



Media Pack 2017



fastmarkets

Metal Bulletin



The Metal Bulletin Group aims to provide leading pricing intelligence, including independent industry benchmarks, for the metal and mining industry. The group's global portfolio of news, analysis, conferences and insight services complement these price benchmarks. The Metal Bulletin Group consists of FastMarkets, Metal Bulletin, Industrial Minerals and American Metal Market.

Metal Bulletin

metalbulletin.com

Metal Bulletin is a price reporting agency, covering the global metals industry, for the past 100 years, to a paid subscriber base including senior level decision makers. Metal Bulletin distributes content across multiple platforms ranging from print to digital formats.

INDUSTRIAL MINERALS

indmin.com

Industrial Minerals, established in 1967, is a monthly information service dedicated to the global non-metallic minerals industry. IM offers news, pricing and in depth analysis of current and thematic subject matter across the breadth of the minerals market.

American Metal Market

amm.com

American Metal Market, established over 130 years ago, is a price reporting and news agency covering the North American metals supply chain market. Our coverage assists our subscribers in making critical day-to-day decisions to improve their respective businesses. In addition to daily price reporting and news, AMM publishes a monthly magazine and hosts premier conferences throughout the United States.



fastmarkets

About us

FastMarkets, powered by Metal Bulletin, is a specialist provider of authoritative news and research on the global metal markets. Our high quality editorial output is combined with a comprehensive market data capability to create compulsive and focused subscription products and to underpin our free-to-view metals portals.

Metals focus

Our portals cover the following sectors of the market:

- Base metals: www.fastmarkets.com/basemetals
- Precious metals: www.bulliondesk.com and www.india.thebulliondesk.com



FastMarkets.com/Base Metals Key Features

- Focussed on the global base metals markets
- Provides up to the second live prices from the LME, CME and SHFE
- Widely adopted within metals financial community as a source of latest news, research and market prices
- News stories come from our dedicated team of UK and internationally based journalists as well as from collating high quality news from around the web

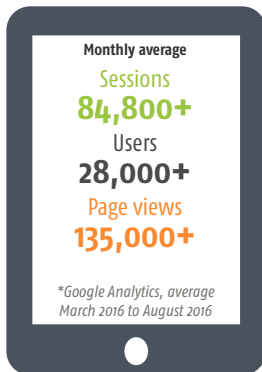
Demographic profile of visitors*:

Visitors to FastMarkets.com/basemetals are drawn from a global audience across a wide range of industry sections

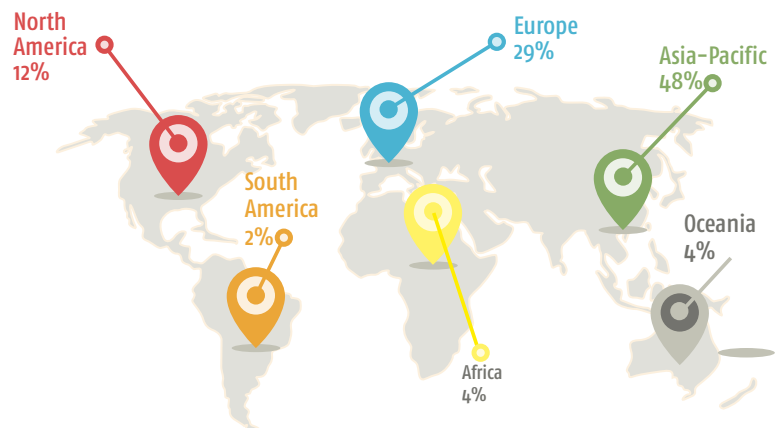
Visitors by industry sections*:



Site Stats*



Visitors by region *:

