

# MARKETVOICE

FIA's Magazine of the Global Futures, Options and Cleared Swaps Markets | MarketVoice.FIA.org

# 2019 MEDIA KIT

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PUBLISHED BY



# MarketVoice: FIA's Flagship Magazine

## Authoritative Content, Global Thought Leadership

MarketVoice provides market 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.

For advertisers, MarketVoice provides a unique opportunity to reach influential executives and policymakers around the world. As FIA's flagship publication, the 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 serves as our industry's platform for advocacy and thought-leadership, expressing the interests and concerns of FIA's membership in a convenient and accessible format.

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“Educating and informing the public has always been an essential part of FIA's mission. MarketVoice is a fantastic platform for articulating 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

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# Benefits to Advertisers

## Why Advertise in *MarketVoice*?

### Senior-Level Audience

Our magazine reaches influential professionals and senior executives in the derivatives markets through the FIA membership.

### Global Presence

*MarketVoice* reaches FIA membership around the globe as well as a growing opt-in digital subscriber list.

### Engaged Audience

A recent FIA communications study (Summer 2017) showed that *MarketVoice* magazine continues to be considered an authoritative source of information about the futures, options and cleared swaps markets. More than 86% agreed that *MarketVoice* provides useful, in-depth content.

### Expanded Reach

*MarketVoice*, 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 FIA's flagship conferences and other industry events around the globe. With a combined attendance of more than 10,000, these events expand the reach for advertisers.

## Interested in Advertising?

Contact **Toni Vitale Chan**, Vice President, Business Development, to discuss advertising in *MarketVoice*.  
Email: [tvitalechan@fia.org](mailto:tvitalechan@fia.org) | Tel: +1 312.636.2919

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*MarketVoice* has global reach, with subscribers in more than 40 countries.

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# Content-at-a-Glance

## Regular Features

Building upon the industry news we've been publishing for decades, *MarketVoice* in print and online 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 info-graphics and data compiled by FIA's in-house data analysts.

### ■ INSIGHT

A message from Walt Lukken, President and CEO of FIA.

### ■ 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.

### ■ SUSTAINABILITY

Spotlighting green initiatives in the derivatives industry.

### ■ GALLERY

Business leaders, 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.

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

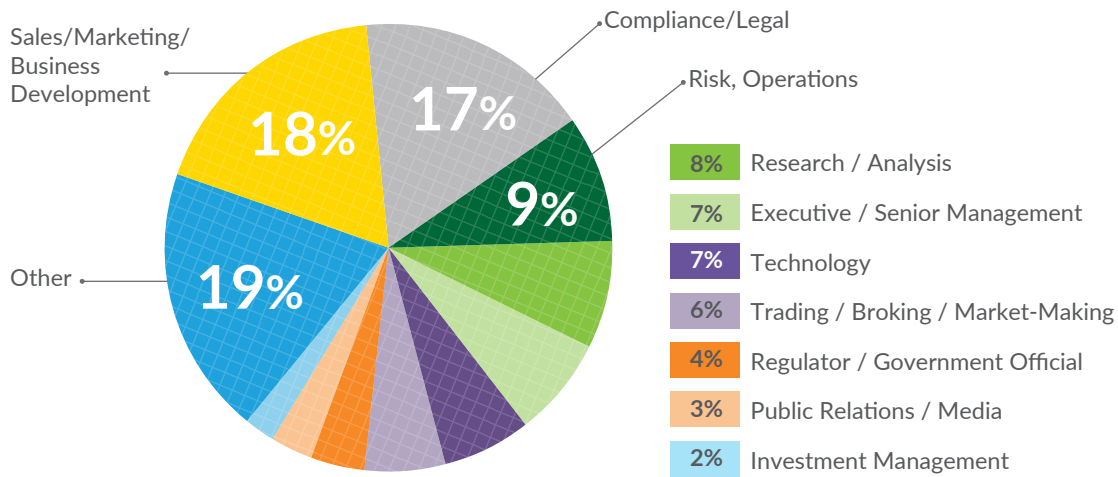
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# Reader Statistics

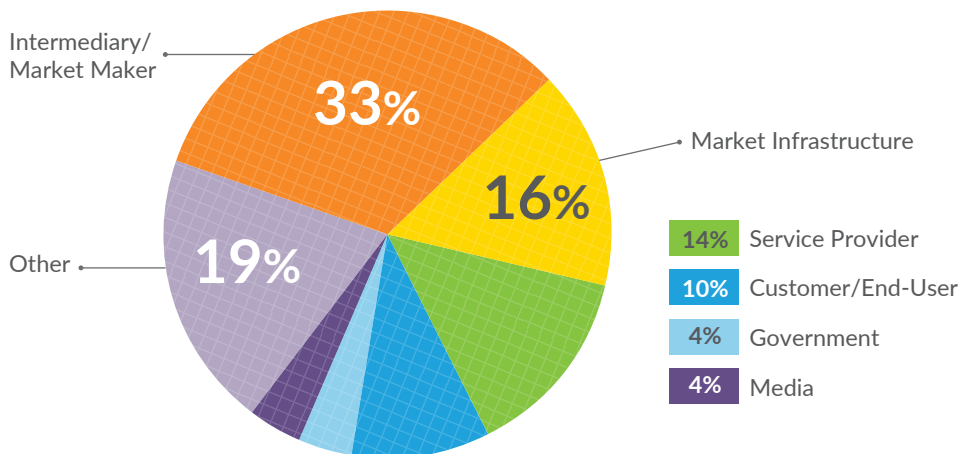
## Who Reads Our Magazine?

