THE**TRADE**

2023
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 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.
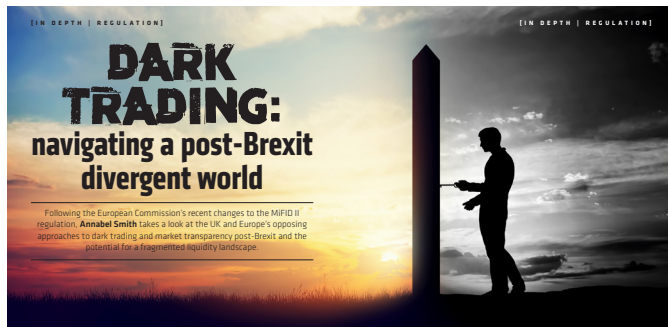
"The TRADE is packed full of up-to-date information across all asset classes. The equity offering ranges across all aspects from market structure, in-depth interviews to deep dives into specific topics from across the industry. A benchmark publication used by many."

LOUISA PAUL, GLOBAL HEAD OF EQUITY DEALING, BARINGS

THE**TRADE**

THETRADENEWS.COM
ISSUE 73 | Q3 2022

Dwayne
Middleton

T.Rowe Price's global head of fixed income trading speaks on the challenges of volatility, liquidity and stability in the current trading environment

PLUS: MALIN NORBEG, GLOBAL HEAD OF FIXED INCOME TRADING AT NORGES BANK INVESTMENT MANAGEMENT; **A LOOK INTO CONCERNS SURROUNDING FIXED INCOME DEFFERAL TIMES;** TRADING VENUES' NEW ROLE AND HOW DIVERSIFIED TOOLBOXES CAN IMPROVE COMPETITIVENESS; **THE ONGOING EVOLUTION OF EMS** AND MORE...

THE**TRADE**

WORKING FOR THE BUY-SIDE   THETRADENEWS.COM | **EMERGING MARKETS** | SPRING 2019

IN ASSOCIATION WITH ◆❌ HSBC

EMERGING MARKETS
SPECIAL

THE CHALLENGES OF EM RESEARCH | INVESTORS BULLISH ON 2019 | ACCESSING EQUITIES |
THE IMPORTANCE OF EFFECTIVE LIQUIDITY MANAGEMENT | ARE DISTINCTIONS STILL RELEVANT? |
GREATER CHINA ETFS ON THE RISE | FRONTIER MARKETS BECOME NOT-SO WILD |

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THETRADENEWS.COM
ISSUE 74 | Q4 2022

PLUS: JUPITER'S MIKE POOLE TALKS HIS PROMOTION | **UBS ASSET MANAGEMENT DISCUSS ALGOS** | THE GILTS CRISIS | **PRE-HEDGING** | LEADERS IN TRADING 2022

Gráinne
O'Connor

Team Spirit: Our Trader of the Year for 2022 discusses the importance of diversity, the multi-cultural make-up of her team, and how this strength has helped them to handle the year's unprecedented volatility.

THE **TRADE** MAGAZINE

For 16 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:

[IN DEPTH | REGULATION]
[IN DEPTH | REGULATION]

DARK TRADING: navigating a post-Brexit divergent world

Following the European Commission's recent changes to the MiFID II regulation, **Annabel Smith** takes a look at the UK and Europe's opposing approaches to dark trading and market transparency post-Brexit and the potential for a fragmented liquidity landscape.

- ■ Industry interviews
- ■ In-depth features
- ■ Latest news analysis
- ■ Surveys
- ■ Thought leadership
- ■ Opinion

THE**TRADE**

Grainne O'Connor

[BUY-SIDE COVER | JANUS HENDERSON INVESTORS]
[BUY-SIDE COVER | JANUS HENDERSON INVESTORS]

