



ADVERTISING MEDIA KIT

About us

Trading Economics is a leading global source for economic indicators, financial markets data, and forecasts covering 200+ countries. Trading Economics provides its users with accurate information for 196 countries including historical data and forecasts for more than 20 million economic indicators, exchange rates, stock market indexes, government bond yields and commodity prices. Our data for economic indicators is based on official sources, not third party data providers, and our facts are regularly checked for inconsistencies.

- More than 2 billion page views
- 30 million active users per month
- 100 million ad impressions per month

Year	Pageviews
2010	~2,000,000
2011	~3,000,000
2012	~4,000,000
2013	~5,000,000
2014	~6,000,000
2015	~7,000,000
2016	~8,000,000
2017	~9,000,000
2018	~10,000,000
2019	~11,000,000
2020	~12,000,000
2021	~18,000,000

Audience

Most of our visitors come from the United States (30%), the United Kingdom (9%), India (7%), Australia (6%), Canada, New Zealand, Singapore and more than 100 countries. The audience profile is mostly aged from 18 to 34 years old, males make up 60%, they are English speakers, with college or graduate education and with medium to high available income. Our audience is composed of institutional investors, traders, analysts, economists, corporate finance teams, academics, and finance professionals.

Active users by Country

18-24	~15%
25-34	~35%
35-44	~25%
45-54	~15%
55-64	~10%
65+	~5%

Male	~60%
Female	~40%

Yes	~35%
No	~65%

No College	~10%
Some College	~15%
College	~45%
Graduate School	~30%

home	~55%
school	~15%
work	~30%

Placements

Advertisers benefit from premium placements across desktop, tablet, and mobile environments with responsive formats optimized for visibility and performance.

Leaderboard

Ideal for brand awareness campaigns and product launches. Supported formats include:

Desktop

728×90
750×300
980×120
970×250
970×90
930×180

Mobile

336×280
320×480
300×600
300×250

Commodity	Price	Day	%	Weekly	Monthly	YTD	YOY	Date
Crude Oil	103.836	▼ 0.544	-0.52%	1.66%	18.62%	80.90%	67.46%	12.07
Brent	110.974	▼ 1.126	-1.00%	3.03%	16.29%	82.47%	69.83%	12.07
Natural Gas	3.0658	▲ 0.0418	1.38%	7.80%	13.98%	-18.85%	-10.57%	12.07
Gasoline	3.7465	▼ 0.0442	-1.18%	0.54%	19.28%	117.29%	71.27%	12.07
Heating Oil	4.0862	▼ 0.0283	-0.69%	-1.75%	15.40%	92.60%	89.65%	12.07
Coal	132.50	▲ 0.80	0.61%	1.26%	-0.08%	23.26%	33.50%	May18
TFE Gas	91.12	▲ 0.87	1.72%	9.92%	26.89%	81.55%	38.16%	12.07
UK Gas	124.8730	▲ 1.5732	1.28%	8.71%	23.18%	69.08%	39.96%	12.07
Ethanol	1.9575	▲ 0.0725	3.77%	3.50%	5.13%	25.83%	13.01%	May18
Napalm	916.80	▲ 19.66	2.19%	4.99%	2.46%	87.73%	66.49%	May18
Propane	0.88	▼ 0.00	-0.14%	0.19%	11.47%	37.83%	16.11%	May18
Uranium	85.2000	▼ 7.0000	-8.21%	-1.94%	-1.90%	4.41%	19.57%	May18
Methanol	2850.00	▼ 220.00	-7.72%	-8.03%	-6.71%	30.14%	25.77%	May19
Coking Coal	238.00	▼ 1.50	-0.63%	-0.52%	4.39%	9.92%	26.60%	May18
LMG J&M	19.96	▲ 1.86	10.82%	11.89%	24.45%	97.40%	58.40%	May18
German Gas	51.14	▲ 0.48	0.95%	8.10%	22.99%	70.45%	42.01%	May18
Urals Oil	102.47	▲ 1.47	1.46%	4.71%	4.51%	103.15%	74.95%	May18

