

MARKETVOICE

The magazine of the Global Futures, Options and Cleared Swaps Markets

MarketVoiceMag.org

2015 MEDIA KIT

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PUBLISHED BY



INTRODUCING

MarketVoice Magazine

FIA's new flagship publication

FIA is pleased to announce the launch of *MarketVoice*, the magazine that speaks for the global futures, options and cleared swaps markets.

MarketVoice magazine provides industry professionals, derivatives end-users, government policymakers and the public with authoritative coverage of business, technology and regulatory trends affecting the trading and clearing of derivatives worldwide. *MarketVoice* magazine gives advertisers a unique opportunity to reach influential executives and policy makers in North America, Europe and Asia-Pacific.

As the flagship publication of the main trade association for listed and cleared derivatives, our magazine draws on our network of industry relationships and gives voice to the perspectives of market participants. Each issue contains articles contributed by leading firms, expert coverage of emerging trends, and profiles of exciting new products and services as well as data on key measures of trading and clearing activity.

MarketVoice magazine builds on FIA's decades of experience in magazine publishing in the Americas and leverages the expertise and resources of its affiliates in Europe and Asia-Pacific.

MarketVoice magazine starts with an established base of more than 8,000 subscribers to *Futures Industry*, the magazine that it replaces, and aims to draw in new readers with an exciting new design for both print and digital.

For advertisers, *MarketVoice* magazine provides an opportunity to help build the industry by supporting the industry's voice on regulatory matters, industry initiatives and other issues.

A 2014 reader survey showed that current subscribers consider our magazine to be a **highly credible source of information** for issues impacting listed and cleared derivatives.

What's New

Great content, better design and online optimization

New Name

We gave the magazine a new name—*MarketVoice*—to capture the essence of our mission: to provide industry professionals, policymakers and the public with intelligent coverage of the global futures, options and cleared swaps markets.

New Print Design

As part of the rebranding, we reorganized the magazine's layout and design, with the goal of providing a cleaner, more modern look. We recognize that our readers are pressed for time and buried with information. The new design makes it easy to find information, with a simple, logical layout and frequent use of infographics. The new departments are organized so that readers can easily learn about market innovations, global news and industry metrics.

New Digital Design

Our dedicated digital website for *MarketVoice* magazine offers readers a flexible reading experience for any type of device. Each issue displayed on the website will provide a multi-media experience for the reader with related video, data and photos. Advertisers have the opportunity to display their advertisements for the duration of a published issue that will appear prominently next to related content to capture the reader's attention.

Global Perspective

Our magazine already has a broad geographical scope, but as part of the rebranding we are ramping up our coverage of business, regulatory and technological developments worldwide by leveraging the resources of FIA Europe and FIA Asia.

“Educating and informing the public has always been an essential part of FIA's mission. *MarketVoice* magazine is a fantastic platform for articulating industry perspectives on the changing face of the industry as well as the major policy issues of today and tomorrow.”

Walt Lukken
President and CEO
FIA and FIA Global



Benefits to Advertisers

Why advertise in *MarketVoice* magazine?

Senior-Level Audience

Our magazine reaches **influential professionals** and **senior executives** in the derivatives markets. More than 35% of our current readers are in executive or senior management roles at their organizations, giving *MarketVoice* magazine an unparalleled reach into the top levels of this industry.

Global Circulation

Our magazine has a print subscriber base of more than 8,000 people in North America, Europe and Asia who have specifically requested their magazines. The magazine's digital subscriber list now includes people from **every major clearing firm and derivatives exchange** in the world.

We expect these numbers to **rise considerably** as we roll out *MarketVoice* to additional subscribers in Europe and Asia.

