



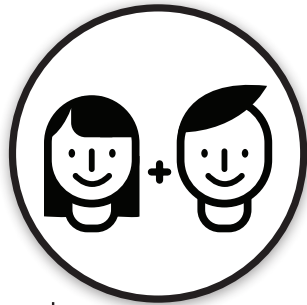
**FINANCE
MAGNATES**

Online Media Kit
2019-2020

Fast FACTS



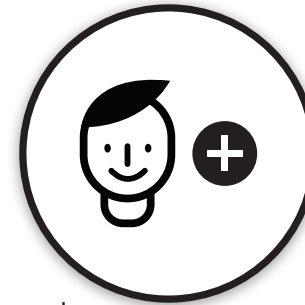
300K+
monthly unique
users



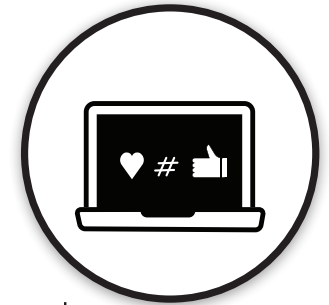
58%
user rate growth
2018 vs 2019



700K+
monthly
pageviews



70%
of Finance
Magnates readers
are new users

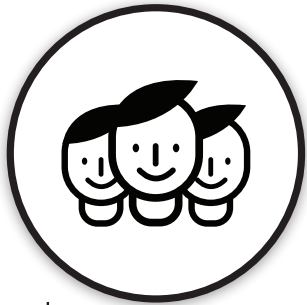


10K+
followers on
LinkedIn
30K+
followers on
Twitter

Across 6 social media platforms globally



The AUDIENCE



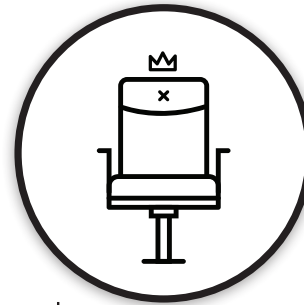
83.5%

of Finance Magnates readers are men



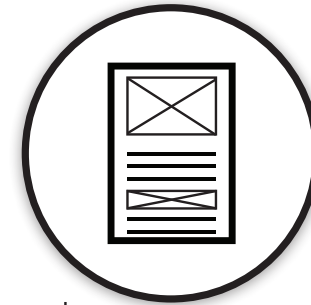
24-65

