



REUTERS

Overview	2
Site Stats	5
Audience	6
Integrated Platforms	8
Partners and Campaigns	10
2013 Integrated Program Opportunities	11
Ad Specs	12
Advertising Contact	14

KNOWLEDGE. POWER. IMPACT.





We believe that the right information,
in the right hands, leads to amazing things.

As the world's leading source of actionable
intelligence, Reuters delivers news, opinion,
and analysis directly to an audience of
affluent business professionals.

No other global brand delivers
The unique combination of...

Content Excellence
Audience Quality
Integrated Platforms

CONTENT EXCELLENCE

A REPUTATION FOR SPEED, ACCURACY AND IMPACT

For over 160 years, Reuters has provided unmatched coverage around the globe and across topics.

QUANTITY AND QUALITY

3,000 journalists

200 news bureaus

9,400 exclusives a year

CAPTURING MOMENTS

300 photojournalists

1,600 photos each day

DISTRIBUTION AND REACH

CNBC, Google, MSN,

New York Times, Yahoo!

AUDIENCE QUALITY

REUTERS: ANY DEVICE, ANY PLACE, ANY TIME

U.S. Site

21MM

Unique Visitors

133MM

Page Views

6.5

Page Views per Visitor

U.S. Mobile Site

9MM

Unique Visitors

29MM

Page Views

16

Visits

App Downloads

991K

iPhone

945K

iPad

300K

Android

290K

Blackberry

Source: Bango; WebTrends, Q3 2012; iTunes, September 2012

AUDIENCE QUALITY

ACCESS TO HIGH LEVEL, AFFLUENT DECISION MAKERS

C-Level Executives

Index 193

EVP/SVP/VP

Index 246

HHI \$150K+

Index 140

Current Market Value of
Portfolio - \$500K- \$1MM

Index 153

Decision Makers
for Organizations

Index 165

Authorize/Approve Tech
Purchases for Work

Index 223

Source: Nielsen@Plan Q2 2012

AUDIENCE QUALITY

REUTERS AUDIENCE SELECT

Target key consumers within premium relevant content and increase brand awareness and campaign success.

AUDIENCE

Best in class
proprietary audience
data and platform

SCALE

Multi-vertical
business
professional
audience

EXECUTION

Superior service
and partnering
to meet goals



INTEGRATED PLATFORMS

REUTERS MULTI-PLATFORM OPPORTUNITIES

TWEET #EVOLOVE WITH WHAT YOU LOVE

Sprint

@MATTHAWBLOG
Hey @sprint: I love fashionable hats. Are there any good hat shops in the city? #EVOLOVE

THE HAT SHOP
120 Thompson St New York

OUTDOORS
THOMSON REUTERS & NASDAQ TOWER

REUTERS

THE LEADERSHIP ISSUE

What Would Winston Do?
China's Steve Jobs
Hillary Takes on the World

PRINT
REUTERS MAGAZINE

EVENTS
REUTERS SUMMITS,
REUTERS CONVERSATIONS

SOCIAL MEDIA
TWITTER, FACEBOOK,
LINKEDIN & YOUTUBE

REUTERS TV
Original Insight & Analysis

SHOWS

- Reuters Investigates
- The Trail
- Felix TV
- Cleveland File
- Tonic
- Blitz
- Hard

