



# FOW

FUTURES & OPTIONS WORLD

## 2011/2012



## DOLLAR RATES



## **FOW is a leading information provider for the listed derivatives market.**

**Futures and Options World, the derivatives arm of Euromoney Institutional Investor, was founded over 30 years ago and remains one of the most recognised and enduring brands in the global derivatives and risk management markets.**

### **WE HAVE THREE AIMS:**

- To help decision makers find the information they need to do their jobs more effectively by providing independent analysis, news, data and opinion to help them understand their markets better
- To help exchanges, banks, brokers, futures commission merchants, trading firms, funds, technology companies and other suppliers to the industry get their messages and products in front of decision makers
- To help traders and brokers process trades by being a leading provider of static data and trade codes to the market

### **THE FOW GROUP**

**FOW is a fully integrated data, news, analysis and events business for the global listed derivatives industry. The FOW group includes:**

- **FOW magazine and FOW.com**  
a leading magazine and website covering all financial and commodity derivatives, through reports on product, market, regulatory and technical developments. We also publish people moves, corporate profiles, roundtable discussions and key market data reports
- **Futures and Options World Intelligence (FOWi)**  
a unique web-based news, analysis and data product combining breaking editorial coverage with market data and statistics
- **FOW events**  
the specialist conference and exhibition organiser brings senior derivatives and risk management executives together to learn about the latest products, technologies and new profit opportunities
- **FOW tradedata**  
the online supplier of back office futures and options codes and data for banks and financial institutions

FOW magazine provides essential, timely news, profiles and in-depth features and reports on key developments in the global futures and options markets. Each issue features a range of articles examining various aspects of exchange-traded derivatives, as well as the convergence between exchange-traded products and those traditionally traded over the counter. FOW explores and reports on every angle from trading and technology developments to recruitment and accounting issues and from asset class-specific articles to how derivatives are being used by fund managers.

### **CONTENT**

In addition to features covering recently launched derivatives products and innovations in technology, FOW also reports on people moves, mergers and acquisitions, expansions and contractions. Each issue also includes several feature articles, which may be special reports focusing on a particular region, asset class or topic in the market, or profiles of key industry figures, companies or new technology providers.

### **ROUNDTABLES**

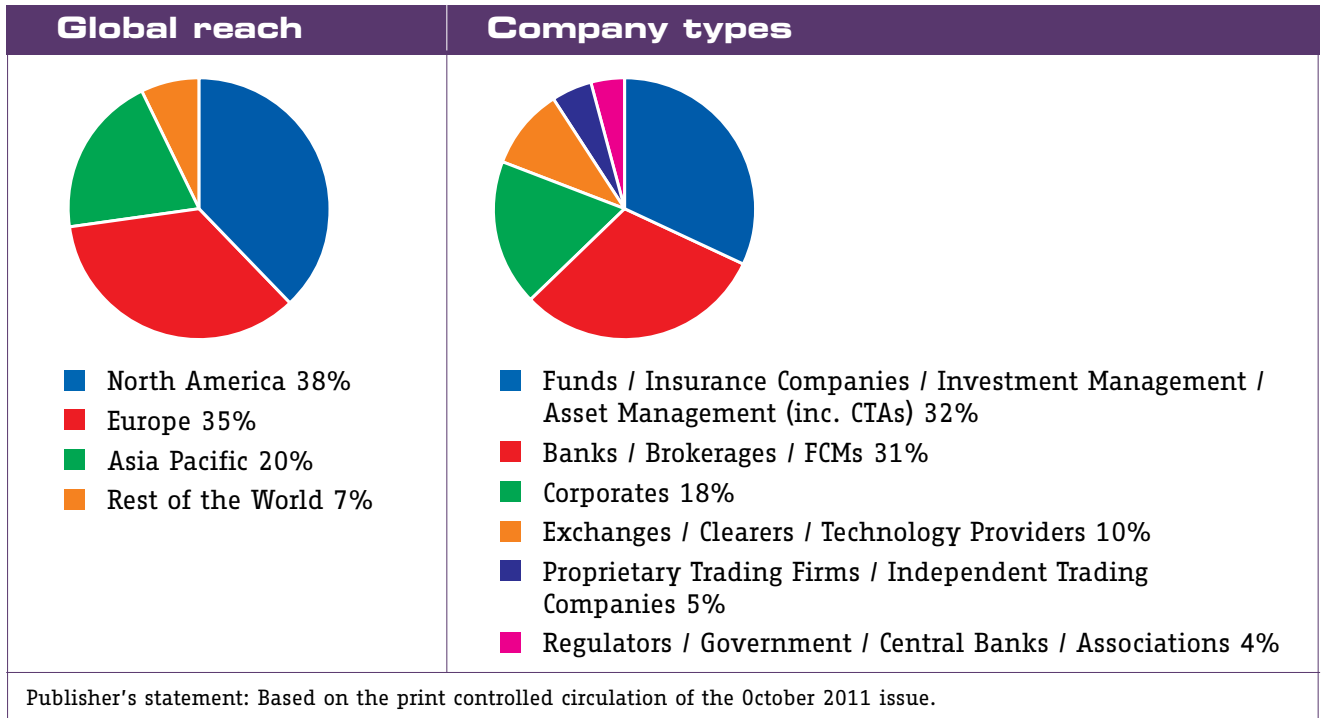
FOW Roundtables provide the perfect opportunity to get the most influential experts together to discuss a particular topic and distribute this transcribed discussion to FOW's global audience. Chaired by a member of the FOW editorial team, FOW Roundtables provide a sponsorship opportunity for firms to spearhead the discussion of a particular topic, to showcase their abilities in the market and to increase branding and market awareness of their expertise on the topic.

