

INTERNATIONAL BUSINESS TIMES

A GLOBAL PLATFORM FOR GLOBAL SOLUTIONS

MEDIA KIT 2012



The IBTimes Platform

About US

International Business Times is a fast-growing online business newspaper, comprised of 16 country editions and published in 10 languages. Launched in 2005 and reaching over 10,000,000 monthly unique readers globally, it is one of the most popular websites in the world.

IBTimes is breaking new ground in global business journalism by providing minute-by-minute coverage with an international context. It also strives to offer the full global picture of how economic, political and societal events connect from region to region. This unique approach to global news has enabled IBTimes to increasingly lead the agenda and the discussion on many major stories.

The company's mission is to foster global economic growth by empowering people everywhere with excellent news, analysis and information.

IBTimes' global headquarters are in New York City.



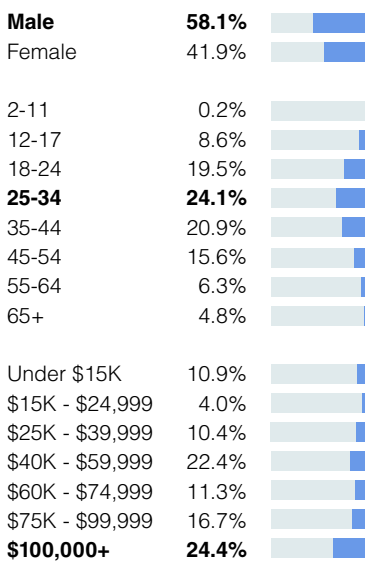
Our Audience

Overview

IBTIMES.com reaches out to over 10,150,000 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.

US Unique Visitors: 5,422,000
Global Unique Visitors: 10,150,000
Time Spent: 3.7 Minutes Per Visit

US Demographics



Traffic by Edition*

Country	Monthly Unique Visitors
United States	5,422MM
Canada	617K
Mexico	153K
Brazil	50K
United Kingdom	1,793K
Germany	107K
France	39K
Italy	43K
South Africa	36K
South Korea	1,644K
Japan	129K
Australia	206K
Hong Kong	35K
India	276K
China	2,581K
Russia	7.5K
Indonesia	24K

* Source: comScore: December 2011

World Metrix

Region	%Comp	Index
Asia Pacific	26.7	65
Europe	22.0	83
Latin America	3.2	35
Middle East-Africa	3.0	35
North America	45.1	308

Sweet Spot

25-54	60.6%
HHI	
\$75-99K	16.7%
\$100K+	24.4%

* Source: comScore: December 2011

IBTimes 16 Global Editions

Each edition of the International Business Times is tailor-made for the country it serves. Each edition has the ability of selecting relevant stories produced in other countries for its own market. All editions' editorial focus has a bias towards international stories.



