

Creating an inclusive financial services offering for millions of brand loyal readers

The Head of Enterprise and the Head of Reader Offers at DC Thomson had been searching for ways to expand their Enterprise area by offering their loyal readers a range of relevant, good quality financial services products.

Their main concerns were around the myriad of compliance when offering financial services, brand protection and value for money products for their readers.

“ After more than a year searching the market place we began to think that we would not be able to find a partner that could provide a suitable solution to enable us to offer our readers financial services. A+ worked closely with us to develop a framework in which we were comfortable to operate ”

Gillian Grierson
Head of Readers Offers

A+ were able to provide answers to their concerns through the partnership work we were carrying out with other publishing groups and, after several rounds of discussions and the provision of real examples, DC Thomson agreed to work with A+ to provide financial services products to their readers.

A new entity, DCT Enterprise Finance was set up as the vehicle to offer financial services products, and this became an Appointed Representative of A+ so that A+ could take on the responsibility for all the regulatory and compliance issues and to provide full brand protection.

As a fully independent broker A+ was also able to source the type of products that DC Thomson wanted for their readers.



About DC Thomson

DC Thomson has been publishing newspapers since 1886 and magazines since 1937, currently these include The Courier and Evening Telegraph, The Press and Journal, Evening Express, The Sunday Post and 16 magazine titles including iconic brands The Beano and The People's Friend.

Learn more about DC Thomson by visiting www.dcthomson.co.uk

At A Glance

- Dedicated publication websites
- Delivering over 12 products to 10 brands

To find out how A+ can help extend your product footprint and gain your brand entry into the financial services market please contact **Mike Brown, Head Of Partnership Marketing** on **0330 606 2566**