

THE TRADE

2021

Media Kit

The **TRADE** delivers insight to trading professionals at the world's largest and systemically vital asset managers and investment banks, resonating with an audience comprised of buy-side dealers, high-frequency traders, fund managers, sell-side brokers, regulators and FinTech innovators.

We interact with our global audience through targeted print titles, daily online news, digital newsletters, proprietary and bespoke events, webcasts, video interviews, surveys and research, and other rich media contents.

Across our platforms, our content focuses on the day-to-day responsibilities and interests of our readership, comprising informed and current editorial, thought leadership from industry heavyweights, and collaborative projects with some of the markets' top consultancy groups.

www.thetradenews.com



2020: THE HIGHLIGHTS

Despite the events of 2020, The TRADE enjoyed another fruitful year of growth, building on strong foundations from 2019 to produce notable fresh achievements across its primary business lines of print, digital, multimedia and events.

The TRADE produced six print publications in 2020, including the flagship quarterly issues of The TRADE magazine, alongside two special conference newspapers that focused on the European equities trading landscape.

In digital, The TRADE continued to grow its audience and user engagement after a record year of growth with more than two million unique pageviews in 2019. Unique pageviews in 2020 surged 35% year-on-year to more than 2.9 million, while The TRADE witnessed increased engagement with its audience across its social media channels. The TRADE's Twitter and LinkedIn pages, which share daily news, exclusive interviews and in-depth reports on market structure, now boasts more than 6,500 and 5,120 followers respectively.

Digital content increased significantly in 2020 with our new TRADE Talks podcast and TRADE Calls industry interview series. In a first of its kind, The TRADE also produced its first feature length, documentary style, digital production exploring the trend on outsourced trading, known as Battle for the trading desk.



While The TRADE was unable to host its annual Leaders in Trading, the premier capital markets awards evening, at The Savoy hotel in London due to restrictions, the first quarter of 2021 will acknowledge winners across the five awards categories like never before. Leveraging the significant viewer engagement with Battle for the trading desk, Leaders in Trading: The Digital Experience, otherwise known as LITDX, is a totally unique content driven digital series that will

celebrate the very best in trading talent throughout 2020.

The TRADE's editorial team welcomed two new additions, Kiays Khalil and Annabel Smith, in 2020 who contributed significantly to the increased daily news, in-depth features and digital content throughout the year, as The TRADE continued to cement itself as the only media outlet for buy-side traders.



WHAT WE DO: THE SIX PILLARS

THE TRADE MAGAZINE

The TRADE is our flagship publication, reaching trading professionals across the industry and the globe. Our quarterly magazine comprises profiles and interviews with leading buy-side figures and heads of trading, in-depth features and market reviews, news and research analysis, opinions and data relevant for traders and market participants throughout Europe, Asia and the US.

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



BESPOKE PUBLISHING

The TRADE produces a range of bespoke publications in both print and digital formats, providing industry players and conference organisers with a team of editorial, design and multimedia specialists. We have a successful track record of producing publications for domestic and overseas events, supplementary magazines and newspapers across a variety of industry topics or markets, and research projects.

Stand out from the crowd with bespoke, branded publications or event newspapers produced specifically to support your corporate message.



THE TRADE ONLINE

The TRADE's online platform, The TRADE News, has seen significant growth in recent years. Through the website – thetradenews.com – and our daily, targeted digital newsletters, our audience has access to breaking news, live reporting and in-depth analysis of the trading world's hottest topics. Sponsored thought leadership articles and digital advertising are also placed in prime positions in our daily newsletter.

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



EVENTS

The TRADE has a successful history of producing and hosting both proprietary and bespoke events, from full-day conferences covering large regulatory initiatives to more intimate briefing sessions that address niche topics of interest for trading professionals. Alongside this, The TRADE hosts two annual awards schemes – Leaders in Trading and Rising Stars of Trading and Execution, which recognise leading traders and teams across the trading, banking, brokerage and trading venue and technology landscape.

Sponsor events and/or panel sessions to engage with a targeted audience in a face-to-face environment.

MULTIMEDIA

Through our video and webinar output, The TRADE facilitates discussions on the latest industry trends, headwinds and initiatives that extend the dialogue beyond our news reporting. We produce one-to-one video interviews across both editorial and commercial lines, including videos shot on location during conferences and events. Our line of webinars has also elevated the level of industry discourse, featuring experts from across the buy-side, sell-side and technology providers.