TRADING DESK OF THE YEAR
Janus Henderson Investors

2023 CALENDAR

Q1 MARCH 2023

The TRADE Magazine:
Publishing date - 17 March
Copy date - 10 March

Q2 JUNE 2023

The TRADE Magazine:
Publishing date – 23 June
Copy date – 16 June

Q3 SEPTEMBER 2023

The TRADE Magazine:
Publishing date – 22 September
Copy date – 15 September

Q4 DECEMBER 2023

The TRADE Magazine
Publishing date – 15 December
Copy date – 8 December

61% Europe

24% USA

15% Asia Pacific

AUDIENCE

17% Hedge fund traders

12% Sell-side traders

46% Buy-side traders

10% Other institutional investors

3% High frequency traders

9% FinTech / Regulator / Consultants

3% Trading venues
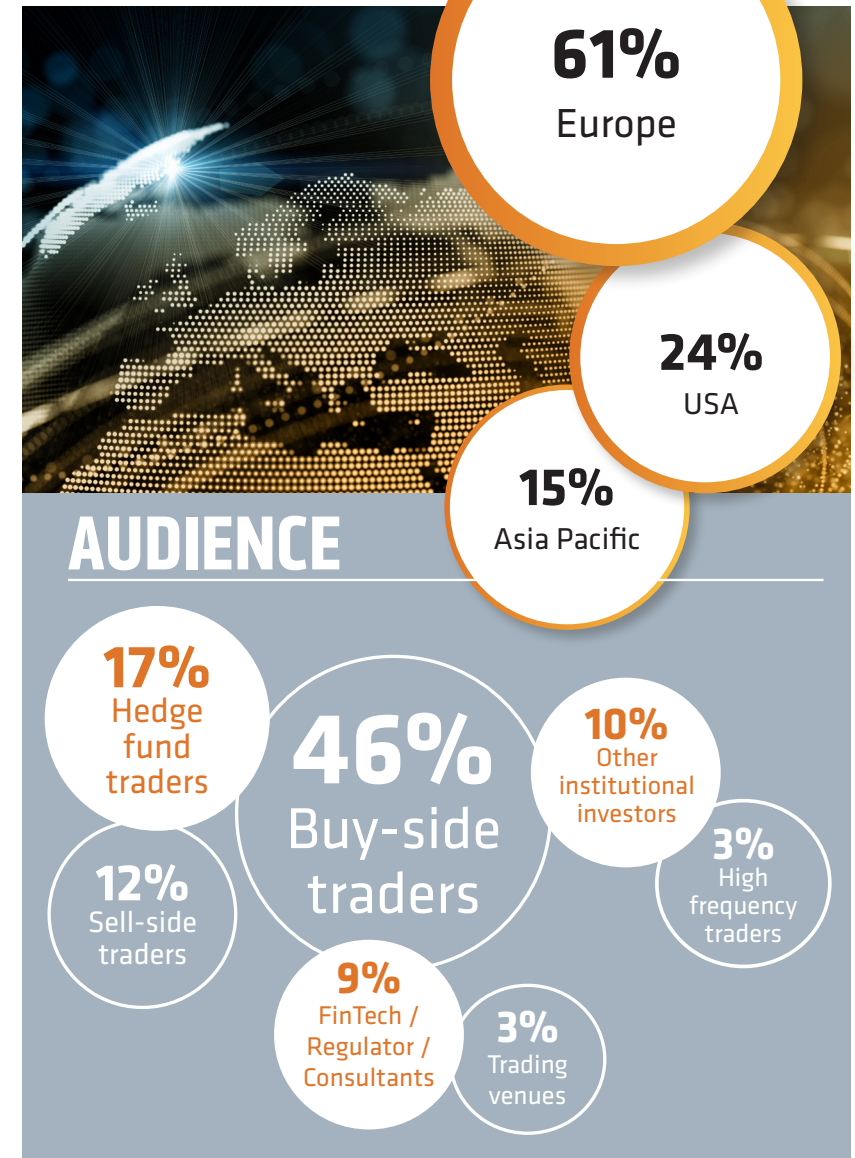
THE **TRADE** DIGITAL Pricing and Specs

RUN OF SITE AD RATES

Leaderboard	728x90	£75 /$90 cpm
Jumbo Leader	970x90	£75 /$90 cpm
Billboard	970x250	£75 /$90 cpm
HPU	300x600	£75 /$90 cpm
Island	300x250	£75 /$90 cpm

NEWSLETTER

Top Banner	728x90	£1,000/ $1,200
Island	300x250	£1,000/ $1,200
Sponsored text link	Text	£1,230

"The TRADE provides insights into market relevant topics through multiple lens: buy-side, sell-side, exchanges, making it possible to holistically understand market impact."