MarketVoice subscriber base builds from the 16,000+ individuals at FIA member firms. Our current subscribers include senior executives and influential professionals in the global markets for futures, options and cleared swaps.

### BY PROFESSION



### BY INDUSTRY



Source: FIA Membership data as of November 2017

# Print Editorial Calendar 2019

**Published 4 times/year**

## March (Boca Issue)

- Annual Volume Survey and Market Data Overview
- Libor Alternatives
- Energy Derivatives

*Space Reservation:* Jan. 25, 2019

*Final Ads Due:* Feb. 4, 2019

*Issue Date:* Mar. 4, 2019

### *March Bonus Circulation:*

*FIA International Futures Industry Conference*  
March 12-14, Boca Raton, FL

*FIA Law & Compliance Division Conference*  
May 8-10, Washington, DC

## June (IDX Issue)

- Brexit Aftermath
- Agriculture Derivatives

*Space Reservation:* Apr. 12, 2019

*Final Ads Due:* Apr. 22, 2019

*Issue Date:* Jun. 3, 2019

### *June Bonus Circulation:*

*FIA International Derivatives Expo*  
June 3-5, London

## September (Expo Issue)

- Options Market Fragmentation
- Interest Rate Products

*Space Reservation:* Aug. 16, 2019

*Final Ads Due:* Aug. 29, 2019

*Issue Date:* Sep. 16, 2019

### *September Bonus Circulation:*

*FIA Futures and Options Expo*  
Oct. 29-31, Chicago

## December (Asia Issue)

- Fintech Innovators
- Software and Systems

*Space Reservation:* Oct. 10, 2019

*Final Ads Due:* Oct. 21, 2019

*Issue Date:* Nov. 18, 2019

### *December Bonus Circulation:*

*FIA Asia Derivatives Conference*  
Dec. 3-5, Singapore

*Editorial calendar and bonus distributions are subject to change.*

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## 2019 RATE CARD

PRINT ADVERTISING | **Sponsored Content** | Digital Advertising | Partner Program

### Print Advertising Rates

MarketVoice print issues will be published 4 times in 2019.

Size	1x	2x	3x	4x
Full Page	\$7,000	\$6,650	\$6,300	\$5,950
Half Page	\$5,500	\$5,225	\$4,950	\$4,675
Third Page	\$4,000	\$3,800	\$3,600	\$3,400
Quarter Page	\$3,000	\$2,850	\$2,700	\$2,550
2-Page Spread	\$12,000	\$11,400	\$10,800	\$10,200

Ads are priced per issue at the gross rate. Please note that there will be a 20% upcharge for non-FIA member advertisers. All 4x advertisers receive a free deluxe listing in the FIA Service Provider Directory. All advertising prints 4-color. See specs for additional size, color and setup information. There will be a 15% upcharge for guaranteed positions.

Print-Digital Package	Rate
1x full page ad plus 3 months single digital ad	\$9,500

Ad package is priced at the gross rate. Please note that there will be a 20% upcharge for non-FIA member advertisers. Advertiser selects preferred digital ad unit size.

### Special Print Issue Opportunities

Bellybands, blow-in cards and other items are available.

### Questions?

Contact **Toni Vitale Chan**, Vice President, Business Development, to discuss advertising in MarketVoice.

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## 2019 RATE CARD

[Print Advertising](#) | [SPONSORED CONTENT](#) | [Digital Advertising](#) | [Partner Program](#)

### Sponsored Content Rates

Guarantee maximum exposure for your Sponsored Content by publishing it online and in the print edition. Plus additional discounts are available when you purchase digital or print ads to go with this sponsored content package.

Size	Bundled Rate
Sponsored Content (600 words)	\$10,000
Sponsored Content (1200 words)	\$15,000

Rates are per article at the gross rate.  
Digital ads are online for 3 months.  
Please note that there will be a 20% upcharge for non-FIA member advertisers.

#### Sponsored Content E-Newsletter Upgrade

Upgrade Option	Rate
Include your sponsored Content in the monthly MarketVoice email.	\$1,000

Rates are per month, per article at the gross rate.  
Please note that there will be a 20% upcharge for non-FIA member advertisers.

#### Sponsored Content Digital Ad Upgrade

Include your own advertising within your sponsored content. Ad units appear within the body text of your sponsored content text or can be placed at the end.

