



Futures and Options Intelligence (www.fointelligence.com) is an integrated media platform that reaches a targeted community of senior exchange-traded derivatives professionals.



With an industry-leading website, digital newsletter, email alerts and print supplements, Futures and Options Intelligence can help marketers generate qualified leads, shorten sales cycles and grow revenues.

Our team of financial journalists, specialist correspondents and experienced data analysts are dedicated to covering the world's futures and options markets.

Combining market-leading data, cutting edge research, breaking news and unique insights, Futures and Options Intelligence is a unique product for listed derivatives experts.

What does Futures and Options Intelligence offer readers?

Futures and Options Intelligence is not just a news feed or data service. It gives users a unique insight into the exchange-traded derivatives market, allowing them to keep up to date with breaking news, investigate and manipulate data, read specialist research and understand their markets better.



WEB

RESEARCH

WEEKLY

ALERTS

SUPPLEMENTS

EVENTS



MEDIA PACK 2009-2010



What does Futures and Options Intelligence offer marketers?

Futures and Options Intelligence is a targeted, specialist marketing platform for listed derivatives professionals.

Futures and Options Intelligence allows you to communicate with the senior decision makers who are shaping the industry. Truly international, the tool is not for small retail traders or companies that are not dedicated to futures and options.

Futures and Options Intelligence offers a variety of media including:

- Web advertising on www.fointelligence.com
- Research reports
- FOI Week – weekly digital newsletter
- Real time breaking news alerts
- Daily news summary email
- Conference alerts
- Special supplements
- Events and roundtables



WEB RESEARCH WEEKLY ALERTS SUPPLEMENTS EVENTS

www.fointelligence.com



MEDIA PACK 2009-2010

1 Web advertising

Futures and Options Intelligence is updated with fresh news and data several times a day, encouraging readers to visit regularly, reinforcing your message.

Advertising can be placed on any part of the site: the landing page (accessible to non-subscribers); the home page; by region; or by channel.

Gold package	\$8,500 a month
<ul style="list-style-type: none"> • Banner on landing page • Banner on home page • Banner on volume data page • Banner on research pages • Advertisements in four digital issues of FOI Week • Banner on FOW.com website 	
Silver package	\$5,800 a month
<ul style="list-style-type: none"> • Banner on landing page • Banner on home page • Banner on volume data page • Banner on research page • Advertisements in two digital issues of FOI Week • Banner on FOW.com website 	
Sweetspot/hotspot/button	\$1,000 a month
120x60 – 10-15k	
Banner	\$3,200 a month
468x60 – 18-25k	
Square box and floating ad	\$1,000 a month
250x250	
Skyscraper ad	\$2,000 a month
120x600 18-25k	

All advertisements are fully trackable using BanManPro • http://banmanpro.net/support/flashclick.asp#Flash_CS3
 All online ads must be submitted in GIF, JPEG or SWF file format



MEDIA PACK 2009-2010

2 Research

From \$15,000

Futures and Options Intelligence will also publish independent research articles or papers covering key market issues.

These will vary between 12 and 64 pages and can be sponsored.

While sponsors cannot influence the written reports they can:

- Place logos on the cover as sponsor
- Distribute electronic copies of the research report – by email or on their own websites
- Place colour advertisements within the reports
- Write the report introduction

3 FOi Week

A weekly digital roundup of all Futures and Options Intelligence’s main stories and analysis, FOi Week is sent each Friday to over 230* individual and corporate group site subscribers at companies including exchanges, brokers, trading houses, investment banks and law firms.

*As of October 23, 2009

	1x	6x	13x	26x	50x
Full page 4 colour	\$8,010	\$7,175	\$6,710	\$5,855	\$5,260
Half page 4 colour	\$5,415	\$4,865	\$4,555	\$4,140	\$3,675
Third of a page 4 colour	\$4,775	\$4,575	\$4,200	\$3,805	\$3,435
Quarter page 4 colour	\$4,070	\$3,875	\$3,475	\$3,280	\$3,015

4 Email alerts

Subscribers to Futures and Options Intelligence can choose to receive alerts by email. These can be sent as a daily summary or as breaking news, whenever a story is published on the website. Users can filter alerts to receive only those concerning the regions or products that interest them.

Banners for alert sponsors will appear on all alerts when they are sponsoring:

468 x 60 banner	\$4,000/month
326 x 53 banner	\$3,000/month

Sole sponsorship (when available): +50%



MEDIA PACK 2009-2010

5 Conference alerts

\$1,000

Futures and Options Intelligence Conference Alerts, containing news from FO Intelligence and other relevant information such as the conference programme, will also be sent to all registered delegates at FOW Events.

6 Special supplements

\$9,000

Futures and Options Intelligence will also produce special digital supplements covering key issues like algorithmic trading, convergence, new products and key regions.

There is the opportunity to include a 2 page sponsored statement or an advertisement.

7 Events, roundtables and other opportunities

From \$12,000*

Futures and Options Intelligence is part of FOW (itself a division of Euromoney Institutional Investor PLC, one of the world's leading financial information companies). We can create special events or roundtables bringing together your customers and peers.

*plus expenses

Readership

Futures and Options Intelligence has over 230 (as of October 23, 2009) individual and corporate group site subscribers at companies including exchanges, brokers, trading houses, investment banks and law firms.

In addition we are targeting key players in the industry using our own proprietary database from FOW, FOW Events and Euromoney Institutional Investor PLC.

FOIntelligence.com typically attracts about 2,000 unique visitors each month with over 9,000 page views*

**Source: Google Analytics figures averaged from July 1 to September 30, 2009.*

Please note future figures may vary from quoted average.

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