VIDEO
REUTERS TV AND YOUTUBE

MOBILE
NEWS PRO APP AND MOBILE WEB

INTEGRATED PLATFORMS REUTERS PROGRAMS

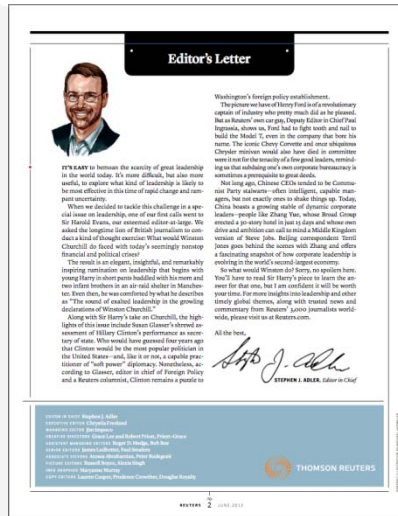
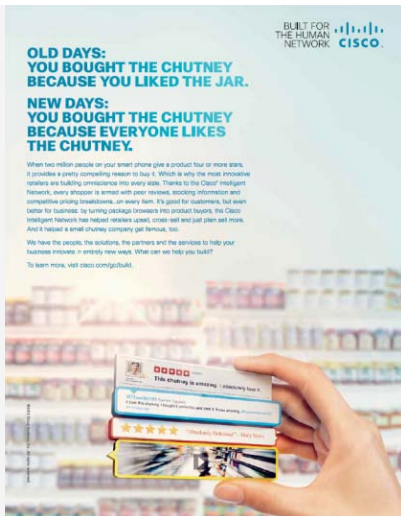
SPRINT



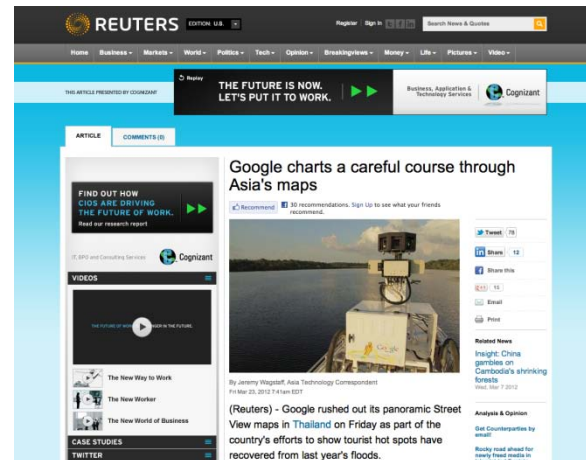
MERRILL LYNCH



CISCO



COGNIZANT





2013 INTEGRATED PROGRAM OPPORTUNITIES

Q1 2013

Davos 2013 | January

Every year, global policy makers, business leaders and thinkers gather in Davos, Switzerland, to discuss solutions to pressing global issues at the World Economic Forum.

48 Hours In – Top Winter Destinations | January

Reuters TV *48 Hours In* provides business travelers with key tips about their destinations including key phrases, cultural mores, and places to eat.

And The Winner Is... | January/February

We take an inside look at the winners, fashion, and excitement of the Golden Globes, Grammys, and Academy Awards.

Lipper Awards | March

Honors the funds, hedge funds, and fund management firms that have delivered stronger and more consistent performance than their peers.

Q2 2013

Partner Connect | April

Thomson Reuters Professional Publishing division presents Partner Connect for the LBO, venture, real estate, energy and infrastructure spaces with industry speakers and networking opportunities.

Wheels Around the World – Spring Edition | April

This multi-platform automotive program coincides with the news-making New York International Auto Show.

Personal Finance – Taxes, Portfolios, and More | April

Reuters connects with users when money matters are top of mind and gives them the advice and guidance they need to succeed.

Global Entrepreneurs | May

May is Small Business Month, and Reuters TV's new programs honor startups with a global angle and gives viewers a deeper look behind the hottest new companies.

Aspen Ideas Festival | June

The Festival, presented by the renowned Aspen Institute, brings together the most interesting thinkers and leaders to discuss their work, the issues that inspire them and their ideas.

Q3 2013

Business Travel: 48 Hours In – Top Summer Destinations | July

Reuters TV *48 Hours In* will inform and inspire globetrotting business travelers about customs, local purchases, hotels, night life, and more for summer's hottest spots.

Beyond the C-Suite – The Agenda for a Hot Summer | July

Gain access to affluent users seeking the best happenings, trends, activities, and more around the globe to enjoy this summer with The Agenda.

Innovations | September

Reach today's thought leaders seeking the latest innovations for technology, finance, science and more for both their business and personal lives.

Q4 2013

VCJ Venture Alpha | October

Thomson Reuters Professional Publishing division's VCJ Venture Alpha is a discussion and networking event for the Venture Capital Industry.

