



20 YEARS
THE TRADE

2024
MEDIA KIT



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

40%
NORTH AMERICA

44%
EUROPE

13%
ASIA

1%
AFRICA

2%
LATAM

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

Buy-side traders	46%
Hedge fund traders	7%
Sell-side traders	12%
Other Institutional Investors	10%
FinTech/Regulator/Consultants	9%
High frequency traders	3%
Trading venues	3%



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.

RUN OF SITE AD RATES

Leaderboard	728x90	£75/\$94 cpm
Jumbo Leader	970x90	£75/\$94 cpm
Billboard	970x250	£75/\$94 cpm
HPU	300x600	£75/\$94 cpm
Island	300x250	£75/\$94 cpm

NEWSLETTER

Top Banner	728x90	£1,000/\$1,250
Island	300x250	£1,000/\$1,250
Sponsored text link	Text	£1,230/ \$1,540

“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 screenshot displays the The TRADE website interface. The main content area features a large article titled "Eurex focused on harmonising onto one risk management framework" with a sub-headline "Risk management top of the agenda across Eurex business offerings, on both the trading and clearing side, senior executives have affirmed." Below this, there's a "LATEST NEWS" section with several short articles, including "BlackRock shakes up its global trading team" and "Czech Presidency achieves Mifid milestone as compromise is approved". A "HIGHLIGHTS" section on the right shows a video thumbnail for "The TRADE Crypto Roundtable: Episode 1 - The digital asset dilemma". The sidebar on the right includes a "TRENDING" section with a link to "The TRADE issue 74 Q4 2022" and an "UPCOMING EVENT" section for the "EUROPEAN MARKETS INSIGHT CONFERENCE" on 12 January 2023. At the bottom, there's a "THOUGHT LEADERSHIP SPOTLIGHT" section featuring a quote from LSEG about the London Stock Exchange's DTQ 2.0.

[THOUGHT LEADERSHIP | SOCIÉTÉ GÉNÉRALE SECURITIES SERVICES]

Broker-dealers in the modern post-trade financial landscape

Alexandre Cavalier and Steve Gutowski of Societe Generale Securities Services discuss the evolving post-trade landscape, emphasising brokers' need for technological adaptability and strategic partnerships with settlement agents.

The broker-dealer industry has undergone significant changes in recent years. These changes span from technological innovation to regulatory adjustments, each introducing the arena of challenges and opportunities.



Alexandre Cavalier, head of institutional sales, Societe Generale Securities Services (SGSS), emphasises the importance of navigating these challenges, noting that the pace of post-trade product cannot be understood without the Societe Generale and Bank of America coverage. SGSS states that it's not about lowering challenges. "The actively evolving challenges that actively challenge post-trade processes remain substantial. The industry is actively addressing these challenges, particularly from the perspective of settlement agents, becoming prominent. Yes, a central

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[THOUGHT LEADERSHIP | SOCIÉTÉ GÉNÉRALE SECURITIES SERVICES]



Alexandre Cavalier, head of institutional sales, Societe Generale Securities Services

question remains what challenges do broker-dealers face, and how is the industry adjusting to these challenges?

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[THOUGHT LEADERSHIP | NORTHERN TRUST]

Fine-tuned efficiency drives performance in an orchestrated ecosystem

Recent asset manager industry surveys by Coalition Greenwich and Northern Trust, Boston Consulting Group (BCG) and PwC all point to the same conclusions regarding the health of the global investment management industry. The decade of 'easy money fuelled growth' is over and the next five to 10 years may look very different.

The core findings revolved around profitability. "Over the past few years, asset managers costs have outgrown revenues by about 2% ... in a supportive market, this dynamic has been tolerable ... times have clearly changed". BCG estimates that asset managers will need to address their revenue and costs in equal measure. "Asset managers need to change ... those that (do) stand to emerge strong and resilient for years to come."

Furthermore, almost two-thirds of respondents to the Coalition Greenwich survey listed portfolio performance as their number one internal challenge with nearly half stating that cutting costs and increasing efficiency is a top strategic priority in the next three years.

