

INTERNATIONAL BUSINESS TIMES

# A GLOBAL PLATFORM FOR GLOBAL SOLUTIONS

MEDIA KIT 2011



# The IBTimes Platform

## Our Vision

The International Business Times is an online global business newspaper, comprised of 16 editions, published in 10 languages from 13 global bureaus. It is among the top ten online business news sites in the world.

The mission is to create a platform where the exchange of ideas, goods, and services can take place to empower people to conduct global business.

The company launched its website in 2005 with the vision of serving all the countries in the world. It is privately-held and wholly owned by its Board of Directors. Its global headquarters are on Wall Street in New York. The global editorial team of over 235 in-country staff provides in-depth reporting and analysis on the most important topics of the day. Created from the start as an international news organization, IBTimes maintains unbiased global interests.

The International Business Times offers a truly international news platform enabling readers around the world to have access to real-time, global news and economic information. IBTimes offers news on economies, markets, companies, technology, business life, education, travel, real estate, luxury, autos, sports, entertainment, books, fashion, health, and more.

## Mission

Each country of the International Business Times produces its own complete edition, offering news coverage relevant to the readers of the respective country. The strong global network gives IBTimes deeper insight into the global business landscape and provides readers a balanced global perspective. Edition exchange content on a real-time basis through a shared database.

Readers are business executives of global corporations, institutional investors, and innovative entrepreneurs. Our news follows the trends of globalization and benefit readers who see the world as their market.





# Our Audience

## Overview

IBTIMES.com reaches out to over 4.3 Million Monthly Unique Users worldwide. Our audience is male-slanted, older and wealthier than the internet average. The main interests of our audience are business, market, international, political and technology news.

Total **US** Traffic: **1MM\***

Total **Global** Traffic: **4.3MM\***

32% of our audience worldwide reads IBTIMES editions in 2 or more languages.

## Traffic by Country\*\*

Country	Monthly Unique Visitors
United States	926M
Japan	117M
South Korea	751M
United Kingdom	226M
Australia	81M
Germany	70M
Canada	65M
India	60M
Mexico	147M
Hong Kong	90M
China	1200M
Brazil	80M
Southeast Asia	59M
South Africa	18M

## Traffic by Edition\*\*

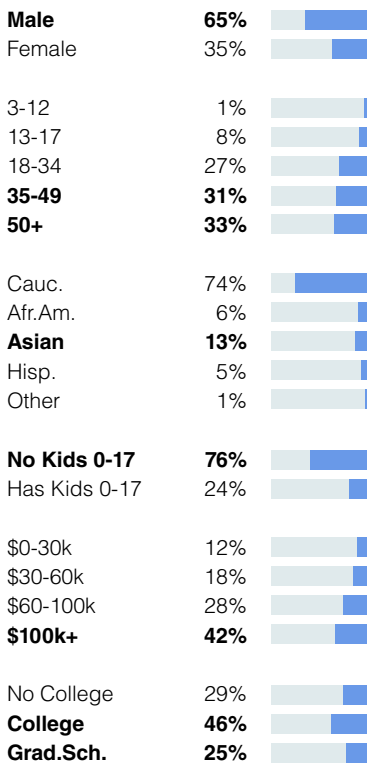
Country	Monthly Unique Visitors
United States	1,500M
Japan	129M
South Korea	792M
United Kingdom	232M
Australia	65M
Germany	10M
India	59M
Mexico	232M
Hong Kong	103M
China	1,200M
Brazil	79M
Africa	18M
Indonesia	16M

