

IndexTrader MAGAZINE

THE CAPITAL, INVESTED

Wealthy young professionals in the City of London have a new investment magazine. Ignored for years by the incomprehensible and needlessly stuffy financial titles, London's 25-45 year old business community are now finally being shown the respect they deserve.

IndexTrader has a different approach to investment, handling share dealing and personal trading issues with the zing and excitement which young and wealthy City workers crave.

Distributed at London stations during the rush hour, IndexTrader is a high gloss, perfect-bound, quality magazine with production values more akin to a paid-for subscription title than a free title reflecting the wealth of the target market.

IndexTrader is for those interested in, or keen to enhance their current trading techniques. Many of the target market will already hold funds

and many will be familiar with the concept of investment through their portfolio but IndexTrader is different.

The majority of the UK's investment magazines with their older readerships have failed to isolate the benefits of spreadbetting, Forex and CFD companies. This direct-to-consumer product targets customers who already have an interest in the City and educates them on daytrading services such as spreadbetting.

The online service is updated constantly throughout the day supported by mobile apps for iOS and Android smartphones.

For companies in these markets, the days of struggling with customer acquisition are truly over. IndexTrader offers a targeted and educated approach to customer acquisition which is cost-effective and written by an editorial team with an outstanding pedigree.



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MEDIA INFORMATION | PRINT

- Size** A4 high gloss
- Frequency** Monthly
- Pagination** Minimum 48pgs, perfect bound
- Cover price** Free
- Circulation** 9,000
- Distribution** 33% controlled free (mailed to subscribers and target advertiser lists), 66% 'in hand' distribution at London railway stations/UK investment shows.
- Readership** Socio-economic groups A, B, C1
Cash rich, time poor individuals working in the City of London.
25-45 years with high disposable incomes, web savvy.
- Editorial team** Dedicated in-house team of trained journalists whose work has appeared in leading titles in the UK and the world, including the Financial Times, Independent, Times, Scotsman, Evening Standard, What Investment, Investors' Chronicle.



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MEDIA INFORMATION | DIGITAL

Description

The digital edition comprises three elements
Website - www.index-trader.co.uk
Digital edition
Daily email bulletns

Web readership

25,000 monthly unique users
Socio-economic groups A, B, C1
Cash rich, time poor individuals working
in the City of London
25-45 years with high disposable incomes,
web savvy

Subscription

Free to all users
Enhanced content availability after
free registration

Editorial team

As print edition

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ADVERTISING RATES

PRINT

Full page	£3,500
OBC	£5,100
IFC	£4,500
IBC	£4,000
½ page	£2,000
¼ page	£1,250

DIGITAL (PCM)

Home page top banner	£500
Home page leaderboard	£600
Home page button	£250
Home page mid banner	£500

Inserts, sponsorship and advertorials rates on application.

CONTACT OUR TEAM

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10% discount for series bookings of three months or more

10% advertising agency discount