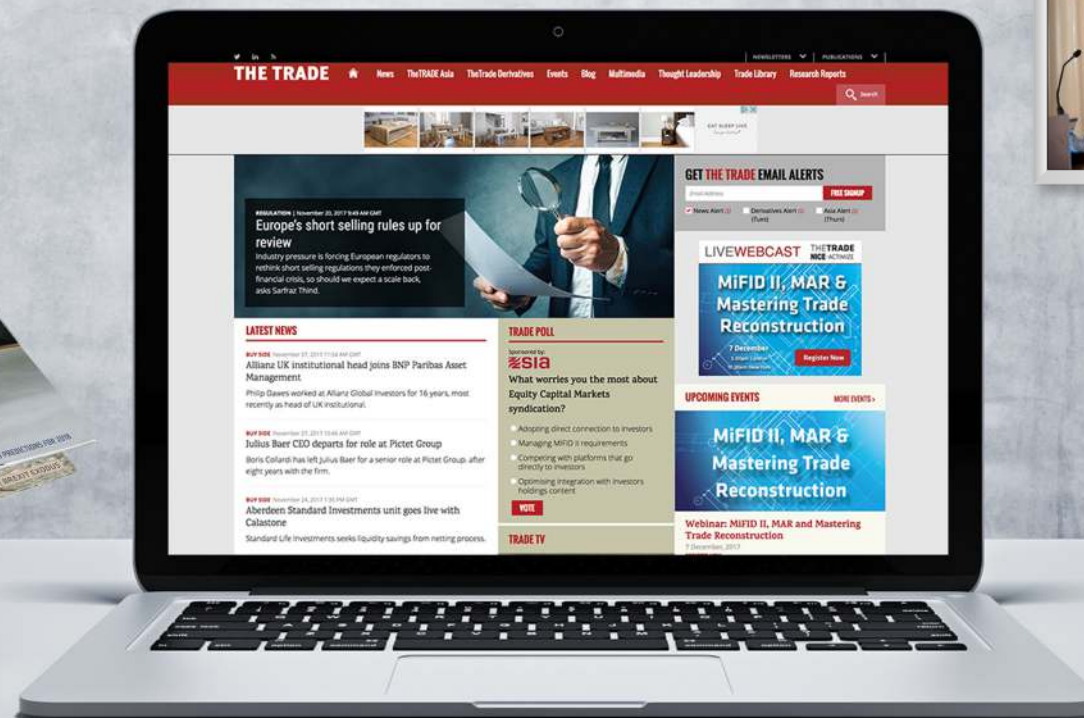


# THE TRADE 2018 Media Kit



**T**he **TRADE** delivers insight to trading professionals at the world's largest asset managers and investment banks, and boasts an audience that includes buy-side dealers, high frequency traders, fund managers, sell-side brokers, FinTech innovators and regulators.

We interact with our audience through events, targeted print titles, custom surveys and research, daily online news, digital newsletters,

webinars, roundtables, podcasts, and rich media content.

Across all platforms, our content focuses on the day-to-day responsibilities of our readership, comprised of informed editorial on regulation, corporate innovation, peer group analysis and insights from industry luminaries.

## 2017: A big year for The TRADE

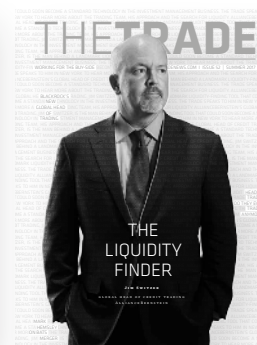
In 2017 The TRADE had its best year yet across print, events and digital. To start with, we hit **ONE MILLION** unique page views on our digital platform for the first time in our rich history. This was up 14% from 2016, which was quite an accomplishment when that year we also increased our uniques by 1048% (yes that is a real percentage).

Our Leaders in Trading Awards evening saw the highest number of attendees topping **220** for the first time, including a record number of buy-side traders.