is the age range of Finance Magnates readers



C-level

executives and hands-on decision makers



Daily Newsletter

Sent to 15K+ subscribers

Influential and well-positioned

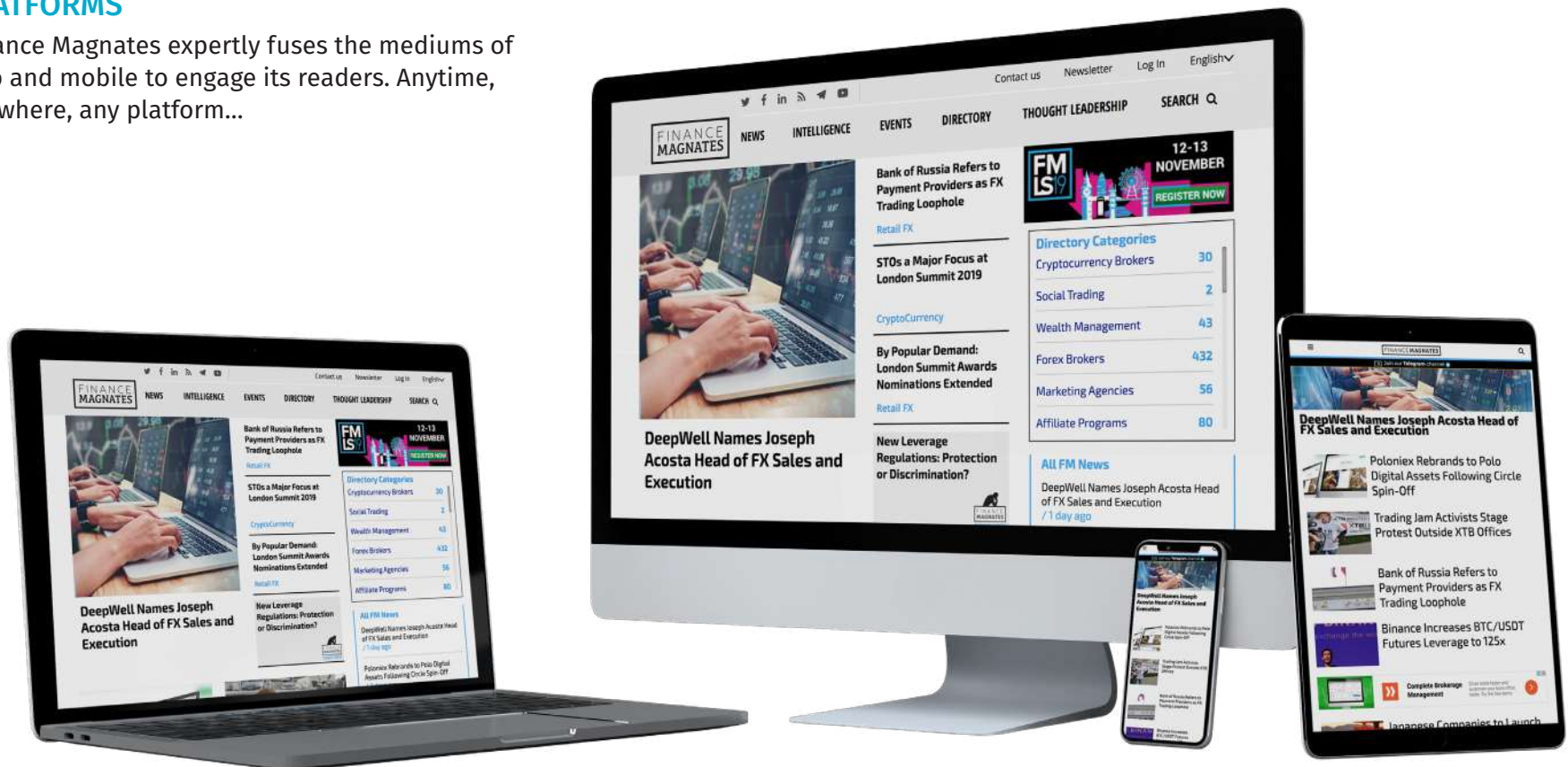
Business | Finance | Cryptocurrency | Retail FX | Fintech | Institutional | Media

The EXPERIENCE



PLATFORMS

Finance Magnates expertly fuses the mediums of web and mobile to engage its readers. Anytime, anywhere, any platform...



The REACH



Finance Magnates audience by region

The world's only multi-asset online/electronic trading knowledge hub.

Finance Magnates is the go-to destination for more than 300,000 decision makers each month.

