

MEDIAKIT 2010



The Global Business News Leader

INTERNATIONAL BUSINESS TIMES



The Global Business News Leader

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Reach an Audience without Borders

Our Vision

The International Business Times stems from a desire to promote global change at 2 levels.

Firstly, IBTimes was founded on the precept of giving all world markets and their participants access to high-quality and abundant business and financial news. We believe that strong business media support is necessary for each economy / market to grow and contribute to global prosperity.

Secondly, we were created from the start as an international news organization. This allows IBTimes to maintain a global viewpoint with less or no attachment to one country's individual interests.

We believe media shapes economic policy and countries' trade practices. Our vision is to be an open and objective platform for international dialogue between trading corporations or governments. Our goal is to help make the world a more unified marketplace.

The Need for IBTimes

The International Business Times is a leading global business news network with 13 editions serving 13 different countries. Each produces its own complete paper, offering in depth news coverage relevant to the readers of the respective country. The strong global network gives IBT deep insight into the global market and provides readers a balanced global perspective.

IBT provides news relevant and accessible to a wide range of readers from political leaders to executives of global corporations; Wall Street traders to innovative entrepreneurs. Our news follow the trend of globalization and benefit readers who see the world as their market.



Our Network

13 Editions in 12 Locations

- IBTIMES is a trusted brand in each of the local markets we cover
- Highest number of country editions among global business news publications
- Perfect platform for international media buys reaching to a business audience
- Our network allows marketers to speak to their audience within their local context



Our Audience

Overview

IBTIMES.com reaches out to over 2.5 Million Monthly Unique Users 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.

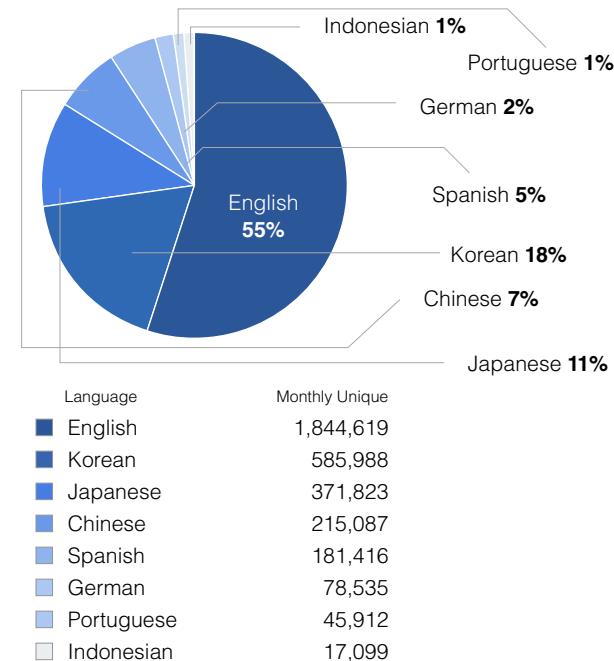
US Monthly Uniques: **515,397**
 Global Monthly Uniques: **2,535,159**

32% of our audience worldwide reads IBTIMES editions in 2 or more languages.

Traffic by Country

Country	Monthly Uniques
United States	515,397
Japan	505,984
South Korea	498,120
United Kingdom	154,477
Australia	81,813
Germany	70,630
Canada	64,471
India	59,171
Mexico	58,854
Hong Kong	50,807
China	40,644
Brazil	35,109
Singapore	23,286
Malaysia	19,781
South Africa	17,502
Indonesia	15,734