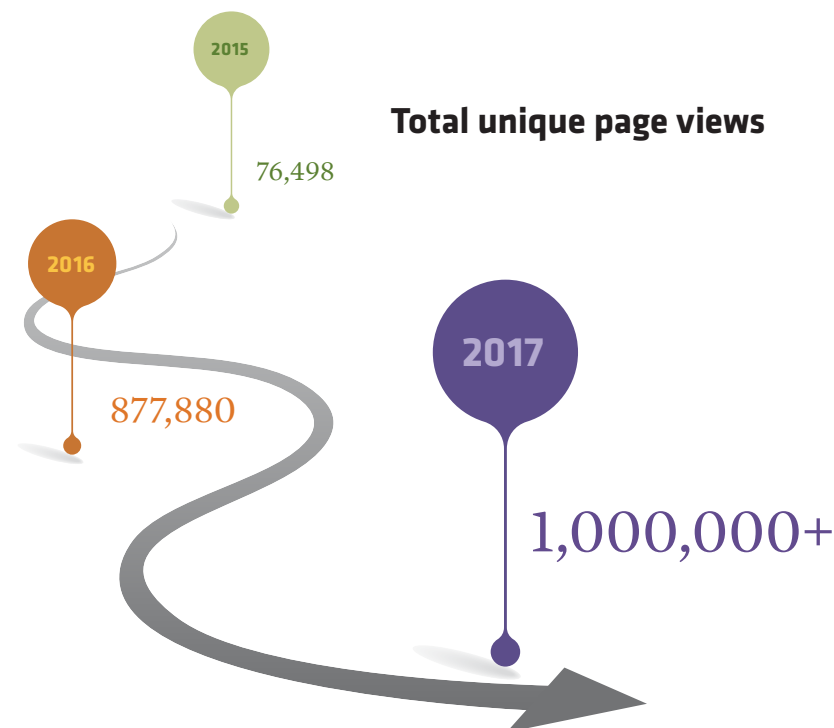
We ran **11** events across 2017. These included bespoke events for the likes of **ICE Data Services**, **IHS Markit** and **Liquidnet**, among others. We also ran two awards – for our **Rising Stars** and **Leaders in Trading** – along with our first ever full-day event on MiFID II. Our events spanned Europe and the US in that time.

We rolled our Derivatives and Asia publications into our flagship TRADE magazine, ensuring each of the four issues were our biggest yet. While our annual MiFID II Handbook was hugely popular among our buy-side audience, as demand prompted us to print extra copies.

### 13 events and webinars



### Total unique page views



## What We Do

### Print

The TRADE's print publications reach trading professionals across the industry and around the world. Our quarterly magazine will be paired with supplements throughout the year. Here are our offerings:

**The TRADE** is our flagship quarterly publication, focused on issues affecting traders and market participants across Europe, Asia and the US.

**The TRADE ASIA** is focused on issues affecting market participants across the Asia/Pacific region.

**The TRADE DERIVATIVES** publishes four times a year and focuses on issues affecting derivatives specialists globally.

**MiFID II Handbook** is our practical guide to what asset managers need to know about the complex regulation. We plan to release our third edition during 2018.

Feature your company and establish your position as thought leaders by contributing to the content of the print publications.

### Bespoke Publishing

The TRADE produces bespoke newspapers, magazines and websites on demand, allowing companies and event organisers to hire our team of editorial experts and design specialists. We currently operate several contracts, and can produce publications for events, specific topics or whitepapers and research. We can also produce customer magazines and microsites with our extensive in-house expertise.

Stand out from the crowd with bespoke, branded publications and websites, which are produced specifically to support your corporate message.

### Digital Content & Newsletters

Through our website - TheTradeNews.com - and through our targeted newsletters our readers have access to breaking news, live reporting, in-depth analysis and opinions from the world of trading. We also include sponsored thought leadership pieces and adverts on the newsletters.

Take advantage of targeted promotion and PR, increase your brand awareness and advertise via our highest traffic issues with custom digital promotion packages.

### Multimedia

Through webinars, podcasts, and video, we facilitate discussions on the latest trends, strategies and potential problems that market participants need to understand.

Increase the impact of your firm's message and position your experts as leading voices through our multimedia platforms including webinars, sponsored video, and mobile platforms.

### Events

Through our specialist events around the world, we aim to educate the professional market on how regulations will affect their businesses. In 2018, we will be running specialist events on MiFID II, fixed income, ETFs and more, in Europe and the US.

In addition, we run two awards schemes - Leaders In Trading and the Rising Stars of Trading and Execution - which aim to recognise the world's best traders working at asset managers, hedge funds, wealth managers and brokers.

In 2017 we had our biggest year for events, with a mix of full-day events, awards and bespoke sessions.

Sponsor events and/or panel discussions contact with a targeted group of qualified prospects in a face-to-face environment at our respected conferences and events.

### Research & Surveys

With more than a decade of interaction with our readership, we have access to some of the biggest names in trading, globally. Our surveys and research driven projects give us an unrivaled picture of the key industry trends and themes.

Partnering with The TRADE on a custom research project positions your brand in front of a unique group of influential subscribers and defines your organisation as an industry leader.