\* Source: Quantcast, Jan 2011

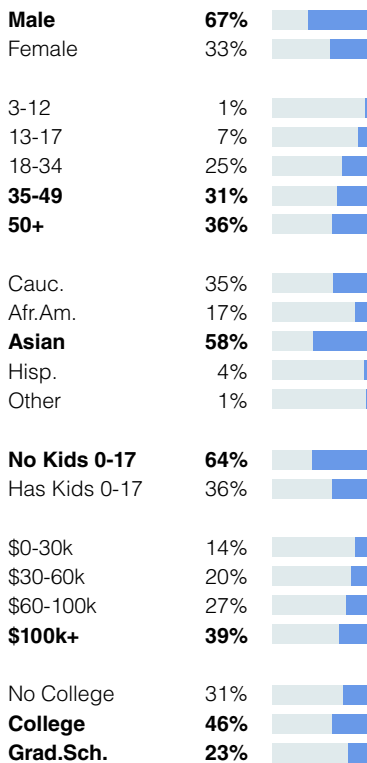
\*\* Source: Google Analytics, Jan 2011

# IBTimes Readers

## US Demographics



## Global Demographics



## Audience Also Likes

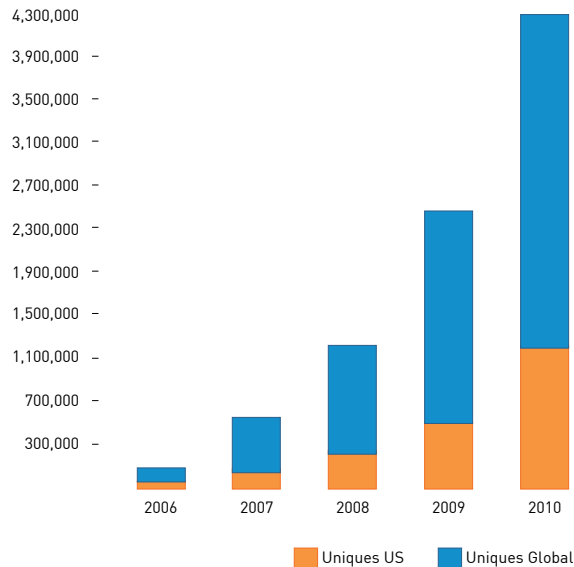
The people who visit ibtimes.com are also likely to visit these categories and sites:

Business News & Info	Affinity
Schaeffersresearch.com	28.1x
Business Week	24.9x
Reuters	23.9x
Nasdaq.com	20.3x
Magazines	
Business Week	24.9x
Forbes	11.8x
Smart Money	11.1x
Time Magazine	10.8x
Online Trading	
Reuters	23.9x
Nasdaq.com	20.3x
CNBC.com	12.0x
Kitco.com	8.7x

Source: Quantcast Jan. 2011

# Growth of IBTimes

- Global monthly unique visitors has doubled year over year, going from 1.8 MM in 2010 to 4.3 MM in 2011.
- US monthly unique visitors has gone from 200K in June to 1MM this January.



# IBTimes 16 Global Editions

Accessing one database and exchanging content real-time for fastest and widest delivery of local international business news.



US



UK



Russia



Mexico



Korea



Japan



Italy



India



Hong Kong



Indonesia



France



Germany



China



Brazil



Australia



Africa

# Global Bureaus

- Network of 13 global bureaus to keep a pulse on international news.
- IBTIMES is a trusted brand in each of the local markets we cover.
- Highest number of country editions among global business news publications.
- Perfect platform for international media buys reaching to a business audience.
- Our Network allows marketers to speak to audiences within a local context.
- 230 staff worldwide.



Mexico City, Mexico  
[mx.ibtimes.com](http://mx.ibtimes.com)



New York, USA  
[ibtimes.com](http://ibtimes.com)



Sao Paulo, Brazil  
[br.ibtimes.com](http://br.ibtimes.com)



London, England  
[uk.ibtimes.com](http://uk.ibtimes.com)



Frankfurt, Germany  
[de.ibtimes.com](http://de.ibtimes.com)



Tokyo, Japan  
[jp.ibtimes.com](http://jp.ibtimes.com)



Seoul, South Korea  
[kr.ibtimes.com](http://kr.ibtimes.com)



Hong Kong, China  
[cn.ibtimes.com](http://cn.ibtimes.com)  
[hk.ibtimes.com](http://hk.ibtimes.com)



New Delhi, India  
[in.ibtimes.com](http://in.ibtimes.com)



Sydney, Australia  
[au.ibtimes.com](http://au.ibtimes.com)



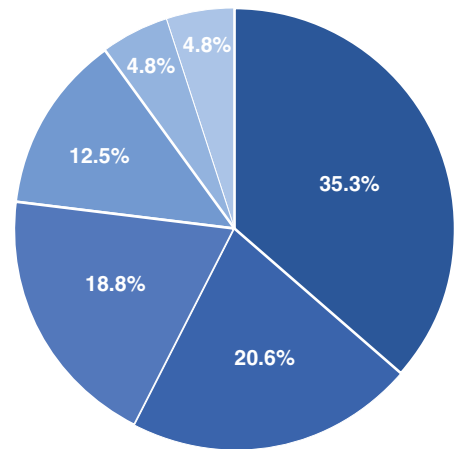
Jakarta, Indonesia  
[id.ibtimes.com](http://id.ibtimes.com)



Johannesburg, South Africa  
[africa.ibtimes.com](http://africa.ibtimes.com)

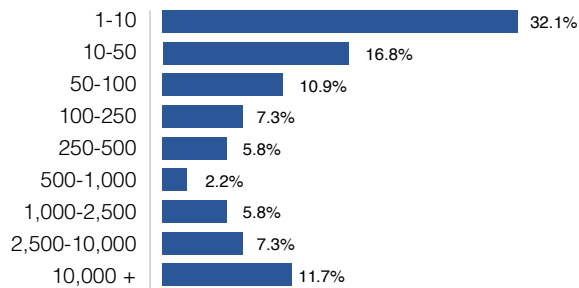
# IBTimes Readers

- 70% of readers are in small-medium enterprises, while 30% are in large corporations.
- 49% are C-level, Senior Executive

