

# THE TRADE

**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 heads of trading desks, buy-side dealers, high-frequency traders, 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, documentaries, webcasts, video interviews, surveys and research, and other rich media content.

# 2022 Media Kit

[www.thetradenews.com](http://www.thetradenews.com)





# THE TRADE 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.



## THE TRADE DIGITAL

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.

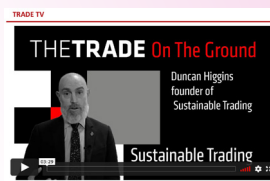
Take advantage of targeted promotion and PR, increase your brand awareness and access high traffic advertising via our customised digital promotion packages.



## 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.



## 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.



JP Morgan doubles down on machine learning for FX algorithms

## 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.



## 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.



# 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
- Surveys
- In-depth features
- Thought leadership
- Latest news analysis
- Opinion



## 2022 CALENDAR

### Q1 MARCH 2022

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

### Q2 JUNE 2022

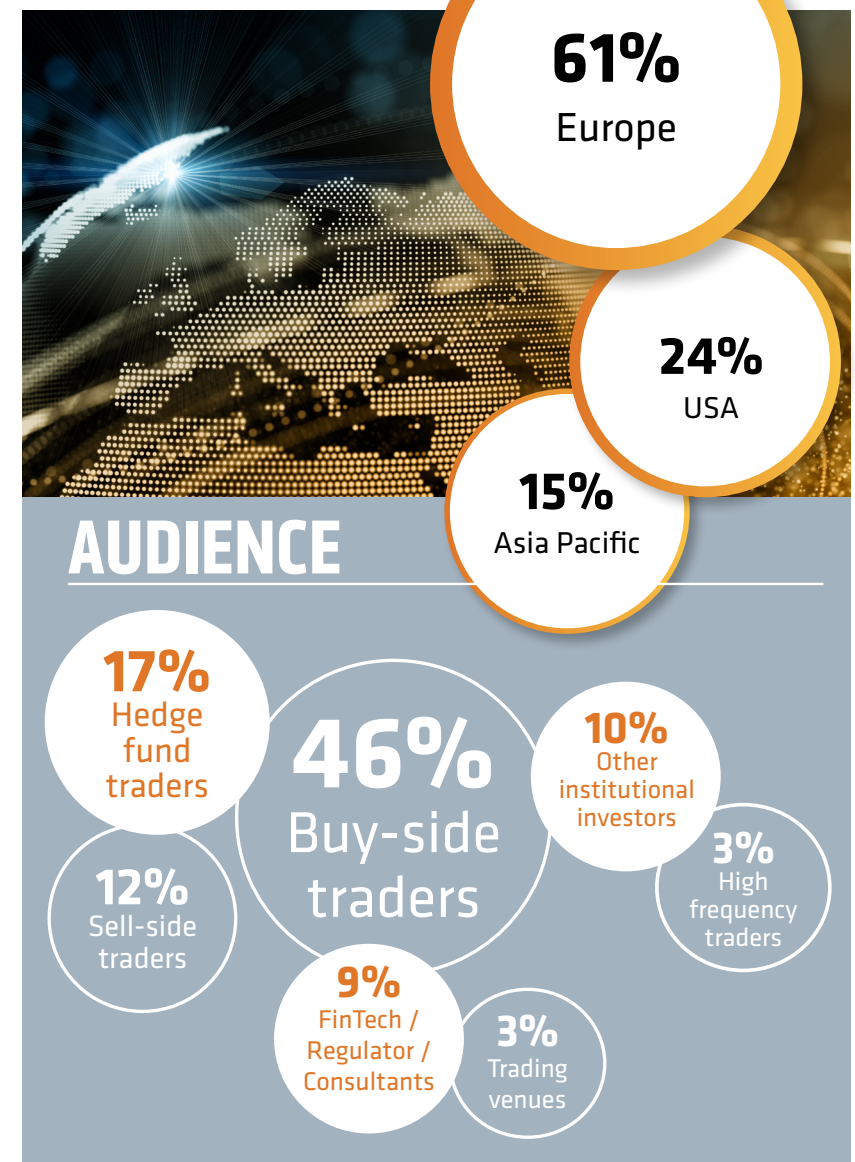
The TRADE Magazine:  
Publishing date - 17 June  
Copy date - 11 June