# Audience

## The Trade (Print Edition)

### CIRCULATION

7,000 copies per issue

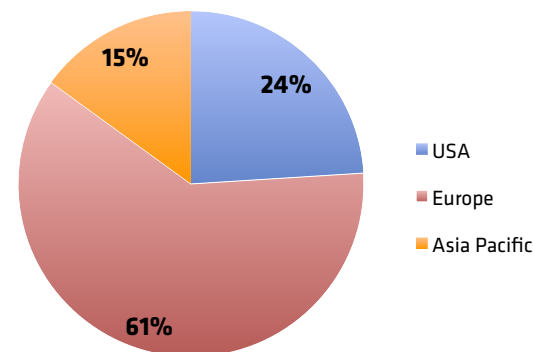
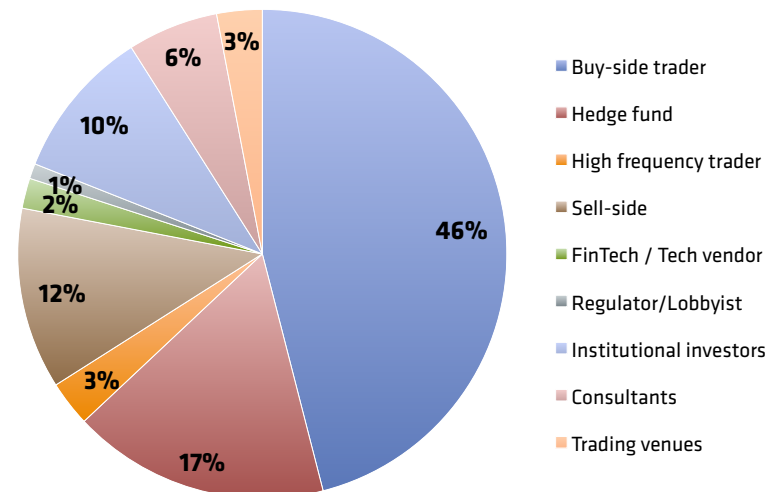
Buy-side trader	46%
Hedge fund	17%
High frequency trader	3%
Sell-side	12%
FinTech / Tech vendor	2%
Regulator/Lobbyist	1%
Institutional investors	10%
Consultants	6%
Trading venues	3%

### REGION

USA	24%
Europe	61%
Asia Pacific	15%

### TRADE NEWSLETTER

Registered subscribers: 12,000





# 2018 Calendar



Q1

TRADE Magazine  
Publication date **16 March**

## Survey

Algo trading survey (long only)

## Supplement

Central and Eastern Europe

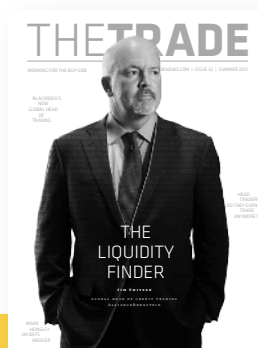
## Events

### MiFID II: Checking In

The latest on MiFID II and how the industry has handled the first weeks of the new regulation, in a behind-closed-doors set of panel discussions.

### Women in trading

Our new networking community will hold its first event in Q1 as we launch our new Women in trading network.



Q2

TRADE Magazine  
Publication date **15 June**

## Survey

Algo trading survey (hedge fund)

## Supplement

TRADE Asia

## Events

### Fixed Income

The TRADE's full-day fixed income event will cover the biggest topics for the asset class such as sourcing liquidity, the use of TCA and collection of data, and technology. We will also look at the possible death of voice trading, the rise of electronic bond markets and price making vs. price taking.



Q3

TRADE Magazine  
Publication Date **14 September**

## Survey

Execution management system survey

## Supplement

Derivatives and the MiFID II Handbook

## Events

### MiFID II: Check-up

More than six months into MiFID II we will look at the regulatory progress of the buy-side in this full-day event.



Q4

TRADE Magazine  
Publication Date **14 December**

## Survey

TBC

## Supplement

TBC - possible considerations:  
ETFs, Technology special

## Events

### Rising Stars of Trading and Execution:

15 November

### Leaders in Trading Awards:

15 November

# Leaders in Trading, London

London's most popular awards event for traders returns for another year, recognising the very best traders at hedge funds, asset managers, banks and brokers.

Held at the prestigious Savoy hotel in London this is an event not to be missed!

The awards will recognise the biggest achievers in algorithmic trading, buy-side trading and our editor's choice categories.

The algorithmic trading awards will be selected from our annual survey, recognising those with the highest scores across a range of areas.

For the buy-side awards, this year we will once again conduct an open nomination process for our awards with a judging panel of industry experts deciding on the winners.

With another sell-out crowd expected, the event provides a unique networking opportunity with the most influential players in trading and the most important dealing desk bosses.

Opportunities are available to sponsor or host a table, or sponsor various parts of the evening.