Increase the impact of your firm's message and position your experts as leading voices of the industry through our multimedia platforms.



SURVEYS & RESEARCH

With 15 years of interaction with our audience and the wider industry, The TRADE has access to some of the biggest names in trading. Our annual surveys for Algorithmic Trading and Execution Management Systems receive submissions from buy-side users based throughout the world, with the highest-performing vendors recognised at our annual Leaders in Trading awards.

Participate in our annual and ad-hoc surveys to position your firm as the leading player in the market, with detailed analysis and reports on survey results.

2021: CALENDAR

Q1 JANUARY - MARCH 2021

The TRADE Magazine:
Publishing date - 31 March
Copy date - 24 March

Q2 APRIL - JUNE 2021

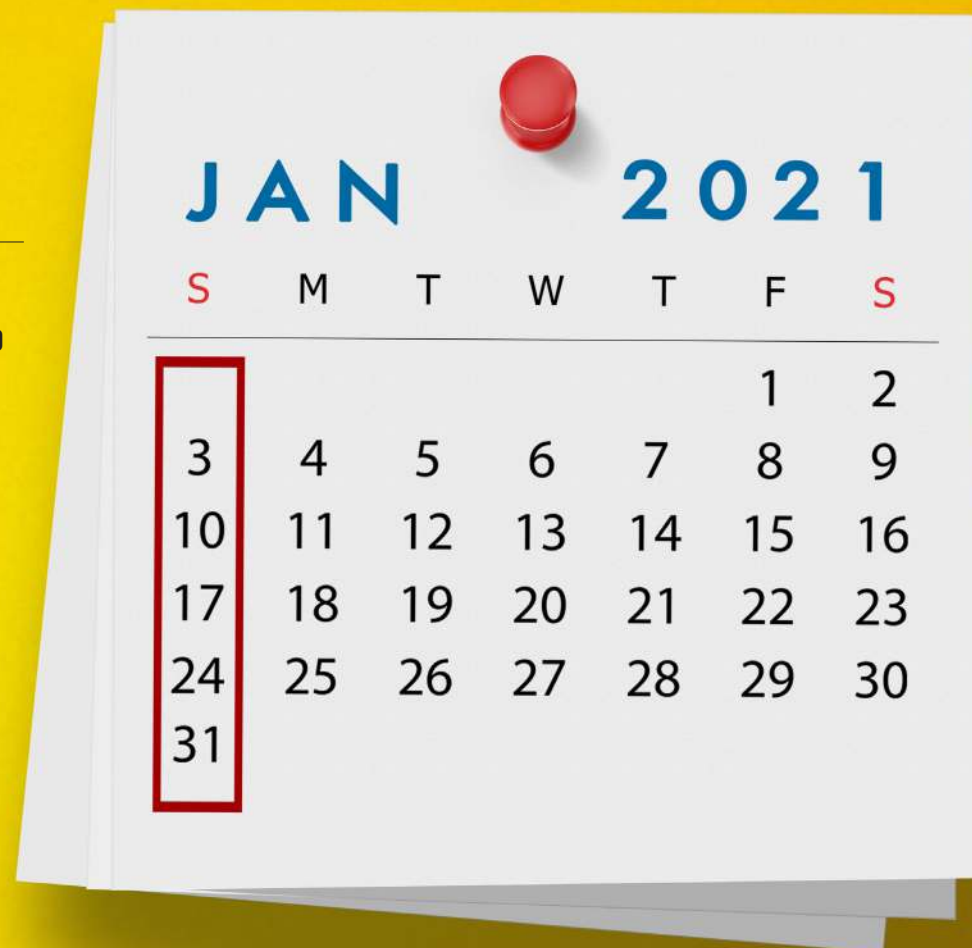
The TRADE Magazine:
Publishing date - 18 June
Copy date - 11 June

Q3 JULY - SEPTEMBER 2020

The TRADE Magazine:
Publishing date - 14 September
Copy date - 7 September

Q4 OCTOBER - DECEMBER 2021

The TRADE Magazine:
Publishing date - 10 December
Copy date - 3 December



Due to the fast-paced nature of our industry, The TRADE does not produce a forward features list, but provides a synopsis of each quarterly magazine 6-8 weeks prior to publication.