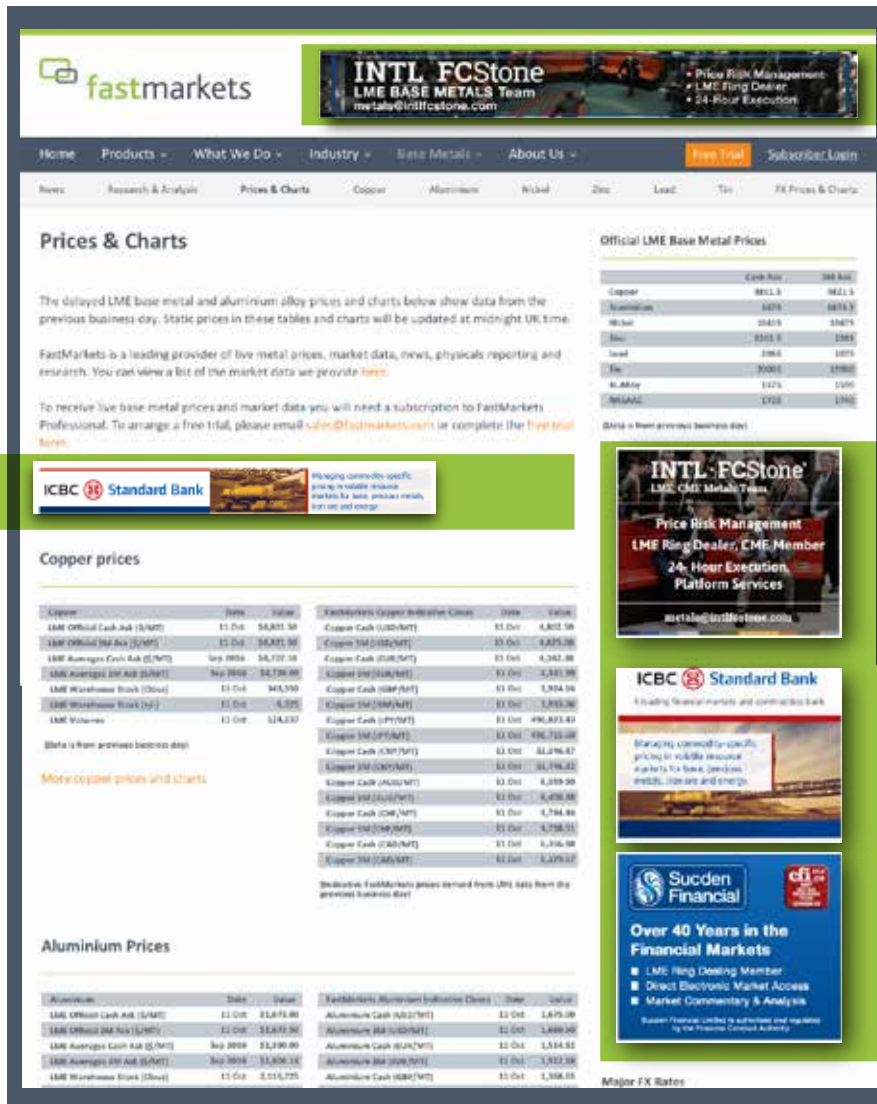


*Source: Google analytics, March - August 2016

advertising options

Fastmarkets.com/basemetals offers a variety of options to deliver your message to the base metals commodities and related markets.

Running a banner advertising campaign will provide your company with great visibility for branding while driving visitors to your website for additional information. The four available advertising units are strategically placed throughout the basemetals news pages



Leaderboard
728px x 90px

Mid Banner
529px x 60px

MPU
300px x 250px

Acceptable formats:
gif, jpg, swf (flash)

Size limit: 100KB

Max animation length: 30

Required for Flash Files:

Actionscript 2.0 Click Tag:
on(release)
{getURL(clickTag, "_blank");}

Deadline: 3 working days
prior to the go-live date

Rates

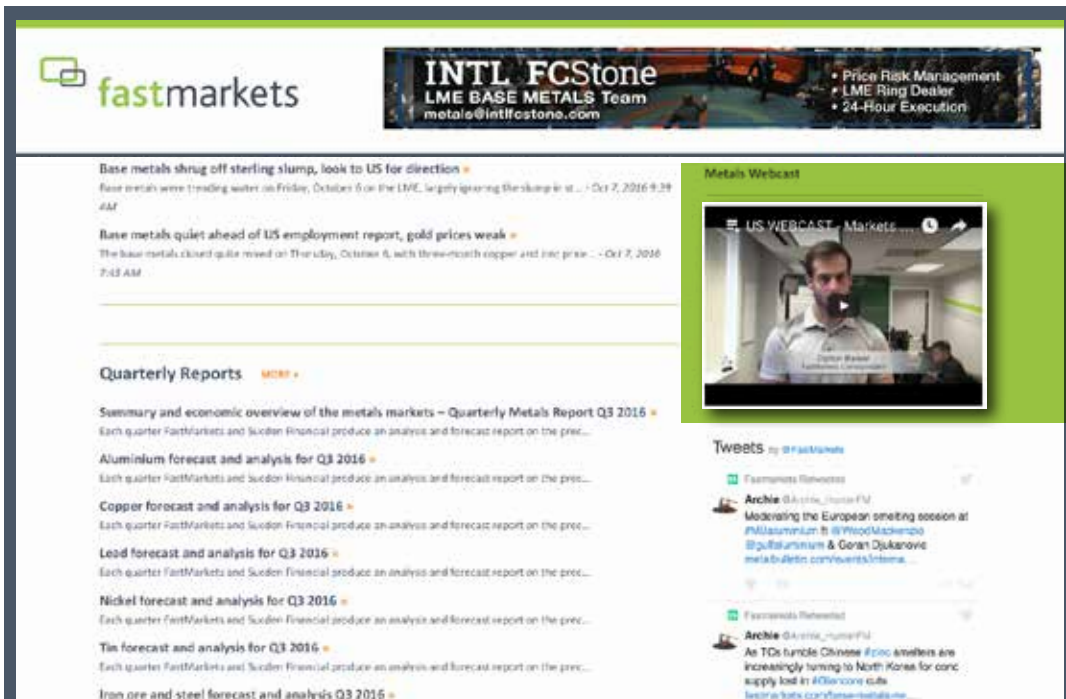
Ad size	Less than 50,000 impressions (cost per thousand-CPM)	50,001 - 100,000 impressions (cost per thousand-CPM)	100,001 - 250,000 impressions (cost per thousand-CPM)	200,001 - 500,000 impressions (cost per thousand-CPM)	500,001 - 1,000,000 impressions (cost per thousand-CPM)	1,000,000+ impressions (cost per thousand-CPM)
Leaderboard	£44	£41	£36	£31	£26	£22
Top MPU	£42	£39	£35	£29	£25	£22
Mid Banner	£36	£34	£30	£32	£21	£18
Bottom MPU	£40	£36	£33	£28	£24	£20