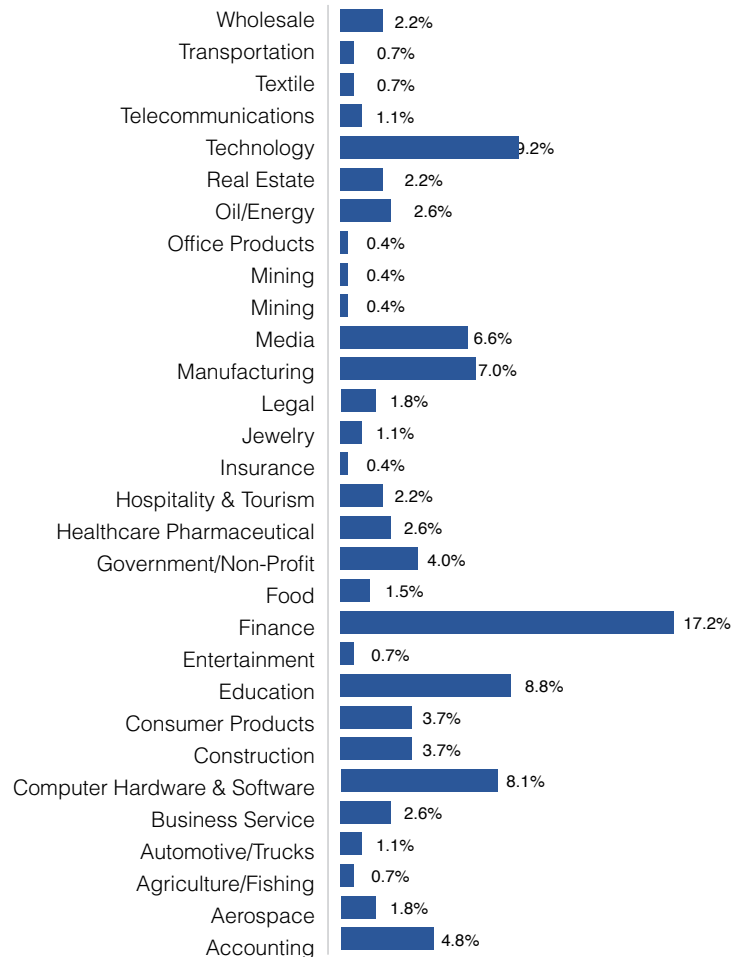


- Professional
- Senior Executive
- Owner / Partner
- IT or Tech
- Board Member
- C-Level

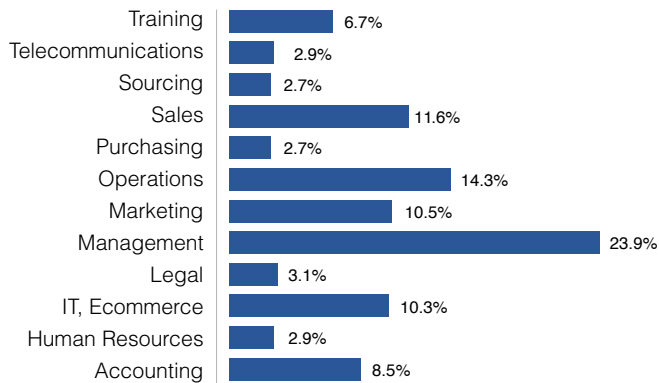
## Company Size



## Industry



## Role



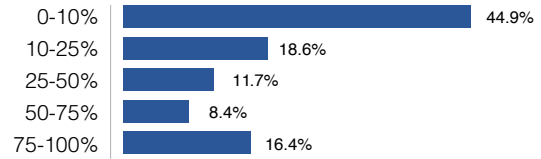
Source: Reader Survey Jan 2011



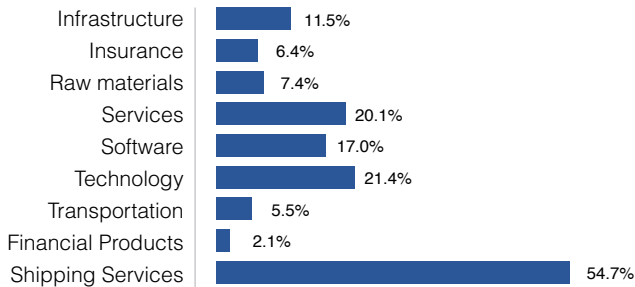
## Our Audience – Business Decision Makers

- 54.7% utilize shipping services
- Readers work in multinational firms who serve the world with their services/products.
- 49.5% control over \$100K investment dollars
- 42.7% utilize investment banking services
- 33.9% are public companies and 66.1% are private

