

THE TRADE LEADERS IN TRADING 2026

THE TRADE
LEADERS IN
TRADING
AWARDS
2025

5 November, 2025
The Savoy, London

#leadersintrading

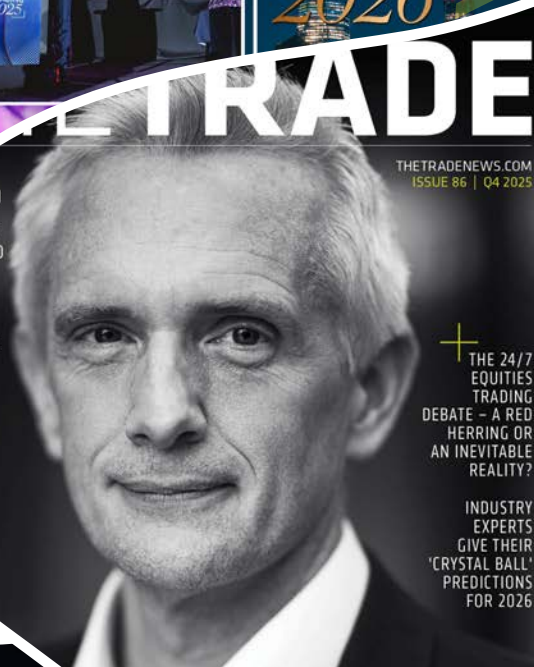
THE TRADE LEADERS IN TRADING NEW YORK 2026



THE BIG
INTERVIEW WITH
UBS' ASSET
MANAGEMENT'S
CARLA QUINTERO

LEADERS IN
TRADING
LONDON &
NEW YORK 2025

THE RISING
STARS OF
TRADING AND
EXECUTION



THE TRADE
THE TRADE NEWS.COM
ISSUE 86 | Q4 2025

THE 24/7
EQUITIES
TRADING
DEBATE - A RED
HERRING OR
AN INEVITABLE
REALITY?

INDUSTRY
EXPERTS
GIVE THEIR
'CRYSTAL BALL'
PREDICTIONS
FOR 2026

THE TRADE

PLUS: MEET THE DESK WITH THE
PICKET ASSET MANAGEMENT FIXED
INCOME TEAM

THE T+1 THURSDAY CONJUNCTION
PUSHING INSTANTANEOUS
SETTLEMENT ON TRADERS

MARKET REVIEW:
THE UK AND EU
CONSOLIDATED
TAPES



Deepened Picket's Salting Bille, in-depth analysis
of institutional market movements - and a detailed look at
how the industry is evolving. A new approach to the desk
collaborative, multi-stage approach.

PLUS: IN DEPTH - AN
UNWINDING APPROACH
TO EXPANDING EQUITIES
TRADING HOURS

MEET THE DESK WITH
PICKET INTERNATIONAL'S
FOREIGN EXCHANGE
TRADING TEAM

THE 2025 OUTLOOK:
WHAT'S ON THE
INNOVATION HORIZON



Talks her career
path, advice for
those starting out
in the industry,
and the standout
market structure
themes for 2025.

O'Connor

Team Spirit: Our Trader of the Year for 2024 discusses the importance of diversity, the multicultural makeup of his team, and how this strength has helped them to handle the year's unprecedented volatility.

FX FUTURES EBS MARKET FX LINK FX SPOT

CME Group

FX TAPE:
The global standard for
FX reference prices is here

THE TRADETECH Data

US EDITION

THE OFFICIAL NEWSPAPER OF TRADETECH FX 2026



Featuring the latest news, exclusive insights
from key stakeholders of the event, in
depth articles, and the full agenda.

The TradeTech FX 26 Daily is your essential
guide to the conference, brought to
you by The Trade.

In depth: Hedge funds increasingly begin
push FX into the algo age as automation

As hedge funds continue to adopt algorithmic trading tools into FX markets, Natix
at the leading edge, and others who have this technology in their arsenal.

Join the
later
or

THE TRADE 2026 MEDIA KIT

THE TRADE

TH

2026

THE TRADE

The TRADE has been the authoritative point of reference and editorial voice for the trading and execution industry for 21 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.

12,000+

NEWSLETTER
SUBSCRIBERS

6 million+

PAGE VIEWS IN 2025

128

COUNTRIES
REACHED

28,000+

LINKEDIN IN
FOLLOWERS

217,000

VIDEO VIEWS IN 2025

GEOGRAPHIC READERSHIP SPLIT

40%
NORTH AMERICA

44%
EUROPE

13%
ASIA

1%
AFRICA

2%
LATAM

BUY-SIDE READERSHIP BY JOB DESCRIPTION

40%

Heads of trading & senior traders

30%

Portfolio and investment manager

30%

Head of operations

TOP 10 COUNTRIES BY PAGE VIEWS

UNITED STATES
UNITED KINGDOM
CHINA
FRANCE
GERMANY
INDIA
SINGAPORE
UNITED ARAB EMIRATES
NETHERLANDS
SOUTH AFRICA

BREAKDOWN BY INSTITUTION TYPE

Buy-side traders	46%
Hedge fund traders	17%
Sell-side traders	12%
Other Institutional Investors	10%
FinTech/Regulator/Consultants	9%
High frequency traders	3%
Trading venues	3%



TheTRADE Digital

The TRADE's digital channels include our website, daily editorial newsletter, webinar platform, and our TRADE TV multimedia section. The multimedia section encompasses our industry-leading documentaries, digital features and podcasts 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.



TheTRADE Magazine

For over 21 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.



TheTRADE Events

The TRADE's flagship awards gala Leaders in Trading attracted a record number of attendees in 2025, delivering another astoundingly successful evening. What's more, we hosted the Leaders in Trading New York, honouring outstanding individuals and firms across North America. More than 180 guests attended as The TRADE honoured the buy-side, sell-side, service providers, technology firms and venues.

- We host roundtable events that explore key topics across trading and execution. In recent years, roundtables have covered trading at the close and the growth of the retail segment. Get in touch to find out our thematic plans for 2026.



TheTRADE Surveys & Research

The TRADE's market leading industry surveys are utilised by some of the world's largest and most influential institutions to measure client perception in algorithmic trading and EMS usage for 19 years and 14 years respectively. What's more our Outsourced Trading survey, introduced in 2023 continues to grow apace. The results are published across three of our quarterly magazine issues throughout the year. Digital accreditations are available to providers to promote their success.

