

INTERNATIONAL BUSINESS TIMES

A GLOBAL PLATFORM FOR GLOBAL SOLUTIONS

MEDIA KIT 2012



The IBTimes Platform

About US

International Business Times is a fast-growing online business newspaper, comprised of 17 country editions and published in 10 languages. Launched in 2005 and reaching over 10,000,000 monthly unique readers, it is one of the most popular websites in the world.

IBTimes is breaking new ground in global business journalism by providing minute-by-minute coverage with an international context. It also strives to offer the full global picture of how economic, political and societal events connect from region to region. This unique approach to global news has enabled IBTimes to increasingly lead the agenda and the discussion on many major stories.

The company's mission is to foster global economic growth by empowering people everywhere with excellent news, analysis and information.

IBTimes' global headquarters are in New York City.



IBTimes 17 Global Editions

Each edition of the International Business Times is tailor-made for the country it serves. Each edition has the ability of selecting relevant stories produced in other countries for its own market. All editions' editorial focus has a bias towards international stories.



<http://www.ibtimes.com/>



<http://uk.ibtimes.com/>



<http://ru.ibtimes.com/>



<http://kr.ibtimes.com/>



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Mexico

<http://mx.ibtimes.com/>



India

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Africa

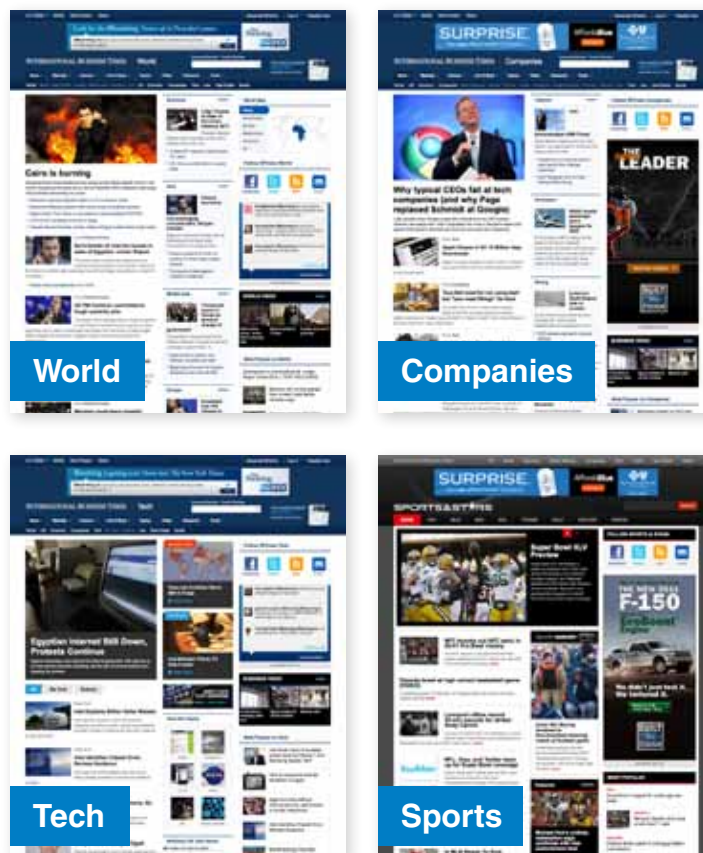
<http://africa.ibtimes.com/>

Editorial Philosophy

IBTimes offers readers a unique take on news. Our editorial point of difference versus traditional news sites is that the IBTimes offers a higher ratio, sometimes up to 70 percent, of global news to local news. We provide rapid delivery of local in-country news which is exchanged among IBTimes distribution network of local on-staff reporters in the global bureaus. IBTimes offers over 30 channels.

