

# media planner 2010

FUTURES  
INDUSTRY

**FIA**

Futures Industry Magazine  FIA Event Sponsorships & Exhibits  
[www.futuresindustry.com](http://www.futuresindustry.com)  [www.futuresindustry.org/events](http://www.futuresindustry.org/events)



# why advertise with fi?

## Senior-Level Audience

*Futures Industry* reaches influential professionals and senior executives in the derivatives markets, one of the fastest growing segments of the financial services industry. With a unique combination of insightful analysis, proprietary statistics, interviews with key opinion leaders and wide-ranging coverage of business, regulatory and technology trends, *Futures Industry* has become the must-read publication for anyone with a professional interest in the global futures and options markets.

*Futures Industry* provides advertisers with regular access to industry leaders such as:

- Executives at top brokerage firms and proprietary trading groups
- Senior managers in operations, sales and trading, and information technology
- Active traders at hedge funds, commodity trading advisers and institutional investors
- Top officials at domestic and international derivatives exchanges
- Senior regulatory officials and government policy-makers
- Lawyers and compliance managers specializing in derivatives
- Leading technology vendors and other service providers to the derivatives markets

## Growing Global Circulation

*Futures Industry* has a print subscriber base of more than 18,000 people. Approximately 30% of those readers are

located outside the U.S. in more than two dozen countries in Europe, Asia and Latin America. In addition, the magazine in 2009 enhanced its online edition with a new “digital” format that received more than 4,500 unique readers in its first six months. Every major bank, futures commission merchant and exchange in the world is now represented in the *Futures Industry* digital subscriber list.

## Bonus Distributions

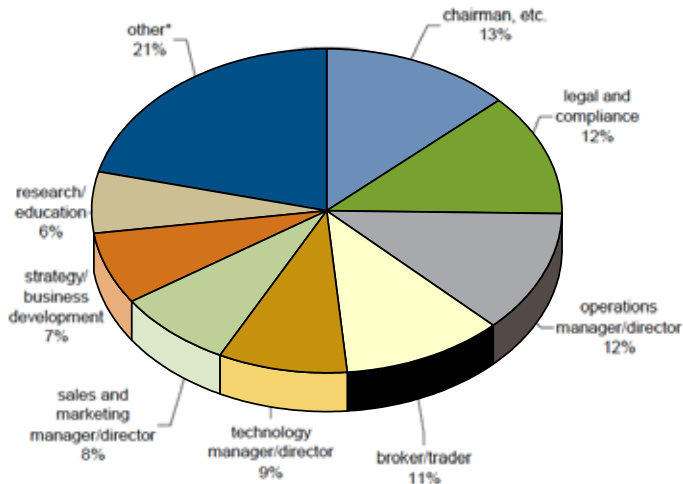
More than 10,000 additional copies of FIA are distributed annually to industry professionals, many of whom are outside of our subscriber base. In addition to seven major FIA conferences and exhibitions, FI is distributed at many other industry events. See “Deadlines & Bonus Distributions” for details.

## Comprehensive Coverage

*Futures Industry's* editorial content gives comprehensive and authoritative coverage to key issues and trends in the global futures and options markets. Articles regularly cover new products and services, technology innovations, exchange-traded and OTC clearing, operations and risk management, and legislative, regulatory and legal issues. The Boca issue also contains the annual survey of global volume trends, which includes the widely cited ranking of derivatives exchanges by volume. The Expo issue also contains the annual Resource Guide to products and services and the official program of the FIA Futures & Options Expo.

**With an opt-in  
subscription rate of  
18,000 and growing,  
*Futures Industry*  
magazine caters to  
top-level executives  
with buying power.**

## Who Reads Futures Industry?



*Futures Industry* appeals to a wide variety of professionals in the global markets for listed derivatives.

