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.

The head of trading at Invesco says outsourcing the asset manager’s equities trading desk is out of the question, claiming “I don’t think anybody can do it better than we could”. During an Oxford-style debate on outsourcing execution services, David Miller lauded Invesco’s in-house capabilities and systems when asked outright if the company would ever consider the concept.

“I would say some of the trades we have are best of breed anyway,” said Miller. “I don’t think anybody can do it better than we could. We’ve got the experience, the technological back-up as well, we’ve got the systems and the support, so, no.”

Invesco’s head of trading rules out outsourcing equities trading, saying ‘nobody can do it better than us’.

Continues on page 8

“A diverse way of thinking: By linking diversity with inclusion the result can be innovation, through the freedom of ideas and the freedom of thought.”

www.thetradenews.com
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, Klays 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.

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.

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.

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.

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.

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.

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

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

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

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

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

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.

Marc Carolissen | +44 20 7397 3807 | marc.carolissen@thetradenews.com
**2021: CALENDAR**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Month</th>
<th>Publishing Date</th>
<th>Copy Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>JANUARY – MARCH 2021</td>
<td>31 March</td>
<td>24 March</td>
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<tr>
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<td></td>
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<td>Q2</td>
<td>APRIL – JUNE 2021</td>
<td>18 June</td>
<td>11 June</td>
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<td>Q3</td>
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<td>14 September</td>
<td>7 September</td>
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<tr>
<td>Q4</td>
<td>OCTOBER – DECEMBER 2021</td>
<td>10 December</td>
<td>3 December</td>
</tr>
<tr>
<td></td>
<td>The TRADE Magazine:</td>
<td></td>
<td></td>
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</table>

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

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

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 commission 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.

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2020 Magazine Closing Dates Issue

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date</th>
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<tr>
<td>Q1 - Spring Edition</td>
<td>13 March 2020</td>
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<td>Q2 - Summer Edition</td>
<td>12 June 2020</td>
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<tr>
<td>Q3 - Fall Edition</td>
<td>7 September 2020</td>
</tr>
<tr>
<td>Q4 - Winter Edition</td>
<td>3 December 2020</td>
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Materials Deadline

- 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

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

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2021 Media Kit
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.

THE TRADE

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

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

THE TRADE TECH FX Daily

Transforming TCA with Data Science

THE TRADE TECH Daily

LEGACY TECH ENLIGHTENMENT

EMERGING MARKETS SPECIAL

THE CHALLENGE OF EMERGING MARKETS BOND TRADING CURRENCY, REGULATORY AND REGULATORY CHALLENGES, THE FOCUS ON EMERGING MARKETS TRADING STRATEGIES THE RISE OF THE EMERGING MARKETS SPECIALIST THE EMERGING MARKETS SPECIALIST

THE TRADE

THE TRADE

FILS IN PHILLY | research | Featuring

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

Audrey Rider, senior analyst atcite Group, reviews the preliminary results of a recent survey of brokers in the US Treasury market and finds that the buy-side attitudes towards a central limit order book are shifting.

High-touch trading at their headquarters. We do a lot of visits on the ground to see ground local experts conduct

A range of bespoke and tailored publishing services, portfolio managers. In comparison conducting bottom-up analysis at their headquarters. We do a lot of visits on the ground to see ground local experts conduct

INTERDEALER TRADE

Emerging Markets

bigsx.com

Transforming TCA with Data Science

Voice

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

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

THE TRADE TECH FX Daily

THE TRADE TECH Daily

LEGACY TECH ENLIGHTENMENT

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

---

**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**
- 30k 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.*

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**RUN OF SITE AD RATES**

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<th>CPM £60/$78</th>
<th>CPM £60/$78</th>
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<td>£600/$780</td>
</tr>
<tr>
<td>Island (300x600 px)</td>
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<tr>
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<td>Billboard (970x250 px)</td>
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**eNEWSLETTER AD RATES**

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<th>Size</th>
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<td>MPU (300x250 px)</td>
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<tr>
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**HTML**
- No `<span style>` tags
- Without JavaScript preferred

**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:
    ```javascript
    On (release) {getURL (clickTag, "_blank");}
    ```
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.
DIGITAL AUDIENCE BREAKDOWN

- THE TRADE
- Marc Carolissen | +44 20 7397 3807 | marc.carolissen@thetradenews.com

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>44%</td>
</tr>
<tr>
<td>Europe</td>
<td>36%</td>
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<tr>
<td>Asia</td>
<td>16%</td>
</tr>
<tr>
<td>Rest of the World</td>
<td>4%</td>
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</tbody>
</table>

- 68% on desktop
- 29% on mobile
- 3% on smartphone

2021 Media Kit
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.

CATHY GIBSON
Head of Dealing - Royal London Asset Management

DAVID HOWSON
Chief Operating Officer of BBO Futures Exchange

How Technology Impacts Success in the Volatility Game

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

WEBINARS

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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.

For roundtable and content information please contact:
Karen Delahoy
+44 (0)20 7397 3826
karen.delahoy@thetradenews.com

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

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