

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 17 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

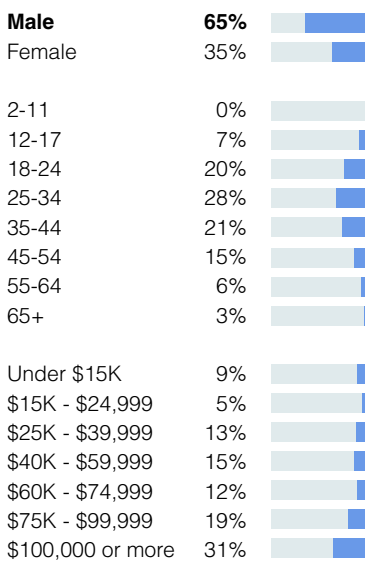
IBTIMES.com reaches out to over 9.0 million monthly unique visitors worldwide. Our audience is male-slanted, older and wealthier than the internet average. The main interests of our audience are business, market, international, political and technology news.

Total **US** Traffic: **5.1M**

Total **Global** Traffic: **11.3M**

Time Spent: **3.5** Minutes Per Visit

US Demographics



Traffic by Edition*

Country	Monthly Unique Visitors
United States	5,092K
Canada	447K
Mexico	164K
Brazil	35K
United Kingdom	1,114K
Germany	36.1K
France	27.0K
Italy	14.9K
South Africa	36K
South Korea	1,111K
Japan	252K
Australia	224K
Hong Kong	23K
India	186K
China	2,581K
Russia	7.5K
Indonesia	21K

* Source: comScore: August 2011

Traffic by Continent

North America	5,416K
Europe	1408K
Latin America	326K
Asia Pacific	2,772K
Middle East / Africa	287K

* Source: comScore: August 2011

Sweet Spot

25-54	78%
HHI	
\$75-99K	18.9%
\$100K+	30.5%

* Source: comScore: August 2011

IBTimes 17 Global Editions

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



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



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



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



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



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<http://it.ibtimes.com/main/>



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



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



Hong Kong

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



Canada

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



France

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



China

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



Brazil

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



Hong Kong EN

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



Germany

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



Mexico

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



India

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

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 Editorial staff worldwide.



Mexico City, Mexico
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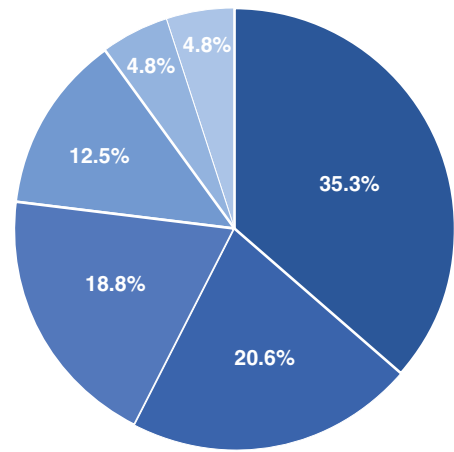
Jakarta, Indonesia
id.ibtimes.com



