

Media Kit 2022

Best Execution

where the buyside and sellside meet

MARKETSMEDIA GROUP

A MarketsMedia Group Publication

www.bestexecution.net

TRADING SYSTEMS • PLATFORMS • TECHNOLOGY • REGULATION • MARKET INFRASTRUCTURE



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 regulation. 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, changing trading dynamics, new technologies and of course the repercussions of a global pandemic.

With our key focus on Europe and North America, Best Execution's quarterly magazine, daily online news and regular e-mail newsletters examine the various impacts of regulation, new market participants and new technologies on all asset classes (equities, fixed income, derivatives and FX) from pre-trade to post-trade and beyond.

One of the consequences of these regulations has been the changing dynamic of buyside-sellside interactions and Best Execution is now broadening its remit with Broker Review to examine the true cost of services provided by brokers to their clients. This will not only cover execution and research, but also scrutinise the shift towards sustainability with the increasing importance of environmental, social and governance (ESG) factors in investment strategy.

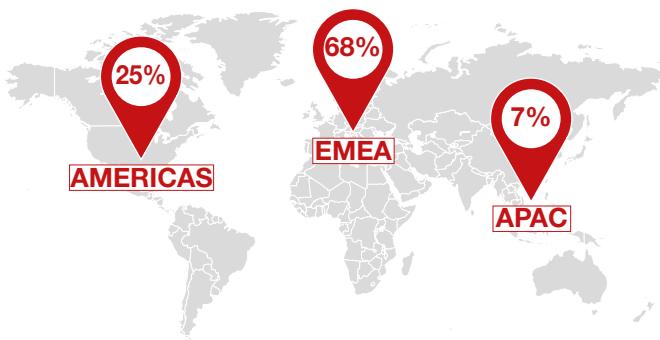
Finally, we never forget that it is not just technology, but people who are needed to hone that competitive edge. In addition to our in-depth analysis and detailed interviews with leading market participants, we have also launched our Women in Finance profile series (with over 65 women interviewed to date) which showcases their achievements and highlights why diversity and inclusion is a growing priority for financial service firms.

Best Execution continues to act as a bridge between the buyside and the sellside, shining a light on their changing relationship and examining the evolution of the securities markets.

Lynn Strongin Dodds
Managing Editor, Best Execution



GLOBAL REACH



READERSHIP



Best Execution magazine is published quarterly and is estimated to reach over **17,000 key decision makers** across the globe through its print & digital distribution

Best Execution magazine offers a range of sponsored/co-branded marketing and event services to partners looking for opportunities to engage with industry participants effectively through a dynamic and diverse range of digital, print and physical media. These services also provide our clients with exposure to the Best Execution community and channels whilst leveraging the Best Execution brand, reputation and reach.

Viewport | Bank index futures | Charlotte Allot

Euronext facilitates access to trade the banking sector

Charlotte Allot, Head of Institutional Derivatives at Euronext spoke to Best Execution about how the Eurozone banking sector is using derivatives.

Why did you decide to launch the Bank Index Futures?

We are driven by an exchange that works closely with its members. We have been working on launching a bank index futures contract for a number of years, particularly during the Covid-19 crisis with the launch of the Euronext Bank Index. This was well received and approached by a group of market participants who wanted to have a more liquid way to trade the Eurozone banking sector.

What are the main advantages of the new contract?

There are a number of advantages to the new contract. It is a cash-settled, on-screen liquidity provided by the Euronext trading platform. It is a highly liquid product which means it can be traded on a daily basis. It is also a derivative product which means it can be used to hedge risk or to speculate on the price of the underlying asset. It is also a derivative product which means it can be used to hedge risk or to speculate on the price of the underlying asset.

What are the implications for data generation and analysis?

Access to high-quality data feeds from reliable sources is essential for any successful trading strategy. High-quality market data and sophisticated data analysis tools are required to identify profitable trading opportunities and manage risk effectively.

What is the current state of the market?

The market has shown significant volatility over the past few months, with many investors seeking refuge in safe-haven assets like gold and bonds. However, there has been a recent increase in risk-taking, with many investors looking to take advantage of the current market conditions.

What are the challenges facing the banking sector?

The banking sector is facing several challenges, including regulatory changes, competition from fintech companies, and the impact of the pandemic on lending and deposit rates. The industry is also grappling with the challenge of digitization and the need to adapt to changing consumer behavior.

What are the opportunities for the banking sector?

The banking sector has the potential to benefit from the growth of e-commerce and digital payments. There is also a growing demand for investment products like mutual funds and exchange-traded funds (ETFs) that offer diversified exposure to various asset classes.

Viewport | Tim Lind | DTCC

Harnessing the power of data to improve trading outcomes

Simultaneously, very little has changed, and almost everything has changed.

