

THE TRADETech



The official newspaper of TradeTech 2010—London

20-23 April 2010

Media information

THE TRADETech DAILY

The official newspaper of TradeTech 2010
London, 20-23 April 2010
published by **THE TRADE**

Format:
A3

Publication and print run:
There will be a total of 4 editions

Issue 1: THE TRADETech DAILY Advance edition

The advance edition will set the frame of the debate for the upcoming conference, exploring the central theme of TradeTech 2010.

The advance edition will be distributed worldwide to over 7,000 named executives prior to the conference, using a combination of **THE TRADE** and WBR databases. It will also be available to the delegates on registration in London.

Issues 2 & 3: THE TRADETech DAILY 'Live' on-site editions

The Wednesday and Thursday editions will carry reports on the previous day's sessions and streams and be available each morning at The ExCel Centre, London, with distribution throughout the conference centre (approx 1,500 copies). In addition to session reports, the daily newspaper will feature delegate feedback, profiles of upcoming speakers and stories from the exhibition floor.

Issue 4: THE TRADETech DAILY Digest 'wrap-up report'

THE TRADETech DAILY digest 'wrap-up report' will contain full coverage of the TradeTech week. Summaries of the conference sessions and streams will be backed by the comments and observations of speakers and delegates, helping to shape the industry agenda going forward. The wrap-up report will be distributed to all attendees within 2 weeks of TradeTech.

SPONSORSHIP OPPORTUNITIES

1) Centre spread

—4 page sponsored section. This can be a mix of the sponsoring organisation's views, product news and advertising—Costs per edition are as follows:

x 1 edition	x 2 editions	x 3 editions	x 4 editions
\$38,600	\$32,800	\$30,800	\$27,000

2) Front cover wrap-around

—4 page sponsored section which wraps-around the front cover of **THE TRADETech DAILY**.

This can be a mix of the sponsoring organisation's industry views, product news and advertising—Costs per edition are as follows:

x1 edition	x 2 editions	x 3 editions	x 4 editions
\$42,000	\$35,700	\$33,600	\$29,400

3) 'Time off in London'

—back page of **THE TRADETech DAILY**.

This comprises a full page advertisement on the back of Issue 1 and Issue 4 and top and bottom 'strip' ads and acknowledgement as the sole sponsor of the 'Time off in London' guide in Issues 2 & 3, the 'live' on-site editions.

Cost for all four editions	\$48,000
-----------------------------------	----------



ADVERTISING OPPORTUNITIES

Costs per insertion	x1 edition	x2 editions	x3 editions	x4 editions
Full page	\$12,000	\$10,800	\$9,600	\$8,400
Half page horizontal	\$7,000	\$5,950	\$5,600	\$4,900
Quarter page	\$5,000	\$4,250	\$4,000	\$3,500
Bottom strip ad on front cover	Cost \$18,000 for all 4 editions			

Advertising copy deadlines:

Issue 1	advance edition	22 March 2010
Issue 2 & 3	'live' on-site editions	9 April 2010
Issue 4	digest 'wrap-up' report	16 April 2010

For further information, ad specifications and sample copies, contact:

Françoise César or Marika Cooper
+44 20 7400 7100 +44 20 7400 7104
francoise@thetrade.ltd.uk marika.cooper@thetrade.ltd.uk