



THE  
**COMMODITY**  
JOURNAL



MEDIA PACK





# Welcome

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Welcome to The Commodity Journal – a publication for commodity traders by commodity traders. Launching; first quarter, 2010.

Written by your peers as well as other respected industry experts, this will be your indispensable bi-monthly guide to the global commodity market.

We all know that there's a wealth of information on daily price movements and, of course, the latest news flashes across our screens 24 hours a day. However, as industry insiders, we believe there is a gap in the market for authoritative and expert views and analysis... and for trusted information delivered by those who work in the commodity industry.

With a panel of over 100 experts along with specialist journalists covering every commodity and every global market, this is your opportunity to stand back and take a look at the long-term trends, reflect on the opinions of market participants and learn more about what is going on inside each and every commodity market – all from an expert's perspective.

From issues in mining to financial derivatives, the metal markets to the problems facing container ships, The Commodity Journal will bring you the informed and inside information we believe you deserve.

Setting us further apart from other titles is our lifestyle section. Fashion, technology, travel, luxury goods, and culture; these are all commodities in their own right and The Commodity Journal will offer a comprehensive global briefing for the style conscious and information hungry reader.

## Online

Launched off the back of a 350,000 strong email database of commodity traders and professionals, commodityjournal.com is the essential online destination for everything that's going on in the world of commodities. A media-rich hub of information with news, features, videos and interviews from the industry's leaders and commentators. Ultimately holding an archive of all the editorial features delivered by its printed sister publication, it will be packed with web-only exclusive content that engages and entertains.



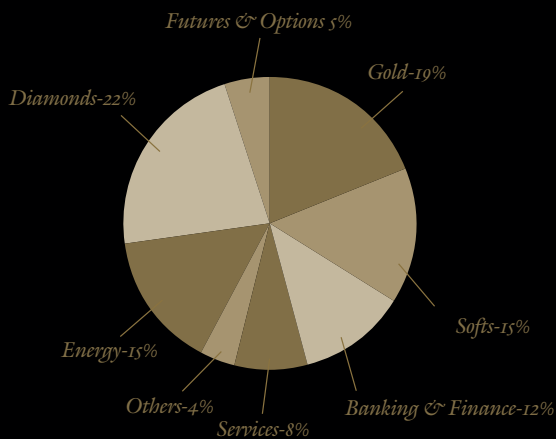


# The Audience

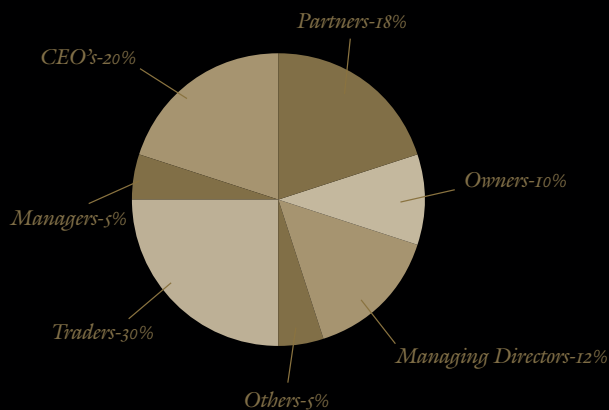
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Aged 35-65, degree educated at board level or aspirant. They undertake regular opinion-forming activity and are actively involved in business activities including purchasing decisions. They work in head office or regional head office of a large company with international operations.

## INDUSTRY SECTORS



## JOB FUNCTION





# The Club

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The Commodity Journal both holds and partners with commodities events around the world.

The last Friday of every second month will see The Commodity Club hold a members only dinner at a private London members' club, where a hand picked group of 120 industry decision makers will be invited to spend an evening with key speakers and given the chance to network and do business with top industry players.





# Rate Card

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Online - For information on the advertising and sponsorship opportunities that commodityjournal.com represents, please contact the commercial team.

Print - Our circulation is currently 10,000 and we have a BPA audit applied for 01/01/2009.

## REGULAR

Double page spread	- GBP £7,000
Full page	- GBP £4,000
Half page Vertical	- GBP £2,500
Guaranteed position	- plus 10%

## COVERS

Inside front cover spread	- GBP £10,000
Outside back cover	- GBP £8,000
Inside back cover	- GBP £5,000

## INSERTS

Price on request

Section sponsorship – 12 month exclusivity - Price on request.

Should you wish to sponsor any of our sections, i.e., Agriculture & Softs, Energy, Metals, Precious Metals, Precious Gems, Banking & Finance, Stock Market, Market Analysis, and World Business, you can enjoy the following benefits:

Prime advertising positions in the magazine and on our website.

Priority advertising over your competitors throughout the magazine and website.

Logo displayed at the beginning of sponsored section in the magazine and on the website.

Commissioned special features, articles, interviews, brand display and advertising throughout the year for the magazine and website.



# Display Advertising

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## DPS

Bleed - w406mm x h276mm  
Trim - w400mm x h270mm  
Type - w380mm x h250mm



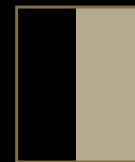
## FULL-PAGE

Bleed - w206mm x h276mm  
Trim - w200mm x h270mm  
Type - w180mm x h250mm



## HALF-PAGE VERTICAL

Bleed - w103mm x h276mm  
Trim - w100mm x h270mm  
Type - w70mm x h250mm





# Copy Requirements

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## **PRODUCTION DATA**

Four Colour - High resolution PDF with all fonts embedded and all images  
CMYK at 300dpi and above  
Hardware - CD/DVD ROM  
Software - Adobe PDF, Illustrator, Photoshop, Freehand, Indesign  
File Formats - AI, EPS, TIFF, and PDF

## **CANCELLATION DEADLINE**

14 days prior to publication

## **COPY / CORRECTION DEADLINE**

14 days prior to publication

## **MATERIALS**

The Commodity Journal is a fully digital publication. Please supply advertisements as a digital workflow. Please supply artwork as a high-res PDF or AI and EPS. Software: Indesign (CS), Photoshop (CS), Illustrator (CS). Any pictures or logos supplied should be at a resolution of 300 dpi or more and split for CMYK. Adverts supplied in Illustrator should be saved as EPS files with all text saved as outlines.

## **SUPPLYING FILES**

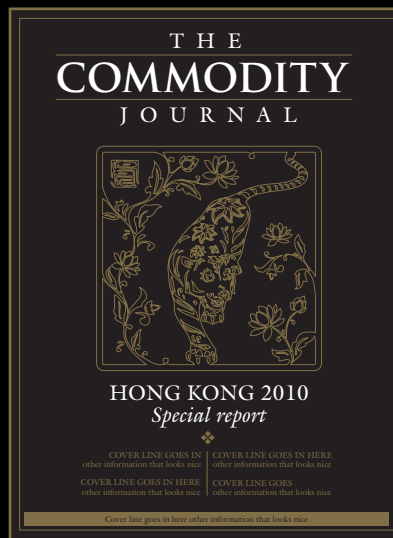
Email, CD ROM or FTP.

Please supply a digital colour proof. If this is not supplied, any colour queries after the journal has been printed are not the responsibility of The Commodity Journal or its suppliers.



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