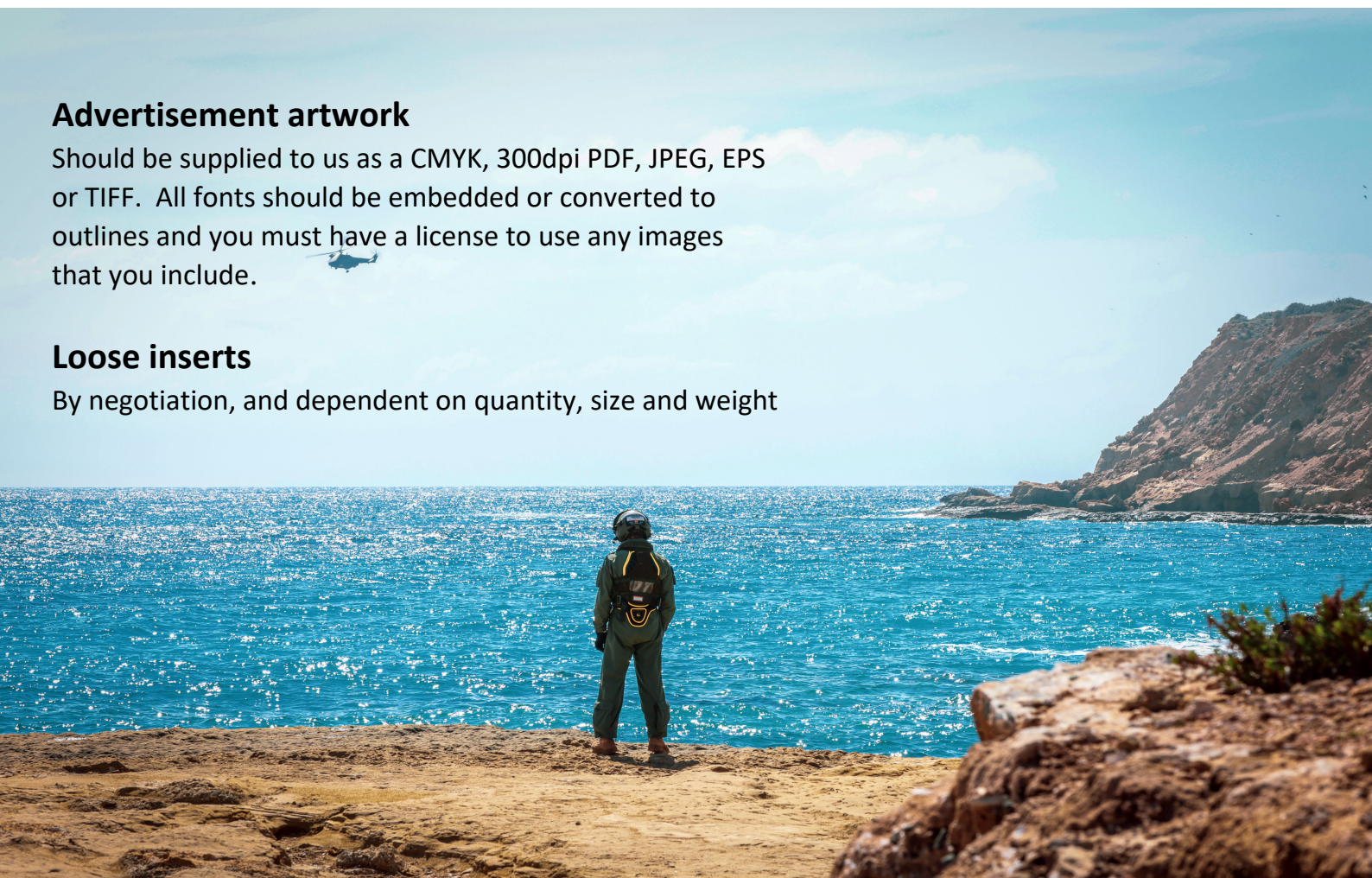
Rates not subject
to VAT since we
are not required
to register

Advertisement artwork

Should be supplied to us as a CMYK, 300dpi PDF, JPEG, EPS or TIFF. All fonts should be embedded or converted to outlines and you must have a license to use any images that you include.