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

RUN OF SITE AD RATES

Leaderboard	728x90	£80/\$100 cpm
Jumbo Leader	970x90	£80/\$100 cpm
Billboard	970x250	£80/\$100 cpm
HPU	300x600	£80/\$100 cpm
Island	300x250	£80/\$100 cpm

NEWSLETTER

Top Banner	728x90	£1,050/\$1,350
Island	300x250	£1,050/\$1,350
Sponsored text link	Text	£1,300/ \$1,625

“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, FORMER GLOBAL HEAD OF TRADING, BLACKROCK

BANNER METRICS

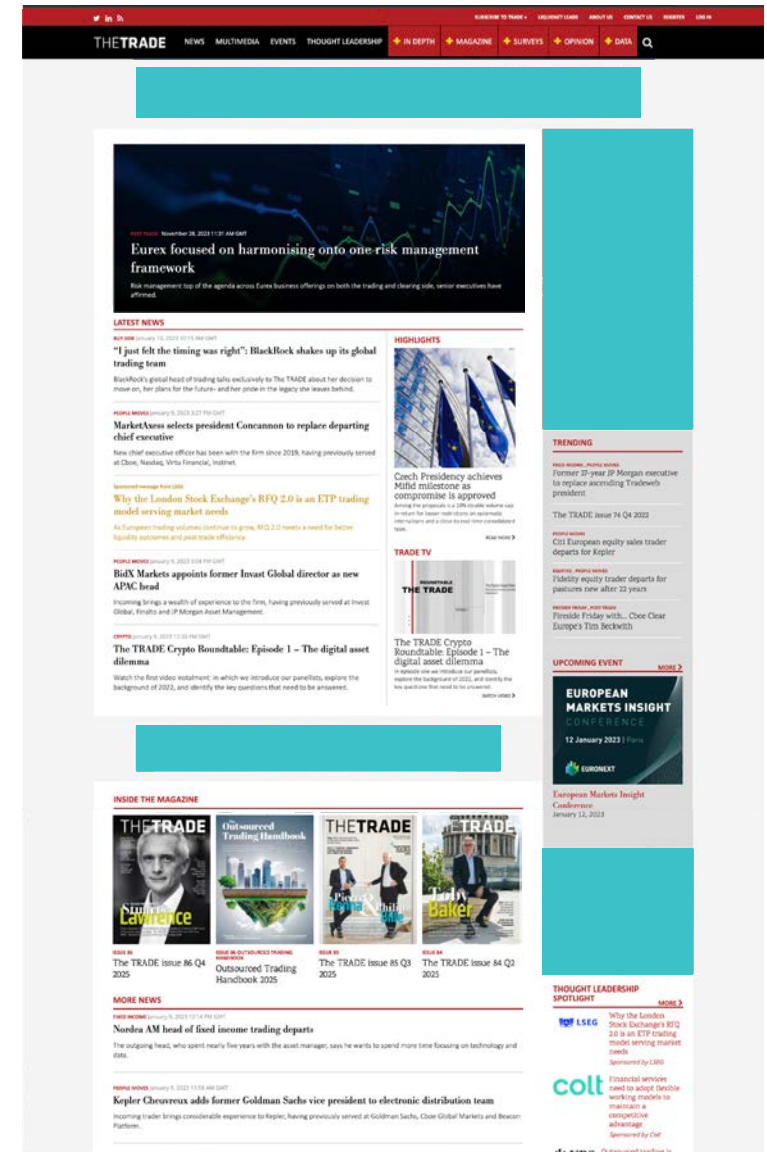
Name	Sizes	Average Monthly Impressions	Average Monthly Clicks	Average Monthly CTR	Average Viewability
Top Leaderboard	728x90/970x90	142,529	198	0.14%	53.31%
Mid Leaderboard	728x90	6,829	2	0.03%	56.13%
Bot Leaderboard	728x90	30,806	21	0.07%	33.98%
Top Island	300x250/300x600/300x1050	105,990	188	0.18%	71.72%
Mid/ Bot Island	300x250	105,349	14	0.02%	33.46%

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 SPONSORED THOUGHT LEADERSHIP ARTICLES: DIGITAL AND PRINT

[SPONSORED CONTENT | LSEG]

Beyond 'one-size-fits-all': How an integrated ecosystem is solving the cross-asset trading puzzle

The industry has often trading desk to navigating complex. The solution comes in the form of a new paradigm of integrated liquidity, regulatory, and a technological ecosystem that can be provided to all. The challenge is not the solution must be specific. A small, agile, head-and-tail, powerful, self-contained ecosystem that allows traders to move quickly without the burden of managing a large ecosystem. A single, multi-asset trading platform that can plug seamlessly into a proprietary and third-party ecosystem. This is no longer a matter of adding features, it requires a fundamental shift in philosophy from a single product to a modular, interconnected ecosystem.

The ecosystem is a modular, interconnected ecosystem that allows traders to move quickly without the burden of managing a large ecosystem. A single, multi-asset trading platform that can plug seamlessly into a proprietary and third-party ecosystem. This is no longer a matter of adding features, it requires a fundamental shift in philosophy from a single product to a modular, interconnected ecosystem.

THE TRADE // Q3 2023

[SPONSORED CONTENT | LSEG]



Steve Potts, head of customer engagement at LSEG, explains how LSEG's integrated ecosystem is solving the cross-asset trading puzzle. LSEG's integrated ecosystem is a modular, interconnected ecosystem that allows traders to move quickly without the burden of managing a large ecosystem. A single, multi-asset trading platform that can plug seamlessly into a proprietary and third-party ecosystem. This is no longer a matter of adding features, it requires a fundamental shift in philosophy from a single product to a modular, interconnected ecosystem.

THE TRADE // Q3 2023

[THOUGHT LEADERSHIP | CBOE]

The evolution of capital markets has caused everything from price movements and trading volumes to news and economic indicators, all interacting in real time. For traders, understanding this data is crucial.

Typically, retail traders use real-time data to spot patterns and seize short-term opportunities, while institutional traders need detailed data to manage large-scale strategies and risks. Accurate market data helps all traders understand market sentiment, identify trends, and assess risks, enabling them to adapt quickly in a competitive environment.

Cboe Data VantageSM is the market data, analytics and indices arm of Cboe Global MarketsSM, dedicated to empowering clients with the tools, information and access they need to navigate global markets with confidence. From accessing global markets to navigating ever-changing environments, Cboe Data Vantage's solutions provide transparency to help manage risk and instill confidence, helping clients achieve their goals - and it all begins with market data.

