Unigestion: Joining forces on multi-asset
The TRADE has been the authoritative point of reference and editorial voice for the trading and execution industry for 20 years. It 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, the sell-side, regulators, vendors and fintech innovators. We speak to our global audience through our daily online news, digital newsletters, quarterly magazine, bespoke print editions, proprietary and bespoke events, documentaries, webcasts, video interviews, surveys and research, and other rich media content.

10,200 NEWSLETTER SUBSCRIBERS
2 million PAGE VIEWS IN 2023
128 COUNTRIES OUR DIGITAL AND MAGAZINE CONTENT REACHES
14,000+ FOLLOWERS ON LINKEDIN
4,500 NEW LINKEDIN FOLLOWERS IN 2023
GEOGRAPHIC READERSHIP SPLIT

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>44%</td>
</tr>
<tr>
<td>North America</td>
<td>40%</td>
</tr>
<tr>
<td>Asia</td>
<td>13%</td>
</tr>
<tr>
<td>Africa</td>
<td>2%</td>
</tr>
<tr>
<td>LATAM</td>
<td>2%</td>
</tr>
</tbody>
</table>

BUY-SIDE READERSHIP BY JOB DESCRIPTION

- **40%** Head of trading & traders
- **30%** Portfolio and investment manager
- **30%** Head of operations

TOP 10 COUNTRIES BY PAGE VIEWS

- United States
- United Kingdom
- Germany
- France
- India
- Singapore
- Netherlands
- Brazil
- Canada
- Hong Kong

BREAKDOWN BY INSTITUTION TYPE

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy-side traders</td>
<td>46%</td>
</tr>
<tr>
<td>Hedge fund traders</td>
<td>17%</td>
</tr>
<tr>
<td>Sell-side traders</td>
<td>12%</td>
</tr>
<tr>
<td>Other Institutional Investors</td>
<td>10%</td>
</tr>
<tr>
<td>FinTech/Regulator/Consultants</td>
<td>9%</td>
</tr>
<tr>
<td>High frequency traders</td>
<td>3%</td>
</tr>
<tr>
<td>Trading venues</td>
<td>3%</td>
</tr>
</tbody>
</table>

2024 Media Kit
TT DIGITAL
The TRADE’s digital channels include our website, daily editorial newsletter, webinar platform and TRADE TV multimedia portal, which also encompasses our industry leading documentaries, digital features and in-depth video series’ that explore core industry trends from new and dynamic perspectives.

- Deliver your marketing messages to The TRADE’s specialist audience through our digital platforms. We have excellent options for branding, product promotion and lead generation. Our multimedia options also offer the chance to position your executives as opinion leaders in the industry.

TT MAGAZINE
For 20 years, The TRADE has been the go-to publication for the trading community. Published on a quarterly basis, our flagship product reaches over 17,000 industry professionals worldwide, comprising a range of original premium content that unpacks the most important issues facing the trading and execution industry.

- Utilise our best-in-class magazine for brand exposure through advertising, and to demonstrate expert opinion through sponsored articles.

TT EVENTS
The TRADE’s flagship awards gala Leaders in Trading saw a record number of attendees in 2023, and coinciding with The TRADE’s 20th birthday next year, we are delighted to announce Leaders in Trading US, coming to New York in the fourth quarter.

- We host roundtable events that explore key topics across trading and execution. In 2023, roundtables covered trading at the Close and the growth of the retail segment. Get in touch to find out our thematic plans for 2024.

TT SURVEYS & RESEARCH
The TRADE’s market leading industry surveys have been used by some of the world’s largest and most influential institutions to measure client perception in algorithmic trading and EMS usage for 15 years and 11 years respectively. The results from these surveys inform several categories of our annual Leaders in Trading awards ceremony, and accreditations are available to providers to promote their success. The results are also published across three of our quarterly magazine issues throughout the year.

