

Media Kit 2021

Best Execution

where the buy-side and sell-side meet

MARKETSMEDIA
A MarketsMedia Group Publication

www.bestexecution.net

TRADING SYSTEMS • PLATFORMS • TECHNOLOGY • REGULATION • MARKET INFRASTRUCTURE



BEST EXECUTION | Where the buy-side and sell-side meet

When **Best Execution** was first launched in 2008, the magazine's predominant aim was to cover the changes wrought to securities trading by a wave of regulations, with MiFID key amongst them. Fast-forward to today and while the regulatory pipeline is still full, market participants are now also facing geopolitical upheavals such as Brexit, shifting investment trends and changing trading dynamics, and of course Covid-19.

Our coverage assesses these factors and their impact around the world, but in particular across Europe and North America and across asset classes (equities, fixed income, derivatives and FX), from the front to back offices. We examine the new trends, new participants and emerging technologies. Covid-19 has shone a spotlight on operational efficiency, while working remotely has demanded new skillsets. Investment habits have also changed, such as a move to passive and sustainable investing, which for our readers has meant a new approach to research.

This has given the old adage 'innovate or die' a new meaning as market participants forge ahead, both separately and collectively, to develop new products and solutions to meet the evolving regulatory and political landscape. No stone has been left unturned as every aspect of the industry has been or is being transformed by technology. At the heart of this evolution are artificial intelligence, robotics, machine learning and of course data analytics.

What has not changed is our commitment to look beneath the headlines and examine how these seismic shifts are shaping the industry. We look at both pre- and post-trade worlds and what industry players with constrained budgets and squeezed margins can do to stay one step ahead of the pack. It is not just about having the right tools and technology but also the right people. In 2020, we began an ongoing series highlighting the achievements of women in this industry, which culminated in the inaugural European Women in Finance Awards last October. This will be a permanent feature of the **Best Execution** calendar, and we are also planning to broaden our diversity and inclusion coverage, an area where the financial services sector still has some catching up to do.

Our aim continues to be a bridge between the buy-side and the sell-side and explore in depth the challenges and opportunities they face.

Lynn Strongin Dodds
Managing Editor, Best Execution



「PRINT CIRCULATION」

「DIGITAL CIRCULATION」

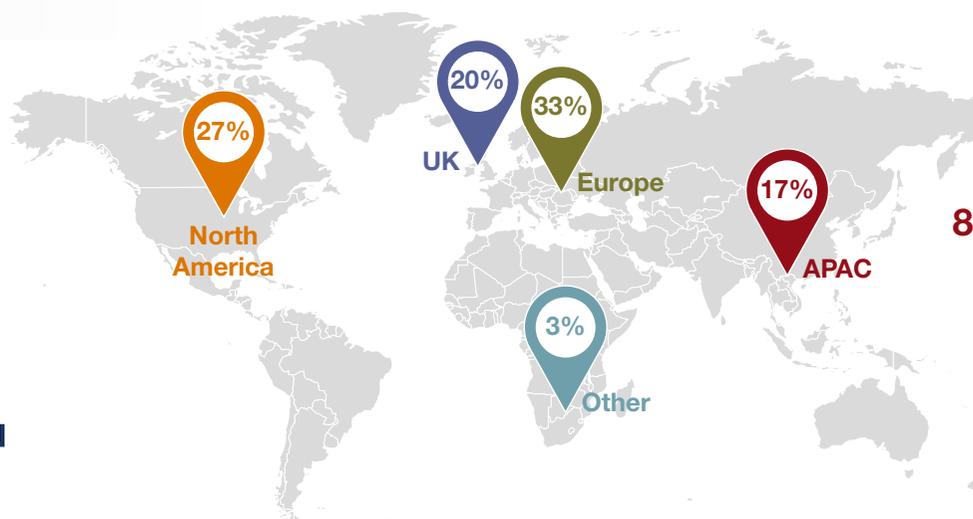
Best Execution magazine is published quarterly and is estimated to reach over **17,000 key decision makers** across the globe*

「GEOGRAPHIC BREAKDOWN」



7,500 quarterly print circulation*

The print magazine is also distributed at a growing number of trade events throughout the year where Best Execution is a media partner.

