

Leap|Rate

Advertising, Directory Listings & Partnership Opportunities 2026

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ABOUT LEAPRATE

LeapRate is an independent financial news platform covering forex, CFDs, online trading, and financial technology. Operating since 2010, LeapRate delivers breaking news, market analysis, regulatory updates, and broker intelligence to a global B2B audience of brokers, compliance officers, C-suite executives, and advanced traders.

Our editorial approach is modelled on The Economist: typographic authority, restrained design, and high information density. Every article is editorially independent, fact-based, and written for decision-makers who need actionable intelligence, not marketing noise.

LeapRate is not an affiliate site. We do not accept payment-for-editorial. Our advertising, directory, and content partnership products are clearly separated from our news coverage, governed by a published Editorial Independence Policy.

What Sets LeapRate Apart

Editorial independence. No pay-for-play. Advertising and editorial are separate. Our audience trusts us because our coverage is not for sale.

B2B focus. We write for the industry, not retail traders. Our readers are the people who run brokerages, build trading platforms, and regulate markets.

Full-spectrum distribution. Every piece of content reaches audiences across the website, email, social media, search engines, news feeds, and AI platforms.

15+ years of authority. LeapRate has been a recognised name in the forex trade press since 2010. That longevity translates directly into domain authority, trust, and reach.

Coverage Areas

Broker News • Market News • Technology • Regulation • APAC Edition • Market Analysis • Press Releases • Broker Directory

Operated by Finaffiliates Limited, 80 Grove Lane, Holt, Norfolk, UK.

AUDIENCE & REACH

LeapRate reaches the people who make decisions in financial services. Our audience isn't retail traders browsing forums, it's the executives, compliance heads, and technology leaders who choose platforms, select vendors, and shape the direction of the trading industry.

THE INDUSTRY READS LEAPRATE

Tens of thousands of financial services professionals visit leaprate.com every month

Who Our Readers Are

C-Suite & Senior Management, CEOs, managing directors, and founders of forex and CFD brokerages, crypto exchanges, and fintech firms.

Compliance & Legal, Heads of compliance, regulatory affairs directors, and in-house counsel navigating FCA, CySEC, ASIC, and global regulatory frameworks.

Technology Leaders, CTOs, platform architects, and product managers evaluating trading infrastructure, liquidity solutions, and integration partners.

Business Development & Sales, Institutional sales directors, partnership managers, and commercial leads sourcing new vendors and distribution channels.

Advanced Traders & Analysts, Professional and semi-professional traders who follow market structure, broker developments, and regulatory shifts.

Global Reach, Growing Fast

LeapRate's audience spans 50+ countries across every major financial centre. Our strongest markets include the United States, United Kingdom, Germany, Singapore, Hong Kong, Japan, Australia, France, India, and the broader APAC and Middle East regions.

Since relaunching in early 2026, LeapRate has experienced rapid, quarter-on-quarter growth across every metric, users, sessions, page views, and subscriber sign-ups. The growth trajectory is accelerating as we expand our editorial output, distribution network, and social presence.

GROWTH TRAJECTORY: 280%+ quarter-on-quarter user growth in Q1 2026

Why B2B Advertisers Choose LeapRate

Decision-maker audience. Our readers aren't browsing casually. They're evaluating platforms, comparing brokers, monitoring competitors, and tracking regulatory developments. This is high-intent, high-value traffic.

Direct traffic dominance. The majority of LeapRate's traffic comes from direct visits and branded search, readers who know us by name and come back repeatedly. This is a loyal, engaged audience, not one-time visitors from paid ads.

Search & AI authority. LeapRate content ranks in Google, appears in Google News, and is cited by AI platforms including ChatGPT and Google Gemini. Your brand benefits from association with a trusted, authoritative source.

Email subscribers growing daily. The Daily News Briefing reaches a curated B2B subscriber base of financial services professionals and advanced traders. Delivered every business day, opened by the people who matter.

Detailed analytics and audience data available on request. Contact advertise@leaprate.com.

DISTRIBUTION NETWORK

When you partner with LeapRate, your content doesn't just appear on a website. It travels across a multi-channel distribution network that reaches your target audience wherever they consume industry news.

Every Piece of Content Reaches:

leaprate.com, The primary editorial destination. SEO-optimised, fast-loading, editorially curated.

Daily News Briefing Email, Delivered every business day to a growing subscriber list of B2B financial services professionals.