Engaged Audience

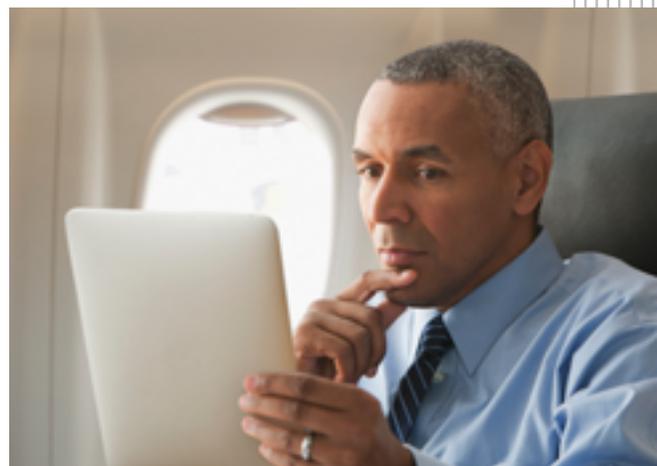
A reader survey conducted by Readex in the fall of 2014 showed that *MarketVoice* magazine is widely considered to be an **authoritative source** of information about the futures, options and cleared swaps markets. A majority of our subscribers **spend at least an hour reading each issue** and retain their copies for future reference. More than half of our subscribers have passed along copies to their colleagues in the industry, in effect more than doubling the publication's reach.

The new digital design of the magazine will make it more accessible online and boost the level of reader engagement.

New Advertising Opportunities

MarketVoice magazine, both in print and in digital, offers **more options for advertisers** in terms of size and placement of advertisements. In addition, we have a number of **bonus distributions** throughout the year at industry events located in North America, Europe, Asia and elsewhere.

Readers from **more than 44 countries** have directly requested digital subscriptions.



Additional Content

More great content, online and in print

New Departments

Building upon the industry news we've been publishing for decades, *MarketVoice* magazine provides expanded news on financial innovations, key news developments and people moves across the globe in our industry. Our departments are also filled with additional infographics and data compiled by FIA's in-house data analysts.

INSIGHT

A message from Walt Lukken, president and ceo of FIA and FIA Global.

NEWS

A roundup of key business, technology and regulatory developments worldwide.

@MARKETS

Advances in the technology of derivatives trading and clearing.

DATA

Key trends across listed and cleared derivatives depicted in tables and charts, with a new online feature that allows easy downloads of the underlying data.

GALLERY

Business, prominent speakers, networking and fun at FIA conferences and events.

PEOPLE

Keeping track of appointments, promotions and other people news in our industry.

GIVING

Recognizing those in our industry who give back.

Online Extras

Look for a multi-media experience with our online version of *MarketVoice* magazine. Our feature articles and departments include expanded data on volume trends and other industry highlights as well as related video news clips.

In addition, news items are conveniently displayed with related news in a one-stop shopping and easily searchable site making the reading experience convenient and compelling.

Every major clearing firm and derivatives exchange from **around the world** is represented on our digital subscriber list.