Johannesburg, South Africa
africa.ibtimes.com

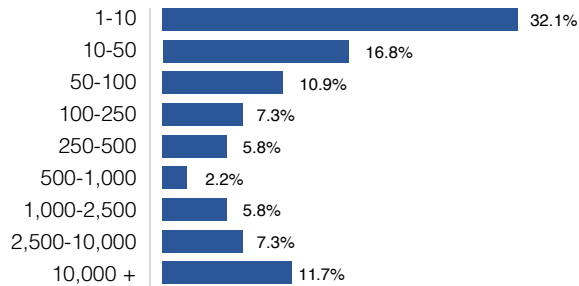
IBTimes Readers

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

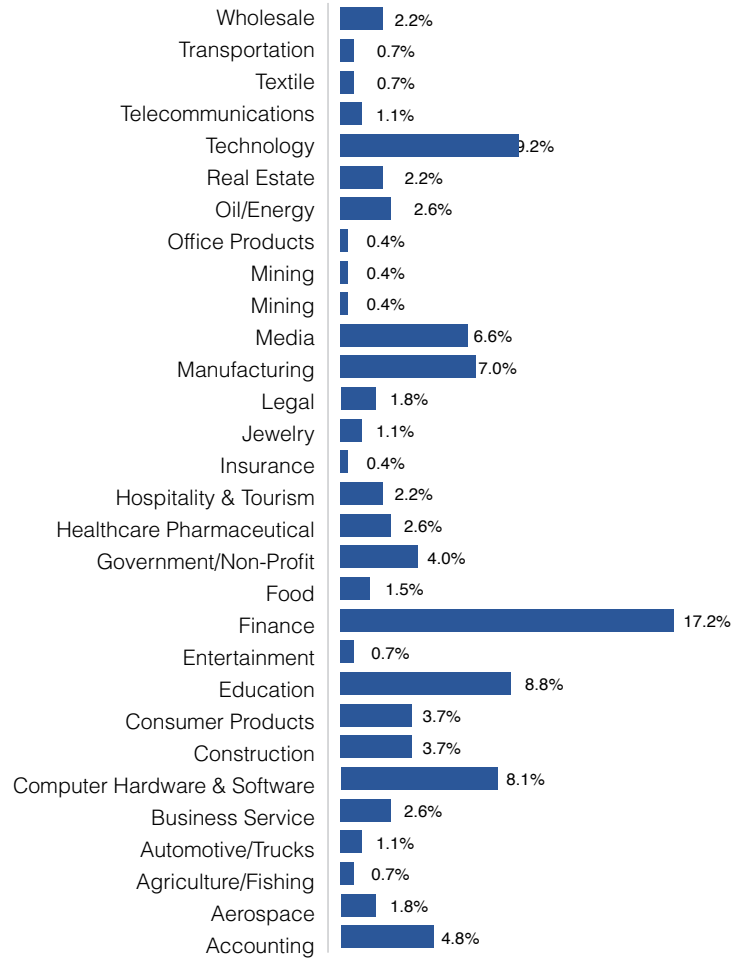


- Professional
- Senior Executive
- Owner / Partner
- IT or Tech
- Board Member
- C-Level

