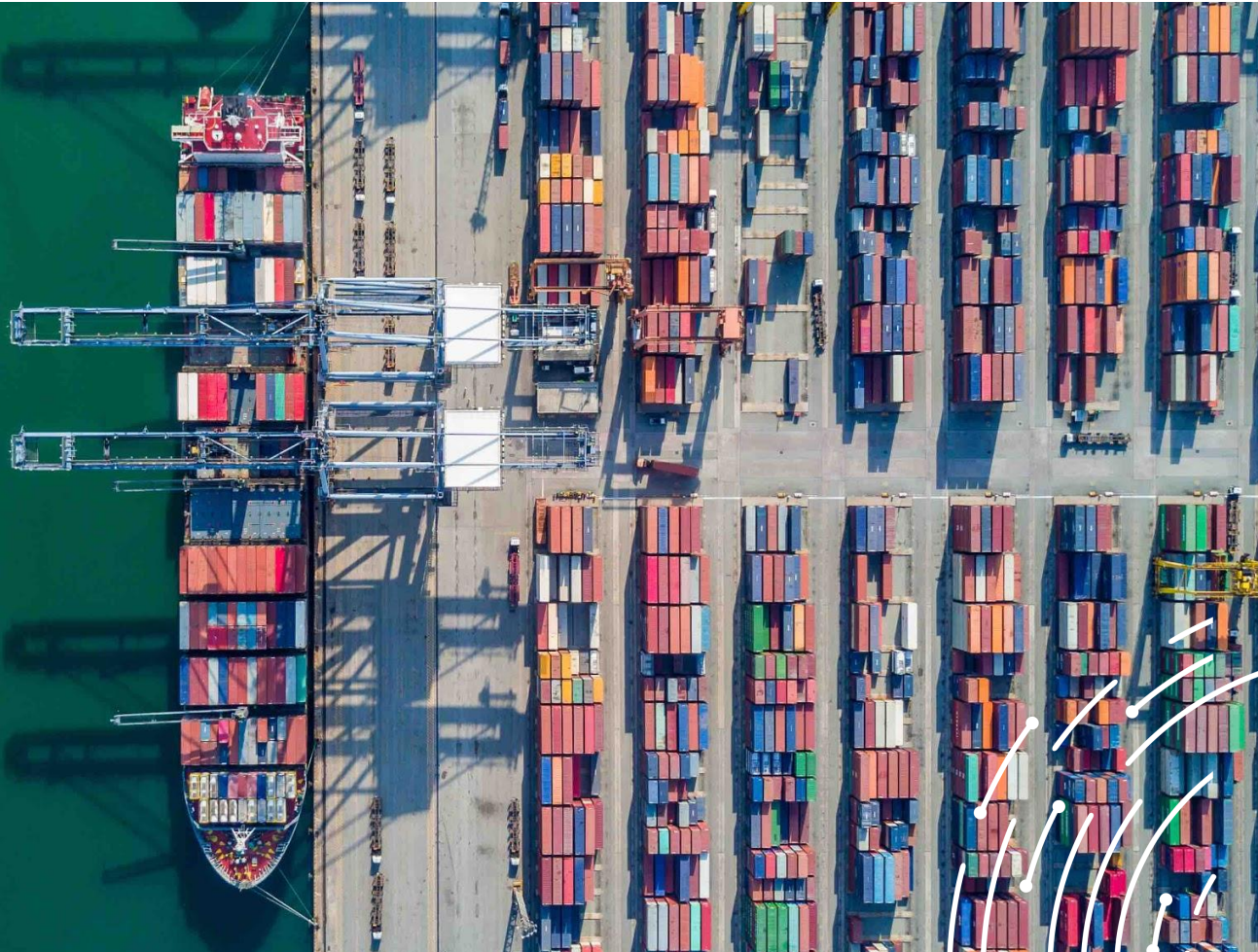




Media Kit

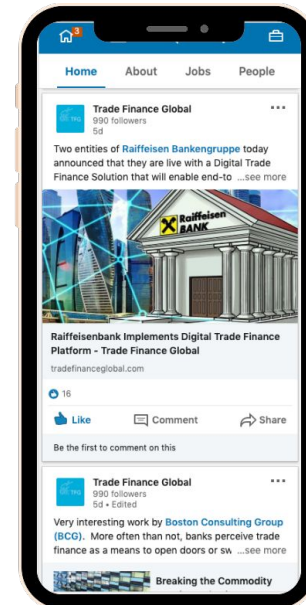
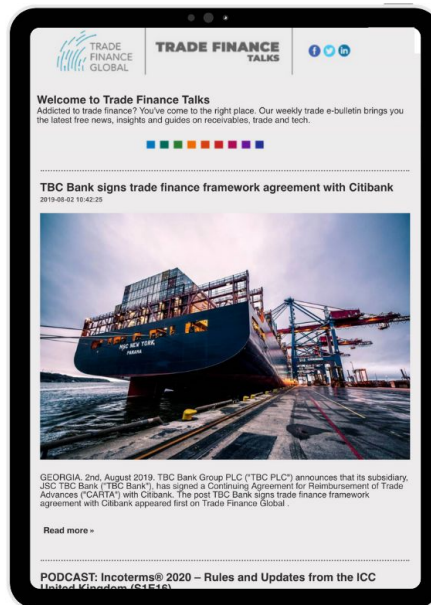
Trade Finance
Without Barriers





Contents

- Overview
- Key Partners
- Website - Stats
- Magazine
- Podcast
- Video
- Partner Conferences
- Campaign Case Studies and Examples





Overview

Trade Finance Global is the world's largest website for international trade, treasury management, tradetech, payments and trade/ receivables finance.

Objective. Trusted. Global.

A free resource, TFG are the go to resource for in-depth thought leadership, news and insights, as well as education, in structured trade and receivables finance.





Trade Finance Without Barriers



MULTI MODAL INCOTERMS

International Commerce Terms that can be used
Multi-modally - Rules for all modes of transport

Thought Leadership

Working with the global leaders, leading bodies, associations and experts to educate and provide insight on areas of global trade.

TFG TRADE BRIEFING

Your Monday morning coffee briefing from TFG.



Education and Guides

Trade finance terminology made easy, for 4500+ people, each day.

WHITEPAPER: DLT in the international trade & shipping space



News and Insights

First for breaking trade news, push notifying 9.2k browsers. 1 [weekly trade briefing](#), e-bulletins to 20k recipients, live [podcasts](#), exclusive [interviews](#).