## Growing Digital Subscriber Base

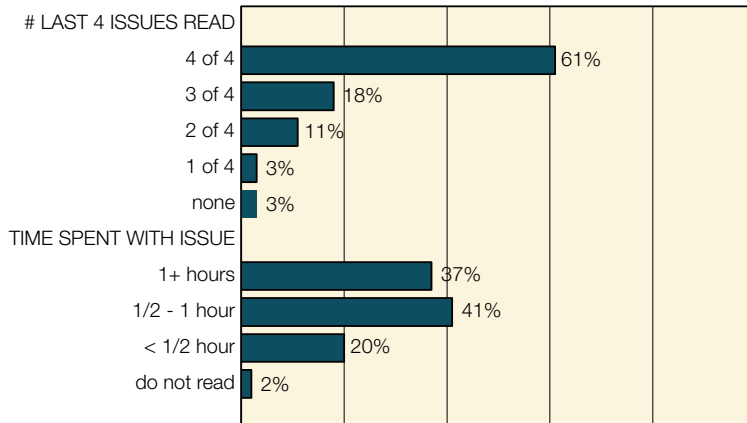
- **Professional audience** – the overwhelming majority of digital edition readers come from within the financial services industry, including global banks and brokers, derivatives exchanges, hedge funds and proprietary trading firms.
- **Global reach** – more than a third of the digital readers come from outside our core print distribution in North America. Roughly half of the international digital audience is based in Asia.
- **Serious engagement** – digital readers typically spend four and a half minutes browsing through the site and on average view 11 pages of content.

Every major bank, FCM, and exchange from around the world is represented in the *FI* digital subscriber list.

### Digital Subscriber Statistics

- Projected 9,000 unique visitors in 2010
- 50,000 total page views
- 11.3 pages viewed per visitor
- 4.5 minutes average reading time per visitor

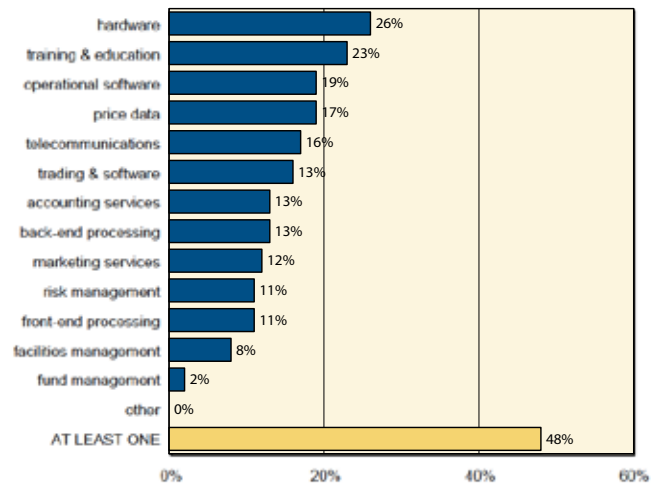
**Reader Engagement**



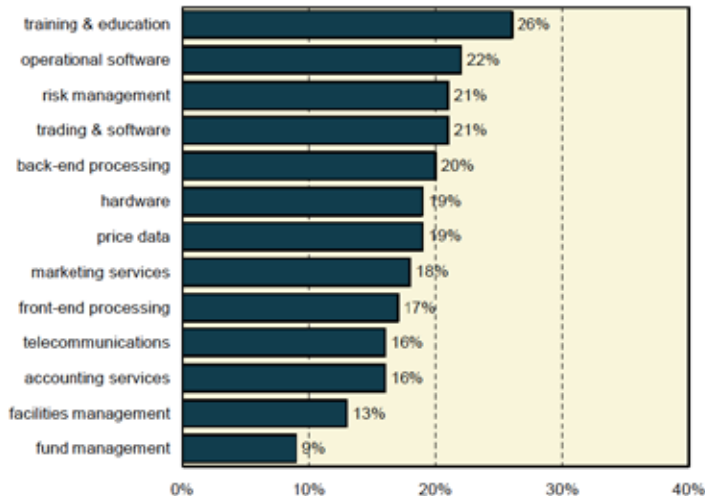
*Futures Industry* recipients are engaged with the publication. The typical recipient has read all four of the last four issues and spends a total of 50 minutes with an issue. Over two-thirds read half or more of a typical issue.