The awards handed out on the night include:

**ALGORITHMIC TRADING AWARDS**

**EMS SURVEY AWARDS**

**EDITOR'S CHOICE AWARDS**

**FINTECH INNOVATION AWARDS**

**LIFETIME ACHIEVEMENT SELL-SIDE**

**LIFETIME ACHIEVEMENT BUY-SIDE**



## Events

On both sides of the Atlantic and to Asia and beyond, The TRADE has built out its event business across the globe in recent years, culminating in our busiest year yet in 2017.

The TRADE produces a mix of panel discussions, full-day conferences and bespoke events throughout the year, covering the biggest topics facing the industry.

Our audience comprises of buy-side traders, sell-side providers and a mix of technology firms, consultants and more.

In 2017 we worked with IHS Markit, ICE Data Services and Liquidnet on bespoke events throughout London and New York. We also ran MiFID II discussions throughout the year – something we plan to continue during 2018.

We also host webinars throughout the year along with our shorter evening panel sessions followed by networking.

Last but not least our flagship Leaders in Trading awards take place at the end of the year, alongside our Rising Stars of Trading and Execution

### Our planned events for 2018 include:

#### MiFID II – Checking in, London, New York and Hong Kong

Following on from our full-day event – the MiFID II Checklist – prior to the regulation coming in, we are hosting a series of panel sessions following the implementation to see how the buy-side is dealing with the changes. The off-the-record discussion will pinpoint where traders are struggling as sell-side providers and industry experts join them on panels to discuss any issues...or even talk about how well it's going. Sponsorship opportunities are available for the whole event or individual panels.

#### ETFs – London & New York

Another major event The TRADE will be hosting is on ETFs and its growth. Despite years of increasing popularity there are many questions remaining that we'll look to answer in our one-day event in London and New York. How will ETF trading change under MiFID II? Will ETFs be able to sustain a market downturn? What do participants/active managers feel is the case with ETFs vs their own products now? And can the buy-side really afford to continue charging high fees?

#### Fixed income – London & New York

The TRADE's full-day fixed income event will cover the biggest topics for the asset class such as sourcing liquidity, the use of TCA and collection of data, and technology. We will also look at



the possible death of voice trading, the rise of electronic bond markets and price making vs. price taking.

#### Rising Stars of Trading & Execution

The TRADE's Rising Stars of Trading & Execution Awards is back for a fourth year, recognising up-and-coming talent currently working in a trading function.

Award winners will be selected following extensive market research by an executive panel of senior industry figures, former Rising Stars, and The TRADE's editorial team.

Consideration will be given to nominees' day-to-day role in the business, career path to date, and involvement in industry initiatives.

Winners will be invited to the TRADE's Rising Stars Awards event in November, as well as invited to our exclusive Leaders in Trading Awards at The Savoy in London.

*More events will occur throughout the year, to hear more about them or to discuss working with us on an event, please contact Marc Carolissen on marc.carolissen@thetradenews.com or +44 (0)207 397 3807.*



# Website & Microsites

(TheTradeNews.com)

The TRADE News is the leading daily news service for buy-side traders, providing detailed, up-to-the-minute reports on key market structure, regulatory and trade execution issues through daily news, interviews, blogs, features and videos. The service spans the global markets. Our exclusive news coverage addresses the core needs of buy-side trading desks and hedge funds, their execution counterparties and technology, market data and consulting practices. We also support clients with their marketing and promotional programs by creating and managing microsites for specific events.

## Run of Site Ads

Top Super Leaderboard (970x90 px)  
Top Leaderboard (728x90 px)

Top Large Rectangle (300x600 px)  
Top Island (300x250 px)  
Mid Leaderboard (728x90 px)  
Mid Island (300x250 px)  
Sponsored Text Link  
Expandable Top Leaderboard w/Video  
Expandable Top Island w/Video  
Homepage Roadblock (all 4 ROS positions)  
Welcome Banner (600x400 px)  
Top Page Pushdown (1040x60 to 1040x400 px)  
Homepage Wallpaper  
CPM Rate: £40/CPM net / \$60/CPM net  
50k max file size for all items above recommended

## Mobile-Optimized Banners

300x50px (Android/Windows)  
320x50px (iOS)  
CPM Rate: \$30/CPM net  
20k max file size for all items above recommended  
**Interstitial Welcome Page**  
\$1,750 per day

