

INTERNATIONAL BUSINESS TIMES

GLOBAL MEDIAKIT 2009

Advertise to a Truly Global Business Audience



www.ibtimes.com

IBTIMES' MISSION

To give easy access to valuable and relevant financial news & information to people of all status and language.

GLOBAL BUSINESS NEWS LEADER

OUR NETWORK

The International Business Times is composed of twelve high-growth editions that give readers local reports balanced with multinational perspectives. Exclusive and transparent insights from global markets make The International Business Times an indispensable news source for business-minded individuals.

ADVERTISE TO A TRULY GLOBAL BUSINESS AUDIENCE

- Recognized and Trusted Brand in Financial Media Worldwide
- Access hard-to-reach leaders and affluent business professionals
- The perfect platform for international media buys. Go live worldwide within 24 hours
- Access global markets through one point of contact
- Speak to your audience within their context



US Edition

Monthly Unique Users : 1,223,222 (September 2008)

Business decision makers

C-Level Executive / Owner	12.1%
EVP / SVP / VP	26.7%
Business Decision Makers	44.4%

Active Investors

Current Market Value of Portfolio – over \$500,000	15.2%
Owns Any Securities - Last 6 months	62.1%
Has a Brokerage Account	67.9%

Affluent Consumers

Household Income - over \$150,000	23.2%
Average Household Income	95,321

Web Savvy

Online over 5 Times a Week	92.2%
Shopped Online in the Past 6 Months	94.0%

User Profile
















Male	68.0%
Female	32.0%
Average age (years)	48

The screenshot displays the International Business Times website interface. At the top, there is a navigation bar with categories like 'HOME', 'POLITICS & POLICY', 'BUSINESS', 'GLOBAL MARKETS', 'TECHNOLOGY', 'PERSONAL FINANCE', 'ENTERTAINMENT', 'LIFESTYLE', and 'INTERNATIONAL EDITIONS'. The main content area features several news articles, including 'Wall Street higher on hopes of credit recovery', 'Bush, Bernanke say time is right for new stimulus', and 'Gasoline prices tumble despite likely OPEC hike'. There are also sections for 'Market Update', 'Election 2008', and 'World Business Headlines'. The website layout is clean and professional, with a focus on delivering timely financial and business news.

PARTNERS



In the US, IBTimes works with some of the greatest financial and media companies. Some of our partners help us reach a much broader audience, while some others help us reinforce our specialist offerings with passionate readers and content.

 www.msn.com #2 Web Portal in the world, reach: 300 million unique visitors	 www.ap.org Top Press Agency
 news.google.com Top 10 news portal, reach: 10 million unique visitors	 www.schaeffersresearch.com Specialized Stock Market Analysis and Comments
 finance.google.com #5 financial portal in U.S. : 1 million unique visitors	 www.kiplinger.com #1 Personal Finance Content, Video Provider
 www.topix.com Top 25 News Provider : 12 million unique visitors	 www.investopedia.com Major Business Education Site owned by Forbes
 www.cnet.com #1 Tech News and Review Site : 3 million unique visitors	 www.kitco.com #1 Commodity News and Analysis Portal
 www.digg.com Top 5 Social Site : 20 million unique visitors	 www.fxstreet.com #1 Forex News Portal
 www.slashdot.com #1 Tech Social Site : 1 million unique visitors	 www.businesswire.com Top Public Relations source by Berkshire Hathaway Company
	 www.barchart.com Major Market Data provider (Stock, Futures, Forex, etc.)

