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
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:

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

**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

**AUDIENCE**

- 61% Europe
- 24% USA
- 15% Asia Pacific
- 46% Buy-side traders
- 17% Hedge fund traders
- 12% Sell-side traders
- 10% Other institutional investors
- 9% FinTech / Regulator / Consultants
- 3% High frequency traders
- 3% Trading venues

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.

The key objective of MiFID II was to move volumes back onto lit markets, introducing things like the double volume caps (DVCs) for dark trading to do so. However, much of this liquidity has since resurfaced on alternative trading mechanisms with limited pre-

DARK TRADING: navigating a post-Brexit divergent world

Balkanisation of liquidity story is definitely playing out now. I think that some of the market practitioners were hoping - naively or otherwise - that there wouldn’t be so much divergence so quickly, but I think now that ship has sailed and we’re definitely seeing that happen,” said James Baugh, head of European market structure at Cowen. “It’s [Europe’s MiFID II changes] all part of that narrative to try to curtail the amount of business transacted on MTF darks, as well as continuing to apply pressure on systematic internalisers to try and push more of that business to lit.”

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.
THE TRADE DIGITAL Pricing and Specs

**RUN OF SITE AD RATES**

<table>
<thead>
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<th>Format</th>
<th>Sizes</th>
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<td>£75 /$90 cpm</td>
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<tr>
<td>Jumbo Leader</td>
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<td>Billboard</td>
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**NEWSLETTER**

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**BANNER METRICS**

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<th>Average Monthly Clicks</th>
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<th>Average Viewability</th>
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**SITE METRICS**

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<td>Average Monthly Visits</td>
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<tr>
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<tr>
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<td>300x250/300x600</td>
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<tr>
<td>Bot Island</td>
<td>300x250</td>
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**TOP 6 COUNTRIES**

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<tr>
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<tr>
<td>United Kingdom</td>
<td>14.32%</td>
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<tr>
<td>India</td>
<td>7.23%</td>
</tr>
<tr>
<td>Singapore</td>
<td>3.21%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>3.09%</td>
</tr>
<tr>
<td>China</td>
<td>2.77%</td>
</tr>
</tbody>
</table>

“**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
The TRADE
SPONSORED ARTICLES

Making the case for an equities consolidated tape: Myths and reality

Cboe

UBS leverages machine learning to optimise venue selection

UBS

“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

Matt Aldred | +44 (0)20 7397 3818 | matt.aldred@thetradenews.com

2023 Media Kit | 4
THE TRADE MAGAZINE Pricing and Ad Spec

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

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**DPS Colour**

<table>
<thead>
<tr>
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<th>2x</th>
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**Full-page Advert**

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<td>Full Page (£)</td>
<td>£8,100</td>
<td>£7,290</td>
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<td>£6,480</td>
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<td>Full Page ($)</td>
<td>£10,530</td>
<td>£9,477</td>
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</table>

**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.**
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

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 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

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

Matt Aldred | +44 (0)20 7397 3818 | matt.aldred@thetradenews.com
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.

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
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
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.

“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
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The TRADE magazine is a carbon neutral print product. We are committed to eco-friendly production and sustainable printing using:
- carbon neutral printing using offshore wind electricity, vegetable oil based inks and FSC® certified paper
- carbon neutral packaging produced from sugar cane

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