ADVERTISING PACK
2023

market data.guru

WHY ADVERTISE WITH MDG
2022 AT A GLANCE

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

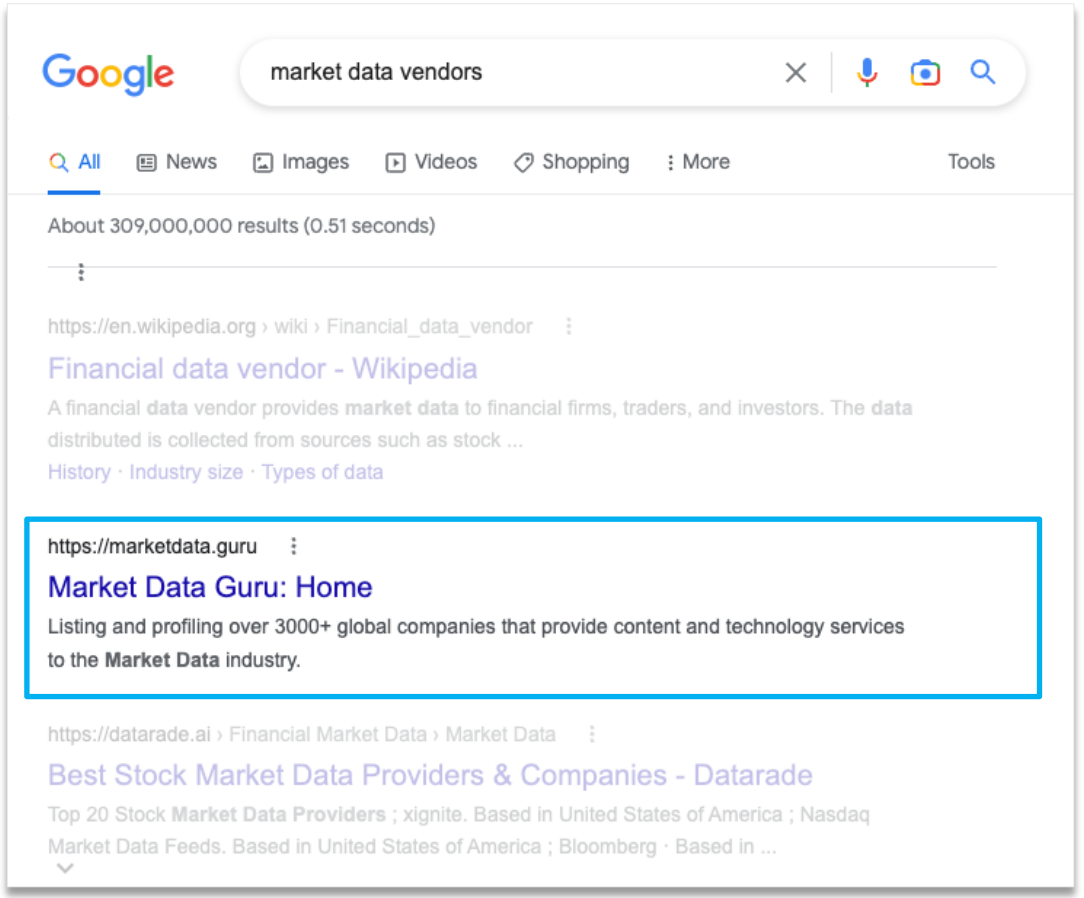
720
LinkedIn searches for MDG

3.5K
Companies listed on our site

350
Company profiles created on our site

24K
LinkedIn post impressions generated

#01
Commercial search result for "Market Data Vendor"



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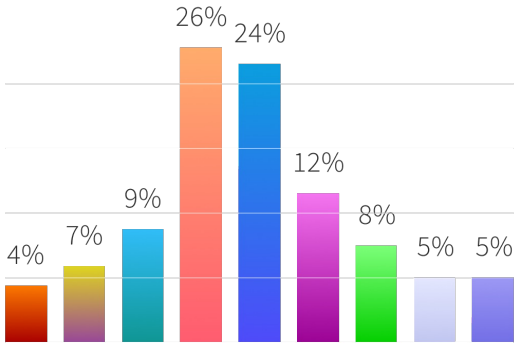
The Different User Types