Why Partner with TFG?

- Leading authority in terms of content and brand in Trade, Transaction Banking, Treasury and Commercial Finance
- Informative content providers - creating bespoke content / events / advice on trade and export finance (including country and product specific guides)
- Partnered with leading institutions, associations and bodies in trade, treasury, payments and banking

Proudly
partnered
with





At the forefront of global trade. Every Day.

11,700+

Public and private companies access the website monthly

40%

of Fortune 500 companies visit the website monthly

42,200+

Monthly LinkedIn impressions

2,700+

of these have 10,000 or more employees

9,600+

Push enabled devices and web browsers that TFG push notifies upon release of news / insights

44,200+

Monthly Twitter impressions (1.7% engagement rate)



2019 Statistics - Online

109,000+

Monthly sessions

1,700,000+

Unique pageviews per year

6m 07s

Av Time on Page

0.26%

Bounce Rate

64%

25-44 year olds

57%

Male

20,000

email database

2,100

LinkedIn followers, 1.6k Twitter

The above figures are a 3-month average, Q2 2019



TFG Newswire & Weekly e-Bulletin



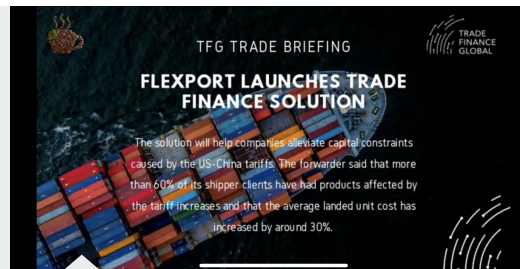
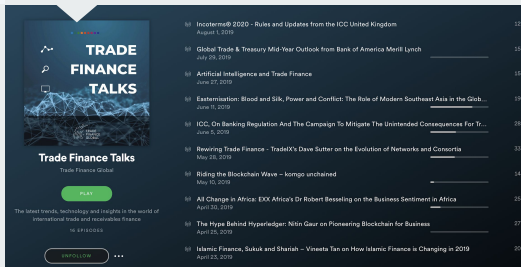
Raiffeisenbank Implements Digital Trade Finance Platform - Trade Finance Global

