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MEDIA KIT 2018



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GlobalTrading Journal

THE GLOBALTRADING BRAND

GlobalTrading is the world's leading publication and forum for the electronic trading industry. As an industry initiative, content comes directly from expert market participants, including asset managers, brokerages, investment banks, regulators and service providers. In-depth articles, interviews and technical insights cover all asset classes, with detailed analysis of the latest developments and trends affecting the electronic trade process, exchanges and regulatory environment.

OUR READERS

GlobalTrading is delivered in hard copy every quarter directly to the dealing desks of key decision-makers across the industry. The magazine is also circulated to our sponsors and other market participants at all FIX Trading Community events and other leading conferences that address issues impacting the electronic trading industry.

GLOBAL REACH

12,000+ subscribers worldwide



Americas
33%

EMEA
36%

Asia Pacific
31%

READERSHIP PROFILES

BUY-SIDE 42%

SELL-SIDE 26%

SOLUTION PROVIDER 21%

EXCHANGE 6%

CONSULTANT, REGULATOR, OTHERS 5%

INCLUDING

CEO

CTO

Head of Equities

Head of Trading

Portfolio Manager

Fund Manager

Head of Risk Management

Senior Quantitative Trader

Head of Trading Technology

Managing Director

...and others

RECENT CONTRIBUTORS INCLUDE :

- Aberdeen Asset Management
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- Brandes Investment Partners
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- Pohjola Asset Management
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- Sequoia Capital Fund Management
- SFC
- Societe Generale
- State Street Global Advisors
- T Rowe Price
- The Tech Trader Fund
- Troy Asset Management
- Ullink
- Vanguard

TOPICS COVERED



Multi-asset trading desk
Regulation
Blockchain
Small cap trading
Derivatives trading
FX
Execution venue analysis
Fixed income
Risk management
Block trading
TCA
AI-based trading
HFT
Transparency
Benchmarking
Post-trade
Cyber security
And more...



"GlobalTrading is unfailingly on topic and is an enormously valuable resource for the latest developments in the world of trading as well as insightful opinion on market trends direct from industry leaders."

Joe Kassel,
Global Head of Dealing & Exposure Management at AMP Capital



"I look to GlobalTrading as a key resource for understanding more about the hottest topics and newest innovations in our industry."

John Radle,
Global Head of Trading at Campbell & Company



"I've been reading GlobalTrading as a great source of information for years. I enjoy the insight the journal provides into our peers, or services offered by brokers and vendors. It's a good resource for unbiased and informative industry reporting."

Kent Rossiter,
MD, Head of Asia Pacific Trading, Allianz Global Investors

GLOBALTRADING

Conference Circulation 2018

Q1 for Feb - April

February
2018

TradeTech FX USA, Miami

March
2018

EMEA FIX Trading Conference, London
AFME's 13th Annual European Trading &
Market Structure Conference, London

April
2018

TradeTech Europe, Paris

Q2 for May - July

May
2018

The Trading Show, Chicago
16th Asia Pacific Trading Summit, Hong Kong
Fixed Income Future Leaders USA, Boston

Q3 for Aug- Oct

September
2018

India FIX Trading Conference, Mumbai
TradeTech FX, Amsterdam

October
2018

FOREX & Money EXPO, Singapore
Australia FIX Trading Conference, Sydney

Q4 for Nov - Jan

November
2018

Singapore FIX Conference, Singapore

ADVERTISEMENT AND SPONSORSHIP OPTIONS

Print Advertising

We offer the following print advertising options. Other tailor-made packages are available upon request based on your budget and marketing requirements.

USD
15,000

Outside Back Cover globally + logo on all covers of GlobalTrading (requires commitment to all 4 issues for 2017).

USD
12,000

Prime Position, Full page advertisement globally + logo placement on all covers of GlobalTrading.

USD
15,000

Belly Band advertisement globally + logo on all covers of GlobalTrading.

USD
13,500

Bookmark advertisement globally + logo on all covers of GlobalTrading.

USD
7,000

Full page advertisement globally.

USD
6,000

Prime Position Regionally (Choice of Regions) + logo on the cover of the selected regional edition.

USD
7,000

Bookmark Regionally (Choice of Regions) + logo on the cover of the selected regional edition.

USD
8,000

Product Overview Section - 2 pages spread about your products services (may include graphs, charts, photos, and company logo).

- All prices are per issue
- Advertising "globally" includes all regional editions of GlobalTrading (ie: Americas, EMEA and Asia Pac)
- Discounts are provided on commitment to multiple issues
- FIX Trading Community members are entitled to discounted rates
- Agency commissions must be independently negotiated and accounted for by the relevant agency and its clients.

Supplement Sponsorship:

Is there a topic or a region you are particularly keen to target? Consider being involved in our 2017 supplements or contact us to propose a theme for a customised supplement.

2017 Supplement Themes:

- Eye on Post-trade
- Emerging Markets
- Trends in multi-asset trading technology
- Challenge and opportunities of renminbi internationalisation

Please contact sales@fixglobal.com for more information.



