

## Advertising 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 300 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 8,500 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)	61,125
North America	26%	Unique Visitors	32,217
Asia	23%	New Users	28,908
South Africa	10%	Organic Search %	81.6%
Australia	7%	Time On Site (minutes)	1.87
Other	6 %		

### SPONSORSHIP AND CAMPAIGN OPTIONS

Forex Training Group offers three primary options for Advertising. This includes Banner ad placements on the blog, Email Marketing in the form of Dedicated Email sends to our subscribers, and inclusion within our Forex Brokers listing page

Banner Ads – We offer 8 different desktop placement options and 4 mobile placement options. 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 8,500. Our email list is very responsive, and we achieve close to a 20% open rate on average.

Forex Broker Listing – We have a prominent Forex Brokers tab within our menu area that directs users to a page listing the top 8 recommended forex brokers.



**24,900 Followers**  
*@FX\_Training\_Grp*



**14,540 Followers**  
*@Forextraininggroup*



**4,655 Connections**  
*@Forextraininggroup*



**51,700 Followers**  
*@Forextraininggroup*



**42,050 Followers**  
*@profxtrader*



**1,760 Followers**  
*@Forextraininggroup*



**8,500 Subscribers**  
*Newsletter Subscribers*



**148,205 Total**  
*Followers + Subscribers*

### BANNER PLACEMENT OPTIONS

#### DESKTOP 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 41K PAGEVIEWS PER MONTH ON DESKTOP AND 21K ON MOBILE . SITE-WIDE ADVERTISING. LIMITED GEO TARGETING AVAILABLE.

#### MOBILE BANNER AD PLACEMENTS

##### PRE-CONTENT AD

\$199 / month  
\$537 / 3 month ( 10% off monthly rate )  
\$1014 / 6 month ( 15% off monthly rate )

##### MID-CONTENT AD

\$149 / month  
\$402 / 3 month ( 10% off monthly rate )  
\$759 / 6 month ( 15% off monthly rate )

##### POST-CONTENT AD

\$125 / month  
\$337 / 3 month ( 10% off monthly rate )  
\$637 / 6 month ( 15% off monthly rate )

##### TWITTER FEED AD PLACEMENT

\$69 - 5 Tweet Package (same ad delivered over 1 week)  
\$99 - 10 Tweet Package (same ad delivered over 2 weeks)  
\$149 - 20 Tweet Package (same ad delivered over 4 weeks)

### FOREX BROKER LISTING

#### TOP POSTION LISTING # 1

\$399 / 6 month  
\$718 / 12 month ( 10% off 6 month rate )  
\$1017 / 18 month ( 15% off 6 month rate )

#### SECOND POSTION LISTING # 2

\$350 / 6 month  
\$630 / 12 month ( 10% off 6 month rate )  
\$892 / 18 month ( 15% off 6 month rate )

#### THIRD POSITION LISTING # 3

\$325 / 6 month  
\$585 / 12 month ( 10% off 6 month rate )  
\$828 / 18 month ( 15% off 6 month rate )

#### FOURTH POSITION LISTING # 4

\$299 / 6 month  
\$538 / 12 month ( 10% off 6 month rate )  
\$762 / 18 month ( 15% off 6 month rate )

#### FIFTH POSITION LISTING # 5

\$275 / 6 month  
\$495 / 12 month ( 10% off 6 month rate )  
\$701 / 18 month ( 15% off 6 month rate )

#### SIXTH POSITION LISTING # 6

\$250 / 6 month  
\$450 / 12 month ( 10% off 6 month rate )  
\$637 / 18 month ( 15% off 6 month rate )

#### SEVENTH POSITON LISTING # 7

\$225 / 6 month  
\$405 / 12 month ( 10% off 6 month rate )  
\$573 / 18 month ( 15% off 6 month rate )

#### EIGHTH POSITION LISING # 8

\$199 / 6 month  
\$359 / 12 month ( 10% off 6 month rate )  
\$507 / 18 month ( 15% off 6 month rate )

**\*\* FOREX BROKERS MENU TAB IS SHOWN ON BOTH DESKTOP AND MOBILE. OUR SITE IS CURRENTLY RECEIVING APPX 62K PAGEVIEWS PER MONTH ON DESKTOP AND MOBILE.**

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