TFG Newswire (PR Platform)

Breaking news / PR can be released on our TFG Wire. Ungated free content. Push notifies 9.2k browsers, and inclusion in our weekly trade e-bulletin (20k recipients)

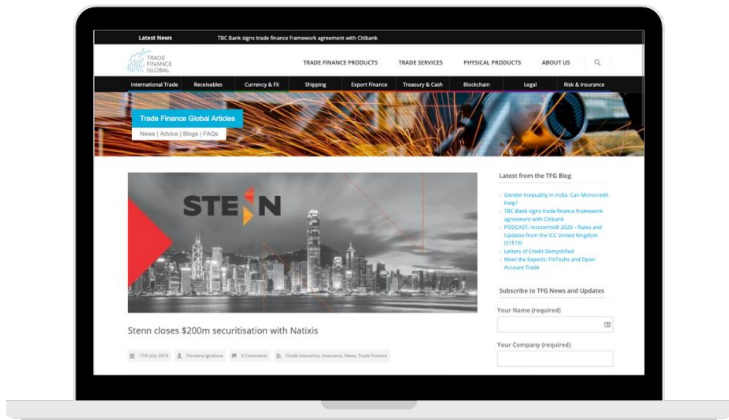
Includes Social Media

Top content is syndicated on LinkedIn (2k+ followers), Twitter (1.5k followers) and Facebook. Oh and we have Instagram too.

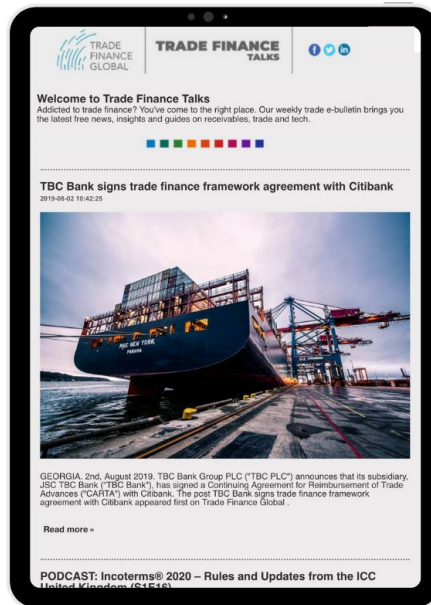


TFG Trade Briefing

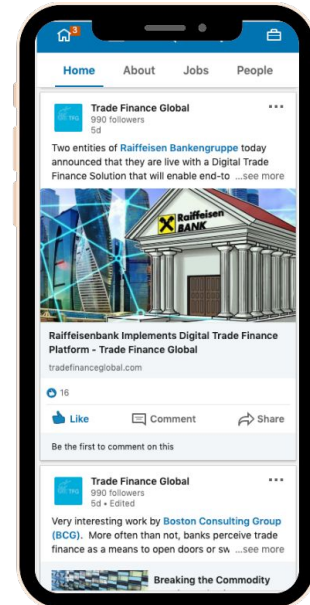
[Weekly video](#) with the top stories in trade, released every Monday morning on YouTube, Twitter, Facebook, LinkedIn and Instagram.



TFG PR Newswire



Weekly e-Bulletin Email



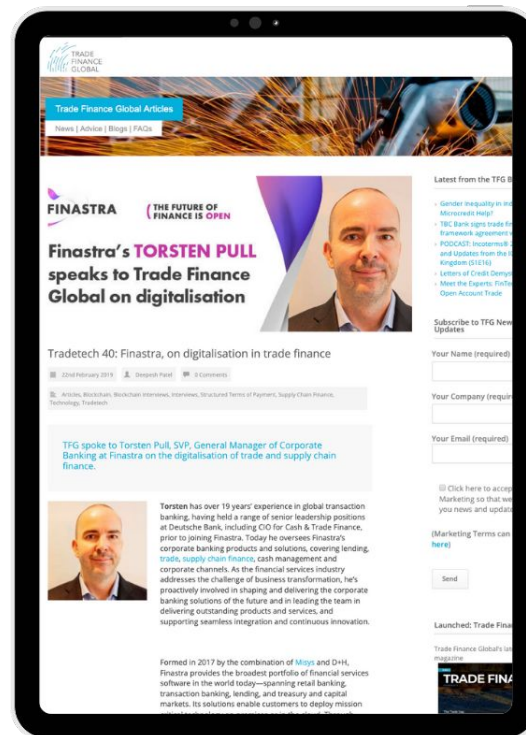
Social Push



Thought Leadership

Thought Leadership articles are long form pieces of content which typically get featured on TFG's homepage. Aimed at education, unique insight and brand visibility, Thought Leadership articles are often shared and syndicated by many of the trade industry bodies, associations, and by other news outlets.

