

INTERNATIONAL BUSINESS TIMES

GLOBAL MEDIAKIT 2010

Advertise to a Truly Global Business Audience





Advertise to a Truly Global Business Audience

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 / INTL Edition

Monthly Unique Users : 1,412,873 (Q2 2010)

Business decision makers

C-Level Executive / Owner	13.2%
EVP / SVP / VP	27.2%
Business Decision Makers	45.6%

Active Investors

Current Market Value of Portfolio – over \$500,000	16.1%
Owns Any Securities - Last 6 months	59.2%
Has a Brokerage Account	63.7%

Affluent Consumers

Household Income - over \$150,000	81.0%
Household Income - over \$500,000	31.5%
Average Household Income	95,321

Web Savvy

Online over 5 Times a Week	89.4%
Shopped Online in the Past 6 Months	91.1%

User Profile
















Male	67.3%
Female	32.7%
Average age (years)	47

Source: Google Analytics, Quantcast, Server Data

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.

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

CHINA Edition

Monthly Unique Users: 1,643,551 (Q2 2010)

Business decision makers

C-Level Executive / Owner	15.0%
EVP / SVP / VP	11.1%
Business Decision Makers	32.2%

Active Investors

Current Market Value of Portfolio – over \$500,000	3.5%
Owns Any Securities - Last 6 months	24.5%
Has a Brokerage Account	27.7%

Affluent Consumers

Household Income - over \$150,000	8.8%
Average Household Income	77,881

Web Savvy

Online over 5 Times a Week	90.1%
Shopped Online in the Past 6 Months	64.5%

User Profile

Male	64.2%
Female	35.8%
Average age (years)	49

Source: Google Analytics, Quantcast, Server Data



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 : 1,356,183 (Q2 2010)

Business decision makers

C-Level Executive / Owner	15.8%
EVP / SVP / VP	27.1%
Business Decision Makers	40.5%

Active Investors

Current Market Value of Portfolio – over \$500,000	19.9%
Owens Any Securities - Last 6 months	47.6%
Has a Brokerage Account	44.1%

Affluent Consumers

Household Income - over \$150,000	20.4%
Average Household Income	91,454

Web Savy

Online over 5 Times a Week	99.6%
Shopped Online in the Past 6 Months	84.3%

User Profile

Male	57.2%
Female	42.8%
Average age (years)	44

Source: Google Analytics, Quantcast, Server Data















The screenshot displays the homepage of the International Business Times website. The layout includes a top navigation bar with the site's name and various menu options. The main content area is divided into several columns:

- World News:** Features a large image of a volcanic eruption with the headline "火山灰被害再び、英国などで空港が閉鎖" (Volcanic ash disaster again, airports closed in UK, etc.).
- Market Data:** A section titled "マーケットデータ" (Market Data) showing various financial indicators and a line graph.
- Articles:** Several news snippets with headlines such as "中国、純上げの特別は消費に行きへ—人民銀行行" (China, pure increase of special consumption to go to — People's Bank of China) and "米上院、金融大手銀行の自己資本率引き上げ法案可決" (US Senate, financial major bank self-capital rate increase bill passed).
- Advertisements:** Promotional banners for products like "マルチジム" (Multi Gym) and "人形事" (Mannequin).
- Footer:** A section titled "最近の記事もっと読む" (Read more recent articles) with a grid of article thumbnails.

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

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|---|--|
|  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. |

SOUTH KOREA Edition

Monthly Unique Users : 1,073,988 (Q2 2010)

Business decision makers

C-Level Executive / Owner	10.7%
EVP / SVP / VP	15.1%
Business Decision Makers	27.8%

Active Investors

Current Market Value of Portfolio – over \$500,000	8.8%
Owns Any Securities - Last 6 months	31.7%
Has a Brokerage Account	24.2%

Affluent Consumers

Household Income - over \$150,000	16.6%
Average Household Income	83,891

Web Savy

Online over 5 Times a Week	99.6%
Shopped Online in the Past 6 Months	84.3%

User Profile

Male	57.2%
Female	42.8%
Average age (years)	44


Source: Google Analytics, Quantcast, Server Data



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.