39%

Europe

29%

USA & Canada

23%

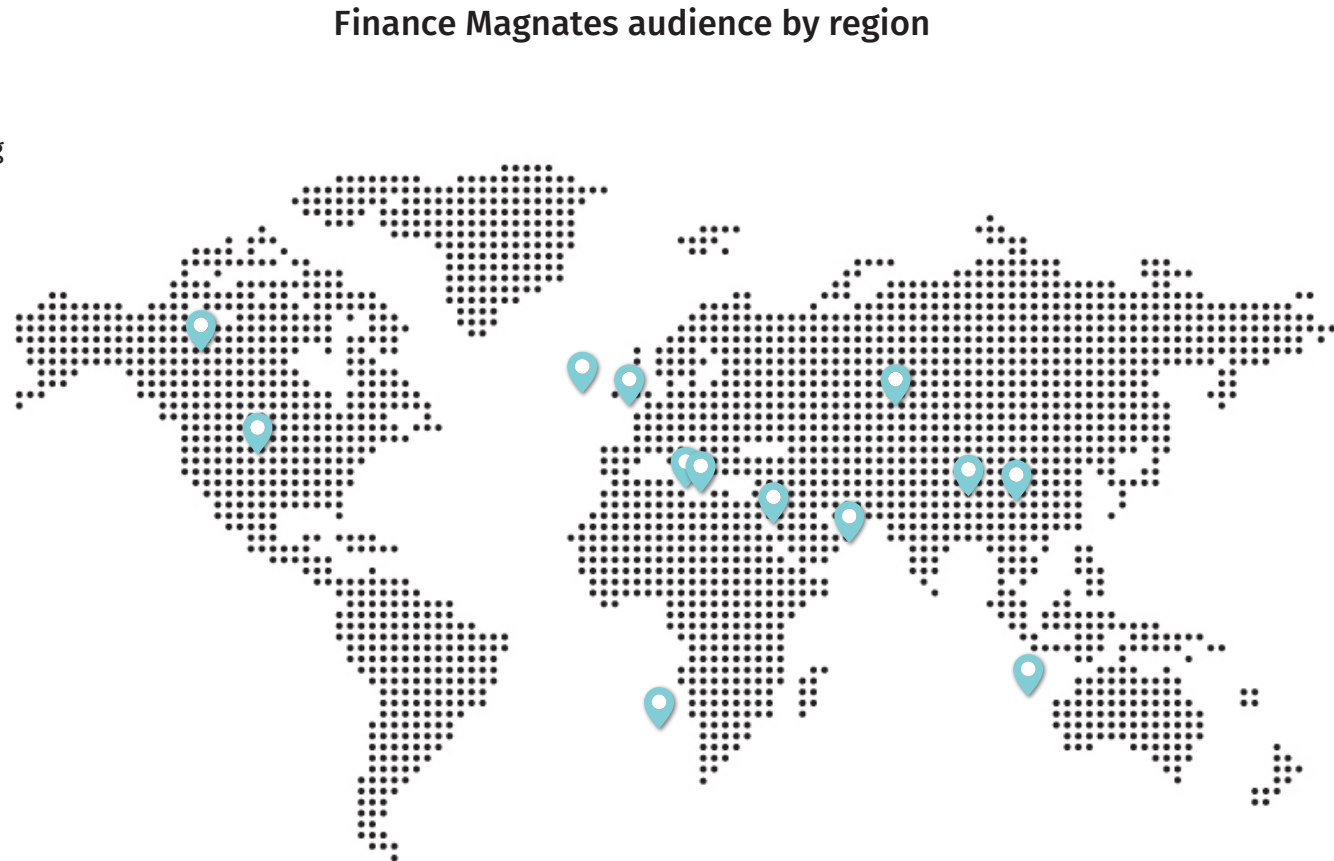
Asia & Oceania

3%

Africa

6%

Other



The NETWORK



Using a powerful triangle of news, research and events, Finance Magnates caters to the needs of the entire global trading industry.



NEWS

thorough and uncompromising coverage of the worldwide financial industry.



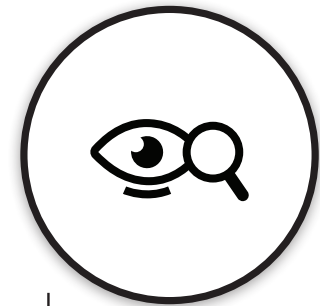
DIRECTORY

a comprehensive database of brokers, software developers, websites and executives within the forex and finance industry.



EVENTS

the largest capital markets, trading and investing oriented conferences worldwide.



BUSINESS INTELLIGENCE

in-depth knowledge in the field of multi-asset trading.

The CONTENT



SPECIAL PROJECTS

Thought Leaders

Harness the influence of Finance Magnates' news and present your brand's content when it matters. In our Thought Leaders program, you can integrate your press releases or educational content – or let our skilled editorial team create content for you and tell your story.



Video/ Podcast

Finance Magnates hosts a series of in depth podcast interviews with blockchain industry leaders. Join the discussion and make your views count.



FM Intelligence

Our Intelligence unit is the world's foremost provider of in-depth knowledge for C-level executives in the fields of retail and institutional forex, fintech and cryptocurrency.