SUPURNA VEDBRAT, GLOBAL HEAD OF TRADING, BLACKROCK

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%

"The TRADE is the preeminent industry journal and news source. It is a must-read for market participants who want to get the latest industry information, while also find in-depth interviews with a broad spectrum of their peers. The TRADE team's excellent relationships with the Street allows them insight from senior figures which is invaluable."

STUART LAWRENCE, HEAD OF UK EQUITY TRADING, UBS ASSET MANAGEMENT

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

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.

Follow us on Twitter
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for breaking news

3mm bleed

12mm border

167mm w x 225mm

■ Border: Any text/image in this area is liable to be cut due to printer cutting variation.
■ Bleed: Area to be cropped
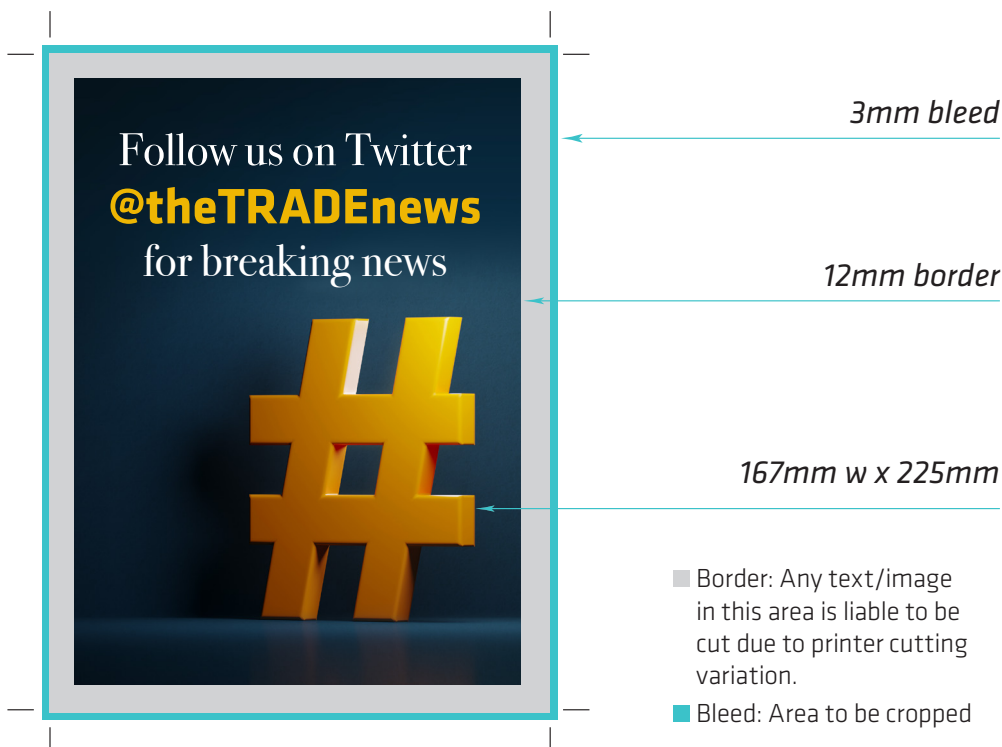
Standard Unit

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.

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

THE**TRADE**
MULTIMEDIA

DOCUMENTARIES

The TRADE's 2022 multimedia production output eclipsed its 2021 successes. With several more-long form documentary projects in the pipeline for this year 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 2023 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 – FROM £10,000

TRADETV

The TRADE's video production forms a key part of editorial and commercial portfolios, offering instant impact, greater visibility and high engagement rates though 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 VIDEO INTERVIEWS – £2,000

ROUNDTABLES

Following the success of this format in 2022, The TRADE will be organising four topical roundtable discussions over the course of the year: starting with a detailed exploration of 'The Close' in January. All video content created is professionally filmed, edited, and promoted by The TRADE machine. Content is cross-distributed via video segments across our extensive digital platform through multiple channels including website, newsletter, mailing list and social media; while each roundtable is also published as a full feature (plus professional photography) in our highly respected digital and print quarterly magazine editions. Both individual seats and full event options are available for sponsorship: get in touch with our sales team to learn more about opportunities.

SPONSORED ROUNDTABLE SEAT - FROM £6,000

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 16 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 11 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 keys 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.

SPECIALIST RESEARCH/SURVEYS - £POA

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 8th November 2023.

