



# THE TRADE

## 2025 MEDIA KIT

# THE TRADE

**T**he TRADE has been the authoritative point of reference and editorial voice for the trading and execution industry for 20 years. It delivers insight to trading professionals at the world's largest and systemically vital asset managers and investment banks, resonating with an audience comprised of heads of trading desks, buy-side dealers, high-frequency traders, the sell-side, regulators, vendors and fintech innovators. We speak to our global audience through our daily online news, digital newsletters, quarterly magazine, bespoke print editions, proprietary and bespoke events, documentaries, webcasts, video interviews, surveys and research, and other rich media content.

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**12,000**

NEWSLETTER  
SUBSCRIBERS

**5 million+**

PAGE VIEWS IN 2024

**128**

COUNTRIES OUR  
DIGITAL AND  
MAGAZINE CONTENT  
REACHES

**20,000+**

FOLLOWERS ON  
LINKEDIN

**5,400+**

NEW LINKEDIN  
FOLLOWERS IN 2024

## GEOGRAPHIC READERSHIP SPLIT

**40%**  
NORTH AMERICA

**44%**  
EUROPE

**13%**  
ASIA

**1%**  
AFRICA

**2%**  
LATAM

### TOP 10 COUNTRIES BY PAGE VIEWS

- UNITED STATES
- UNITED KINGDOM
- INDIA
- GERMANY
- FRANCE
- UAE
- SINGAPORE
- HONG KONG
- SOUTH KOREA
- SWITZERLAND

### BUY-SIDE READERSHIP BY JOB DESCRIPTION

**40%**

Head of trading & traders

**30%**

Portfolio and investment manager

**30%**

Head of operations

### BREAKDOWN BY INSTITUTION TYPE

Buy-side traders	46%
Hedge fund traders	17%
Sell-side traders	12%
Other Institutional Investors	10%
FinTech/Regulator/Consultants	9%
High frequency traders	3%
Trading venues	3%



### TT DIGITAL

The TRADE's digital channels include our website, daily editorial newsletter, webinar platform, and our TRADE TV multimedia section. The multimedia section encompasses our industry-leading documentaries, digital features and podcasts that explore core industry trends from new and dynamic perspectives.

- Deliver your marketing messages to The TRADE's specialist audience through our digital platforms. We have excellent options for branding, product promotion and lead generation. Our multimedia options also offer the chance to position your executives as opinion leaders in the industry.



### TT MAGAZINE

For over 20 years, The TRADE has been the go-to publication for the trading community. Published on a quarterly basis, our flagship product reaches over 17,000 industry professionals worldwide, comprising a range of original premium content that unpacks the most important issues facing the trading and execution industry.

- Utilise our best-in-class magazine for brand exposure through advertising, and to demonstrate expert opinion through sponsored articles.



### TT EVENTS

The TRADE's flagship awards gala Leaders in Trading attracted a record number of attendees in 2024, delivering another astoundingly successful evening. What's more, we hosted the inaugural Leaders in Trading New York, honouring outstanding individuals and firms across North America. More than 150 guests attended as The TRADE honoured the buy-side, sell-side, service providers, technology firms and venues.

- We host roundtable events that explore key topics across trading and execution. In recent years, roundtables have covered trading at the close and the growth of the retail segment. Get in touch to find out our thematic plans for 2025.



### TT SURVEYS & RESEARCH

The TRADE's market leading industry surveys are utilised by some of the world's largest and most influential institutions to measure client perception in algorithmic trading and EMS usage for 16 years and 12 years respectively. What's more our Outsourced Trading survey, introduced in 2023 continues to grow apace. The results are published across three of our quarterly magazine issues throughout the year. Digital accreditations are available to providers to promote their success.

- Participate in our surveys to gain visibility as a leading provider in algorithmic trading, EMS and Outsourced Trading. Outstanding providers will be recognised through outperformer accreditations, and at the Leaders in Trading and Leaders in Trading NY awards ceremonies.