*FI* readers are planning purchases in the near future. Nearly half (48%) of recipients indicated their organizations plan to purchase at least one product/service in the next 12 months.

**Products/Services Planning to Purchase in the next 12 months**



**Products/Services with Purchasing Involvement**  
approve/authorize, recommend, select/specify, or any other involvement



Over half (59%) of recipients are involved in their organizations' purchases of products and services, including one in four (24%) at the highest level of involvement, approving/authorizing purchases.

# fi rate card 2010

B&W	1x	3x	5x	10x
Full page	\$5,900	\$5,550	\$5,150	\$4,900
2/3 page	4,900	4,550	4,000	3,750
1/2 island	3,850	3,600	3,400	3,100
1/2 horiz	3,700	3,400	3,100	3,000
1/3 page	2,350	2,250	2,150	3,050
Spread	10,700	9,900	9,200	8,600

2-Color	1x	3x	5x	10x
Full page	\$6,800	\$6,500	\$6,000	\$5,700
2/3 page	5,700	5,250	5,000	5,100
1/2 island	4,850	4,400	4,000	3,850
1/2 horiz	4,500	4,050	3,950	3,750
1/3 page	3,300	3,100	3,000	2,800
Spread	11,500	10,800	10,000	9,400

4-Color	1x	3x	5x	10x
Full page	\$7,650	\$7,300	\$7,100	\$6,700
2/3 page	6,700	6,200	5,950	5,700
1/2 island	5,800	5,350	5,150	4,950
1/2 horiz	5,500	5,150	4,950	4,800
1/3 page	4,200	3,950	3,900	3,800
Spread	12,500	11,800	11,000	10,350

Covers				
2nd	\$10,350	\$9,900	\$9,400	\$9,000
3rd	9,900	9,400	8,900	8,550
4th	11,700	11,150	10,700	10,150

## FI Boca and Expo Issues

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

4-Color	
1/3 page	\$4,800
1/2 page	6,650
2/3 page	7,700
full page	8,800
spread	14,350

Black & White	
1/3 page	\$2,800
1/2 page	4,500
2/3 page	5,600
full page	6,800
spread	12,300

Covers	
2nd	\$11,900
3rd	11,200
4th	13,400

Program Tab (Expo issue only)	
Tab 1	\$13,400
Tab 2	\$11,900
Resource Guide (Expo issue only)	
Basic Listing	\$450
Premiere Listing	\$800

All 5x contract advertisers receive a free basic listing in the Resource Guide.

**Bellyband \$18,750**  
**Spot colors \$2,500 per ink**

## Premium Positions

*Consider the online positioning of your ad when purchasing your print ad space...*

Ads viewed online—especially when enhanced with interactive media (see next page)—are hard to miss! Our online statistics show that the most popular online sections are the **cover story**, **president's message**, and **volume report**. *There will be a 10% upcharge for guaranteed positioning on these pages.*

All print advertisers receive a complimentary digital upgrade in the online version (see box below for details). *Advertiser must supply all art.*

**Bellyband**

**PowerPoint Presentation**

**Video Clip**

**Audio Clip**

**Custom HTML/ Flash  
interactive ads**

**Animate your ad in FI Digital for maximum impact! Add an audio or video clip, a pop-up ad, an animated bellyband, or a PowerPoint presentation.**

**PRINT ADVERTISER e-BONUSES:**

**1x ad purchase**—FREE hotlinked company logo, e-mail and web addresses in online version; FREE rich media integration in online version (audio or video clip; animation; PowerPoint presentation, etc.)

**3x contract**—FREE hotlinked company logo, e-mail and web addresses; FREE rich media integration in online version (audio or video clip; animation; PowerPoint presentation, etc.) + FREE Premier Resource Guide listing in November issue

**5x contract**— All of the above + FREE banner ad on FIA web site for 6 months

# mechanical requirements

## FIA Advertising Policies

### Preferred Positions

Add 15% for preferred positions, excluding covers.