- Participate in our surveys to gain visibility as a leading provider in algorithmic trading and EMS. Outstanding providers will be recognised through outperformer accreditations, and at the Leaders in Trading awards ceremonies.
“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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Sizes</th>
<th>Average Monthly Impressions</th>
<th>Average Monthly Clicks</th>
<th>Average Monthly CTR</th>
<th>Average Viewability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728x90/970x90</td>
<td>70,836</td>
<td>32</td>
<td>0.05%</td>
<td>54.44%</td>
</tr>
<tr>
<td>Mid Leaderboard</td>
<td>728x90</td>
<td>12,254</td>
<td>3</td>
<td>0.02%</td>
<td>25.85%</td>
</tr>
<tr>
<td>Bot Leaderboard</td>
<td>728x30</td>
<td>16,647</td>
<td>7</td>
<td>0.04%</td>
<td>24.53%</td>
</tr>
<tr>
<td>Top Island</td>
<td>300x250/300x600/300x1050</td>
<td>75,943</td>
<td>140</td>
<td>0.19%</td>
<td>65.42%</td>
</tr>
<tr>
<td>Mid Island</td>
<td>300x250/300x600</td>
<td>10,127</td>
<td>6</td>
<td>0.06%</td>
<td>9.11%</td>
</tr>
<tr>
<td>Bot Island</td>
<td>300x250</td>
<td>55,322</td>
<td>21</td>
<td>0.04%</td>
<td>44.43%</td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>36.33%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>14.32%</td>
</tr>
<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>
Fine-tuned efficiency drives performance in an orchestrated ecosystem

Recent asset manager industry surveys by Deloitte and Northern Trust, Bower Consulting Group (BOCG) and Cboe all point to the same conclusions regarding the health of the global investment management industry. The scale of one year into record-breaking growth is even and the next five to 10 years may look very different. The core findings: revenue growth around profitability. ‘Over the past five years, asset managers enjoy have enjoyed revenue growth of about 25% in a competitive market, this dynamic has transpired...times have materially changed’. BOCG estimates that asset managers will need to address their income and costs in equal measure. ‘Asset managers need to change – those that do stand to emerge strong and confident for years to come.’

Furthermore, almost two-thirds of respondents to the Coalition Greenwich survey link portfolio performance as they measure one of the main internal drivers of asset performance and competitiveness. Half of the survey’s asset owners cite asset management as a core competitive advantage. (The trust is in the next three years that investment managers are in existence to manage the assets of their underlying investors, generate investment returns and add value for doing so. It makes sense for managers to focus on things they do well and focus on the things they do best. High performance is similarly defined in Formula 1 motor racing and America’s Cup class yacht racing. The singular focus and the difference between winning and alone can be an absolute difference of adopting a similar philosophy. Investment managers and the clients that deliver high speed, reliability, the capabilities of investment performance – at the exclusion of all other things. The best performing teams make their operations the point where only equipment that

What do the high-performance sports of Formula 1 motor racing and America’s Cup class yacht racing have in common with portfolio investment performance? Northern Trust’s global head of capital markets client solutions, Gerard Walsh, frames an analogy that all require an orchestrated ecosystem of solutions to help drive the highest possible performance outcomes.

Full comprehensiveness solutions at all points in the lifecycle of an investment decision – from decision support and analysis to operational support, reporting and transparency to investors, are available from outsourced solutions providers. The benefits are obvious. A laser-like focus could improve investment returns and operational efficiency. Solutions providers channeling worldwide, reach and resources to the table. As an example, managers will be well-positioned to permanently change the shape of their tech stack and may be able to access even more of the key technologies on the marketplace such as investment performance and work with trusted partners to define every outcome. Investment managers can enjoy the benefits of scalable and business-critical services from front through middle to back office. Reviewing how trading is delivered may help deliver costs on a change project more quickly. Continuing through the rest of the sales channel and bringing into live solutions from global-scale providers enables managers to develop more flexible models to service their own clients.

Front-office, trade execution and foreign exchange solutions are readily available to managers. Similarly, investment operations, portfolio strategy, performance measurement, attribution and regulatory reporting, fund servicing, and fund data management can be delivered via a modular basis into the middle-office. Finally, the back-office can be supported too. Treasurers and a business service, custody, fund administration and transfer agency solutions are all readily tested and ready to support managers.

Investment managers are natural problem solvers. Given the challenges highlighted in the recent surveys, these skills can be applied to the core questions – does this function or activity add to our ability to deliver investment returns and assets of value? Is the more cost-effective to do it ourselves? If the answer to is there anything other than a positive yes, managers should work out how to rent the outcome they seek from solutions providers.