These are regularly shared across the Weekly e-Bulletin and social media.





9 Categories within TFG

International Trade



Shipping & Freight



Blockchain



Receivables



Export Finance



Legal



Currency & FX



Treasury & Cash

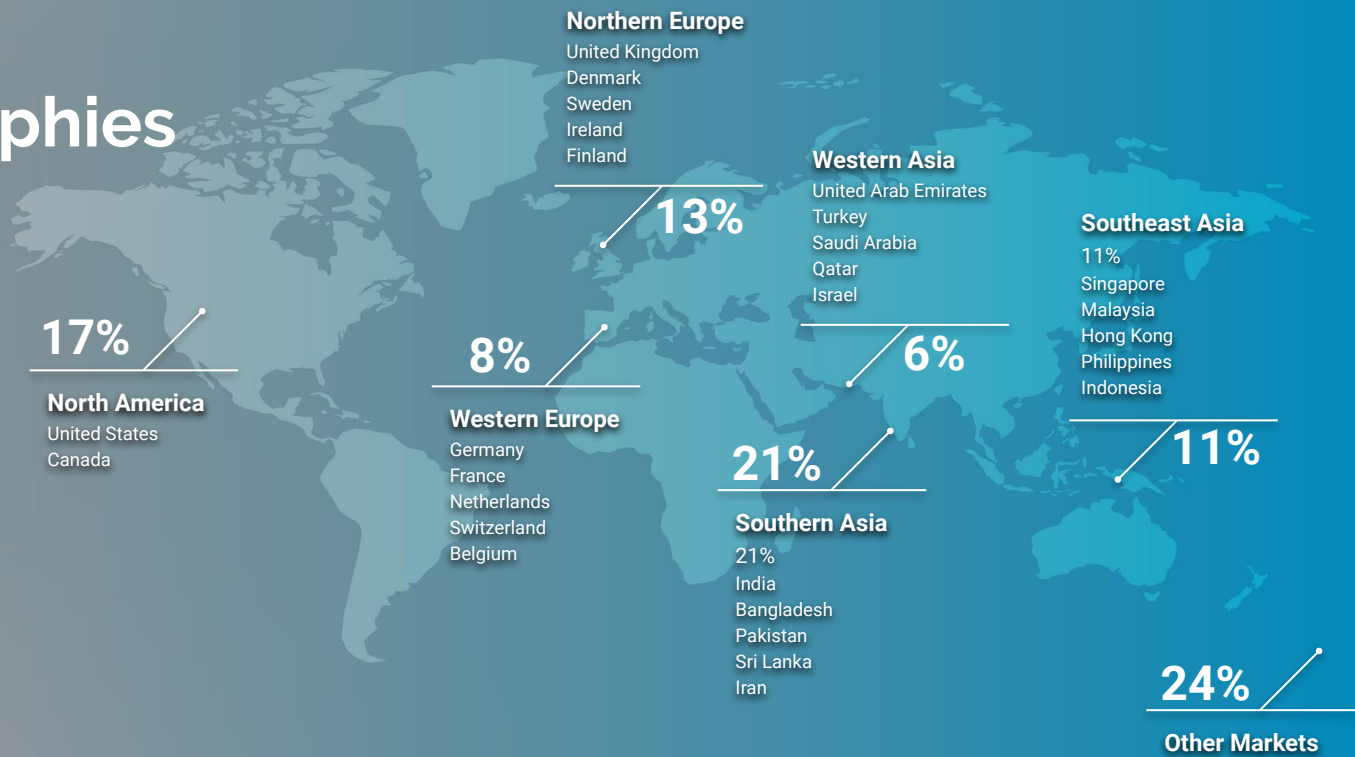


Risk & Insurance





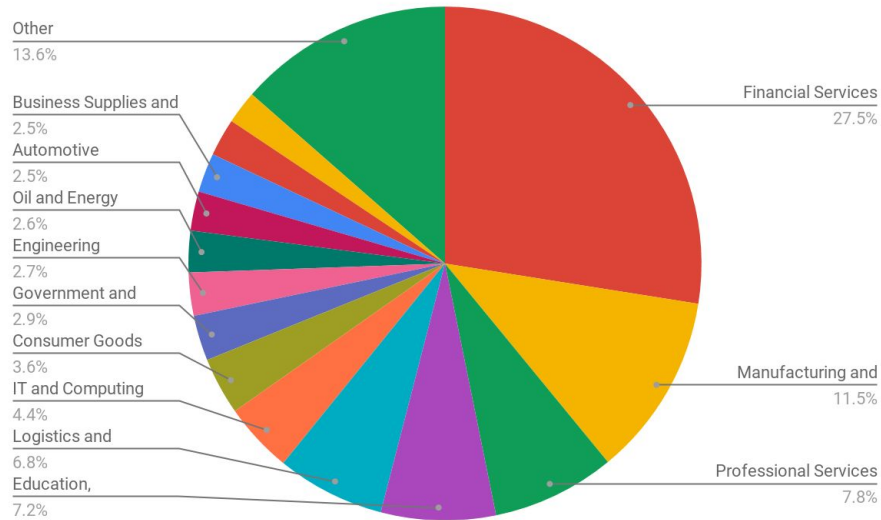
Key Geographies



The above figures are a 3-month average, Q2 2019



Industry Agnostic Coverage



Heads of

- Trade Finance
- Supply Chain Finance
- Treasury
- Sourcing
- Strategy
- Finance
- Financial Controller
- Business Development

C-Suite

- CFO / CEO / COO / CCO
- Managing Director / Owner



Audience - Sample of 1 week Recurring Users*

Banks / Financial Institutions



Government Bodies / Public Institutions



Consultancy / Other



*Sample of an independent 1-month study commissioned by a third party commercial analytics consultancy on behalf of TFG, Q2 2019



Trade Finance Talks

Key Stats for Print & E-magazine

Online Reading: Stats

5m 47s Av Read Time

6601 impressions*

1485 reads (online)*

25% read through to the final page

Offline Print: Stats

20k print run

Issued at 10 trade conferences

