# ADVERTISING PACK 2023







Through YEARS of carefully created and curated, custom-made content, MDG has amassed a loyal and regular following. After our successful rebrand in 2021, here's what we've seen in 2022...



10K
Website visitors reached



/ **Z** U
LinkedIn searches for MDG



3.5K
Companies listed on our



350

Company profiles created on our site

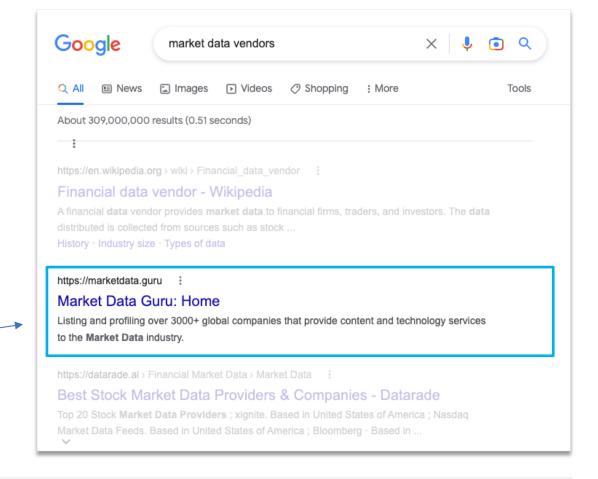


24K
LinkedIn post impressions generated



#01

Commercial search result for "Market Data Vendor"

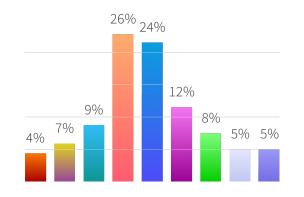




## WHY ADVERTISE WITH MDG OUR GLOBAL REACH AND AUDIENCE



#### The Different User Types



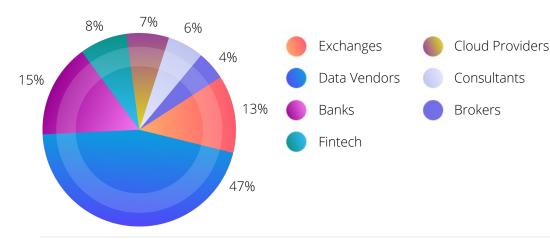
Revenue generation is often at the top of the agenda with commercial sales required to understand the market data landscape and its actors. Research for pre-sales and product development at your fingertips.





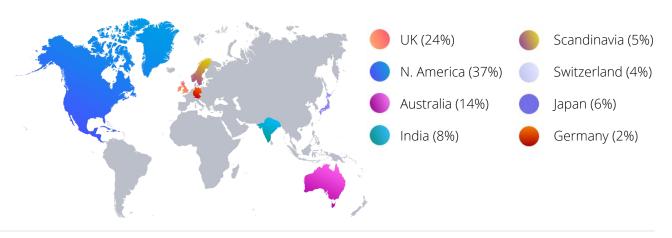
#### The Different Company Types

The market data business is now made up of a diverse range of global companies that are users, providers and technical facilitators. The growing interest from consultancy firms for M&A is a clear indicator of interest in this market sector.



#### The Different Countries/Regions

The developed markets of North America and Europe have traditionally seen the largest share of market data revenues. However, with market data technologies and cloud provision enabling new content providers, other regions are starting to grow.



## WHAT YOU GET ADVERTISING WITH MDG PRIME REAL ESTATE ACROSS ALL WEB PAGES



Not only do our partners get access to premium space on our site, but MDG also offer design services at no extra cost, to create your static artwork for you. You tell us what you want, we do the work. We can also accommodate video banners, and offer a "video editing service" at additional cost (POA).

#### Leaderboard Advertising Banner, Full Width x 100px

At the top of every page on the site is a premium banner space for our partners to display imagery and text.

Image (£\$€)1,500/yr, Video £1,800/yr

#### Landscape Advertising Banner, Full Content Width x 100px

At key intervals between sections on our pages, we offer full content width banners that contrast against the often white background.