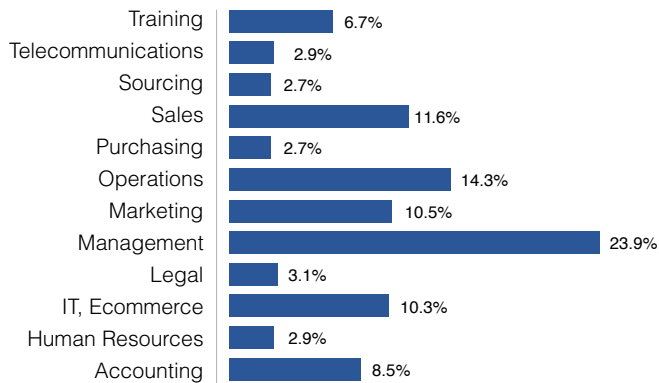
Company Size



Industry



Role

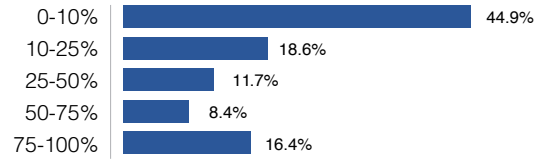


Source: Reader Survey Jan 2011

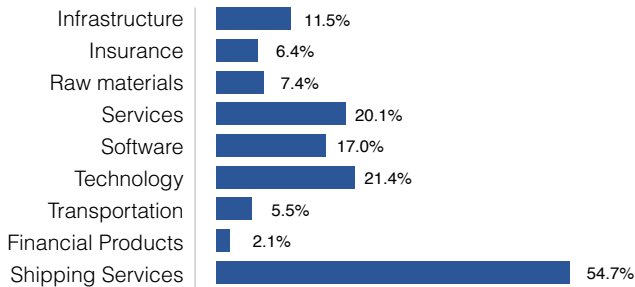
Our Audience – Business Decision Makers

- 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

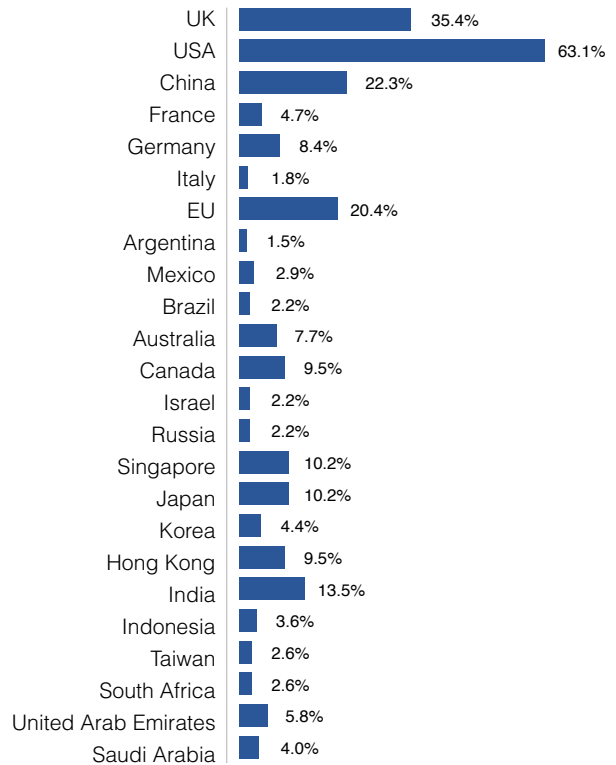
Percent of Business that is Global



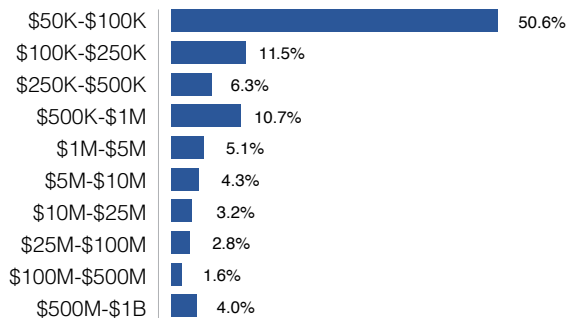
Purchasing Areas



Top 3 Markets



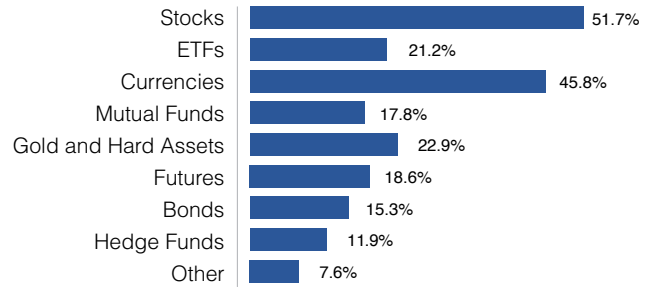
Investment Dollars



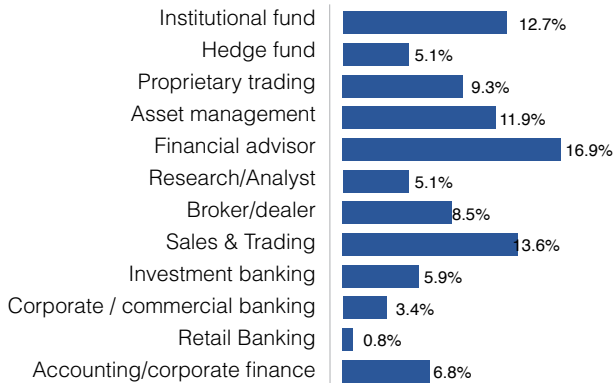
Our Audience – Finance Professionals

- 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.

