



# LUXEMBOURG ASSOCIATION OF CORPORATE TREASURERS

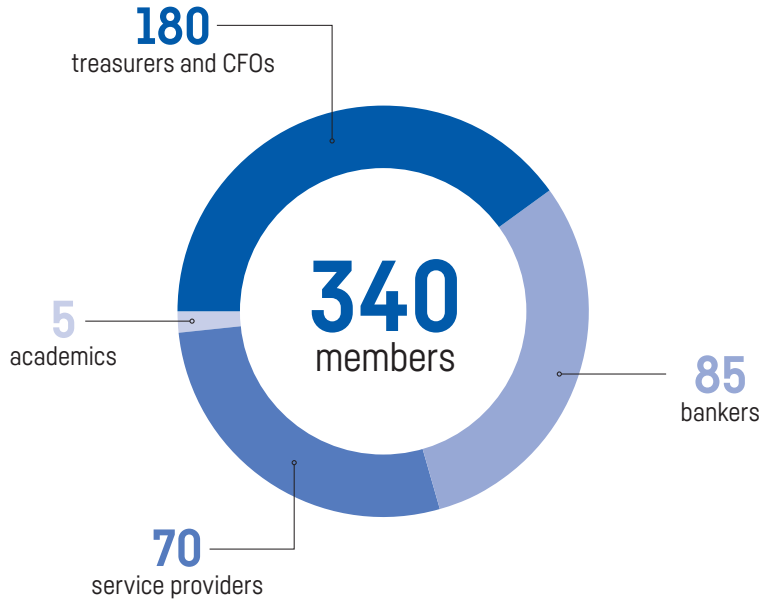
**A TEL**  
Luxembourg Association  
of Corporate Treasurers





# SINCE 1994

## FACTS & FIGURES



**102**  
published magazines

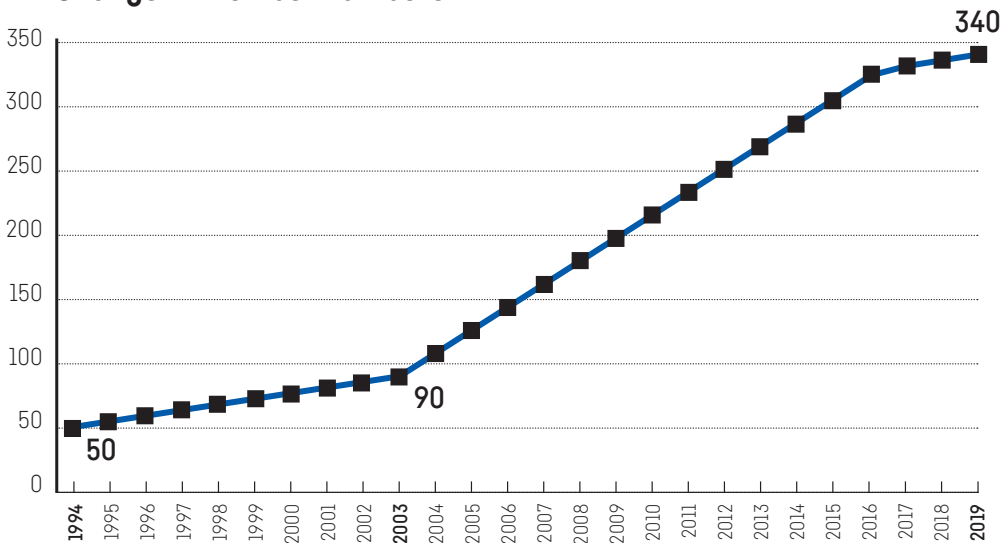


**14,000**  
readers of Treasurer  
magazine



**54**  
professional  
training courses

Change in member numbers



**127**  
events  
and  
**440**  
speakers

# WELCOME



ATEL is one of the oldest treasurers' associations in Europe. Founded in 1994, it has grown steadily since then both in member numbers and in terms of events and training courses organised. It is also a founder member of the European Association of Corporate Treasurers [EACT] as well as the International Group of Treasury Associations [IGTA].

ATEL works to raise the level of treasury expertise in Luxembourg, organises more than 10 conferences every year and publishes quarterly magazines.

The association lobbies very actively at both national and European levels to defend its members' interests. It is also a forum in which treasurers can meet their peers as well as interact with industry stakeholders such as financial sector professionals, bankers, IT vendors and academics.

**FRANÇOIS MASQUELIER**  
ATEL Chairman

A handwritten signature in black ink, appearing to be 'FM.' with a period at the end.