SOUTH KOREA Edition

Monthly Unique Users : 1,408,887 (September 2008)

Business decision makers

C-Level Executive / Owner	8.5%
EVP / SVP / VP	9.1%
Business Decision Makers	21.7%

Active Investors

Current Market Value of Portfolio – over \$500,000	3.1%
Owns Any Securities - Last 6 months	25.9%
Has a Brokerage Account	19.4%

Affluent Consumers

Household Income - over \$150,000	14.6%
Average Household Income	81,283

Web Savvy

Online over 5 Times a Week	100%
Shopped Online in the Past 6 Months	97.6%

User Profile




Male	58.7%
Female	41.3%
Average age (years)	43



PARTNERS



South Korea is unique. To reach Koreans effectively IBTimes is partnering with leading sites of the country. They are established brands as well as new rising brands that contribute to making IBTimes Korea a business news leader in the peninsula.

 www.naver.com #1 Web portal in Korea, #63 in the world	 www.rankey.com Top Website Analytical/Research company
 kr.yahoo.com #4 Web portal in Korea	 www.kinds.or.kr Korea Press Foundation
 www.google.co.kr #1 Search Engine in Korea	 www.joins.com #2 General Newspaper in Korea
 www.daum.net #2 Web Portal in Korea; #69 in the world	 www.partnerj.co.kr #1 Investment portal in Korea
 www.paran.com #6 Web Portal in Korea	 www.jknews.com #4 Business Site in Korea
 www.empas.com #5 Web Portal in Korea	 www.tagstory.com Top UCC Video Search Engine
	 www.jknews.com #4 Business Site in Korea

JK News

Monthly Unique Users : 5,873,110 (September 2008)

Business decision makers

C-Level Executive / Owner	10.5%
EVP / SVP / VP	5.10%
Business Decision Makers	23.40%

Active Investors

Current Market Value of Portfolio – over \$500,000	4.40%
Owns Any Securities - Last 6 months	31.40%
Has a Brokerage Account	16.50%

Affluent Consumers

Household Income - over \$150,000	13.10%
Average Household Income	85,832

Web Savvy

Online over 5 Times a Week	92%
Shopped Online in the Past 6 Months	42.10%

User Profile

Male	59.3%
Female	40.7%
Average age (years)	47



PARTNERS



JKNews is a leading online business newspaper in Korea. It serves executives and investors with largely domestic information. JKNews is also part of The International Business Times network; it is a sister publication to IBTimes Korea.

 www.naver.com #1 Web portal in Korea, #63 in the world


 kr.yahoo.com #4 Web portal in Korea

 www.google.co.kr #1 Search Engine in Korea

 www.daum.net #2 Web Portal in Korea; #69 in the world

 www.paran.com #6 Web Portal in Korea

 www.empas.com #5 Web Portal in Korea

 www.rankey.com Top Website Analytical/Research company

 www.kinds.or.kr Korea Press Foundation

 www.joins.com #2 General Newspaper in Korea

 www.partneri.co.kr #1 Investment portal in Korea

 www.jknews.com #4 Business Site in Korea

 www.tagstory.com Top UCC Video Search Engine

 www.jknews.com #4 Business Site in Korea

CHINA Edition

Monthly Unique Users : 947,225 (September 2008)

Business decision makers

C-Level Executive / Owner	14.6%
EVP / SVP / VP	8.2%
Business Decision Makers	29.8%

Active Investors

Current Market Value of Portfolio – over \$500,000	2.2%
Owns Any Securities - Last 6 months	20.8%
Has a Brokerage Account	21.2%

Affluent Consumers

Household Income - over \$150,000	5.7%
Average Household Income	75,383

Web Savvy

Online over 5 Times a Week	88.8%
Shopped Online in the Past 6 Months	62.1%

User Profile

Male	65.2%
Female	34.8%
Average age (years)	46

The screenshot displays the homepage of the International Business Times (IBTimes) website. The layout includes a top navigation bar with categories like 'Home', 'China', 'Economy', 'Technology', 'Finance', 'Energy', 'Environment', 'Health', 'Education', 'Culture', and 'Opinion'. A main headline reads '国务院批准 1500亿元减税方案 明年1月1日起实行' (State Council Approves 150 Billion Yuan Tax Reduction Plan Starting Jan 1, 2009). Other news items include '联合国报告称北京是世界上最平等城市' (UN Report: Beijing is the most equal city in the world) and '北京房价三年来首次下降 房价下降趋势不变' (Beijing housing prices drop for the first time in three years). The right sidebar features 'Market Update' with stock indices (SSE, NYSE, NASDAQ) and a 'Lexus' advertisement. The bottom section contains a '今日焦点' (Today's Focus) list and a '热门关键词' (Popular Keywords) section.