Image (£\$€)1,200/yr, Video £1,500/yr

#### Skyscraper Banner, 725 x 285px

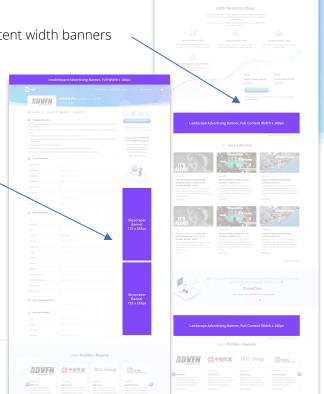
Within our Profile pages (among others), we offer a portrait canvas that sits along side company info.

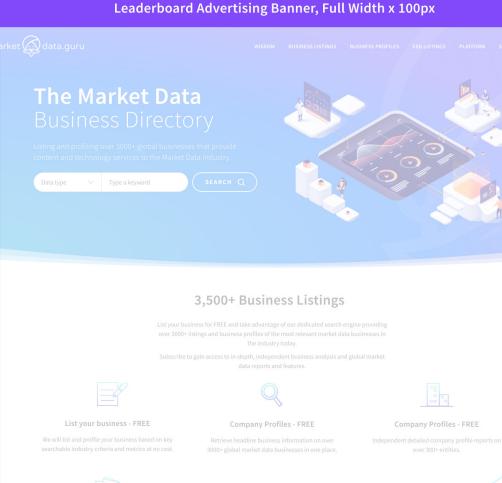
Image (£\$€)1,200/yr, Video £1,500/yr

#### **All Site Banners**

Image (£\$€)2,500/yr, Video £3,000/yr





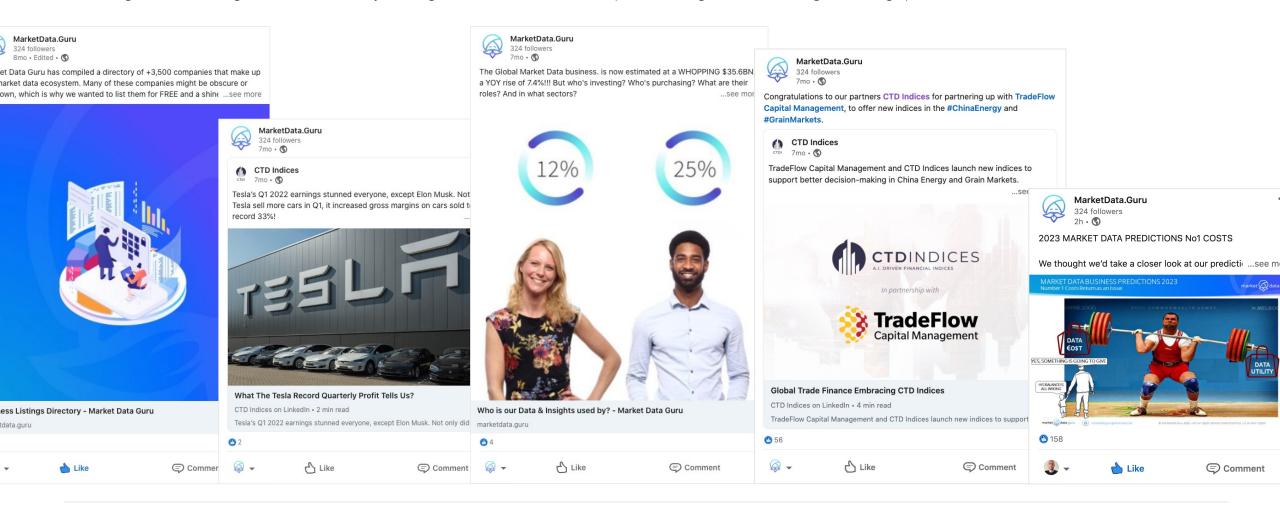


# WHAT YOU GET ADVERTISING WITH MDG SOCIAL MEDIA PROMOTION



#### Regular LinkedIn Marketing

Subscribing to our advertising banners, also entitles you to regular LinkedIn mentions and reposts, reaching a circa 30-40K targeted demographic users in 2023.