Top Countries

United Kingdom

United States

India

Switzerland

Malaysia

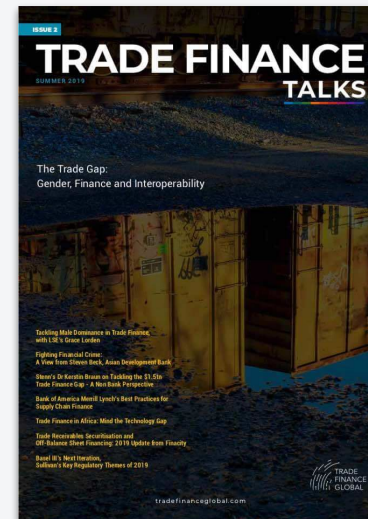
Singapore

Germany

Japan

United Arab Emirates

Mexico





Previous Contributors

Alisa DiCaprio, Global Head of Trade, **R3**

André Casterman, CMO INTIX, Fintech Director, **ITFA**

Angela Koll, Product Management, Trade & Supply Chain, **Commerzbank**

Charles Nahum, Independent Managing Director, **Finacity**

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Vineeta Tan, Managing Editor, **Islamic Finance News**

Will Hunnam, **Orbitt**



TFG's Podcast Series

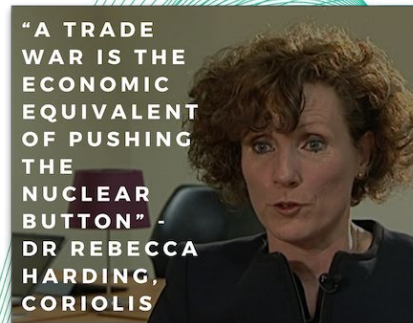
Key Stats

250 Downloads per podcast

320 Listeners per podcast

22m Average duration

[Listen here](#)



Recently Featured





Video Interviews - Trade Finance Talks TV



TFG will video interview a company representative up to 3 times per year (dependent on our conferences / video calendar).

TFG are at 30-40 of the largest trade finance conferences around the world, and typically conduct video interviews on location. Slots are subject to availability, please refer to the [conference](#) schedule.