PARTNERS



IBTimes China works with the top 3 most visited sites in the country. This tremendous visibility allows our brand to be recognized quickly as a growing leader in the financial media. This edition also partners with financial data companies as well as specialist sites who can add value to our faithful Chinese business readers.



www.caijing.com.cn #1 Finance Magazine



cn.yahoo.com Top 5 Chinese Web Portal



www.people.com.cn Top Newspaper in China



www.sohu.com Top 5 Chinese Web Portal



www.chinadaily.com.cn #1 English Newspaper in China



www.jrj.com Top 5 Chinese Web Portal



www.cri.cn Top Chinese Broadcast Company with branches in 35 countries



www.hexun.com Top Business / Finance Portal Site



www.google.cn Top Chinese Search Engine



www.sina.cn China's #1 Web Portal



www.baidu.cn China's #1 Search Engine

JAPAN Edition

Monthly Unique users : 658,922 (September 2008)

Business decision makers

C-Level Executive / Owner	10.7%
EVP / SVP / VP	18.4%
Business Decision Makers	34.7%

Active Investors

Current Market Value of Portfolio – over \$500,000	16.1%
Owens Any Securities - Last 6 months	43.3%
Has a Brokerage Account	40.3%

Affluent Consumers

Household Income - over \$150,000	19.5%
Average Household Income	89,626

Web Savy

Online over 5 Times a Week	98.3%
Shopped Online in the Past 6 Months	84.1%

User Profile

Male	71.4%
Female	28.6%
Average age (years)	56















The screenshot displays the IBTimes Japan homepage. At the top, there are navigation menus and a search bar. Below the header, there are several featured articles and sections:

- Market News:** "日経平均は9000円回復、817円高と歴代4位の上昇率=30日後場" (Nikkei Average recovers to 9000 yen, 817 yen high and 4th highest rise rate = 30 days after the close).
- Business News:** "三菱重工、おとろけの1熱帯超から世界最大の5,000トン洋船" (Mitsubishi Heavy Industries, world's largest 5,000-ton ocean ship).
- Real Estate:** "不動産市場 10,000件" and "マンション 5,000件" (Real Estate Market 10,000 units, Condo 5,000 units).
- Financial Charts:** A line chart showing the Nikkei Average index over time.
- Weather:** "渋滞も雨空さえも" (Traffic jams, even the rainy sky).
- Market Data:** A table showing market performance for various indices and currencies.
- News Categories:** "企業" (Company), "マネー・経済" (Money/Economy), "国際一般" (International General), "テクノロジー" (Technology), "エンタメ" (Entertainment), "スポーツ" (Sports).

PARTNERS



IBTimes Japan was voted “Most Useful” Japanese online newspaper in 2007 by Yahoo! Japan. It partners with institutional data providers to provide investors and traders with accurate and timely information as well as with high-traffic portals who constantly help driving new interested individuals to the website

 news.google.co.jp a Leading News Portal in Japan	 a Top Chinese Business and Finance information site
 www.cybozu.co.jp a Top 5, Business News Portal	 a Russian securities company which provides Russian Business and Finance information
 www.fresheye.com Popular Portal, subsidiary of Yahoo! Japan	 Sumitomo Mitsui Financial Group's think-tank
 www.mediajam.info a Fast-Growing Japanese	 Mizuho Information & Research Institute : Mizuho Financial Group's think-tank
 www.kabushiki.co.jp #1 Finance Newspaper in Japan	 Mitsubishi UFJ Research and Consulting: Mitsubishi UFJ Financial Group's think-tank
 www.gci-klug.jp a Leading Investment Portal	 Ai Meiji FX: A Top Japanese Forex Company
 www.kabutocho.net , a Top futures, forex and overseas investments information site	 Japanway: an NGO, providing education to non-Japanese and environmental protection.