### Q3 SEPTEMBER 2022

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

### Q4 DECEMBER 2022

The TRADE Magazine:  
Publishing date - 9 December  
Copy date - 3 December



# THE TRADE MAGAZINE Pricing and Ad Spec

## DPS Colour

(Price per insertion)

	1x	2x	3x	4x
Full Page (£)	£15,100	£13,590	£12,835	£12,080
Full Page (\$)	\$19,630	\$17,667	\$16,685	\$15,704

## Full-page Advert

(Price per insertion)

	1x	2x	3x	4x
Full Page (£)	£8,100	£7,290	£6,885	£6,480
Full Page (\$)	\$10,530	\$9,477	\$8,950	\$8,424

## Thought Leadership Articles:

1 page (400 words)	£4,050 / \$5,265
2 pages (800 words)	£8,100 / \$10,530

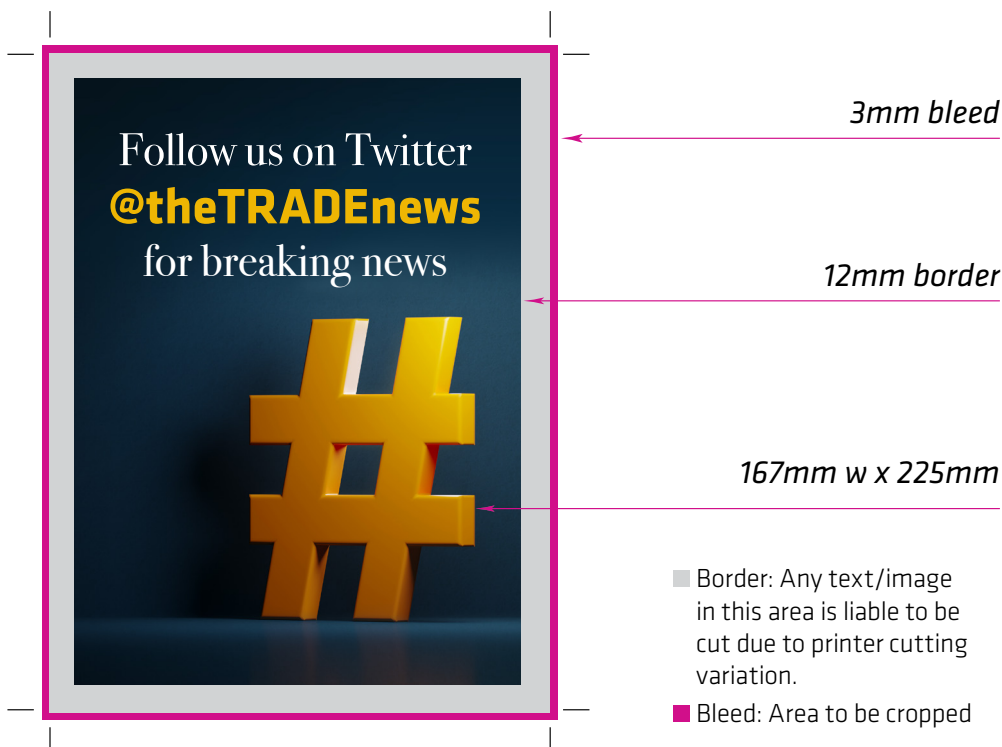
## Publisher produced content – P.O.A.

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 FILES ARE THE ONLY ACCEPTABLE MATERIAL FORMAT.**

## Check List

- Correct page size
- 3 mm bleed
- All fonts to be flattened or vector (outlined)
- All images are linked and updated
- Resolution for gray scale and CMYK images should be at least 300 dpi



## Standard Unit

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

DPS set up as 2 single pages, facing

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

For black ink colors, the recommended spec is 100% black. Fonts and high resolution images must be embedded. **Native files are not acceptable.**