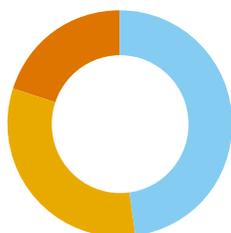


4,405 unique visitors per month (up 17% year-on-year, rising to 6,604 in October 2020)†

8,240 page views per month (up 20% year-on-year, rising to 12,050 in October 2020)†

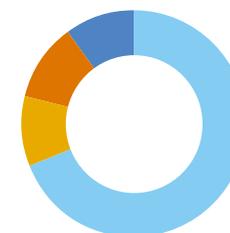
「READERSHIP DEMOGRAPHIC」

「READERSHIP DEMOGRAPHIC」



By Company Type

- 48% – Buy-side Institutions
- 32% – Sell-side Banks & Brokers
- 20% – Others (Market Infrastructure, Regulators, Vendors, etc)



By Job Title

- 69% – Heads of Trading, Operations & Compliance
- 10% – CEO, CIO, other C-Suite Management
- 11% – Exchanges, Associations, Regulatory Bodies
- 10% – Fintech, Technology Vendors

*publisher's statement. †Google analytics



SPRING 2021

Features:

- Buyside focus: Brexit and its impact
- Regulation & compliance: SFTR
- Fintech: AI & machine learning
- Trading: unstructured data and how it is being used

Asset Class Focus:

- Equities trading

Regulars:

- Opinion shapers: in-depth interviews
- European Women in Finance (EWiF) profile
- Market opinion & viewpoints
- Data analysis

Copy deadline: 12 March

Publication date: 19 April

Event Distribution:

- TradeTech 2021 (TBC)



SUMMER 2021

Features:

- Buyside focus: what does the post Covid-19 workplace look like
- Fintech: cybersecurity
- Regulation & compliance: MiFID in a post Brexit world
- Trading: The cost of market data

Asset Class Focus:

- FX trading

Regulars:

- Opinion shapers: in-depth interviews
- European Women in Finance (EWiF) profile
- Market opinion & viewpoints
- Data analysis

Copy deadline: 8 May

Publication date: 2 July



AUTUMN 2021

Features:

- Buyside focus: ESG standards?
- Regulation & compliance: Libor transition update
- Fintech: leveraging new technology
- Trading: how automated have trading desks and workflows become post Covid-19?

Asset Class Focus:

- Fixed income trading

Regulars:

- Opinion shapers: in-depth interviews
- European Women in Finance (EWiF) profile
- Market opinion & viewpoints
- Data analysis

Copy deadline: 17 September

Publication date: 22 October



WINTER 2021

Features:

- Buyside focus: outsourcing revisited
- Regulation & compliance: diversity & inclusion – where are we now
- Fintech: DLT & blockchain
- Trading: algo trading

Asset Class Focus:

- Derivatives trading

Regulars:

- Opinion shapers: in-depth interviews
- European Women in Finance (EWiF) profile
- Market opinion & viewpoints
- Data analysis

Copy deadline: 26 November

Publication date: 14 January 2022

Event Distribution:

- FIX EMEA Trading 2022 (TBC)

Our aim is to provide a trusted channel for our clients to gain access to their target market. This can be achieved in a number of ways:

Display Advertising

Best Execution magazine reaches a global audience of 17,000 key decision makers and trading professionals across the industry. As media partner at key trade events, this reach is further extended in select editions of the magazine.

Viewpoint – Thought Leadership

Print is still the ideal medium to display thought leadership. Even with the shift in people's reading habits, the time spent on mobile apps or the web is qualitatively different to the time spent reading print publications. For that reason we are strong advocates of running thought leadership pieces in our magazine, but mirrored online to cater for all our readers.

Industry Viewpoint – Corporate Statement

When display advertising is not enough. New product or service news, or a detailed announcement that needs a 500 or 1,000 word in-depth explanation – with the option of carrying charts and diagrams – is best served by a Corporate Statement.

Directory

Traditionally we have always provided a print directory for all our clients, but this is also mirrored online, with your company boilerplate and contact details.

Digital Banner Advertising

We offer leaderboard and MPU advertising on bestexecution.net, in conjunction with our print publication to further extend the reach of your marketing message.

Best Execution Newsletter

Since mid-2020 we have been publishing our weekly Newsletter each Friday. Sponsorship and advertising opportunities are available on request.

