

Advertising Media Kit

2021
MEDIA
KIT

Forex Training Group prides itself on providing high quality in-depth content on a wide range of topics related to forex trading. We provide insights on technical analysis and fundamental analysis with an emphasis on trading education.

We strive to empower traders so that they can make better trading decisions. We have published over 225 extensive blog posts which brings high quality traffic from Google Search. In addition, we publish a free email newsletter with market insights and educational content that reaches over 12,700 subscribers.

ABOUT OUR READERS

Our readers are predominantly male. The largest geographical segment is represented by Europeans, followed by Americans and Canadians (North America). A large percentage of our reader base is comprised of beginning or intermediate traders.

Geography		SITE TRAFFIC (Monthly)	
Europe	28%	Page Views (65% Desktop)	75,755
North America	26%	Unique Visitors	37,217
Asia	23%	New Users	32,335
South Africa	10%	Organic Search %	75.6%
Australia	7%	Time On Site (minutes)	1.62
Other	6 %		

SPONSORSHIP AND CAMPAIGN OPTIONS

Forex Training Group offers two primary options for Advertising. This includes banner ad placements on the blog and Email Marketing in the form of Dedicated Email sends to our subscribers.

Banner Ads – We offer nine different placement options for Banners. And there are three different pricing packages based on duration. The longer the duration, the cheaper the ad cost. Pricing is based on a Fixed Fee Model. Refer to the next page for details on placements and pricing.

Email Marketing – We offer Dedicated Email sends to our subscriber list, which is currently over 12,700. Our email list is very responsive and we achieve close to a 20% open rate on average. Offers that work well include trading education offers, lead generation offers, and forex broker offers.



23,900 Followers
@FX_Training_Grp



14,540 Followers
@Forextraininggroup



4,655 Connections
@Forextraininggroup



57,700 Followers
@Forextraininggroup



44,050 Followers
@profxtrader



1,760 Followers
@Forextraininggroup



12,700 Subscribers
Newsletter Subscribers



158,705 Total
Followers + Subscribers



SPONSORSHIP OPTIONS

BANNER AD PLACEMENTS

TOP LEADERBOARD - 728 X 90PX

\$299 / month
\$805 / 3 month (10% off monthly rate)
\$1525 / 6 month (15% off monthly rate)

TOP RIGHT SIDEBAR - 300 X 250PX

\$275 / month
\$745 / 3 month (10% off monthly rate)
\$1405 / 6 month (15% off monthly rate)

SECOND RIGHT SIDEBAR - 300 X 250PX

\$250 / month
\$675 / 3 month (10% off monthly rate)
\$1275 / 6 month (15% off monthly rate)

LOWER SIDEBAR 1 (STICKY) - 300 X 250PX

\$225 / month
\$599 / 3 month (10% off monthly rate)
\$1150 / 6 month (15% off monthly rate)

LOWER SIDEBAR 2 (STICKY) - 300 X 250PX

\$185 / month
\$500 / 3 month (10% off monthly rate)
\$944 / 6 month (15% off monthly rate)

IN CONTENT 1 - 300 X 250PX

\$200 / month
\$540 / 3 month (10% off monthly rate)
\$1020 / 6 month (15% off monthly rate)

IN CONTENT 2 - 300 X 250PX

\$175 / month
\$473 / 3 month (10% off monthly rate)
\$893 / 6 month (15% off monthly rate)

IN CONTENT 3 OR 4 - 300 X 250PX

\$150 / month
\$405 / 3 month (10% off monthly rate)
\$765 / 6 month (15% off monthly rate)

**** CURRENTLY RECEIVING APPX 52K PAGEVIEWS PER MONTH ON DESKTOP. BANNERS ARE SERVED ON DESKTOP ONLY. SITE-WIDE ADVERTISING. GEO TARGETING AVAILABLE.**

EMAIL ADVERTISING

Newsletter Sponsorships through Dedicated Emails are a highly effective way to reach your target audience. Forex Training Group publishes an educational Email Newsletter that provides actionable tips and strategies for beginning and intermediate Forex traders. Dedicated Emails are sold on a CPM basis. Our email subscribers are highly engaged and we have some of the highest open rates in the industry. Contact us for more information.

18.45 %

Avg Open Rate

HOW TO GET STARTED

To get started, please contact us via email or our contact form. Make sure to provide the following information 1) Your Company Name 2) Type of Ad unit you are interested in and 3) Duration that you want to run the ad for.

Advertising Contact:
support@forextraininggroup.com
or use our [Contact Form](#)