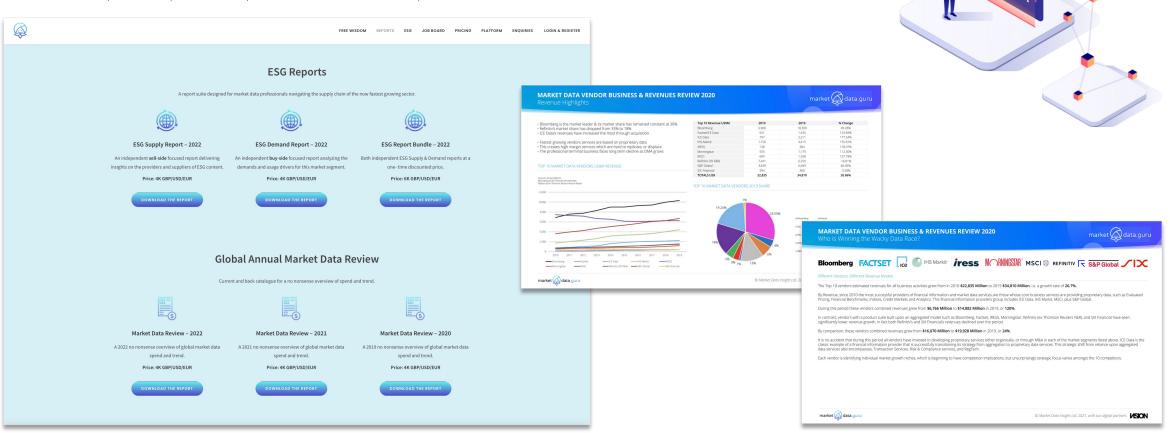
# WHAT YOU GET ADVERTISING WITH MDG REFERENCE IN MONTHLY WHITEPAPERS & MARKET REPORTS



#### **Independent Market Reviews & Company Reports**

Our reports are free from influence. They give an expert and objective overview based on historic and current consultancy work undertaken into the business of market data.

Each bespoke report provides unique insights into your business segments from a client driven perspective. They can be produced either as either a tailored sponsored/partnered report or as a white labelled report.







### WHAT YOU GET ADVERTISING WITH MDG PROMOTION IN ADVERTORIALS



#### **Globally Distributed News Advertorials**

Using a number of carefully selected digital news outlets, we craft industry trending articles that steer towards our (and our partner's) commercial goals.

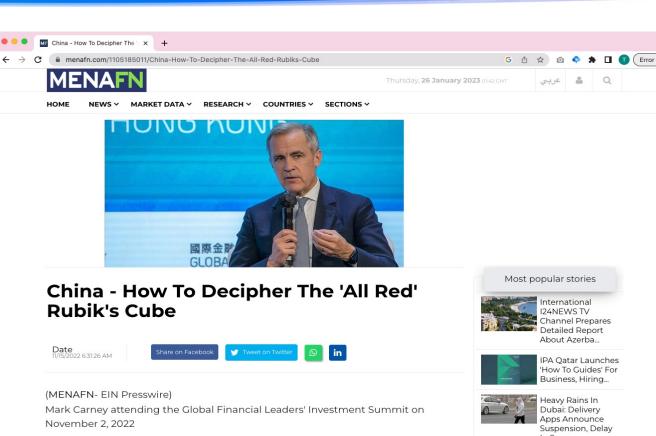
We will provide in-content links to your website or social media, as well as promoting your brand as a subject matter authority.

We are able to target specific regions, at specific times, across a targeted industry outlet and demographic.







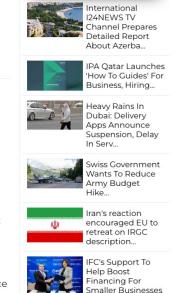


As Chinese & U.S financial leaders unite in their condemnation of Western news propaganda, how should Western businesses go about forging Chinese

propaganda, now should Western businesses go about forging Chinese partnerships?

In a world of automated trading, models & benchmarks define tactical

execution of buy/sells, trust is both axiomatic, & a pre-requisite. But trust can't be blind, investors must know this data first." — Keiren Harris, founder of marketdata.guruLONDON, UNITED KINGDOM, November 15, 2022 /einpresswire.com / -- Against the backdrop of the Hong Kong city skyline, this month saw a top Chinese regulator urge investors to avoid foreign news. The advice was made by Fang Xinghai, vice chairman of China Securities Regulatory Commission at a summit of global bankers, in comments that received



And Women.