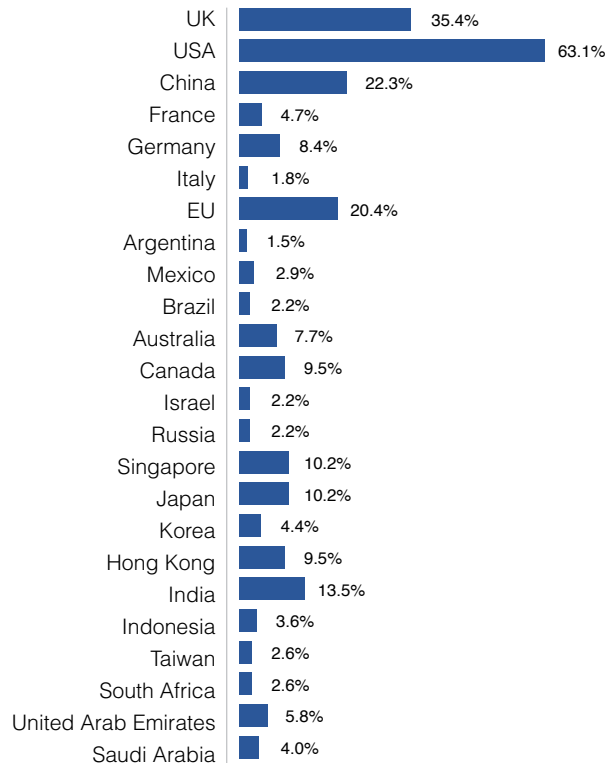
## Percent of Business that is Global



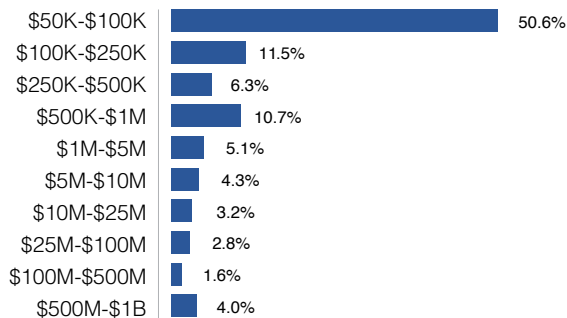
## Purchasing Areas



## Top 3 Markets



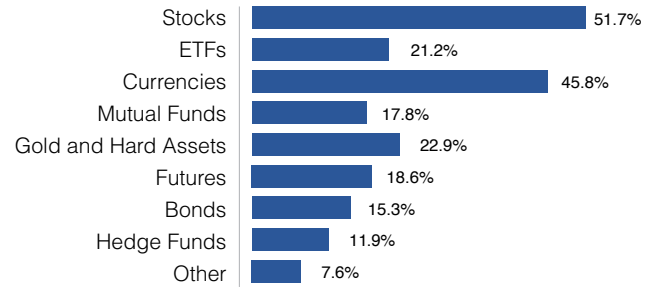
## Investment Dollars



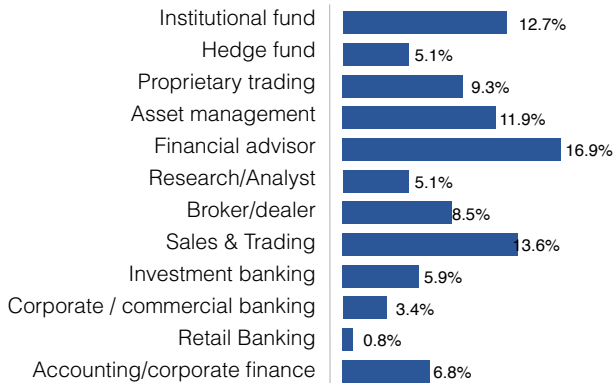
## Our Audience – Finance Professionals

- 30% of the total audience work in Finance.
- Of those who work in finance, 12.8% are venture capitalists.
- Of those who work in finance, 12.7% manage institutional funds.
- Of those who work in finance, 53.2% manage a portfolio of over \$750K.
- The questions below were answered by the 30% who say they work in Finance.

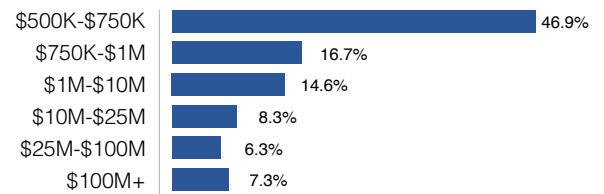
## Investment Areas



## Financial Fields



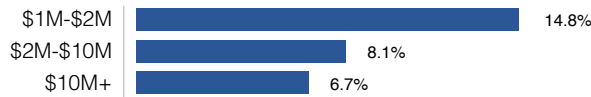
## Portfolio Size



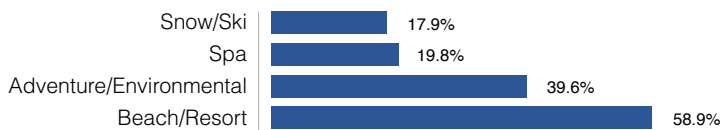
## Our Audience – Affluent Consumers

- 29.6% have a net worth of \$1 million.
- 41.5% have over \$100K HHI.
- 47.7% own premium jewelry or watches.
- 34.7% own a luxury/sports car.

