



**The Industry
— Spread —**

2019 MEDIA KIT

OVERVIEW

News and information site built for the global trading industry



The Industry Spread focus is on a range of markets including equities, commodities, fx & derivatives



Article topics include technology, global regulation, risk management as well as the latest people and company moves.



The Industry Spread have built a strong team of professional journalists from key markets in the world who bring experience from working with some of the worlds best titles.



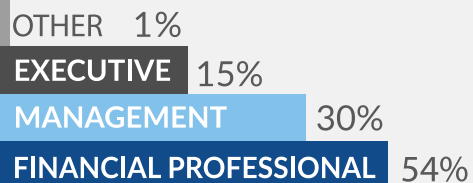
AUDIENCE

Primary Industries

- Senior managers and executives from brokerage firms
- Asset Managers
- Propriety Trading Firms

Secondary Industries

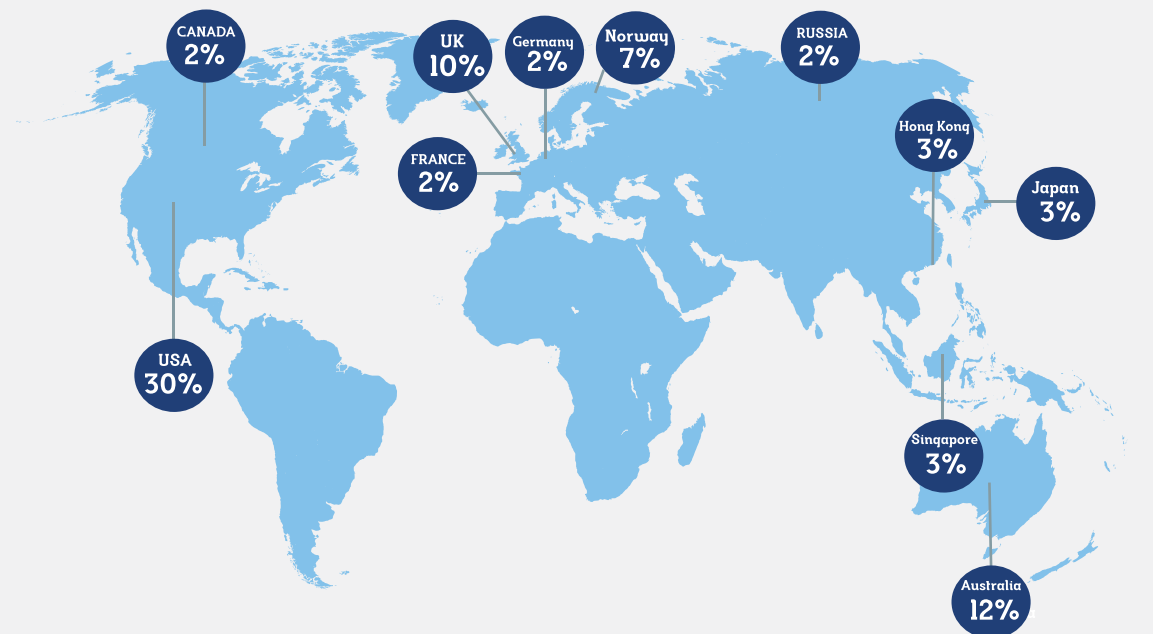
- Other team members within brokerage firms
- Technology firms
- Professional service companies that support the industry including advisory businesses.



Geographic



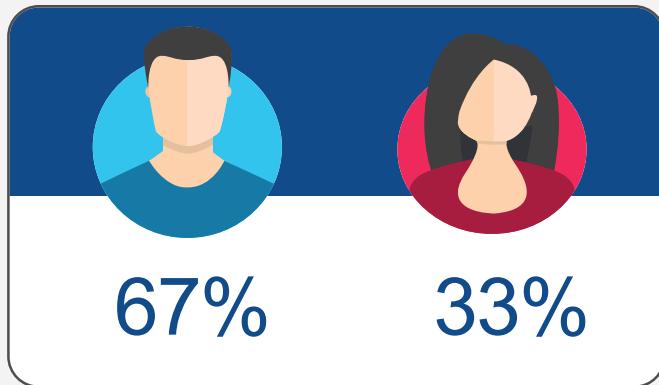
- Key Financial Markets
- Developing Financial Centers within Africa, Asia and South America