# ATEL

## AT GLANCE

2019

25<sup>th</sup> Anniversary

2017

335<sup>th</sup> member

2014

1<sup>st</sup> international  
conference

2009

200<sup>th</sup> member

2003

First ATEL magazine

2002

EACT creation  
(founder member)

1999

IGTA creation  
(founder member)

1994

ATEL founded

ATEL'S MAIN GOAL IS TO PROMOTE AND DEFEND THE PROFESSION OF CORPORATE TREASURER AND FINANCIAL RISK MANAGER NATIONALLY AND INTERNATIONALLY.

### Our activities are in four main areas:

- 1.** Influencing, through our active role in EACT (European Association of Corporate Treasurers) of which ATEL is a founding member and whose activities focus largely on Brussels.
- 2.** Keeping our members informed by publishing articles, magazines, white papers and surveys.
- 3.** Educating our members throughout their careers by organising training courses and seminars covering soft and hard skills.
- 4.** Networking with peers and sharing best practice at events organised throughout the year.

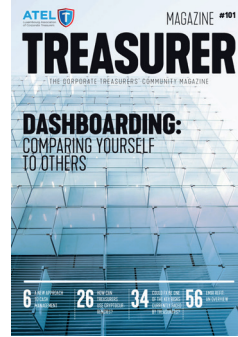


**4**  
GOALS



*“The proximity of public institutions in Luxembourg is a unique asset all companies appreciate highly.”*

