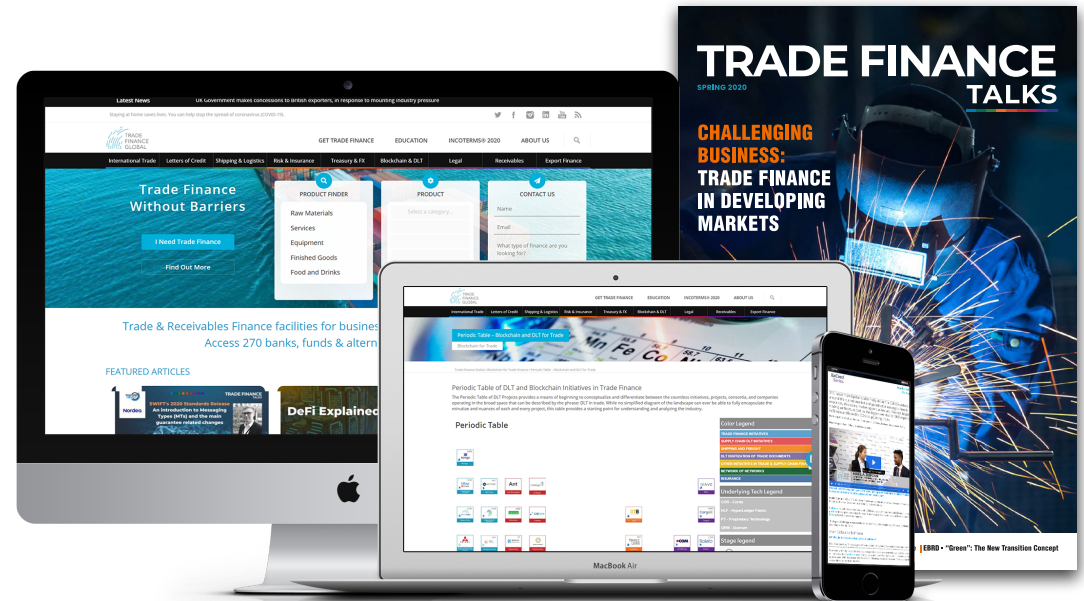




Media Pack 2020





Trade Finance Without Barriers

Trade Finance Global is the world's largest platform for international trade and receivables finance.

Objective. Trusted. Global.

Our award winning educational resources serve an audience of 160k+ monthly readers (6.2m impressions) in print & digital formats across 187 countries, covering newswires, insights, guides, magazines, research, podcasts, videos and trade-casts (webinars).

Promote your brand through our channels to thousands of businesses every day.

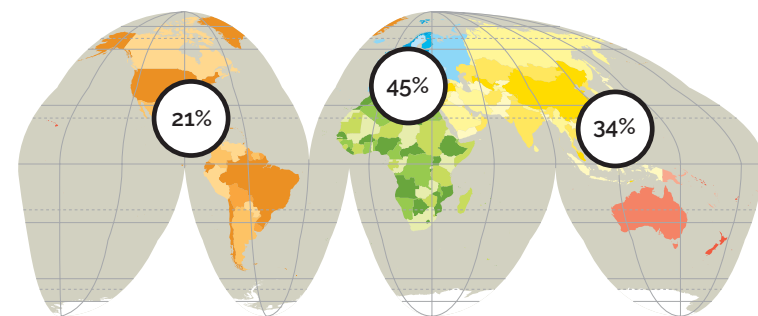
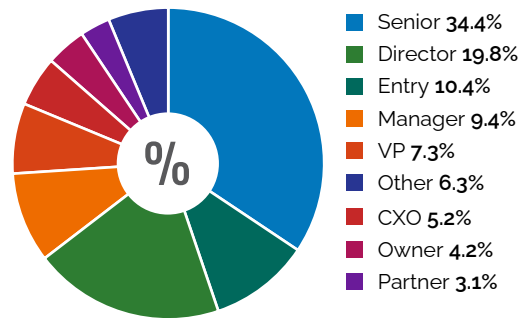
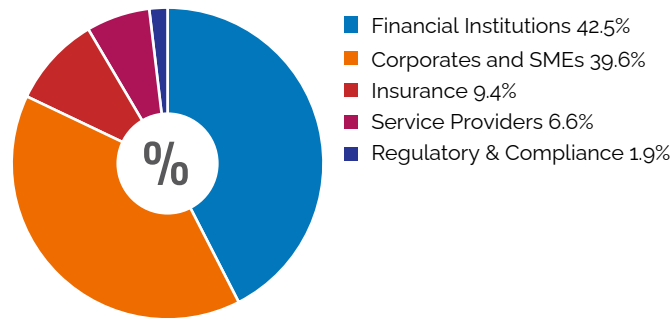