Average from Google Analytics Figures August 2018 - July 2019

AUDIENCE

GENDER



AGE

18-24	25-34	35-44	45-54	55+
7%	38%	27%	16%	12%

ENGAGEMENT WITH THE INDUSTRY WHERE AND HOW THEY WANT IT

Digital Assets



68%



29%



3%

Social Media



6000+



8400+



100+

Site Stats

Average Monthly
Unique Visitors

13,000+

Average Monthly
Page Views

45,000+

Average Monthly
Impressions

1.25million

Figures as at 31st October 2019

ADVERTISING PARTNERSHIPS

WHY PARTNER WITH THE INDUSTRY SPREAD?

- To keep the market informed of new products and service
- To continue to build your brands profile within the industry
 - ✓ Secure new clients
 - ✓ Retain existing clients
 - ✓ Secure the best team members
- Top quality content daily



ADVERTISING

The Industry Spread is launching a “New Look, Better Performance, Better Reader Experience” Website in end 2019 and are offering more enhanced Advertising Opportunities.

We will be working closely with our advertising partners to ensure we are delivering the best results through building customized packages and providing professional support.

A wide range of packages are available now so your business can be a part of the New Look Launch!



Tiered Sponsorship Advertising Packages



Digital advertising within email communications



Digital advertising across mobile, tablet & desktop advertising



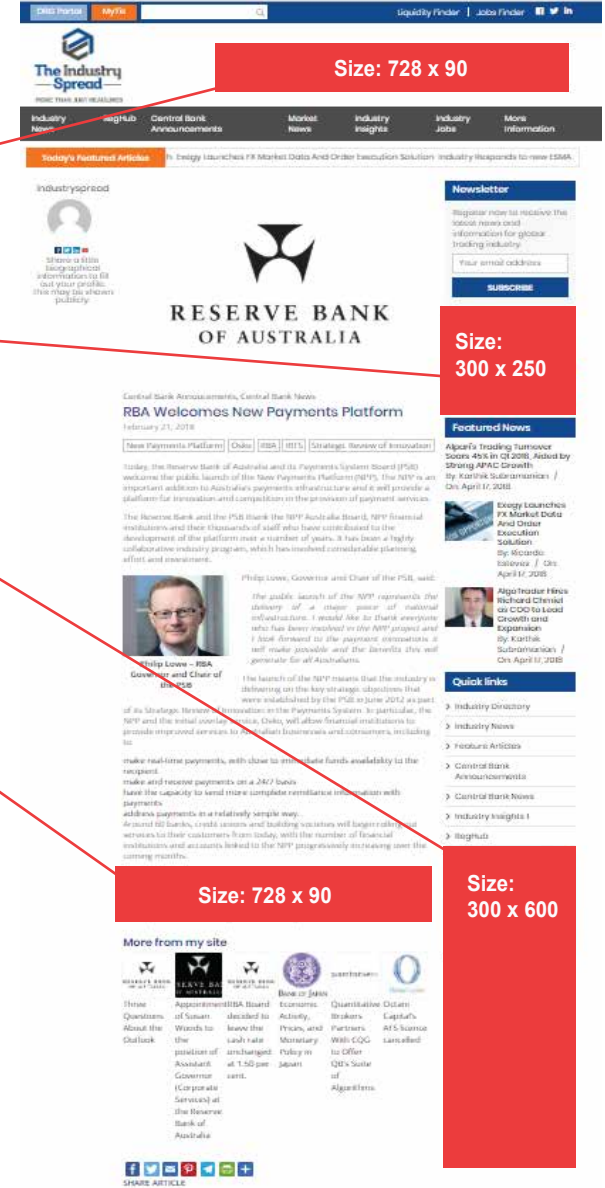
Solus emails to be sent to The Industry Spreads subscriber list