Market data and access Cboe[®] is a global market operator with markets spanning equities, options, futures and FX. Cboe Data Vantage's Market Data and Access pillar encompasses proprietary data from those world-class markets through a variety of cost-effective solutions, designed to meet the diverse needs of different traders.

US equities markets continue to garner interest from new market participants, ranging from US retail traders to institutional

Cboe Data VantageSM

Empowering global market participants with superior data, analytics, and indices

How Cboe's market data, analytics and indices arm is equipping market participants with deeper visibility, smarter analytics, and accessible global market intelligence.



investors in foreign countries around the world. In fact, in the first quarter of 2025, 55% of Cboe market data sales came from international customers. Cboe operates four US equities exchanges: BZX[®] Exchange, BYX[®] Exchange, EDGX[®] Exchange and EDGA[®] Exchange. With these four exchanges combined, Cboe is one of the largest US equities exchange operators, providing ample high-quality data.

So far in 2025, Cboe's equities exchanges average inside size was 808 shares, exceeding two of the largest competing exchanges. Additionally, the trading venue quote quality Cboe One Feed -

which covers all four Cboe US equities exchanges - was within 1% of the NBBO of 99.84% as of April 2025.

Cboe's data solutions cater to all types of investors with a diverse range of products, from real-time streaming data to historical downloads. Whether you need top-of-book feeds or full depth-of-book feeds, Cboe has you covered. Access to market data through Cboe Data Shop, Cboe Global Cloud, Snowflake Marketplace, and 85 other vendors reduces the barrier to entry, meeting investors where they are. Market data is the foundation of Cboe Data Vantage, with analytics and global indices building on it to create a dynamic solutions-driven ecosystem.

Analytics Cboe Data Vantage's analytics overlay Cboe's robust market data,

[THOUGHT LEADERSHIP | CBOE]



provide valuable benchmarks and underpin new tradable products. The Cboe Data Vantage team collaborates with internal stakeholders, as well as customers, to identify market needs and develop indices and related products that meet the evolving demands of market participants. The strength of Cboe Global Indices is exemplified by Cboe Global Indices Feed, which customers worldwide use to understand real-time spot values for leading indices, including the S&P 500[®] Index and Cboe's Bitcoin indices.

The sum of the parts Together, these three pillars capitalise on the immense amount of data provided by Cboe's exchanges to enhance the trading experience and make markets more accessible. Through a variety of cost-effective solutions, market participants worldwide can use Cboe's market data to understand current market dynamics or learn about a market they have yet to enter. Through Cboe's products and services, participants can access a breadth of real-time market data and analytics with just an internet connection, reducing the barrier to entry. This approach is at the heart of Cboe Data Vantage's mission - to get more data into the hands of more traders so they can participate in the market effectively. Cboe Data Vantage continues to develop new solutions that better serve the market and is committed to enhancing market accessibility for people worldwide.

Cboe Global Indices Cboe Data Vantage's is a leader in the creation and dissemination of volatility and derivatives-based

Disclaimer: There are important risks associated with transacting in any of the Cboe Company products discussed here. Before engaging in any transactions in these products, it is important for market participants to carefully review the disclosures and disclaimers contained at: <https://www.cboe.com/global-disclaimer/>. © 2025 Cboe Exchange, Inc. All Rights Reserved.

Issue 86 // thetradenews.com // 13

[THOUGHT LEADERSHIP | NORTHERN TRUST]

OPERATIONAL EXCELLENCE:

Northern Trust's investments into post-trade pay off through Outsourced Trading recognition

Congratulations on your role at The FTSE100 Index in Trading market. What - for you - was the most significant factor behind the success of your role in this market?

The success of Northern Trust's Outsourced Trading Solutions is a testament to the value of a solution focus on client-centric innovation, strategic investment in technology, and a commitment to operational excellence. Our ability to anticipate client needs and deliver robust solutions supported by a robust, global operating platform, has not only been a key to our success in this market, but also a key to our success in other markets.