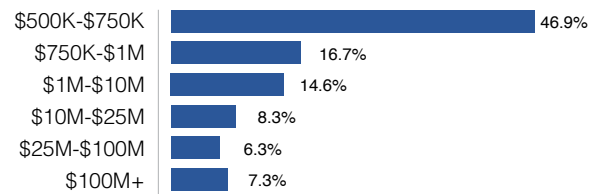
Investment Areas



Financial Fields



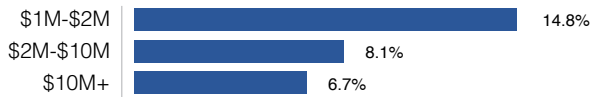
Portfolio Size



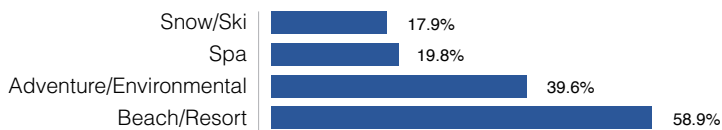
Our Audience – Affluent Consumers

- 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.

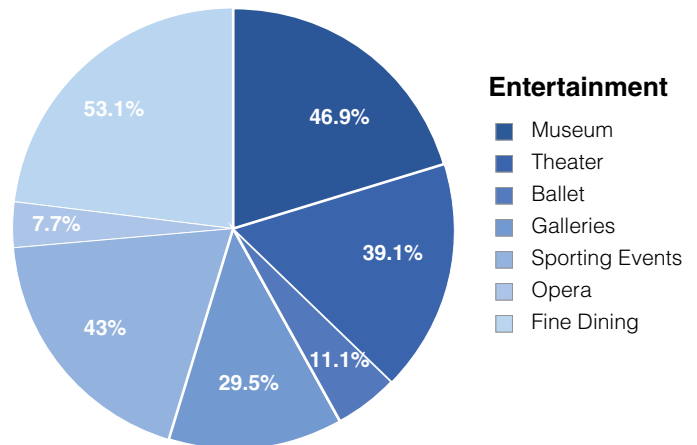
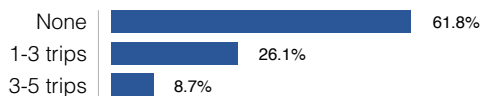
Net Worth