ALSO

Cryptocurrency news:

Blockchain, exchanges and the latest innovations

Retail FX news:

Brokers, regulation and latest developments in the industry

Institutional FX news:

Prime brokerages, regulation and execution

Executives news:

Insights, moves and interviews

Fintech news:

Payments, lending and algorithmic trading

Digital OPPORTUNITIES



• Super Home page banners layout



1/3



Interstitial banner

468x60

• **Super Home page**
banners layout



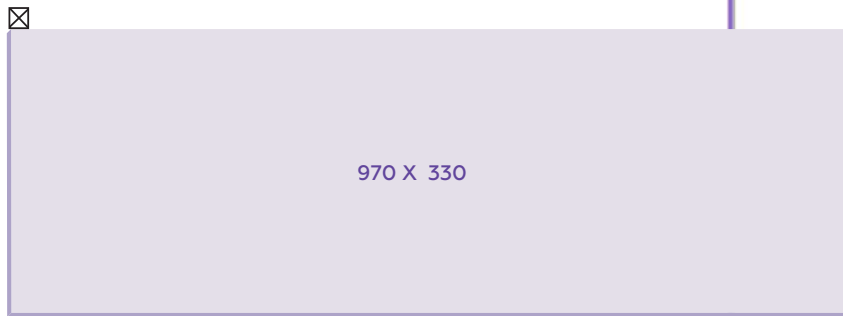
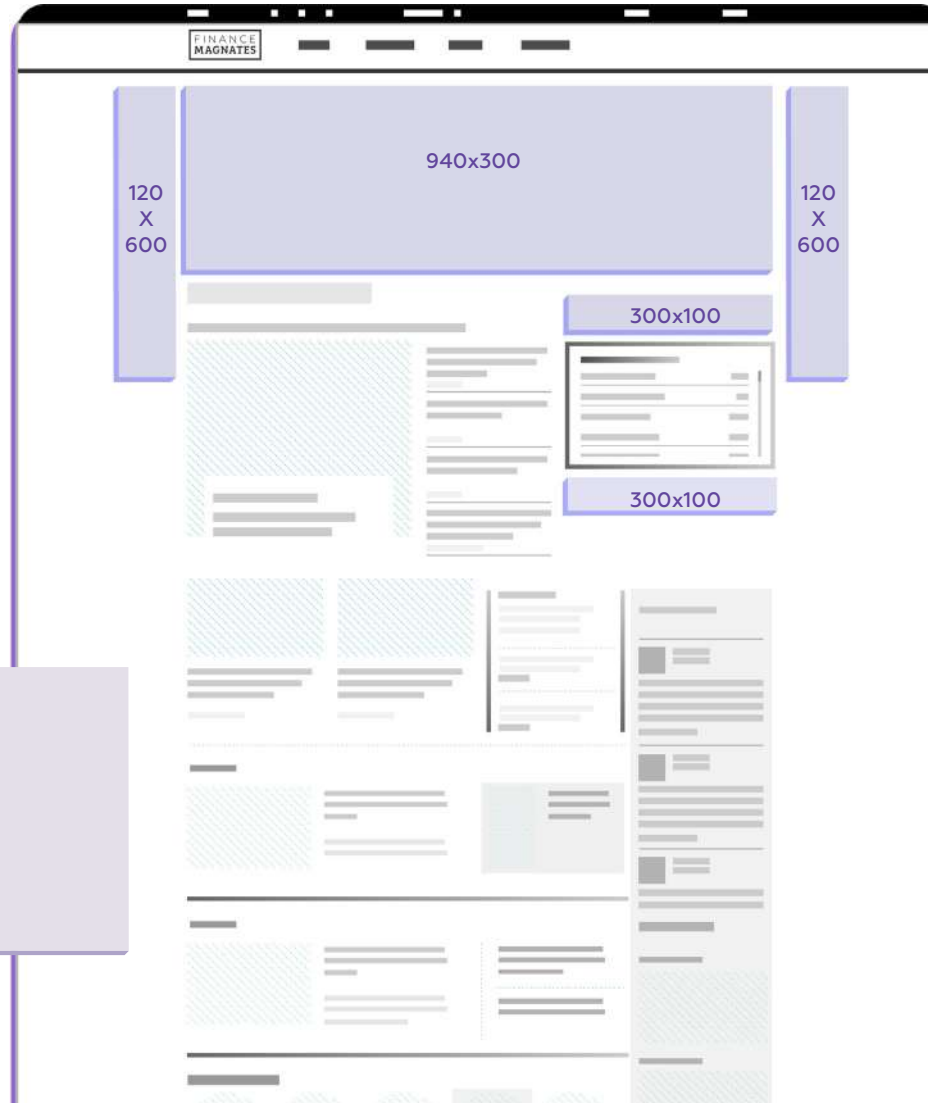
• **Super Home page**
banners layout