daily metals news report

FastMarket's webcasts are timely, in-depth breakdowns of intraday movements within the base and precious metals space. The webcasts highlight market moving news and provide a glimpse of what could shape action over the coming days or weeks.

Sponsoring the Daily Metals News Report provides an opportunity for an exclusive sponsorship over the course of one month for more high impact branding and visibility. These reports receive on average 2,500 downloads per month. This sponsorship includes a five second roll over ad before the daily news report launches and a fifteen second unit at the end of the report with the ability to click through to your website.

Daily Metal News Reports includes LME Week update, US Market update and China Market Update. There are up to 8 news reports per month.



The screenshot shows the FastMarkets website interface. At the top left is the 'fastmarkets' logo. To the right is a banner for 'INTL. FCStone LME BASE METALS Team' with contact information 'metals@intlfcstone.com' and services: 'Price Risk Management', 'LME Ring Dealer', and '24-Hour Execution'. Below the banner are several news headlines, including 'Base metals shrug off sterling slump, look to US for direction' and 'Base metals quiet ahead of US employment report, gold prices weak'. A 'Quarterly Reports' section lists various reports for Q3 2016. On the right side, there is a 'Metals Webcast' section featuring a video player with a man speaking, and a 'Tweets' section showing tweets from @FastMarkets.

Daily Metals News Report

Video resolution: 1280x720 (16:9 ratio)

Acceptable formats: gif, jpg, swf (flash)

Size limit: 100KB

Required for Flash Files: Actionscript 2.0 Click Tag:

on(release) {getURL(clickTag, "_blank");}

Deadline: 3 working days prior to the go-live date

Rates

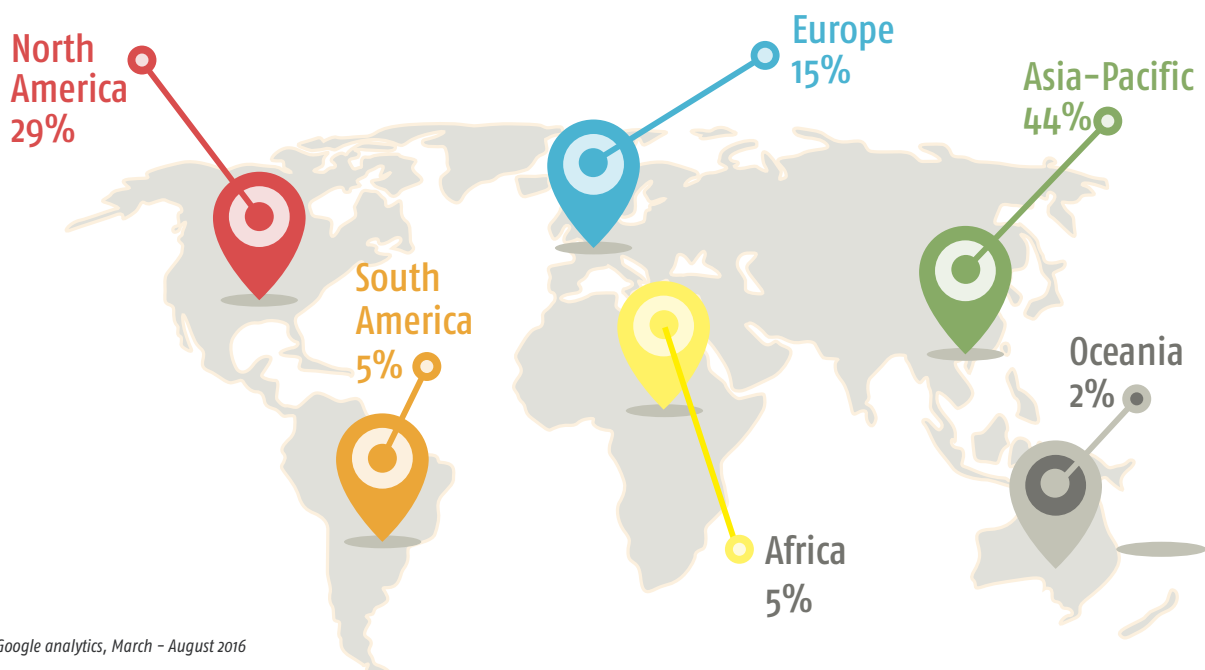
	1 month	3 months
Exclusive Sponsor:	£3,000	£2,500