### 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.

## Resolution

Raster Art: minimum 300 dpi (450 dpi preferred)  
Halftones: 133 or 150 line screen

## Accepted Materials

### PDF Ad Files

Save your ad file as a high-res PDF:

- Save all images as high-resolution in CMYK color space
- Embed ALL fonts
- Do not “lock” the PDF files with passwords

## Proofs

*FI* 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.

## Printing/Binding

*FI* is printed on a sheet-fed offset press and bound using saddle wire stitching on 70 pound coated text stock. The Expo issue is printed on a sheet-fed, offset press and perfect bound. The cover is printed

Ad Size	Trim Size	Bleed Page Size
Two-page spread	17" x 11"	17.25" x 11.25"
Full page	8.5" x 11"	8.75" x 11.25"
2/3 page vertical	4.875" x 10"	N/A
1/2 page horizontal	7.5" x 5"	8.75" x 5.625"
1/2 page island	4.875" x 6.625"	N/A
1/3 page vertical	2.25" x 10"	N/A
1/3 page square	4.875" x 4.875"	N/A

on 80 pound cover stock and the text on 70 pound coated text stock. Please e-mail [production@futuresindustry.org](mailto:production@futuresindustry.org) with any questions relating to mechanical requirements.

## File Submission

- FTP (preferred method):  
Go to: <https://www.ibackup.com>  
Login name: futuresindustry  
Password: mag1  
Please e-mail [production@futuresindustry.org](mailto:production@futuresindustry.org) when a file has been uploaded.
- Mail:  
*FI* Magazine  
2001 Pennsylvania Ave. NW, Suite 600  
Washington, DC 20006-1823  
Phone: +1.202.466.5460
- E-mail:  
[production@futuresindustry.org](mailto:production@futuresindustry.org)

# deadlines & editorial calendar

## January

- Equity Derivatives Survey
- Washington Update: OTC Derivatives Legislation
- CFTC Position Limit Proposal
- High-Frequency Trading Roundtable

**Space Reservations Due** November 31, 2009

**Materials Due** December 7, 2009

**Publication Date** January 8, 2010

### **Bonus Circulation:**

*MFA Network in Key Biscayne, FL— January 31 - February 2*

## March (Boca)

- US-EU Convergence in Derivatives Regulation
- Annual Volume Survey

**Space Reservations Due** January 29, 2010

**Materials Due** February 8, 2010

**Publication Date** March 7, 2010

### **Bonus Circulation:**

*CBOE Risk Management Conference, Naples, FL (March 7-9)*

*FIA International Futures Industry Conference, Boca Raton, FL (March 10-13)*

*Platts Oil Trade Compliance Forum, Houston, TX (April 8-9)*

*FIA Clearing 2010: A Derivatives Forum, New York (April 12-13)*

*FIA Trading IT, New York (April 12-13)*

*FIA Law & Compliance Division presents: Conference on the Regulation of Futures, Derivatives and OTC Products, National Harbor, MD (April 28-30)*

*OIC Options Industry Conference, Phoenix, AZ (April 29-May 1)*

## June

- Power and Natural Gas Markets
- FCM Perspective
- Managed Futures

**Space Reservations Due** April 28, 2010

**Materials Due** May 5, 2010

**Publication Date** June 8, 2010

### **Bonus Circulation:**

*FIA/FOA International Derivatives Expo (IDX), London (June 8-9)*

*IOSCO Annual Conference, Montréal (June 6-10)*

## September

- Equity Options Markets
- Fixed Income Derivatives

**Space Reservations Due** August 2, 2010

**Materials Due** August 9, 2010

**Publication Date** September 8, 2010

### **Bonus Circulation:**

*SFOA Conference in Interlaken, Switzerland (September 8-11)*

*FIA/OIC Equity Options Conference, New York (October 4-5)*

*FIA Asia Derivatives Conference (October 10-12)*

## November (Expo)

- Asian Derivatives Markets
- Exchange Traded Derivatives Versus Over-The-Counter Derivatives

**Space Reservations Due** September 14, 2010

**Materials Due** September 21, 2010

**Publication Date** November 2, 2010

### **Bonus Circulation:**

*FIA Futures & Options Expo, Chicago (November 2-4)*

**Check [www.futuresindustry.com](http://www.futuresindustry.com) for updates to the schedule of bonus distributions.**

# interactive ads

Even if you don't advertise in the print edition of *FI*, you can still reach online readers with an interactive ad.