Search Engines & News Feeds, Indexed by Google, Bing, and Apple News. LeapRate content appears in Google News results, driving discovery by professionals actively searching for industry intelligence.

AI & LLM Platforms, LeapRate content is cited by ChatGPT, Google Gemini, and other AI platforms. Verified referral traffic from AI platforms confirms LeapRate as a trusted source in AI-generated responses about the trading industry.

Social Media Channels, Every article is distributed across LinkedIn, X/Twitter, Facebook, Instagram, Mastodon, Bluesky, and Threads. TikTok launching soon.

What This Means for Partners

A single press release, sponsored article, or directory listing on LeapRate generates touchpoints across 10+ channels. Your brand reaches decision-makers through their preferred medium, whether that's a Google search, an email inbox, a LinkedIn feed, or an AI-assisted research query.

No other publication in the forex trade press offers this breadth of distribution as standard across every product.

DIRECTORY LISTINGS

The LeapRate Directory is the industry’s most comprehensive broker and vendor database, covering five categories: Forex Brokers, Crypto Exchanges, Liquidity Providers, Technology Vendors, and Prop Firms.

Each listing is a searchable, data-rich profile with regulation badges, platform details, trading specifications, user reviews, and direct contact functionality. One listing per subscription. Additional brands require separate plans.

Tier Comparison

Feature	Free £0	Standard £99/mo	Premium £249/mo	Sponsored £499/mo
Company name & description	✓	✓	✓	✓
Category & location listed	✓	✓	✓	✓
Images	1	5	Unlimited	Unlimited
Company logo displayed	✗	✓	✓	✓
All custom data fields	✗	✓	✓	✓
Website & social links	✗	✓	✓	✓
Contact / enquiry form	✗	✓	✓	✓
User reviews (5-criteria)	✗	✓	✓	✓
Compare Listings eligible	✗	✓	✓	✓
Video embed	✗	✗	✓	✓
Image gallery & FAQs	✗	✗	✓	✓
Featured badge	✗	✗	✓	✓
Priority search position	✗	✗	✓	Highest
Analytics dashboard	✗	✗	✓	✓
Newsletter mention	✗	✗	Quarterly	Monthly
Homepage showcase	✗	✗	✗	✓
Sidebar widget rotation	✗	✗	✗	✓
Monthly social media post	✗	✗	✗	✓
In-feed native ad	✗	✗	✗	✓
Dedicated account manager	✗	✗	✗	✓
LeapRate Awards 2026				
Awards eligibility	✗	1 nomination	2 free entries	2 free entries
Additional categories	N/A	£1,500/each	£1,000/each	£1,000/each

Annual Pricing (Save 15%)

Tier	Monthly	Annual	Annual Saving
Standard	£99/mo	£1,009/yr	Save £179
Premium	£249/mo	£2,539/yr	Save £449
Sponsored	£499/mo	£5,090/yr	Save £898

PRESS RELEASE DISTRIBUTION

LeapRate publishes and syndicates partner press releases across the full distribution network. Every release is editorially formatted, SEO-optimised, and distributed to maximise visibility.

What Every Press Release Includes

- Dedicated article** published on leaprate.com with full editorial formatting
- Social syndication** across LinkedIn, X, Facebook, Instagram, Mastodon, Bluesky, and Threads
- Email distribution** via the Daily News Briefing to the full subscriber list
- Search & AI indexing** indexed by Google News, Bing News, and cited by AI platforms
- SEO backlink** from leaprate.com (DA established since 2010)

Packages & Pricing

Package	Price	Per Release	Validity
Single	£550	£550	One-off
6-Pack	£2640	£440 (20% saving)	Use within 6 months
12-Pack	£4422	£368.50 (33% saving)	Use within 12 months

How It Works

1. Partner supplies press release copy (headline, body, images, contact details).
2. LeapRate editorial team formats, optimises, and schedules publication.
3. Article goes live on leaprate.com and is distributed across all channels.
4. Partner receives a confirmation with the live URL and distribution summary.

Turnaround: published within 24 hours of submission (business days). Expedited same-day publication available on request.

DISPLAY ADVERTISING

Fixed-rate monthly display placements across leaprate.com. All ad positions are designed as native elements within the editorial grid, visible, high-impact, and never disruptive.