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|---|--|
|  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.partneri.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 |

UK Edition

Monthly Unique users : 231,371 (Q2 2010)

Business decision makers

C-Level Executive / Owner	12.9%
EVP / SVP / VP	30.1%
Business Decision Makers	39.1%



Active Investors

Current Market Value of Portfolio – over \$500,000	29.7%
Owns Any Securities - Last 6 months	61.1%
Has a Brokerage Account	68.8%

Affluent Consumers

Household Income - over \$150,000	47.5%
Average Household Income	145,183

Web Savvy

Online over 5 Times a Week	94.2%
Shopped Online in the Past 6 Months	79.4%

User Profile

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

Source: Google Analytics, Quantcast, Server Data



GERMANY Edition

Monthly Unique users : 202,109 (Q2 2010)

Business decision makers

C-Level Executive / Owner	9.3%
EVP / SVP / VP	16.6%
Business Decision Makers	33.1%



Active Investors

Current Market Value of Portfolio – over \$500,000	27.6%
Owns Any Securities - Last 6 months	53.2%
Has a Brokerage Account	38.6%

Affluent Consumers

Household Income - over 100.000 EUR	35.5%
Average Household Income	134,173

Web Savvy

Online over 5 Times a Week	92.3%
Shopped Online in the Past 6 Months	89.2%

User Profile

Male	72.6%
Female	27.4%
Average age (years)	43

Source: Google Analytics, Quantcast, Server Data

The screenshot displays the homepage of the International Business Times website. The main headline reads "USA will Porsche den Marktzugang verbieten - Werkzeug ist Klimapolitik". Other visible headlines include "Pilotenstreik bei Lufthansa hat begonnen" and "Bawellert BIZ warnt vor künftiger globaler Schuldenkrise". The page features a navigation bar at the top, a sidebar with market data and exchange rates, and a main content area with multiple news articles and images. The footer includes social media links and contact information.

INDIA Edition

Monthly Unique users : 644,913 (Q2 2010)

Business decision makers

C-Level Executive / Owner	14.4%
EVP / SVP / VP	9.2%
Business Decision Makers	39.1%



Active Investors

Current Market Value of Portfolio – over \$500,000	2.6%
Owns Any Securities - Last 6 months	27.1%
Has a Brokerage Account	30.4%

Affluent Consumers

Household Income - over \$150,000	8.1%
Average Household Income	72.716

Web Savvy

Online over 5 Times a Week	75.1%
Shopped Online in the Past 6 Months	41.8%

User Profile

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

Source: Google Analytics, Quantcast, Server Data

BRAZIL Edition

Monthly Unique users : 389,461 (Q2 2010)

Business decision makers

C-Level Executive / Owner	8.1%
EVP / SVP / VP	9.5%
Business Decision Makers	28.1%



Active Investors

Current Market Value of Portfolio – over \$500,000	4.6%
Owns Any Securities - Last 6 months	16.8%
Has a Brokerage Account	16.3%

