

FIXGLOBALTRADING

MEDIA INFO 2012



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The Standard



RBC Capital Markets



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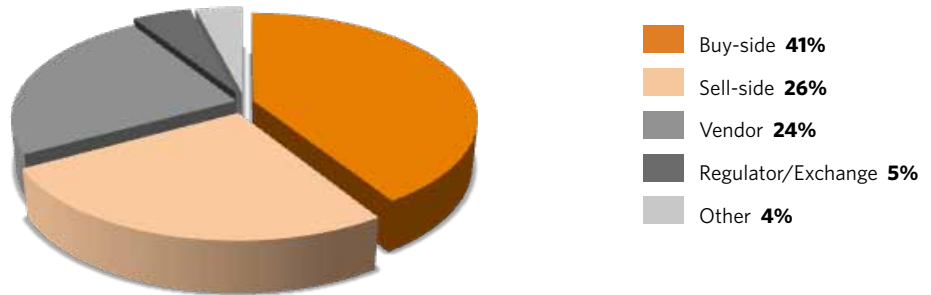
The FIXGLOBALTRADING Brand

FIXGLOBALTRADING is the premier global educational platform for the electronic trading industry and the FIXGLOBALTRADING Journal has been the FIX Protocol's official journal since 2002.

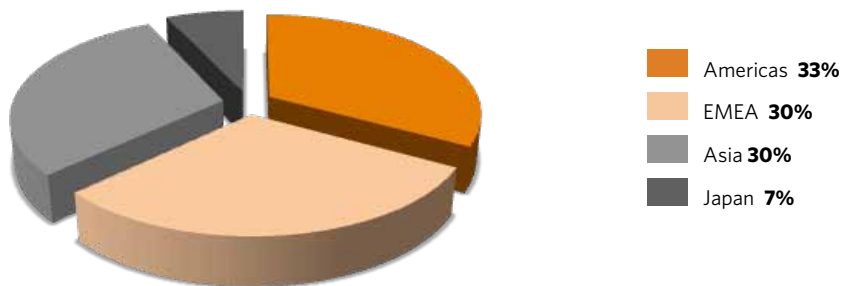
Our Readers

FIXGLOBALTRADING is a quarterly publication circulated to industry professionals worldwide. Over 10,000 copies distributed to Subscribers quarterly and over 5,000 online readers monthly.

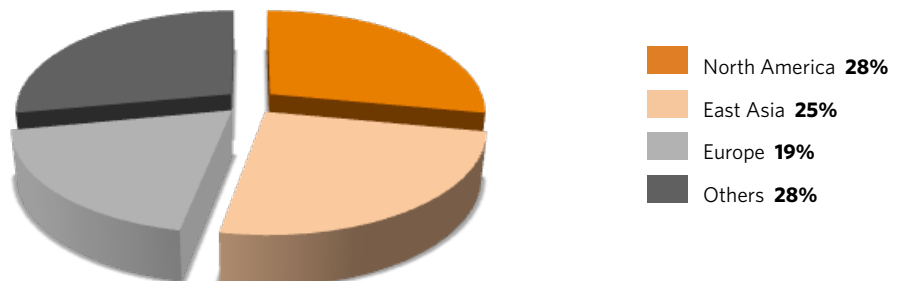
Readership Profile



Readers by Region



FIXGlobal.com Top Three Markets



Cross Section of Subscribers' Job Titles

CEO, CTO, CIO, Head of Equities, Head of Trading, Portfolio Manager, Fund Manager, Head of Fund Operations, Investment Manager, Sales Trader, Chief Technology Architect, Director, Head of IT, Senior Technical Engineer, Head of Trading Technology, Head of Execution Sales and Trading, Analyst

Cross Section of Markets Reached

Americas: USA, Canada, Argentina, Bermuda, Brazil, Cayman Islands, Chile, Mexico, Peru

EMEA: United Kingdom, France, Germany, Spain, United Arab Emirates, Austria, Belgium, Bulgaria, Czech Republic, Denmark, Egypt, Finland, Greece, Hungary, Ireland, Israel, Italy, Jordan, Netherlands, Nigeria, Norway, Poland, Portugal, Qatar, Russia, Saudi Arabia, Slovenia, South Africa, Sweden, Switzerland, Turkey, Ukraine

Asia Pacific: Japan, Hong Kong, Singapore, Australia, China, India, Indonesia, Korea, Malaysia, New Zealand, Pakistan, Philippines, South Korea, Taiwan, Thailand





FIXGLOBALTRADING Circulation at Conferences

(Dates subject to confirmation by event organizers -please contact a member of our staff for details and any additional events.)

