

GLOBALTRADING



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PRINT



FORUMS

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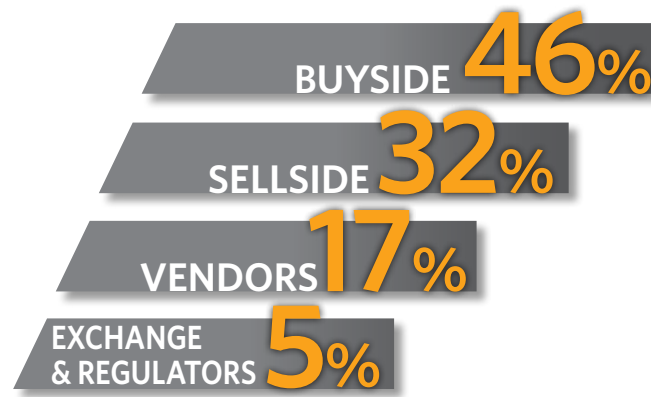
THE GLOBALTRADING BRAND

GlobalTrading is the premier global educational platform for the electronic trading industry, and the GlobalTrading Journal has been the FIXProtocol's official journal since 2002.

OUR READERS

GlobalTrading is a quarterly publication circulated to industry professionals worldwide. Over 10,000 copies are distributed to subscribers quarterly, and our website receives over 5,000 online readers monthly.

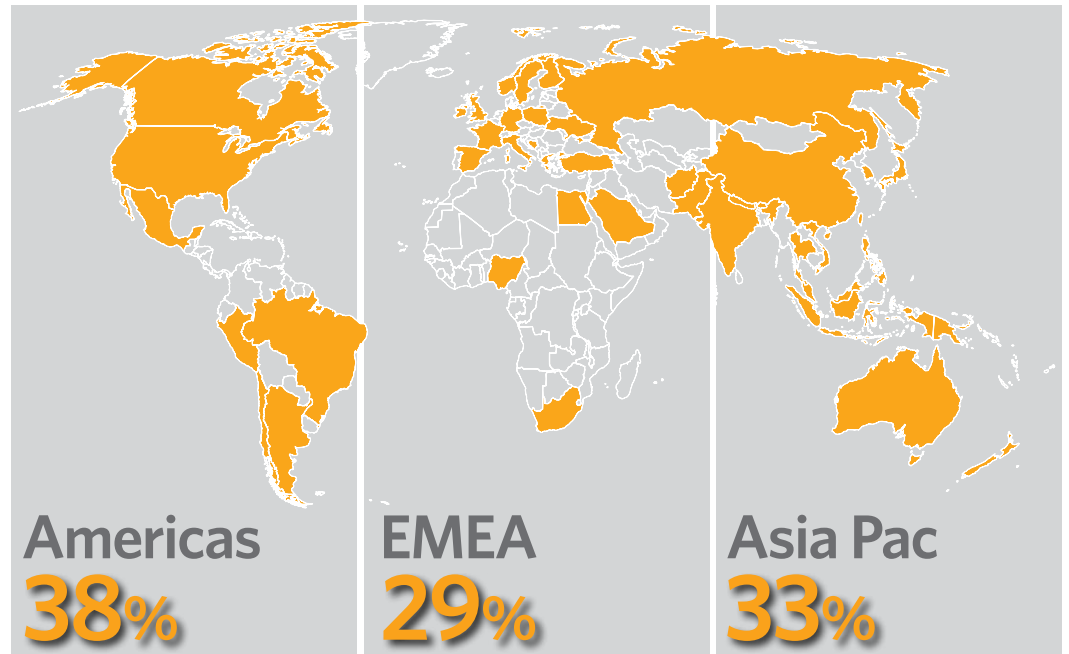
PRINT READERSHIP PROFILE



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

GLOBAL REACH



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IRROC
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"I always enjoy reading GlobalTrading. It consistently provides interesting articles and ideas. I think it provides an avenue where we can exchange ideas in the aim of achieving a stronger trading community and as a result better returns for our clients."

