

Media Kit 2022

# THE DESK

[www.fi-desk.com](http://www.fi-desk.com)

**MARKETSMEDIA**GROUP  
A MarketsMedia Group Publication

TRADING • DERIVATIVES • TECHNOLOGY • REGULATION • MARKET INFRASTRUCTURE





The DESK provides buy-side traders and their counterparts with precise detail on the macro-drivers, events and plans that are shaping liquidity and price discovery in fixed income markets. The DESK's quarterly magazine, daily news, weekly newsletters and social media feeds give us a constant flow of information to the market, blending a mix of exclusive stories, in-depth trader profiles and technical analysis of trading across the cash and derivatives' fixed income markets.

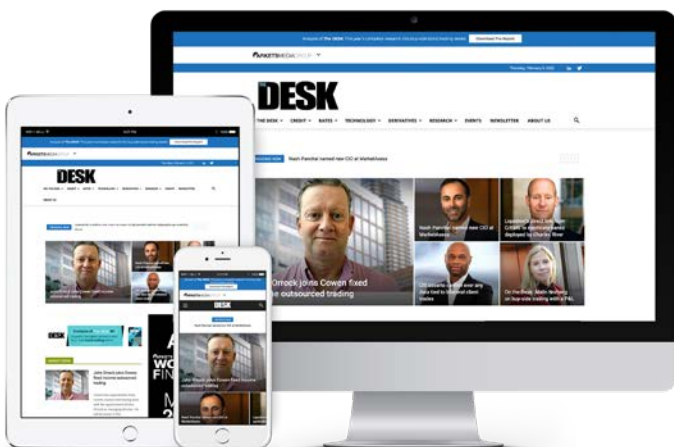
The DESK is trusted by bond traders to be the best information on market structure, data and trade execution. Using a unique model of feedback via monthly off-the-record briefings and quarterly quantitative research, we help buy-side traders to navigate the evolving fixed income markets and sell-side traders to better support their clients.

Our readers predominantly come from the developed financial market centres of Europe and North America, but our combination of print and digital gives The DESK a truly global reach.

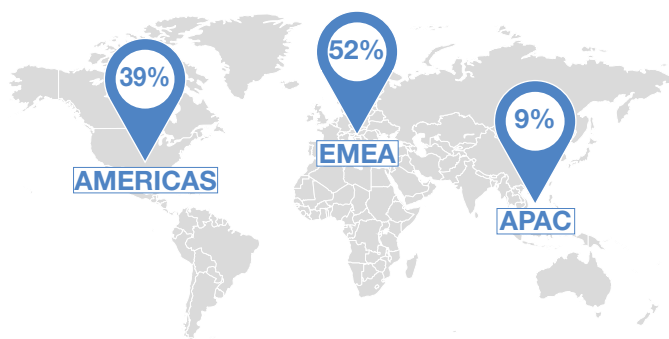
Talking about bonds starts at the DESK.

Dan Barnes

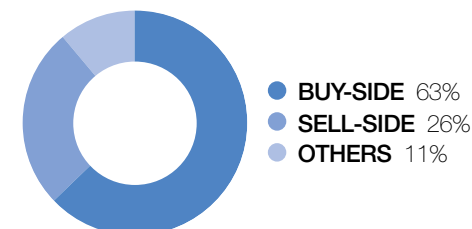
Managing Editor, The DESK



### GLOBAL REACH



### READERSHIP



The DESK magazine is published quarterly and is estimated to reach over **12,000 key decision makers** across the globe through its print & digital distribution

The **DESK** magazine offers a range of sponsored/co-branded marketing and event services to partners looking for opportunities to engage with industry participants effectively through a dynamic and diverse range of digital, print and physical media. These services also provide our clients with exposure to the The DESK community and channels whilst leveraging the The DESK brand, reputation and reach.

## CONTENT CREATION

At The DESK we understand that clients are looking for a marketing exposure that goes beyond straightforward advertising. We are therefore able to offer a limited number of marketing packages to include the following items:

- A thought leadership article of two or more pages;
- 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 £16,500 for 2 editions | £26,750 for series of 4**

## SPONSORED PODCAST

The DESK will produce, broadcast and promote a podcast. Each podcast features an interview with an industry expert on a specific topic and is published on our website.

**From £5,400 per episode | From £13,800 for series of 3**

## WEBINARS & ROUNDTABLES

The DESK will organise, host, produce and promote an in-person or virtual roundtable, or a custom webinar in the form of a one-hour virtual event. Promotion to the The DESK community is included.

**From £18,000**

## VIDEO INTERVIEWS

The DESK will manage the coordination, production, publication and promotion of video interviews. Cost includes moderation and promotion via The DESK channels.

**From £5,400**

## DISPLAY ADVERTISING

Various display advertising opportunities are available across The DESK's print, digital and eNewsletter distribution channels.

**See Rate Card**

*Rates are in £ sterling – prevailing US dollar and euro rates apply at the time of booking (based on the spot rate +3%). All rates are exclusive of VAT.*





## 2022 COPY DEADLINES

Issue	Q1	Q2	Q3	Q4
Copy deadline	25 Feb	13 May	2 Sep	18 Nov
Publication date	24 Mar	9 Jun	29 Sep	15 Dec

## PRINT ADVERTISING RATES

Quarterly Display Ads	Rate per Insertion
Outside Back Cover	£9,900
Prime Position	£8,000
Full Page	£5,950

- Discounts are provided on commitment to multiple issues

## DIGITAL ADVERTISING RATES

Home Page & Run of Site	Desktop Size	Mobile Size	Rate pcm
Billboard	970x250		£3,700
Leaderboard	970x90 or 728x90	320x100 or 320x50	£2,700
Half Page (cross device)	300x600	300x250	£3,500
MPU (cross device)	300x250	300x250	£2,600
Homepage takeover (per week)			£7,500
Static banner site-wide			£2,900
Weekly eNewsletter	970x250 or 728x90		£4,000

Rates are in £ sterling – prevailing US dollar and euro rates apply at the time of booking (based on the spot rate +3%). All rates are exclusive of VAT.

## PRINT SPECIFICATIONS

Print advertising requirements are as follows:

- Full page trim size: **170mm wide x 225mm tall** (all type within 10mm of trim line)
- Full page bleed size: 176mm wide x 231mm high (add 3mm bleed on all sides)
- Double page insertions should be supplied as two single pages. If text runs across gutter, allow at least 12mm text gap for gutter on both pages
- We require digital files supplied as press-optimised (300dpi) PDFs. All fonts and graphics must be embedded in the file. Artwork should include bleed and trim marks.
- For best practice PDF output guidelines, please refer to PPA **Pass4Press** standards

## DIGITAL SPECIFICATIONS

The following file specifications are accepted:

- File types: static JPG, PNG or GIF
- Max file size: 250k
- Border: recommend creatives have a white or gray background with a border around the image at least 1px thick
- In-banner video/animation: 30sec. Auto play permitted. Sound must be polite. Must include player controls
- In-banner audio: user initiated audio, “mute/unmute”
- 3rd party tags are accepted (DFA/DCM/GCM internal redirects preferred; all other ad servers must be supplied as https javascript tags.) \*Any HTML5 which has been supplied as ZIP must be in compliance with **DFP & HTTPS requirements**
- eNewsletters: Static images only JPG, PNG and destination URL

## CONTACTS

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