# TREASURER MAGAZINE

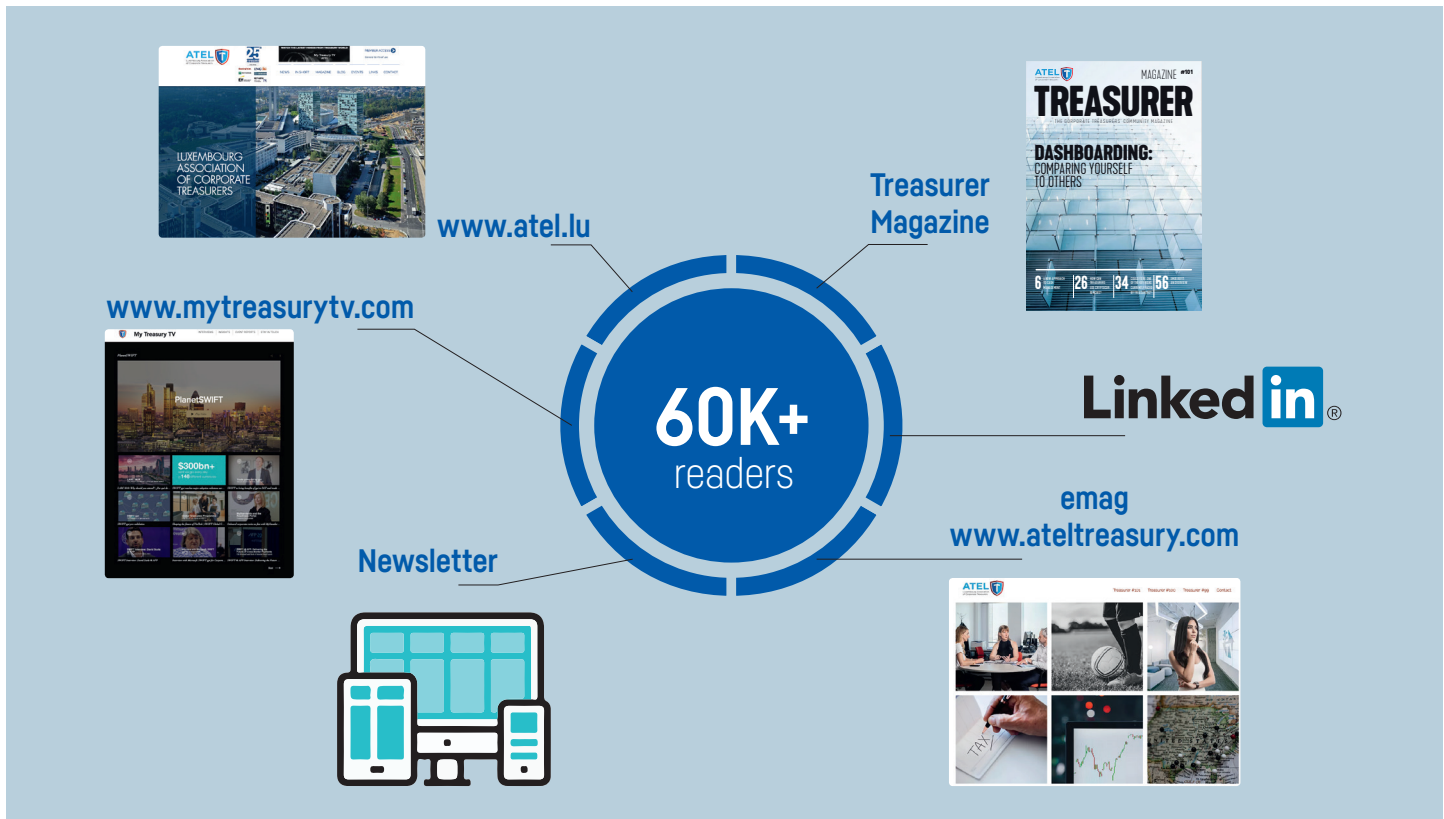


Treasurer Magazine is a financial magazine written and published quarterly by the Luxembourg Corporate Treasurer Association. Its purpose is to:

“Gather information about treasury management and ensure its dissemination in the business world”

“Engage in research and analysis on corporate treasury management and its environment”

## DISTRIBUTION



**A TEL is the sole treasury association in Europe publishing a magazine in soft and hard copies, an e-magazine available on any devices, news letters and a video TV channel dedicated to treasury.**



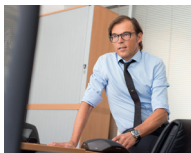
**“A magazine made by treasurers for treasurers”**

There are 21 treasurer associations in Europe representing the continent’s largest countries, but only a few publish a magazine focusing specifically on treasury issues. ATEL publishes Treasurer Magazine twice a year in English as well as in electronic version. The magazine is created locally but distributed to an international audience.



# MEDIAKIT

## TREASURER MAGAZINE



**FOCUS**  
**TRÉSORIER D'ENTREPRISE**



### EDITORIAL

The editorial is written by the editor-in-chief, François Masquelier, on new topics related to treasury management. He shares his views on key topical treasury issues.

### FINANCIAL HIGHLIGHTS

Financial Highlights comprises various articles discussing tax and financial news at the Luxembourg and European level, informing members and readers on new financial regulations.

### FOCUS

Focus articles relating to financial or treasury news are written by external contributors working in treasury management or related sectors.

### THE FINANCIAL RISK OBSERVATORY

This column is written by Hugues Pirotte, a finance professor and researcher at Solvay Brussels School of Management, addressing various topics relating to risk management.

### NEWS

The news section contains a full range of treasury news, including information about the European Association of Corporate Treasurers (EACT).

### LIFE BEYOND NUMBERS

Life Beyond Numbers is prepared by David Holland, an international writer, speaker and business coach. It offers new perspectives on sociological & management topics.

### FORUM

The Forum section offers a platform to a range of players from the world of treasury management. This section aims to inform readers on specific treasury management issues.



### ARTICLE

**M:** 1 full-page Article: **2500€\***  
**L:** 2 page Article: **3500€\*\***  
**XL:** 4 page Article: **5000€\*\***  
**Option - Premium position: +500€**

*\*Photo and text delivered by the client*

*\*\*Interview and photoshooting included*



### ADS

**S:** 1 page Ad: **3000€**  
**M:** Inside cover Ad: **4000€**  
**L:** Double page Ad: **5000€**  
**XL:** Back cover Ad: **6000€**



### ARTICLE + AD PACKAGE

**Silver:** 1 page ad + 2 page article: **5850€\***  
(Instead of 6500€)  
**Gold:** Double page ad + 4 page article: **8500€\***  
(Instead of 10000€)

*\*Interview and photoshooting included*

*The ad and the article will be published in 2 different magazines*



### EVENT PACKAGES

**Silver:** Magazine [2 page article] + Event [Co-sponsor]: **5850€**  
**Gold:** Magazine [4 page article] + Event [Only sponsor]: **10000€**  
(instead of 12500€)

### OTHERS PACKAGES

[Read the mediakit](#)

### TECHNICAL DATA

**Format:** 19 x 27 cm  
**Publication:** 2 times/year  
**Pagination:** 52 pages  
**Distribution:** paper and electronic free  
**Price:** free  
**Advertising:** 15/20 ads per edition

### EDITORIAL COMMITTEE

**François Masquelier**, Chairman & Founder  
**Frédérique Lambert**, General Secretary  
**Jérôme Bloch**, Sales and advertising





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 General Director



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 Softskills Trainings



**Fabrizio Dicembre**  
 Governance



**Gaëtan Dumont**  
 Annual Conference



**Benjamin Defays**  
 Employment Working Group

## AWARD

Outstanding Contribution to the Luxembourg Financial Place



# WHY JOIN ATEL?

- Stay in touch with your peers, service providers and suppliers through networking
- Make your voice heard locally and internationally
- Belong to a powerful community

### OTHER BENEFITS:

Discounts on training courses, conferences, high-level publications and annual membership directory.