**Blow-in Card - \$2,500**

(pop-up ad)  
Animated or static

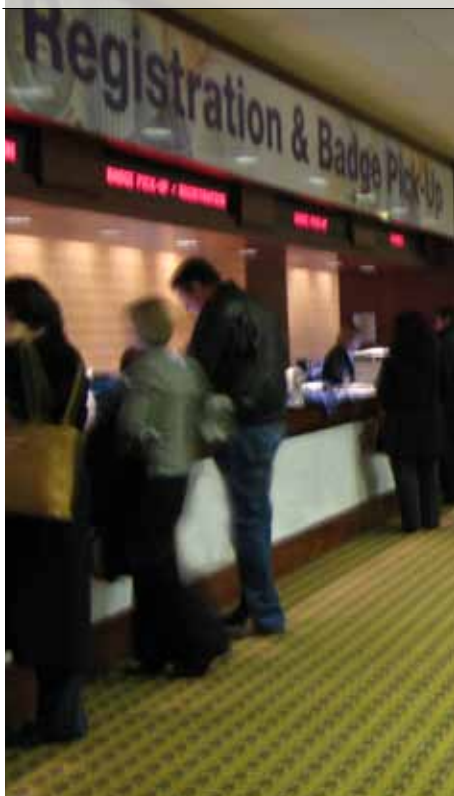
**Bellyband - \$2,500**

Animated  
Slides up on the magazine cover or editorial page of your choosing

## Interactive Advertising Package

Purchase a contract of five or more full-page, four-color advertisements in *FI* magazine and receive the following:

- **Five full-page, 4-color** advertisements in *Futures Industry* magazine
  - **“Featured Advertiser”** status for the duration of one issue cover date, which includes:
    - Complimentary upgrade to a cover position for one issue
    - Exclusive banner ad on the *FI* magazine site
    - Solo banner ad in an e-mail to magazine subscribers
  - **FIA Webinar Sponsorship:** your company will be the sole sponsor of a webinar organized and marketed by FIA. Company logo will appear on all marketing e-mails, ads, and web pages, as well as on the *FI* web site during the webinar and in the webinar archive
  - **Host a Webinar:** Use our service to organize your own web-based seminar, which we will host and archive on our web site
  - **Exclusive Tower Banner Ad** on the FIA web site (one month)
- \$34,250 value
  - \$1,700-\$3,450 value
  - \$3,500 value
  - \$3,500 value
  - \$7,500 value
  - \$5,000 value
  - \$2,000 value



# conferences & events

## FIA Event Calendar 2010

**Boca 2010 – 35th Annual International Futures Industry Conference**  
March 10-13, 2010

Boca Raton Resort & Club  
Boca Raton, FL

**FIA Trading IT**

April 12-13, 2010\*

New York Marriott Downtown  
New York

*\*Reception only on April 12*

**FIA Clearing 2010: A Derivatives Forum**

April 12- 13, 2010

New York Marriott Downtown  
New York

**L&C 2010 – 32nd Annual Law & Compliance Division  
Conference on the Regulation of Futures, Derivatives  
and OTC Products**

April 28-30, 2010

Gaylord National Convention Center  
National Harbor, MD

**IDX 2010 – 3rd Annual FIA/FOA International Derivatives Expo**

8-9 June 2010

The Brewery, Chiswell Street  
London

**5th Annual FIA/OIC New York Equity Options Conference**

October 4-5, 2010

New York Marriott Marquis

**Expo 2010 – 26th Annual Futures & Options Expo**

November 2-4, 2010

The Hilton Chicago  
Chicago, IL

**6th Annual FIA Asia Derivatives Conference**

October 12-14, 2010

St. Regis Singapore

## FIA International Futures Industry Conference (Boca)

Each spring, the FIA hosts its annual meeting in Boca Raton, Florida where industry leaders from around the world gather to discuss current issues and exchange ideas. Public policy leaders including members of Congress, regulatory officials, international regulators, government officials, and Congressional staff are an integral part of the program.