INDIA Edition

Monthly Unique users : 183,711 (September 2008)

Business decision makers

C-Level Executive / Owner	13.0%
EVP / SVP / VP	7.6%
Business Decision Makers	38.6%



Active Investors

Current Market Value of Portfolio – over \$500,000	1.9%
Owns Any Securities - Last 6 months	26.4%
Has a Brokerage Account	27.4%

Affluent Consumers

Household Income - over \$150,000	6.3%
Average Household Income	69,842

Web Savvy

Online over 5 Times a Week	74.1%
Shopped Online in the Past 6 Months	31.6%

User Profile

Male	73.1%
Female	26.9%
Average age (years)	54

The screenshot displays the International Business Times website interface. The main headline reads "Unittech posts 12.5 percent decline in Q2 net profit due to high interest rates, sluggish demand". Other visible headlines include "IMPROVE TO A BEAUTIFUL NEW LIFE...", "London from major site of 'terrors' bombing", and "Obama's state visit marks start of meeting". The right sidebar features a "Business Intelligence" section with a chart and various market news items. The bottom of the page shows a "World News" section with a photo of a woman.

HONG KONG Edition

Monthly Unique users : 179,374 (September 2008)

Business decision makers

C-Level Executive / Owner	12.3%
EVP / SVP / VP	18.7%
Business Decision Makers	31.0%



Active Investors

Current Market Value of Portfolio – over \$500,000	14.9%
Owns Any Securities - Last 6 months	46.6%
Has a Brokerage Account	42.1%

Affluent Consumers

Household Income - over \$150,000	21.7%
Average Household Income	87,626

Web Savvy

Online over 5 Times a Week	99.4%
Shopped Online in the Past 6 Months	85.8%

User Profile

Male	67.6%
Female	32.4%
Average age (years)	47



BRAZIL Edition

Monthly Unique users : 162,273 (September 2008)

Business decision makers

C-Level Executive / Owner	7.8%
EVP / SVP / VP	5.4%
Business Decision Makers	28.1%



Active Investors

Current Market Value of Portfolio – over \$500,000	3.4%
Owns Any Securities - Last 6 months	17.4%
Has a Brokerage Account	16.4%

Affluent Consumers

Household Income - over \$150,000	9.5%
Average Household Income	75,387

Web Savvy

Online over 5 Times a Week	73.7%
Shopped Online in the Past 6 Months	31.6%

User Profile

Male	63.4%
Female	36.6%
Average age (years)	46

The screenshot shows the homepage of the International Business Times website. The main headline is 'Itaú e Unibanco criarão gigante do Hemisfério Sul', which translates to 'Itaú and Unibanco will create a giant of the Southern Hemisphere'. Other visible headlines include 'Faturamos, trabalhamos e comemoramos... e agora?'. The page layout includes a navigation bar, a main content area with multiple articles, and a right sidebar with financial data and a 'POSTS' section.

MEXICO Edition

Monthly Unique users : 147,983 (September 2008)

Business decision makers

C-Level Executive / Owner	8.4%
EVP / SVP / VP	7.1%
Business Decision Makers	23.3%



Active Investors

Current Market Value of Portfolio – over \$500,000	6.3%
Owns Any Securities - Last 6 months	14.8%
Has a Brokerage Account	15.4%

Affluent Consumers

Household Income - over \$150,000	11.8%
Average Household Income	63,721

Web Savvy

Online over 5 Times a Week	89.0%
Shopped Online in the Past 6 Months	43.6%

User Profile

Male	65.5%
Female	34.5%
Average age (years)	50



AUSTRALIA Edition

Monthly Unique users : 118,173 (September 2008)

Business decision makers

C-Level Executive / Owner	10.8%
EVP / SVP / VP	16.5%
Business Decision Makers	32.6%



Active Investors

Current Market Value of Portfolio – over \$500,000	8.2%
Owns Any Securities - Last 6 months	45.3%
Has a Brokerage Account	44.9%

