



THE TRADE 2026 MEDIA KIT



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

BUY-SIDE READERSHIP BY JOB DESCRIPTION

40%
Heads of trading & senior traders
30%
Portfolio and investment manager
30%
Head of operations

2%
LATAM

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%

THE TRADE



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

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 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

The screenshot shows the homepage of THE TRADE website. At the top, there's a navigation bar with links for Home, News, Multimedia, Events, Thought Leadership, In Depth, Magazine, Surveys, Opinion, Data, and Contact Us. Below the navigation, there's a large banner with a video player showing a chart. To the right of the video, there's a news article titled "Eurex focused on harmonising onto one risk management framework". Below the video, there's a "LATEST NEWS" section with a link to "BlackRock shakes up its global trading team". Further down, there's a "HIGHLIGHTS" section with a thumbnail of a video titled "The TRADE TV". On the right side, there's a "TRENDING" section with a link to "Former 27-year JP Morgan executive to replace ascending Tradeweek president". At the bottom, there's a "UPCOMING EVENT" section for "EUROPEAN MARKETS INSIGHT CONFERENCE" on January 12, 2023, in Paris.

[SPONSORED CONTENT | LSEG]

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

The era of monolithic trading platforms is over. LSEG is meeting the buy-side's demand for flexible, best-of-breed solutions that can be easily integrated. As a result, a central, enterprise-grade engine like LSEG's is superior and third-party engines are no longer needed. This is a major win for providers of trading features. It requires no integration in physics from a single product to another, and no reconnection ecosystem.

The ecosystem answer: Flexibility, powered by a foundation of multiple engines, is now possible without a foundation of multiple engines and providers. For a single asset class, a single engine can provide the right portfolio manager and execution tools that are seamlessly integrated, creating a scalable, unified workflow that can be scaled up or down as needed.

LSEG

The streamlined execution ecosystem is now available within the Workplaces environment. It is built on a single, central, open, and flexible platform, combining multiple asset execution engines and data providers with the rich, contextual data needed to support the needs of market's diverse needs. Each component is designed to be highly integrated with the others, engineered to work together as a single, unified solution. Silbey, head of investment management at LSEG, comments: "We are now providing unparalleled breadth of LSEG's

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[SPONSORED CONTENT | LSEG]

enterprise. LSEG's strategic solution in the buy-side's high-volume, low-complexity space can handle complex, high-volume, low-complexity environments. This is amplified through a 'side-by-side' approach, where the Workplaces, going-trades access to the same data and execution engines. This allows for a more efficient and cost-effective workflow, while leveraging the power of multiple engines. The result is a flexible, scalable ecosystem that can be precisely tailored to the needs of the buy-side's workflow.

The ecosystem is universal, but the solutions must be specific. A single, central, enterprise-grade engine like LSEG's is superior and third-party engines are no longer needed. This is a major win for providers of trading features. It requires no integration in physics from a single product to another, and no reconnection ecosystem.

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[THOUGHT LEADERSHIP | NORTHERN TRUST]

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

The TRADE's Leader in Trading award recognises the most outstanding contributing factors behind the success of a firm. The award is given to the firm that has demonstrated the most significant success in the integrated Trading Solutions (ITS) category. The award honours focus on cross-client integration, operational efficiency in technology, and a commitment to innovation. The award also recognises the ability to anticipate client needs and deliver tailored solutions that support the unique needs of the market.

We've prioritised cross-client integration, ensuring that our clients benefit from a single, integrated platform - and technology teams work together to support the needs of every stage of the investment

NORTHERN TRUST

Northern Trust picked up the award for Best Post-Trade and Operations in Outsourced Trading at Leaders in Trading 2023. The award recognises the significant contribution the provider made to its commitment to operational excellence. STEPHANIE FARRELL, Head of Integrated Trading Solutions, Northern Trust, details the work which went in behind the scenes which led to the prestigious win.

Congratulations on your win at The TRADE's Leader in Trading award! What are the most outstanding contributing factors behind the success of a firm? The award is given to the firm that has demonstrated the most significant success in the integrated Trading Solutions (ITS) category. The award honours focus on cross-client integration, operational efficiency in technology, and a commitment to innovation. The award also recognises the ability to anticipate client needs and deliver tailored solutions that support the unique needs of the market.

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[THOUGHT LEADERSHIP | CBOE]

Cboe Data VantageSM:

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

The evolution of capital markets has caused market data to become increasingly complex - it includes 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 Markets[®], 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.

Cboe

which covers all four Cboe US equities exchanges - was within 1% of the NRBQ 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 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.

So far in 2025, Cboe's equities exchanges average inside price data was 808 shares, exceeding two of the largest competing exchanges. Additionally, the trading venue outperformed Cboe One inside price data.

United States equities exchanges are driving an increase in demand for fast inside price data, with many looking to reduce costs in a highly competitive market. Cboe's 175+ global network of trading solutions that covers 24/6 market coverage in more than 100 countries. Northern Trust's clients are part of a network of more than 400 brokers, including 100+ Cboe One clients.

Client experience over growth was driven by the continued success of Cboe One, which has helped clients who traditionally manage

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[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 ecosystem.