Available Placements

Placement	Dimensions	Position	Monthly Rate
Header Leaderboard	728×90	Top of every page	£1,500
Sidebar MPU	300×250	Right rail, all pages	£800
Mid-page Leaderboard	728×90	Between sections	£1,200
In-article Banner	728×90 / fluid	After paragraph 3	£900
Sticky Half-page	300×600	Sidebar, scrolls with reader	£1,400
Directory Leaderboard	728×90	Above directory results	£1,200
Directory Sidebar MPU	300×250	Below directory filters	£700
Footer Leaderboard	728×90	Above footer, all pages	£600

Premium Packages

Package	Description	Monthly Rate
Section Sponsorship	Exclusive ownership of a content section (e.g. "Broker News presented by [Partner]"). Includes branded header, dedicated MPU, and in-feed native placement.	£2,500
Homepage Takeover	All homepage ad slots reserved for a single partner for a calendar month.	£4,500

Creative assets supplied by the partner. LeapRate handles trafficking and rotation. Multi-month bookings available with preferred rates.

SPONSORED CONTENT

Native advertising that matches the editorial experience. Sponsored content is clearly labelled per industry standards while maintaining the look and feel of LeapRate’s editorial design.

Products

Product	Description	Rate
In-feed Native Ad	Branded card in article feeds matching the editorial card style. "Sponsored" label replaces the category tag. Rotates throughout the month.	£900/month
Sponsored Article	Full advertorial piece published on leaprate.com with complete distribution (social, email, news feeds). Written by partner or co-produced with LeapRate editorial.	£700 per article

All sponsored content is clearly marked as such. LeapRate maintains editorial standards on all published content, promotional material must meet quality and accuracy thresholds.

MARKET ANALYSIS AUTHORSHIP

A branded expert content programme for firms that provide market analysis. Your analysts get a dedicated author profile on leaprate.com, and their analysis is published, syndicated, and distributed to the full LeapRate audience.

What's Included

Branded author profile, Photo, bio, firm name and logo, social links, and a backlink to your website.

Published analysis, Articles appear in the Market Analysis section of leaprate.com with full editorial formatting.

Full distribution, Every piece is syndicated across social channels, included in the Daily News Briefing email, and indexed by search engines and AI platforms.

SEO authority, Author byline and firm link from a domain with 15+ years of authority.

Packages & Pricing

Package	Frequency	Monthly Rate
Daily	1 analysis per business day (~22/month)	£2,200/month
Weekly	1 analysis per week (4/month)	£800/month
Monthly	1 analysis per month	£400/month

Partner supplies content. LeapRate editorial team formats and publishes. All content must meet LeapRate editorial standards: factual, analytical, non-promotional. LeapRate reserves the right to request revisions.

VIDEO & PODCAST PLACEMENT

Publication of partner video or podcast content to the LeapRate audience. Maximum one placement per partner per month to maintain editorial quality and audience trust.

What's Included

Dedicated article page on leaprate.com with embedded video/audio player and editorial wrapper.

Full syndication across all social channels with video/audio teaser.

Email distribution featured in the Daily News Briefing.

Search indexing optimised for Google and news feeds.

Pricing

Product	Rate
Single video or podcast placement (max 1/month per partner)	£500 per placement

Partner provides the finished video or podcast episode. Content must be editorial in nature: market commentary, industry insight, expert interview, or educational content. Product advertisements are not eligible.

SOCIAL MEDIA SPONSORSHIP

Branded presence across LeapRate’s social media channels, reaching the financial services industry where they engage daily.

Channels

LinkedIn • X/Twitter • Facebook • Instagram • Mastodon • Bluesky • Threads • TikTok (launching soon)

Products & Pricing

Product	Description	Rate
Sponsored Post	Dedicated partner post published across all channels. Includes creative, copy, and link.	£250 per post
Content Sponsorship	"Brought to you by [Partner]" branding on LeapRate editorial social posts for one week.	£250 per week
Social Takeover	Partner becomes the exclusive sponsor of all LeapRate social output for a calendar week.	£1,000 per week

All sponsored social content is clearly labelled per platform rules. Channel selection can be customised by agreement.

EMAIL & NEWSLETTER SPONSORSHIP

The LeapRate Daily News Briefing is delivered every business day to a growing list of B2B financial services professionals and advanced traders globally. It's one of the most direct ways to reach decision-makers in the industry.

Products & Pricing

Product	Description	Rate
Banner Ad	Display banner within the Daily News Briefing (top or mid-content position).	£1,200/month
Dedicated Send	A standalone email to the full LeapRate subscriber list on behalf of the partner. Limited to max 2 per month to protect list quality.	£750 per send
Briefing Sponsorship	"Today's briefing brought to you by [Partner]" header branding + banner + featured link for a full calendar month.	£1500/month

Subscriber list is opt-in, GDPR compliant, and growing daily. Audience skews senior: C-suite, compliance, and business development professionals in financial services.