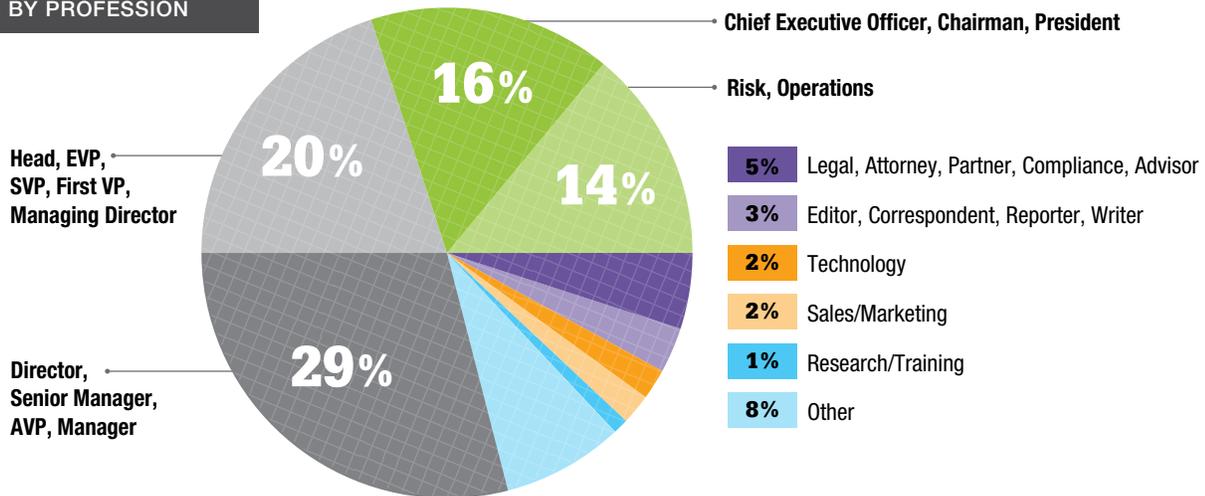
Reader Statistics

Who reads our magazine?

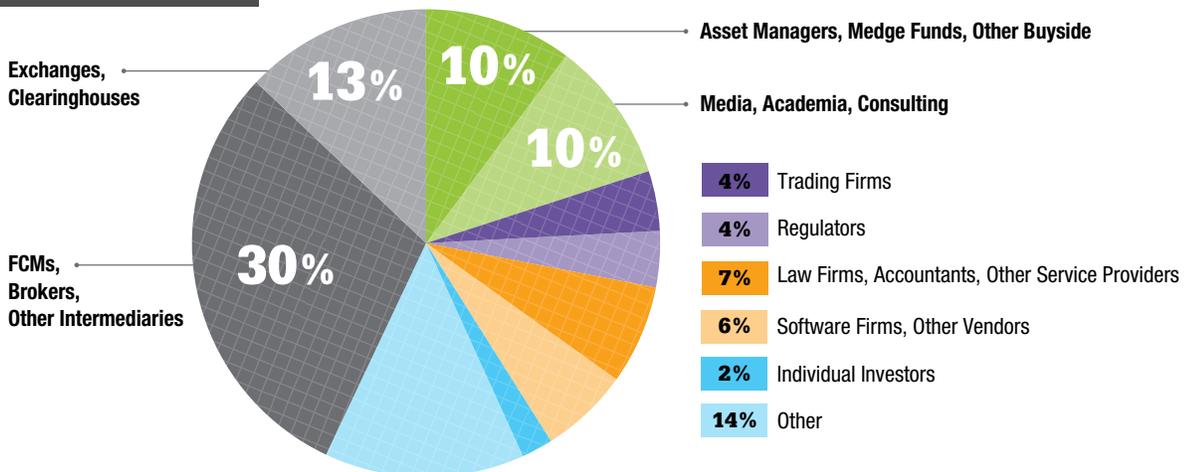
8,000 and growing

MarketVoice magazine starts with a subscriber base of **more than 8,000 readers**. Our current subscribers include senior executives and influential professionals in the global markets for futures, options and cleared swaps.

BY PROFESSION



BY INDUSTRY



Source: Readex Survey conducted in the fall of 2014

Editorial Calendar

Launching in June, published 5 times/year

Issue 3—June 2015

Theme: Cross-Border

This issue will focus on cross-border trading and regulatory issues, including a profile of Jonathan Hill, the head of financial services policy in the European Union, industry concerns about the risks of central clearing, a focus on efforts to address cybersecurity threats and an energy market perspective on position limits.

Space Reservations Due	May 1, 2015
Materials Due	May 15, 2015
Publication Date	June 8, 2015

Issue 4—September 2015

Theme: Europe

This issue focuses on industry developments in Europe, with particular attention to the impact of new regulations on exchanges, intermediaries and end-users and the competition among trading venues in the interest rate futures market.

Space Reservations Due	July 31, 2015
Materials Due	August 7, 2015
Publication Date	September 11, 2015

Issue 5—November 2015

Theme: The Next Generation of Markets

This issue will focus on developments in contract design, electronic trading technology and other areas of innovation in the global listed and cleared markets. This issue also will cover industry developments in the Asia-Pacific region.