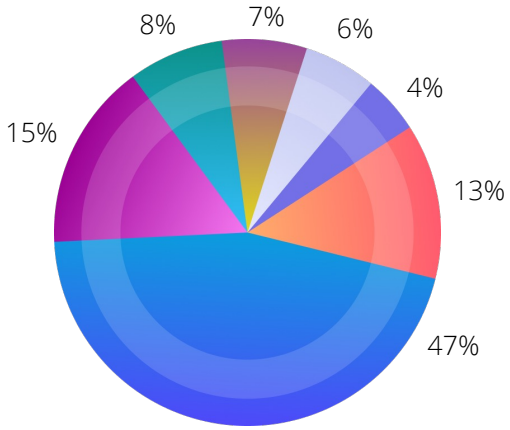


Revenue generation is often at the top of the agenda with commercial sales required to understand the market data landscape and its actors. Research for pre-sales and product development at your fingertips.

- Executive Director
- Salesman
- Business Strategist
- Consultant
- Investment Trader
- Founder
- Product Manager
- Business Development Specialist
- Technology Manager

The Different Company Types

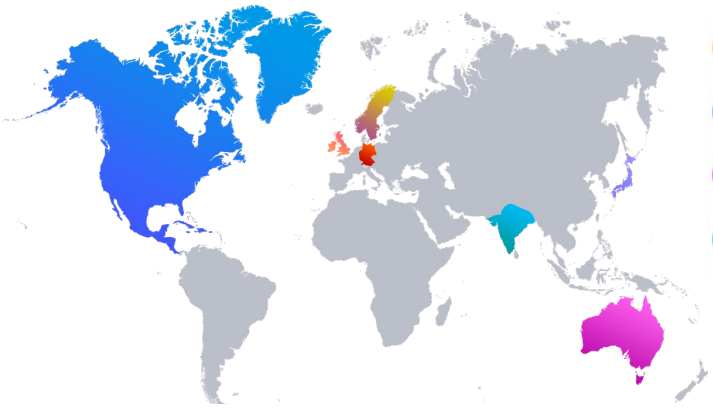
The market data business is now made up of a diverse range of global companies that are users, providers and technical facilitators. The growing interest from consultancy firms for M&A is a clear indicator of interest in this market sector.



- Exchanges
- Data Vendors
- Banks
- Fintech
- Cloud Providers
- Consultants
- Brokers

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.



- UK (24%)
- N. America (37%)
- Australia (14%)
- India (8%)
- Scandinavia (5%)
- Switzerland (4%)
- Japan (6%)
- Germany (2%)

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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