EMMA QUINN,
HEAD OF ASIA
PACIFIC TRADING,
ALLIANCEBERNSTEIN

TOPICS COVERED



GLOBALTRADING CONFERENCE CIRCULATION 2012



February 2012	FPL Japan Quarterly Meeting, Tokyo
March 2012	FPL Mexico Briefing, Mexico City India FIX Conference, Mumbai EMEA Trading Conference, London FPL Americas Quarterly Meeting, San Francisco
April 2012	TradeTech Europe, London
May 2012	Asia Pacific Trading Summit, Hong Kong
June 2012	FPL Canadian Electronic Trading Conference, Toronto FPL EMEA Quartely Meeting, Stockholm
July 2012	FPL Americas Quarterly Meeting, Chicago
August 2012	FPL Latin America Trading Conference, Sao Paulo
September 2012	Face2Face Electronic Trading Forum, Shanghai, China Singapore FIX Conference, Singapore FPL Canadian Quarterly Meeting, Montreal EMEA Regional Meeting
October 2012	FPL Japan Electronic Trading Conference, Tokyo Australia FIX Conference, Sydney FPL Americas Trading Conference, New York City
November 2012	FPL Nordic Briefing, Stockholm Face2Face Electronic Trading Forum, Seoul, South Korea Face2Face Electronic Trading Forum, Jakarta, Indonesia
December 2012	FPL EMEA Quartely Meeting, London FPL Americas Quarterly Meeting, Boston

ADVERTISEMENT AND SPONSORSHIP OPTIONS

“GlobalTrading articles are contributed by industry experts and as such provide relevant, reliable and insightful information.”

TONY WHALLEY,
HEAD OF TRADING,
SWIP
(SCOTTISH WIDOWS
INVESTMENT PARTNERSHIP)

Print Advertising

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

Outside Back Cover globally + logo on all covers of GlobalTrading (requires commitment to all 4 issues for 2013)	USD 18,000
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 18,000
Bookmark advertisement globally +logo on all covers of GlobalTrading	USD 16,500
Full page advertisement globally	USD 7,300
Prime position regionally (choice of regions) + logo on the cover of selected regional edition	USD6,000
Bookmark regionally (choice of regions) + logo on the cover of selected regional edition	USD8,500
Half page advertisement globally	USD 4,000
Logo and company profile placement in the Resources Section published globally	USD 3,000
Feature (up to 500 words) in the Broadcast Section published globally e.g. press release/product launch/company updates	USD 3,000
Product Overview Section – 2 pages spread about your products/services (may include graphs, charts, photos, and company logo)	USD 8,000

Notes:

- 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
- FPL members are entitled to discounted rates
- 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

Article Reprints

Contributor’s article reprints (minimum order 500 copies) are available at the following rates :

2 page reprint	USD 2,500 (1,000 copies)
4 page reprint (contributor’s article plus company specific information, updates, logo etc)	USD 3,000 (1,000 copies)

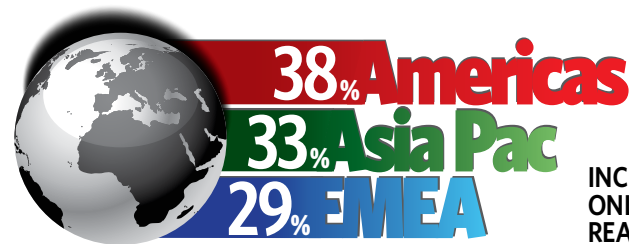
GLOBALTRADING ONLINE ADVERTISING

FIXGLOBAL.COM

With new content each month our online and Twitter presence are being maximised to generate constant material. Utilising in-depth interviews and long form content GlobalTrading Online follows up on the changing world of trading to analyse the trends and stories that impact the community.

UNIQUE ONLINE VISITORS PER MONTH **6,000**

UNIQUE PAGE VIEWS PER MONTH **10,000**



INCREASE IN
ONLINE BUYSIDE
READERSHIP

39%

“GlobalTrading is a key resource for industry-driven insight and information. The industry turn to it for astute, thought-provoking content and we turn to it when we want to reach the industry.”

BRYAN KEOUGH,
SALES DIRECTOR ASIA PACIFIC,
IPC SYSTEMS

Leaderboard advertisement	USD 1,200 per month
Big Box advertisement	USD 1,000 per month
Skyscraper advertisement	USD 800 per month
Small horizontal banner advertisement	USD 700 per month