Video Interviews

2,000+

Subscribers to TFG's
YouTube Channel

30,600+

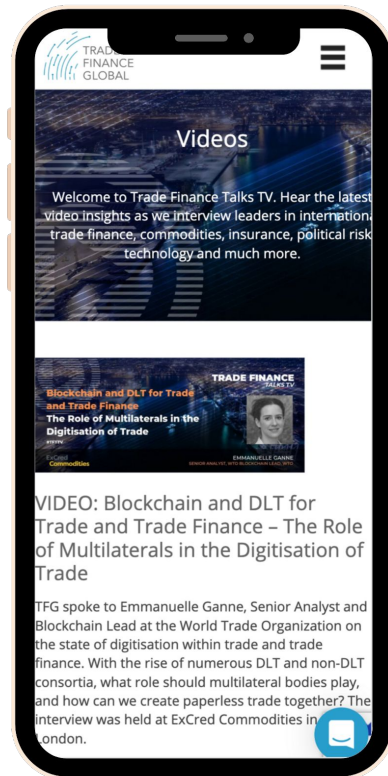
Monthly Video impressions
with an 8.8% CTR

17,700

Monthly watch time
(minutes) of TFG's
YouTube channel

3m 1s

Average View Duration



TRADE FINANCE TALKS TV


The Netflix for Trade, TFT TV is the latest addition to our education platform.

It covers short insights and exclusive video interviews from leaders in treasury, cash management, trade and payments.




H1 2019 - TFG Media Partner Events


 BCR Supply Chain Finance, Amsterdam 150 att.

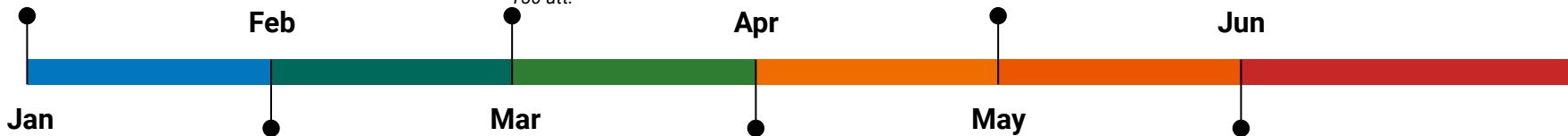
 RFX Receivables (BCR), London 200 att.


 LIBF Trade Finance Compliance, London 150 att.


 AltFi Summit, London 500 att.


 BCR Consortia 2019, London 200 att.

 FCI Factoring & Commercial Finance Summit, Lisbon 150 att.




 8th Supply Chain Finance Summit, Singapore 250 att.

 INTERNATIONAL CHAMBER OF COMMERCE
The world business organization
ICC Banking Commission Annual Meeting, Beijing 500 att.

 Department for International Trade
UK Trade and Export Finance Forum, London 600 att.

 IFN Islamic Finance news
The World's Leading Islamic Finance News Provider
Islamic Finance News Asia, Kuala Lumpur 500 att.

 50 Years FCI
FCI 51st Annual Meeting, Ho Chi Minh City 450 att.

 ExCred Series
Structured Commodity Finance (ExCred), London 100 att.

 Telegraph EVENTS
The Telegraph Future of Trade & Export, London 200 att.



H2 2019 - TFG Media Partner Events



ITFA Int'l Trade & Forfaiting Conference, Budapest 200 att.

The London Institute
of Banking & Finance

World Conference of Banking Institutes (LIBF), London
500 att.

ExCred
Series

Insuring Commodity and Project Finance, London 150 att.

sibos

Sibos, London 4000 att.



World Trade Symposium, New York 500 att.



ICC Trade & Supply Chain Finance, London
200 att.



ICC Incoterms Seminar, London 200 att.

Jul-Sep

Oct

Nov



IOE World Trade Summit, London 250 att.



ICC Incoterms 2020 Launch, London 150 att.



WOA Community Convention, Antwerp
150 att.



BCR Supply Chain Finance Summit, Singapore 150 att.

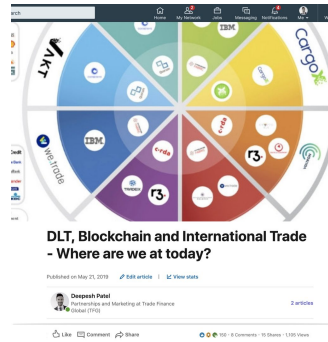
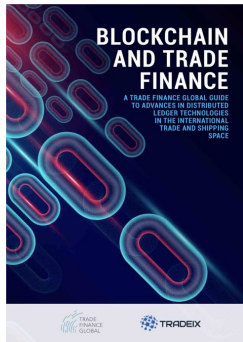


BAFT, Chicago 400 att.