News

- Politics
- Finance
- Companies
- Economy
- Technology
- Law
- Real Estate
- Sports
- Science



Markets

- US Stocks
- ETFs
- Commodities
- Forex
- Mutual Funds
- Gold
- Market Data
- Mobile Trading
- Tools
- Research Products



Careers

- Business Education
- Business Schools
- Management
- Jobs
- Business Books



Life & Style

- Art & Design
- Luxury & Brands
- Fashion & Life
- Autos & Trends
- Travel
- Health
- Entertainment
- Video





Rate Card 2012

We can partner with your creative teams to increase impact, drive response and better optimize the spend.

Creative

Creative	CPM
300x250 Medium Rectangle	\$90
728x90 Leaderboard	\$80
300x250 in-banner video	\$100
300x600 Half-Page Banner	\$150
Pre-roll Video with Companion Banner	\$75
300x1050 Super Skyscraper	\$200

Creative	CPM
Dedicated Email	\$200
Sponsored By Logo	\$25
Wallpaper	\$100
Interstitial	\$100
Pencil	\$75
Billboard Masthead	\$100
Floating Twig	\$100

Rich Media

Pushdown	\$100
Text links	\$20

Section Roadblock	Sponsorship Available
iPad	Various Programs Available

Global Branding Proposition

International Business Times is nimble and built to take corporate messaging worldwide. Leveraging the IBTimes platform and its 17 editions allows your message to be global, in context, in language, and run with great ease and efficiency. It enables brands to reach the world.

The audience that we reach has a common need for global news and information. They are on-the-go and hard-to-reach. They are global citizens. They are the new affluent class, who leverage the globe to invest, grow, and start their own businesses – both large and small. They are innovative entrepreneurs and F1000 executives, generating tremendous equity and wealth. As a result, they live the good life by traveling frequently, purchasing multiple international residences, generally speaking English as the de-facto language, and find IBTimes the perfect complement to their business and personal needs. IBTimes is the gateway for the advertiser to reach this large, untapped, and exciting, new market.

Global/Local Targeting Capabilities

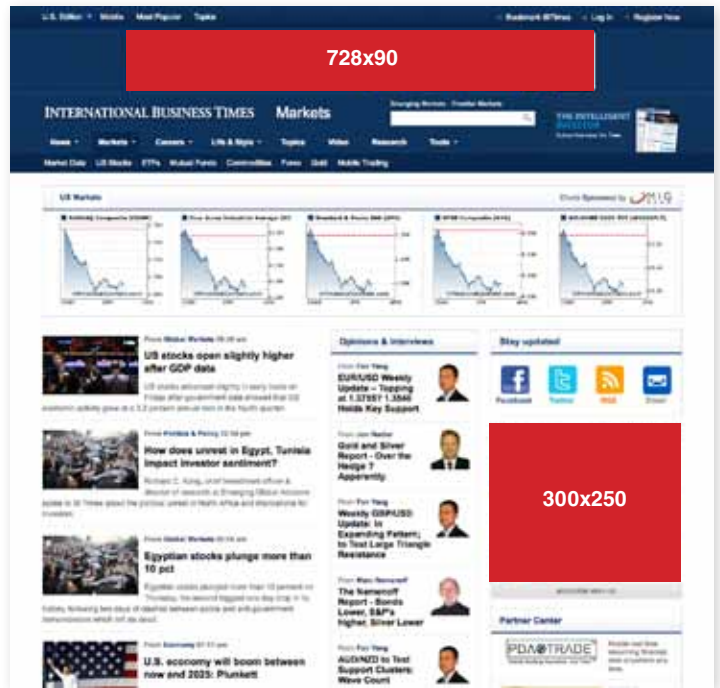
- Content (Edition, Channel, Home Page)
- Geo-targeting (Country, State, and City)
- Creative translation capabilities