For more information, please contact **Hayley McDowell** at hayley.mcdowell@thetradenews.com

THE TRADE THE TRADE MAGAZINE

For 15 years, The TRADE has been the go-to publication for the trading community. Published on a quarterly basis, our flagship product reaches over 7,000 industry professionals worldwide, comprising a range of content that is essential for our readers:

Industry interviews

One-to-one interviews with leading industry executives, including the cover profile with heads of trading from the buy-side and the 'Big Interview' series of interviews with key sell-side executives from investment banks, brokerages, trading venues and FinTech firms.

In-depth features

Our editorial team compile in-depth features and market reviews covering the hottest topics and issues facing the asset management and wider communities, compiled through extensive interviews and research.

Latest news analysis

The most important news stories for the industry coupled with editorial analysis.

Surveys

The TRADE's proprietary Algorithmic Trading and EMS surveys provide a unique perspective on the key trends for electronic trading, featuring a detailed analysis written by our editorial team.

Thought leadership

Featuring key insights from thought leaders from the sell-side on a range of systemically important topics.

Opinion

Our editorial team provide their take on the hottest topics in the world of trading.



61%

Europe

24%

USA

15%

Asia Pacific

AUDIENCE

17%
Hedge fund

46%
Buy-side trader

10%
Other institutional investors

3%
High frequency trader

12%
Sell-side

9%
FinTech / Regulator / Consultants

3%
Trading venues

THE TRADE MAGAZINE Advertising specifications

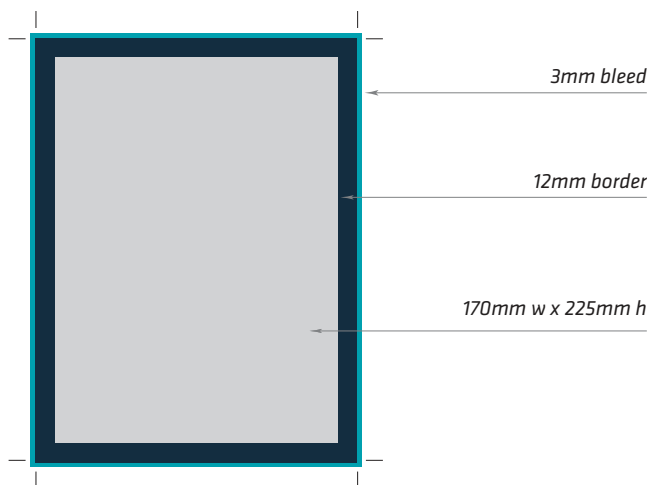
DPS Colour

(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

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

2020 Magazine Closing Dates Issue

- Q1 - Spring Edition
- Q2 - Summer Edition
- Q3 - Fall Edition
- Q4 - Winter Edition

Materials Deadline

- 13 March 2020
- 12 June 2020
- 7 September 2020
- 3 December 2020

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

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.

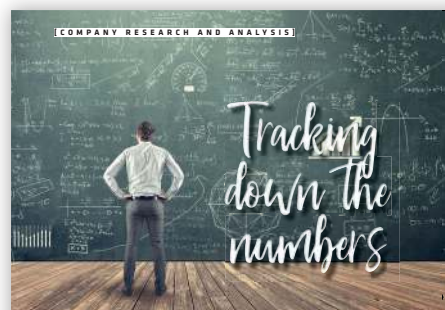
Native files are not acceptable.

THE TRADE BESPOKE PUBLISHING

Alongside its flagship print title, The TRADE offers a range of bespoke and tailored publishing services, ideal for conferences, events and unique supplements, in both print and digital issues through its expert team of editorial, design and multimedia specialists.

The TRADE has a successful track record of producing publications for domestic and overseas events, supplementary magazines and newspapers across a variety of industry topics or markets, and research projects.

For conferences and events, The TRADE produces both pre- and post-event publications, including in-depth features and news analysis, industry and speaker interviews, event agendas and previews, opinion and thought leadership articles. Our event coverage also includes detailed panel discussion reporting, session summarisation and on-the-ground interviews conducted by our editorial team, supplemented by editorial and commercial video content.



