



VOLUME 4 – NO 9 / SEPTEMBER 2015

## Inside this edition

- New Coins for Luxembourg Next Year 1
- A Challenging Year 2
- Artist: Charging Coinage 3
- AI for Accessibility 4
- New Coin Celebrates Work of Indigenous Artist 5
- News in Brief 6
- The Importance of Coin EMS: How Coin Design Affects Machine Authentication – Part 2 7
- London Bullion Market to Trial Digital Gold 7
- Ensuring the Future of Cash in a Changing Landscape 8
- Events 8

## Sign Up Now to Our Free Weekly News



[coinnmintnews.com](http://coinnmintnews.com)

## New Coins for Luxembourg Next Year

The Central Bank of Luxembourg has unveiled the designs of the country's updated euro coins which feature HRH Hereditary Grand Duke Guillaume on their national side. The new coins bearing the effigy of Grand Duke Henri, the future successor to the throne of Luxembourg, will enter circulation on 3 October.

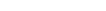
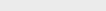
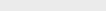
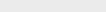
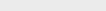
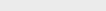
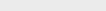
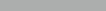
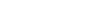
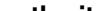
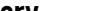
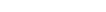
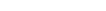
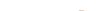
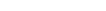
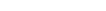
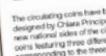
The reverse side of the Luxembourg euro coin features the Lion of Luxembourg. A modern interpretation of the Luxembourg Lion was specifically created for the coin to complement the design of the two highest denomination coins.

The development of a separate design for the new coins follows the practice employed for those featuring the portrait of Grand Duke Henri. The new coins feature a complete but stylized effigy of Grand Duke Guillaume created by artist Alain Baudouin, an engraver at the Austrian Mint.

The circulating coins have been designed by Clémence Prévost, with the new coin featuring the portrait of the Grand Duke on the left of the coin, the orientation of the coin's reverse side. In accordance with the tradition of Luxembourg's coinage, the new coin also features a new heraldic, see Grand Duke Guillaume is looking to the left of the coin in the general direction of the Luxembourgish flag.

The 1, 2, 5 cent coins feature a stylized version of the Luxembourg flag on the reverse side. The 10, 20, and 50 cent coins feature the portrait of the Grand Duke to the left of the portrait of the Grand Duke.

The 10 and 20 cent coins depict the Grand Duke in full profile on the left.



# Subscription Options

## Premium

Online £1,080

Online & Print £1,175

### Online Only

- Number of people with simultaneous access to website: 1
- Newsletter in PDF viewer – not downloadable
- Access to articles on website
- Access to CurrencyCheck database
- Currency Publication bi-weekly updates

### Online & Print

- Number of printed copies: 1
- Includes printing, postage and handling fees – flat rate for all locations

## Premium+

Online £1,355

Online & Print £1,450

### Online Only

- Number of people with simultaneous access to website: 5
- All other benefits same as Premium

### Online & Print

- Same as Premium

## Enterprise

Online £2,715

Online & Print £2,810

### Online Only

- Number of people with simultaneous access to website: 15
- Newsletter in downloadable PDF format
- Access to archives
- All other benefits same as Premium

### Online & Print

- Number of printed copies: 10 – shipped to a single address
- Includes printing, postage and handling fees – flat rate for all locations

## Charter

Online & Print £8,620

### Online & Print

Charter subscribers enjoy unlimited access to Coin & Mint News, prominent visibility in every issue, and the opportunity to contribute directly to the editorial conversation.

- Number of people with simultaneous access to website: 25
- A licence to include each issue on your company intranet
- A licence to reproduce articles and material in your own marketing materials
- Your company name and logo in each issue
- Preferential rates on brand and content advertising on the Coin & Mint News website
- The opportunity to submit news or article material under your company byline (at the editor's discretion)
- All other benefits same as Enterprise



## CurrencyCheck

CurrencyCheck is a proprietary online guide to all the world's banknotes and coins, provided by International Reference Systems on a platform created and maintained by Regula.

- Images of all current circulating coins, with details of colour and composition, year of issue, weight, diameter, edge details
- Country sections include useful additional information data such as travel information and alternative currencies in use
- Searchable by country, currency and ISO number
- More than 2,000 banknotes in use in 220 countries

- High resolution scans of original banknotes
- Clear and detailed descriptions provided of each note, along with images of the front and reverse (under white, UV and IR light) with photographic enlargements of key security features
- News of forthcoming issues, as well as most recently-issued notes
- Continuously updated to ensure the information is current and accurate
- Available in multiple languages.



# Advertising Opportunities

There is no better platform than **Coin & Mint News™** to enhance your profile, promote your brand, and share your content to a community looking for information, analysis and solutions.

We currently offer two types of advertising.

- Brand advertising
- Content advertising

## Brand Advertising

There are two main options for brand advertising with Coin & Mint News.

1. Banner advertisements on the website. Link to your website, a white paper, or to any other platform of your choice.
  - Sidebar banners on the home page and all other pages
  - One large banner on the home page only
2. Banner advertisement on the e-news service (sent out via email twice weekly).



Block Name	Location	Size*	Rates
<b>Sidebar-Top</b>	All	336 x 280px	Exclusive – <b>£2,000</b> for 3 months (£500 per additional month)
<b>Banner</b>	Home page	810 x 135px	Exclusive – <b>£1,250</b> for 3 months (£325 per additional month)
<b>Sidebar-Bottom</b>	All	336 x 280px	Exclusive – <b>£1,500</b> for 3 months (£375 per additional month)
<b>Banner on Weekly e-News Service</b>	N/A	600 x 338px	<b>£750</b> for 1 week, <b>£950</b> for 2 weeks, <b>£1,100</b> for 4 weeks (maximum)

\*Maximum file size 1Mb.



## Content Advertising

Publish a sponsored article that appears as a standard article but includes your byline (name and company), photo and company logo.

- Article remains on website in perpetuity
- Either short or long form (maximum 2,000 words)
- Option to include images or charts (maximum of 3 per article)
- Editorial assistance included
- Opportunity to publish articles in more than one newsletter, for an additional fee

There are two options for articles:

1. Paywall only – £0.50 per word
2. Readable by all visitors to the site – £0.75 per word

(Charter subscribers receive two sponsored articles per annum as part of their package)

## What Coin & Mint News Covers

- New coin issues and designs, circulating and commemorative
- Legislation, directives, policy initiatives, standards
- Markets, with national and regional profiles, trends
- Mergers and acquisitions, joint ventures and alliances, financial reviews
- News of key appointments and interviews with prominent figures in the coin and mint world
- New products and systems, blanks, metals and materials
- Production, inspection, handling, distribution
- Coins and the environment, recirculation and recycling initiatives

Mints and central banks comprise **65%** of our subscribers.

## Other Publications

**Cash & Payment News** and **Currency News** subscribers receive a 50% like-for-like discount.



**SUBSCRIBE ONLINE**

or contact [info@currency-news.com](mailto:info@currency-news.com)  
[coinmintnews.com](http://coinmintnews.com)

**COIN&MINT**  
**NEWS™**