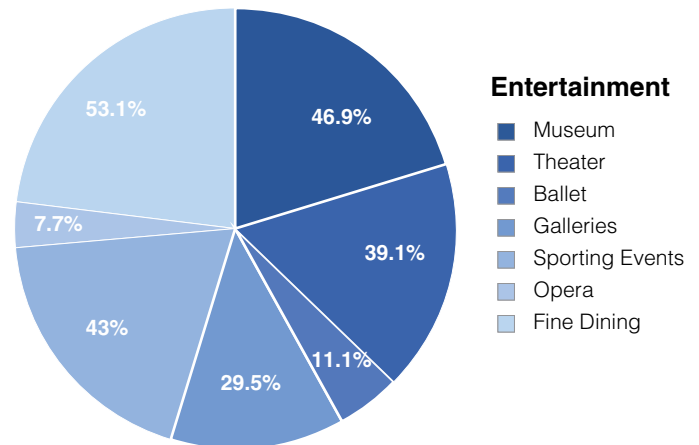
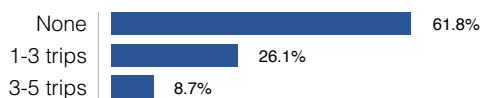
## Net Worth



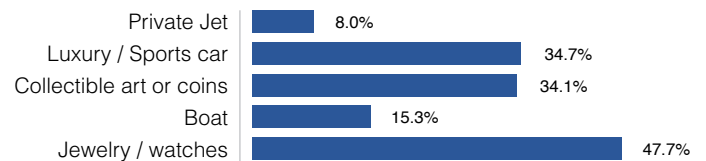
## Vacation



## Casino Trips in last year



## Luxury Spenders

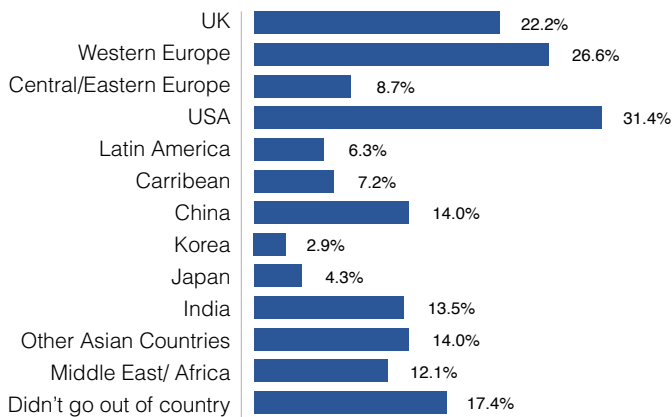


Source: Reader Survey Jan 2011

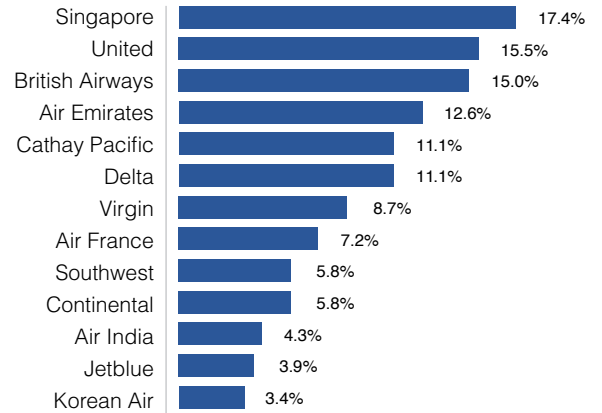
## Our Audience – Frequent Flyers

- 80% have traveled for leisure in the past year.
- 72.9% have traveled for business in the past year.
- 52.9% traveled internationally for business.
- 50% traveled internationally for leisure.
- 37.7% have traveled by first class air or private aircraft in past year.
- They spend on average \$7,900 per person on their last trip.

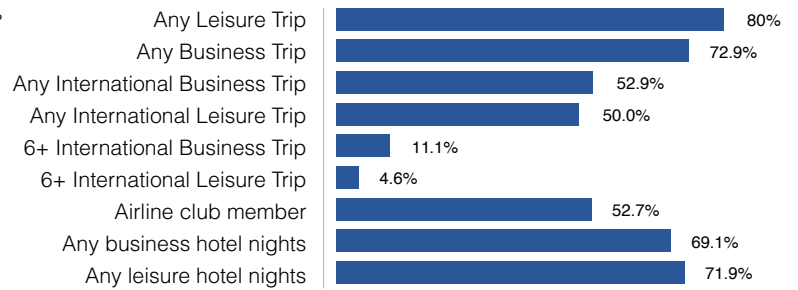
### Destinations in last year



## Preferred Air Carrier



## Air Travel in last 12 months



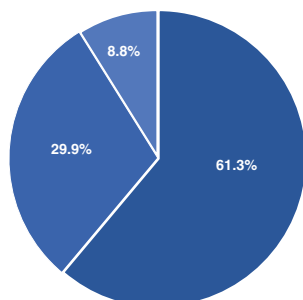
## Our Audience – Engaged Readers

- Overall, readers are satisfied with IBTimes.com in providing international business news and information with 91% reporting fairly or very satisfied.
- 40% spend on average 15 minutes per day on IBTimes.com
- Readers are online news consumers, with 82% having a preference for online news.
- There is not much overlap with other news sites.