**PDF FILES ARE THE ONLY ACCEPTABLE MATERIAL FORMAT.**

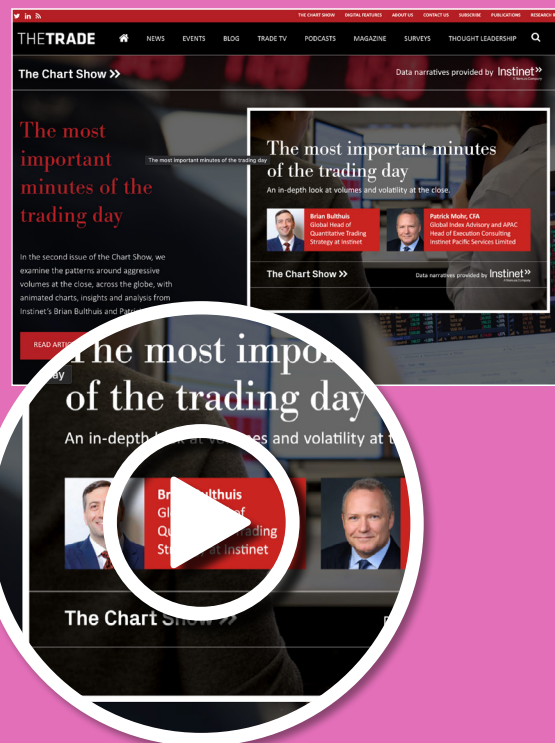


# THE TRADE BESPOKE PUBLISHING



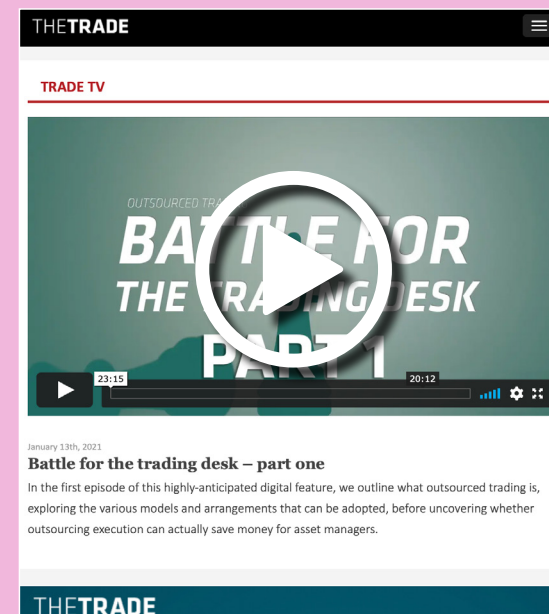
## Print supplements

**A**longside 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.



## Special projects

**T**he 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.



## Digital Features

**T**he TRADE's 2021 multimedia production output eclipsed its 2020 successes. With four more long-form documentary projects in the can in 2021 alone, it is clear that we have barely tapped the industry's appetite for this most innovative of products. Get in touch with the team to find out more about our 2022 documentary plans.

# THE TRADE

## THE TRADE DIGITAL Pricing and Specs

### RUN OF SITE AD RATES

Leaderboard	728x90	£69 /\$90 cpm
Jumbo Leader	970x90	£69 /\$90 cpm
Billboard	970x250	£69 /\$90 cpm
HPU	300x600	£69 /\$90 cpm
Island	300x250	£69 /\$90 cpm

### PREMIUM

Welcome	600x400/640x480	POA
Skin	1400x800	POA
Roller	2000x1125	POA
Flex	2000x300	POA
PPD	1040x60 collapsed;1040x250 expanded	POA

### NEWSLETTER

Top Banner	728x90	£900/ \$1,170
Island	300x250	£900/ \$1,170
Sponsored text link	Text	£1,230

### Run of Site and Welcome Ad Specs:

- Leaderboard – 728x90
- Jumbo Leaderboard – 970x90
- Billboard – 970x250
- HPU – 300x600
- Island – 300x250
- Welcome Ad – 600x400 or 640x480

### File Types Accepted and File Limits

- GIF/JPEG, HTML, DHTML, JavaScript, HTML5; accepted upon testing
- 200K max file size, 100K back up file
- Third-party tags accepted. Please include image/link tracking documentation for macro implementation
- All third-party tags, Rich Media JavaScript/HTML/HTML5 creatives must be secure (SSL).
- Three loop limit (animation must cease

after 15 seconds)

- Monitoring tags are accepted. Blocking tags will not be accepted
- Accepted video file formats(only 300x250 and 300x600): Youtube link; VAST; video URL; html5 ; video asset (.mov; .mp4)
- All Rich Media ad must have static-back-up images. GIF, JPG, PNG, etc.HTML5 Ads
- HTML: No <span style> tags; without JavaScript preferred
- HTML5 creatives can be served directly in our ad server as a raw file or served through a third-party rich media vendor such as DoubleClick, Celtra, Pointroll or AdRoll