Northern Trust picked up the award for Best Post-Trade and Operations in Outsourced Trading at Leaders in Trading New York, a Tier 1, Tier 2, Tier 3, Tier 4, Tier 5, Tier 6, Tier 7, Tier 8, Tier 9, Tier 10, Tier 11, Tier 12, Tier 13, Tier 14, Tier 15, Tier 16, Tier 17, Tier 18, Tier 19, Tier 20, Tier 21, Tier 22, Tier 23, Tier 24, Tier 25, Tier 26, Tier 27, Tier 28, Tier 29, Tier 30, Tier 31, Tier 32, Tier 33, Tier 34, Tier 35, Tier 36, Tier 37, Tier 38, Tier 39, Tier 40, Tier 41, Tier 42, Tier 43, Tier 44, Tier 45, Tier 46, Tier 47, Tier 48, Tier 49, Tier 50, Tier 51, Tier 52, Tier 53, Tier 54, Tier 55, Tier 56, Tier 57, Tier 58, Tier 59, Tier 60, Tier 61, Tier 62, Tier 63, Tier 64, Tier 65, Tier 66, Tier 67, Tier 68, Tier 69, Tier 70, Tier 71, Tier 72, Tier 73, Tier 74, Tier 75, Tier 76, Tier 77, Tier 78, Tier 79, Tier 80, Tier 81, Tier 82, Tier 83, Tier 84, Tier 85, Tier 86, Tier 87, Tier 88, Tier 89, Tier 90, Tier 91, Tier 92, Tier 93, Tier 94, Tier 95, Tier 96, Tier 97, Tier 98, Tier 99, Tier 100, Tier 101, Tier 102, Tier 103, Tier 104, Tier 105, Tier 106, Tier 107, Tier 108, Tier 109, Tier 110, Tier 111, Tier 112, Tier 113, Tier 114, Tier 115, Tier 116, Tier 117, Tier 118, Tier 119, Tier 120, Tier 121, Tier 122, Tier 123, Tier 124, Tier 125, Tier 126, Tier 127, Tier 128, Tier 129, Tier 130, Tier 131, Tier 132, Tier 133, Tier 134, Tier 135, Tier 136, Tier 137, Tier 138, Tier 139, Tier 140, Tier 141, Tier 142, Tier 143, Tier 144, Tier 145, Tier 146, Tier 147, Tier 148, Tier 149, Tier 150, Tier 151, Tier 152, Tier 153, Tier 154, Tier 155, Tier 156, Tier 157, Tier 158, Tier 159, Tier 160, Tier 161, Tier 162, Tier 163, Tier 164, Tier 165, Tier 166, Tier 167, Tier 168, Tier 169, Tier 170, Tier 171, Tier 172, Tier 173, Tier 174, Tier 175, Tier 176, Tier 177, Tier 178, Tier 179, Tier 180, Tier 181, Tier 182, Tier 183, Tier 184, Tier 185, Tier 186, Tier 187, Tier 188, Tier 189, Tier 190, Tier 191, Tier 192, Tier 193, Tier 194, Tier 195, Tier 196, Tier 197, Tier 198, Tier 199, Tier 200, Tier 201, Tier 202, Tier 203, Tier 204, Tier 205, Tier 206, Tier 207, Tier 208, Tier 209, Tier 210, Tier 211, Tier 212, Tier 213, Tier 214, Tier 215, Tier 216, Tier 217, Tier 218, Tier 219, Tier 220, Tier 221, Tier 222, Tier 223, Tier 224, Tier 225, Tier 226, Tier 227, Tier 228, Tier 229, Tier 230, Tier 231, Tier 232, Tier 233, Tier 234, Tier 235, Tier 236, Tier 237, Tier 238, Tier 239, Tier 240, Tier 241, Tier 242, Tier 243, Tier 244, Tier 245, Tier 246, Tier 247, Tier 248, Tier 249, Tier 250, Tier 251, Tier 252, Tier 253, Tier 254, Tier 255, Tier 256, Tier 257, Tier 258, Tier 259, Tier 260, Tier 261, Tier 262, Tier 263, Tier 264, Tier 265, Tier 266, Tier 267, Tier 268, Tier 269, Tier 270, Tier 271, Tier 272, Tier 273, Tier 274, Tier 275, Tier 276, Tier 277, Tier 278, Tier 279, Tier 280, Tier 281, Tier 282, Tier 283, Tier 284, Tier 285, Tier 286, Tier 287, Tier 288, Tier 289, Tier 290, Tier 291, Tier 292, Tier 293, Tier 294, Tier 295, Tier 296, Tier 297, Tier 298, Tier 299, Tier 300, Tier 301, Tier 302, Tier 303, Tier 304, Tier 305, Tier 306, Tier 307, Tier 308, Tier 309, Tier 310, Tier 311, Tier 312, Tier 313, Tier 314, Tier 315, Tier 316, Tier 317, Tier 318, Tier 319, Tier 320, Tier 321, Tier 322, Tier 323, Tier 324, Tier 325, Tier 326, Tier 327, Tier 328, Tier 329, Tier 330, Tier 331, Tier 332, Tier 333, Tier 334, Tier 335, Tier 336, Tier 337, Tier 338, Tier 339, Tier 340, Tier 341, Tier 342, Tier 343, Tier 344, Tier 345, Tier 346, Tier 347, Tier 348, Tier 349, Tier 350, Tier 351, Tier 352, Tier 353, Tier 354, Tier 355, Tier 356, Tier 357, Tier 358, Tier 359, Tier 360, Tier 361, Tier 362, Tier 363, Tier 364, Tier 365, Tier 366, Tier 367, Tier 368, Tier 369, Tier 370, Tier 371, Tier 372, Tier 373, Tier 374, Tier 375, Tier 376, Tier 377, Tier 378, Tier 379, Tier 380, Tier 381, Tier 382, Tier 383, Tier 384, Tier 385, Tier 386, Tier 387, Tier 388, Tier 389, Tier 390, Tier 391, Tier 392, Tier 393, Tier 394, Tier 395, Tier 396, Tier 397, Tier 398, Tier 399, Tier 400, Tier 401, Tier 402, Tier 403, Tier 404, Tier 405, Tier 406, Tier 407, Tier 408, Tier 409, Tier 410, Tier 411, Tier 412, Tier 413, Tier 414, Tier 415, Tier 416, Tier 417, Tier 418, Tier 419, Tier 420, Tier 421, Tier 422, Tier 423, Tier 424, Tier 425, Tier 426, Tier 427, Tier 428, Tier 429, Tier 430, Tier 431, Tier 432, Tier 433, Tier 434, Tier 435, Tier 436, Tier 437, Tier 438, Tier 439, Tier 440, Tier 441, Tier 442, Tier 443, Tier 444, Tier 445, Tier 446, Tier 447, Tier 448, Tier 449, Tier 450, Tier 451, Tier 452, Tier 453, Tier 454, Tier 455, Tier 456, Tier 457, Tier 458, Tier 459, Tier 460, Tier 461, Tier 462, Tier 463, Tier 464, Tier 465, Tier 466, Tier 467, Tier 468, Tier 469, Tier 470, Tier 471, Tier 472, Tier 473, Tier 474, Tier 475, Tier 476, Tier 477, Tier 478, Tier 479, Tier 480, Tier 481, Tier 482, Tier 483, Tier 484, Tier 485, Tier 486, Tier 487, Tier 488, Tier 489, Tier 490, Tier 491, Tier 492, Tier 493, Tier 494, Tier 495, Tier 496, Tier 497, Tier 498, Tier 499, Tier 500, Tier 501, Tier 502, Tier 503, Tier 504, Tier 505, Tier 506, Tier 507, Tier 508, Tier 509, Tier 510, Tier 