

MEDIA KIT 2021

**THE
DESK**

www.fi-desk.com

MARKETSMEDIA
A MarketsMedia Group Publication

TRADING • DERIVATIVES • TECHNOLOGY • REGULATION • MARKET INFRASTRUCTURE



The DESK

In 2021 buy-side bond traders will see intensified competition between the big electronic marketplaces, while banks continue to cut costs and optimise their electronic trading channels.

In Europe MiFID II's efforts to create transparency have largely failed and we may see some change or even rollback to reporting requirements in the search for more meaningful analysis that investors can use.

The Securities and Exchange Commission (SEC) in the US has been shaping the credit and rates markets, based on guidance from the Fixed Income Market Structure and Advisory Committee (FIMSAC), and the clear gap in transparency and oversight that exists in the Treasury market.

As bond issuance soared over 2020, the newly launched DirectBooks offers to standardise and simplify new issuance from the sell-side, potentially taking a considerable processing burden off the desk of the buy-side trader.

The market has learned that it can cope well with unprecedented operational disruption and volatility under the 2020 Covid-19 Pandemic, but there are weaknesses – such as in the disparity between the liquidity provided to clients by daily dealing funds and ongoing decline of bank liquidity provision – which still need addressing.

New trading models, increased use of all-to-all trading and portfolio trading, and new trading counterparties are offering some respite from these challenges.

The DESK will keep traders up to date on new developments throughout the year as change offers opportunities to investors – and challenges to their trading desks.



Dan Barnes*
Managing Editor, The DESK

**Winner "Journalist of the Year – Investor Services & Technology" in 2011, 2012, 2015 & 2017 and "Highly Commended" in 2014 – State Street Institutional Press Awards.*

PRINT CIRCULATION

The DESK magazine is published quarterly and is estimated to reach over **12,000 key decision makers** across the globe*

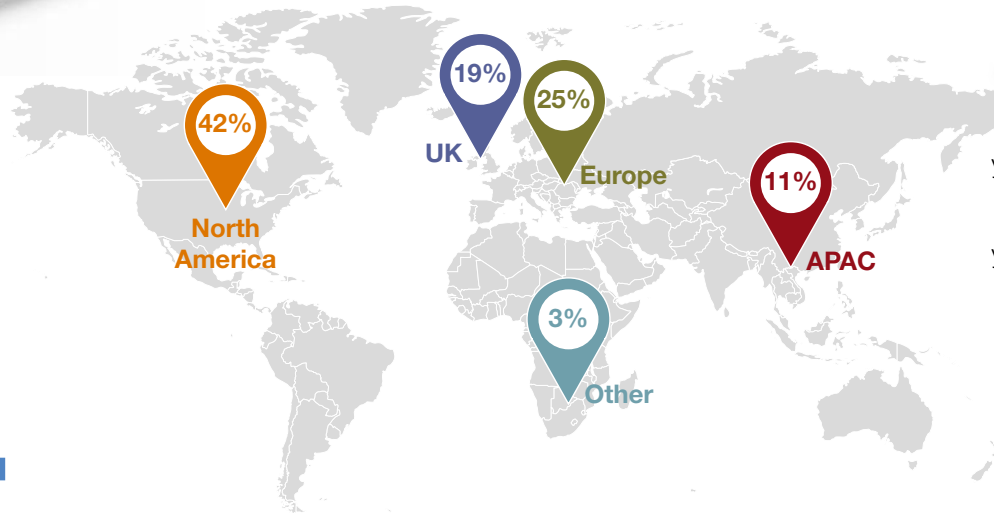
DIGITAL CIRCULATION

GEOGRAPHIC BREAKDOWN



5,500 quarterly print circulation*

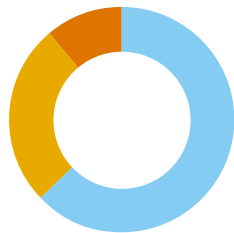
The print magazine is also distributed at a growing number of trade events throughout the year where **The DESK** is a media partner.



6,000 unique visitors per month (up 62% year-on-year, rising to 11,819 in October 2020)[†]

12,950 unique visitors per month (up 73% year-on-year, rising to 22,205 in October 2020)[†]

READERSHIP DEMOGRAPHIC



By Company Type

- 63% – Buy-side Institutions
- 26% – Sell-side Banks & Brokers
- 11% – Others

READERSHIP DEMOGRAPHIC



By Job Title

- Buy-side:** Heads of Trading; Heads of Dealing; Portfolio Managers; Traders; Heads of Quantitative Strategy; C-Suite Executives; Heads of Compliance; Heads of Risk Management
- Sell-side:** Traders; Credit/Rates Specialists; Heads of FI Risk; Heads of Quantitative Strategy; eTrading; OTC Clearing & FI Prime Brokerage; OTC Derivatives Collateral & Repo
- Others:** Consultancies; Infrastructure Providers, Solutions Vendors

The DESK is the Official Media Partner at the **Fixed Income Leaders Summits**

*publisher's statement. †Google analytics

As fixed income markets evolve in the US and Europe, we track the key changes through **The DESK** and **fi-desk.com**. We report on the way buy-side trading desks react. Movement of traders between firms, sell-side activity, and new technology across the cash and derivatives markets are covered in detail with supporting data.

The **Trading Intentions Survey** published in the Q1 issue looks at corporate bond trading platforms each year, following their use by the buy-side trading desks and which traders expect to join in the future. The risk of connecting to a platform that fails is too high; yet if innovation is not supported, liquidity challenges cannot be overcome.