Creative Solutions

Market Portfolio

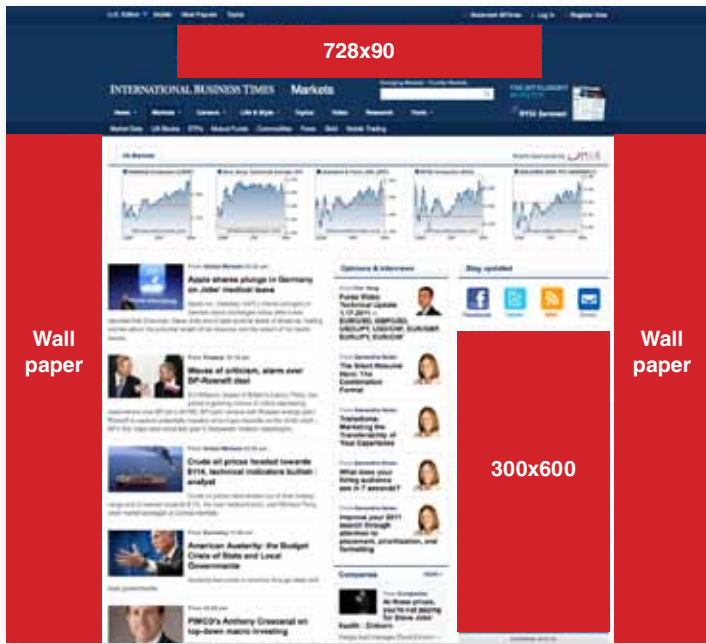


Pop-up 640x480

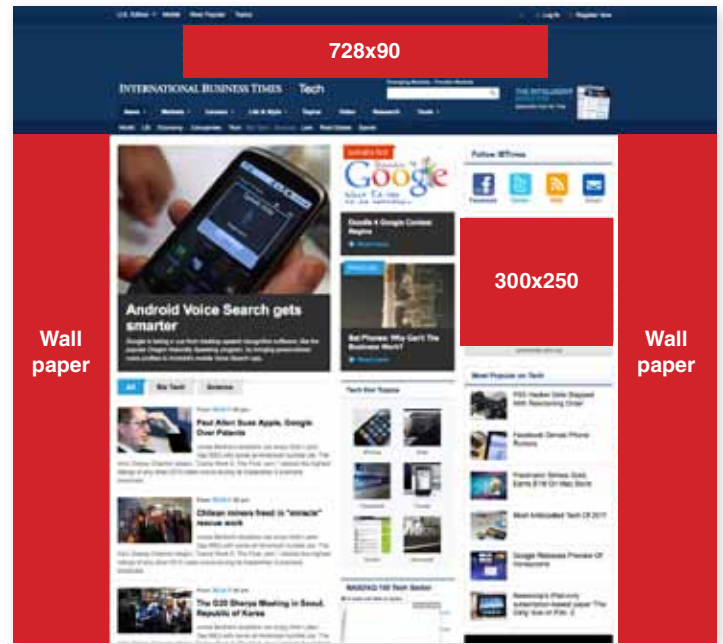


728x90, 300x250

Market & Tech Portfolio

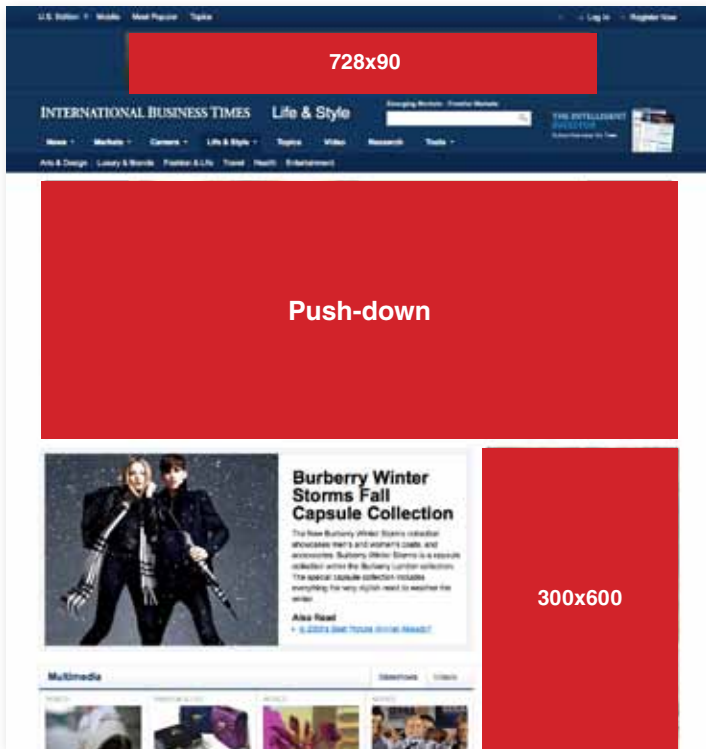


Wallpaper, 300x250 Rich Media, 728x90 Rich Media

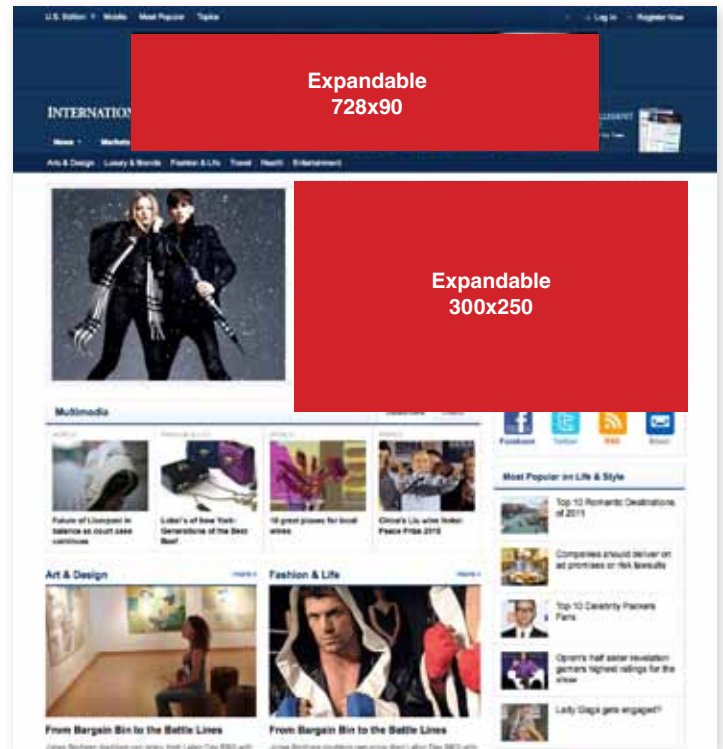


Wallpaper, Interactive 300x250, 728x90

Life & Style Portfolio



