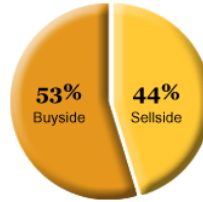


Traders Magazine's Print Subscribers:

- 15,000 Subscribers
- 100% Job Title and Business Industry Verified
- 100% Individual breakout by name and title and or function*

*Source: August 2009, Publisher's Own Data

Traders Magazine reaches Senior-Level Executives on both the Buyside and Sellside:



Source: Publishers Own Data based on 15,000 subscribers, August 2009

84% of Readers are Involved in Purchasing Decisions for Technology and Services

76% of Readers are C-Level Executives, Senior Management, Head Traders, Managing Directors, Partners and Portfolio Managers

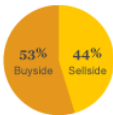
55% Visited an Advertiser's Web Site

Delivering a Powerful and Loyal Audience

Traders Magazine delivers the high-end audience for advertisers in the institutional trading space looking for maximum return on their investment. Our audience is targeted, select and qualified. They have proven purchasing power and are loyal to *Traders Magazine*. They are the industry professionals who make the decisions on technologies, systems, order flow and services for their organizations, and they are your must-reach audience.

Audience Profile

Traders Magazine reaches Senior-Level Decision Makers on both the buy side and sell side across its print, online and newsletter audience bases:

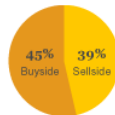


Print

Traders Magazine subscribers:

- 15,000 Total Subscribers
- 100% Job title and business industry verified
- 100% Individual breakout by name and title and/or function

Source: Publisher's own data, February 2009



Online

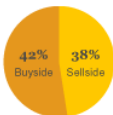
14,000 registered online members

Monthly Unique Visitors: 29,112

Monthly Visitors: 40,300

Monthly Page Views: 131,827

Monthly Ad Impressions: 1,483,064



E-newsletter

12,000 weekly opt in subscribers

Source: Mailzeen, August 2009