

Media Pack Q1 2023





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 tradecasts (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 50k registered email database and the ability to push notify 31.7k browsers and devices.

TRADE FINANCE TALKS MAGAZINE



Trade Finance Talks magazine has a 20k print run, and is also distributed at 60-70 trade conferences and virtual events per year.

Africa 1.79%

South Africa	34.48%	Zimbabwe	4.05%	Morocco	1.96%	Sudan	1.42%
Kenya	14.24%	Uganda	3.91%	United Republic of		Mozambique	1.35%
Nigeria	8.97%	Ghana	3.37%	Tanzania	1.96%	Tunisia	1.35%
Egypt	7.09%	Mauritius	2.97%	Angola	1.75%	Ethiopia	1.21%
						Botswana	1.15%

South America 1.33%

Brazil	47.46%	Peru	7.61%	Bolivian Republic	
Chile	11.87%	Ecuador	3.89%	of Venezuela	1.63%
Argentina	11.23%	Paraguay	1.90%	Plurinational State	
Colombia	11.14%	Uruguay	1.72%	of Bolivia	1.00%

Oceania 2.12%

Australia	80.56%	Vanuatu	0.23%	French Polynesia	0.06%
New Zealand	16.19%	American Samoa	0.17%	Marshall Islands	0.06%
Papua New Guinea	1.31%	Guam	0.11%	Solomon Island	0.06%
Fiji	0.80%	Samoa	0.11%		
New Caledonia	0.29%	Cook Islands	0.06%		

Europe 48.93%

United Kingdom	47.12%	France	4.05%	Sweden	2.09%	Poland	1.39%
Germany	9.26%	Switzerland	2.79%	Belgium	1.99%	Norway	1.25%
Italy	5.26%	Spain	2.39%	Czech Republic	1.73%	Finland	1.15%
Netherlands	4.91%	Denmark	2.30%	Austria	1.59%	Ireland	1.02%

Asia 14.89%

India	25.37%	Hong Kong	5.83%	China	3.05%	Israel	2.54%
Singapore	11.90%	United Arab Emirates	5.01%	Thailand	3.04%	Bangladesh	1.77%
Japan	9.31%	Malaysia	3.41%	Saudi Arabia	2.94%	Pakistan	1.70%
Turkey	6.68%	Philippines	3.21%	Indonesia	2.62%	Republic of Korea	1.44%

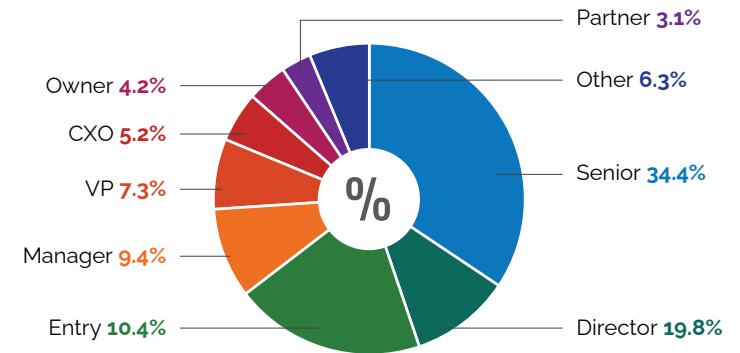
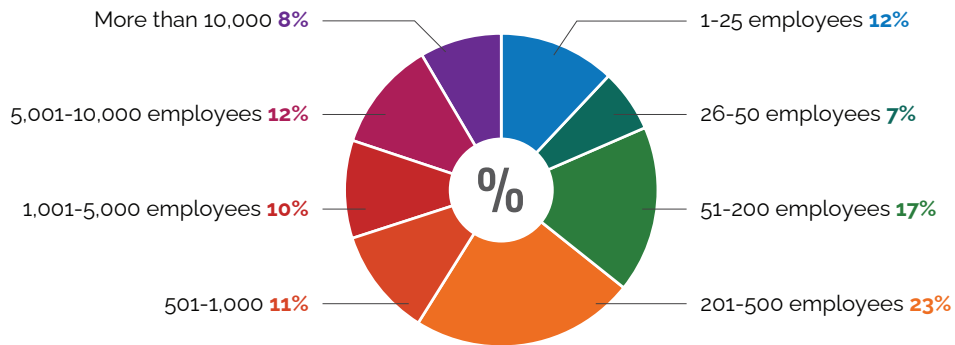
North America 30.96%