In short, be like the world’s fastest drivers and sailors. Take steps to optimise your vehicle and your core engine around the highest possible performance outcomes. If your aim is to deliver excellence, trust the vehicle in its optimal shape and configuration and deliver everything else from the pit lane or the support team.
“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
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

---

### DPS Colour

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (£)</td>
<td>£15,100</td>
<td>£13,590</td>
<td>£12,835</td>
<td>£12,080</td>
</tr>
<tr>
<td>Full Page ($)</td>
<td>$19,630</td>
<td>$17,667</td>
<td>$16,685</td>
<td>$15,704</td>
</tr>
</tbody>
</table>

### Full-page Advert

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (£)</td>
<td>£8,100</td>
<td>£7,290</td>
<td>£6,885</td>
<td>£6,480</td>
</tr>
<tr>
<td>Full Page ($)</td>
<td>$10,530</td>
<td>$9,477</td>
<td>$8,950</td>
<td>$8,424</td>
</tr>
</tbody>
</table>

---

**Follow us on Twitter @theTRADEnews for breaking news**

---

### ARTWORK SPECIFICATIONS

Advertising artwork should be submitted via email or other electronic file transfer method.

All artwork should comply with the following specifications:

1. Files must be PDF press-optimised high resolution composite CMYK (no spot colours), files – 300dpi minimum.
2. All fonts should be embedded or saved as outlines.
3. All pages to include 3mm bleed and to include crop marks outside trim area.
4. Files should be supplied at 100% size.

**File submission**

Please address printing materials to:

Stephan Slater

stephan.slater@thetradenews.com

---

**2024 Media Kit**
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.

- Algorithmic Trading Awards
- EMS Awards
- Outsourced Trading Awards
- Editors’ Choice Awards
- Fintech of the Year Award
- Buy-side Awards
- Lifetime Achievement Award
- Industry Person of the Year Award
For the first time ever and coinciding with The TRADE’s 20th birthday, we will be hosting a Leaders in Trading US gala awards night. Taking place in New York in the fourth quarter of 2024, the US awards ceremony will celebrate and honour those firms and individuals going above and beyond to ensure excellence in their industry - but this time in the US!

For more information on sponsorship opportunities please contact Patrick Wright at patrick.wright@thetradenews.com. You won’t want to miss it!

Gala Dinner

Premium Table Sponsorship – $15,000
- Table of 10 guests
- Priority position in the room
- Full-page advertisement in dinner program

Table of 10 guests – $11,250

Half-table of five guests – $7,000

Other Sponsorship Opportunities

Champagne Toast – $20,000

Pre-Dinner Cocktails – $18,000

Post-Cocktail Party – $19,500

Gifting – $17,000

Red Carpet – $19,000

“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
DOCUMENTARIES
Our documentaries continue to be a hit with our audience, rewarding the high quality output and production that goes into them. In 2023 The TRADE published its Dark Trading documentary series, sponsored by Liquidnet, and in 2024 we intend to publish two more documentary series exploring artificial intelligence and the dealer to client sphere in fixed income.

DOCUMENTARY PROJECTS – £POA

ROUNDTABLES
Throughout the course of 2023, The TRADE has hosted roundtables on some of the industry’s most pressing topics including trading at the Close, retail trading and institutional adoption of cryptocurrencies. In 2024, we intend to increase the number roundtables we host, kicking off with an algo trading series in Q1.

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

TRADE TV
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 FROM £2,000

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.

SPONSORED WEBINARS FROM £11,000
**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.

---

Outsourced publishing and supplements:

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

Elke Wenzler

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

**PLUS**

Arun Patel of H&M on the FX Global Code,
Voices from the floor,
Traders (not their news on why the world is volatile),
Crypot convergence:
Why institutional FX traders are adjusting their strategy.

---

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

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

---

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’s research and survey product suite offers the trading and execution industry a benchmark and reference point. Our product ranges from our annual flagship EMS and algorithmic surveys to bespoke products for individual firms looking to utilise The TRADE’s network and platform to obtain essential data and information.

**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.

**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.

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 7th November 2024. For information on the Algorithmic Trading or EMS Survey please contact Karen Delahoy +44 (0)20 7397 3826 karen.delahoy@thetradenews.com

---

Patrick Wright | +44 (0)7824 742 778 | patrick.wright@thetradenews.com | www.thetradenews.com

2024 Media Kit | 13
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