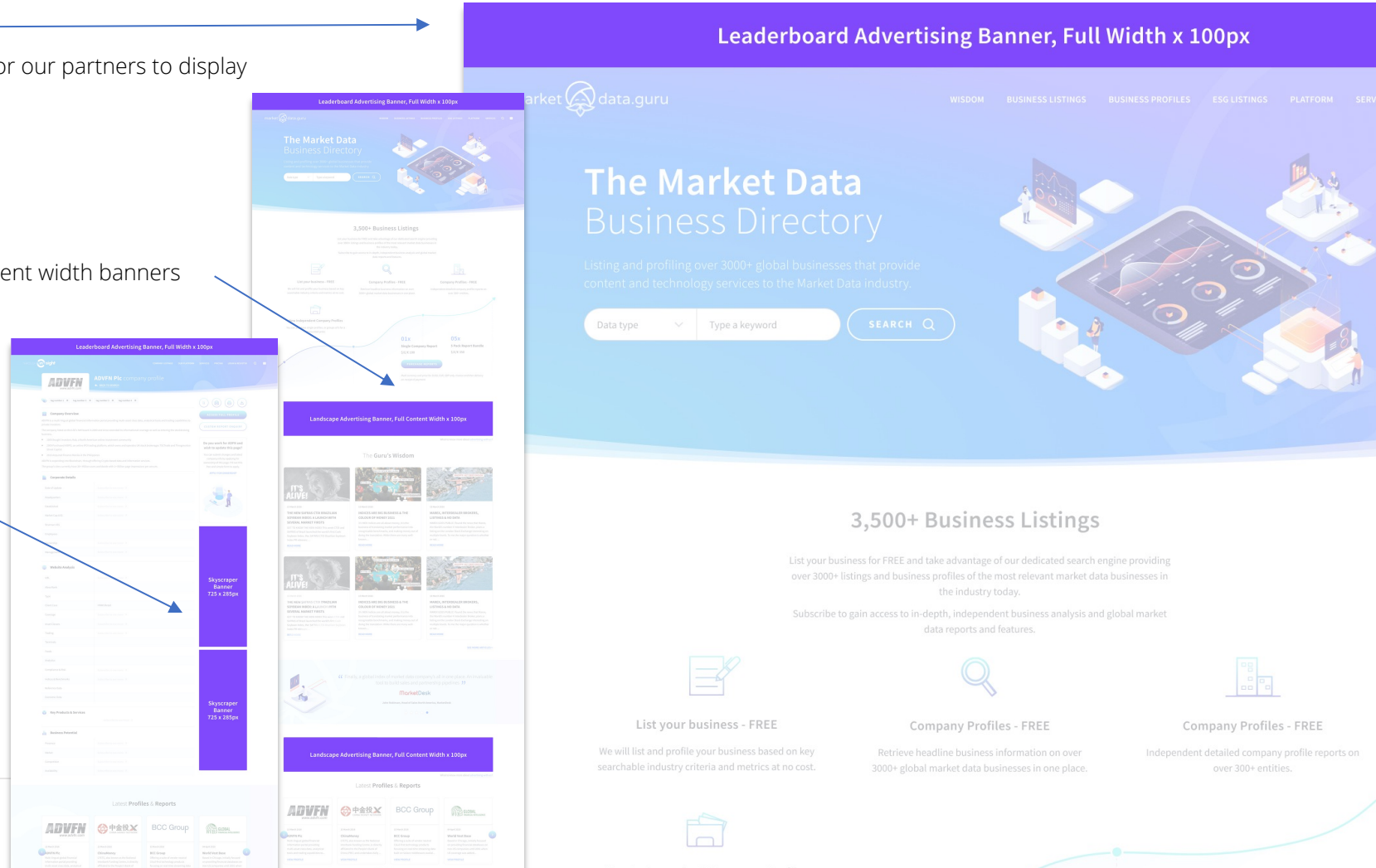
Skyscraper Banner, 725 x 285px

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

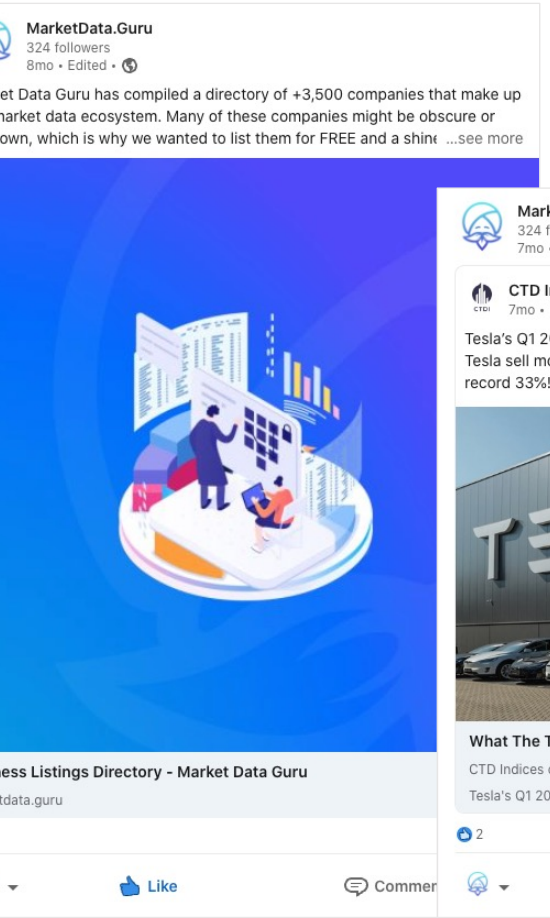