## Other online business sites visited

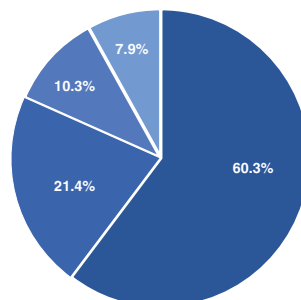


### Reader Satisfaction



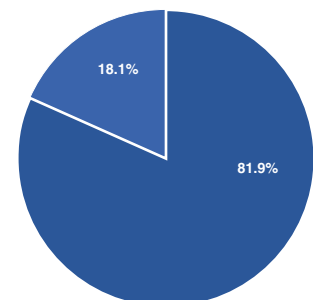
- Fairly satisfied
- Very satisfied
- Extremely satisfied

### Daily Time Spent on IBTimes.com



- 0-15 minutes
- 16-30 minutes
- 31 min-1 hour
- 1 hour or more

### Preference for News



- Online
- Print

# 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

## Recent Partners

- Humana
- Allianz
- IBM
- Xerox
- Shell
- Garanti Bank
- Dell

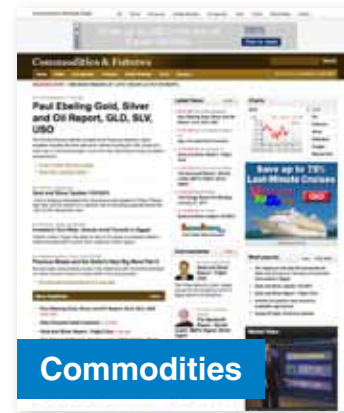


# Markets

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

## Recent Partners

- Goldline
- Ally Bank
- Choice Trade
- eFutures
- FXCM
- City Index
- IG Markets
- Alpari



# Proprietary Research

## Intelligent Investor

The Intelligent Investor series provides a powerful blend of proprietary news and information that will allow readers to obtain a knowledge edge on specific markets and save research time. Offers forward-looking information, analysis needed to anticipate next day's market movements in stocks, commodities, currencies, treasury and bond prices. It appears as a 20 page daily report in PDF format.

## Sample:

<http://reports.ibtimes.com/economic-monitor/reports/20101115-b0dbbd7a6093ab371b0ca95c2e89c6a9/EM-US-November-15-2010.pdf>

## Reach:

127,390 total subscribers: 91,753 US subscribers / 35,637 UK subscribers

Available Creative: 300x250 or 600x200 on email newsletter, full page ad on the PDF report, and logo inclusion on the front page. Daily frequency.



**BUSINESS & HEALTH**  
*Health Care for the Modern Lifestyle*

**Art & Design**

**AUTOS & TRENDS**

**Business & Books**

**Entertainment & Stars**

**FASHION & LIFE**

**G20 SEOUL SUMMIT 2010**

**GOLD MATTERS**

## Careers

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

## Recent Partners

- St Joseph's University
- Walden University
- Frankfurt School of Finance & Management
- SDA Boconni



JOBS  
& HIRE

Business & Law

LUXURY  
& BRANDS

REALTY &  
INVESTMENTS

VIDEO

IBTIMESFX  
GLOBAL FOREX TRADING PORTAL

SPORTS & STARS

SCHOOLS  
& DEGREES

## Life & Style

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

### Recent Partners

- Sentient Jets
- BMW
- Porsche
- Guess



# Editorial Events Calendar 2011

## January

- Jan 18-27 Hu Jintao visits U.S. President Barack Obama, D.C.
- Jan 26-30 Davos, Davos-Klosters, Switzerland
- Jan 27-29 MacWorld Expo, San Francisco
- Jan 31-Feb 28 Special Report: Green Energy

## February

- Feb 6 Super Bowl
- Feb 7-8 Italian Home Design
- Feb 9-10 Chicago Auto Show
- Feb 9-13 Aero India 2011
- Feb 9-17 Fashion Week, NY
- Feb 13 Grammy's Awards
- Feb 20 The Traders Expo, New York
- Feb 20 Daytona 500, Daytona Beach, Fl.
- Feb 21-23 Outsourcing World Summit IAOP
- Feb 27 Oscars Awards

## March

- Feb 28-Mar 4 TED Conference, Los Angeles
- Mar 1-5 CeBIT, Germany
- Mar 3-13 Geneva Auto Show
- Mar 5 Business & Lifestyle Golf 2011, Marbella
- Mar 5 Brazil Rio Carnival
- Mar 7 The Sustainable Luxury Forum 2011
- Mar 15 Luxury Travel Mart 2011, Deal Maker Cannes
- Mar 24-Mar 31 Baselworld Watches and Jewelry International Fair
- Mar 28 Business of Luxury Forum 2011, Eastern Europe
- Mar 28 Mediterranean Luxury Club
- Mar 31 Meeting Luxury

## April

- Apr 1-4 Hainan Rendez-Vous
- Apr 3 Academy of Country Music Awards
- Apr 4-7 Masters Golf Tournament
- Apr 4-8 Hannover Messe Technology Show, Germany
- Apr 5-13 NBA
- Apr 15-17 Formula 1, China
- Apr 22-May 1 New York Auto Show, Sustainable Luxury Fair, Paris
- Apr 29 UK Royal Wedding
- Apr 29-May 1 Gourmet & Grapes 2011