The screenshot displays the TheTradeNews.com website interface. At the top, there's a navigation bar with 'THE TRADE' logo and links for News, TheTrade Asia, TheTrade Derivatives, Events, Blog, Multimedia, Thought Leadership, Trade Library, and a search function. Below the navigation bar, there's a large hero section featuring a video player with the title 'To Infinity and beyond' and a description about BT Infinity's innovation lab. To the right of the hero section, there's a 'GET THE TRADE EMAIL ALERTS' form with a 'FREE SIGNUP' button. Below the hero section, there's a 'LATEST NEWS' section with several articles, including 'Plato Partnership sets sights on new initiatives' and 'CME Group chief to retire, Duffy takes on expanded role'. To the right of the latest news, there's a 'TRADE TV' section featuring a video player with the title 'The TRADE Shorts: Euronext Part 1'. Below the latest news, there's a 'HIGHLIGHTS' section featuring a video player with the title 'Matching the model to the new market structure'. At the bottom of the page, there's a 'FTSE 100 Weekly Options' section with a 'The week just got longer' headline. The footer of the page features a 'MORE NEWS' section with several articles, including 'Citi and Deutsche Bank take stakes in Neptune network' and 'ESMA delays MiFID II systematic internaliser regime'.



## eNewsletters

(The Trade News Alerts)

The Trade News Alerts are a series of daily and weekly newsletters that reach the world's most sophisticated traders. The Trade News Alert is a daily email that delivers updates on news and information that is a critical resource for buy-side traders. The Trade Asia Alert and The Trade Derivatives Alert are weekly briefings which serve the Asia/Pacific and Derivatives markets specifically. Clients can choose from three different non-exclusive advertising sizes displayed in these alerts or from custom newsletter sponsorship opportunities.

### The TRADE News Alert (Daily)

Keeping readers up-to-date on all the latest events of the day.

### Breaking News Alerts (Ad hoc)

The most up-to-date information that buy-side traders need to know.

### E-Newsletter Ads

Leaderboard 728 x 90

Banner 300x250

£750 (net) / \$1,000 (net)


Sponsored text link £750 (net) / \$1,600 (net)

Spotlight £5,000 (net) / \$8,000 (net)

**Registered subscribers:** 8,600

**Open rates:** 14.3%

**CTR:** 4%



**THE TRADE**  
READ WHAT YOUR PEERS ARE READING.

Click here to **SUBSCRIBE**

**THE TRADE NEWS ALERT**

Working for the Buy-Side

11 November 2016

**TRADING VENUES**

**CME Group chief to retire, Duffy takes on expanded role**

Phupinder Gill will retire at the end of the year after serving 28 years at CME Group, with Terry Duffy to take on the role as chairman and CEO.

[Read more](#)

**TECHNOLOGY**

**Liquidnet launches Virtual High Touch for buy-side**

Virtual High Touch service uses analytics, algorithms and liquidity search tools.

[Read more](#)

**TECHNOLOGY**

**Learn about the cutting edge of technology with new supplement**

The TRADE and Global Custodian team up to launch extensive FinTech supplement.


[Read more](#)

**MOST READ ARTICLES**

**REGULATION**


Trump victory brings Dodd-Frank under the chop

**READ WHAT YOUR PEERS ARE READING.**

 **THE TRADE ASIA**


Click here to **SUBSCRIBE**

**Issue 49**  
Now Available

 **REVEALED**

In the Autumn edition of The Trade we reveal this year's rising stars of trading and execution. We also look at whether RFQ platforms will transform the market landscape and explore the results of our latest EMS survey.

**THE TRADE derivatives**  
COLLATERAL»CLEARING»TRADING

 **READ WHAT YOUR PEERS ARE READING.**

Click here to **SUBSCRIBE**

# Multimedia

## Webinars

The *TRADE News* also produces bespoke webcasts on all of the latest industry trends for targeted groups within our readership. Our technical production team are able to produce broadcasts of up to an hour in a variety of formats. These are typically hosted by our editors. Webinars provide a great way to quickly identify and engage a highly qualified audience of traders and market participants, positioning your firm as an industry expert through an informative and objective panel discussion.

## TRADETV

On demand video. Move your message online with TRADE TV. Have your roundtable filmed and made available online. Ideal for product launches, profile executive interviews, exclusive industry discussions. Your video presentation sits at the centre of our online coverage at thetradenews.com.