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



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France

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Hong Kong EN

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Germany

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Mexico

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

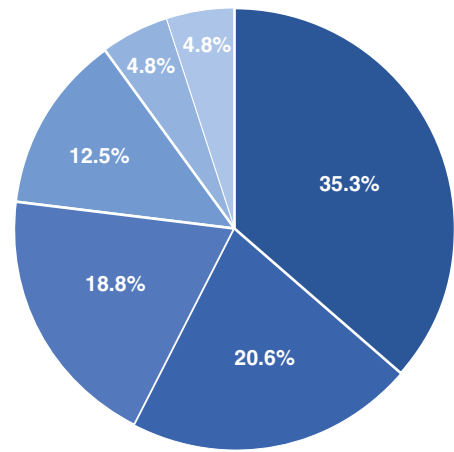


India

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

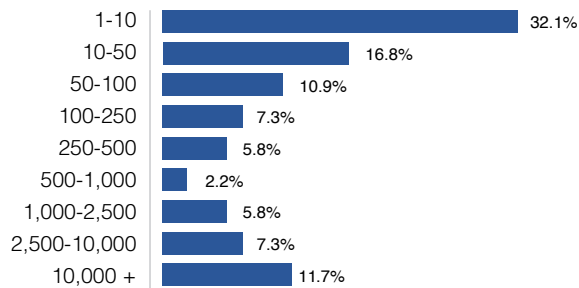
IBTimes Readers

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

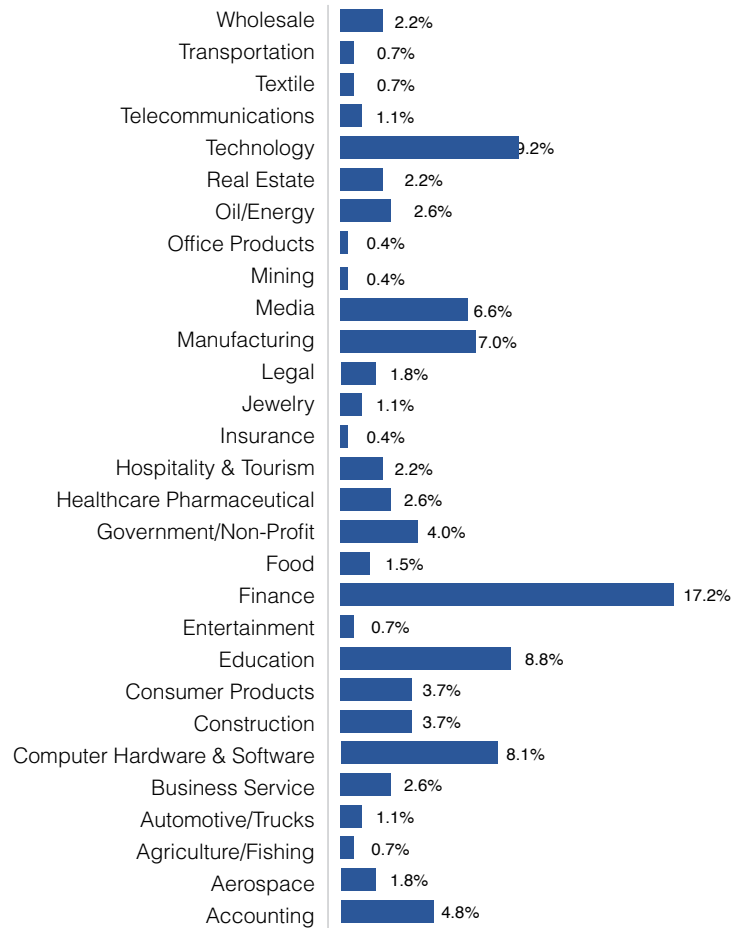


- Professional
- Senior Executive
- Owner / Partner
- IT or Tech
- Board Member
- C-Level