## RUN OF SITE AD RATES

Leaderboard	728x90	£80/\$100 cpm
Jumbo Leader	970x90	£80/\$100 cpm
Billboard	970x250	£80/\$100 cpm
HPU	300x600	£80/\$100 cpm
Island	300x250	£80/\$100 cpm

## NEWSLETTER

Top Banner	728x90	£1,050/\$1,350
Island	300x250	£1,050/\$1,350
Sponsored text link	Text	£1,300/ \$1,625

**“The TRADE provides insights into market relevant topics through multiple lens: buy-side, sell-side, exchanges, making it possible to holistically understand market impact.”**

SUPURNA VEDBRAT, FORMER GLOBAL HEAD OF TRADING, BLACKROCK

## BANNER METRICS

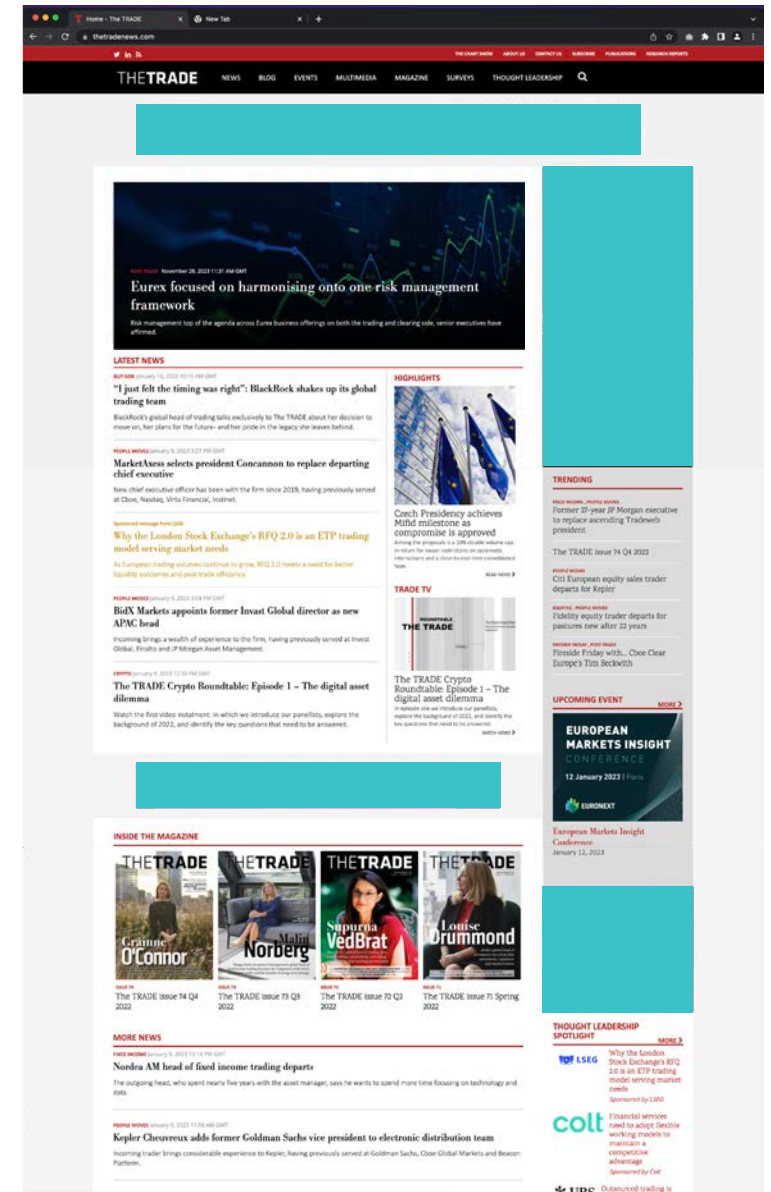
Name	Sizes	Average Monthly Impressions	Average Monthly Clicks	Average Monthly CTR	Average Viewability
Top Leaderboard	728x90/970x90	142,529	198	0.14%	53.31%
Mid Leaderboard	728x90	6,829	2	0.03%	56.13%
Bot Leaderboard	728x90	30,806	21	0.07%	33.98%
Top Island	300x250/300x600/300x1050	105,990	188	0.18%	71.72%
Mid/ Bot Island	300x250	105,349	14	0.02%	33.46%

