The Industry Spread

MORE THAN JUST HEADLINES

MEDIA KIT 2020

www.theindustryspread.com

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

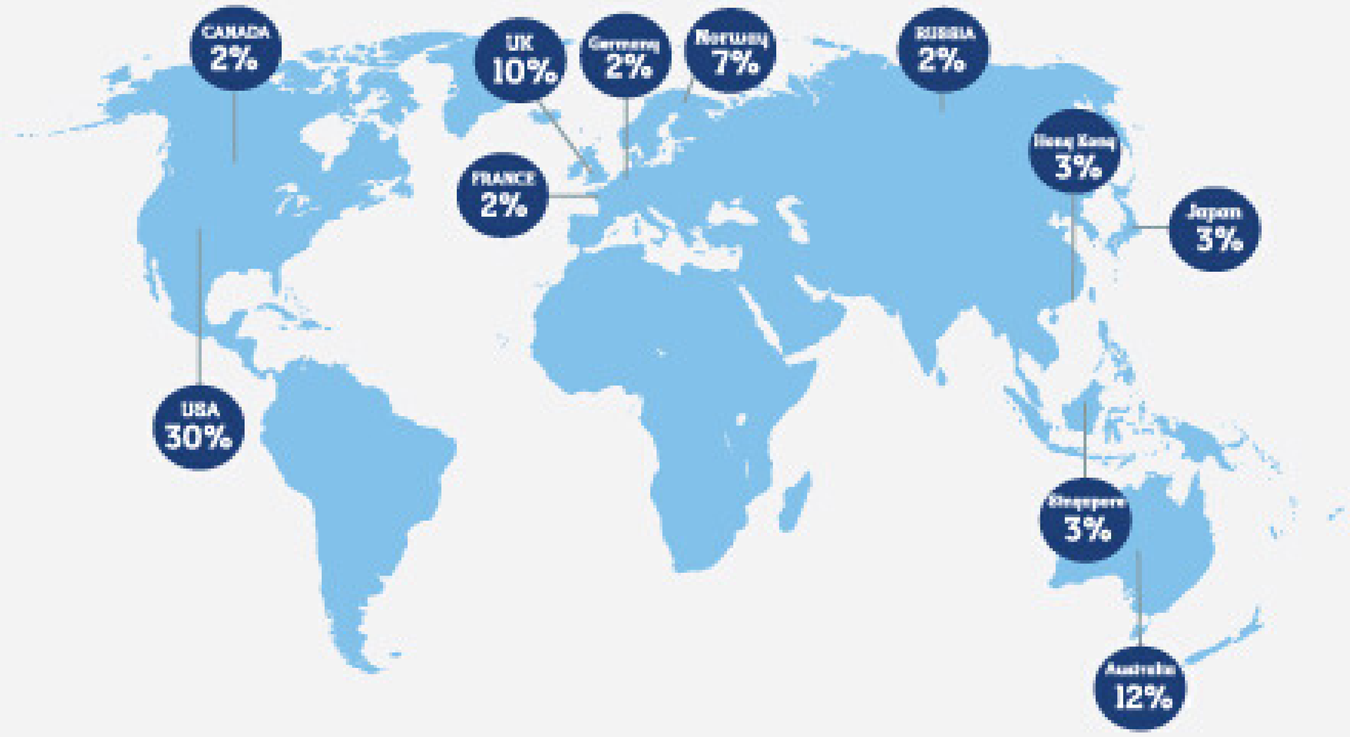
- Senior managers and executives from brokerage firms
- Asset Managers
- Propriety Trading Firms

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

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ENGAGEMENT WITH THE INDUSTRY WHERE AND HOW THEY WANT IT

Digital Assets

68%

29%

3%

Social Media

6000+

9800+

780+

Site Stats

Average Monthly Unique Visitors

49000+

Average Monthly Page Views

86000+

Average Monthly Impressions

880000+

*Figures as at March / April 2020

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

Sourced directly from the industry

Secured from newswire services

Supplied from top research firms

ADVERTISING

The Industry Spread is launching a "New Look, Better Performance, Better Reader Experience" Website in end 2019 and are offeringmore 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

Leaderboard
Code: HPLB

Sidebar 1
Code: HPSB!