Affluent Consumers

Household Income - over \$150,000	11.5%
Average Household Income	75,387

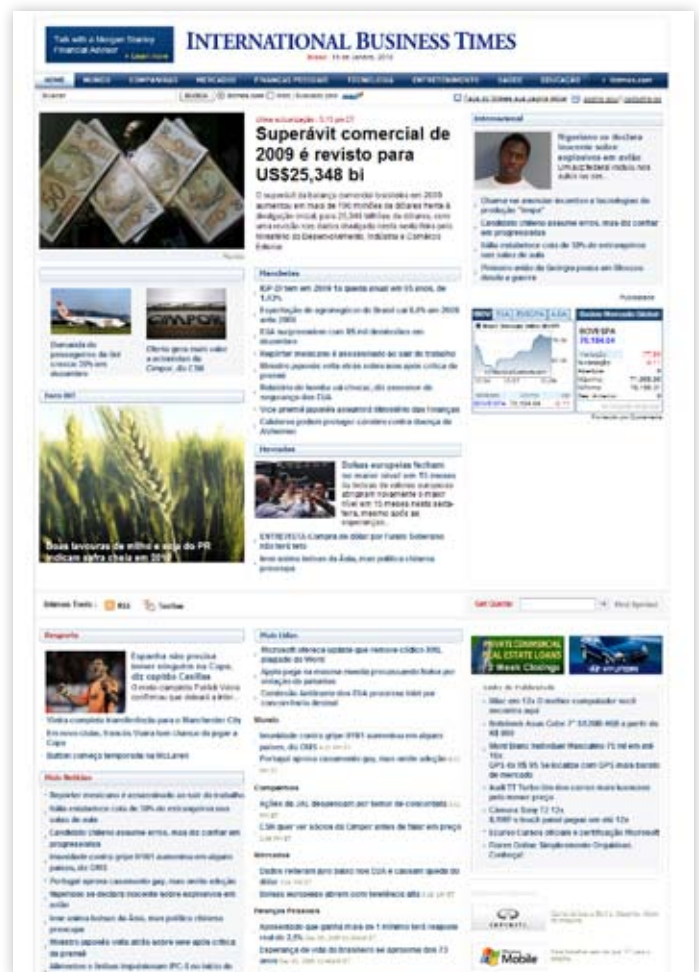
Web Savvy

Online over 5 Times a Week	73.7%
Shopped Online in the Past 6 Months	31.7%

User Profile

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

Source: Google Analytics, Quantcast, Server Data



HONG KONG Edition

Monthly Unique users : 925,101 (Q2 2010)

Business decision makers

C-Level Executive / Owner	12.7%
EVP / SVP / VP	18.9%
Business Decision Makers	32.5%



Active Investors

Current Market Value of Portfolio – over \$500,000	15.2%
Owns Any Securities - Last 6 months	47.1%
Has a Brokerage Account	43.9%

Affluent Consumers

Household Income - over \$150,000	30.7%
Average Household Income	89,313

Web Savvy

Online over 5 Times a Week	97.2%
Shopped Online in the Past 6 Months	85.2%

User Profile

Male	68.1%
Female	31.9%
Average age (years)	48

Source: Google Analytics, Quantcast, Server Data



MEXICO Edition

Monthly Unique users : 438,010 (Q2 2010)

Business decision makers

C-Level Executive / Owner	8.5%
EVP / SVP / VP	10.1%
Business Decision Makers	28.4%

Active Investors

Current Market Value of Portfolio – over \$500,000	7.2%
Owns Any Securities - Last 6 months	15.6%
Has a Brokerage Account	19.3%

Affluent Consumers

Household Income - over \$150,000	13.1%
Average Household Income	66,131

Web Savvy

Online over 5 Times a Week	90.6%
Shopped Online in the Past 6 Months	49.6%

User Profile

Male	64.6%
Female	35.4%
Average age (years)	51

Source: Google Analytics, Quantcast, Server Data



INDONESIA Edition

Monthly Unique users : 189,246 (Q2 2010)

Business decision makers

C-Level Executive / Owner	6.7%
EVP / SVP / VP	8.6%
Business Decision Makers	27.2%



Active Investors

Current Market Value of Portfolio – over \$500,000	4.1%
Owns Any Securities - Last 6 months	15.6%
Has a Brokerage Account	16.4%

Affluent Consumers

Household Income - over \$150,000	9.2%
Average Household Income	65,432

Web Savvy

Online over 5 Times a Week	77.1%
Shopped Online in the Past 6 Months	31.8%

User Profile

Male	63.1%
Female	36.9%
Average age (years)	51

Source: Google Analytics, Quantcast, Server Data



AFRICA Edition

Monthly Unique users : 126,132 (Q2 2010)

Business decision makers

C-Level Executive / Owner	6.3%
EVP / SVP / VP	7.1%
Business Decision Makers	26.4%



Active Investors

Current Market Value of Portfolio – over \$500,000	2.1%
Owns Any Securities - Last 6 months	9.4%
Has a Brokerage Account	13.5%

Affluent Consumers

Household Income - over \$150,000	8.4%
Average Household Income	34,133

Web Savvy

Online over 5 Times a Week	54.2%
Shopped Online in the Past 6 Months	27.1%

User Profile

Male	66.9%
Female	33.1%
Average age (years)	43

Source: Google Analytics, Quantcast, Server Data

AUSTRALIA Edition

Monthly Unique users : 291,174 (Q2 2010)

Business decision makers

C-Level Executive / Owner	11.0%
EVP / SVP / VP	16.7%
Business Decision Makers	33.1%

