



Media Kit 2020

# Best Execution

where the buyside and sellside meet

[www.bestexecution.net](http://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 two years 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 best execution guidelines as well as numerous other regulatory requirements.

We continue to assess the latest developments and trends and report on how industry players are responding to these seismic shifts. We examine the different paths they are taking to stay ahead of the curve and achieve the best results for their clients. We continue 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

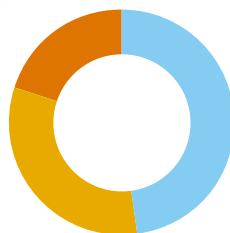


**7,700** quarterly print circulation\*

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\*

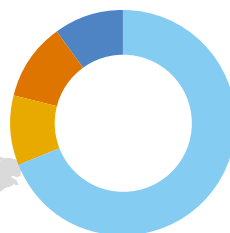
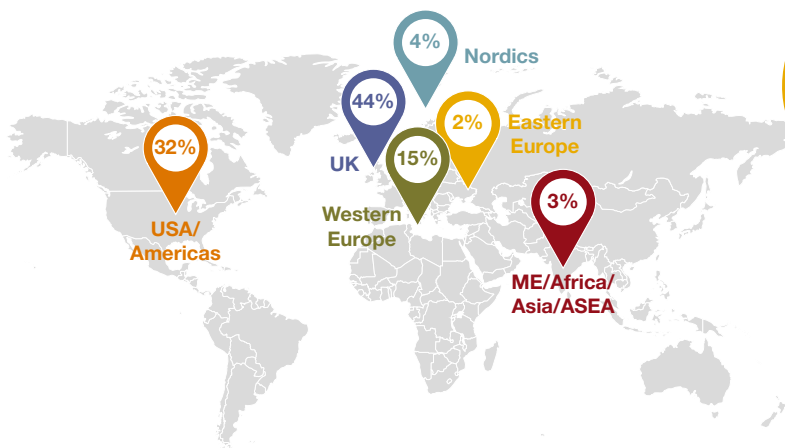
## READERSHIP DEMOGRAPHIC



### By Company Type

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

## PRINT GEOGRAPHIC BREAKDOWN



### 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

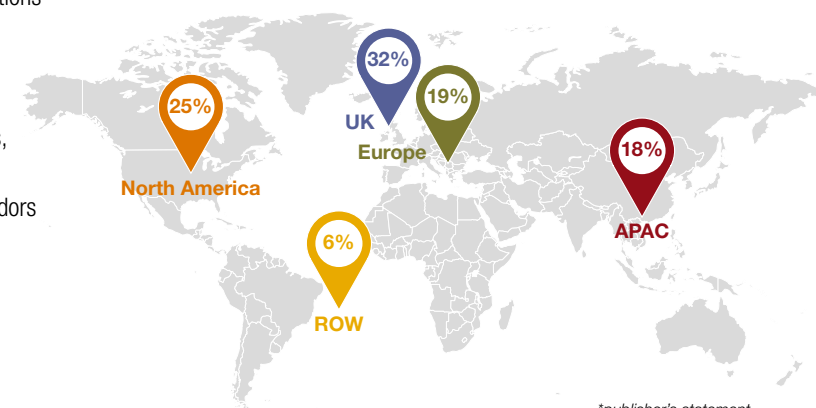
## DIGITAL CIRCULATION



**3,768** unique visitors per month\*

**6,873** page views per month\*

## DIGITAL GEOGRAPHIC BREAKDOWN



\*publisher's statement



## SPRING 2020

### Issue theme:

- ESG research

### Features:

- Buyside focus: Equities trading
- Regulation & compliance: CSDR
- Fintech: AI & machine learning
- Trading: Data standardisation

### Regulars:

- Opinion shapers: In-depth interviews
- Market opinion & viewpoints
- Data analysis

**Copy deadline:** 20 March

**Publication date:** 20 April

### Event Distribution:

- TradeTech 2020



## SUMMER 2020

### Issue theme:

- The implications of Brexit

### Features:

- Buyside focus: Crypto assets
- Regulation & compliance: Reform of the CCPs
- Fintech: Cybersecurity
- Trading: Challenging the exchange operators

### Regulars:

- Opinion shapers: In-depth interviews
- Market opinion & viewpoints
- Data analysis