All Site Banners

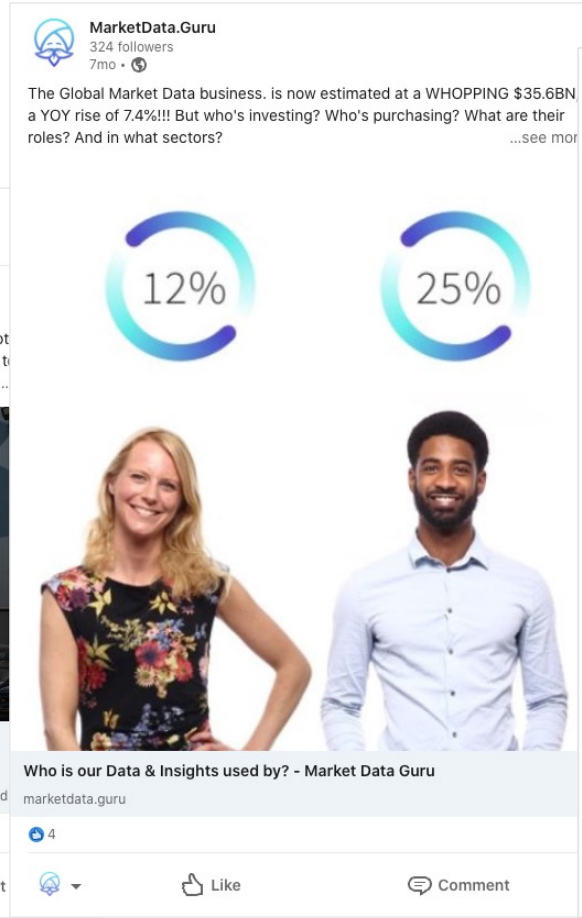
Image (£$€)2,500/yr, Video £3,000/yr

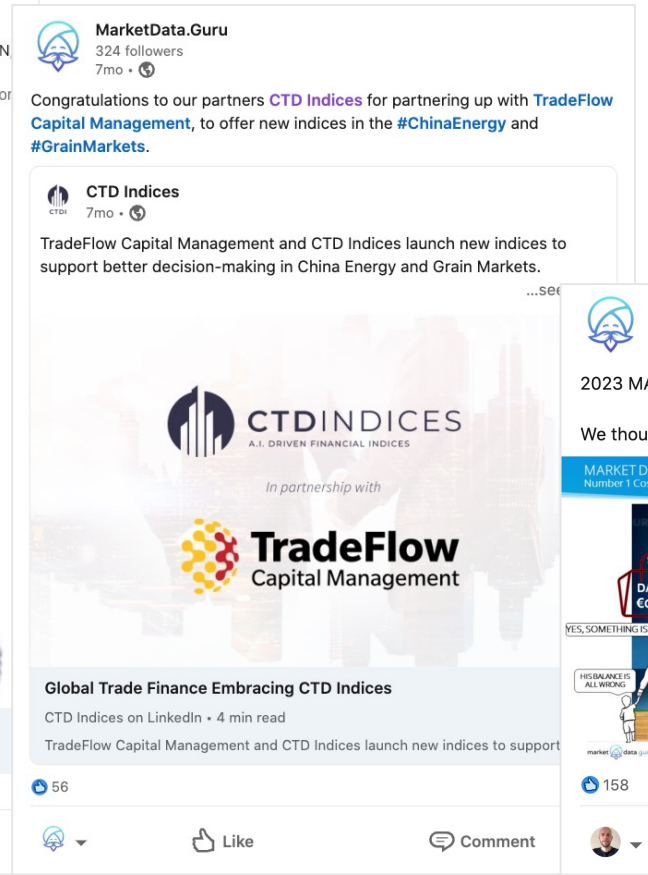


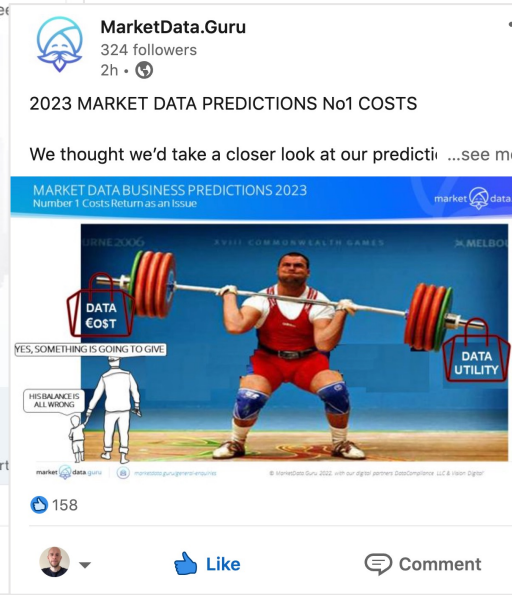