Space Reservations Due	September 25, 2015
Materials Due	October 2, 2015
Publication Date	November 3, 2015

Editorial calendar and bonus distributions are subject to change.

■ JUNE BONUS CIRCULATION

FIA/FIA Europe International Derivatives Expo (1,200)

June 9-10, 2015; London, U.K.

MFA Forum (200)

June 24, 2015; Chicago, IL

EXTRA!

Additional copies will be sent to senior executives, government officials and other influential opinion-makers in the FIA Europe database.

■ SEPT. BONUS CIRCULATION

CBOE RMC EUROPE

September 28-30, 2015; Geneva, Switzerland

MFA Outlook

October 15-16, 2015; New York, NY

World Federation of Exchanges Annual Meeting (250)

October 20-21, 2015; Doha, Qatar

■ NOV. BONUS CIRCULATION

FIA Futures & Options Expo (5,500)

November 3-5, 2015; Chicago, IL

FIA Asia Derivatives Conference (600)

December 8-10 2015; Singapore

Rate Card

Print and digital ad rates through 2015

Print Ad Rates

All 5x contract advertisers receive a free basic listing in the Resource Guide, printed in the Expo (November) issue and posted online for one year.

All advertising prints 4-color. See specs for additional size, color and setup information.

Size	1x	3x	5x
Full page*	\$8,200	\$7,700	\$7,400
1/2 horiz*	\$6,100	\$5,600	\$5,400
1/3 page*	\$4,400	\$4,200	\$4,000
Spread*	\$13,000	\$12,300	\$11,500
Cover 2	\$10,800	\$10,300	\$9,800
Cover 3	\$10,300	\$9,800	\$9,300
Cover 4	\$12,200	\$11,600	\$11,200

Digital Ad Rates

All digital ads will remain with the pages of the specified issue.

Package	Ads included	1x
Home Page Package	1 banner Ad (top) 1 square Ad (bottom)	\$5,000
Articles/Archives Package	Up to three square sidebar ads	\$2,500

Special Ad Rates

- Bellybands, blow-in cards and other items are available.
- Guaranteed Positions: There will be a 15% upcharge for guaranteed positions (excluding covers).

FI BOCA AND EXPO ISSUES

These rates apply to advertisers wishing to advertise solely in the Boca (March) and/or Expo (November) issues.

Size	1x
Full page	\$9,500
1/3 page	\$5,100
1/2 page	\$7,000
Spread	\$15,000
Cover 2	\$13,500
Cover 3	\$11,800
Cover 4	\$14,100

EXPO ISSUE ONLY

Program Tab	1x
Tab 1	\$14,000
Tab 2	\$12,400

Resource Guide	1x
Basic Listing	\$475
Premiere Listing	\$850

QUESTIONS?

Please contact Toni Vitale Chan at tvitalechan@fia.org or +1.312.636.2919 for details and pricing.

Print Advertising

Preparing your ads for *MarketVoice* magazine

Print Ad Specifications

Ad Size	Trim	Bleed
Full Page	8.25" x 10.8125"	8.5" x 11.0625"
1/2 Horizontal	8.25" x 5.375"	8.5" x 5.625"
1/3 Vertical	2.625" x 10.8125"	2.875" x 11.0625"

Print Art Requirements

SAFETY

- All live matter must be AT LEAST 1/4" inside trim on all sides (1/2" recommended)

SPREADS

- Two-page spread materials MUST BE SUPPLIED AS SINGLE PAGES, as per the full-page ad size requirements
- The safety area for spreads with a critical crossover of primary image or type should be 3/8" all around (rather than 1/4")
- Perfect alignment of type or design across the gutter of spreads cannot be guaranteed

FRACTIONAL ADS

- If boundaries are not defined by artwork or a rule, *MarketVoice* magazine may add a half-point rule around fractional or non-bleed ads

TYPE

- Minimum size knockout type should be 8 point

FILE PREPARATION

- FILE FORMAT:** PDF/X1-A, CMYK files only
- FONTS:** All fonts MUST be embedded (no True Type fonts)
- INK:** The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles). No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK
- IMAGES:** All images must be CMYK, 300 dpi
- PRINTING:** Maximum ink density: 300; PDF Resolution: 300 dpi



FILE SUBMISSION

FTP (preferred method)

- GO TO:** <https://www.ibackup.com>
- LOGIN NAME:** futuresindustry
- PASSWORD:** mag1
- Once uploaded, please e-mail: production@futuresindustry.org

QUESTIONS?

