### MARKETING & PR PROPOSAL



The Industry
—Spread

MORE THAN JUST HEADLINES

2021

## UNIQUE MARKETING & PR OPPORTUNITIES

The new Industry Spread online news portal gives online brokerages, fintech companies and thought leaders a unique opportunity for B2B marketing and promotion on an established and respected industry portal with readers across the globe, including the APAC region.

We provide unique news, insights, interviews and thought leadership content about the companies and technologies driving innovation and improvements to online trading in FX, CFD, Futures, Options and Cryptocurrency markets.

Brokers and fintech companies can start enjoying reduced rates for B2B packages right away!



#### 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.



FINANCIAL PROFESSIONAL

MANAGEMENT 30%

EXECUTIVE 15%

OTHER 1%





#### **AUDIENCE**

Get your message and services across to industry leaders, decision makers and thought leaders!

**DIGITAL ASSETS** 

SOCIAL MEDIA

SITE STATS

. 50%

47%

3%

5.900+

5.700+

in 1.000+

Average Monthly Unique Visitors

4.200 +

Average Monthly Page Views

6.100 +

Average Monthly Impressions

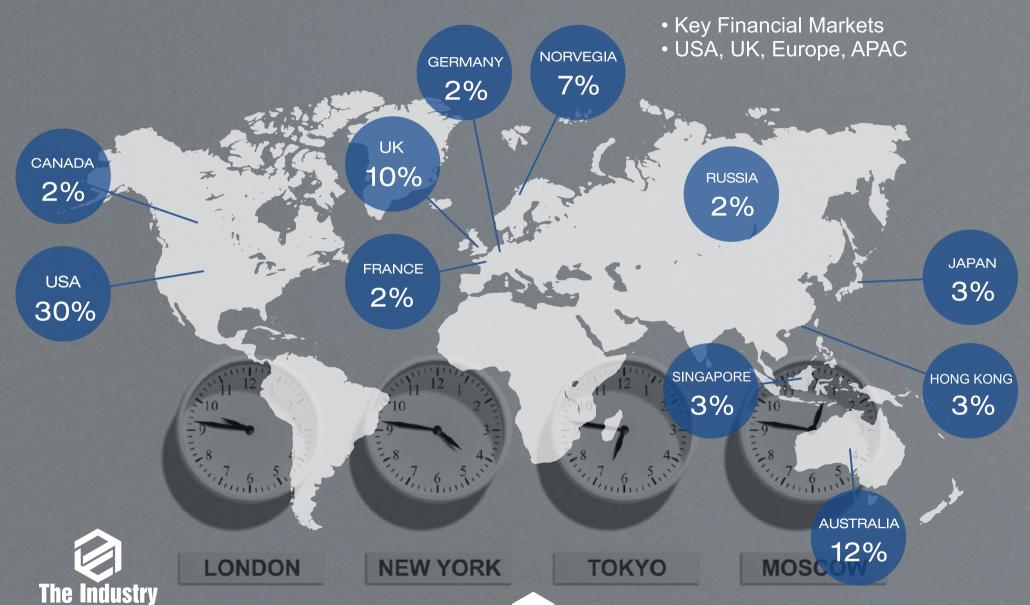
4.500+

\*Figures as at August 2020/January 2021



#### **AUDIENCE**

#### Geographic



04

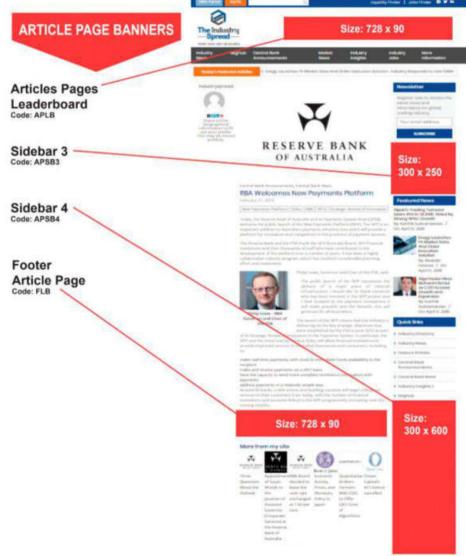
### VALUABLE INVESTMENT

SERVICE	DETAILS	PRICE	PACKAGE DISCOUNT	FINAL PRICE
Digital banners	Homepage and interior pages:728x90, 300x250, 300x600	€1000/month	10%	€900
	Newsletter: 600x90			
Featured articles	Broker, company or service profile with details	€500 each	10%	€450
Sponsored articles	Highlighting a product or service with CTA	€300 each	10%	€270
Interviews	1-on-1 written interview with company executive	€750 each	10%	€675
Email campaign	Send custom promotional emails to our 10K subscribers	€500 per email send	10%	
Company news posts	Regular company news updates (PR Newswires)	€150 each	FREE	FREE
Business Directory	Get listed in our corporate directory	€100/month	FREE	FREE
*Package discount available with booking of 3 services or more				
3 month full package	Digital banners on all positions	€4,545		
	One (1) featured article			
	One (1) sponsored article			
	One (1) interview			
	One (1) email send			
	FREE company news posts			
	FREE Business Directory listing			



### DISPLAY MEDIA PLACEMENT





## 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 B2B leads and clients
- Continue to build your brands profile as a leader within the industry
- Share valuable knowledge and opinions as a thought leader

Top quality content daily



Sourced directly from industry insiders and leaders



Handpicked relevant topics from fintech sector



Data from top industry and market research firms





MORE THAN JUST HEADLINES

# JOINUS

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