Size	1 month
Super Leaderboard (970x90)	\$1,500
Half Page Rectangle (900x450)	\$1,500

Rates are per month, per article at the gross rate.  
Please note that there will be a 20% upcharge for non-FIA member advertisers.

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## 2019 RATE CARD

Print Advertising | Sponsored Content | DIGITAL ADVERTISING | Partner Program

### Digital Advertising Rates

All ads are run-of-site. All rates are per calendar month.

Size	1 month	3 months	6 months	9 months	1 year
Super Leaderboard (970x90)	\$1,000	\$950	\$900	\$850	\$800
Square (300x250)	\$1,000	\$950	\$900	\$850	\$800
Half Page Rectangle (900x450)	\$1,000	\$950	\$900	\$850	\$800

Ads are priced per month at the gross rate.  
Please note that there will be a 20% upcharge for non-FIA member advertisers.  
All 1-year digital advertisers receive a free deluxe listing in the FIA Service Provider Directory.

Digital Ad Package	Rate
<b>Premium Homepage Package</b> - 3 core units for 3 months. (Core units include Super Leaderboard, Square and Half Page Rectangle)	\$8,500

Ad package is priced at the gross rate.  
Please note that there will be a 20% upcharge for non-FIA member advertisers.

E-Newsletter Opportunities	Rate
<b>Sponsored Link</b> - Link to your firm's latest whitepaper or thought leadership piece.	\$500/link/send
<b>Leaderboard</b> - Custom size 650x150 pixels	\$750/send

FIA members and MarketVoice subscribers will receive a monthly round-up of the latest and most popular articles on the MarketVoice website.

E-Newsletter Opportunities are priced per send at the gross rate.  
Please note that there will be a 20% upcharge for non-FIA member advertisers.



### Questions?

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## 2019 RATE CARD

[Print Advertising](#) | [Sponsored Content](#) | [Digital Advertising](#) | [PARTNER PROGRAM](#)

### Partner Program

Exclusive opportunity for FIA's leading partners. Build your company's brand awareness and thought leadership throughout the year with the *MarketVoice* Partner Program.

#### Print

- Four total full-page advertisements in premium location in the print issues
- Special recognition in the first issue of the year
- Recognition on the Table of Contents page in all subsequent issues

#### Digital

- Run-of-Site for super leaderboard and square ads throughout the year
- Monthly recognition in *MarketVoice* e-newsletter
- Deluxe listing in the FIA's Service Provider Directory, including corporate logo

#### Content

- 1,200-word article in a print issue and online at MarketVoice.FIA.org
  - The article should demonstrate thought leadership on an issue of concern to *MarketVoice* readers
  - The *MarketVoice* editorial team is available to help draft this article
  - The online article will be featured on the home page for one month
  - Opportunity to include a video or infographic related to your Sponsored Content on the article webpage
- Option to upgrade the online article by placing a tie-in advertisement within the body copy of the article
- Additional upgrade options available by request

Partner Program	Gross Rate	Net Rate
Full page ads	\$23,800	\$20,230
Sponsored Content (1200 words) Print-Digital Bundle	\$15,000	\$12,750
Sponsored Content Digital Ad Upgrade (1 mo.)	\$ 1,500	\$1,275
ROS - Super Leaderboard	\$ 9,600	\$8,160
ROS - Square	\$ 9,600	\$8,160
Service Provider Directory - deluxe upgrade	\$ 1,250	\$1,062.50
Monthly eNewsletter recognition	\$ 6,000	\$5,100
<b>TOTAL VALUE:</b>	<b>\$66,750</b>	<b>\$56,737.50</b>
<b>PARTNER PRICE:</b>	<b>\$40,000</b>	<b>\$34,000</b>

# Advertising Specifications

## Print Ad Specifications

Preparing your ads for *MarketVoice* magazine

Type	Trim	Bleed
Full Page	8.25" x 10.8125"	8.5" x 11.0625"
Half Page (horizontal)	8.25" x 5.375"	8.5" x 5.625"
Third Page (vertical)	2.625" x 10.8125"	2.875" x 11.0625"
Quarter Page (vertical)	4.0625" x 5.3125"	4.1875" x 5.4375"



## 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

## Digital Ad Specifications

Preparing your digital ads for [MarketVoice.FIA.org](http://MarketVoice.FIA.org)

Type	Dimensions	Max file size
Super Leaderboard	970x90	200KB
Square	300x250	50KB
Half Page Rectangle	900x450	250KB

For 970x90 and 300x250: Static images, dynamic GIFS, and animation accepted.  
For 900x450 and 650x100: Static images only

## Print and Digital File Submissions

Email to: Abigail Kapustiak, [akapustiak@fia.org](mailto:akapustiak@fia.org)

# Print & Digital Ad Policies

## Guaranteed Positions

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

**DIGITAL:** All ads are set as run-of-site except for Sponsored Feature Digital Ad Upgrade.

## Proofs

*MarketVoice* 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 Us

## Questions about *MarketVoice*?

### Advertising

**Toni Vitale Chan**, Vice President of Business Development

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