



Media Kit 2019

Best Execution

where the buyside and sellside meet

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 by a wave of regulations, with MiFID key amongst them. Fast-forward to today and MiFID II is a year old and the industry is still ironing out the kinks. However, while the reverberations of the past decade are still being felt we have also entered a new era of political uncertainty.

It is difficult to predict the exact impact, but the old adage 'innovate or die' has taken on 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.

They have increasingly turned to the fintech brigade for solutions – either incubating ideas in-house or calling on third-party vendors to develop bespoke solutions. No stone has been left unturned as every aspect of the industry has been or is being transformed by technology. Equities, fixed income, derivatives and FX all have new execution platforms, algorithms and trading styles to call on while the post-trade landscape is leveraging cost-efficient processes. At the heart of this evolution is artificial intelligence, robotics, machine learning and of course data analytics.

As a result, **Best Execution** has taken a leaf out of their collective book and broadened its remit to cover the new participants, and new technologies impacting the growing array of asset classes across the geographical spectrum, as they come under the best execution guidelines and numerous other regulatory requirements.

What hasn't changed is our in-depth analysis and insight. We continue to assess how industry players are responding to these seismic shifts and the different paths they are taking to achieve the best results for their clients. Going forward, our aim is to act as a bridge between the buy-side and the sell-side and explore the challenges and opportunities they face.

Lynn Strongin Dodds

Lynn Strongin Dodds
Managing Editor, Best Execution



PRINT CIRCULATION

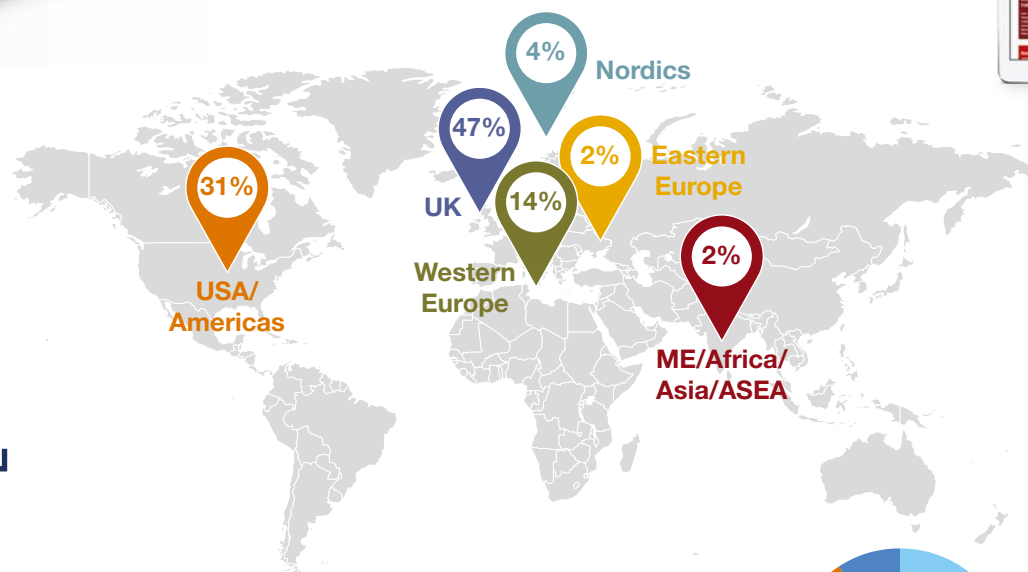


7,700 quarterly print circulation*

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

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

GEOGRAPHIC BREAKDOWN



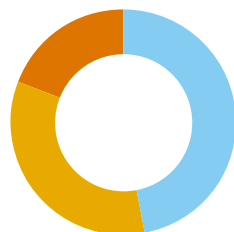
DIGITAL CIRCULATION



3,254 unique visitors per month*

6,382 page views per month*

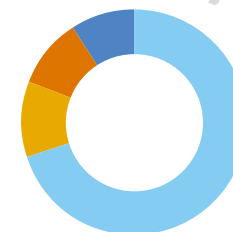
READERSHIP DEMOGRAPHIC



By Company Type

- 47% – Buy-side Institutions
- 34% – Sell-side Banks & Brokers
- 19% – Others (Market Infrastructure, Regulators, Vendors, etc)

READERSHIP DEMOGRAPHIC



By Job Title

- 70% – Heads of Trading, Operations & Compliance
- 11% – CEO, CIO, other C-Suite Management
- 10% – Exchanges, Associations, Regulatory Bodies
- 9% – Fintech, Technology Vendors

*publisher's statement



SPRING 2019

Features:

- Buyside Focus: Algos
- Regulation & Compliance: MiFID review
- Fintech: Innovation
- Data management: Impact of GDPR
- Trading: Emerging markets

Asset Class Focus:

- Equities

Regulars:

- Opinion Shapers: In-depth interviews
- Market Opinion & Viewpoints
- Data Analysis

Copy deadline: 29 March

Publication date: 16 April

Event Distribution:

- TradeTech 2019



SUMMER 2019

Features:

- Buyside Focus: Crypto currencies
- Brexit: Implications
- Regulation & Compliance: Libor
- Fintech: Cybersecurity
- Data management: Cutting edge strategies

Asset Class Focus:

- Derivatives

Regulars:

- Opinion Shapers: In-depth interviews
- Market Opinion & Viewpoints
- Data Analysis

Copy deadline: 31 May

Publication date: 25 June



AUTUMN 2019

Features:

- Buyside Focus: RFQ platforms
- Regulation & Compliance: SFTR review
- Fintech: AI & machine learning
- Data management: Smart data
- Trading: TCA analytics

Asset Class Focus:

- Fixed Income

Regulars:

- Opinion Shapers: In-depth interviews
- Market Opinion & Viewpoints
- Data Analysis

Supplement (TBC):

- Diversity

Copy deadline: 20 September

Publication date: 15 October

Event Distribution:

- FIA Expo 2019



WINTER 2019

Features:

- Buyside Focus: ETFs & index-based products
- Regulation & Compliance: Diversity
- Brexit: Update
- Fintech: Cloud
- Trading: Maker taker model

Asset Class Focus:

- FX

Regulars:

- Opinion Shapers: In-depth interviews
- Market Opinion & Viewpoints
- Data Analysis

Copy deadline: 30 November

Publication date: 14 January 2020

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. Viewpoints are opinion pieces, but differ substantively from Corporate Statements (see below) in that they are developed together with the editorial team, adhere to strict editorial guidelines, and are only ever available as part of a package.

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 online the options are multiplied. Our website satisfies almost all client information objectives in one channel. The options depend on the client, from a basic 'listing' to a virtual client 'microsite', hosting client video, press releases, whitepapers, multiple hyperlinks, and even client-related news syndication.

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.

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 £16,095 for two editions or £26,100 for participation in four editions.



ADVERTISING RATES

Display Ads: Cost per Insertion	x1	x2	x3	x4
Full Page	£5,805	£5,370	£4,935	£4,355
Half Page	£3,385	£3,130	£2,875	£2,540
Double Page	£10,450	£9,665	£8,885	£7,840
Inside Front	£8,710	£8,055	£7,405	£6,535
Inside Front DPS	£13,065	£12,085	£11,105	£9,800
Inside Back	£7,255	£6,710	£6,165	£5,440
Outside Back	£9,675	£8,950	£8,225	£7,255

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)	£630	£1,700	£3,215	£6,050
Leaderboard (728x90px)	£550	£1,485	£2,805	£5,280
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://tinyurl.com/PPAGuidelines2018>

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