511, Tier 512, Tier 513, Tier 514, Tier 515, Tier 516, Tier 517, Tier 518, Tier 519, Tier 520, Tier 521, Tier 522, Tier 523, Tier 524, Tier 525, Tier 526, Tier 527, Tier 528, Tier 529, Tier 530, Tier 531, Tier 532, Tier 533, Tier 534, Tier 535, Tier 536, Tier 537, Tier 538, Tier 539, Tier 540, Tier 541, Tier 542, Tier 543, Tier 544, Tier 545, Tier 546, Tier 547, Tier 548, Tier 549, Tier 550, Tier 551, Tier 552, Tier 553, Tier 554, Tier 555, Tier 556, Tier 557, Tier 558, Tier 559, Tier 560, Tier 561, Tier 562, Tier 563, Tier 564, Tier 565, Tier 566, Tier 567, Tier 568, Tier 569, Tier 570, Tier 571, Tier 572, Tier 573, Tier 574, Tier 575, Tier 576, Tier 577, Tier 578, Tier 579, Tier 580, Tier 581, Tier 582, Tier 583, Tier 584, Tier 585, Tier 586, Tier 587, Tier 588, Tier 589, Tier 590, Tier 591, Tier 592, Tier 593, Tier 594, Tier 595, Tier 596, Tier 597, Tier 598, Tier 599, Tier 600, Tier 601, Tier 602, Tier 603, Tier 604, Tier 605, Tier 606, Tier 607, Tier 608, Tier 609, Tier 610, Tier 611, Tier 612, Tier 613, Tier 614, Tier 615, Tier 616, Tier 617, Tier 618, Tier 619, Tier 620, Tier 621, Tier 622, Tier 623, Tier 624, Tier 625, Tier 626, Tier 627, Tier 628, Tier 629, Tier 630, Tier 631, Tier 632, Tier 633, Tier 634, Tier 635, Tier 636, Tier 637, Tier 638, Tier 639, Tier 640, Tier 641, Tier 642, Tier 643, Tier 644, Tier 645, Tier 646, Tier 647, Tier 648, Tier 649, Tier 650, Tier 651, Tier 652, Tier 653, Tier 654, Tier 655, Tier 656, Tier 657, Tier 658, Tier 659, Tier 660, Tier 661, Tier 662, Tier 663, Tier 664, Tier 665, Tier 666, Tier 667, Tier 668, Tier 669, Tier 670, Tier 671, Tier 672, Tier 673, Tier 674, Tier 675, Tier 676, Tier 677, Tier 678, Tier 679, Tier 680, Tier 681, Tier 682, Tier 683, Tier 684, Tier 685, Tier 686, Tier 687, Tier 688, Tier 689, Tier 690, Tier 691, Tier 692, Tier 693, Tier 694, Tier 695, Tier 696, Tier 697, Tier 698, Tier 699, Tier 700, Tier 701, Tier 702, Tier 703, Tier 704, Tier 705, Tier 706, Tier 707, Tier 708, Tier 709, Tier 710, Tier 711, Tier 712, Tier 713, Tier 714, Tier 715, Tier 716, Tier 717, Tier 718, Tier 719, Tier 720, Tier 721, Tier 722, Tier 723, Tier 724, Tier 725, Tier 726, Tier 727, Tier 728, Tier 729, Tier 730, Tier 731, Tier 732, Tier 733, Tier 734, Tier 735, Tier 736, Tier 737, Tier 738, Tier 739, Tier 740, Tier 741, Tier 742, Tier 743, Tier 744, Tier 745, Tier 746, Tier 747, Tier 748, Tier 749, Tier 750, Tier 751, Tier 752, Tier 753, Tier 754, Tier 755, Tier 756, Tier 757, Tier 758, Tier 759, Tier 760, Tier 761, Tier 762, Tier 763, Tier 764, Tier 765, Tier 766, Tier 767, Tier 768, Tier 769, Tier 770, Tier 771, Tier 772, Tier 773, Tier 774, Tier 775, Tier 776, Tier 777, Tier 778, Tier 779, Tier 780, Tier 781, Tier 782, Tier 783, Tier 784, Tier 785, Tier 786, Tier 787, Tier 788, Tier 789, Tier 790, Tier 791, Tier 792, Tier 793, Tier 794, Tier 795, Tier 796, Tier 797, Tier 798, Tier 799, Tier 800, Tier 801, Tier 802, Tier 803, Tier 804, Tier 805, Tier 806, Tier 807, Tier 808, Tier 809, Tier 810, Tier 811, Tier 812, Tier 813, Tier 814, Tier 815, Tier 816, Tier 817, Tier 818, Tier 819, Tier 820, Tier 821, Tier 822, Tier 823, Tier 824, Tier 825, Tier 826, Tier 827, Tier 828, Tier 829, Tier 830, Tier 831, Tier 832, Tier 833, Tier 834, Tier 835, Tier 836, Tier 837, Tier 838, Tier 839, Tier 840, Tier 841, Tier 842, Tier 843, Tier 844, Tier 845, Tier 846, Tier 847, Tier 848, Tier 849, Tier 850, Tier 851, Tier 852, Tier 853, Tier 854, Tier 855, Tier 856, Tier 857, Tier 858, Tier 859, Tier 860, Tier 861, Tier 862, Tier 863, Tier 864, Tier 865, Tier 866, Tier 867, Tier 868, Tier 869, Tier 870, Tier 871, Tier 872, Tier 873, Tier 874, Tier 875, Tier 876, Tier 877, Tier 878, Tier 879, Tier 880, Tier 881, Tier 882, Tier 883, Tier 884, Tier 885, Tier 886, Tier 887, Tier 888, Tier 889, Tier 890, Tier 891, Tier 892, Tier 893, Tier 894, Tier 895, Tier 896, Tier 897, Tier 898, Tier 899, Tier 900, Tier 901, Tier 902, Tier 903, Tier 904, Tier 905, Tier 906, Tier 907, Tier 908, Tier 909, Tier 910, Tier 911, Tier 912, Tier 913, Tier 914, Tier 915, Tier 916, Tier 917, Tier 918, Tier 919, Tier 920, Tier 921, Tier 922, Tier 923, Tier 924, Tier 925, Tier 926, Tier 927, Tier 928, Tier 929, Tier 930, Tier 931, Tier 932, Tier 933, Tier 934, Tier 935, Tier 936, Tier 937, Tier 938, Tier 939, Tier 940, Tier 941, Tier 942, Tier 943, Tier 944, Tier 945, Tier 946, Tier 947, Tier 948, Tier 949, Tier 950, Tier 951, Tier 952, Tier 953, Tier 954, Tier 955, Tier 956, Tier 957, Tier 958, Tier 959, Tier 960, Tier 961, Tier 962, Tier 963, Tier 964, Tier 965, Tier 966, Tier 967, Tier 968, Tier 969, Tier 970, Tier 971, Tier 972, Tier 973, Tier 974, Tier 975, Tier 976, Tier 977, Tier 978, Tier 979, Tier 980, Tier 981, Tier 982, Tier 983, Tier 984, Tier 985, Tier 986, Tier 987, Tier 988, Tier 989, Tier 990, Tier 991, Tier 992, Tier 993, Tier 994, Tier 995, Tier 996, Tier 997, Tier 998, Tier 999, Tier 1000, Tier 1001, Tier 1002, Tier 1003, Tier 1004, Tier 1005, Tier 1006, Tier 1007, Tier 1008, Tier 1009, Tier 1010, Tier 1011, Tier 1012, Tier 1013, Tier 1014, Tier 1015, Tier 1016, Tier 1017, Tier 1018, Tier 1019, Tier 1020, Tier 