In this rapidly changing environment **The DESK** does not publish a detailed forward calendar, but does provide a detailed quarterly synopsis ahead of each issue. If you would like to receive this update each quarter please send your request to: editorial@fi-desk.com

In addition to our own research data into trading intentions, each issue will feature these core topics:

- Rates (Government & Municipal Bonds)
- Credit (Corporate Bonds)
- Derivatives
- Securities Financing
- Technology

The DESK SCHEDULE 2021

Issue	Copy deadline	Publication date	Event distribution*
Q1 2021	19 February	26 March	• FILS EM – New York
Q2 2021	7 May	11 June	• FILS USA – Nashville
Q3 2021	3 September	8 October	• FILS APAC – Singapore • FILS Europe – Barcelona
Q4 2021	20 November	14 December	

The DESK's coverage and distribution is driven by current events and market news and therefore we reserve the right to change any element of our coverage without prior warning.

*The DESK is the principal media partner at WBR's Fixed Income Leaders Summits (FILS) across the globe, but at the time of writing, due to the Covid-19 pandemic, we are awaiting news of the dates and format of these events for 2021.

ON THE DESK PROFILES FROM 2020

In each issue of **The DESK** we conduct a number of exclusive interviews with the men and women shaping the future of fixed income trading.



Q4 2019
Stuart Campbell,
BlueBay Asset Management

Q1 2020
Matt McLoughlin,
Liontrust Asset Management



Q2 2020
Lynn Challenger,
UBS Asset Management

Q3 2020
Louise Drummond,
Aberdeen Standard Investments





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

The DESK magazine is mailed to 5,500 named individuals and has an estimated reach of over 12,000 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.

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.



Fixed Income Leaders Summits (FILS)

The DESK has been the official media partner at the Fixed Income Leaders Summits (Live 2018 & 2019 and Virtual 2020) and conditions allowing, we hope to enjoy extra distribution and client visibility at these events again in 2021. **The DESK** hopes to publish the **FILS** daily reports for FILS 2021 in both Europe and the USA. In association with WBR, the conference organiser, we will be reporting on proceedings at the events and publishing three newsletters (pre-event, on-site and post-event wrap-up editions), which will offer a variety of highly targeted marketing opportunities.

The **FILS** reports are distributed both in print and digitally via email to all registered delegates, with news content available online as a microsite within **fi-desk.com**.

Directory

Each issue of **The DESK** carries a print directory, providing a 150-word listing and company contact details for all our participating clients.

Digital Banner Advertising

We offer a variety of online advertising opportunities on **fi-desk.com**, to further extend the reach of your marketing message.

The DESK Newsletter

Since mid-2020 we have been publishing our weekly Newsletter each Friday. Sponsorship and advertising opportunities are available on request.



MARKETING PACKAGES

At **The DESK** 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 £16,485 for two editions or £26,730 for participation in four editions.



Viewpoint

Industry Viewpoint

The Agency Broker Hub

ADVERTISING RATES

Display Ads: Cost per Insertion	x1	x2	x3	x4
Full Page	£5,940	£5,495	£5,049	£4,455
Half Page	£3,465	£3,205	£2,946	£2,598
Double Page	£9,900	£9,158	£8,415	£7,425
Inside Front	£8,910	£8,241	£7,574	£6,683
Inside Front DPS	£11,385	£10,531	£9,678	£8,538
Inside Back	£6,435	£5,952	£5,469	£4,827
Outside Back	£9,900	£9,158	£8,415	£7,425

Guaranteed positions	+15%
Approved agency rate	10%
Corporate statements	As per ad rates
Viewpoint/Off-the-shelf	Only available to multiple insertion bookings at a surcharge of 50% to the applicable page rate

Digital Banner Advertising	1 month	3 months	6 months	12 months
MPU – Mid Page Unit (300x250px)	£945	£2,550	£4,823	£9,075
Leaderboard (728x90px)	£1,125	£3,038	£5,708	£10,733

Directory listing	£300 per entry or £1,000 for four entries
Subscription	£135 / \$225 per annum

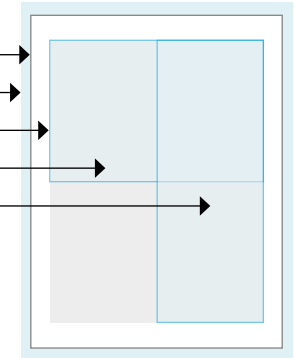
Rates are in £ sterling – prevailing US dollar and euro rates apply at the time of booking (based on the spot rate +3%). Additional charges apply for non-standard materials. All rates are exclusive of VAT, which will be charged at the appropriate rate, where applicable.

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://www.ppa.co.uk/resource/pass4press-download>

CONTACTS

Editor	Dan Barnes dan.barnes@fi-desk.com +44 (0)7949 634842
Publisher	Ian Rycott ian.rycott@fi-desk.com +44 (0)7800 913005
Sales Director	Scott Galvin scott.galvin@fi-desk.com +44 (0)20 8017 1734
Magazine Production	production@fi-desk.com
Subscriptions	subscriptions@fi-desk.com
Address	The DESK , Markets Media Europe Ltd Suite D, The Business Centre, Faringdon Avenue, Romford RM3 8EN, UK +44 (0)20 8017 1734 www.fi-desk.com