In-depth research is absolutely integral in modern day stock selection, and it is something which nearly every reputable active asset management business will devote enormous attention to.

What came first?
The stock, the sales or the country?

While a market's growth story is important to managers during the investment decision-making process, most institutions acknowledge that the quality of the underlying securities available in a country is the pivotal criterion in

any capital allocation. "For us, the return on investment of stock is the most important thing we look at," explains Vincent Nichols, investment specialist for the global emerging market equities team at BNP Paribas Asset Management. "Nonetheless, when buying equities, we always take into account broader sector and macro influences, along with geopolitical risks and currency risks."

Spitting the right words

For many emerging markets, investment decisions cannot be made in isolation. In most markets, there are on-the-ground lead experts conducting intensive research and due diligence on potential investments, as opposed to relying on recommendations from their sell-side brokers. "As a fund manager, we do a lot of visits on the ground to see companies and meet the management at their headquarters. We also leverage third party research houses who provide us with data which they gather on companies and markets," explains one London-based fund manager. Having people in the field is essential in

Banks hail 'golden age' in FX amid evolving buy-side relationships

Foreign exchange trading businesses at sell-side institutions are experiencing a 'golden age' in comparison to equities and fixed income, as banks continue to adapt to the buy-side needs in terms of new product development.

Banks are not always covered by the mainstream research houses. An expert in emerging markets says only one of the five most active global investment banks covered all the Chinese A-share stocks in the MSCI Emerging Market Index, despite the size of the domestic equity market.

Panel managers are, however, starting to leverage new information tools to acquire deeper insights. "In terms of information gathering, we are increasingly making use of social media such as Twitter. For instance, we often follow companies

Disruptive research also means that the sell-side can no longer 'build' anything and everything for the buy-side, as was once the case. (Continued on page 9)

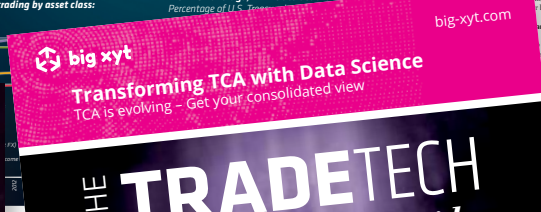
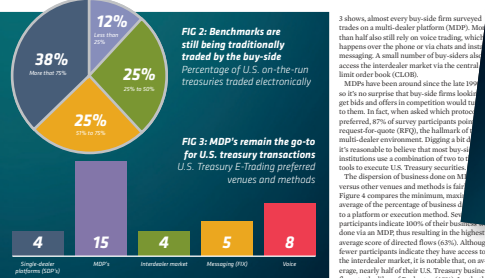
FILS IN PHILLY | research | THE OFFICIAL NEWSPAPER OF FIXED INCOME LEADERS SUMMIT 2019

TWO WORLDS COLLIDE: Is the buy-side on a path to the CLOB?

Audrey Blater, senior analyst at Alte Group, examines the preliminary results of a recent survey of trends in the US Treasury market and finds that the buy-side attitudes towards a Central Limit Order Book are shifting.



FILS IN PHILLY | research | THE OFFICIAL NEWSPAPER OF FIXED INCOME LEADERS SUMMIT 2019



Conditional orders and periodic auctions come out on top post-MiFID II

The use of periodic auctions and conditional order types are helping senior buy-side traders' average liquidity price (MiFID II) more than any other technique or strategy, according to WIP Insights.

Widespread adoption of periodic auctions and conditional order types are helping senior buy-side traders' average liquidity price (MiFID II) more than any other technique or strategy, according to WIP Insights.

Price on application. Please contact **Marc Carolissen** +44 20 7397 3807 for more details and options

THE TRADE

THE TRADE DIGITAL specifications

RUN OF SITE

- Top banner (728x90 px)
- HPU (300x600 px)
- Island (300x250 px)
- Sponsored text link

FILE SIZES & ANIMATION SPECS

- 40k maximum file size, GIF format
- Three loops – animation must cease after seven seconds

PREMIUM POSITION FILE SIZE & ANIMATION SPECS

- 60k maximum file size
- Static GIF or Animated GIF
- Animation must cease after seven seconds

HTML

- No tags
- Without JavaScript preferred

STANDARD FILES

- GIF & JPEG graphics to meet above file size criteria

RICH MEDIA

- GlobalCustodian.com accepts only HTML including JavaScript, Java Applets, Shockwave, streaming video, etc.