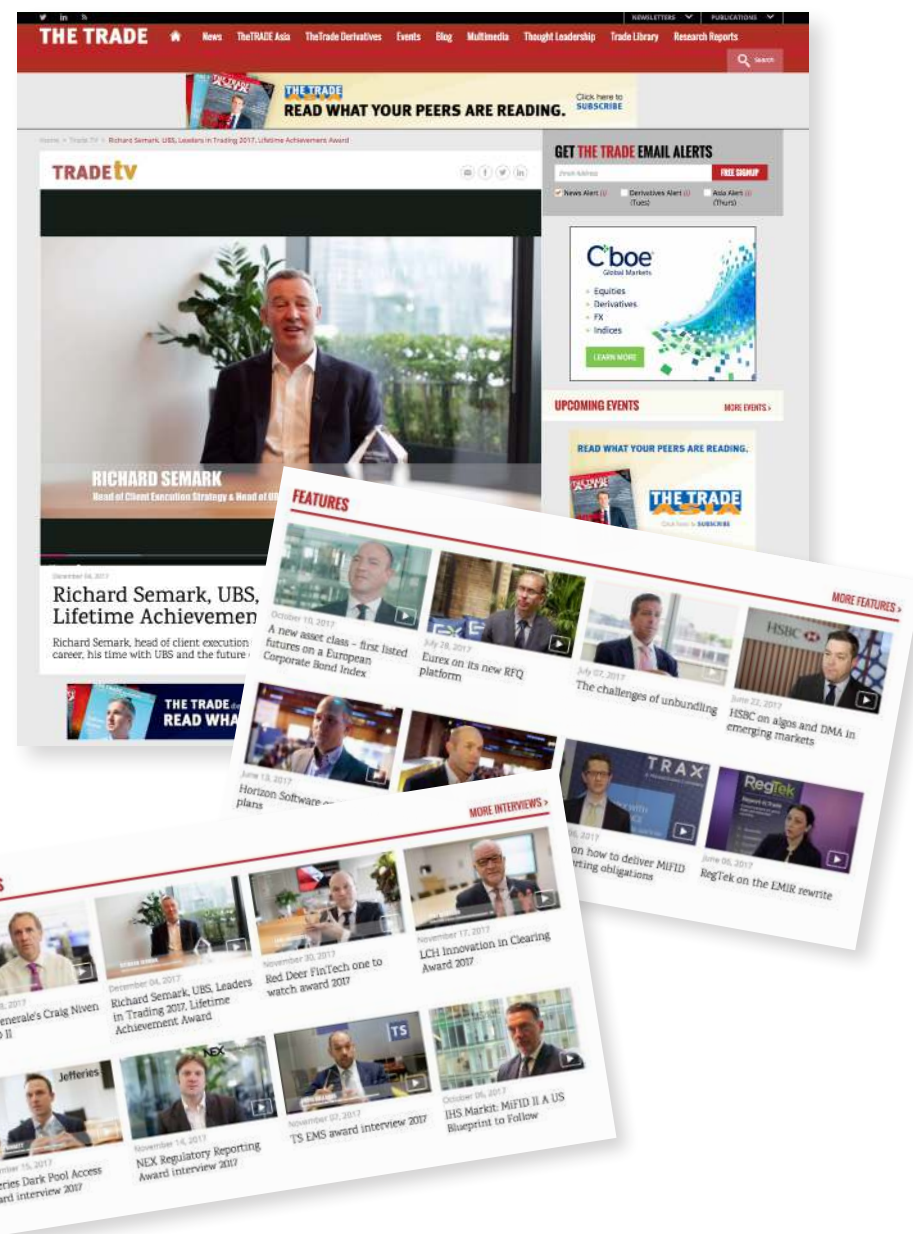
## Video Interviews

Add another dimension to your client communications by using Video. Rapid impact, high visibility and top quality production values are always guaranteed. The *TRADE* also takes its video team to the major industry conferences, where we offer opportunities to take part in video interviews.

## Podcasts

The *TRADE* launched its podcast - The Tradecast - in 2016, with the audio available on Soundcloud and iTunes. We cover the week's biggest news stories and industry themes. We have averaged around 200 listeners per podcast, with over 2,100 plays throughout per year.

*\*Prices and dedicated information available on request.*



Hosted in videos section of the website(thetradenews.com)

## Research

### Promote your expertise to the buy-side:

- Gain market insights through bespoke research
- Generate new business through client introduction events and White Papers

The TRADE's research unit provides market intelligence, research and a lead generation service from Strategic Insight.

Its White Papers collate market intelligence and analysis from expert sponsors on subjects of their choice, which The TRADE distributes to its exclusive database of trading contacts at more than 4,000 of the largest asset management firms worldwide.

White Papers include a chapter based around the contents of a collaborative roundtable discussion. Chaired by our specialist editors, such roundtables will introduce sponsoring partners to a selection of buy-side traders and independent experts.

Video content of the discussion can be made available to sponsoring institutions as marketing collateral, and promoted by The TRADE.

Each sponsor further has the opportunity to contribute a Thought Leadership chapter to the resulting White Paper.

An introductory chapter will be supplied by a member of our editorial team. Basic Sponsorship will entitle partners to the above, alongside additional sponsors.

Full Sponsorship entitles partners to the above as the sole sponsor.