Traffic by Language

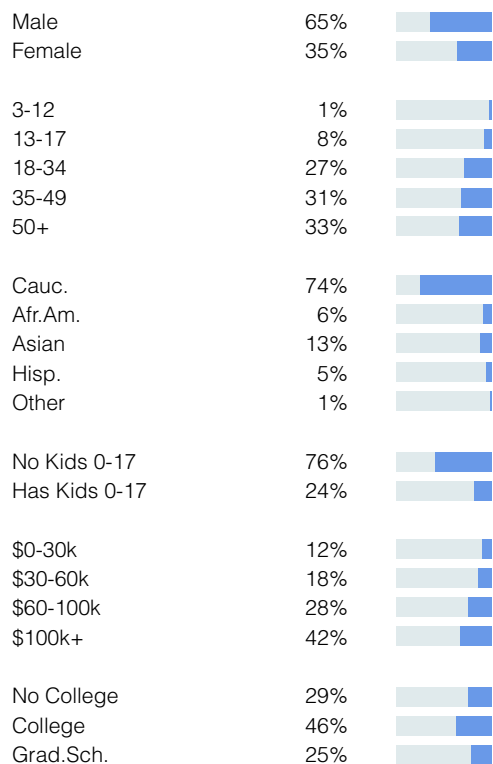


* Google Analytics, July 2010

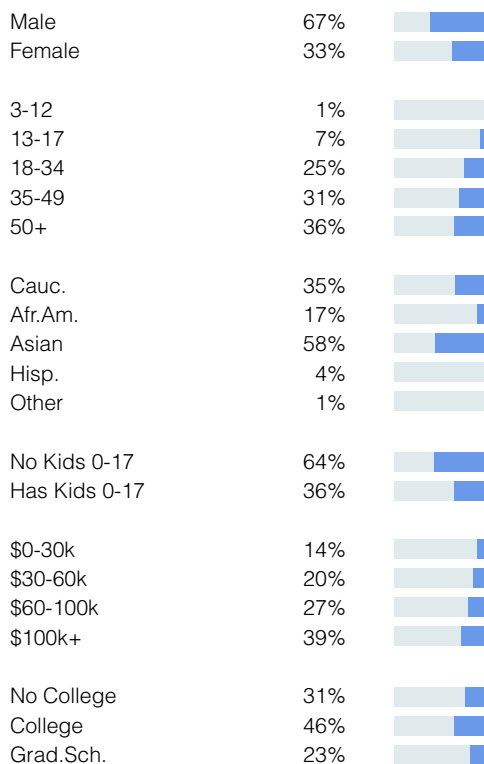
Our Audience

US Monthly Uniques: **515,397**
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US Demographics



Global Demographics



Audience Also Likes

The people who visit ibtimes.com are also likely to visit these categories and sites:

Category	Affinity
Business News & Info	
Schaeffersresearch.com	28.1x
Business Week	24.9x
Reuters	23.9x
Nasdaq.com	20.3x
Magazines	
Business Week	24.9x
Forbes	11.8x
Smart Money	11.1x
Time Magazine	10.8x
Online Trading	
Reuters	23.9x
Nasdaq.com	20.3x
CNBC.com	12.0x
Kitco.com	8.7x

* Source: Quantcast, Publisher Survey, July 2010

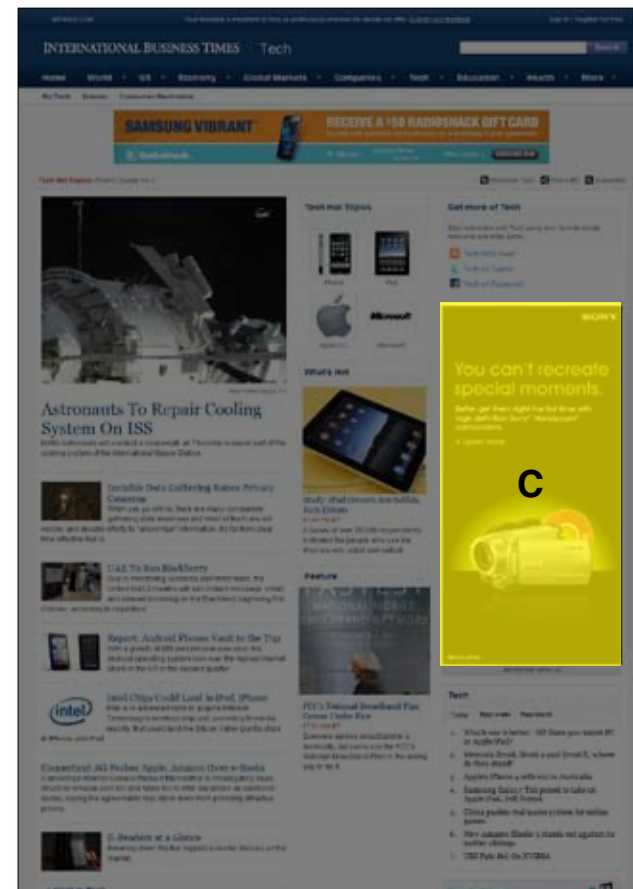
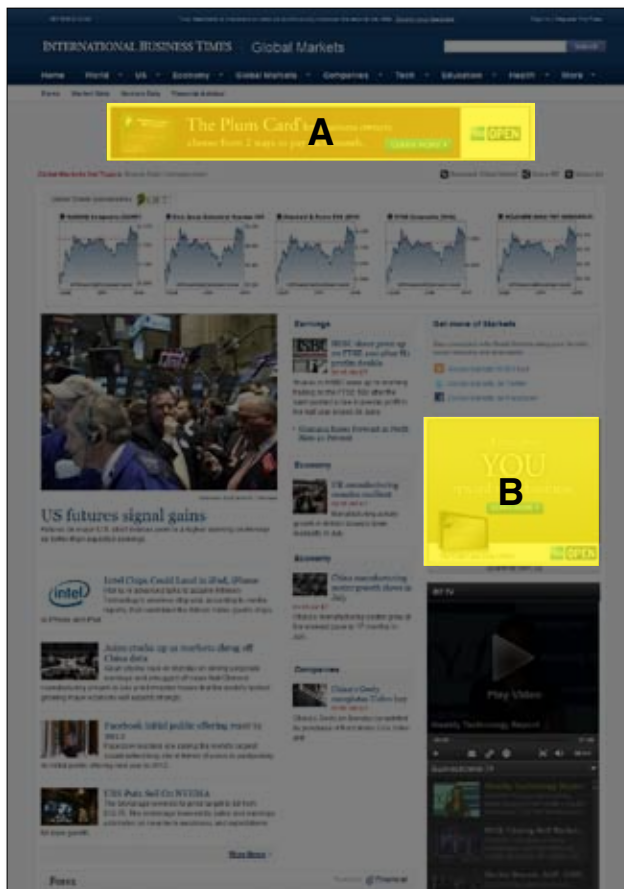
* Source: Quantcast, July 2010