**Initial Load:** Asset files are immediately loaded when the ad tag is inserted in the page; max 200k

**Polite Load:** All of the creative's subsequent assets are loaded once the host webpage has completed loading; 2mb

- Roller - 16:9 or 2000x1125 px image
- Flex - 20:3 or 2000x300 px image
- PPD - 2 creatives required; 1040x60 px image (collapsed) and 1040x250 px image (expanded)

### File Types Accepted and File Limits

- GIF/JPEG/PNG/BMP files
- 200K max file size
- Three loop limit, animation must cease after 15 seconds
- Third party tags not accepted
- One linking URL per ad. Click tags accepted.
- 1x1 tracking pixels accepted upon testing.
- Retargeting urls not accepted.
- Accepted video file formats: Youtube link; VAST; video URL; html5 ; video asset (.mov; .mp4)

### Newsletter Specs:

- Top Banner - 728x90
- Island - 300x250

### File Types Accepted and File Limits

- 60K max file size
- GIF, JPG, and PNG format; 3rd party image tags not accepted
- 1x1 pixels not accepted (no impression trackers)
- 3rd party click tags accepted
- No looping; no animation; static images only

- Sponsored text link – Text

### File Types Accepted and File Limits

- Header – one line, up to 70 characters
- Body – 3 lines, up to 85 characters per line
- URL – must be in format “https://” not www.
- 1x1 pixels not accepted (no impression trackers)
- 3rd party click tags accepted

### BANNER METRICS

Name	Sizes	Average Monthly Impressions	Average Monthly Clicks	Average Monthly CTR	Average Viewability
Top Leaderboard	728x90/970x90	70,836	32	0.05%	54.44%
Mid Leaderboard	728x90	12,254	3	0.02%	25.85%
Bot Leaderboard	728x90	16,647	7	0.04%	24.53%
Top Island	300x250/300x600/300x1050	75,143	140	0.19%	65.42%
Mid Island	300x250/300x600	10,127	6	0.06%	9.11%
Bot Island	300x250	55,322	21	0.04%	44.43%

### SITE METRICS

Average Monthly Pageviews	137,193
Average Monthly Visits	52,727
Average Monthly Unique Visitors	32,822
Average Site Viewability	48.80%
Top Island	300x250/300x600/300x1050
Mid Island	300x250/300x600
Bot Island	300x250

### TOP 6 COUNTRIES

Country	Users
United States	36.33%
United Kingdom	14.32%
India	7.23%
Singapore	3.21%
Hong Kong	3.01%
China	2.77%

### Clicktag Insertion for HTML5

```
<html>
<head>
<meta name="ad.size"
content="width=300,height=250">
<script type="text/javascript">
var clickTag = "http://www.google.com"; </script>
</head>
[The rest of your creative code goes here.]
</html>
```

**Your creative must use the click tag variable as the click-through URL:**

```
<a href="javascript:window.open(window.clickTag)"></a>
```

### Premium Specs:

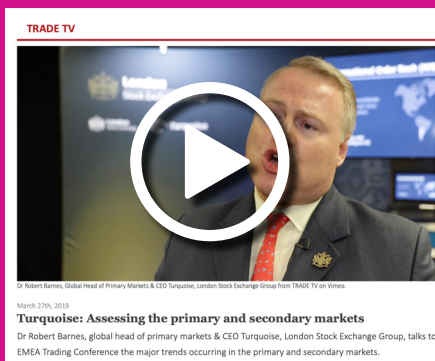
- Skin - 1400x800 px image (2 creatives required; 225x800 px rails and 1175x65 px header)

# THE TRADE EVENTS

The TRADE runs its own proprietary events and attends industry events globally throughout the year. At our own events, organisations can engage with our publication through discussions, video interviews and bespoke sponsorships. At industry events such as conferences, our multimedia team have a rich track record of conducting and publishing videos, podcasts and panel discussions, working to the quickest turnaround times possible.