Possible Roundtable topics for 2012 include, but are not limited to: Collateral Management, Accessing New Markets, OTF's/SEF's, OTC Clearing & Trade Repositories.

## FOW CIRCULATION

FOW has a specially created circulation of 11,000\* readers, helping you reach key decision makers.

FOW's printed circulation of 6,000\*\* comprises subscribers, complimentary subscribers, a targeted controlled circulation and distribution at key industry events.



Futures and Options World is a member of the Audit Bureau of Circulations.

## DIGITAL CIRCULATION

In addition to the print circulation, 5000 readers \*\*\* for 'every month of publication' will receive the digital edition of FOW.

\* Publisher's statement: Based on the October 2011 subscribers, print and digital controlled circulation and distribution at key industry events

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\*\*\* Publisher's statement: Based on the October 2011 digital controlled circulation

The July-August issue will go to our digital distribution only



## EDITORIAL CALENDAR NOVEMBER 2011 - DECEMBER 2012

MONTH	FEATURES	ANTICIPATED EXTRA DISTRIBUTION	DEADLINES
<b>November 2011</b>	<ul style="list-style-type: none"> <li>• US power market</li> <li>• Interest rate derivatives</li> <li>• The growth of ETFs</li> <li>• CEE: turning optimism into growth</li> <li>• PLUS: buy-side focus, tech report, news analysis and more</li> </ul>	<b>FOW Derivatives World Central and Eastern Europe</b> , November 8, Warsaw <b>FOW Derivatives World London and FOW Awards presentation</b> , November 16, London <b>FIA Asia</b> , November 29-December 1, Singapore	<b>Space:</b> Oct 21 <b>Ad copy:</b> Oct 21
<b>December 2011/ January 2012</b>	<ul style="list-style-type: none"> <li>• FOW Awards for Innovation 2011</li> <li>• <b>*NEW*</b> FOW's person of the year award</li> <li>• Review of 2011 and outlook for 2012</li> <li>• Regional focus: Middle East</li> <li>• PLUS: buy-side focus, tech report, news analysis and more</li> </ul>	<b>MFA Network 2012</b> , January 29-31, Palm Beach , FL	<b>Space:</b> Dec 7 <b>Ad copy:</b> Dec 7
<b>February 2012</b>	<b>FOW 30 year anniversary special</b> (see separate media pack for details)		<b>Space:</b> Jan 20 <b>Ad copy:</b> Jan 20
<b>March 2012</b>	<ul style="list-style-type: none"> <li>• Survey – best new contracts of 2010</li> <li>• Technology: DMA and colocation</li> <li>• Regional focus: Latin America</li> <li>• Index derivatives</li> <li>• PLUS: buy-side focus, tech report, news analysis and more</li> </ul>	<b>CBOE Risk Management Conference</b> , March 11-13, Bonita Springs, FL <b>FIA Boca</b> , March 13-16, Boca Raton, FL <b>FOW Derivatives World Latin America</b> , March 29-30, São Paulo	<b>Space:</b> Feb 17 <b>Ad copy:</b> Feb 17
<b>April 2012</b>	<ul style="list-style-type: none"> <li>• Equity options in Europe</li> <li>• OTC clearing</li> <li>• Regional focus: Nordic countries</li> <li>• PLUS: buy-side focus, tech report, news analysis and more</li> </ul>	<b>2nd Annual European Equity Options Conference</b> , April	<b>Space:</b> March 16 <b>Ad copy:</b> March 16