## May

- May 7 Kentucky Derby
- May 17-19 Luxury Interactive, London, Boat Asia 2011, Singapore, LTE World Summit, Amsterdam
- May 11-22 Cannes Film Festival
- May 24 Luxury Interactive Global
- May 31 Computex, Taiwan

## June

- Jun13 China Luxury Summit, Macau
- Jun 2 International Luxury Travel Market Asia, Shanghai , OPEC ,Vienna
- Jun 10-12 Basel Committee on Banking Supervision, Formula 1, Canada
- Jun 24-26 Paris Airshow

## July

- Jul 16-17 Paris Haute Couture, Paris,Fractional Summit, Miami, Lifestyle the Leisure Luxury & Lifestyle Show
- Jul 22-24 Formula 1, Germany

## August

- Aug 28 MTV VMAs

## September

- Aug 29-Sept 11 US Open 2011
- Sept 2-7 IFA 2011 Consumer Electronics Unlimited
- Sept 7 La Cumbre 2011
- Sept 8-15 Fashion Week, New York
- Sept 11 Cannes International Boat & Yacht Show, France
- Sept 11 10th anniversary of 9/11 , New York
- Sept 15-25 Internationale Automobil-Ausstellung IAA 2011
- Sept-Oct Shanghai Tourism Festival, Shanghai

## October

- Oct 19 World Series
- Oct 20 World Travel Awards WTA 2011 Riode Janeiro
- Oct 21-23 Top Marques Shanghai 2011

## November

- Nov 3-4 G20 Cannes Summit, Cannes France, NASCAR finals
- Nov 30-Dec 11 Tokyo Motor Show

## December

- Dec 8-9 Dubai International Motor Show, ILTM Cannes, France
- Dec 8-9 2nd International Luxury Spa Summit 2011
- Dec 15-17 WTO 8th Ministerial Conference, Geneva



# Creative Solutions

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

## Creative

Creative	CPM
300x250	\$16
728x90	\$14
Text links	\$5
300x250 in-banner video	\$20
Interstitial	\$25
Wallpaper	\$35
300x600	\$20
Pre-roll	\$40
Pushdown	\$30

## Add-ons

Creative	CPM
Expandable	+\$5
Interactive	+\$5

## Targeting

Targeting	CPM
ROS	+\$0
Edition (US, UK, etc.)	+/--\$1-5
Channel	+\$2-10
News	+\$2
Markets	+\$8
Technology	+\$6
Life & Style	+\$4

## Data

Business	+\$0
C-level	+/--\$1-5
High Net-Worth	+\$2-10
Demo (Gender, HHI, Children, Age)	+\$2
Geo (Country, State, DMA)	+\$8
User-intent (Travel, Auto Buyer, etc.)	+\$6

# Global Branding Proposition

International Business Times is nimble and built to take corporate messaging worldwide. Leveraging the IBTimes platform and its 16 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

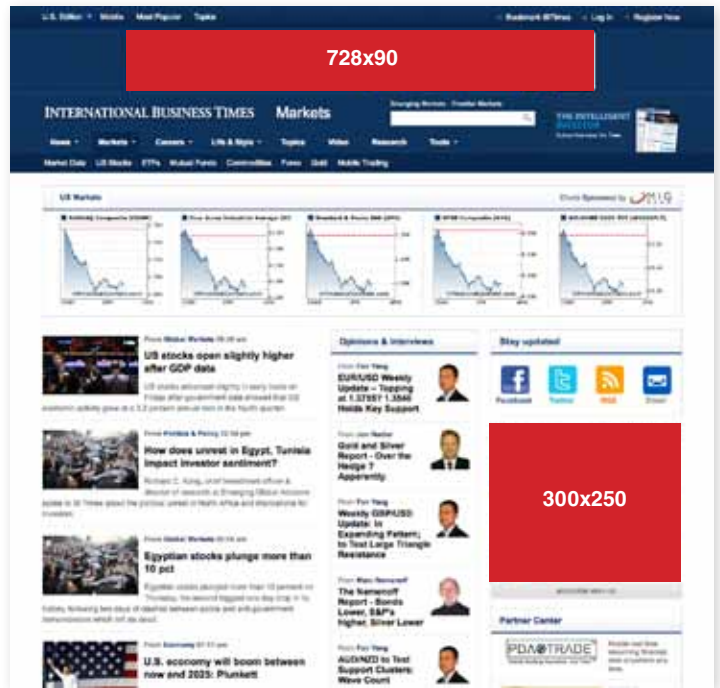
- Content (Edition, Channel, Home Page)
- Geo-targeting (Country, State, and City)
- Data (Title, Role, Industry, Size, Income, Location, User Intent)
- Creative translation capabilities