PARTNER OPPORTUNITIES

HOME PAGE BANNERS



ARTICLE PAGE BANNERS



PARTNER OPPORTUNITIES

OTHER PAGES BANNERS

The screenshot shows the website layout with several red callout boxes pointing to specific banner locations:

- Size: 728 x 90**: Points to the top navigation bar area.
- Size: 120 x 600 FLOATING**: Points to a vertical sidebar on the left side of the main content area.
- Size: 300 x 250**: Points to a rectangular banner in the right-hand sidebar.
- Size: 300 x 600**: Points to a large rectangular banner at the bottom of the page.
- Size: 728 x 90**: Points to the footer area at the very bottom of the page.

Leaderboard
Code: HPLB

Sidebar Floating
Code: OPFSB

Sidebar 5
Code: OPSB5

Sidebar 6
Code: HPSB2

Footer
Code: FOP

eDM BANNERS

Header Banner
Code: EDMH

Middle Banner
Code: EDMHM

Size: 600 x 90

MORE THAN JUST HEADLINES.

The eDM banner displays a full page of content from The Industry Spread website, including:

- Market News section with headlines like "Refinitly Adds Digital Tools for Wealth Management Firms".
- Industry News section with headlines like "Merrill Lynch Group Restructures Morgan Inc & Hines Two New Senior Level Executives".
- Regulatory Announcements section with headlines like "Les Mele, CEO of DGCK, Recognized by Forbes ME as one of the Most Influential Executives in the Middle East".
- Industry Insight section with headlines like "Global Financial Markets Association Elects New Leadership".
- Central Bank Announcements section with headlines like "Federal Reserve Board announces new members of Community Advisory Council".
- Industry Job Listings section with headlines like "Deloitte Access Economics - Agribusiness & Environmental Economics".
- A "COMING SOON" banner for "THE INDUSTRY DIRECTORY" with a "CLICK HERE TO FIND OUT MORE" button.

Size: 600 x 90

PARTNER PACKAGES

Package 1

INCLUDES:

- Home Page Leader board
- Article Pages Sidebar 3
- eDM Header banner
- Footer Leaderboard on all other pages
- Side Bar 5 on all other pages**
**Banner In Rotation 1/3

1 Month
USD **\$5,600**

3 Months
USD **\$15,120***
***includes 10% Discount**

Package 2

INCLUDES:

- Article Pages Leader board
- eDM Middle Banner
- Side Bar 6 on all other pages**
- Home Page Sidebar 2 **
**Banner In Rotation 1/3

1 Month
USD **\$4,250**

3 Months
USD **\$11,475***
***includes 10% Discount**

Package 3

INCLUDES:

- Header All other pages
- Home Page Sidebar 1
- Article Pages Sidebar 4
- Side Bar 6 on all other pages
- All Banners In rotation 1/3

1 Month
USD **\$3,000**

3 Months
USD **\$8,100***
***includes 10% Discount**

Package 4

INCLUDES:

- Home Page Sidebar 2
- Articles Pages Footer Banner
- Side Bar 5 on all other pages
- All Banners In rotation 1/3

1 Month
USD **\$2,250**

3 Months
USD **\$8,100***
***includes 10% Discount**

Other Advertising Opportunities include Sponsored Articles, Sponsored Social Media Posts. Email us regarding these packages..

THE NEW WEBSITE FEATURES

- New Technology selected for best user experience and SEO targeting.
- Built using the latest in data management tools to:
 - ✓ Provide targeted content and advertising
 - ✓ Drive response rates and amplify the audience
- **New Business Portal** includes Directory Listing, Post Job Listings, Post Industry Events.
- **New MyTIS for Individuals** includes Login for custom feed articles, commenting & apply for jobs.
- Liquidity Search / Liquidity Finder



Scalable solution
to deliver consistent
professional experience



Best in class architecture
designed to deliver a
fast reliable site

CONTACT US

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