Affluent Consumers

Household Income - over \$150,000	16.6%
Average Household Income	71,008

Web Savvy

Online over 5 Times a Week	94.7%
Shopped Online in the Past 6 Months	82.0%

User Profile

Male	67.2%
Female	36.8%
Average age (years)	42

The screenshot displays the International Business Times website. The main headline is 'EU threat to BHP's Rio Tinto takeover-newspaper'. Other visible sections include 'Market Update', 'Headlines', 'Market News', and 'Entertainment'. The website features a navigation bar with categories like 'HOME', 'GLOBAL NEWS', 'COMPANIES', 'MARKETS', 'PERSONAL FINANCE', 'TECHNOLOGY', 'FEATURES', and 'Investment Library'. There are also search bars and social media links.

UNITED KINGDOM Edition

Monthly Unique users : 127,373 (September 2008)

Business decision makers

C-Level Executive / Owner	12.6%
EVP / SVP / VP	29.5%
Business Decision Makers	37.2%



Active Investors

Current Market Value of Portfolio – over \$500,000	28.6%
Owns Any Securities - Last 6 months	60.3%
Has a Brokerage Account	66.9%

Affluent Consumers

Household Income - over \$150,000	47.4%
Average Household Income	140,837

Web Savvy

Online over 5 Times a Week	96.2%
Shopped Online in the Past 6 Months	78.1%

User Profile

Male	59.4%
Female	40.6%
Average age (years)	48



GERMANY Edition

Monthly Unique users : 94,233 (September 2008)

Business decision makers

C-Level Executive / Owner	8.8%
EVP / SVP / VP	18.6%
Business Decision Makers	38.4%



Active Investors

Current Market Value of Portfolio – over \$500,000	24.7%
Owns Any Securities - Last 6 months	51.6%
Has a Brokerage Account	52.8%

Affluent Consumers

Household Income - over \$150,000	45.1%
Average Household Income	123,991

Web Savvy

Online over 5 Times a Week	93.7%
Shopped Online in the Past 6 Months	89.0%

User Profile

Male	62.1%
Female	37.9%
Average age (years)	49

The screenshot displays the homepage of the International Business Times website. The main headline reads "Autobauer Daimler leidet unter massiv gesunkener Nachfrage" (Car manufacturer Daimler suffers from massive drop in demand). Other visible content includes a "Schlagzeilen" (Headlines) section, a "Nachrichten" (News) section with a sub-headline "US-Notenbankchef will erstmals öffentlich für Konjunkturprogramm", and a "Marktdaten" (Market Data) section showing stock indices like the DAX and NYSE. There are also several advertisements, including one for Grand Capital Financial, INC. and another for Private Commercial Real Estate Loans.

AFRICA Edition

Monthly Unique users : 78,372 (September 2008)

Business decision makers

C-Level Executive / Owner	4.3%
EVP / SVP / VP	2.1%
Business Decision Makers	14.5%

Active Investors

Current Market Value of Portfolio – over \$500,000	0.7%
Owns Any Securities - Last 6 months	4.9%
Has a Brokerage Account	4.1%

Affluent Consumers

Household Income - over \$150,000	5.9%
Average Household Income	59,273

Web Savvy

Online over 5 Times a Week	70.4%
Shopped Online in the Past 6 Months	22.1%

User Profile

Male	70.0%
Female	30.0%
Average age (years)	45



Global Audience Pooling



Global Audience Pooling (GAP) is a way to take advantage of IBTimes' international platform and extended reach. This opportunity can help marketers reach their target audience across many countries.

Media Buy Scenario:

Problem

I am an advertiser located in New York, USA, trying to reach CTOs in Germany, China, and South Korea. Negotiating separate deals in different languages is difficult and time consuming.

Solution

GAP on IBTimes enables targeting the most relevant sections on the German, Chinese and South Korean editions, helping to efficiently maximize reach through just one point of contact.