Loose inserts

By negotiation, and dependent on quantity, size and weight



2025 Dates

May

Copy deadline: 21 Mar

Insert delivery: 8 Apr

Mailed: 1 May

November

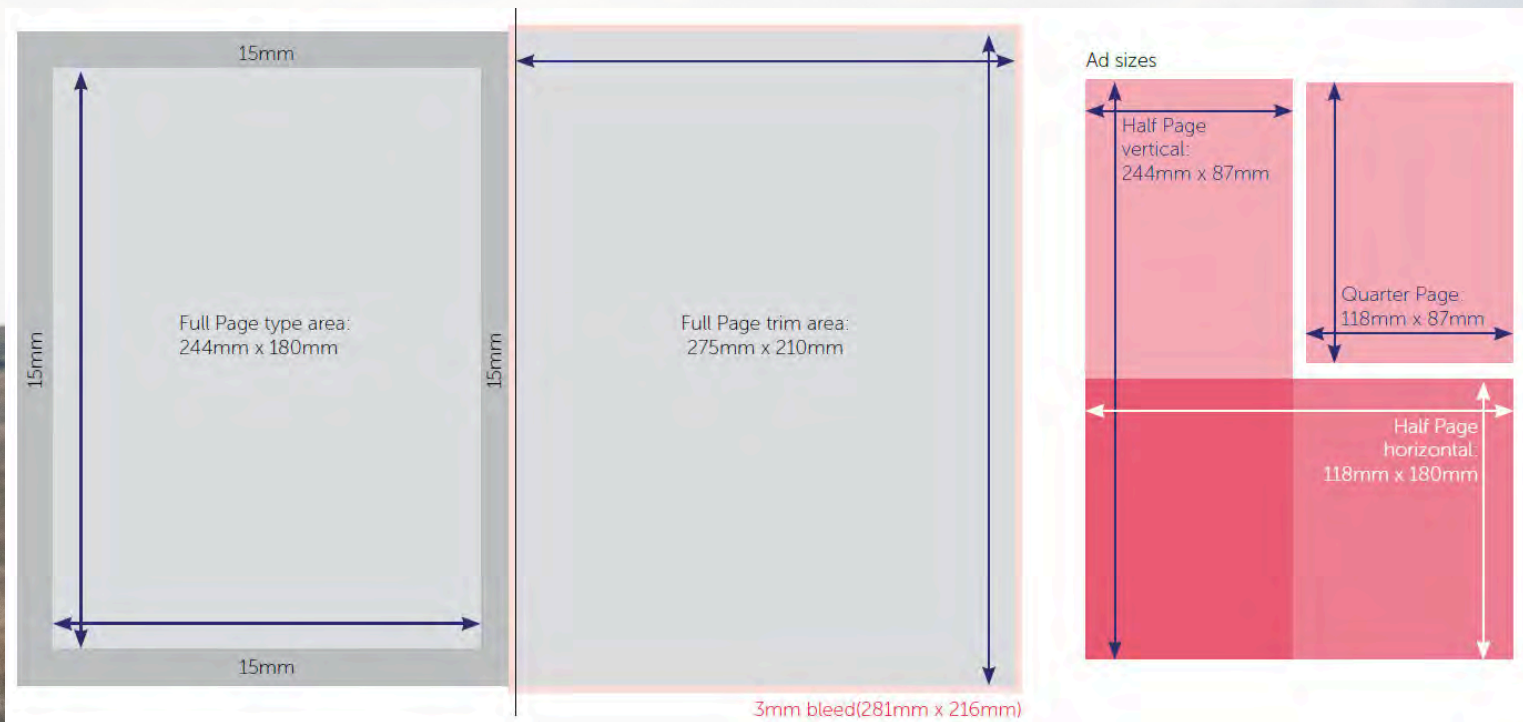
Copy deadline: 6 Oct

Insert delivery: 23 Oct

Mailed: 6 Nov



Ad Specifications



Pennant Magazine is printed CMYK (4-colour process). We accept full page advertisements that are supplied in full page or type area sizes:

- Trim: 275mm (h) x 210mm (w) + 3mm bleed on all sides (281mm x 216mm). If supplying a full page ad, all important information should be contained within the type area.
- Type area size: 244mm (h) x 180mm (w). Layout should not exceed these dimensions.





Contact

New Enquiries:

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Square 7 Media Ltd
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gaynor@square7media.co.uk

Current Advertisers & Affiliates:

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**CHAMPIONING
ARMED FORCES PENSIONS
SINCE 1946**



Conditions of Acceptance



- Forces Pension Society (hereinafter referred to as the Society) retains the right to edit advertisers' copy should it, in their absolute discretion, be deemed necessary.
- Unless digital files in a compatible format are supplied, there will be additional charges.
- The Society cannot accept responsibility for damage to, or loss of photographs or advertising mediums.
- The Society retains the right to refuse to accept any advertisement and also, should the occasion arise, to issue the publication with cancelled or amended advertisements, without assigning a reason in either case.
- Proofs, when to hand, should be checked carefully and returned immediately with corrections and additions clearly marked thereon.
- Your attention is drawn to the Trade Descriptions Act 1968, which makes it an offence for any person, in the course of any trade or business, to give any false indications or statement either direct or indirect, about any goods supplied by him. This Act also applies to services, accommodation or facilities, and you are strongly advised to check your advertisement copy very carefully before submitting it for publication.
- Cancellations - notification of cancellation of an advertisement booking must be received at this office at least two weeks prior to the published copy date or the advertiser will be liable for payment in full.
- Voucher Copies. A voucher copy of the publication will be sent, free of charge, to each advertiser. along with a link to the digital version. Where bookings have been made by an advertising agent, the agent will receive a voucher copy.
- Positioning of advertisements. Other than for cover positions, the Society reserves the right to insert any advertisements in any position in the publication, at its sole discretion. No guarantee can be given, nor be assumed, that any advertisement will be placed in any particular position, unless confirmed in writing.
- Payment for advertisements. Invoices will be sent 2 weeks prior to publication, and payment is to be made within thirty days of the date of invoice.
- The Society does not pay Agency Commission.
- The Society reserves the right to pass on any costs incurred by the Society in connection with additions or alterations to existing advertisements on behalf of the advertiser.