**Copy deadline:** 29 May

**Publication date:** 29 June



## AUTUMN 2020

### Issue theme:

- Data management

### Features:

- Buyside focus: The importance of indices
- Regulation & compliance: Managing risk
- Fintech: Leveraging new technology
- Trading: Exchange traded products (ETPs)

### Regulars:

- Opinion shapers: In-depth interviews
- Market opinion & viewpoints
- Data analysis

**Copy deadline:** 18 September

**Publication date:** 19 October



## WINTER 2020

### Issue theme:

- Man vs machine

### Features:

- Buyside focus: Outsourcing revisited
- Regulation & compliance: Diversity & inclusion
- Fintech: DLT & blockchain
- Trading: Algo trading

### Regulars:

- Opinion shapers: In-depth interviews
- Market opinion & viewpoints
- Data analysis

**Copy deadline:** 5 December

**Publication date:** 12 January 2021

### Event Distribution:

- FIX EMEA Trading 2021

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

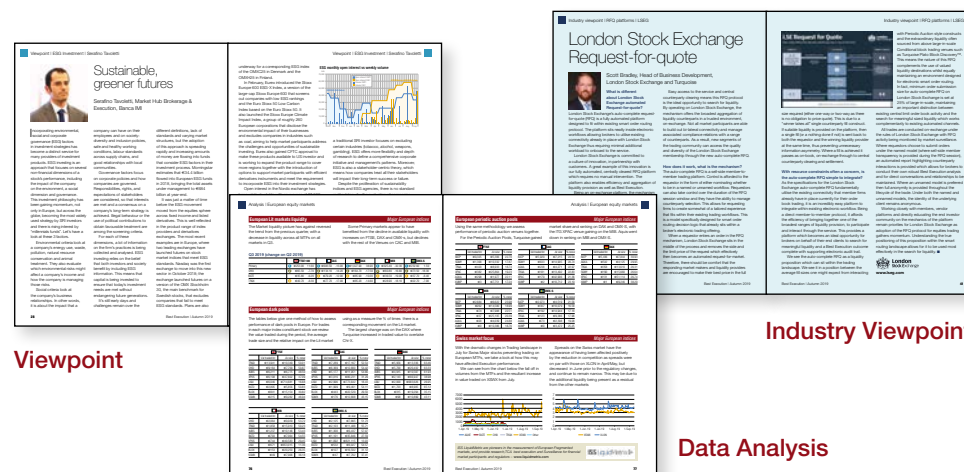
We offer leaderboard and MPU advertising on [bestexecution.net](http://bestexecution.net), in conjunction with our print publication to further extend the reach of your marketing message.

## 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

<b>Guaranteed positions</b>	+15%
<b>Approved agency rate</b>	10%
<b>Corporate statements</b>	As per ad rates
<b>Viewpoint/Off-the-shelf</b>	Only available to multiple insertion bookings at a surcharge of 50% to the applicable page rate
<b>Digital Banner Advertising</b>	<b>1 month</b> <b>3 months</b> <b>6 months</b> <b>12 months</b>
MPU – Mid Page Unit (300x250px)	£630   £1,700   £3,215   £6,050
Leaderboard (728x90px)	£550   £1,485   £2,805   £5,280
<b>Directory listing</b>	£325 per entry or £1,105 for four entries
<b>Subscription</b>	£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>

## CONTACTS

Editor	Lynn Strongin Dodds   <a href="mailto:lynn@bestexecution.net">lynn@bestexecution.net</a>   +44 (0)7754 501677
Publisher	Ian Rycott   <a href="mailto:ian.rycott@bestexecution.net">ian.rycott@bestexecution.net</a>   +44 (0)7800 913005
Sales Director	Scott Galvin   <a href="mailto:scott.galvin@bestexecution.net">scott.galvin@bestexecution.net</a>   +44 (0)20 8017 1734
Magazine Production	<a href="mailto:production@bestexecution.net">production@bestexecution.net</a>
Subscriptions	<a href="mailto:subscriptions@bestexecution.net">subscriptions@bestexecution.net</a>
Address	Best Media Intelligence Ltd Elizabeth House, 39 York Road, London SE1 7NQ, UK +44 (0)20 8017 1734 <a href="http://www.bestexecution.net">www.bestexecution.net</a>