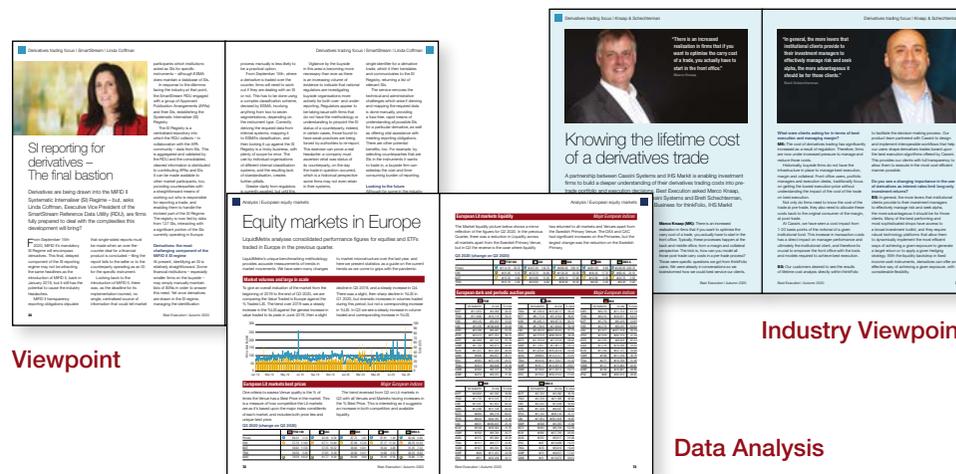


MARKETING PACKAGES

At **Best Execution** we understand that clients are looking for a marketing exposure that goes well beyond straightforward advertising. We are therefore able to offer a limited number of marketing packages to include the following items:

- An article of two or more pages. Depending on content, this can either be an expert opinion (Viewpoint) or a product/service history and description (Off-the-shelf), written in collaboration with our editorial team; or a corporate statement (Industry Viewpoint) including logo and contact details;
- A PDF of your article on publication for your own marketing use (with accreditation);
- A full page advertisement in a prime position;
- A directory listing;
- 50 free copies of the publication.

Total package cost of £17,700 for two editions or £28,700 for participation in four editions.



Viewpoint

Industry Viewpoint

Data Analysis

ADVERTISING RATES

Display Ads: Cost per Insertion	x1	x2	x3	x4
Full Page	£6,386	£5,907	£5,429	£4,791
Half Page	£3,724	£3,443	£3,163	£2,794
Double Page	£11,495	£10,632	£9,774	£8,624
Inside Front	£9,581	£8,861	£8,146	£7,189
Inside Front DPS	£14,372	£13,294	£12,216	£10,780
Inside Back	£7,981	£7,381	£6,782	£5,984
Outside Back	£10,643	£9,845	£9,048	£7,981

Guaranteed positions	+15%
Approved agency rate	10%
Corporate statements	As per ad rates
Viewpoint/Off-the-shelf	Only available to multiple insertion bookings at a surcharge of 50% to the applicable page rate

Digital Banner Advertising	1 month	3 months	6 months	12 months
MPU – Mid Page Unit (300x250px)	£945	£2,550	£4,823	£9,075
Leaderboard (728x90px)	£825	£2,228	£4,208	£7,920

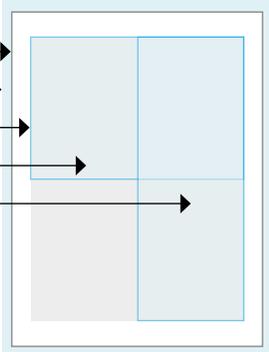
Directory listing	£325 per entry or £1,105 for four entries
Subscription	£135 / \$225 per annum

Rates are in £ sterling – prevailing US dollar and euro rates apply at the time of booking (based on the spot rate +3%). Additional charges apply for non-standard materials. All rates are exclusive of VAT, which will be charged at the appropriate rate, where applicable.

Cancellations: Space reservations cannot be cancelled except at the discretion of the publisher. All accepted cancellations revert to rate card and are liable to a 30% fee.

MECHANICAL DATA

Specifications	Size	Width	Height
Full Page	Trim Size	170mm	225mm
	Bleed Size	176mm	231mm
	Type Area	145mm	195mm
Half Page	Horizontal*	145mm	95mm
	Vertical*	70mm	195mm
Double Page	Supply as two single pages. If text runs across gutter, allow at least 12mm text gap for gutter on both pages.		



*Bleed option possible on request

Printing requirements: We require digital files supplied as PDFs. No liability for colour variance will be accepted unless reference proofs are also provided.

The PDF should be output to PPA **Pass4Press** standards (a set of best practice guidelines that focus on the complete workflow). For more detailed instructions we recommend you visit the PPA website where guides and plug-ins are available as free downloads for most operating platforms: <https://www.ppa.co.uk/resource/pass4press-download>

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