BUNDLED PACKAGES

Pre-built packages combining products across the LeapRate catalogue. Each bundle is designed to deliver compounding visibility, the more touchpoints, the stronger the brand presence.

Visibility Starter, £1,800/month

Save £449/month(20%) vs. buying separately

Includes: Standard directory listing (£99/mo) + 1 press release per month (£550) + Sidebar MPU display ad (£800/mo) + 2 sponsored social media posts per month (£500)

Ideal for: Brokers entering the market who need a professional directory presence, regular news coverage, and persistent display visibility.

Growth Package, £4,500/month

Save ~£1,249/month(22%) vs. buying separately

Includes: Premium directory listing (£249/mo) + 2 press releases per month (£1,100) + Header Leaderboard display ad (£1,500/mo) + Weekly social content sponsorship (£1,000/mo) + Newsletter banner ad (£1,200/mo) + 1 sponsored article per month (£700)

Ideal for: Established brokers scaling their industry presence. Combines enhanced directory visibility with regular news distribution, premium ad placement, and branded social coverage.

Market Leader, £12,000/month

Save ~£4,099/month(25%) vs. buying separately

Includes: Sponsored directory listing (£499/mo) + Daily market analysis authorship (£2,200/mo) + Homepage takeover (£4,500/mo) + Briefing sponsorship (£1,500/mo) + 4 press releases per month (£2,200) + Social takeover, 4 weeks (£4,000/mo) + 1 video or podcast placement per month (£500) + 1 sponsored article per month (£700)

Ideal for: Major brokerages and technology vendors seeking dominant industry visibility. The complete LeapRate partnership, your brand appears across the directory, homepage, editorial pages, email, and social channels every single day.

Custom bundles available on request. Contact advertise@leaprate.com to discuss your objectives.

INTERNATIONAL & MULTILINGUAL

LeapRate is expanding into additional languages to serve the global financial services industry. Our existing international traffic already spans 50+ countries, with strong and growing audiences in Europe, Asia-Pacific, and the Middle East.

What This Means for Partners

Translated content: Partner press releases, analysis, and sponsored content translated and published in target languages.

Localised distribution: Social syndication and email distribution tailored to regional audiences.

Expanded reach: Access to non-English-speaking decision-makers in key markets where competitors have limited coverage.

Premium Add-On

Multilingual distribution is positioned as a premium uplift on any existing product. Add it to your press release package, analysis authorship, or sponsored content programme to extend your reach into new markets.

Specific languages, timelines, and pricing are agreed per partnership. Early adopters receive preferential positioning as LeapRate scales its multilingual coverage.

Contact advertise@leaprate.com to discuss your international requirements.

PARTNER SUCCESS STORIES

LeapRate has worked with leading brokerages, technology vendors, and service providers since 2010. Below are representative examples of the outcomes our partners achieve.

Case Study: Sponsored Directory Listing + Press Release Package

Partner profile: Mid-tier CySEC-regulated forex broker expanding into new markets.

Products used: Sponsored directory listing, 12-pack press releases, header leaderboard display.

Results: Prominent directory placement generated a steady flow of qualified broker comparison enquiries. Monthly newsletter features and social media mentions reinforced brand recognition among compliance officers and business development managers. Press releases announcing new regulatory licences and platform launches were indexed by Google News within hours of publication.

Partner feedback: "LeapRate's distribution network meant our announcements reached the right people on the same day. The directory listing pays for itself in enquiry volume alone."

Case Study: Market Analysis Authorship Programme

Partner profile: Technology vendor providing trading infrastructure to institutional clients.

Products used: Weekly market analysis authorship, section sponsorship (Technology).

Results: Established the partner's chief analyst as a recognised voice in the industry. Weekly analysis pieces drove consistent referral traffic back to the partner's website and generated inbound leads from CTOs and platform managers reading the Technology section.

Partner feedback: "The author profile on LeapRate gives our analysts credibility that's hard to build from scratch. We're now the default reference for trading infrastructure commentary in the trade press."

These case studies are representative of typical partner outcomes. Individual results may vary. Contact us for references.

CREATIVE SPECIFICATIONS

All display advertising creative must meet the following specifications. Assets should be supplied at least 3 business days before the campaign start date.

