

Media Kit 2023

Best Execution

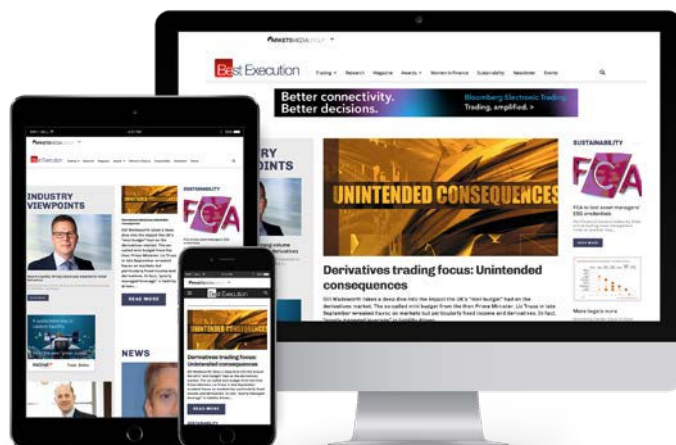
where the buyside and sellside meet

MARKETSMEDIAGROUP

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 buy-side-sell-side 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.

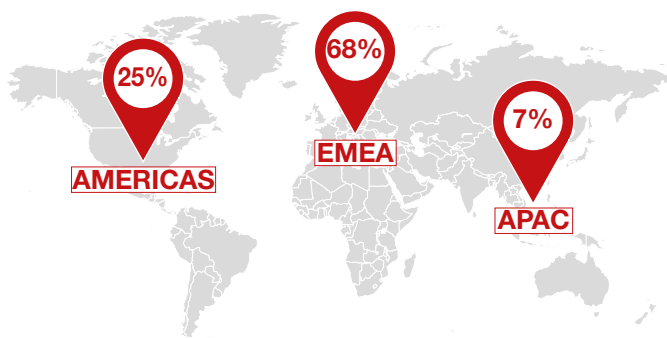
Finally, we never forget that it is not just technology, but people who are needed to hone that competitive edge. In addition to our in-depth analysis and detailed interviews with leading market participants, we have also launched our Women in Finance profile series (with over 65 women interviewed to 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 buy-side and the sell-side, 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.

Industry viewpoint | Adam Gould | Tradeweb

How electronic RFQ has unlocked institutional ETF adoption

Adam Gould, Head of Equities, Tradeweb



While many of the values that have driven the growth of ETFs in institutional markets are similar to those that have helped ETFs become one of the most popular asset classes for retail investors, there is more to the institutional ETF phenomenon than just convenience and efficiency. A key innovation that has helped support the rapid growth of ETF adoption in institutional markets has been the adoption of the request for quote (RFQ) trading process, which has enabled investors to execute orders more efficiently and at lower costs than traditional order book trading. This has been a key factor in the growth of ETFs in institutional markets, offering investors the ability to trade large amounts of shares, or even to execute in the securities and liquidity they need, while managing costs.

RFQ breakdown
Developed initially to support electronic trading in fixed income markets, Tradeweb's first RFQ platform was launched in 2010. Since then, the platform has evolved to support a wide range of asset classes, including equities, fixed income, and commodities. The platform's success is due to its focus on providing a secure, efficient, and cost-effective trading environment for institutional investors. The platform's success is also due to its focus on providing a secure, efficient, and cost-effective trading environment for institutional investors.

Best Execution | Summer 2020

Industry viewpoint | Adam Gould | Tradeweb

Fig 1 Global ETF average daily volume (\$Bn)



Such as straight through processing, automated execution, as well as an automated portfolio manager. These advancements are the key to the growth of ETFs in institutional markets. In 2019, Tradeweb reported that its first RFQ platform in Europe, trading the way for the global expansion in institutional ETF trading.

Key of the ETF
Tradeweb's success in institutional markets is due to its focus on providing a secure, efficient, and cost-effective trading environment for institutional investors. The platform's success is also due to its focus on providing a secure, efficient, and cost-effective trading environment for institutional investors.

Best Execution | Summer 2020

Viewpoint | FX markets | Mamar Behnam

Covid, conflict and FX markets

In these turbulent times Best Execution spoke to Mamar Behnam, Managing Director, Sales HQ at Swissquote Bank for his perspective on the FX market in a world emerging from a pandemic but thrown into disarray by war in mainland Europe.

What has the impact of the war in Ukraine had on FX markets?
It was complicated at the beginning of the war. The market moved very quickly on the headline, and within a week of the beginning of the conflict we were left with a lot of volatility. For understandable reasons, all major banks closed, which led to a lot of volatility. The market moved very quickly on the headline, and within a week of the beginning of the conflict we were left with a lot of volatility. For understandable reasons, all major banks closed, which led to a lot of volatility.

How has it impacted retail and institutional FX markets?
So, despite all the uncertainty being in the market, the flow remained at similar levels to 2019. I must say however, that the flow is more volatile than it was in 2019. The market is more volatile than it was in 2019. The market is more volatile than it was in 2019.

What are the challenges of trading through these markets?
With such volatility due to global events, or economic numbers coming out that give rise to volatility from

Best Execution | Summer 2020

Viewpoint | FX markets | Mamar Behnam

"We, just had to adapt. Two years ago very few people had faced a global pandemic but nevertheless the industry moved quickly and avoid become a better marketplace. Since the end of February we've been ourselves in a similar situation"

Mamar Behnam



Some market participants are concerned that there will be less liquidity in the market. However, we are not seeing that. The market is more volatile than it was in 2019. The market is more volatile than it was in 2019.

Best Execution | Summer 2020

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 £21,200 for 2 editions | £32,000 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.





2023 COPY DEADLINES

Issue	Spring	Summer	Autumn	Winter
Copy deadline	17 Mar	2 Jun	22 Sep	1 Dec
Publication date	13 Apr	29 Jun	19 Oct	18 Jan 2024

PRINT ADVERTISING RATES

Quarterly Display Ads	Rate per Insertion
Outside Back Cover	£10,500
Prime Position	£8,500
Full Page	£6,500

- Discounts are provided on commitment to multiple issues

DIGITAL ADVERTISING RATES

Home Page & Run of Site	Desktop Size	Mobile Size	Rate pcm
Billboard	970x250		£4,500
Leaderboard	970x90 or 728x90	320x100 or 320x50	£3,500
Half Page (cross device)	300x600	300x250	£4,500
MPU (cross device)	300x250	300x250	£3,500
Homepage takeover (per week)			£9,000
Static banner site-wide			£3,500
Weekly eNewsletter	970x250 or 728x90		£5,000

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 ad servers 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

CONTACTS

Editor	Lynn Strongin Dodds lynn@bestexecution.net +44 (0)7754 501677
Publisher	Ian Rycott ian.rycott@bestexecution.net +44 (0)7800 913005
Sales Director	Scott Galvin scott.galvin@bestexecution.net +44 (0)20 8050 5864
Production	production@bestexecution.net
Subscriptions	subscriptions@bestexecution.net
Address	Best Execution , Markets Media Publishing Ltd, Suite D, The Business Centre, Faringdon Avenue, Romford RM3 8EN, UK +44 (0)20 8050 5864 www.bestexecution.net