Digital OPPORTUNITIES



• Category Sub-Homepage banners layout



Interstitial banner

• **Category Sub-Homepage**
banners layout



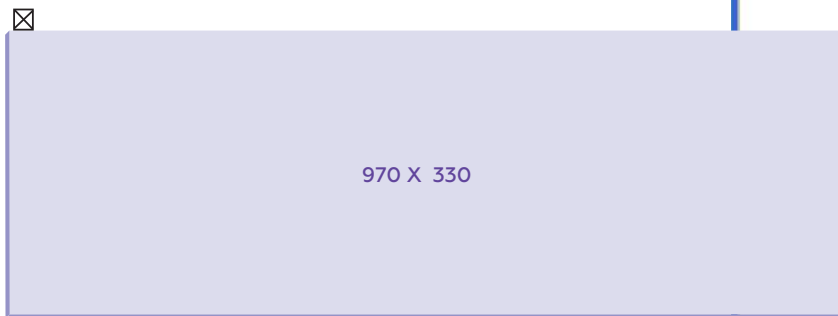
• **Category Sub-Homepage**
banners layout



Digital OPPORTUNITIES



• **Article page**
banners layout



Interstitial banner

• **Article page**
banners layout



Mobile

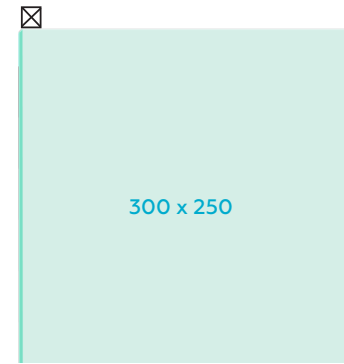
• MOBILE WEB banners layout



Homepage



Article page



Interstitial banner

• 300x250 MPU in the middle of the article

• 300x250 MPU below the article



Email MARKETING



Fact

Our Open Rates and CTRs are 5%-7% higher than the industry average

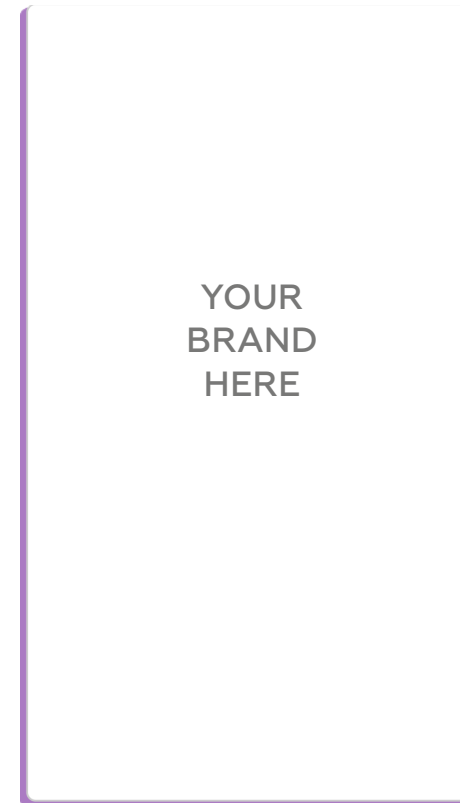
Newsletter

Sent to over 15K+ subscribers daily



Mail Blast (Direct Email Marketing)

double opt-in list of over 10,000 individuals





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