Since the launch of the Amsterdam stock exchange in 1992, Best Execution has been at the forefront of the financial industry's evolution. As a company, a marketplace that was originally created to facilitate the exchange of data, we have continued to evolve and adapt to the changing needs of the market. While the trading process has evolved significantly over the years, one thing remains constant – the importance of data. In fact, data is now more important than ever before.

In a world where technology is constantly changing and disrupting traditional business models, having access to high-quality data is crucial for success. At Best Execution, we believe that data is the key to unlocking new opportunities and improving trading outcomes. That's why we've invested heavily in our data infrastructure, ensuring that our clients have access to the most accurate and timely data available.

One of the ways we do this is by partnering with leading data providers like DTCC and SWIFT. By working together, we can ensure that our clients have access to a wide range of data sources, from real-time market data to historical data, all in a single, easy-to-use platform. This allows our clients to make informed decisions and take advantage of market trends in real time.

Another way we're harnessing the power of data is by developing new products and services that help our clients stay ahead of the curve. For example, we recently launched a new service that allows clients to access real-time data on a variety of markets, including equities, bonds, and derivatives. This service provides clients with the ability to quickly analyze market trends and make informed trading decisions.

Overall, we believe that data is the key to success in today's fast-paced financial market. By investing in our data infrastructure and working with leading data providers, we can help our clients stay ahead of the curve and achieve their goals.

Better Data, Better Results

Demand for high-quality and highly granular data is

Viewport | Summer 2021

CONTENT CREATION

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

- A thought leadership article of two or more pages;
- 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 £17,700 for 2 editions | £28,700 for series of 4

PODCASTS

Best Execution will produce, broadcast and promote a sponsored podcast. Each podcast features an interview with an industry expert on a specific topic and is published on our website.

From £5,400 per episode | From £13,800 for series of 3

WEBINARS & ROUNDTABLES

Best Execution will organise, host, produce and promote an in-person or virtual roundtable, or a custom webinar in the form of a 45 minute virtual event. Promotion to the Best Execution community is included.

From £18,000

VIDEO INTERVIEWS

Best Execution will manage the co-ordination, production, publication and promotion of video interviews. Cost includes moderation and promotion via Best Execution channels.

From £5,400

DISPLAY ADVERTISING

Various display advertising opportunities are available across Best Execution's print, digital and eNewsletter distribution channels.

See Rate Card

Rates are in £ sterling – prevailing US dollar and euro rates apply at the time of booking (based on the spot rate +3%). All rates are exclusive of VAT.





2022 COPY DEADLINES

Issue	Spring	Summer	Autumn	Winter
Copy deadline	4 Mar	3 Jun	23 Sep	2 Dec
Publication date	24 Mar	30 Jun	20 Oct	19 Jan 2023

PRINT ADVERTISING RATES

Quarterly Display Ads	Rate per Insertion
Outside Back Cover	£10,650
Prime Position	£8,000
Full Page	£6,400

- Discounts are provided on commitment to multiple issues

DIGITAL ADVERTISING RATES

Home Page & Run of Site	Desktop Size	Mobile Size	Rate pcm
Billboard	970x250		£3,700
Leaderboard	970x90 or 728x90	320x100 or 320x50	£2,700
Half Page (cross device)	300x600	300x250	£3,500
MPU (cross device)	300x250	300x250	£2,600
Homepage takeover (per week)			£7,500
Static banner site-wide			£2,900
Weekly eNewsletter	970x250 or 728x90		£4,000

Rates are in £ sterling – prevailing US dollar and euro rates apply at the time of booking (based on the spot rate +3%). All rates are exclusive of VAT.

PRINT SPECIFICATIONS

Print advertising requirements are as follows:

- Full page trim size: **170mm wide x 225mm tall** (all type within 10mm of trim line)
- Full page bleed size: 176mm wide x 231mm high (add 3mm bleed on all sides)
- Double page insertions should be supplied as two single pages. If text runs across gutter, allow at least 12mm text gap for gutter on both pages
- We require digital files supplied as press-optimised (300dpi) PDFs. All fonts and graphics must be embedded in the file. Artwork should include bleed and trim marks.
- For best practice PDF output guidelines, please refer to PPA **Pass4Press** standards

DIGITAL SPECIFICATIONS

The following file specifications are accepted:

- File types: static JPG, PNG or GIF
- Max file size: 250k
- Border: recommend creatives have a white or gray background with a border around the image at least 1px thick
- In-banner video/animation: 30sec. Auto play permitted. Sound must be polite. Must include player controls
- In-banner audio: user initiated audio, “mute/unmute”
- 3rd party tags are accepted (DFA/DCM/GCM internal redirects preferred; all other adservers must be supplied as https javascript tags.) *Any HTML5 which has been supplied as ZIP must be in compliance with **DFP & HTTPS requirements**
- eNewsletters: Static images only JPG, PNG and destination URL

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