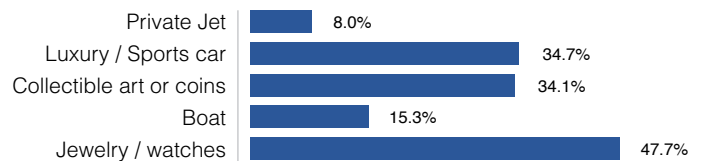
Vacation



Casino Trips in last year



Luxury Spenders

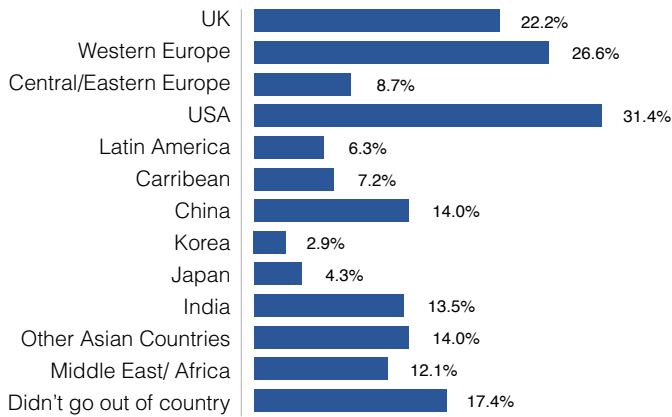


Source: Reader Survey Jan 2011

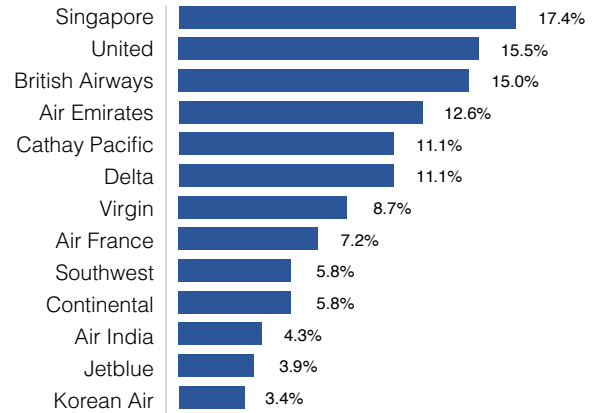
Our Audience – Frequent Flyers

- 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.

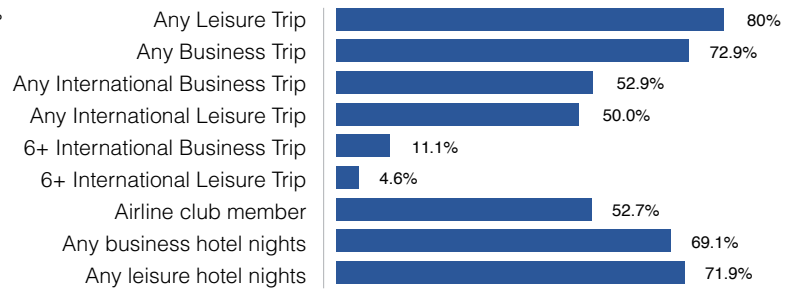
Destinations in last year



Preferred Air Carrier



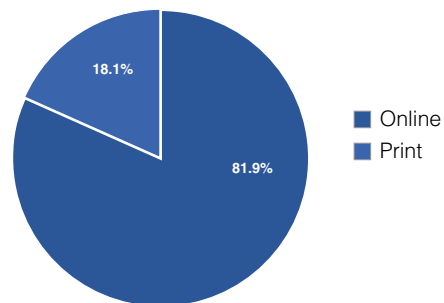
Air Travel in last 12 months



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.

Preference for News



Other online business sites visited



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.

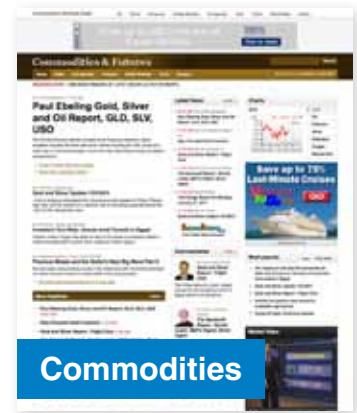
News

- 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



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>

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



Careers

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



Life & Style

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



Targeting Capabilities

Company Size

- 1-10
- 11-50
- 51-100
- 101-250
- 251-500
- 501-1000
- 1001-5000
- 5000+
- Fortune 500

Functional Area

- Consultants
- C-suite
- Education
- Engineering
- Finance
- Government
- HR
- IT
- Legal
- Marketing
- Medical/Health
- Operations
- Sales
- Scientists

Industry

- Agriculture
- Business Services
- Construction
- Consumer Services
- Cultural
- Education
- Energy, Utilities & Waste
- Finance
- Government
- Healthcare
- Hospitality
- Human Resources
- Insurance
- Legal
- Manufacturing
- Media & Internet
- Non-profit
- Real Estate
- Recreation
- Resource Extraction
- Retail
- Software
- Sports
- Telecom
- Transportation/Travel
- Wholesalers

Seniority

- Executives
- Mid-management
- Professionals

Other

- Small/Medium Sized Business
- Small Business Decision Maker
- Technical Business Decision Maker
- High net worth

Financial

- Financial Advisors
- Institutional Investors
- Individual Investors
- Active Traders
- Stocks
- Forex
- Commodities
- Gold
- Options