Reach, Readership & Circulation

TRADE FINANCE GLOBAL ONLINE

TFG's platform has 6.2m impressions and 160k+ sessions each month from 187 countries. On average, our readers spend 6m 07s per visit. TFG has a 28.3k registered email database and the ability to push notify 16.4k browsers and devices.



North America	17%
Western Europe	8%
Northern Europe	13%
Western Asia	6%
Southern Asia	21%
Southeast Asia	11%
Other Markets	24%

TRADE FINANCE TALKS MAGAZINE

Trade Finance Talks magazine has a 20k print run, and is also distributed at 40+ trade conferences and virtual events per year.





At the Forefront of Global Trade. Every Day.

160,000+

Monthly sessions

2,100,000+

Unique pageviews per year

6m 07s

Av Time on Page

6,200,000

Google impressions per month

16,400+

Push enabled devices & browsers

11,700+

Public & private companies access the website (monthly)

28,300

Opted-in email database

146,000+

Monthly social impressions. 10.6k LinkedIn, 2k Twitter, 2k Facebook followers

2020 Statistics. The above figures are a 3-month average, Q3 2020



Multimedia Products

TFG's pioneering integrated media offering is the leading platform for insights, thought leadership and education in international trade and receivables finance. Through multiple channels, TFG showcases informed opinion from industry leaders to our unique trade database. TFG provides a comprehensive offering for respected voices in the trade finance media.



Thought Leadership

Long form articles and interviews focussed on trending topics and unique industry insights.



Video & Animations

TFT TV features video interviews and explainers with industry leaders, with 25.3k minutes consumed each month.



Magazine

Trade Finance Talks (TFT) magazine is distributed at 40 international trade events/year, alongside a 20k print + post run per issue.



Newswire & Press Releases

The Newswire distributes Press Releases to the TFG audience, through the website, 16.4k push notifications, Weekly e-Bulletin (28.3k recipients) and Trade Briefing.



Enhanced & Premium Products



Hero Campaigns

Featured campaigns on agenda-setting topics in international trade, showcasing expert views from industry figures and policymakers. Examples include our annual Women in Trade, Supply Chain Finance Predictions, Tradetech, ESG and Awards campaigns.



Research & Whitepapers

The creation and promotion of novel research and market insights, often in collaboration with leading industry brands and associations. Multichannel amplification of results.



Podcasts

With 3.3k downloads per month, Trade Finance Talks is the most listened-to trade finance podcast, distributed through Apple Podcasts, iTunes, Spotify, TuneFM and Podbean.



Tradecasts (Webinars)

Tradecasts are virtual events, streamed live on TFG, YouTube and Facebook for maximum coverage. Tradecasts typically attract 0.5-1k registrants, engaged through live Q&A, polls and chat functionality. Post-event, Tradecast Hubs are built on TFG, to ensure evergreen access to the stakeholder conversations and presentations.



Partner Conferences & Events

TFG has longstanding partnerships with 40+ key annual conferences and events in international trade, where we record videos and podcasts, as well as distribute marketing collateral. These collectively attract 95k+ participants in 14 countries.





Strategic Partners





Key Contacts

Trade Finance Global

 +44 (0) 20 3865 3705

 www.tradefinanceglobal.com

Deepesh Patel

Director, Partnerships & Marketing

 deepesh.patel@tradefinanceglobal.com

Robin Abrams

Commercial Director

 robin@tradefinanceglobal.com