JAVASCRIPT AND JAVA

- Accepted on a case-by-case basis

FLASH

The movie must stop animating after seven seconds. Please supply the following:

- .fla – FLASH movie file
 - .swf – compressed version of .fla
 - .gif – alternate GIF image to be served to non capable browsers
 - URL – the linking URL for the ad
- The following code MUST be the first layer on every scene of the movie:
- On (release) {getURL (clickTag, “_blank”);}

WELCOME BANNER Premium Position

- 600x400 px
- 60k maximum file size, GIF and JPEG formats

WALLPAPER Premium Position

- Total size: 1400x800 px
- PSD template will be provided
- 200k maximum file size, GIF and JPEG formats

eNEWSLETTER

- Top banner (728x90 px)
 - Island (300x250 px)
 - Sponsored text link
- (Header – one line, up to 70 characters;
Body – 3 lines, up to 85 characters per line;
URL – must be in format “http://” not “www.”)

FILE SIZE AND ANIMATION SPECIFICATIONS

- 40k maximum file size, GIF format
- There is no rich media on the newsletters

SPONSORED MESSAGE

- Header – one line, up to 70 characters;
Body – 3 lines, up to 85 characters per line;
URL – must be in format “http://” not “www.”

Materials due five business days prior.

The TRADE's online platform, The TRADE News, provides a global audience of trading and capital markets professionals with breaking news, analysis, reporting and in-depth feature content added daily. As well as our own proprietary content, The TRADE hosts digital thought leadership articles written by the industry's leading firms and luminaries.

In an era when financial news has moved beyond the printed page and now forms the frontline of the digital landscape, The TRADE's online platform received over 2 million unique pageviews during 2019, with an increase of 71% of new visitors year-on-year.

The TRADE sends out its daily newsletter to over 8,000 subscribers, containing all the latest digital news and multimedia content, thought leaderships and event information.

The screenshot shows the Tradeweb website interface. At the top is a blue banner with the Tradeweb logo and the text 'Your connection to deep and diverse credit liquidity sources.' with a 'DIVE IN' button. Below this is a red banner that says 'THE TRADE NEWS ALERT' and 'Working for the Buy-Side'. The main content area features a date '18 December 2019' and a 'BLOG' section with a post titled 'Re: A message to the buy-side on outsourced trading' by Outsourced trading provider Tourmaline. To the right is a 'BUY-SIDE' section titled 'Fidelity Investments to launch crypto trading business in Europe'. Below that is a 'SPONSORED BY UBS' section titled 'Evolving the FX algo offering'. On the far right is a 'CLEARING in SMOOTH SAILING' graphic with the text 'with the RIGHT PARTNER. LCH' and a photo of Matt McLoughlin, head of trading at Liontrust Asset Management.

RUN OF SITE AD RATES

Leaderboard (728 x 90px)	CPM £60/\$78
MPU (300x250 px)	CPM £60/\$78
Island (300 x 600px)	CPM £60/\$78
Super Leaderboard (970 x 90px)	CPM £60/\$78
Billboard (970x250px)	CPM £60/\$78
Sponsored text link	£1,230 per month

eNEWSLETTER AD RATES

Leaderboard (728 x 90px)	£900/\$1,170
MPU (300x250 px)	£900/\$1,170
Spotlight bespoke newsletter	£5,000

THE TRADE EVENTS

The TRADE has continued to build out its event portfolio worldwide, hosting events throughout Europe, North America and Asia in recent years, constantly refining and developing our offering of proprietary and bespoke events in 2019.

The TRADE produces a range of full-day conferences, specialised briefings, panel discussions and private roundtables throughout the year, covering the biggest topics and talking points for the industry. Our bespoke events cater to a tailored audience demographic and size, formatted to individual topics or talking points, featuring high-level speakers from across the buy-side, sell-side, trading venues and technology experts.

In 2019, The TRADE hosted the third and final event in its regulatory-focused series, MiFID II – Check Up, which saw a sold-out crowd join the discourse to review the state of the European landscape 12 months after the regulatory initiative was introduced.