Geotargeting

- Country
- State
- DMA



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

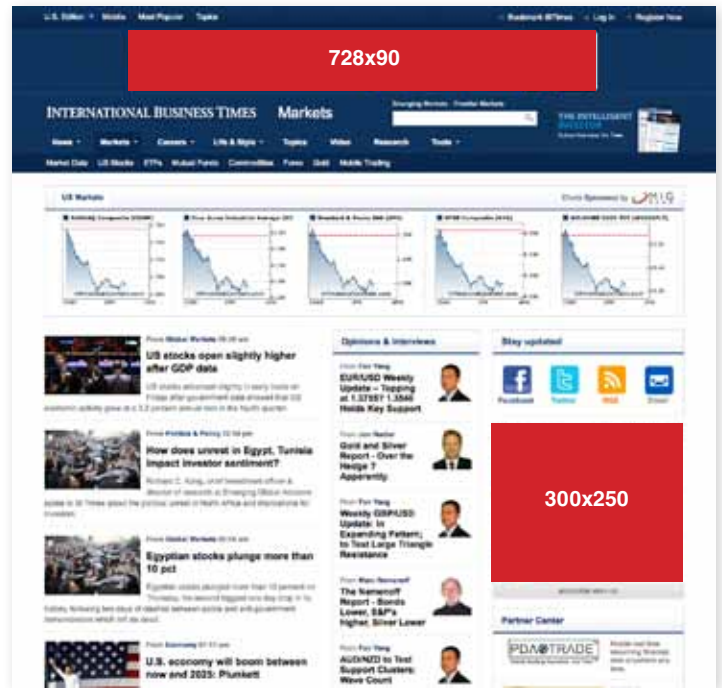
- Content (Edition, Channel, Home Page)
- Geo-targeting (Country, State, and City)
- Data (Title, Role, Industry, Size, Income, Location, User Intent)
- Creative translation capabilities

Creative Solutions

Market Portfolio

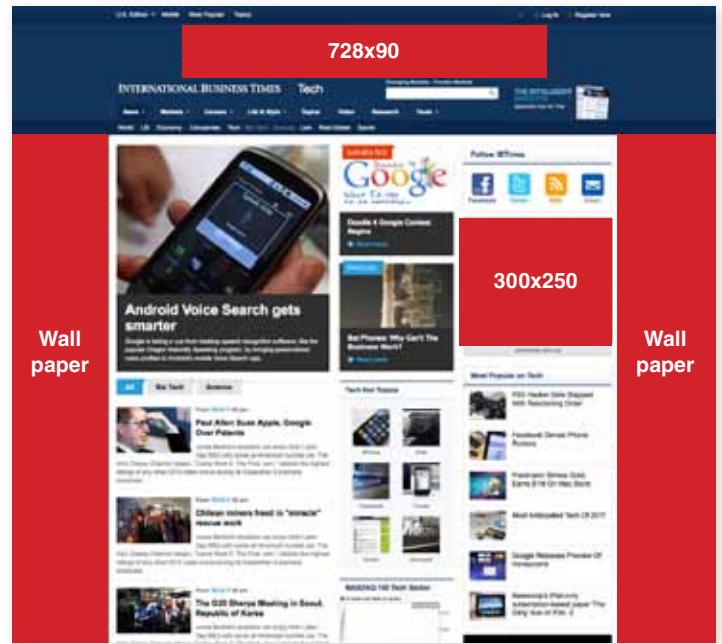
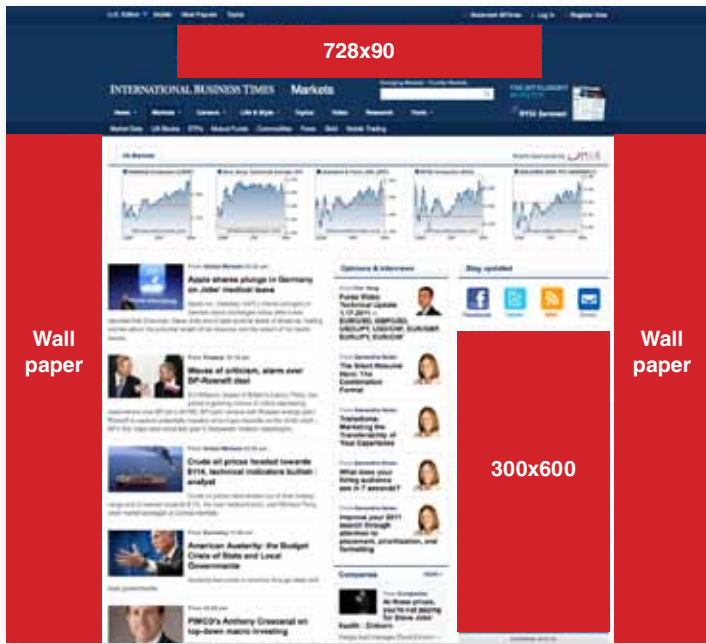