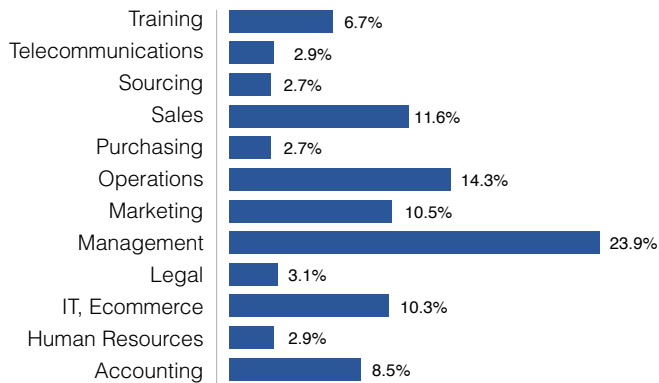
Company Size



Industry



Role

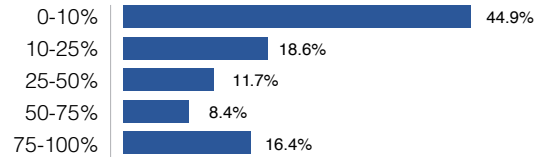


Source: Reader Survey Jan 2011

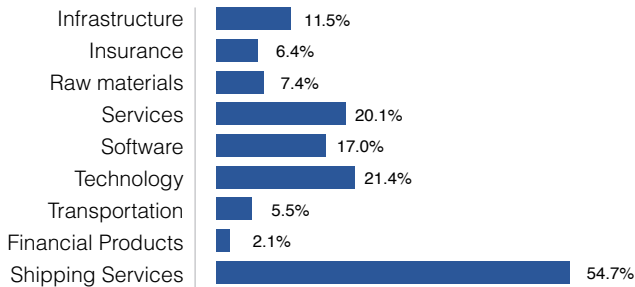
Our Audience – Business Decision Makers

- 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

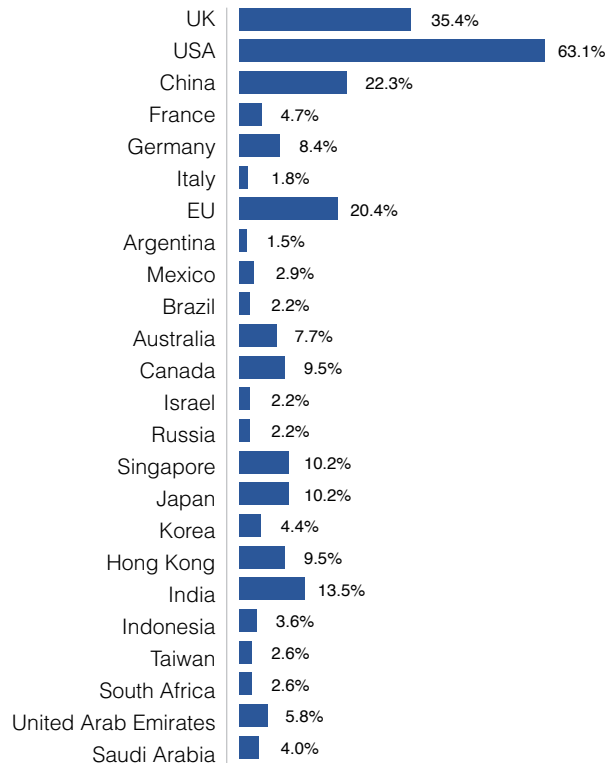
Percent of Business that is Global



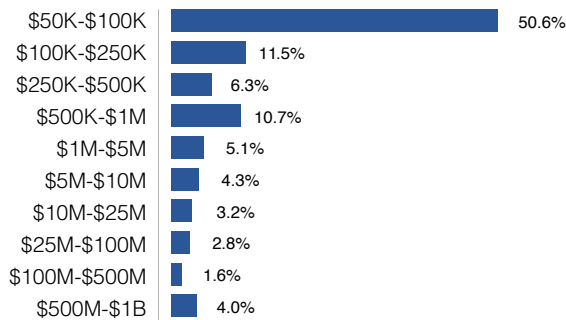
Purchasing Areas



Top 3 Markets



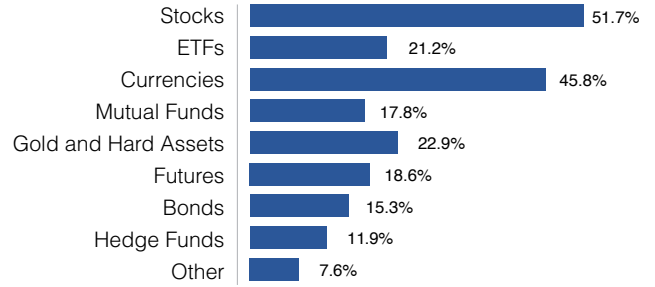
Investment Dollars



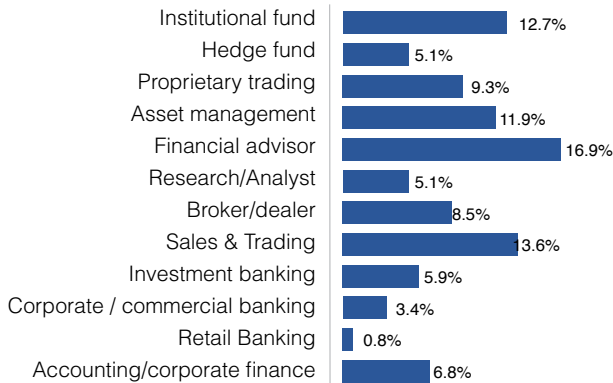
Our Audience – Finance Professionals

- 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.

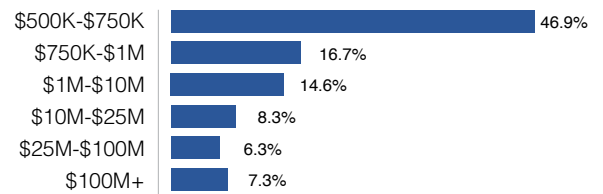
Investment Areas



Financial Fields



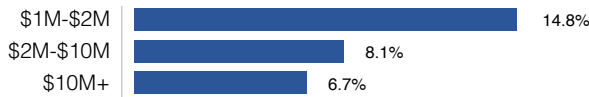
Portfolio Size



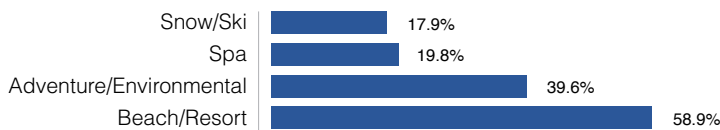
Our Audience – Affluent Consumers

- 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.