Our flagship awards dinner, Leaders in Trading, drew over 250 guests in late November for another fantastic evening and continued to set the standard for the industry. The TRADE was also delighted to host our annual Rising Stars of Trading and Execution, recognising 20 of the buy-side's best and brightest talents, and the second annual Plato Debates event on the same evening.

*The TRADE
looks forward to
welcoming back
our live events as
soon as it's safe
to do so*

PRICES ON
APPLICATION



January
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February
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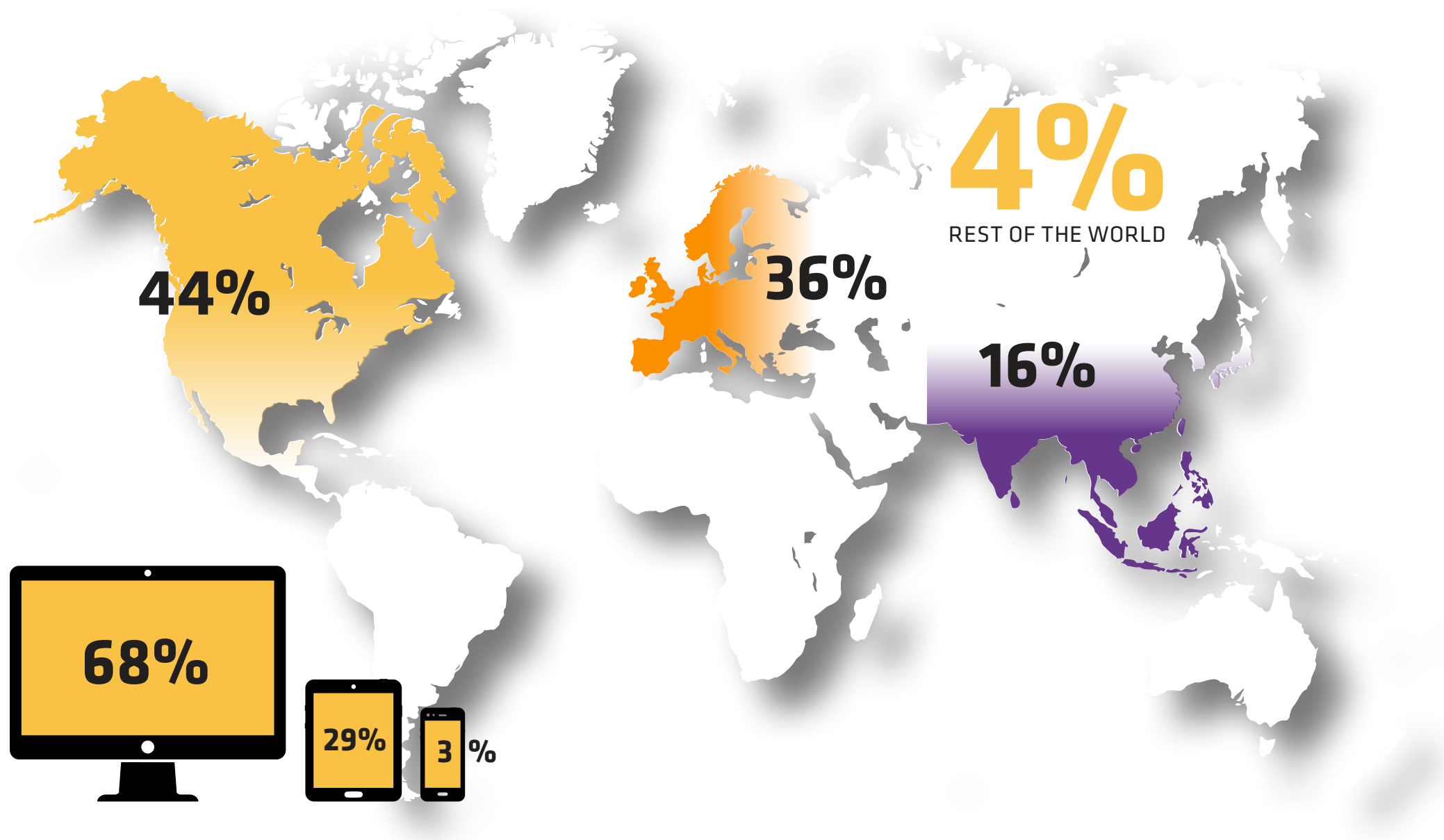
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November
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December
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DIGITAL AUDIENCE BREAKDOWN



THE**TRADE**
MULTIMEDIA

Through our video and webinar output, The TRADE facilitates discussions on the latest industry trends, headwinds and initiatives that extend the dialogue beyond our news reporting. We produce one-to-one video interviews across both editorial and commercial lines, including videos shot on location during conferences and events. Our line of webcasts has also elevated the level of industry discourse, featuring experts from across the buy-side, sell-side and technology providers.