Pop-up 640x480



728x90, 300x250

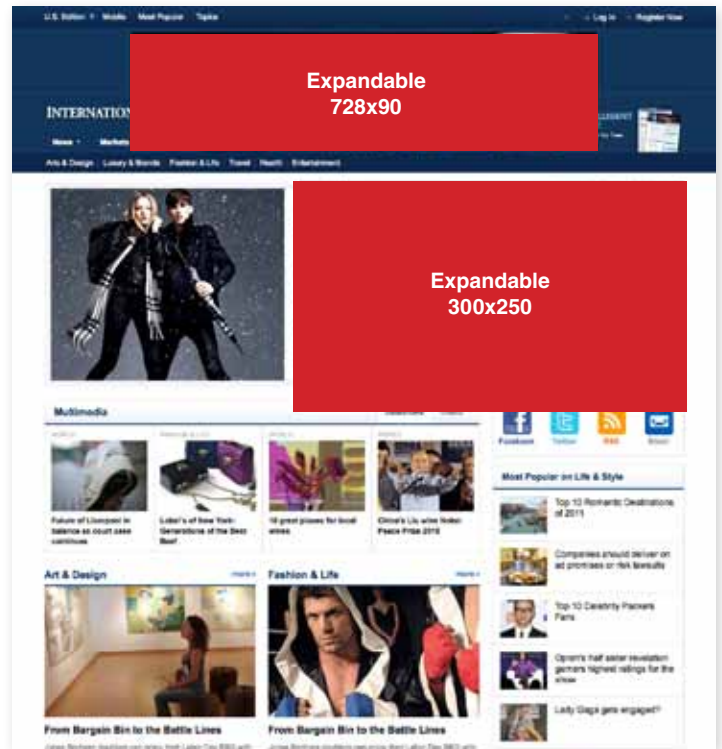
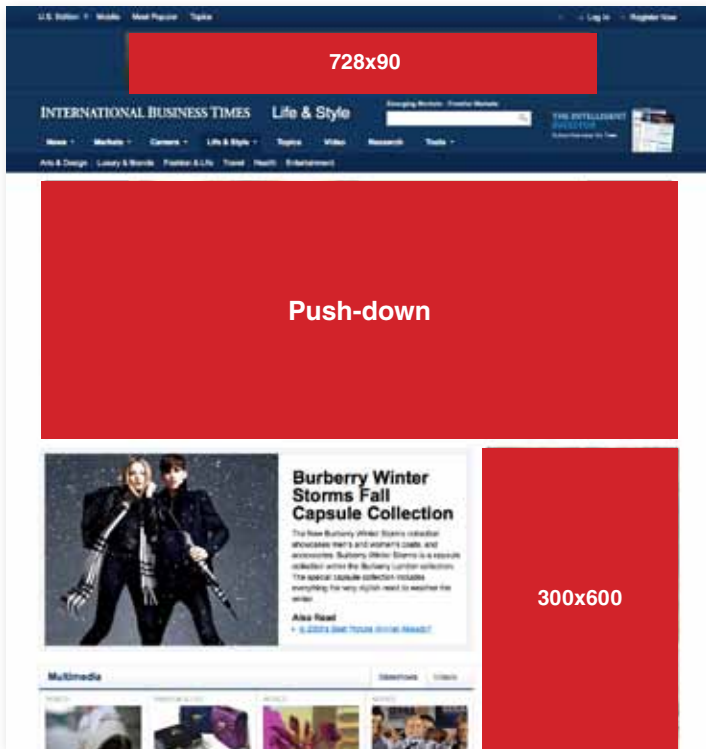
Market & Tech Portfolio