Regular LinkedIn Marketing

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









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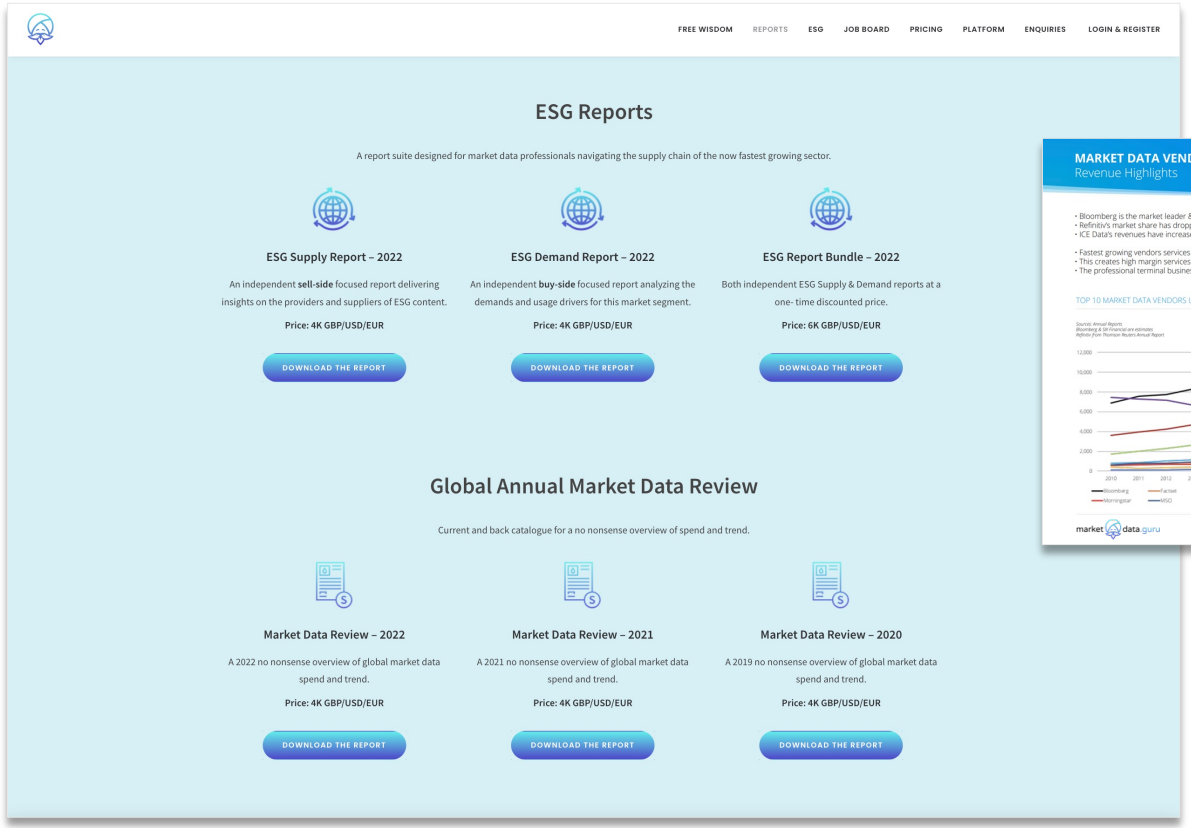
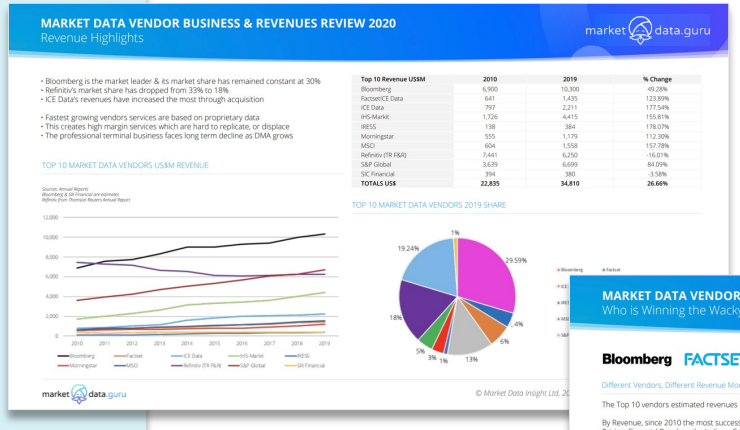
WHAT YOU GET ADVERTISING WITH MDG
REFERENCE IN MONTHLY WHITEPAPERS & MARKET REPORTS