Research sponsorship is an exclusive package for one sponsor, in which The TRADE's surveys its client base to create bespoke research investigating trends in an area of the sponsor's choice. This is included in a White Paper, with a round table and Thought Leadership, as outlined above.

### PRICING

Basic Sponsorship £12,500 / \$19,273  
Full Sponsorship £35,000 / \$53,963  
Research Sponsorship £50,000 / \$77,090

### For roundtable and content information please contact:

Karen Delahoy  
+44 (0)20 7397 3826  
karen.delahoy@thetradenews.com

### For sponsorship information please contact:

Marc Carolissen  
+44 20 7397 3807  
marc.carolissen@thetradenews.com





# Magazine Print Advertising Specifications

DPS Colour (cost per insertion)	1x	2x	3x	4x
Full Page (£)	£14,270	£12,890	£11,445	£10,640
Full Page (\$)	\$22,002	\$19,874	\$17,646	\$16,405

4-Color Process (cost per insertion)	1x	2x	3x	4x
Full Page (£)	£7,990	£7,160	£6,395	£5,950
Full Page (\$)	\$12,319	\$11,040	\$9,860	\$9,174

Special Positions	
OBC, IFC	+35%
Guaranteed position	+15%
Directory listing	£550/\$848 per entry per issue or £1,800/\$2,776 for entry in four issues

## 2016 Magazine Closing Dates

Issue	Reservations	Materials
Q126 February 2016	2 March 2016	
Q2	22 April 2016	11 May 2016
Q3	27 July 2016	4 August 2016
Q4	28 October 2016	27 November 2016

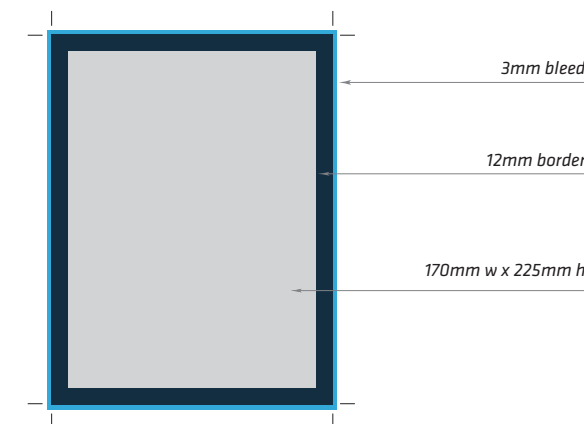
## Materials

Marc Carolissen  
+44 (0) 20 7397 3807  
marc.carolissen@thetradenews.com

## Check List

- Correct page size
- 3 mm bleed
- All fonts are active (pay special attention to fonts used in EPS files)
- Both screen and printer fonts are available
- Fonts are not menu styled
- All images are linked and updated
- Photo effective resolution for black and white line-art images should be more than 1200 dpi
- Resolution for gray scale and CMYK images should be at least 300 dpi
- Images are either Grayscale or CMYK
- Scans and illustrations are either TIFF or EPS
- Created color is CMYK (make sure 'spot color' is not checked)
- Send hard copy SWOP proof with color bars and registration marks

Follow SWOP Standards and Specifications for advertising reproduction material and magazine Web offset printing unless otherwise specified. Ads that exceed specified size in any dimension are considered bleed or oversized, except spreads that bleed in the gutter. **PDF-X1A FILES ARE THE ONLY ACCEPTABLE MATERIAL FORMAT. HARD COPY SWOP PROOF WITH COLOR BARS AND REGISTRATION MARKS IS RECOMMENDED TO ENSURE THAT MATERIALS RUN PROPERLY.**



- Live area: No bleed size
- Border: Any text/image in this area is liable to be cut due to printer cutting variation.
- Bleed: Area to be cropped

**Print Method:** Offset lithography  
**Cover Stock:** 300gsm silk coated  
**Text Stock:** 100gsm matte coated  
**Binding:** Perfect Bound

## Standard Unit

Trim size 170mm w x 225mm h  
Allow 3mm on all sides for bleeds

## Unit

2-pg spread, trim size 340mm w x 225mm h  
2-pg spread, bleed size 346mm w x 231mm h  
Full pg, type area 146mm w x 201mm h  
Full pg, bleed size 176mm w x 231mm h  
DPS set up as 2 sing pages, facing

- Full specification will be provided when you book your advertisement.
- Recognised advertising agency comission is 10%
- Please note: existing advertising material will be repeated if new copy is not provided

## Tone Density

- **2-color:** The sum percentage of tone values should not exceed 170%, and only one color may be solid.
- **4-color:** The sum percentage of the tone values should not exceed 300%, and no more than one color may be solid.