Sidebar 2
Code: HPSB2

Size: 728 x 90

Size:
300 x 250

Size:
300 x 250

ARTICLE PAGE BANNERS

Articles Pages Leaderboard
Code: APLB

Sidebar 3
Code: APSB3

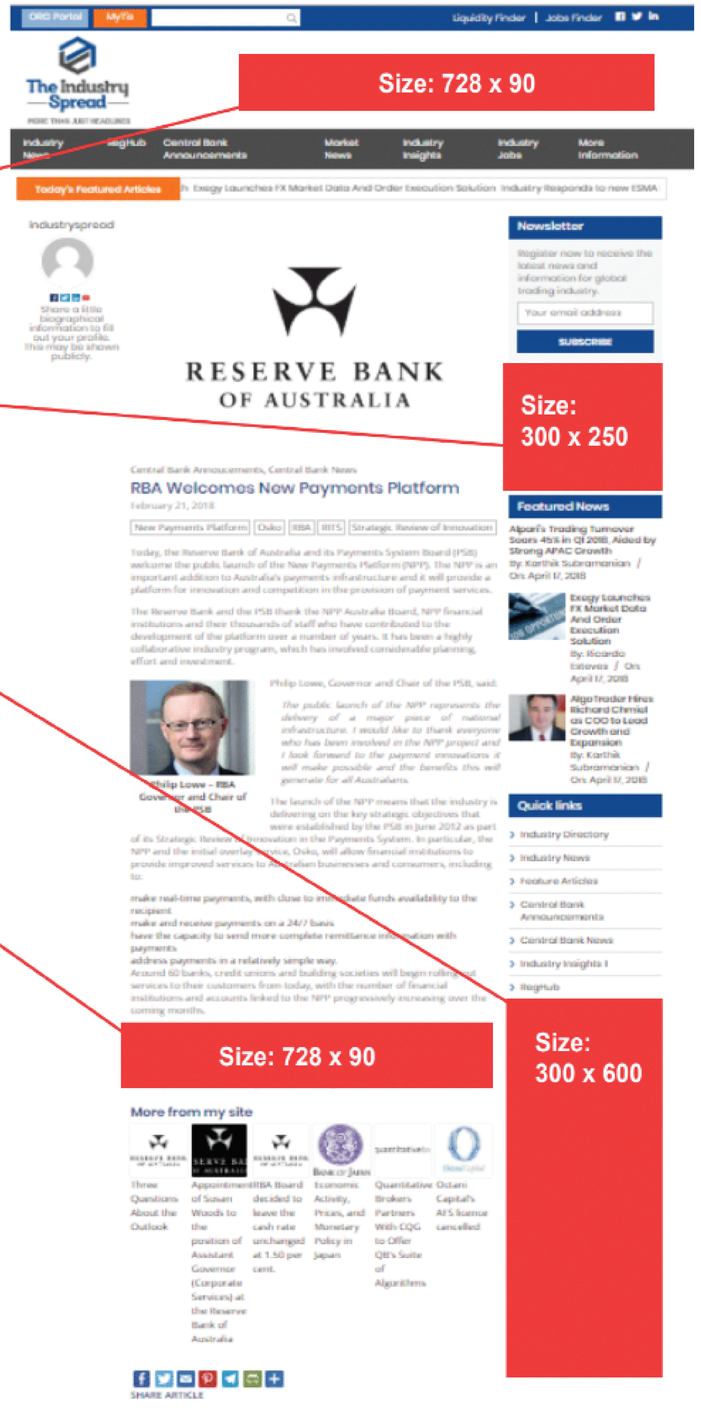
Sidebar 4
Code: APSB4

Footer Article Page
Code: FLB

Size: 728 x 90

Size:
300 x 250

Size:
300 x 600



PARTNER OPPORTUNITIES

OTHER PAGES BANNERS

Leaderboard
Code: HPLB

Sidebar Floating
Code: OPFSB

Sidebar 5
Code: OPSB5

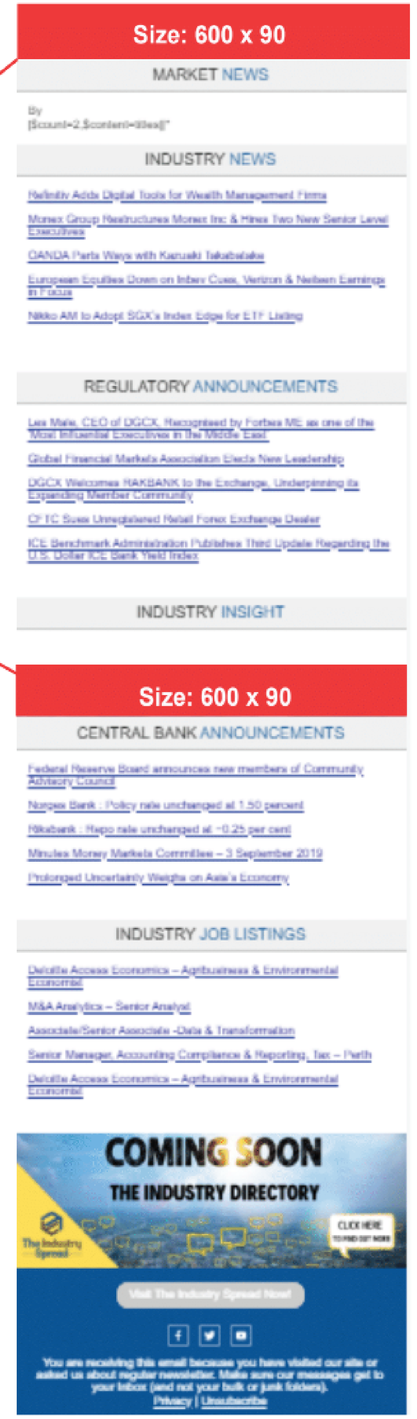
Sidebar 6
Code: HPSB2

Footer
Code: FOP

eDM BANNERS

Header Banner
Code: EDMH

Middle Banner
Code: EDMHM



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..

CONTACT US

Banika Smee
Advertising Manager
✉ bsmee@thegunngroup.co
✆ +61 435 542 090

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