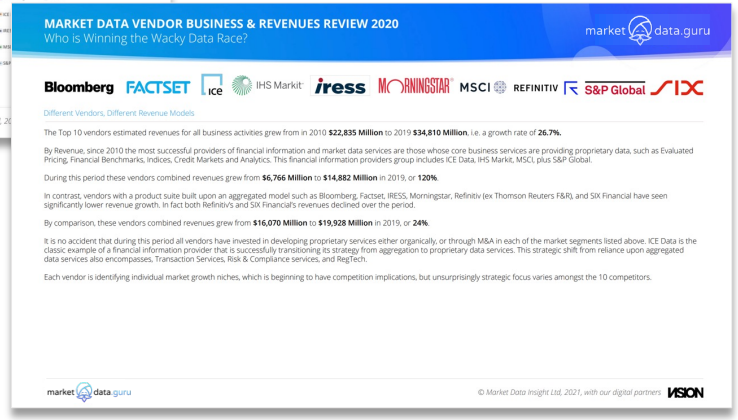
Independent Market Reviews & Company Reports

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.







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WHAT YOU GET ADVERTISING WITH MDG
PROMOTION IN ADVERTORIALS

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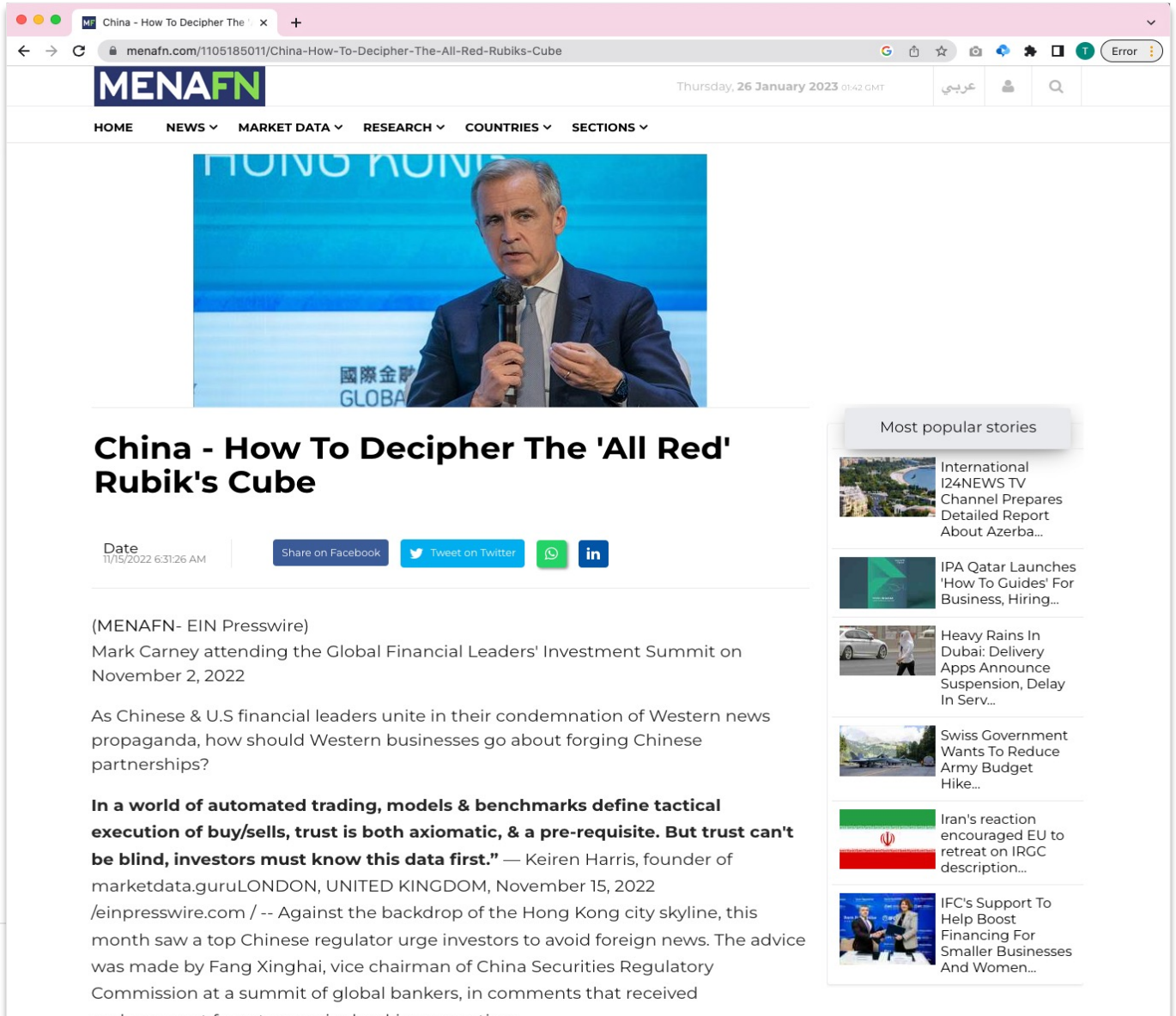
Globally Distributed News Advertorials

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.

AP News	AP	American Financial Tribune	American Financial Tribune
Global Finance Herald	Global Finance Herald	Modern Finance Online	Modern Finance Online
Today in Finance	Today in Finance	Investor World Review	Investor World Review
World Wealth Journal	World Wealth Journal	Finance Times Gazette	Finance Times Gazette
Personal Wealth Guide	Personal Wealth Guide	Banking Press Releases	Banking Press Releases
Financial Markets Network	Financial Markets Network	Today in Banking	Today in Banking
Fintech World Post	FinTech World Post	Finance Industry Today	Finance Industry Today
Investor News Updates	Investor News Update	Money, Banking & Me	Money, Banking & ME
Global Finance Observer	Global Finance Observer	KSWB FOX 5 San Diego (CA)	FOX 5