## SITE METRICS

Average Monthly Pageviews	137,193
Average Monthly Visits	52,727
Average Monthly Unique Visitors	32,822
Average Site Viewability	48.80%
Top Island	300x250/300x600/300x1050
Mid Island	300x250/300x600
Bot Island	300x250

## TOP 6 COUNTRIES

Country	Users
United States	36.33%
United Kingdom	14.32%
India	7.23%
Singapore	3.21%
Hong Kong	3.01%
China	2.77%



# THE TRADE SPONSORED THOUGHT LEADERSHIP ARTICLES: DIGITAL AND PRINT

[THOUGHT LEADERSHIP | CBOE]

## PERIODIC AUCTIONS 2.0:

### A growing source of price improvement opportunities

**How have periodic auctions changed in Europe?**  
Cboe launched Europe's first periodic auction mechanism in 2016, ahead of the 2018 MiFID II guidelines. There was industry demand for an alternative, lower-impact execution mechanism given the restrictions MiFID II imposed on order types. The new system is a 20% of continuous trading, compared to 20% of volume with Cboe Europe holding a 70% market share in the category (as of August). Periodic auctions are fundamentally similar to the opening/closing auction concept by European exchange venues in terms of the price-formation process and level of transparency. They're running auctions similar to those commonly used by public and private market model operators in parallel to the relevant continuous market mechanisms.

**What benefits do periodic auctions offer investors?**  
Periodic auctions are popular because they help minimize

As operator of Europe's largest periodic auction – and pioneer of the category – Cboe is continuing its innovative approach to deliver the execution quality benefits of the mechanism more widely, says Nathan Telford, president, Cboe Europe.

**Cboe**

without exposing investors to information. These features result in periodic auction execution demonstrating a track record of stable and transparent post-trade price improvement in continuous trading mechanisms (see Chart 1).

Market data from periodic auctions demonstrates the availability of liquidity and the opportunity to trade during each of the 100 seconds of the auction, which averaged 4,000 orders. Cboe's data shows that 70% of orders are in the order book and that other venues. Although continuous price improvement continues to be a key feature, the mechanism provides market participants with the necessary information to understand the potential liquidity available.

Chart 1 // [TheTrade.com](#) // Q3 2024

[THOUGHT LEADERSHIP | CBOE]

### Chart 1: Europe Periodic Auctions Absolute Price Change, Jan-July 2023

Source: Cboe Europe

**Chart 2: Cboe Europe Periodic Auction Trade Sizes by Value, H1 2023**

Value Bucket	# Trades	Value	% Average
< 1M	61,126	2,644.0M	63%
1M-50M	2,775,238	405,000M	17%
50M-100M	313,056	421.150M	6%
100M-500M	195,022	640.345M	16%
> 500M	13,172	1,177.150M	4%
<b>Total</b>	<b>83,384</b>	<b>1,586,289M</b>	<b>54%</b>

Source: Cboe Europe

As a result, Cboe has begun introducing additional functionality to its periodic auctions to attract new sources of liquidity to the auctions, including: order pre-emption and greater post-trade price improvement; accept or cancel (AOC) order type, allowing orders to be cancelled in a periodic auction on their time priority; spread execution (SE), a specialized trade, that is an order placed to capture the spread; and a dark order type that allows spread capturing orders to be placed in a periodic auction on their time priority, spread execution (SE), a specialized trade, that is an order placed to capture the spread.

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Chart 2 // [TheTrade.com](#) // Q3 2024

[SPONSORED CONTENT | FLEXTRADE]

# FROM STRENGTH TO STRENGTH

## Delivering outstanding trading technology

**What do you believe were the contributing factors behind the successful year that led to this award?**

It's been a fantastic year for the FlexTrade team globally in 2024, welcoming new clients to the buy- and sell-side FlexTrade client community, including the most recently announced Alecta and Liontrust in EMEA and JonesTrading in North America.

To answer the question, at our core, we are an engineering firm uniquely positioned as a provider of both buy- and sell-side technology, which gives us a holistic view of the entire capital markets trading landscape. We're privately owned, which has been the case for almost three decades, meaning we are unconflicted by our ownership regarding the course we can set.