LEADERBOARD

728x90px

SKYSCRAPER

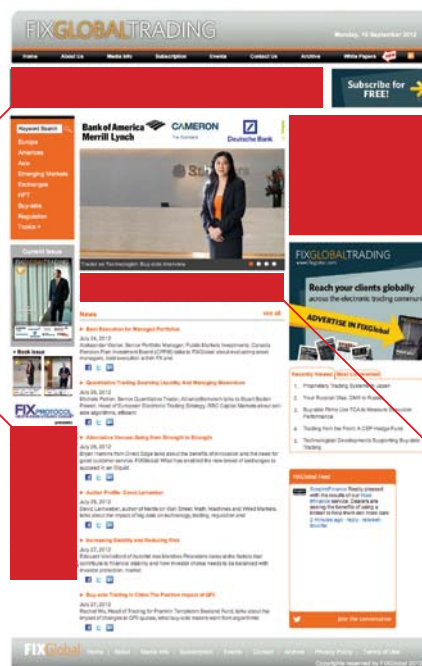
139x440px

BIG BOX

336x280px

SMALL HORIZONTAL BANNER

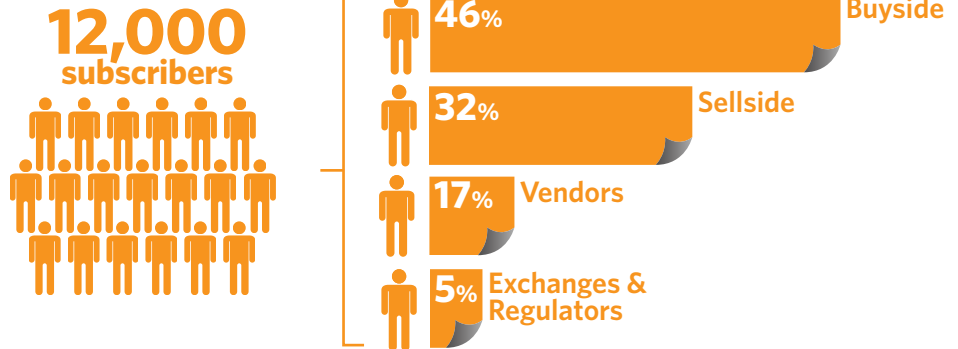
468x60px



GLOBALTRADING ONLINE ADVERTISING

Each month brings exclusive content to the site, reactions to market events, detailed analysis of white papers and press releases, and follow-up pieces to articles from the print journal.

e-Newsletter



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

FIX GLOBAL TRADING

Annual Electronic Trading Forum, China
Over 250+ key sites, sell-side and exchange participants
LAST CALL FOR SPONSORSHIP
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Breaking Down boundaries: Multi-asset Trading
State Street Global Advisors' Head of Trading in Asia Pacific, Stephen Mantle, talks about the investment decision making process and the firm's pioneering multi-asset trading capabilities.

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Quantitative Trading: Sourcing Liquidity and Managing Momentum
Michele Patron, Senior Quantitative Trader, AllianceBernstein talks to Stuart Baden Powell, Head of European Electronic Trading Strategy, RBC Capital Markets about sell-side algorithms, efficient sourcing of liquidity, the need for pre- and post-trade transparency and high frequency trading.

The Impact of Dark Pools on Access to Desirable Liquidity
Emma Quinn, AllianceBernstein's Head of Asia Pacific Trading discusses accessing liquidity through dark pools, aggregation and asset allocation.

Winning Isn't Just About Being Faster, It's About Being Better
Quant and prop traders share perspectives with Weng Cheah, Managing Director of Xinfu, about the evolution of high frequency trading.

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Breaking Down boundaries: Multi-asset Trading



State Street Global Advisors' Head of Trading in Asia Pacific, Stephen Mantle, talks about the investment decision making process and the firm's pioneering multi-asset trading capabilities.



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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

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GLOBALTRADING MECHANICAL SPECIFICATIONS

FULL PAGE

Bleed: 220mm x 307mm H
Trim : 210mm x 297mm H
Type: 200mm x 287mm H

HALF PAGE

Trim : 175mm W x 127mm H

1/5 PAGE Horizontal Banner

Trim: 175mm W x 60 mm H

1/3 PAGE Vertical Banner

Trim : 55 mm W x 252m H

Colour: 4 colour process (CMYK)

Language: Multilingual (English, Simplified Chinese & Japanese)

Format : Press-ready pdf files, 300dpi + Line Screen150(all fonts and graphics must be embedded).



Full Page

1/5 Page Horizontal Banner

Half Page

1/3 Page Vertical Banner

***All ads should indicate Bleed and Trim Marks on the PDF.**

Email the above artwork to Tammy at tammy@fixglobal.com or load to our FTP site with email confirmation.

FTP Information

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User: clients@fixglobal.com
Password: fix4u