# of attendees: 800 # of exhibit booths: 25

### Sponsorship and Exhibit Opportunities Available

## FIA Clearing 2010 and Trading IT 2010

Clearing 2010 & Trading IT 2010 are brought to you by the FIA Futures Services, FIA Chicago, and FIA Information Technology divisions. These are two separate conferences colocating at the same venue. The professionals that attend these conferences are the core of the futures industry. They work with customers behind the scenes to make post-trade processing and trading technology run smoothly. Clearing 2010 sessions will focus on CDS, managing risk, OTC & ETD, managing cash and collateral and clearing, while Trading IT 2010 sessions will focus on algorithmic trading, technology challenges, and risk systems.

Sponsorship and exhibit opportunities will encompass both events, so you will have targeted exposure to both audiences.

# of attendees: 200 # of table-top exhibits: 10

### Sponsorship and Table-Top Exhibit Opportunities Available

## FIA Law & Compliance Division Presents: Conference on the Regulation of Futures, Derivatives and OTC Products

The FIA Law & Compliance Division holds a spring conference on the East coast each year. Compliance officers, attorneys, and regulators consider issues affecting the legal and regulatory framework of the derivatives industry.

# of attendees: 400 # of table-top exhibits: 10

### Sponsorship and Table-Top Exhibit Opportunities Available

## FIA/FOA International Derivatives Expo

The Futures Industry Association and the Futures and Options Association are pleased to announce the 3rd Annual International Derivatives Expo, which will again take place

at the Brewery—centrally located among the City's "Square Mile," Canary Wharf and the West End. This prestigious event includes representatives from major international brokerage firms, exchanges and key regulatory agencies.

# of attendees: 900 # of exhibits: 48

### Sponsorship and Exhibit Opportunities Available

## FIA/OIC New York Equity Options Conference

The Futures Industry Association and the Options Industry Council are partnering again to host the 5th Equity Options Conference in New York. The options industry has experienced phenomenal growth in the last few years—a testament to the effectiveness of options as a risk management tool used both by retail and institutional customers. Last year, representatives from brokerage firms, funds, exchanges, regulatory organizations, law firms, service organizations, and members of the press.

# of attendees: 350 # of exhibits: 15

### Sponsorship and Exhibit Opportunities Available

## FIA Futures & Options Expo

More than 4,500 people from more than 30 countries attend Expo, which showcases products, services and information for market professionals and participants. Hundreds of risk management products, trading tools, books and exchange and technology products are presented by companies from around the world. Expo also offers a variety of sessions that allow participants to discuss industry trends, hear expert views on key issues, improve trading skills and learn about new products, systems and practices. The program includes sessions for business, operations and technology professionals and traders.

# of attendees: 4,500+ # of exhibit booths: 140

### Sponsorship and Exhibit Opportunities Available

## FIA Asia Derivatives Conference

The 6th annual Asia-wide derivatives conference will focus on the futures and options industry in the Asia-Pacific region. The conference will feature information exchange sessions and panel discussions with industry leaders from around the region. Previous FIA Asia Derivatives Conferences have been held in Beijing, Mumbai, Taipei, Tokyo, and Singapore.

# of attendees: 400 # of exhibits: 30

### Sponsorship and Exhibit Opportunities Available

**For more information about sponsorships and exhibits, contact Toni Vitale Chan at [tvitale-chan@futuresindustry.org](mailto:tvitale-chan@futuresindustry.org) or +1.312.636.2919**

For inquires about marketing opportunities with FIA and  
*Futures Industry* magazine, contact Toni Vital Chan  
at +1.312.636.2919 or [tvitale-chan@futuresindustry.org](mailto:tvitale-chan@futuresindustry.org).

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