The outcome is close collaboration with clients, partners, brokers, and fintech firms in our broader ecosystem to rapidly deliver trading innovation for our customer base and groundbreaking change for the wider industry.

**ANDY MAHONEY**, managing director, EMEA, FlexTrade Systems – winner of Outstanding Trading Technology Provider at Leaders in Trading 2024 – unpacks the year's achievements to date and sets out plans for growth in 2025.



**Could you outline some of the main achievements and milestones from the year?**

On the buy-side, we've worked extensively to address the current trend around direct-to-buy-side connectivity, where liquidity providers of various types create private, curated price streams for the buy-side, who can then engage at their own discretion. We expect this area to continue growing as we move into 2025.

On the fixed-income side, we've continued adding new features to



[THOUGHT LEADERSHIP | SOCIETE GENERALE SECURITIES SERVICES]

## Unlocking the power of front-to-back

As the industry continues to evolve, it's essential to ensure that the skills and expertise of our front-to-back teams are aligned with the needs of our clients. This involves a combination of regulatory changes, a re-evaluation of our internal processes, and a focus on the most critical areas of our business.

At Societe Generale Securities Services, we are committed to providing the highest quality of service to our clients, and we are constantly evolving our front-to-back technology to meet the needs of our clients in a digital world.

**SOCIETE GENERALE Securities Services**

**Investing in Innovation**

Client demand for automated solutions is continually pushing us to invest in new technology to reduce costs, streamline front-to-back processes, and ultimately offer a visible one-stop-shop, single provider approach.

As we see automation being increasingly adopted by our clients, we are investing in the development of our front-to-back technology to meet the needs of our clients in a digital world.

Historically, the front-office has been responsible for client onboarding, account management, and trade execution. However, as automation becomes more prevalent, the front-office is increasingly responsible for the entire front-to-back process, from client onboarding to trade execution.

Chart 1 // [TheTrade.com](#) // Q3 2024

[THOUGHT LEADERSHIP | SOCIETE GENERALE SECURITIES SERVICES]

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[SPONSORED CONTENT | FLEXTRADE]

FlexTrade's digital asset offering. Notably, we've integrated with Coinbase Prime, an institutional prime-broker platform for digital and crypto assets. We've also announced a strategic partnership with LSEG's FXall and new FX integrations for clients, such as TradeFeed's pre-trade forecast data via API.

On the sell-side, we undertook an award-winning deployment of FlexOxMS to JonesTrading, which selected the solution as its full-suite technology platform for its equities, electronic trading, and outsourced trading desk business lines.

Additionally, we continued to see the rapid growth of our integrated order and execution capabilities to support various trading strategies, as well as the ability to add new pods or asset classes quickly and seamlessly. Our integrated OEMS, FlexONE, is well positioned to capture this demand.

On the sell-side, desks are reviewing technology and looking to adopt solutions that can scale as their business requirements evolve and provide the optionality to add new asset classes or strategies as the market or their client demand dictates.

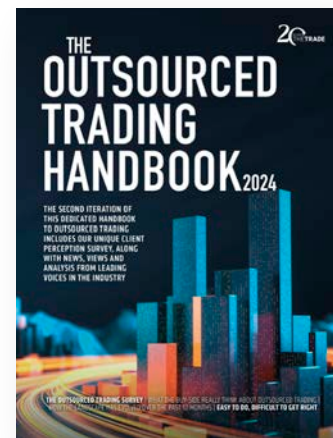
As a broader theme, industry consolidation and M&A activity has been a by-product of potential acquisitions and mergers in focus, and they're predicted to continue over the coming year. While the integration strategy of firms coming together can differ case by case, deploying a unified, open-architecture, API-rich trading technology layer over acquired and existing solutions can help to provide a single way to face the market.

