



## Forrester B2B Media Study

**91%**

of respondents say online advertising was effective at driving traffic websites\*

**60%**

of respondents said it was effective generating leads\*

\*Source: Forrester Research 2007

## Departments

- Exchanges and ECNs
- Crossing Networks/ATs
- Algos/DMA
- Program Trading
- Brokerage
- Buyside
- Regulation
- Options
- Clearing
- EMS/OMS
- People
- Commissions/TCA
- Viewpoints

## Traders Magazine E-Media -

*Your Instant Connection to the Institutional Trading Community*

Traders Magazine offers advertisers instant-access to the institutional trading community through a number of e-media vehicles including *tradersmagazine.com*, *Traders Magazine Weekly*, and *Traders Magazine Xtra*.

Perfect for increasing the brand awareness of a print campaign, and generating qualified sales leads, these simple and cost effective e-solutions bring your message directly to top clients and prospects.

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