Increase the impact of your firm's message and position your experts as leading voices of the industry through our multimedia platforms.

WEBINARS

The TRADE produces bespoke and tailored webcasts on the industry's hottest topics for targeted portions of our global audience. Our production team produce webinar broadcasts lasting up to one hour, hosted by a member of our editorial team and featuring expert speakers from across the trading and technology communities. Webinars are an excellent way to quickly identify and engage with a qualified audience of traders and market participants, positioning your as an industry expert through an informative and objective panel discussion accessible online from anywhere in the world.

TRADE TV

The TRADE's video production has gone from strength to strength in recent years, and now forms a key part of both our editorial and commercial portfolios. Video offers instant impact, greater visibility for your spokespeople and higher engagement rates through social media. The TRADE's editorial team conduct one-to-one interviews and fireside chats for recording and subsequent online promotion, including the daily newsletter. Our production team accompanies us to the industry conferences, including FIX EMEA, TradeTech and the Fixed Income Leaders Summit, on-site videos and interviews, providing instant collateral.

INTERVIEWS

MORE INTERVIEWS >



September 24th, 2019
**London Stock Exchange:
 Auto-completing RFQ -
 Part One**



September 17th, 2019
Quod Financial: How trading is changing through AI



September 16th, 2019
Devexperts: Addressing legacy tech in FX



September 13th, 2019
**The TRADE at TradeTech
 FX Europe: Day Two**



September 13th, 2019
LCH: Uncleared margin rules and the buy-side



September 12th, 2019
The TRADE at TradeTech
FX Europe: Day One



September 12th, 2019
FlexTrade: The single workflow pipeline



June 12th, 2019

Cboe Global Markets: Cboe Futures Exchange in 2019



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

THE TRADE 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 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

THE TRADE

Rate your EMS vendors in THE TRADE's Execution Management Systems Survey 2019

SURVEY CLOSED

Thank you for your interest in The TRADE 2020 Execution Management Systems Survey. This survey is now closed. However we encourage you to return for The TRADE 2021 Execution Management Systems Survey.

Please note that this survey will close on **Friday 14th August, 2020**

Please contact Karen Delahoy at karen.delahoy@thetradenews.com / +44 (0)20 7397 3826 for any assistance.

About Yourself

* Name

* Email

* Job Function

* Country where you are based

Please select

About Your Organisation

* Name of your organisation

Approximate total value of assets (billions USD)

please select

Primarily what type of firm are you?

☐ Hedge Fund
☐ Long Only Manager
☐ Institutional
☐ Retail
☐ Other

What type of clients do you have?

☐ HNWI's and Wealth Managers
☐ Institutions (e.g. pension funds)
☐ Retail
☐ Institutions and Retail

About Your Use of Execution Management Systems

1. What type of securities do you trade elect

THE TRADE

The TRADE 2021 Algorithmic Trading Survey

Celebrating 14 years of Algo Research

By completing the survey I agree with terms of The TRADE's [Privacy Policy](#).

If you have a saved survey already in progress, please click [here](#).

Please refer to our [FAQ](#) for troubleshooting steps.

[Email For Assistance](#) or call our London office: +44 (0)20 7397 3826

About Yourself

* Name

* Email

* Job Function

* Country where you are based

Please select

About Your Organisation

* Name of your organisation

Approximate total value of assets (billions USD)

please select

Primarily what type of firm are you?

☐ Hedge fund
☐ Long-only manager
☐ Primarily long-only manager but with some hedge fund strategies
☐ Institutional
☐ Retail
☐ Other (please specify):

What type of clients do you have?

☐ High Net Worth Individuals and Wealth Managers
☐ Institutional
☐ Retail

THE TRADE

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