Chart 1 // [TheTrade.com](#) // Q3 2024

● 800 - 1000 words digital only thought leadership article from £7,000

● 800 - 1000 words print (double page) and digital thought leadership article from £9,000

● POA for other combinations



## SPRING

## SUMMER

## AUTUMN

## OUTSOURCED TRADING HANDBOOK

## WINTER

Ad Reservation: **March 14**

Ad Reservation: **June 9**

Ad Reservation: **September 12**

Ad Reservation: **September 12**

Ad Reservation: **December 6**

### Key Survey

Long only results from The TRADE's annual Algorithmic Trading Survey

### Key Survey

Hedge fund results from The TRADE's annual Algorithmic Trading Survey

### Key Survey

Buy-side results from The TRADE's annual EMS Survey

### Key Survey

Buy-side results from The TRADE's annual Outsourced Trading Survey

**“The TRADE is the preeminent industry journal and news source. It is a must-read for market participants who want to get the latest industry information, while also find in-depth interviews with a broad spectrum of their peers. The TRADE team’s excellent relationships with the Street allows them insight from senior figures which is invaluable.”**

STUART LAWRENCE, HEAD OF EUROPEAN EQUITIES TRADING, UBS ASSET MANAGEMENT

**More than 14,000 Readers**  
spent on average  
**9 minutes and 18 seconds** reading the digital issue,  
reading an average of **38** pages

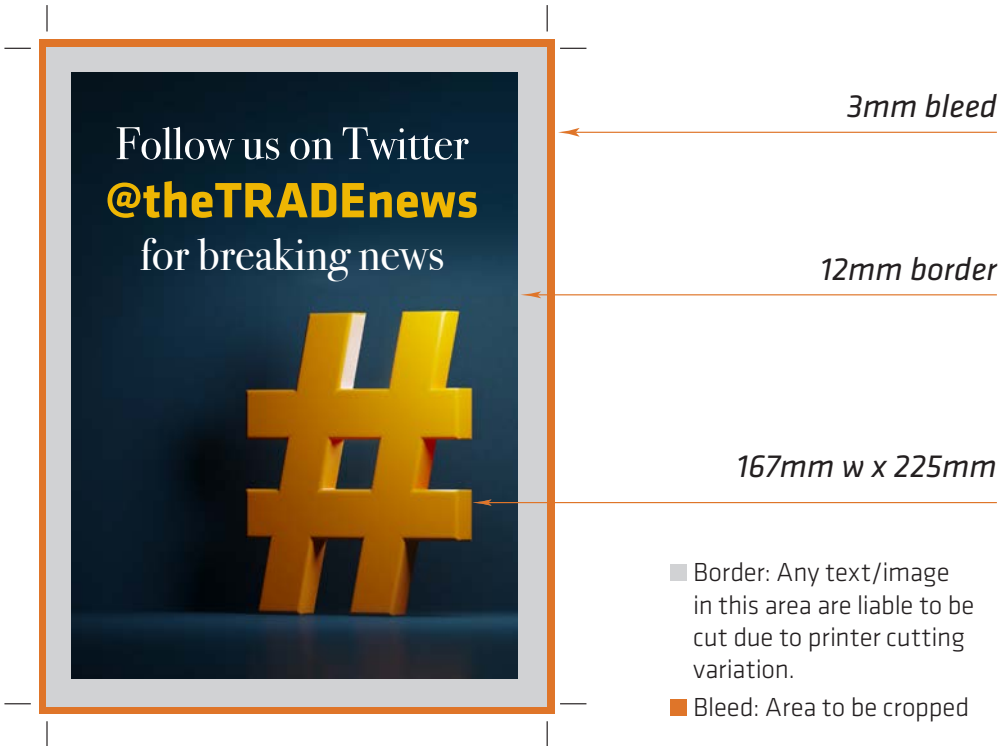
<b>Full-page Advert</b>				
(Price per insertion)	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
Full Page (£)	£8,100	£7,290	£6,885	£6,480
Full Page (\$)	\$10,530	\$9,477	\$8,950	\$8,424

<b>DPS Colour</b>				
(Price per insertion)	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
Full Page (£)	£15,100	£13,590	£12,835	£12,080
Full Page (\$)	\$19,630	\$17,667	\$16,685	\$15,704

Follow SWOP Standards and Specifications for advertising reproduction material and magazine Web offset printing unless otherwise specified. Ads that exceed specified size in any dimension are considered bleed or oversized, except spreads that bleed in the gutter.