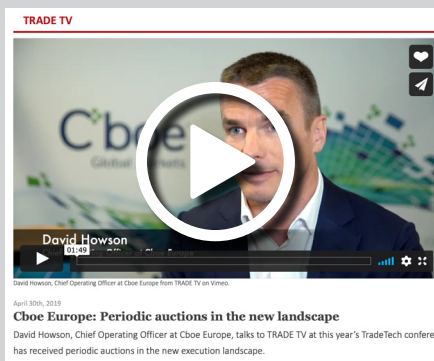
## Q1 FIX EMEA Trading

24 March, 2022  
Leonardo Royal  
St Paul's, London



## Q2 Tradetech, Europe

11 - 12 May, 2022  
Palais des Congrès  
de Paris



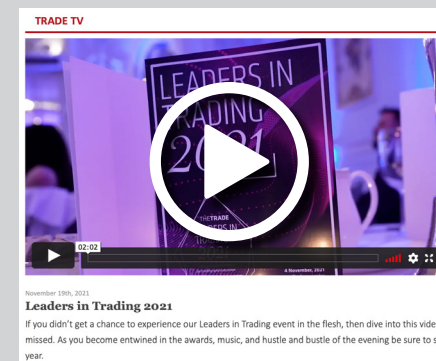
## Q3 TradeTech FX

September, 2022  
Location and venue: tbc



## Q4 Leaders in Trading

3 November, 2022  
The Savoy, London



**Watch this Space:** TRADE Roadshow Roadshow; MifiD II Review – a series of discussions cities; London, Frankfurt, Paris, Amsterdam, Stockholm

*For sponsorship enquiries, contact Marc Carolissen*

# THE **TRADE** MULTIMEDIA

## DOCUMENTARIES

The TRADE's 2021 multimedia production output eclipsed its 2020 successes. With four more long-form documentary projects in the can in 2021 alone, it is clear that we have barely tapped the industry's appetite for this most innovative of products. Get in touch with the team to find out more about our 2022 documentary plans.

### DOCUMENTARY PROJECTS – £ POA



## WEBINARS

Our state-of-the-art webinar platform – offering live polls, downloadable content, and an interactive chat forum – allows sponsors to reach targeted audiences in jurisdictions around the globe through a live discussion around a focused topic or industry challenge.

### WEBINAR PROJECTS – £ POA



## TRADETV

The TRADE's video production forms a key part of editorial and commercial portfolios, offering instant impact, greater visibility and high engagement rates through our digital and social media channels. Video coverage at industry conferences, with the editorial team's on-site, one-to-one interviews and fireside chats, provide instant collateral.

### SPONSORED TRADETV VIDEO PROJECTS – £ POA

*ON THE GROUND*

## PODCASTS TRADE TALKS

A leading podcast series allows sponsors to reach targeted audiences right across the globe through live discussions around a focussed topic or industry challenge.

Touch base to discuss partnering on an podcast.

### SPONSORED PODCAST PROJECTS – £ POA



THE **TRADE**  
Talks 

**TRADE  
Calls**



# THE TRADE SURVEYS & RESEARCH

## Algorithmic Trading Survey: Long-only and Hedge Funds

The TRADE has been collecting market intelligence and client perception data on algorithmic trading for the past 15 years. Buy-side traders are asked to rate their algo provider(s) across 15 aspects of service, including key areas such as execution consistency, increased trader productivity and access to dark or alternative liquidity. The data collection period runs from December to February, the published results are then broken down into long-only and hedge fund responses and published in the Q1 and Q2 editions of the magazine respectively.



## Execution Management Systems Survey

The TRADE has been carrying out its industry-leading survey into execution management systems over the past 10 years. The survey looks at market trends in the EMS space as well as client perception of vendors, rating their EMS offering across 13 functional criteria, including key aspects of service such as reliability and availability, post-implementation client service and FIX capabilities. Survey data is collected throughout June through to August, with the results being published in the Q3 edition of the magazine.

### Marketing opportunities:

- Advertising within the published results (ads purchased in advance can include digital accreditations)
- Digital accreditations available to outperformers across various categories
- Survey reprints, highlighting your outperformance, including your advert and digital accreditations
- Video interview discussing the survey results, outperformance and your current offerings around electronic trading
- Print/digital article discussing outperformance and your current offerings around electronic trading
- More granular data available via research reports and consultations

**Top performers in this year's surveys will be recognised at The TRADE's annual Leaders in Trading awards, taking place at The Savoy in London on 3rd November 2022.**

**For information on the Algorithmic Trading or EMS Survey please contact**  
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# THE TRADE

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