DIGITAL ADVERTISING



e-Newsletter
8,000
Subscribers Globally



Average Open Rate
13.5%

Sample Subscriber Titles:

- CEO, CFO, CIO, COO, CTO
- Global Head of Trading
- Head of Dealing
- Head of Execution
- Head of IT
- Managing Director
- Portfolio Manager
- President
- Senior Consultant
- Trader
- etc...

Leaderboard or Big Box advertising in e-Newsletter	USD 2,500
Banner advertising in e-Newsletter	USD 1,800

Note: Prices are per month; 4 weekly e-Newsletters are sent each month.

The screenshot shows the GlobalTrading e-newsletter interface. At the top is a header with the logo and a world map. Below the header, there are several article teasers with images and text. On the right side, there is a vertical sidebar with a 'CURRENT ISSUE' section and a 'CLICK HERE' button. At the bottom, there are sections for 'Pre-Trade Risk Assessment Across Multiple Channels', 'News And Announcements', and 'Trading' and 'Technology' links. A large red box is overlaid on the right side of the newsletter, indicating the location for a 'BIG BOX' advertisement.

LEADERBOARD

580x74px

HORIZONTAL BANNER

510x64px

BIG BOX

276x276px

Notes:

- Other online options available depending on your marketing objectives. Cost will depend on size and nature of advertisement required
- Discounts available for commitment to multiple editions of the e-Newsletter and/or 3+ months website advertising
- Discounts also available for commitment to print + online advertising
- Agency commissions must be independently negotiated and accounted for by the relevant agency and its clients. Prices quoted for advertising in GlobalTrading (print and/or online) are net of all discounts and will not be reduced further to account for agency commissions

GLOBALTRADING ONLINE ADVERTISING

WWW.FIXGLOBAL.COM

With new content each week our online and social media presence are being maximised to generate consistent visibility. Utilising in-depth interviews and long-form content, GlobalTrading Online follows up on the changing world of electronic trading to analyse the trends and stories that impact the community.



average distinct users

13,000+ pcm



average page views

31,000+ pcm

Leaderboard Banner Ad	USD 2,000
Big Box Advertisement	USD 1,500
Banner Ad	USD 1,200
Half Banner Ad	USD 600

Note: Prices listed above are per month

LEADERBOARD

680x96px

The screenshot shows the GlobalTrading website interface. At the top, there's a navigation bar with links like HOME, CONTENT, CONTACT US, DIRECTORY, EVENTS, MEDIA INFO, RESOURCES, TRADER FIX TAGS, and VIDEO CONTENT. Below this is a main content area with several articles. Red boxes are placed to indicate ad opportunities: one large red box at the top left, another red box below the article 'On The Performance Of VWAP Execution Algorithms', a third red box below the article 'Trading In The Primary Markets', and a large red box at the bottom right. A sidebar on the right contains 'VIDEO CONTENT' and 'CURRENT ISSUE' sections.

BANNER AD
510x64px

HALF BANNER AD

300x64px

BIG BOX
276x276px

GLOBALTRADING ROUNDTABLES

Our industry - driven events bring the domestic and international buy - and sell-side communities, exchange representatives and service solution providers together to discuss the latest developments about electronic trading, standardisation, technologies, best practices and regulatory issues at locations across the globe with world.



Our exclusive global roundtables of 15-20 participants are by invitation only. They bring together senior executives to discuss specific subjects in a neutral and intimate forum. Combining both panel and free-flow discussion, topics include:

- impact of managed services in a changing regulatory environment
- using the trading lifecycle to improve execution
- uniting technology and regulation
- changing impact of best execution requirements
- evolution of asset ownership
- blockchains and the securities industry

...and the hot issues of the day for your trading desks

"In this fast changing environment, it is crucial to stay abreast of developments. GlobalTrading is at the forefront of addressing the issues and challenges that we and our counterparties are facing, both with their publications and their roundtable events."

*Neil Bond, Head Trader at
Ardevora Asset Management*

Interested in sponsoring a roundtable or need help with a custom client event or conference? Contact sales@fixglobal.com to find out how we can help.



"As a thought leadership forum the GlobalTrading Roundtable hits the spot. The quality of discussion was stimulating because the diversity and seniority of participants were nicely balanced against the moderator's questions. It wasn't just about topical issues, but with some strong (and out of the box) ideas and views being shared around the table, I think everyone had some good takeaways to mull over."

*TK Yap, CFA
OCBC Securities*



"The discussion was wide-ranging as you would expect given the diversity of the participants: buy-side, sell-side, venues and vendors. I feel we heard some new issues and solutions."

*Richard Semark,
UBS MTF*



"The diversity of participants at the roundtable made it very interesting—sell-side peers and buy-side clients, along with the inclusion of traders and technologists from a range of firms, provided a real mix of backgrounds and skills, resulting in a varied and informative conversation."

*Zhuang Zhuang,
Jefferies LLC*