Appendix 1: Blockchain & Trade Finance Guide

Objective: Working with TradeIX to promote Marco Polo initiative, and educate the industry on the state of DLT in trade finance. Audience included investors, banks / NBFIs, tech providers

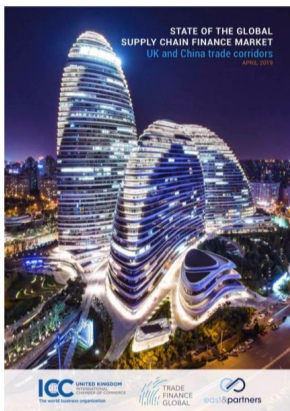


Results

- 2563 pageviews on Blockchain landing page and 3143 pageviews on all Consortia related posts and blockchain hub
- Average read time: 6m 06s (online)
- ~3914 organic LinkedIn impressions
- 3107 Twitter impressions, 1% engagement
- Email send out (20k) via TFG, as well as through 2 member associations / bodies
- Podcast: 131 downloads on Podbean, 4m 37 listen time

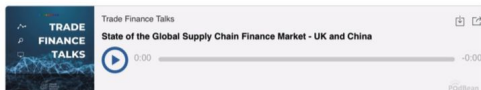


Appendix 2: SCF Research Paper



A 28pp research study on UK-China Supply Chain Finance trends, including input from industry leaders, prepared for ICC Banking Commission Annual Conference (Beijing)

- 378 impressions, 187 reads (300 distributed at conference)
- Average read time, 6m 24s
- 878 pageviews, 342 visits
- 5k organic LinkedIn and Twitter impressions, 0.8% engagement





Appendix 3: Celebrating International Women's Day

A multi-channel International Women's Day campaign featuring inspirational leaders in finance, run by TFG.

17 short feature interviews discussing challenges and opportunities, career spotlights, and the theme, Balance for Better.

<https://www.tradefinanceglobal.com/posts/international-womens-day-2019/>



SONAL PRIYANKA



What is the one thing you would advise women to do, if they aspire to be leading managers?

My advice would be to choose wisely and to confidently take career risks. I think this wisdom and confidence will come from developing one's skills and employability through ongoing training and the formulation of clear career paths. For example, during the course my own career, I have taken risks, by moving organizations and locations, when opportunities appeared. But while taking such risks, I believe that I have also chosen well by ensuring that I worked with organizations and leaders that are enablers of learning and career growth.

Sonal Priyanka, Managing Director and Regional Head of Trade & Supply Chain, Societe Generale



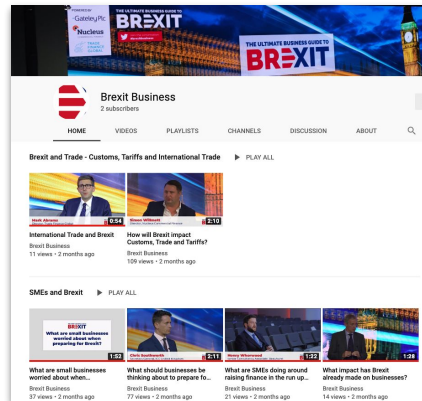
Appendix 4: Brexit Business



Objective: Work in partnership with Nucleus CF & Gateley plc to provide guidance around the uncertainties of Britain leaving the EU

Outputs

- Creation of the hub [Brexit Business](#), containing infographics, guides & posts
- A series of 7 videos featuring the partner companies and summarising the key takeaways from the event
- An event, held at the London Stock Exchange, which attracted 120 FDs, Corporate Treasurers and CFOs
- A 26pp guide, made available post event





Appendix 5: TFG Annual Awards



Following a year of geopolitical uncertainty, technological disruption and competition, the 2019 International Trade Finance Awards by Trade Finance Global recognise and award those who have succeeded and provided an outstanding contribution to international trade.

Trade Finance Global Excellence Awards are totally independent and judged by an expert panel of trade specialists. 2019 saw 25 winners across 5 main categories.





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