Active Investors

Current Market Value of Portfolio – over \$500,000	8.5%
Owns Any Securities - Last 6 months	46.1%
Has a Brokerage Account	45.2%

Affluent Consumers

Household Income - over \$150,000	16.8%
Average Household Income	74,101

Web Savvy

Online over 5 Times a Week	94.7%
Shopped Online in the Past 6 Months	82.1%

User Profile

Male	67.7%
Female	32.3%
Average age (years)	45

Source: Google Analytics, Quantcast, Server Data



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%





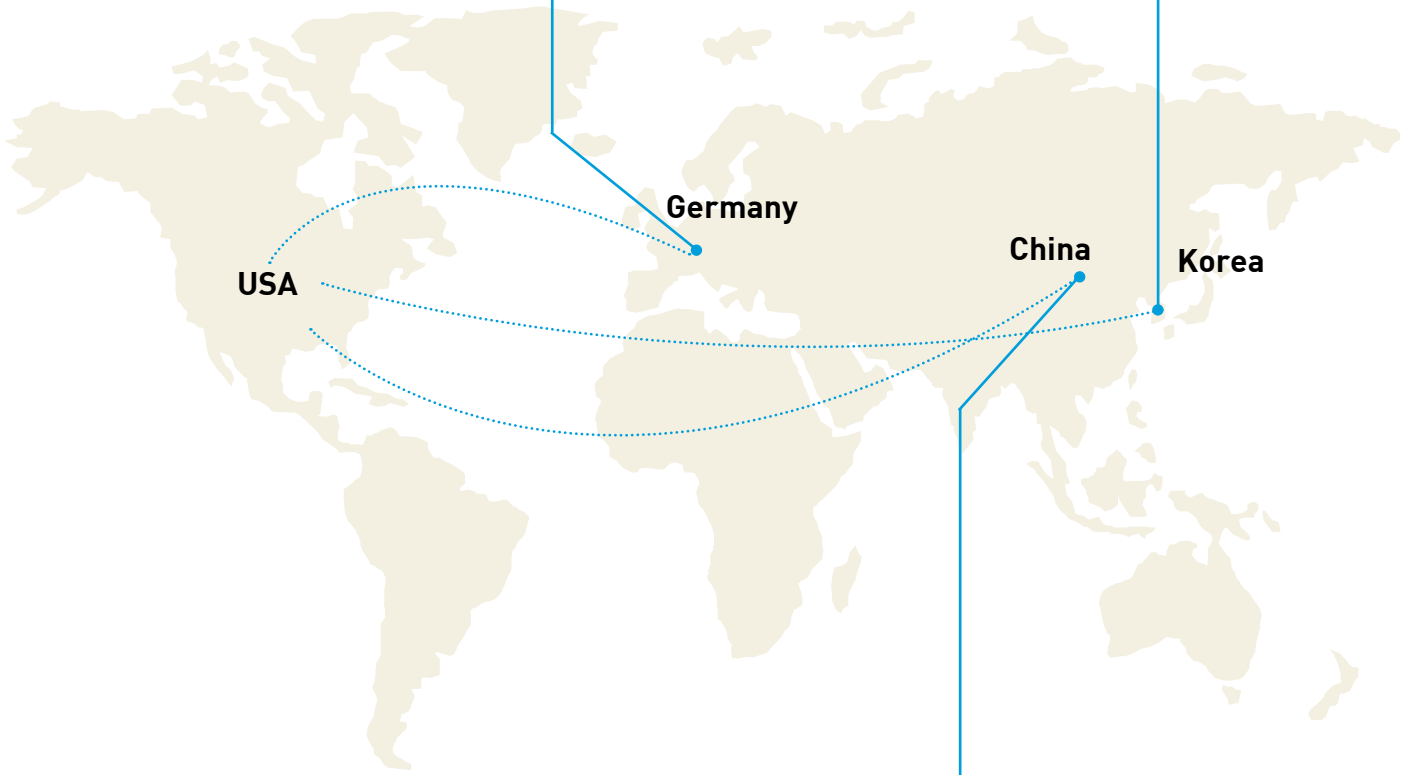
Germany Edition
www.ibtimes.de

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



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INTERNATIONAL BUSINESS TIMES