## PDF Requirements

The final PDF file should be sent to us as a high resolution PDF-X1A (exported directly from InDesign or Quark application using PDF/X or High Quality Press setting) with crop marks.

*Hard copy SWOP color proof with registration marks recommended to ensure that materials run properly.*

For black ink colors, the recommended spec is 100% black. Fonts and high resolution images must be embedded.

**Native files are not acceptable.**

# Online/eNewsletter Advertising Specifications

## Run of Site Banner Ads

- Top Super Leaderboard (970x90 px)
- Top Leaderboard (728x90 px)
- Top Large Rectangle (300x600 px)
- Top Island (300x250 px)
- Mid Leaderboard (728x90 px)
- Mid Island (300x250 px)
- Sponsored Text Link
- Expandable Top Leaderboard w/Video:
- Expandable Top Island w/Video:
- Homepage Roadblock (all 4 ROS positions)
- Welcome Banner (600x400 px)
- Top Page Pushdown (1040x60 to 1040x400 px)
- Homepage Wallpaper
- 50k max file size for all items above recommended

## Mobile-Optimized Banners

- 300x50px (Android/Windows)
- 320x50px (iOS)
- 20k max file size for all items above recommended

## File Size and Animation Specifications

### Display/ROS

- GIF/JPEG, HTML, DHTML, Javascript, HTML5; accepted upon testing
- 3rd party tags accepted; please include: image/link tracking documentation for macro implementation
- Three loop limit–animation must cease after fifteen seconds
- Flash V9 and below; Action Script accepted: AS1 and AS2; The following code MUST be the first layer on every scene of the movie:  
On (release){getUrl (clickTag,"\_blank");}
- HTML - No <span style> tags;  
without JavaScript preferred

## PREMIUM POSITION PLACEMENTS;

### PLEASE SUPPLY THE FOLLOWING:

- .fla – FLASH movie file

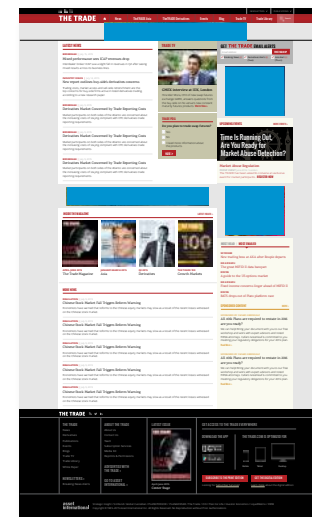
- .swf – compressed version of .fla
- .gif – alternate GIF image to be served to non-capable browsers

## eNewsletter

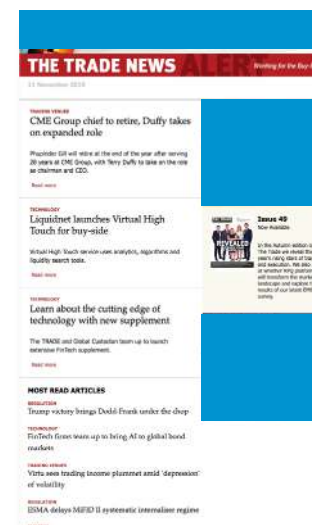
- Leaderboard (728 x 90)
- Banner (300x250)
- Sponsored text link
- Custom Newsletter sponsorship

## File Size and Animation Specifications

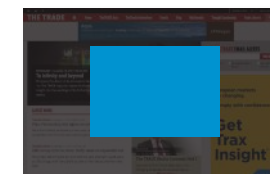
- 40k maximum file size
- GIF, JPEG and PNG format; 3rd party image tags not accepted
- 1x1 pixels not accepted.
- 3rd party click tags accepted
- No looping; no animation



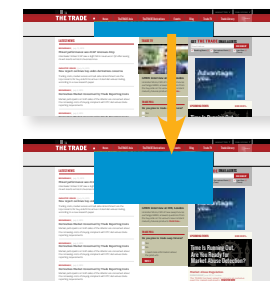
Run of Site



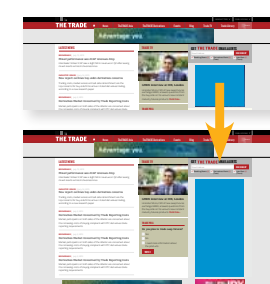
eNewsletter



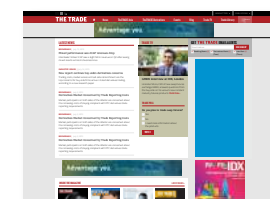
Welcome Banner



Expandable Leaderboard



Expandable Island



Large Top Island

## MATERIALS DUE FIVE BUSINESS DAYS PRIOR.

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+44(0)20 7397 3807 / marc.carolissen@thetradenews.com

## Contact Info

---

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