**PDF FILES ARE THE ONLY ACCEPTABLE MATERIAL FORMAT.**



## ARTWORK SPECIFICATIONS

Advertising artwork should be submitted via email or other electronic file transfer method.

**All artwork should comply with the following specifications:**

1. Files must be PDF press-optimised high resolution composite CMYK (no spot colours), files – 300dpi minimum.
2. All fonts should be embedded or saved as outlines.
3. All pages to include 3mm bleed and to include crop marks outside trim area
4. Files should be supplied at 100% size.

## File submission

Please address printing materials to:  
Stephan Slater  
[stephan.slater@thetradenews.com](mailto:stephan.slater@thetradenews.com)

## Check List

- Correct page size
- 3 mm bleed
- All fonts to be flattened or vector (outlined)
- All images are linked and updated
- Resolution for gray scale and CMYK images should be at least 300 dpi



The Leaders in Trading awards evening is The TRADE's flagship event of the year, recognising the finest trading talent across the industry including asset managers, hedge funds, banks, brokers, exchanges and technology vendors. The awards acknowledge the biggest achievers in The TRADE's reputable Algorithmic Trading and Execution Management Surveys, as well as honouring the top buy-side traders and other market players in our editor's choice and innovation categories. Held, as always, at the prestigious Savoy Hotel in London, our 2024 event was another annual sell-out with a total attendance of over 300 guests, offering the opportunity to network with some of the biggest names in the industry and celebrate achievements throughout the year. This year we continue to grow and refine what has become a key fixture in the industry calendar.

- Algorithmic Trading Awards
- EMS Awards
- Editors' Choice Awards
- Buy-side Awards
- Lifetime Achievement Award
- Industry Person of the Year Award



### OTHER SPONSORSHIP OPPORTUNITIES

**GALA DINNER**  
**Premium Table Sponsorship** - £14,000

Table of 10 guests  
 Priority position in the room  
 Full-page advertisement in the dinner program

**Table of 10 guests** - £11,250

**Half-table of five guests** - £6,500

**Champagne Toast** - £18,000

**Pre-Dinner Cocktails** - £16,000

**Post- Cocktail Party** - £17,500

**Gifting** - £16,000

**Red Carpet** - £17,000





The inaugural Leaders in Trading New York awards ceremony was a resounding success, with over 150 industry guests in attendance at the renowned Chelsea Piers in New York. This year's event promises to build on last year and will recognise the very best talent intrading and execution across North America. Awards will include the best regional performers in our Algorithmic Trading and

Execution Management Surveys, as well as outperformers in Outsourced Trading, Editors' Choice, Buy-side trading and individual awards for North America.

For more information on sponsorship opportunities please contact Patrick Wright at [patrick.wright@thetradenews.com](mailto:patrick.wright@thetradenews.com). Get in touch early to secure your attendance!

- Algorithmic Trading Awards
- EMS Awards
- Outsourced Trading Awards
- Editors' Choice Awards
- Buy-side Awards
- Lifetime Achievement Award
- Industry Person of the Year Award



**“The TRADE is a great source of industry updates and information. The team are on top of regulation, market trends and the people side of the business. Their digital transformation has been impressive and has made the timeliness of their publications very useful. Their Leaders in Trading event is a highlight in the calendar each year.”**

MATTHEW MCLOUGHLIN, CHIEF COMMERCIAL OFFICER, LIONTRUST ASSET MANAGEMENT

### GALA DINNER

**Premium Table Sponsorship** – \$16,000  
Table of 10 guests  
Priority position in the room  
Full-page advertisement in dinner program

**Table of 10 guests** – \$12,000

**Half-table of five guests** – \$7,500

### OTHER SPONSORSHIP OPPORTUNITIES

**Champagne Toast** - \$22,000

**Pre-Dinner Cocktails** - \$18,000

**Post-Cocktail Party** - \$19,500

**Giftling** - \$17,000

**Red Carpet** - \$19,000



### ROUNDTABLES

Over the past couple of years, The TRADE has hosted roundtables on some of the industry's most pressing topics including trading at the Close, retail trading and institutional adoption of cryptocurrencies. We intend to host a number of roundtables in 2025, and are welcome to topic suggestions from the industry.