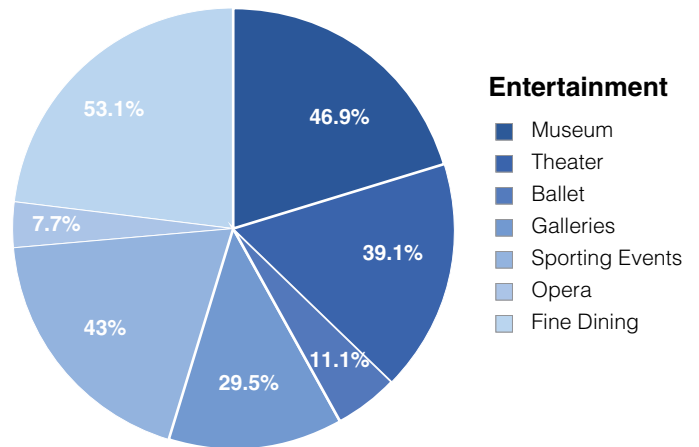
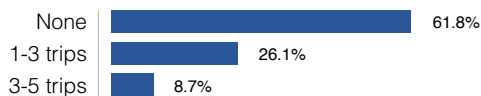
Net Worth



Vacation



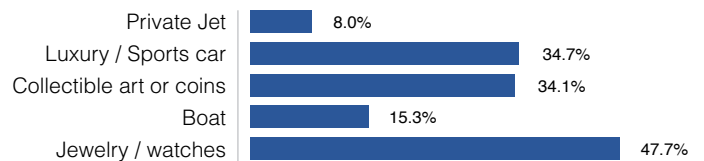
Casino Trips in last year



Entertainment

- Museum
- Theater
- Ballet
- Galleries
- Sporting Events
- Opera
- Fine Dining

Luxury Spenders

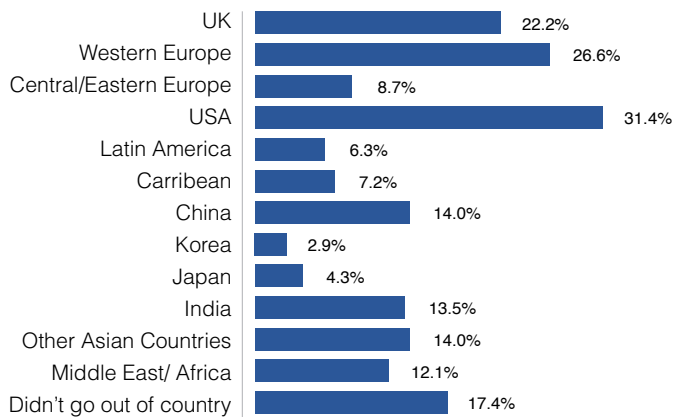


Source: Reader Survey Jan 2011

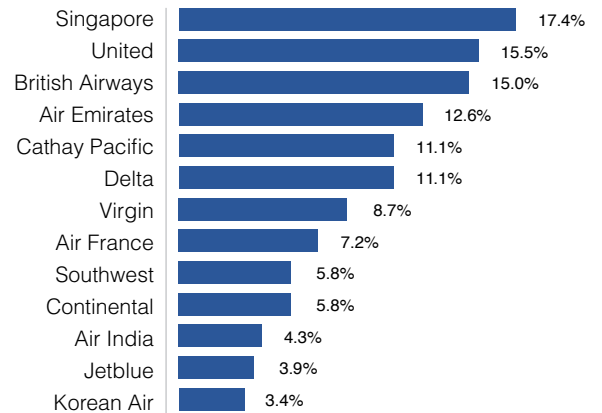
Our Audience – Frequent Flyers

- 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.

