

Going to market in the trading arena.

Advanced Trading was developed to help you connect with trading executives. We deliver the strongest media platform in the business from which to launch your marketing efforts, plus smart crossmedia programs that make sure you gain the best results possible.



Editorial Calendar

February 2010

Close Date: December 14, 2009

Material Close: January 6, 2010

Derivatives Trading and Risk Management: How will the move toward greater transparency in the derivatives market affect trading? Will moving OTC trades onto an exchange really reduce risk? How will traders adjust to the reform, what new tools with they use and how will the overall market be affected?

Dark Pools Facing Extinction? How will the new SEC rule proposal affect the dark pool biz model? How are they fighting back to retain their businesses in light of the SEC's rule that is forcing them to act as a lit public exchange. This story will also address the potential consolidation that the market will see if this rule is enacted.

Directory: Derivatives Exchanges

April 2010

Close Date: February 23rd

Material Close: March 8th

Data Latency and Trading Speed: This issue will take a look of speed of trading. Where are we now? Where do we expect to be in the coming year and how will traders get there? Stories will include:

New regulation considered for collocation

- New methods in collocation—split colos with centralized risk management
- High frequency trading new challenges
- Will traditional buy side trading desks get in on the HF game?

Directory: Low Latency Technology/Services

June 2010

Close Date: April 22nd

Material Close: May 6th

International Markets: This feature will examine the various ATs and exchanges in Europe, analyze market share, and profile the markets leaders to get a sense of what to expect from each marketplace and which ones will likely dominate. We will take a look at leadership, market share, technology and innovation.

New Media and Trading: Social and new media is clearly affecting the trading desk. Between new algorithms that search twitter feeds and video players being built into robust market data desktop services, the way the trader is getting news is certainly changing. This feature focuses on how the trading desk is adapting its trading desk to take advantage of transformation in how people are getting their news and information.

Directory: Dark Pools

August 2010

Close Date: June 23rd

Material Close: July 7th

Trading Behind the Scenes: This feature will take a look three buy side firm's trading desks. Advanced Trading will interview their head trader and get the behind the scenes look at the technology they use to trade, how their desk is structured and what changes they've made to the desk since the credit crisis, as well as what changes they are expecting to make to retain their edge over the next year. These profiles will be accompanied by photo galleries.

Energy Trading: This feature takes a look at the energy markets with an emphasis on the tools, exchanges, algorithms and people behind trading.

Directory: EMSs

October 2010

Close Date: August 20th

Material Close: September 3rd

The New Wall Street: In just two years since Lehman collapsed and Bank of America agreed to purchased Merrill Lynch, and almost two years since the infamous Madoff scandal—How has Wall Street Changed? Do the large broker-dealers still dominate? Have boutiques become in vogue? Is risk management and fraud management still a major concern and have firms created new processes and adopted new technologies so they will be more prepared if another market meltdown were to arise? How has the buy side change? How has the sell side change? And how has the way they interact changed? This feature analyzes the new Wall Street.

Directory: TCA

December 2010

Close Date: October 21st

Material Close: November 3rd

2011 Outlook: This issue will take a look at the future trading desk. What tools will be used in the coming year?--algos, tca, oms, ems? And how will the trading desk evolve in years to come?

Digital Issue – February 17th

Close Date: February 5th

Algorithmic Trading: This digital issue will focus on new advances in algorithmic trading. It will include updates on customization and new categories of algorithms. This report will include a comprehensive guide to algorithm providers.

Digital Issue – April 19th

Close Date: April 7th

Dark Pools: This special issue will focus on advances in dark pools, including new entrants, market share reports, and upcoming regulation. It will include a directory of dark pool providers.

Digital Issue – June 21st

Close Date: June 11th

Transaction Cost Analysis: TCA has become even more critical as a result of the market turmoil over the last two years. Desks are taking a much more watchful eye on costs and execution quality. Several buy side traders discuss how they are incorporating TCA into their daily process.

Digital Issue – August 18th

Close Date: August 6th

EMSs and OMSs: This issue will focus on execution management and order management systems, with an emphasis on high frequency trading, how have EMSs and OMS evolved? Are they fast enough? This story will take a look at some of the new innovations of these trading tools.