Wheels Around the World – Fall Edition | October

Take advantage of Reuters global automotive coverage and reach business executives with purchasing power.

Halloween Sign Sponsorship | October

It's no trick, just a treat to get advertising in front of the 1.5 million people that pass through Times Square daily.

Holiday Movies Sign Sponsorship | November/December

The ticket to a blockbuster hit is with the ultimate outdoor display in the world's ultimate location.

Holiday Shopping Sign Sponsorship | November/December

Holiday sales are in the bag by leveraging our 20,000 square feet of digital real estate in the heart of Times Square.

New Years Sign Sponsorship | November/December

As the clock strikes midnight, the place to ring in the New Year is Times Square.

Beyond the C-Suite – The Agenda for Cool Holidays | December

The Agenda brings together the best in the arts, liquor and wine, fashion, travel, and more for making the season merry.

Programs are subject to change.

AD SPECS | REUTERS ONLINE

AD UNIT SIZE	MAX FILE SIZE	LOOPING	FORMAT
Leaderboard 728x90 Expansion Size: 728x400	50k	3 times	HTML, gif, swf, flash
Box 300x250 Expansion Size: 500x400	50k	3 times	HTML, gif, swf, flash
Skyscraper 160x600 Expansion Size: 300x600	50k	3 times	HTML, gif, swf, flash
Half Page 300x600	50k	3 times	HTML, gif, swf, flash
Sponsorship Logo 88x31	10k	n/a	EPS Logo on white background (no borders, no tag lines)
Intro Message 640x480	50k	3 times	swf
Newsletter: 728x90 Leaderboard	50k	3 times	jpg, gif
Newsletter: 300x250 Box	50k	3 times	jpg, gif
Expandable Ads	n/a	3 times	HTML, gif, swf, flash
Homepage Roadblock OPA Pushdown Unit 970x66 / 970x418	50K additional 150k after page load, 200k total max	n/a	HTML, gif, swf, flash, auto close: 8 seconds, frequency: 1/24x on expansion; subsequent user initiated expansion
Video Pre-Roll 420x315	100K	n/a	flv, video length: 15 sec and 30 sec
Video Pre-Roll Skin 980x449	80K	n/a	swf
Video Pre-Roll Companion Box 300x250	50k	3 times	HTML, gif, swf, flash

Reuters supports the following technologies:

HTML, Flash, Bluestresk, Java, EyeWonder, PointRoll, Eyeblaster, Unicast, Klipmart, CommFlash, United Virtualities, Tango Zebra

*can test other vendors

The following ad servers are certified vendors of DART:

Gold Sponsors:

Dart Motif, Unicast, Enliven

Silver Sponsors:

Ad4ever, adrelief, Airlock, azione, Bannerstream, Brilliant Digital, COOV, eyeblaster, eyeReturn, EYEWONDER, Flashtalking, Intermezzia, Kaon Interactive, Kettera (Askbox), Klipmart, Onflow, PointRoll, Strevana Technology, LLC, United Virtualities (Shoshkeles), vendaria, Viewpoint, ZAQ Interactive

*all lead time is 7-10 business days

*all other custom placements can be discussed and run once tested

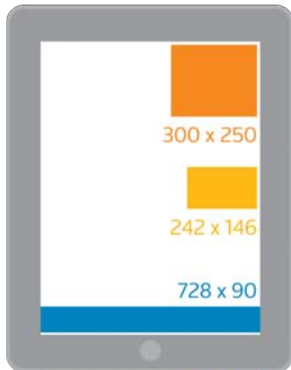
TABLET APP



SMARTPHONE APP



MOBILE WEB



Homepage Banner

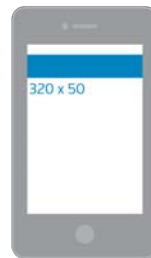
Banner 242x146
Leader Board 728x90

Landing Page

Box 300x250
Leader Board 728x90

Article Pages

Box 300x250



Site-wide Banner

320x50
(Expandable To 320x480)



Site-wide Banner

300x50/24
216x36/18
168x28/12
120x30/10
Text link



CONTACT

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REUTERS