Cboe Global Indices leverages existing data to help market participants understand market dynamics, explore new strategies, and form the basis for new derivatives products that then generate new insightful data. The creation, calculation, and dissemination of these indices

helping market participants gain actionable, real-time insights. These platforms offer everything from real-time, cross-asset, margin-risk analytics to portfolio management and options order-flow and volatility analysis with real-time context. Options analytics also include best-in-class, real-time implied volatilities and Greeks, essential to enhanced options trading. The suite of tools can be used by both professional traders and enterprise clients, as well as individual investors. The platform simplifies market viewing and analysis with unique services that can work together through integration or independently.

Cboe Global Indices

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

indices, offering services that span product design, calculation, administration, listing, trading, and benchmark licensing. As the largest US options exchange operator, Cboe's pool of derivatives data and proprietary pricing algorithms enable its global indices team to develop complex index concepts that are central to Cboe's ecosystem.

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

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● 800 - 1000 words digital only thought leadership article **from £7,500**

● 800 - 1000 words print (double page) and digital thought leadership article **from £9,000**

● POA for other combinations



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

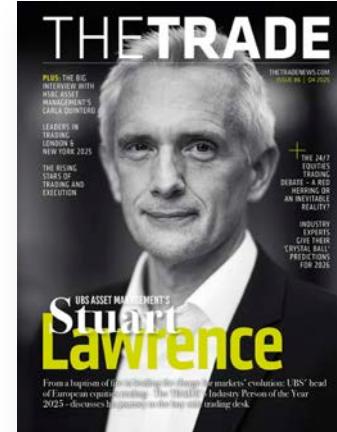


AUTUMN

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.

Insight.
Data.
Analytics.

THE TRADE⁺

Where market
intelligence
goes deeper



Join TRADE+ for exclusive insight
you won't find anywhere else

3mm bleed

12mm border

167mm w x 225mm

■ Border: Any text/image in this area are liable to be cut due to printer cutting variation.

■ Bleed: Area to be cropped

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
- All fonts to be flattened or vector (outlined)
- Resolution for gray scale and CMYK images should be 300 dpi
- 3 mm bleed
- All images are linked and updated

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



PREMIUM 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 - £11,500

Half-table of five guests - £6,650

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 in trading 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



THE TRADE
LEADERS IN
TRADING
NEW YORK
2025

Outsourced Trading Awards
Best Provider -
Operations and Post-Trade
Northern Trust

19
NOVEMBER
2026

"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

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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

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 - EPOA



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 manage 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)

INVESTOR SERVICES REDEFINED: Unlocking operational efficiencies

9th December, 3pm BST / 10am ET



Webinar calendar is
available on request

Serena Franklin | +44 (0)20 7397 3807 | serena.franklin@thetradenews.com | www.thetradenews.com

2026 Media Kit

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.

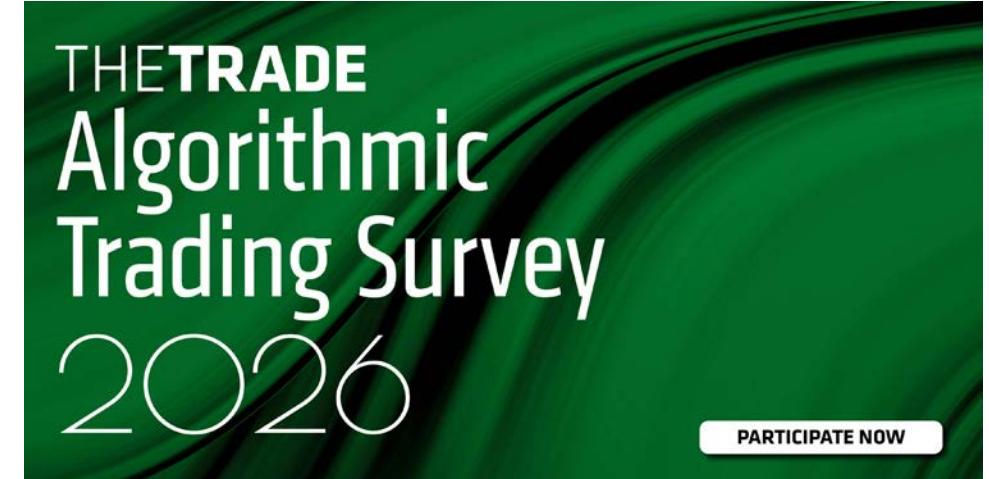
Execution Management Systems Survey:
The TRADE has conducted its industry-leading survey into execution management systems for the past 14 years. The survey looks at market trends in the EMS space and client perception of vendors, rating their EMS offering across 13 functional criteria, including key 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

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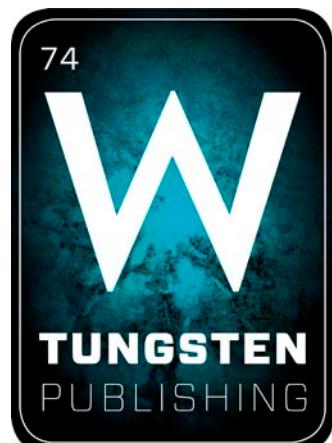
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