1021, Tier 1022, Tier 1023, Tier 1024, Tier 1025, Tier 1026, Tier 1027, Tier 1028, Tier 1029, Tier 1030, Tier 1031, Tier 1032, Tier 1033, Tier 1034, Tier 1035, Tier 1036, Tier 1037, Tier 1038, Tier 1039, Tier 1040, Tier 1041, Tier 1042, Tier 1043, Tier 1044, Tier 1045, Tier 1046, Tier 1047, Tier 1048, Tier 1049, Tier 1050, Tier 1051, Tier 1052, Tier 1053, Tier 1054, Tier 1055, Tier 1056, Tier 1057, Tier 1058, Tier 1059, Tier 1060, Tier 1061, Tier 1062, Tier 1063, Tier 1064, Tier 1065, Tier 1066, Tier 1067, Tier 1068, Tier 1069, Tier 1070, Tier 1071, Tier 1072, Tier 1073, Tier 1074, Tier 1075, Tier 1076, Tier 1077, Tier 1078, Tier 1079, Tier 1080, Tier 1081, Tier 1082, Tier 1083, Tier 1084, Tier 1085, Tier 1086, Tier 1087, Tier 1088, Tier 1089, Tier 1090, Tier 1091, Tier 1092, Tier 1093, Tier 1094, Tier 1095, Tier 1096, Tier 1097, Tier 1098, Tier 1099, Tier 1100, Tier 1101, Tier 1102, Tier 1103, Tier 1104, Tier 1105, Tier 1106, Tier 1107, Tier 1108, Tier 1109, Tier 1110, Tier 1111, Tier 1112, Tier 1113, Tier 1114, Tier 1115, Tier 1116, Tier 1117, Tier 1118, Tier 1119, Tier 1120, Tier 1121, Tier 1122, Tier 1123, Tier 1124, Tier 1125, Tier 1126, Tier 1127, Tier 1128, Tier 1129, Tier 1130, Tier 1131, Tier 1132, Tier 1133, Tier 1134, Tier 1135, Tier 1136, Tier 1137, Tier 1138, Tier 1139, Tier 1140, Tier 1141, Tier 1142, Tier 1143, Tier 1144, Tier 1145, Tier 1146, Tier 1147, Tier 1148, Tier 1149, Tier 1150, Tier 1151, Tier 1152, Tier 1153, Tier 1154, Tier 1155, Tier 1156, Tier 1157, Tier 1158, Tier 1159, Tier 1160, Tier 1161, Tier 1162, Tier 1163, Tier 1164, Tier 1165, Tier 1166, Tier 1167, Tier 1168, Tier 1169, Tier 1170, Tier 1171, Tier 1172, Tier 1173, Tier 1174, Tier 1175, Tier 1176, Tier 1177, Tier 1178, Tier 1179, Tier 1180, Tier 1181, Tier 1182, Tier 1183, Tier 1184, Tier 1185, Tier 1186, Tier 1187, Tier 1188, Tier 1189, Tier 1190, Tier 1191, Tier 1192, Tier 1193, Tier 1194, Tier 1195, Tier 1196, Tier 1197, Tier 1198, Tier 1199, Tier 1200, Tier 1201, Tier 1202, Tier 1203, Tier 1204, Tier 1205, Tier 1206, Tier 1207, Tier 1208, Tier 1209, Tier 1210, Tier 1211, Tier 1212, Tier 1213, Tier 1214, Tier 1215, Tier 1216, Tier 1217, Tier 1218, Tier 1219, Tier 1220, Tier 1221, Tier 1222, Tier 1223, Tier 1224, Tier 1225, Tier 1226, Tier 1227, Tier 1228, Tier 1229, Tier 1230, Tier 1231, Tier 1232, Tier 1233, Tier 1234, Tier 1235, Tier 1236, Tier 1237, Tier 1238, Tier 1239, Tier 1240, Tier 1241, Tier 1242, Tier 1243, Tier 1244, Tier 1245, Tier 1246, Tier 1247, Tier 1248, Tier 1249, Tier 1250, Tier 1251, Tier 1252, Tier 1253, Tier 1254, Tier 1255, Tier 1256, Tier 1257, Tier 1258, Tier 1259, Tier 1260, Tier 1261, Tier 1262, Tier 1263, Tier 1264, Tier 1265, Tier 1266, Tier 1267, Tier 1268, Tier 1269, Tier 1270, Tier 1271, Tier 1272, Tier 1273, Tier 1274, Tier 1275, Tier 1276, Tier 1277, Tier 1278, Tier 1279, Tier 1280, Tier 1281, Tier 1282, Tier 1283, Tier 1284, Tier 1285, Tier 1286, Tier 1287, Tier 1288, Tier 1289, Tier 1290, Tier 1291, Tier 1292, Tier 1293, Tier 1294, Tier 1295, Tier 1296, Tier 1297, Tier 1298, Tier 1299, Tier 1300, Tier 1301, Tier 1302, Tier 1303, Tier 1304, Tier 1305, Tier 1306, Tier 1307, Tier 1308, Tier 1309, Tier 1310, Tier 1311, Tier 1312, Tier 1313, Tier 1314, Tier 1315, Tier 1316, Tier 1317, Tier 1318, Tier 1319, Tier 1320, Tier 1321, Tier 1322, Tier 1323, Tier 1324, Tier 1325, Tier 1326, Tier 1327, Tier 1328, Tier 1329, Tier 1330, Tier 1331, Tier 1332, Tier 1333, Tier 1334, Tier 1335, Tier 1336, Tier 1337, Tier 1338, Tier 1339, Tier 1340, Tier 1341, Tier 1342, Tier 1343, Tier 1344, Tier 1345, Tier 1346, Tier 1347, Tier 1348, Tier 1349, Tier 1350, Tier 1351, Tier 1352, Tier 1353, Tier 1354, Tier 1355, Tier 1356, Tier 1357, Tier 1358, Tier 1359, Tier 1360, Tier 1361, Tier 1362, Tier 1363, Tier 1364, Tier 1365, Tier 1366, Tier 1367, Tier 1368, Tier 1369, Tier 1370, Tier 1371, Tier 1372, Tier 1373, Tier 1374, Tier 1375, Tier 1376, Tier 1377, Tier 1378, Tier 1379, Tier 1380, Tier 1381, Tier 1382, Tier 1383, Tier 1384, Tier 1385, Tier 1386, Tier 1387, Tier 1388, Tier 1389, Tier 1390, Tier 1391, Tier 1392, Tier 1393, Tier 1394, Tier 1395, Tier 1396, Tier 1397, Tier 1398, Tier 1399, Tier 1400, Tier 1401, Tier 1402, Tier 1403, Tier 1404, Tier 1405, Tier 1406, Tier 1407, Tier 1408, Tier 1409, Tier 1410, Tier 1411, Tier 1412, Tier 1413, Tier 1414, Tier 1415, Tier 1416, Tier 1417, Tier 1418, Tier 1419, Tier 1420, Tier 1421, Tier 1422, Tier 1423, Tier 1424, Tier 1425, Tier 1426, Tier 1427, Tier 1428, Tier 1429, Tier 1430, Tier 1431, Tier 1432, Tier 1433, Tier 1434, Tier 1435, Tier 1436, Tier 1437, Tier 1438, Tier 1439, Tier 1440, Tier 1441, Tier 1442, Tier 1443, Tier 1444, Tier 1445, Tier 1446, Tier 1447, Tier 1448, Tier 1449, Tier 1450, Tier 1451, Tier 1452, Tier 1453, Tier 1454, Tier 1455, Tier 1456, Tier 1457, Tier 1458, Tier 1459, Tier 1460, Tier 1461, Tier 1462, Tier 1463, Tier 1464, Tier 1465, Tier 1466, Tier 1467, Tier 1468, Tier 1469, Tier 1470, Tier 1471, Tier 1472, Tier 1473, Tier 1474, Tier 1475, Tier 1476, Tier 1477, Tier 1478, Tier 1479, Tier 1480, Tier 1481, Tier 1482, Tier 1483, Tier 1484, Tier 1485, Tier 14