Push-down, 300x600, 728x90



Expandable 728x90, Expandable 300x250

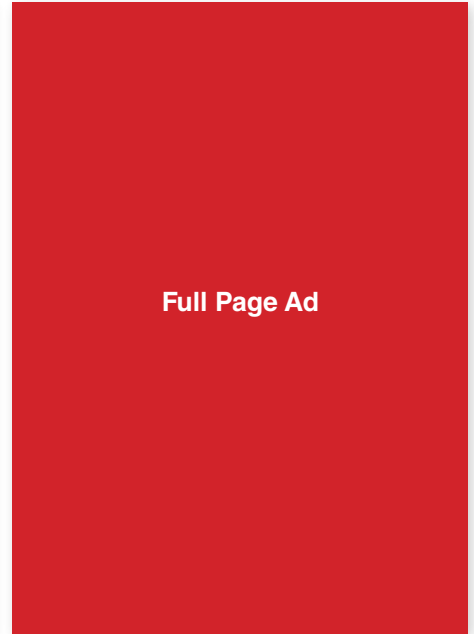
Newsletter/Research Sponsorship



User receives Newsletter in Email with 600x200 ad.



User opens Intelligent Investor 20-page Research Report. Logo is on the header of each page.



User sees Full Page Ad on Page 3 of Intelligent Investor.

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