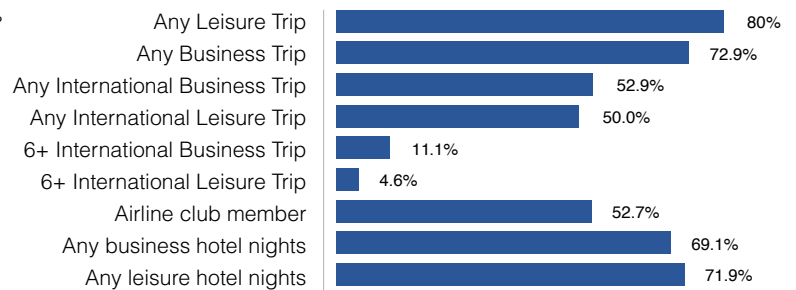
Destinations in last year



Preferred Air Carrier



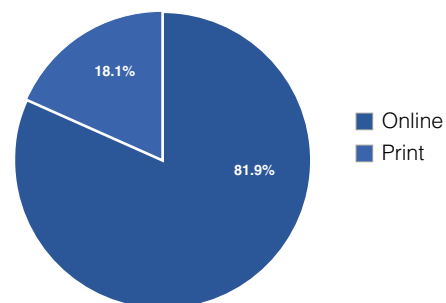
Air Travel in last 12 months



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.

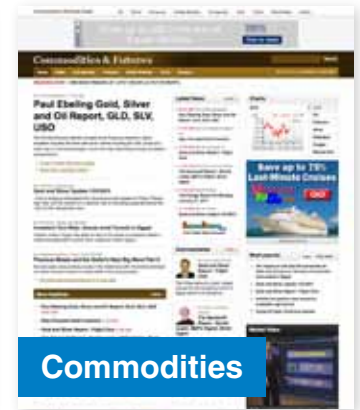
News

- 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



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

Rate Card 2012

We can partner with your creative teams to increase impact, drive response and better optimize the spend.

Creative

Creative	CPM
300x250 Medium Rectangle	\$35
728x90 Leaderboard	\$25
300x250 in-banner video	\$40
300x600 Half-Page Banner	\$50
Pre-roll Video with Companion Banner	\$50

Creative	CPM
Mobile	\$50
Dedicated Email	\$100
Logo	\$15
Wallpaper	\$30
Interstitial	\$40
Pencil	\$40
Billboard Masthead	\$45

Rich Media

Pushdown	\$30
Text links	\$20

Section Roadblock	\$5000
iPad	Various Programs Available

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

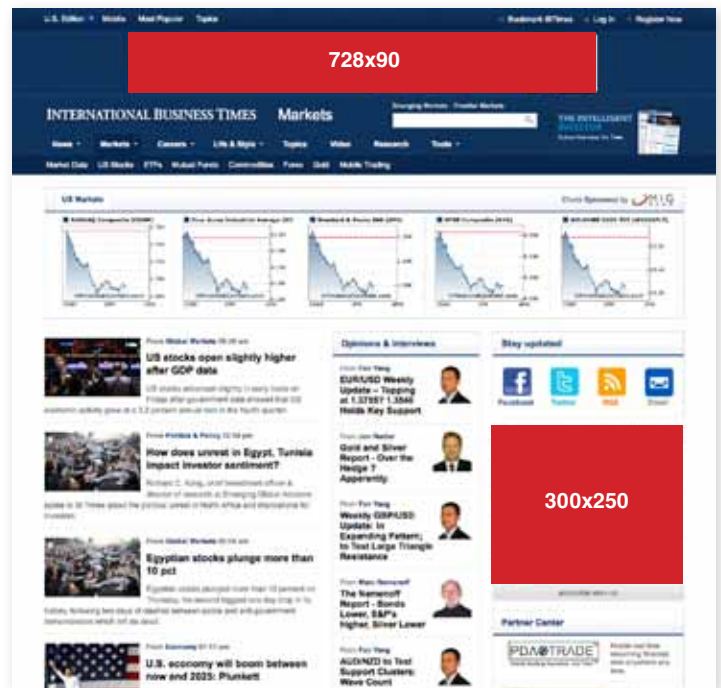
- Content (Edition, Channel, Home Page)
- Geo-targeting (Country, State, and City)
- Data (Title, Role, Industry, Size, Income, Location, User Intent)
- Creative translation capabilities