Email production@futuresindustry.org or contact:

TONI VITALE CHAN

Vice President, Business Development

EMAIL tvitalechan@fia.org

TEL +1.312.636.2919

ABIGAIL KAPUSTIAK

Sales Assistant

EMAIL akapustiak@fia.org

TEL +1.202.466.5460

Digital Advertising

Advertising for web and mobile

Digital Ad Sizes

Ad Size	Trim
Leaderboard (Banner)	728 x 90 pixels
Square	300 x 250 pixels

Standard dimensions shown. Special ad sizes also available.

Digital Ad Packages

Homepage package

- Includes one banner ad (top page) and one square ad (bottom page)
- Ads will remain with issue

Article/Archive Package

- Includes up to three ads
- Ads will appear on archives page and main article page
- Will remain with issue

Digital Specifications

Video, static images, dynamic GIFS, and animation accepted.

Please prepare file size under 50KB.

PRINT & DIGITAL AD POLICIES

GUARANTEED POSITIONS

PRINT: Add 15% for guaranteed positions, excluding covers.

PROOFS

F1 magazine will not be held responsible for errors if an appropriate proof is not received. We recommend high-quality color proofs (Iris, Kodak); a printout from a color printer (please note that some color printer imaging methods can produce colors that are physically impossible to match using CMYK inks); a low-resolution PDF file that accurately shows what the ad should look like (CMYK color output may look different).

PRODUCTION CHARGES

Production charges will apply to artwork that must be adjusted to fit the outlined specifications.

SHORT RATES

Advertisers with signed frequency commitments will be short-rated to the frequency earned.

AGENCY COMMISSION

Agencies recognized by FIA may receive 15% of gross on space and color charges if paid within 30 days. Service charges apply after 30 days.

PAYMENT LIABILITY

FIA reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment of invoices.

APPROVAL

FIA reserves the right to reject any advertisement or its content. Advertisers and advertising agencies assume liability for all content and agree to hold harmless FIA for any and all claims for such advertisements, including but not limited to tort, copyright, photographic or trademark actions. If an advertisement is refused during the agreement period, the advertiser agrees that FIA is authorized to substitute, without notice, the last advertisement of the advertiser unless replacement material is sent to FIA in a timely manner.

Contact

Questions about *MarketVoice* magazine?

Advertising

AD SALES, DETAILS AND PRICING

Toni Vitale Chan

EMAIL tvitalechan@fia.org

TEL +1.312.636.2919

Editorial

Will Acworth

EMAIL wacworth@fia.org

TEL +1.202.466.5460

Joanne Morrison

EMAIL jmorrison@fia.org

TEL +1.202.466.5460

PRINT & DIGITAL AD SUBMISSIONS

FTP (preferred method)

- GO TO: <https://www.ibackup.com>
- LOGIN NAME: futuresindustry
- PASSWORD: mag1
- Once uploaded, e-mail: production@futuresindustry.org

QUESTIONS?

Email production@futuresindustry.org or contact:

Toni Vitale Chan

Vice President, Business Development

tvitalechan@fia.org; +1.312.636.2919

Abigail Kapustiak

Sales Assistant

akapustiak@fia.org; +1.202.466.5460



2001 Pennsylvania Avenue NW, Suite 600
Washington, D.C. 20006
www.FIA.org

TEL +1.202.466.5460

FAX +1.202.296.3184

EMAIL info@FIA.org