*Features and edition volumes may be changed in response to market developments. Conference distribution is subject to change, as events organisers (including ourselves) may be forced to delay, move or cancel conferences. We will notify booked advertisers of any changes before printing*

For all editorial information, please contact William Mitting, editor FOW on +44 (0)207 779 8350 • [wmitting@fow.com](mailto:wmitting@fow.com)

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MONTH	FEATURES	ANTICIPATED EXTRA DISTRIBUTION	DEADLINES
<b>May 2012</b>	<ul style="list-style-type: none"> <li>Emerging markets supplement (see separate media pack)</li> <li>Algorithmic and high frequency trading</li> <li>PLUS: buy-side focus, tech report, news analysis and more</li> </ul>	Options Industry Conference, May 3-5, New Orleans, LA	Space: April 20 Ad copy: April 20
<b>June 2012</b>	<ul style="list-style-type: none"> <li><b>*NEW*</b> CTAs annual survey</li> <li>Country focus: Japan</li> <li>PLUS: buy-side focus, tech report, news analysis and more</li> </ul>	FIA/FOA IDX London, June 26-27, London MFA Forum, tbc, Chicago	Space: May 18 Ad copy: May 18
<b>July/August 2012</b> <i>this will be digital only and no print issue will be published</i>	<ul style="list-style-type: none"> <li>Oil and gas</li> <li>Regional focus: Europe</li> <li>PLUS: buy-side focus, tech report, news analysis and more</li> </ul>	FOW Derivatives World China, Dalian	Space: July 6 Ad copy: July 6
<b>September 2012</b>	<ul style="list-style-type: none"> <li>Technology supplement (see separate media pack)</li> <li>Commodities special issue</li> <li>Regional focus: CIS</li> <li>PLUS: buy-side focus, tech report, news analysis and more</li> </ul>	Swiss Futures and Options Association, Bürgenstock FOW Derivatives World Russia, Moscow FOW Derivatives World Asia, Singapore FIA Equity Options, New York	Space: Aug 17 Ad copy: Aug 17
<b>October 2012</b>	<ul style="list-style-type: none"> <li>US options</li> <li>Country focus: North American</li> <li>Precious Metals</li> <li>PLUS: buy-side focus, tech report, news analysis and more</li> </ul>	LME Week, London FIA Expo, October 30-November 1, Chicago MFA Outlook, NY	Space: Sept 14 Ad copy: Sept 14
<b>November 2012</b>	<ul style="list-style-type: none"> <li>Fixed Income Derivatives</li> <li>European Power Market</li> <li>CEE Markets</li> </ul>	FOW Derivatives World CEE, Warsaw FOW Derivatives World London and FOW Awards for innovation 2012, London FIA Asia	Space: Oct 19 Ad copy: Oct 19
<b>December 2012/ January 2013</b>	<ul style="list-style-type: none"> <li>FOW Awards for Innovation 2012</li> <li>FOW Person of the Year</li> <li>Review of 2012 &amp; Outlook for 2013</li> </ul>		Space: Dec 7 Ad copy: Dec 7

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# FOW Magazine & Special Issue Advertisement Rates 2011-2012