All of our proprietary video content is professionally filmed, edited, and promoted by The TRADE. Content is distributed via video segments across our extensive digital platform through multiple channels including the website, daily newsletter mailing list and social media; while each roundtable is also published as a full feature in our highly respected digital and print quarterly magazine editions. Both individual seats and full event options are available for sponsorship: get in touch with our sales team to learn more about opportunities.

**SPONSORED ROUNDTABLE SEAT  
FROM £6,000**

### DOCUMENTARIES

Our documentaries achieve some of the highest engagement rates across the entire TRADE website, rewarding the high quality output and production that goes into them. In recent years The TRADE published its Dark Trading documentary series, sponsored by Liquidnet. For 2025 we are open to both partnership and co-sponsored documentary ideas. Do get in touch to discuss how your firm can be a part of this leading product.

### DOCUMENTARY PROJECTS – EPOA



### TRADE TV

The TRADE's video production forms a key part of editorial and commercial portfolios, offering instant impact, greater visibility and high engagement rates through our digital and social media channels. Video coverage at industry conferences, with the editorial team's on-site, one-to-one interviews and fireside chats, provide instant collateral.

**SPONSORED VIDEO INTERVIEWS  
FROM £2,500**

### WEBINARS

Our state-of-the-art webinar platform – offering live polls, downloadable content, and an interactive chat forum – allows sponsors to reach targeted audiences in jurisdictions around the globe through a live discussion around a focused topic or industry challenge.

**SPONSORED WEBINARS  
FROM £15,000**



**THE TRADETECHFX Daily**  
US EDITION  
THE OFFICIAL NEWSPAPER OF TRADETECH FX 2024

Featuring the latest news, exclusive insights from buy-side speakers at the event and the full agenda, The TradeTech FX US Daily is your essential guide to the conference.

**BRENDAN MCMURTRAY**  
T. ROWE PRICE, P8

**CONNOR MAY**  
MASA CAPITAL, P12

**MARCO MERINO**  
BANCO DE CREDITO (BCP), P16

**SCOTT FERGUSON**  
T. ROWE PRICE, P22

## NDFs trading: If you build platforms, the algos will follow

Following a string of new NDFs platforms launched into the market – particularly in Asia – and volumes continuing to grow, **ANNABEL SMITH** explores demand for NDF algorithmic trading capabilities on the buy-side, unpacking the need for greater liquidity and transparency to take automation mainstream.

**N**on-deliverable forwards (NDFs) have not always gone hand in hand with algorithmic trading, but in light of recent market developments, this could be about to change. The instruments have been pegged by the

buy-side as the next frontier when it comes to algorithmic trading efforts in the foreign exchange (FX) markets. Speaking to The TRADE at the TradeTech FX European conference in September, heads of trading said they intended to focus

their attention on understanding how to best develop and adopt algorithmic offerings tailored to these instruments. It is therefore unsurprising that the electrification of NDFs is being discussed on the main stage  
*Continues on page 18*

**Outsourced publishing and supplements:**

Alongside its flagship print title, The TRADE offers a range of bespoke and tailored publishing services. Ideal for conferences, events and unique themed supplements, these are highly versatile and available in both print and digital issues formats through our expert team of editorial, design and multimedia specialists.

**THE TRADETECHFX Daily**  
THE OFFICIAL NEWSPAPER OF TRADETECH 2024

Featuring the latest news alongside exclusive insights from buy-side speakers at the event, The TradeTech Daily gives you the inside track on what to expect both from the conference and the coming year.

**T. Rowe Price | AXA Investment Managers | Fidelity | Federated Hermes | Man Group | Sandriam | Invesco**

**The dark trading debacle - does anyone even care?**

FOLLOWING A LAST-MINUTE DECISION FROM BRUSSELS IN MARCH TO PLUG AN ACCIDENTAL REGULATORY LOOPHOLE, ANNABEL SMITH EXPLORES WHAT MIGHT'VE HAPPENED IF THE EUROPEAN MARKET WAS LEFT WITH NO CAPS ON DARK TRADING AND WHETHER THE EVENTS SIGNAL A WIDER ISSUE IN THE EUROPEAN REGULATORY MACHINE.