United States	87.58%	Bermuda	0.11%	El Salvador	0.09%
Canada	10.67%	Guatemala	0.09%	Panama	0.08%
Mexico	0.75%	Costa Rica	0.12%	Trinidad and Tobago	0.06%



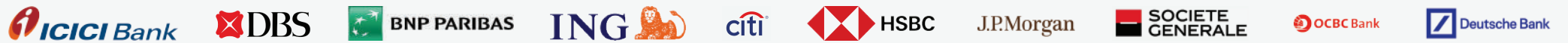
Reach, Readership & Circulation (contd.)

COMPANY AND READERSHIP BREAKDOWN



SNAPSHOT OF SAMPLE COMPANIES

BANKS



UNDERWRITERS/BROKERS



CORPORATES



TRADERS/PRODUCERS



PRACTITIONERS



GOVERNMENTS





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)

50,283

Opted-in email database

196,000

Monthly social impressions. 27K LinkedIn, 3k Twitter, 2k Facebook followers

2022 Statistics. The above figures are a 3-month average, Q3 2022



Partner Events

TFG has longstanding partnerships with 60-70 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





Information Hubs

TFG has 16 subject areas and themes for its content, housed in our information hubs:



Trade Finance



Risk & Insurance



Legal



Supply Chain Finance



Receivables Finance



Currency & FX



Invoice Finance



Sustainable Trade
Finance



Letters of Credit



Blockchain & DLT



Export Finance



Treasury Management



Shipping & Logistics



TradeTech



International Trade



Guarantees



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 60-70 international trade events/year, alongside a 10k print + post run per issue.



Newswire & Press Releases

The Newswire distributes Press Releases to the TFG audience through Google news, the website, 31.7k push notifications, Weekly e-Bulletin (50k 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 3.6k 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.



Online articles previously curated with TFG:

[Interview: BAFT SVP Scott Stevenson on trade finance, COVID-19, regulations, ESG](#)

[Singapore: A model for a decarbonised maritime sector](#)

[The worst of the supply chain crisis is over, shows new World Trade Organisation report](#)

[COP26 with Veridapt CEO David Thambiratnam – Finance more, pollute less](#)

[ITFC on the impact of COVID-19 on Islamic Finance](#)



Online articles - tradefinanceglobal.com

Thought leadership article on TFG

Publish your content, talk about case studies, product launches or your latest research, on our highly targeted and industry-specific hub on tradefinanceglobal.com. Categories include: international trade and finance, payments and cross-border, and treasury and cash management.

Additional options for TFG's editorial team to curate and write your content based on business objectives.

tradefinanceglobal.com

Q&A interview on TFG

TFG will work with your leadership team to produce relevant questions for a written interview on TFG.

TFG Online

160k

monthly readers on TFG

c8k

readers per day during Sibos

2.1m+

pageviews per year

6.2m

Google impressions per month



Trade Finance Talks magazine

Thought leadership article in Trade Finance Talks

Written and produced by the TFG editorial team, our flagship monthly publication, Trade Finance Talks, is a great way for you to showcase your thought leadership, stories, product announcements, case studies and interviews.

The 2022 publications will be delivered both online (via our app) and in print. Read the last edition, and see our previous issues [here](#).

Full page advert in Trade Finance Talks

Reach out to potential clients through one page (A4) adverts.