Creative Solutions

Market Portfolio

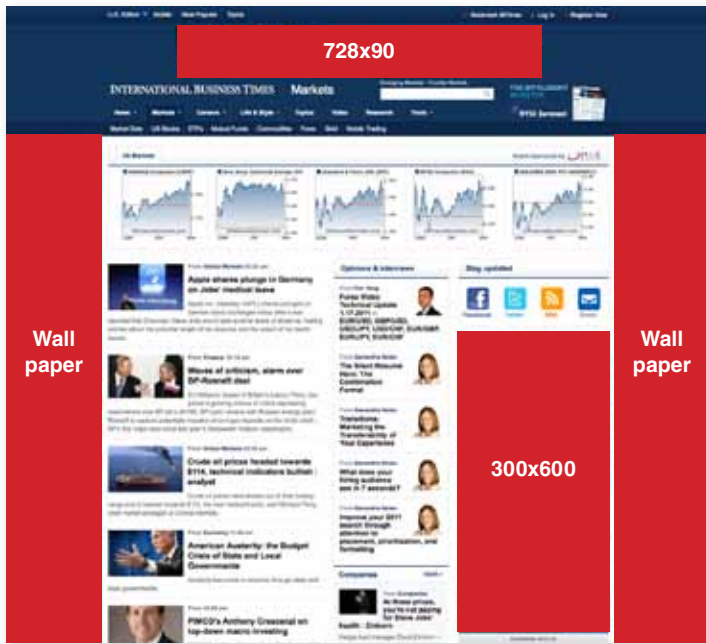


Pop-up 640x480

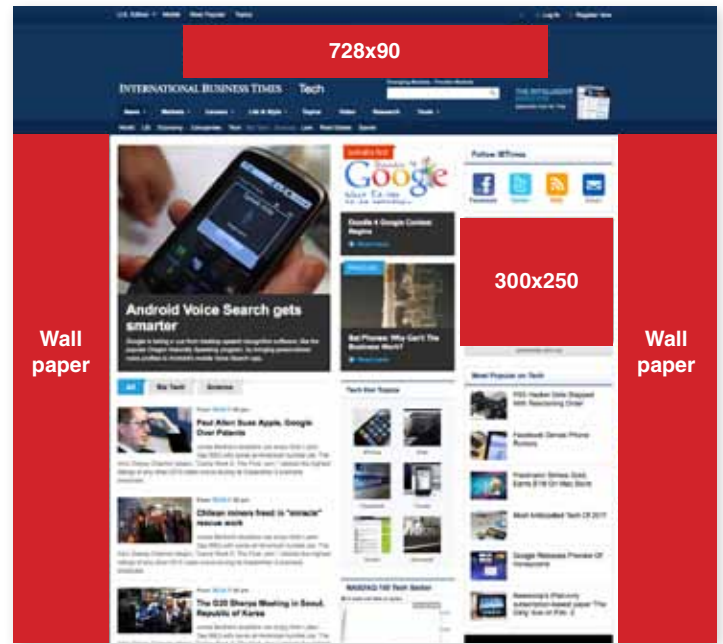


728x90, 300x250

Market & Tech Portfolio

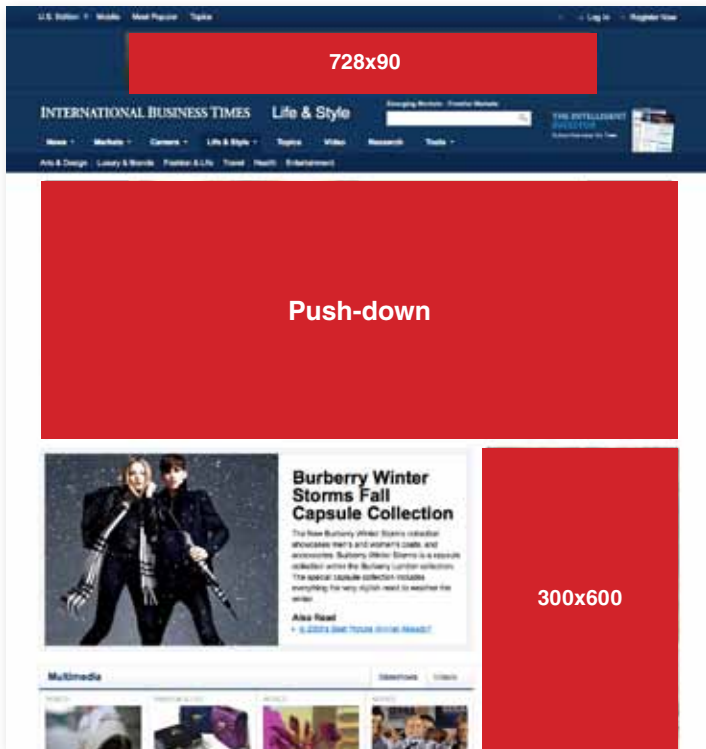


Wallpaper, 300x250 Rich Media, 728x90 Rich Media

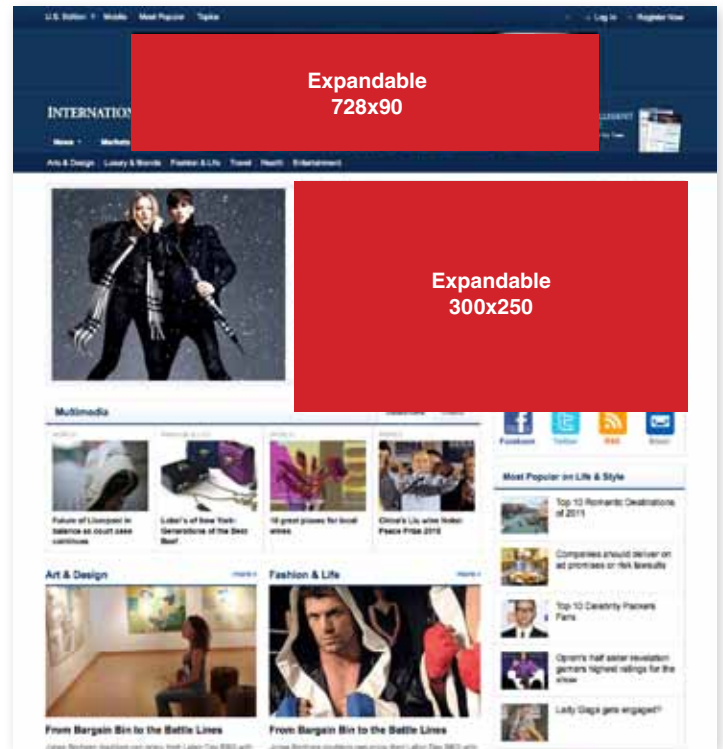


Wallpaper, Interactive 300x250, 728x90

Life & Style Portfolio