January 2012	FPL Canadian Quarterly Meeting, Toronto
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
	FPL Japan Quarterly Meeting, Tokyo
	FPL Latin America Trading Conference, Sao Paulo
May 2012	FPL Russia Briefing, Moscow
	Asia Pacific Trading Summit, Hong Kong
June 2012	FPL Canadian Electronic Trading Conference, Toronto
	FPL Americas Quarterly Meeting, Chicago
	FPL EMEA Quarterly Meeting, Stockholm
	FPL France Briefing, Paris
	Face2Face Electronic Trading Forum, Shanghai
July 2012	FPL Japan Quarterly Meeting, Tokyo
August 2012	FPL Latin America Quarterly Meeting, Sao Paulo
September 2012	FPL Canadian Quarterly Meeting, Montreal
	Singapore FIX Conference, Singapore
	FPL African Briefing, Cape Town
October 2012	FPL Germany Briefing, Frankfurt
	FPL Japan Electronic Trading Conference, Tokyo
	Australia FIX Conference, Sydney
November 2012	FPL Nordic Briefing, Stockholm
	FPL Americas Trading Conference, New York City
	FPL Japan Quarterly Meeting, Tokyo
	Face2Face Electronic Trading Forum, Seoul
	Face2Face Electronic Trading Forum, Indonesia
December 2012	FPL MENA Briefing, Dubai
	FPL EMEA Quarterly Meeting, London
	FPL Americas Quarterly Meeting, Boston

“FIXGLOBALTRADING is a trusted source for the latest information and industry insights. Being written by those within the industry ensures you’re always reading reliable and relevant information.”

Greg Lee, Head of Autobahn Equity Asia, Deutsche Bank

FIXGLOBALTRADING Calendar

Scheduled Deadlines for 2012 FIXGLOBALTRADING Editorial/Advertising

January

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

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March

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June

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August

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October

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November

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December

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23	24	25	26	27	28	29
30	31					

○ Advert

● Print

“I look forward to reading FIXGLOBALTRADING articles each quarter as they reflect the industry’s thought leaders’ perspectives from around the globe.”

Bill Stephenson, Senior Vice-President and Director of Global Trading Strategy, Franklin Templeton Investments

Advertisement and Sponsorship Options

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 FIXGLOBALTRADING (requires commitment to all 4 issues for 2012)	USD 18,000
Prime Position, full page advertisement globally + logo placement on all covers of FIXGLOBALTRADING	USD 15,000
Belly Band advertisement globally + logo on all covers of FIXGLOBALTRADING	USD 18,000
Bookmark advertisement globally + logo on all covers of FIXGLOBALTRADING	USD 16,500
Full page advertisement globally	USD 7,300
Prime position regionally (choice of regions) + logo on the cover of selected regional edition	USD 6,000
Bookmark regionally (choice of regions) + logo on the cover of selected regional edition	USD 8,500
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 page 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 FIXGLOBALTRADING (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 client. Prices quoted for advertising in FIXGLOBALTRADING (print and/or online) are net of all discounts and will not be reduced further to account for agency commissions.

Complimentary Benefits

All FIXGLOBALTRADING advertisers receive complimentary logo placement on www.fixglobal.com hyperlinked to the advertiser’s homepage.

Editorial collaborations in print will also be posted online at www.fixglobal.com. We will provide a PDF version (low resolution) of any editorial contribution, as well as a direct URL to the online article.

“Fidessa has been working with FIXGLOBALTRADING for some time now and it continues to be a key platform for our messages. Whenever we start a new campaign, I always think of FIXGLOBALTRADING”

Simon Barnby,
Global Marketing
Communications Director,
Fidessa

Other Print Services

Editorial Supplements

We can produce country, regional or topic focused editorial supplements. Cost depends on the scope of distribution. Please contact us for details.

Article Reprints

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

2 page reprint	USD 2,000 (500 copies) or USD 2,500 (1,000 copies)
4 page reprint (contributor’s article plus company specific information, updates, logo etc)	USD 2,500 (500 copies) or USD 3,000 (1000 copies)

Online Advertising

Advertising options are available in the FIXGLOBALTRADING monthly e-Newsletter and on www.fixglobal.com as follows:

e-Newsletter

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

Website (www.fixglobal.com)

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

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 – see page 6.

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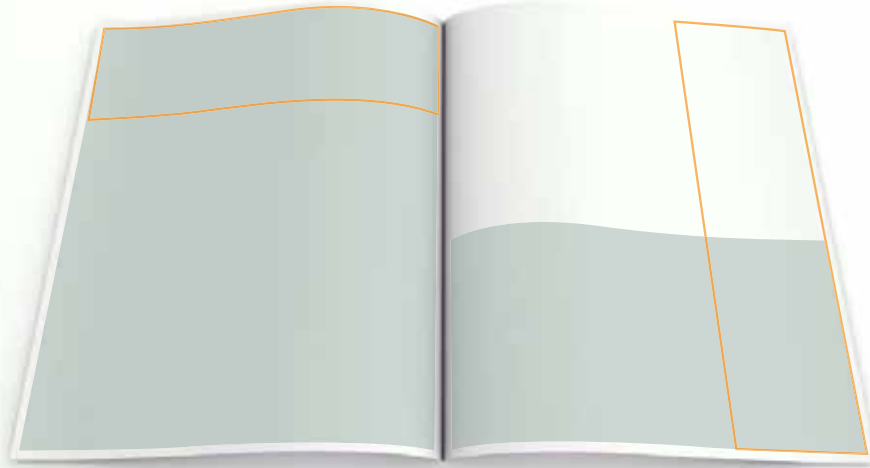
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Advertisement Options



Full Page Advertisement
Horizontal Banner

Half Page Advertisement
Vertical Banner



Cover Logo



Broadcast



Resources

*Additional formats are available, including belly bands, bookmarks and fold-out pages.