Display Ad Specs

Format	Dimensions	Max File Size	File Types
Leaderboard	728×90px	150KB	JPG, PNG, GIF, HTML5
MPU	300×250px	150KB	JPG, PNG, GIF, HTML5
Half Page	300×600px	200KB	JPG, PNG, GIF, HTML5
In-article (fluid)	Full content width × auto	200KB	HTML5, responsive
Native Ad	Image 400×300px + headline (70 chars) + description (140 chars)	100KB	JPG, PNG

General Requirements

Animation: Max 15 seconds, no auto-playing audio. HTML5 only (no Flash).

Landing URL: Must be provided with creative. HTTPS required.

Tracking: Third-party impression and click tracking accepted. Provide tracking URLs with creative.

Retina: Supply @2x assets where possible for high-DPI displays.

Press Release & Content Specs

Headline: Max 120 characters.

Body: Max 1,500 words. Plain text or basic HTML.

Images: Min 1200×630px featured image (JPG or PNG). Additional images welcome.

Links: Max 3 external links per press release.

Lead time: 24 hours (business days). Same-day expedited available on request.

Email Creative Specs

Banner: 600×100px or 600×200px. Max 100KB. JPG or PNG.

Dedicated send: Full HTML email template supplied by partner, or LeapRate designs from partner brief. Max 600px wide.

THE LEAPRATE AWARDS 2026

The inaugural LeapRate Awards recognise excellence across the forex, fintech, and financial services industry. Combining editorial authority with community voting and expert assessment, the awards are designed to be credible, transparent, and commercially valuable for participants.

Eligibility requires an active LeapRate Directory listing (Standard tier or above). This ensures all nominees are verified industry participants with a professional presence on the platform.

Awards Eligibility by Directory Tier

Directory Tier	Awards Entitlement	Additional Categories	Ideal For
Free (£0)	Not eligible	N/A	Upgrade to Standard to enter
Standard (£99/mo)	1 editor nomination in the most relevant category	£1,500 per category	Companies wanting basic awards presence
Premium (£249/mo)	2 free category entries	£1,000 per category	Best value. Save £500/category vs Standard
Sponsored (£499/mo)	2 free category entries	£1,000 per category	Maximum visibility + awards prestige

30 Award Categories

15 Retail categories (Broker of the Year, Best Forex Broker, Best Trading Platform, Best for Beginners, Best Low-Cost Broker, Best Copy Trading, Best Crypto Platform, Best Customer Service, Best Mobile App, Most Trusted Broker, Best Partnership Programme, Best Prop Trading Firm, Best Trading Education, Best Emerging Broker, Best Trading Innovation), 10 B2B categories (B2B Company of the Year, Best Liquidity Provider, Best CRM, Best Trading Technology, Best Payment Solution, Best White Label, Best Risk Management, Best Compliance/RegTech, Best Marketing Agency, Best Industry Event), and 5 Regional categories (Europe, MENA, Asia Pacific, Africa, LATAM).

What Winners Receive

The LeapRate Awards glass trophy, official certificate, digital winner badge (PNG, SVG, vector) with usage guidelines, dedicated editorial profile on LeapRate (SEO-optimised), inclusion in the official press release via PR distribution, social media winner campaign across all LeapRate channels, "Award Winner" badge on the LeapRate Broker Directory listing for 12 months, and inclusion in the LeapRate newsletter.

Awards Sponsorship

Separate from category entries, sponsorship packages offer premium brand exposure throughout the awards cycle. Headline Sponsor (exclusive, 1 available): "Presented by" naming rights, 2 category naming rights, editorial features, banner advertising, newsletter inclusions, and social media campaign. Category Sponsor (up to 10): naming rights on a specific category, editorial mention,

directory listing, social media. Awards Partner (unlimited): logo placement, directory listing, social mention, and partner badge. Contact awards@leaprate.com for the sponsorship deck.

Selection Process

A hybrid model combining 50% verified industry voting (one vote per person per category, email verification required) with 50% editorial panel assessment by the LeapRate team and independent industry figures. This prevents vote-farming while maintaining democratic legitimacy. Nominations open for a 4-week period, followed by a 3-week voting window, with winners announced 2 weeks after voting closes. Full details and nomination form at leaprate.com/leaprate-broker-awards/.

LET'S WORK TOGETHER

advertise@leaprate.com

To get started, simply email us with your objectives and we'll propose a tailored package within 24 hours.

We're happy to arrange a call or video meeting to discuss your requirements in detail.

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