SPRING

Ad Reservation: **March 20**

Key Survey

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



SUMMER

Ad Reservation: **June 12**

Key Survey

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



OUTSOURCED TRADING HANDBOOK

Ad Reservation: **June 12**

Key Survey

Buy-side results from The TRADE's annual Outsourced Trading Survey



AUTUMN

Ad Reservation: **September 11**

Key Survey

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



WINTER

Ad Reservation: **December 11**

“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 EUROPEAN EQUITIES TRADING, UBS ASSET MANAGEMENT

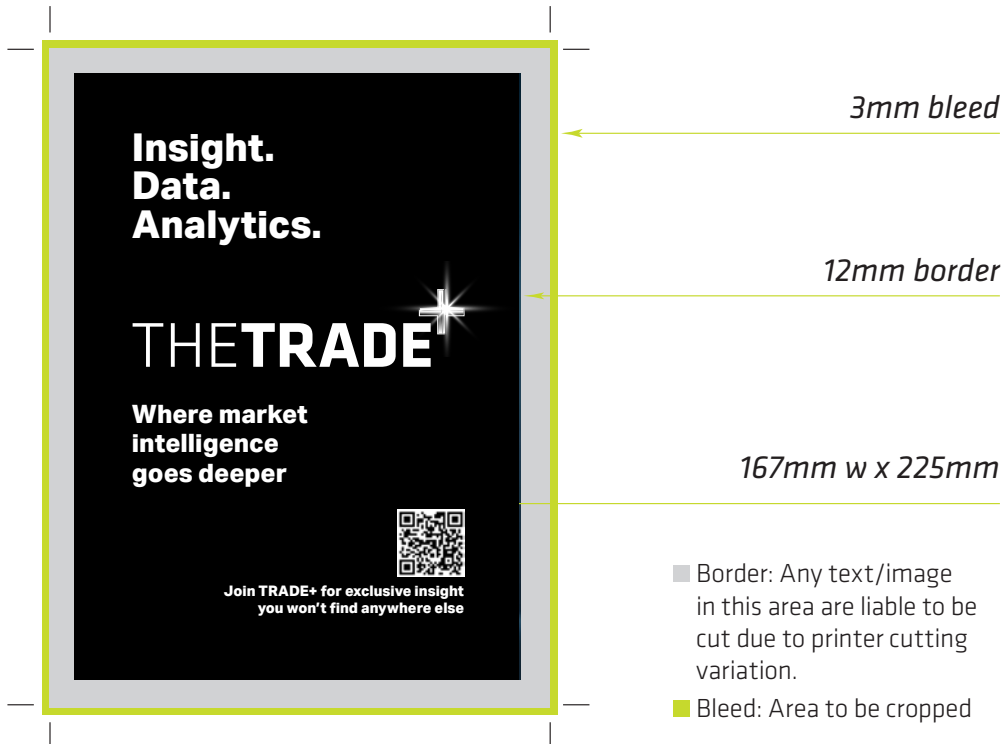
More than 21,600 readers
spent on average
8 minutes and 1 second reading the digital edition,
reading an average of **25** pages

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

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

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 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 and other market players in our editor's choice and innovation categories. Held, as always, at the prestigious Savoy Hotel in London, our 2025 event was another annual sell-out 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 we continue to grow and refine what has become a key fixture in the industry calendar.

- Algorithmic Trading Awards
- EMS Awards
- Editors' Choice Awards
- Buy-side Awards
- Lifetime Achievement Award
- Industry Person of the Year Award



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 - £11,500

Half-table of five guests - £6,650

PREMIUM SPONSORSHIP OPPORTUNITIES

Champagne Toast - £18,000

Pre-Dinner Cocktails - £16,000

Post-Cocktail Party - £17,500

Gifting - £16,000

Red Carpet - £17,000



**5
NOVEMBER
2026**



The second Leaders in Trading New York awards ceremony was a resounding success, with over 180 industry guests in attendance at the renowned Chelsea Piers in New York. This year's event promises to build on last year and will recognise the very best talent intrading and execution across North America. Awards will include the best regional performers in our Algorithmic Trading and

Execution Management Surveys, as well as outperformers in Outsourced Trading, Editors' Choice, Buy-side trading and individual awards for North America.

For more information on sponsorship opportunities please contact Serena Franklin at serena.franklin@thetradenews.com. Get in touch early to secure your attendance!

- Algorithmic Trading Awards
- EMS Awards
- Outsourced Trading Awards
- Editors' Choice Awards
- Buy-side Awards
- Lifetime Achievement Award
- Industry Person of the Year Award



GALA DINNER

Premium Table Sponsorship – \$16,500

Table of 10 guests

Priority position in the room

Full-page advertisement in dinner program

Table of 10 guests – \$12,500

Half-table of five guests – \$8,000

OTHER SPONSORSHIP OPPORTUNITIES

Champagne Toast – \$22,000

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, CHIEF COMMERCIAL OFFICER, LIONTRUST ASSET MANAGEMENT



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 £2,500



ROUNDTABLES

Over the past couple of years, 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. We intend to host a number of roundtables in 2026, and are welcome to topic suggestions from the industry.