The independent, authoritative voice of the precious metals markets.

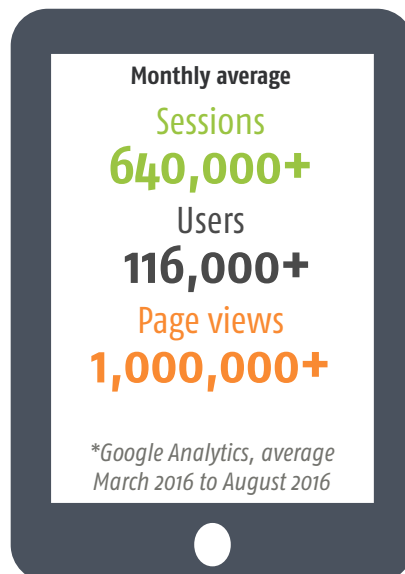
Online since 2000, we are the trusted global specialist provider of news & research, prices and charts on the global precious metals market. Our quality editorial output, combined with a huge selection of live precious metals prices and charts, makes us the ideal one-stop shop for bullion professionals and serious investors alike.

Visitors by region *



*Source: Google analytics, March - August 2016

Site Stats*

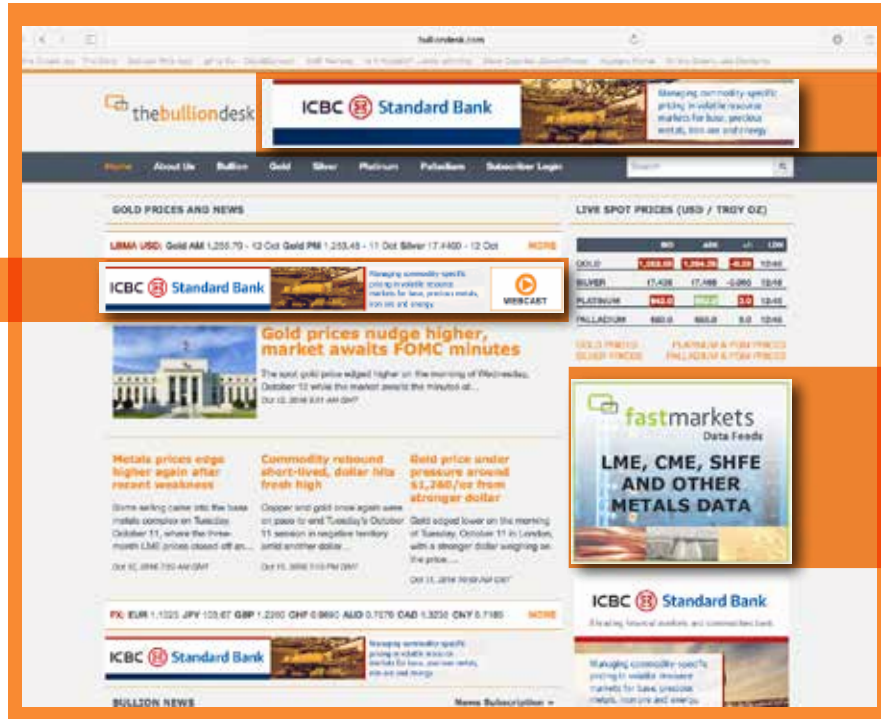


*Google Analytics, average
March 2016 to August 2016



thebulliondesk

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MetalBulletin



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Contact Details

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