**T**he decision from Brussels to push through a last-minute fix to its accidental loophole in dark trading regulation caused by a clerical error was, for many, an expected outcome. But the events have become a catalyst to an already ongoing, and at times heated, debate around whether the regulatory lens in Europe is focusing on the right areas. Double volume caps (DVCs) were deleted as of 28 March in the original MiFIR text published in January. However, the previous text only authorised the enforcement of the SVC (single volume cap) in 18 months' time  
*Continues on page 6*

**THE TRADETECHFX Daily**  
THE OFFICIAL NEWSPAPER OF TRADETECH FX 2024

**Did CLS make the right call in not extending its cut-off after T+1?**

DESPITE THE MULTI-CURRENCY NETTING SYSTEM'S DECISION COMING UNDER FIRE FROM BOTH THE BUY-SIDE AND CUSTODIANS, CLS HAS NOT SEEN A DROP OFF IN DAILY SETTLEMENT VALUES AND VOLUMES, SUGGESTING – AT LEAST FOR NOW – THAT IT MAY HAVE BEEN THE RIGHT DECISION.

**T**he decision by CLS not to extend its cut-off in the lead up to North America's shift to T+1 was met with concerns from several corners of the industry. However, in its first analysis post the implementation, the data shows that perhaps the multi-currency netting system was wise to stick to its guns. Given that CLS had chosen not to amend its cut-off, there were fears prior to the transition to T+1 on 28 May that asset managers would face a last-minute scramble to adjust their operations and trading to avoid pre-funding, bilateral settlement and moving team members to the US. However, according to an update in July, CLS had seen no decrease in average daily settlement values and volumes over the first month of T+1 in the US, though some trends were noted as emerging  
*Continues on page 10*

**NORGES BANK INVESTMENT MANAGEMENT | NORDEA ASSET MANAGEMENT | DWS | MN | PGM INVESTMENTS | BBH**

**“My go-to source for all industry moves and headlines, be it via the website or the lightning fast Twitter feed. An invaluable publication for those of us running a Buyside trading desk.”**

MIKE POOLE, HEAD OF TRADING, JUPITER ASSET MANAGEMENT

The TRADE's research and survey product suite offers the trading and execution industry a benchmark and reference point. Our product ranges from our annual flagship EMS, Algorithmic Trading and Outsourced Trading surveys to bespoke products for individual firms looking to utilise The TRADE's network and platform to obtain essential data and information.

### Execution Management Systems Survey:

The TRADE has conducted its industry-leading survey into execution management systems for the past 13 years. The survey looks at market trends in the EMS space and client perception of vendors, rating their EMS offering across 13 functional criteria, including key service aspects such as reliability and availability, post-implementation client service and FIX capabilities. The survey runs from May through to July, with results published in the Q3 edition of the magazine.

### Algorithmic Trading Survey: Long-only and Hedge Funds

Long-only and Hedge Funds The TRADE has been collecting market intelligence and client perception data on algorithmic trading for the past 18 years. Buy-side traders are asked to rate their algo provider(s) across 15 aspects of service, including key areas such as execution consistency, increased trader productivity and access to dark or alternative liquidity. The data collection period runs from December to February, the published results are then broken down into long-only and hedge fund responses and published in the Q1 and Q2 editions of the magazine respectively.

### Outsourced Trading Survey:

Brought to you in partnership with Ergo Consultancy, 2025 will mark the third year of our Outsourced Trading survey. Clients including asset managers, hedge funds and asset owners, are asked to rate their providers across nine key categories, including coverage, execution, client service, trade decision support and IPO process and allocations. This survey results and write-up is published annually in September, as part of a dedicated OT supplement.



Top performers in this year's surveys will be recognised at The TRADE's annual Leaders in Trading and Leaders in Trading New York awards. For information please contact Karen Delahoy +44 (0)20 7397 3826 [karen.delahoy@thetradenews.com](mailto:karen.delahoy@thetradenews.com)



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- carbon neutral printing using offshore wind electricity, vegetable oil based inks and FSC® certified paper
- carbon neutral packaging produced from sugar cane