All of our proprietary video content is professionally filmed, edited, and promoted by The TRADE. Content is distributed via video segments across our extensive digital platform through multiple channels including the website, daily newsletter mailing list and social media; while each roundtable is also published as a full feature 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 achieve some of the highest engagement rates across the entire TRADE website, rewarding the high quality output and production that goes into them. In recent years The TRADE published its Dark Trading documentary series, sponsored by Liquidnet. For 2026 we are open to both partnership and co-sponsored documentary ideas. Do get in touch to discuss how your firm can be a part of this leading product.

DOCUMENTARY PROJECTS – £POA



The TRADE: Webinar Sponsorship Opportunities

Collaborate with **The TRADE** to broadcast a high-impact, moderator-led webinar designed to present you as a thought leader, reaching a targeted audience of buy-side and sell-side professionals.

The TRADE will manage the full project process including but not limited to: development of discussion topics, building out the webinar panel, hosting the broadcast on our state-of-the-art platform, moderating the discussion and of course promoting the webinar to drive registrations and attendance. A full 360 solution to enable speakers to showcase their expertise.

Audience Reach

- Direct HTML promotion to our **12,000+** newsletter subscriber database
- Promotion to our **28,000+** LinkedIn community
- Featured on The TRADE website generating over **500,000** monthly impressions

Interactive Engagement

- A member of **The TRADE** editorial team will moderate the live discussion and manages attendee Q&A
- Sponsors will receive registrant and attendee data for post-event follow-ups

Ongoing Visibility

- A recording of each webinar will be published in **The TRADE**'s on-demand archive. Ensuring we continue to drive unique views long after the original broadcast

Lead Generation

- Sponsors will be provided with a comprehensive data report, including captured details of registrants and attendees



Sponsorship Opportunities

Feature	Exclusive Sponsor	Panel Sponsor
Investment	£16,000	£6,000
Pre-Event Promotion	Exclusive branding across all event emails, registration pages, and social media promotion	Shared branding across event promotion
Topic Ownership	Sponsor leads the topic and shapes panel discussion content	Topic set by TRADE
Panel Oversight	Oversight of the webinar speakers	One sponsored seat on your selected webinar panel
Live Event Participation	Full participation: introduction, moderation, and audience Q&A	Panelist participation only
Attendee Data	Exclusive access to attendee data	Shared with all sponsors
Post-Event Recording	Exclusive access to branded recording	Access to recording (TRADE branded)



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, Algorithmic Trading and Outsourced Trading 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:

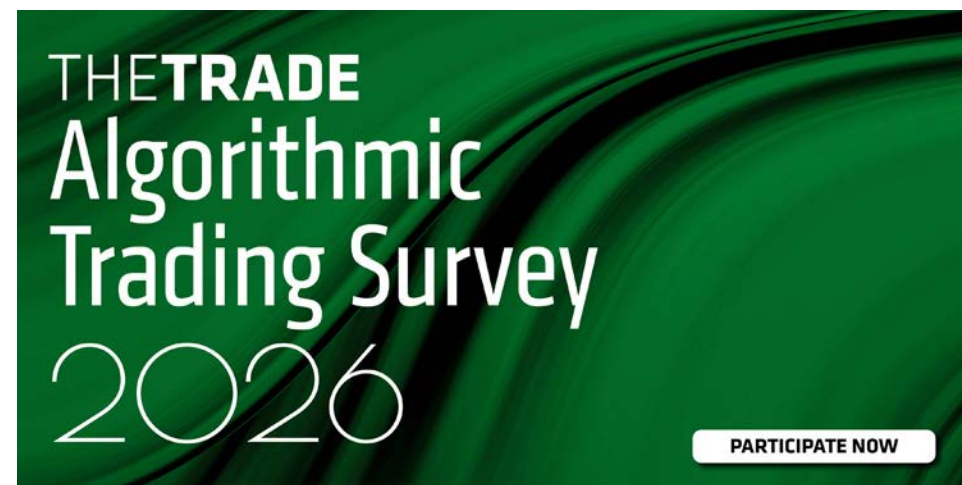
The TRADE has conducted its industry-leading survey into execution management systems for the past 14 years. The survey looks at market trends in the EMS space and client perception of vendors, rating their EMS offering across 13 functional criteria, including key service aspects such as reliability and availability, post implementation client service and breadth of asset class coverage. The survey runs from May through to July, with results 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 19 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.

Outsourced Trading Survey:

Brought to you in partnership with Ergo Consultancy, 2026 will mark the fourth year of our Outsourced Trading survey. Clients including asset managers, hedge funds and asset owners, are asked to rate their providers across nine key categories, including coverage, execution, client service, trade decision support and IPO process and allocations. This survey results and write-up is published annually as part of a dedicated OT supplement.



Top performers in this year's surveys will be recognised at The TRADE's annual Leaders in Trading and Leaders in Trading New York awards. For information please contact Karen Delahoy +44 (0)20 7397 3826 karen.delahoy@thetradenews.com



CONTACT INFORMATION

THE**TRADE**

ADVERTISING & SPONSORSHIP

Head of Sales

DALJIT SOKHI
+44 (0)20 7397 3809
✉ daljit.sokhi@thetradenews.com

Senior Account Manager

SERENA FRANKLIN
+44 (0)20 7397 3807
✉ serena.franklin@thetradenews.com

SURVEYS & RESEARCH

Head of Operations

KAREN DELAHOY
+44 (0)20 7397 3826
✉ karen.delahoy@thetradenews.com

EDITORIAL

News Editor

CLAUDIA PREECE
+44 (0)20 7397 3821
✉ claudia.preece@thetradenews.com

Reporter

NATASHA COCKSEGE
+44 (0)20 7397 3812
✉ natasha.cocksedge@thetradenews.com

Editorial Assistant

NOAH COLE
Tel: +44 (0)20 7397 3811
✉ noah.cole@thetradenews.com

Publisher

JONATHAN WATKINS
+44 (0)20 7397 3815
✉ jonathan.watkins@thetradenews.com

SUBSCRIPTIONS & CIRCULATION

Marketing and Subscriptions Co-ordinator

LENNY WILLSON
Tel: +44 (0)20 7397 3806
✉ lenny.willson@thetradenews.com

Subscriptions

+44 (0)20 7397 3827
✉ subs@thetradenews.com

PRINTING MATERIALS

Head of Design

STEPHAN SLATER
+44 (0)20 7397 3825
✉ stephan.slater@thetradenews.com

ACCOUNTS

Accounts Receivable

✉ finance@globalcustodian.com

ADDRESS

20 Little Britain
London, UK
EC1A 7DH