Trade Finance Talks magazine

10k

online readers

Also distributed at TFG's October, November and December partner conferences (15 events in 7 countries, attracting c45k participants in total)

tradefinanceglobal.com



Newsires previously curated with TFG:

[SWIFT and IMDA join forces](#)

[FIGI and the LEI challenge](#)

[Hyperledger accelerates trade finance securitisation on DLT](#)

[Consensys: Tokenisation and the DLT maturity curve](#)

[S&P Global Ratings: approach Q3 growth upticks with caution](#)

[NTT Data increases core system agility](#)

TFG Newswire

The Newswire distributes Press Releases to the TFG audience, through the website, social media and 31.7k push notifications.

The top stories from each week are featured on TFG's Weekly Trade Briefing.

See our latest Wires [here](#).





Top 5 TFG Podcasts of all time:

[Incoterms® 2020 - Rules and Updates from the ICC United Kingdom](#)

[The LIBOR transition and trade finance](#)

[Multilateral Perspective - A Roadmap for Sustainable Trade Finance](#)

[The misuse of payables finance - Global Supply Chain Finance Forum \(GSCFF\) Commentary](#)

[Standby Letters of Credit \(SBLCs\) and their role in International Trade](#)

Trade Finance Talks
podcast

3.6k

downloads per month

Award winning

Trade podcast

Available on Apple Podcasts,
iTunes, Spotify, TuneFM and
Podbean

Podcasts

Podcasts on Trade Finance Talks

With 3.6k downloads per month, Trade Finance Talks is the most listened-to trade finance podcast, distributed through Apple Podcasts, iTunes, Spotify, TuneFM and Podbean.

TFG's podcasts are delivered each week.

Listen to our latest podcasts [here](#).



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Videos previously curated with TFG:

[CBI CEO: Women in Trade and Italian Banking market overview](#)

[BAFT's President: Transaction banking updates](#)

[Asian Development Bank: Trade gaps, growth and jobs](#)

[Bank of America's Head of Trade: US perspectives](#)

[Natwest: UK market overview](#)

[Wells Fargo: The changing needs of the corporate customer](#)

Trade Finance Talks
magazine

6.7k

subscribers on YouTube

c3k

impressions per video on social
channels

Videos reformatted in 3 formats
for portrait, landscape and
square.

Fully subtitled in English

Videos

Videos on Trade Finance Talks TV

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

Videos can be pre-recorded virtually, via TFG's video conference software, or recorded physically at our HQ, or during our partner events.



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Tradecasts (Webinar) and Live Streaming

Tradecasts (Webinar)

Tradecasts are virtual events, streamed on a conference platform. 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.

Live Streaming (New!)

TFG are the only trade publication with the ability to stream live via LinkedIn, Facebook and YouTube to 36k followers.

Trade Finance Talks magazine

3-4k

total views on live streams

0.5-1k

total views on Tradecasts (Webinars)

All video streamed events expect 10k impressions on social media

tradefinanceglobal.com



Banner adverts

50k

opt-in database (email)

39k

followers (social media)

Expected

2-3k

social impressions

Emails and TFG's weekly trade briefings

Weekly e-Bulletin

TFG produces a weekly e-Bulletin highlighting the top featured news items and stories in global trade, promoted to our 50k opt-in database.

Weekly trade briefing

At the start of each week, TFG creates a summary video highlighting the top stories in trade from the previous week, promoted via an animation across social media channels.



TFG's New App - Trade Finance

Our readers trust the 'Trade Finance' to help them make sense of the world of international trade and finance. The app provides access to award-winning, trusted content by the Trade Finance Global editorial team, to keep up with the latest developments in trade, receivables and supply chain finance.

App Highlights

- Written, audio and video content at readers' fingertips
- Send the latest stories, breaking news and updates directly to our audience
- Provide exclusive app-only content
- Download content on the go, for offline reading
- Provide stories via TFG's trade coffee briefing: a short morning summary of the week's global trade agenda
- Feature on our premium podcast episodes and listen through Trade Finance Talks
- Readers can access your educational content, research, and industry-recognised guides, built with us
- Send us your upcoming events to promote on our app

Downloads

1k

Growth Rate

0.5-1k / month

Launched

October 2021

Available on

**Android, iOS and
Amazon**

tradefinanceglobal.com



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