The Results

Reach: 456,744

% of CTOs: 34%





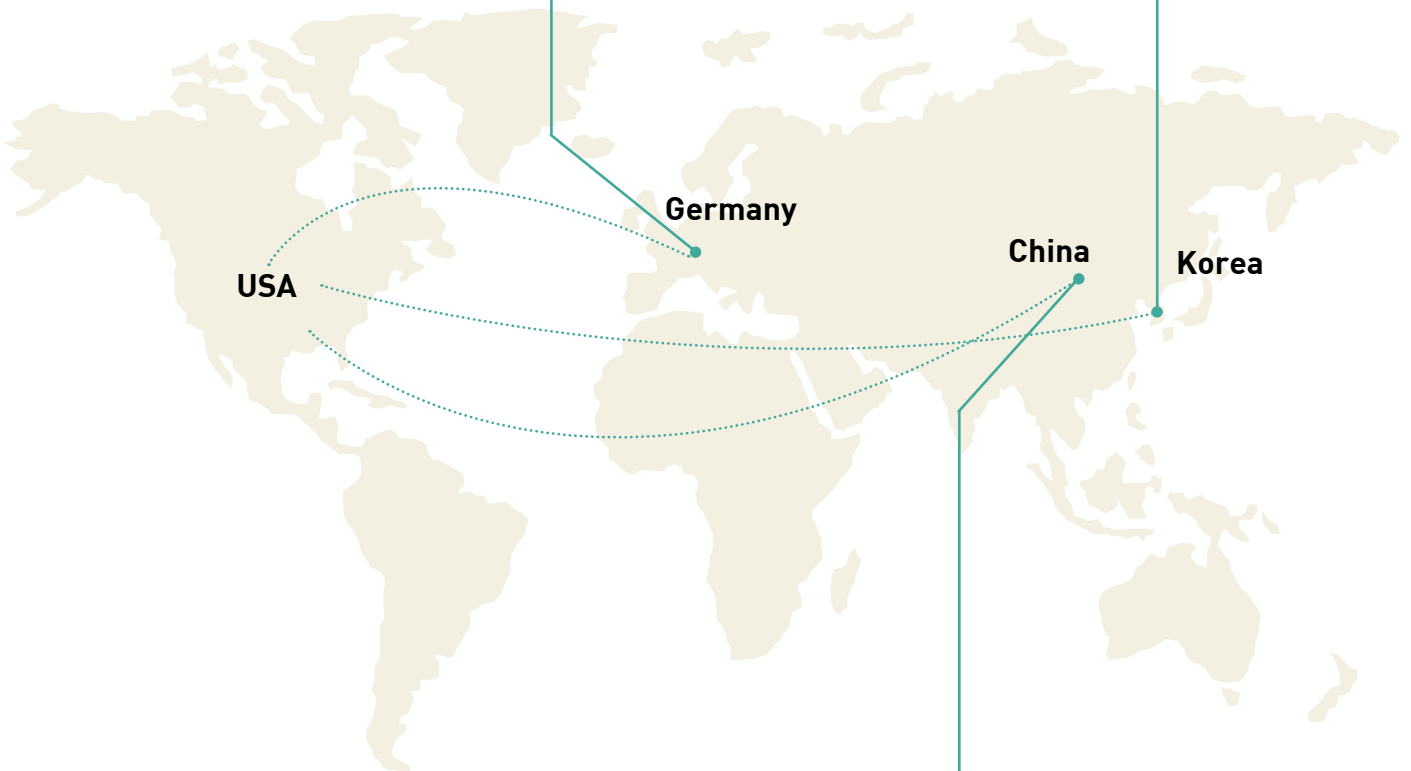
Germany Edition
www.ibtimes.de

Total Reach: **94,233**
 CTOs: **5,321**
(Monthly)



Korea Edition
www.ibtimes.co.kr

Total Reach: **540,382**
 CTOs: **52,321**
(Monthly)




China Edition
www.ibtimes.cn

Total Reach: **682,473**
 CTOs: **92,321**
(Monthly)

“IBTimes has managed our global advertizing campaign with the utmost efficiency. Setting it up was fast and easy.”

Marc Laframboise, Marketing Director,
 Millennium Bank