Ad Specification	1x	3x	6x	9x	12x	15x
Full page	\$16,480	\$14,837	\$14,028	\$13,199	\$12,537	\$11,918
Two Thirds page	\$15,220	\$13,697	\$12,936	\$12,159	\$11,550	\$10,973
Half page	\$11,550	\$10,406	\$9,807	\$9,230	\$8,768	\$8,327
One Third page	\$10,406	\$9,366	\$8,820	\$8,295	\$7,875	\$7,487
Quarter page	\$8,894	\$8,012	\$7,560	\$7,119	\$6,762	\$6,426
Strip	\$6,300	\$5,670	\$5,355	\$5,040	\$4,788	\$4,536
Double page spread	\$31,642	\$28,487	\$26,933	\$25,342	\$24,071	\$22,880
Half page spread	\$26,576	\$23,930	\$22,549	\$21,231	\$20,192	\$19,163

Positioning	1x	3x	6x	9x	12x	15x
Inside Front Cover + 25%	\$20,601	\$18,548	\$17,535	\$16,501	\$15,671	\$14,900
Inside Back Cover + 15%	\$18,953	\$17,063	\$16,133	\$15,178	\$14,417	\$13,708
Outside Back Cover + 30%	\$21,420	\$19,289	\$18,239	\$17,157	\$16,296	\$15,493

Charges Per Page	Price Per Page
Special Positioning*	Plus 20%

\* Includes Right Hand Page, First Quarter of Magazine, Facing Specific Matter, Facing Reading Matter

Inserts / Bellybands	Full Run	FOW Exhibition	UK & Europe	USA
Bellybands (including printing)	\$16,559	\$13,535		
Loose inserts (A4 max size, 10 gms)	\$11,424		\$9,650	\$8,888
Bound-in inserts (per single sheet, A4 only)	\$17,236			

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# Advertising copy specification and file submission guidelines

## FOW magazine – printed media

FOW is produced digitally. Whenever possible we require advertising copy to be supplied digitally to ensure a more efficient workflow and superior printed results.

Please supply all full page advertisements as a high resolution pdf with embedded fonts and colours to CMYK version 3. All ads smaller than one full page to be supplied as 300DPI high resolution TIFF or JPEG. Please ensure security settings allow for printing. Most font manufacturers require that you license their font software before use. It is your responsibility to ensure that you own a licence for fonts sent to the publisher and that you are not in breach of copyright law.

### Delivery methods

(Please advise method to be used in advance)

- 1 email: ads@fow.com
- 2 CD-Rom
- 3 DVD (with extractable files)
- 4 Download from your ftp site

### Copy can also be saved on

**the FOW FTP:** ftp://fow:hatch@ftp.euromoneyplc.com

**Username:** fow • **Password:** hatch

### FOW Magazine production department

Nestor House, Playhouse Yard, London EC4V 5EX

<b>Double page spread</b>	<b>Page size</b> Width 381mm / 15" Height 297mm / 11.75"	<b>Type area</b> Width 381mm / 15" Height 254mm / 10"	<b>Bleed size including 5mm trim on all sides</b> Width 430mm / 16.93" Height 307mm / 12.087"
<b>Full page</b>	<b>Page size</b> Width 210mm / 8.25" Height 297mm / 11.75"	<b>Type area</b> Width 178mm / 7" Height 254mm / 10"	<b>Bleed size including 5mm trim on all sides</b> Width 220mm / 8.66" Height 307mm / 12.087"
<b>Half page (horizontal)</b>	<b>Advert size</b> Width 178mm / 7" Height 124mm / 4.87"	<b>Type area</b> Width 178mm / 7" Height 124mm / 4.87"	
<b>Third page (horizontal)</b>	<b>Advert size</b> Width 183mm / 7.2" Height 81mm / 3.2"	<b>Type area</b> Width 183mm / 7.2" Height 81mm / 3.2"	
<b>Third page (solus)</b>	<b>Advert size</b> Width 120mm / 4.7" Height 135mm / 5.3"	<b>Type area</b> Width 120mm / 4.7" Height 135mm / 5.3"	
<b>Quarter page (horizontal)</b>	<b>Advert size</b> Width 178mm / 7" Height 60mm / 2.36"	<b>Type area</b> Width 178mm / 7" Height 60mm / 2.36"	
<b>Strip advert (horizontal)</b>	<b>Advert size</b> Width 178mm / 7" Height 50mm / 1.97"	<b>Type area</b> Width 178mm / 7" Height 50mm / 1.97"	

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