Push-down, 300x600, 728x90



Expandable 728x90, Expandable 300x250

Special Coverage Event Microsite Sponsorship

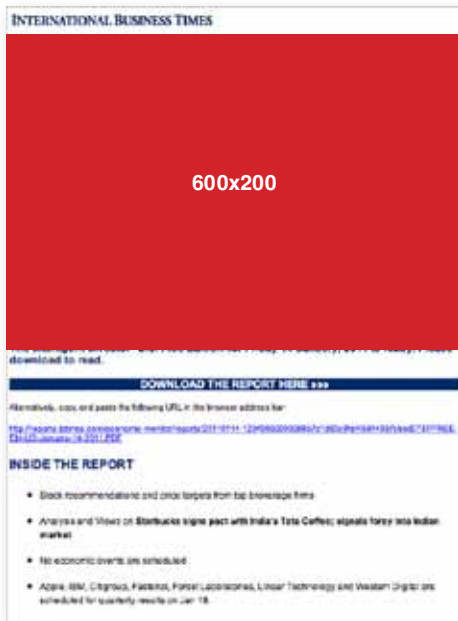


300x250, Logo, Optional Wallpaper



300x250, Logo, Optional Wallpaper

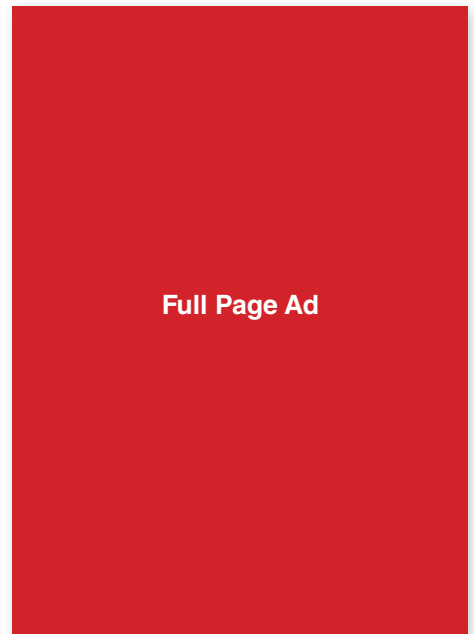
Newsletter/Research Sponsorship



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

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