# Creative Solutions

## Market Portfolio



Pop-up 640x480



728x90, 300x250

# Market & Tech Portfolio



Wallpaper, 300x250 Rich Media, 728x90 Rich Media

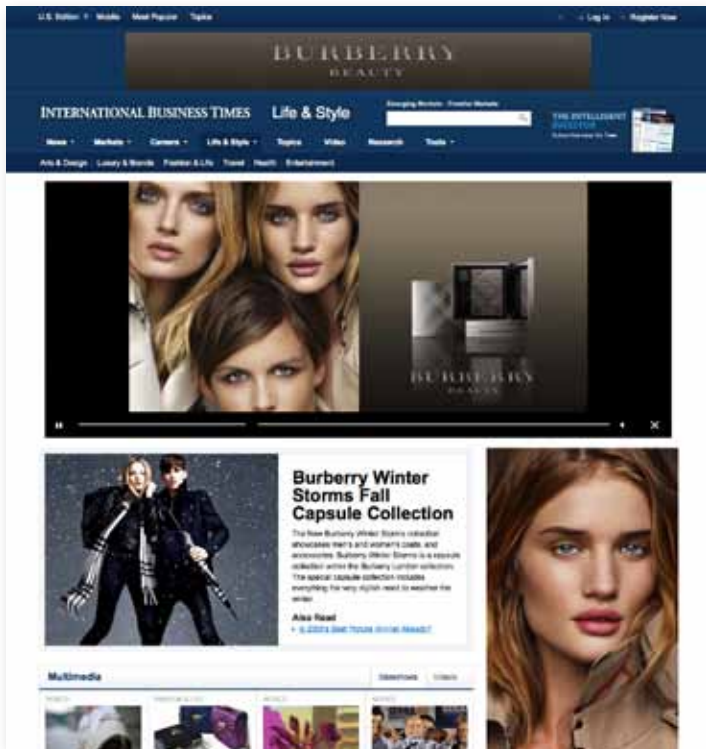
View in action: [http://img.ibtimes.com/www/site/2011/ad\\_portfolio/market.htm](http://img.ibtimes.com/www/site/2011/ad_portfolio/market.htm)



Wallpaper, Interactive 300x250, 728x90

View in action: [http://img.ibtimes.com/www/site/2011/ad\\_portfolio/tech.htm](http://img.ibtimes.com/www/site/2011/ad_portfolio/tech.htm)

# Life & Style Portfolio



Push-down, 300x600, 728x90

View in action: [http://img.ibtimes.com/www/site/2011/ad\\_portfolio/life-style.htm](http://img.ibtimes.com/www/site/2011/ad_portfolio/life-style.htm)



Expandable 728x90, Expandable 300x250

View in action: [http://img.ibtimes.com/www/site/2011/ad\\_portfolio/life-style2.htm](http://img.ibtimes.com/www/site/2011/ad_portfolio/life-style2.htm)

# Special Coverage Event Microsite Sponsorship

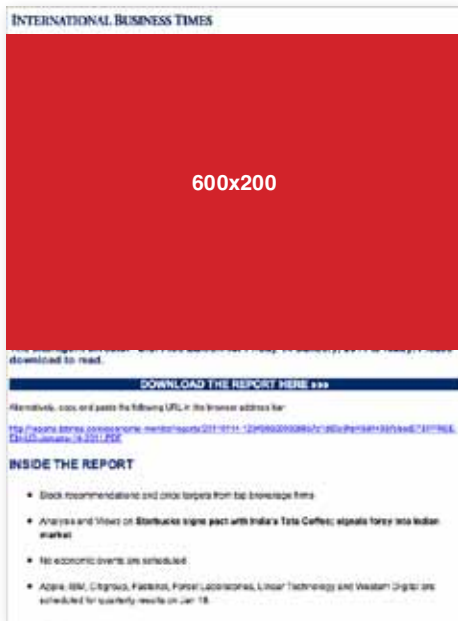


300x250, Logo, Optional Wallpaper



300x250, Logo, Optional Wallpaper

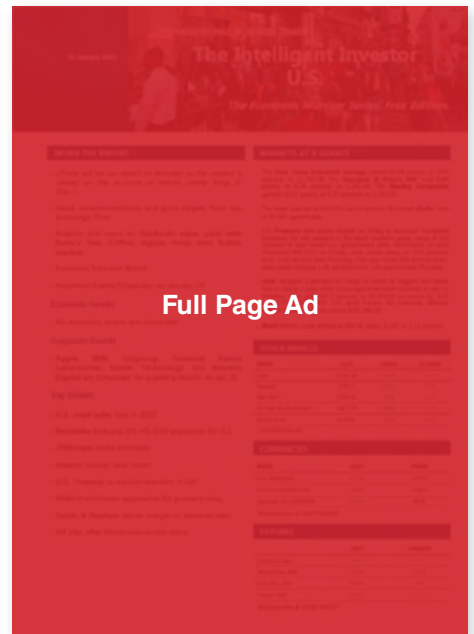
# Newsletter/Research Sponsorship



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.

# Partnership Contacts by Continent

## EMEA

Direct: +44 (0)20 7718 8576  
Email: m.vener@ibtimes.co.uk

## Oceania

Direct: +61 (02) 8216 0905  
Email: j.kong@ibtimes.com.au

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Email: r.martinez@ibtimes.com

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## North America

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Email: r.hill@ibtimes.com



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