Our Ad Opportunities

Leader board / MPU

Advertising Units	Size
A Leader board	728 x 90
B MPU	300 x 250
C Half page Ad	300 x 600
D Prestitial	640 x 480
E Push Down	
F Sponsored Links	
G Video Pre-Roll	

Half page Ad



For More Information

Please contact the IBTimes
Digital Media Sales Department
Email: ibtads@ibtimes.com
Phone: +1 (212) 232 7437

Our Ad Opportunities

Prestitial

Advertising Units	Size
A Leader board	728 x 90
B MPU	300 x 250
C Half page Ad	300 x 600
D Prestitial	640 x 480
E Push Down Ad	
F Sponsored Links	
G Video Pre-Roll	



Push Down Ad



For More Information

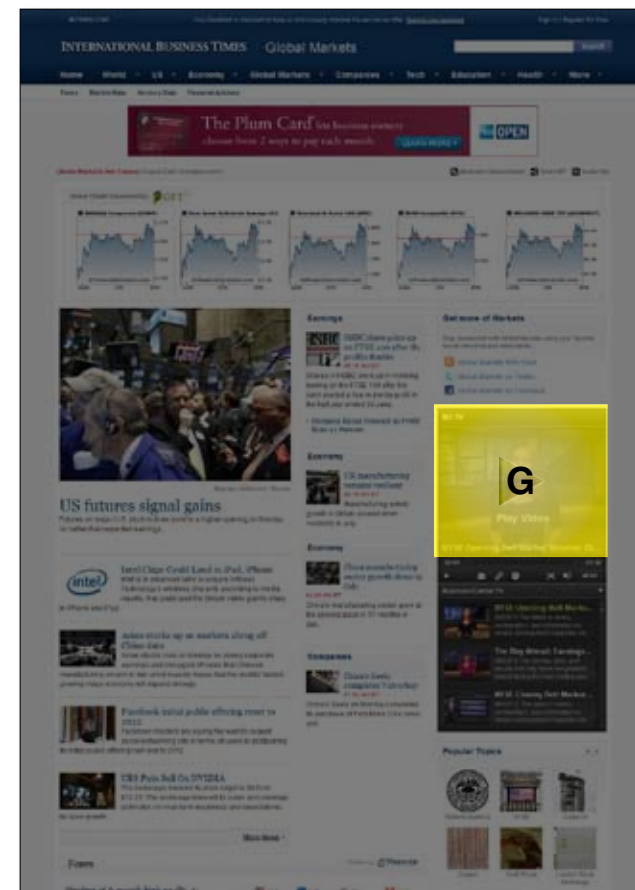
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Our Ad Opportunities

Sponsored Links

Advertising Units	Size
A Leader board	728 x 90
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Video Pre-Roll



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