Investment managers are in business to manage the assets of their underlying investors, so they generate an investment return and are paid for doing so. It

makes sense for managers to focus everything they do on those two things.

High-performance sport is similarly disciplined in Formula 1 motor racing and America's Cup class yacht racing. The singular focus and the difference between winning and also-rans status is an ecosystem built into the car or the yacht that delivers high speed and reliability – the equivalents of investment performance – at the exclusion of all other things.

The best performing teams tune their operations to the point where only equipment that



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[THOUGHT LEADERSHIP | NORTHERN TRUST]



Fully comprehensive solutions at every point 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 seem obvious. A laser-like focus could improve investment returns and operational efficiency. Solutions providers can bring global scale, 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 arrest the ever-increasing cost of embedded data and technology solutions by relying on outsourcing.

Investment managers can enjoy the benefits of sensible time-and-resource saving propositions from front through middle to back

office. Reviewing how trading is delivered may help deliver returns on change projects more quickly. Continuing through the rest of the value chain and plugging into live solutions from global-scale providers enables managers to develop more flexible models to service their own clients.

Investment managers are natural problem solvers. Given the challenges highlighted in the recent surveys, those skills can be applied to the key questions – does this function or activity add to our ability to drive an investment return and earn a fee? Is it more cost-effective to do it ourselves? If the answer to those is 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 orchestrate your whole ecosystem around the highest possible performance outcome. If your aim is to deliver excellence, tune the vehicle to its optimal shape and configuration and deliver everything else from the pit lane or the support boats.

Issue 77 // thetradenews.com // 41

[THOUGHT LEADERSHIP | CBOE]

PERIODIC AUCTIONS 2.0: A growing source of price improvement opportunities

How have periodic auctions changed in Europe? Cboe launched Europe's first periodic auction mechanism in 2015, ahead of the 2018 MiFID II regulations. There was industry demand for an alternative, low-impact execution mechanism given the restrictions MiFID II

As operator of Europe's largest periodic auction – and pioneer of the category – Cboe is continuing its innovative approach to deliver the execution quality benefits of the mechanism more widely. Says Natan Teferberg, president, Cboe Europe

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[THOUGHT LEADERSHIP | CBOE]



Chart 2: Cboe Europe Periodic Auctions Trade Size by Value, H1 2023

Value Bracket	# Trades	Value	% Average
10K-50K	81,125	455,000	63%
50K-100K	2,735,238	455,000	17%
100K-500K	315,500	421,500	8%
500K-1M	195,022	440,345	10%
1M+	13,177	421,172	7%
Total	83,388,844	1,386,049	63.6%

Source: Cboe Europe

How can you expand the use of periodic auctions? We think the execution quality benefits of periodic auctions can be distributed more widely by expanding their use across a wider range of asset classes and by introducing mechanisms to trade during off-hours. Cboe's periodic auctions are available to trade during off-hours, which is around 4,000 times more than other venues. Although the mechanism provides market participants with the necessary information to understand the potential liquidity available,

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- 800 - 1000 words digital only thought leadership article from £7,000
- 800 - 1000 words print (double page) and digital thought leadership article from £9,000
- POA for other combinations

"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



SPRING

Ad Reservation: **March 15**

Key Survey

Long only results from The TRADE's annual Algorithmic Trading Survey



SUMMER

Ad Reservation: **June 7**

Key Survey

Hedge fund results from The TRADE's annual Algorithmic Trading Survey



FALL

Ad Reservation: **September 6**

Key Survey

Buy-side results from The TRADE's annual EMS Survey



WINTER

Ad Reservation: **December 6**

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

More than 12,000 Readers
spent on average
9 minutes and 13 seconds reading the digital issue
Reading an average of **36** pages