For information on the Algorithmic Trading or EMS Survey please contact
Karen Delahoy
+44 (0)20 7397 3826
karen.delahoy@thetradenews.com

THE**TRADE**
LEADERS IN TRADING

Leaders in Trading: 8 November, 2023

The Leaders in Trading awards evening is The TRADE's flagship event of the year, recognising the finest trading talent across the industry including asset managers, hedge funds, banks, brokers, exchanges and technology vendors. The awards acknowledge the biggest achievers in The TRADE's reputable Algorithmic Trading and Execution Management Surveys, as well as honouring the top buy-side traders, rising stars and other market players in our editor's choice and innovation categories.

Held, as always, at the prestigious Savoy Hotel in London, the 2022 event was another annual sell-out event with a total attendance of over 300 guests, offering the opportunity to network with some of the biggest names in the industry and celebrate achievements throughout the year. This year, with two exciting new surveys in the pipeline, promises to be even more spectacular.

"The TRADE is a great source of industry updates and information. The team are on top of regulation, market trends and the people side of the business. Their digital transformation has been impressive and has made the timeliness of their publications very useful. Their Leaders in Trading event is a highlight in the calendar each year."

MATTHEW MCLOUGHLIN, HEAD OF TRADING, LIONTRUST ASSET MANAGEMENT

PRICING:

£11,000 FOR A TABLE OF 10 GUESTS
£6,500 FOR A TABLE OF 5 GUESTS
SPONSORSHIP PACKAGES POA

THE**TRADE**
LEADERS IN TRADING
2023
Award

OUTSOURCED PUBLISHING AND SUPPLEMENTS

THE TRADETECHFX *Daily*

THE OFFICIAL NEWSPAPER OF TRADETECH FX EUROPE 2022

GARY COLLIER p. 20

The CTO of Man Alpha talks technology, trading and tweaking your strategy to tailor for the future.

PLUS

Ankur Pruthi of NBIM on the FX Global Code
Voices from the floor: Traders give their views on this year's volatile markets
Crypto convergence: Why institutional FX traders are adjusting their strategy

Elke Wenzler

The head of trading at MEAG gives her insights on where the FX markets are headed in 2023, and what to watch out for in this strange new normal.

Outsourced publishing and supplements:

Alongside its flagship print title, The TRADE offers a range of bespoke and tailored publishing services. Ideal for conferences, events and unique themed supplements, these are highly versatile and available in both print and digital issues formats through our expert team of editorial, design and multimedia specialists.

THE TRADETECH *Daily*

THE OFFICIAL NEWSPAPER OF TRADETECH 2022

Featuring the latest news and stories from the securities market alongside exclusive insights from confirmed buy-side speakers, TRADETech Daily gives you the inside track on what to expect both from the conference and for the year to come. Hear what buy-side speakers have to say outside of their panels on the topics that matter to them most.

European regulators make sweeping changes to Mifid in bid to fortify lit markets

Europe has reaffirmed its divergent stance from the UK with significant changes to its MiFID and MiFIR regulations in a bid to drive more volumes onto lit venues.

Among the key changes announced on 25 November, announced as part of the European

Commission's Capital Markets Union (CMU) action plan after several months of delay, is the reduction of the double volume cap (DVC) for dark trading from 8% to 7%. The new measures also remove the venue-specific 4% DVC.

The European Securities and Markets Author-

ity (ESMA) and the European Commission have also set out changes to the systematic internaliser (SI) regime that could force volumes away from the venues and into the lit markets.

Continues on page 4

THE**TRADE**

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EMERGING MARKETS SPECIAL

THE CHALLENGES OF EM RESEARCH | INVESTORS BULLISH ON 2019 | ACCESSING EQUITIES | THE IMPORTANCE OF EFFECTIVE LIQUIDITY MANAGEMENT | ARE DISTINCTIONS STILL RELEVANT? | GREATER CHINA ETFS ON THE RISE | FRONTIER MARKETS BECOME NOT-SO WILD |

"My go-to source for all industry moves and headlines, be it via the website or the lightning fast Twitter feed. An invaluable publication for those of us running a Buyside trading desk."

MIKE POOLE, HEAD OF TRADING, JUPITER ASSET MANAGEMENT

THE**TRADE**
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