Wallpaper, 300x250 Rich Media, 728x90 Rich Media

Wallpaper, Interactive 300x250, 728x90

Life & Style Portfolio



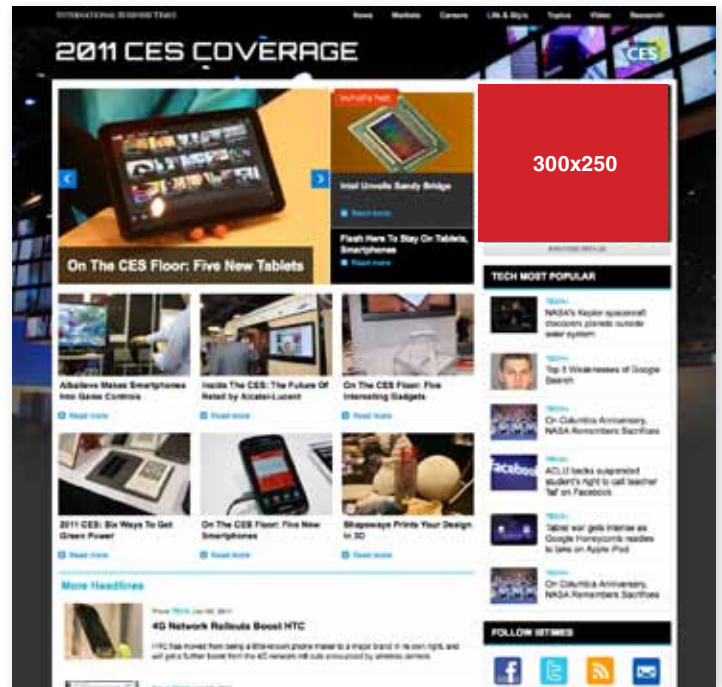
Push-down, 300x600, 728x90

Expandable 728x90, Expandable 300x250

Special Coverage Event Microsite Sponsorship



300x250, Logo, Optional Wallpaper



300x250, Logo, Optional Wallpaper

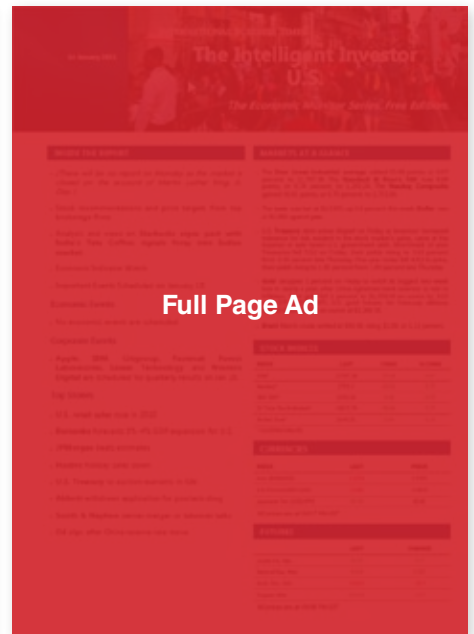
Newsletter/Research Sponsorship



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
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Email: r.martinez@ibtimes.com

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Email: r.tse@ibtimes.com



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