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

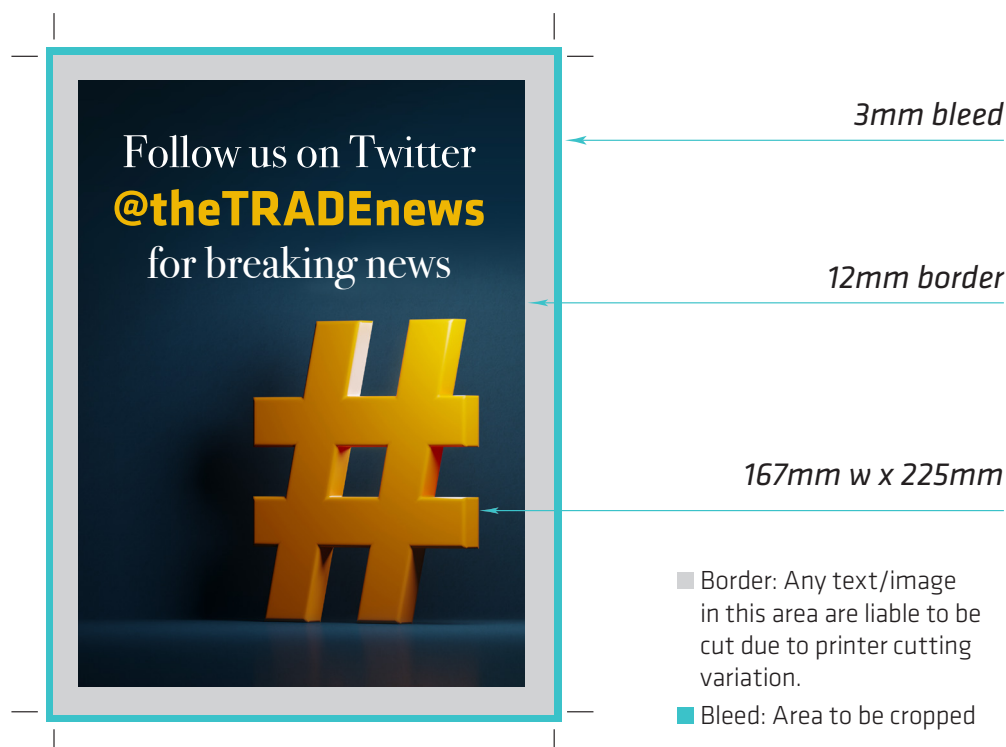
Full-page Advert

(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.



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

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 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



OTHER SPONSORSHIP OPPORTUNITIES

Champagne Toast - £18,000

Pre-Dinner Cocktails - £16,000

Post- Cocktail Party - £17,500

Gifting - £16,000

Red Carpet - £17,000

GALA DINNER
Premium Table Sponsorship - £14,000
 Table of 10 guests
 Priority position in the room
 Full-page advertisement in the dinner program

Table of 10 guests - £11,000

Half-table of five guests - £6,500

**7th
NOVEMBER
2024**

EVENTS: NEW YORK – LEADERS IN TRADING US AWARDS



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!



NOVEMBER
2024

- 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

"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

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



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**

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

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 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 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



THE TRADETECHFX
Daily

THE OFFICIAL NEWSPAPER OF TRADETECH FX EUROPE 2022



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.



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

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 MiPR 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 Authority (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

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 |

“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.

THE TRADE
The Algorithmic Trading Survey
2024
[PARTICIPATE NOW](#)

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

THE TRADE
ALGORITHMIC TRADING SURVEY 2024
HEDGE FUNDS
Overall Outperformer
Company name

THE TRADE
ALGORITHMIC TRADING SURVEY 2024
LONG-ONLY
Execution Consistency
Company name

THE TRADE
EXECUTION MANAGEMENT SYSTEMS SURVEY 2024
Category Outperformer
FlexTrade

BUY-SIDE VIEWS:
EUROPEAN CASH-EQUITY TRADING AND MARKET STRUCTURE SURVEY
Optiver **THE TRADE**

EXECUTION MANAGEMENT SYSTEMS SURVEY
2024
THE TRADE
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- carbon neutral packaging produced from sugar cane