In-Content & Chart Placements

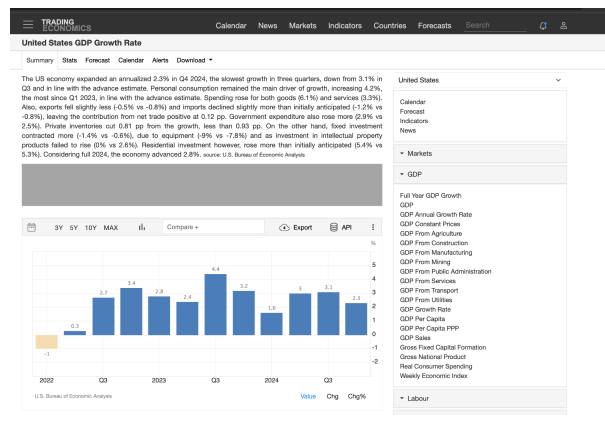
Integrated within market data pages and chart experiences for high engagement. Supported formats include:

Desktop

728×90
750×300

Mobile

336×280
300×250



Vertical & Skyscraper Placements

Integrated within market data pages and chart experiences for high engagement. Supported formats include:

Desktop

300×600
320×480
120×600
120×240
336×280

Mobile

336×280
300×250
320×480
320×480
300×600

Crude Oil

Related	Last	Previous	Unit	Reference
United States API Crude Oil Stock Change	-2.19	-8.10	BBL/Million	May 2026
Saudi Arabia Crude Oil Production	6879.00	7763.00	BBL/D1K	Apr 2026
United States Crude Oil Production	13626.00	13237.00	BBL/D1K	Feb 2026
Russia Crude Oil Production	10026.55	10026.55	BBL/D1K	Jan 2026
United States Crude Oil Stocks Change	-4.31	-2.31	BBL/Million	May 2026
United States Weekly Crude Oil Production	13710.00	13573.00	Thousand Barrels Per Day	May 2026

Crude Oil

Crude oil is one of the most widely followed commodities in the world due to its central role in the global economy. It is a key source of energy, a critical input for transportation and manufacturing, and a major driver of inflation and geopolitical dynamics. As a result, movements in oil prices are closely monitored by governments, businesses, and investors alike. West Texas Intermediate (WTI) crude oil is classified as light and sweet, where "light" refers to its low density and "sweet" indicates its low sulfur content. The delivery point for WTI crude oil is known as the Cushing hub in Oklahoma, and each futures contract represents 1,000 barrels of crude oil. Crude oil prices displayed on Trading Economics are based on over-the-counter (OTC) and contract for difference (CFD) financial instruments and are intended to provide a general market reference only. These prices do not represent official WTI crude oil prices. Official pricing and settlement data for WTI crude oil should be obtained directly from NYMEX. The data is supplied by a third party and, while efforts are made to ensure its reliability, Trading Economics does not verify the data and makes no representations or warranties.

Actual	Previous	Highest	Lowest	Dates	Unit	Frequency
103.87	104.38	147.27	-40.32	1983 - 2026	USD/BBL	Daily

Targeting

Reach the right audience with flexible campaign targeting options:

- Geography: country, region, or city
- Device targeting: desktop, tablet, mobile
- OS & browser targeting
- Time-based scheduling (dayparting)
- Contextual targeting by section:
 - Markets
 - Indicators
 - Economic Calendar
 - Charts
 - Country Pages
 - Commodities
 - Currencies
 - Stocks
 - Bonds
- Custom audience segments
- Frequency capping controls

Performance

Trading Economics delivers strong viewability across premium placements and high-engagement financial content.

- Average Viewability Rates
 - App Banner: 86%
 - Navigation Banner: 79%
 - Markets Banner: 70%
 - Calendar Banner: 67%
 - Charts Banner: 64%

Campaign reporting is available through Google Ad Manager, including scheduled delivery and performance summaries.

Advertising Policies & Creative Guidelines

All advertising campaigns must comply with Google Publisher Policies and Trading Economics advertising standards. We reserve the right to reject or remove any creative that negatively impacts user experience, site performance, or brand integrity. To preserve a professional, high-quality user experience, we do not accept:

- Full-page interstitials or disruptive overlays
- Video ads or auto-play media
- Auto-audio creatives
- Pop-ups or intrusive user experience formats
- Misleading creatives or fake system alerts
- Creatives designed to mimic editorial or site UI elements
- Adult content
- Gambling or unregulated crypto promotions
- Weapons-related advertising
- Malware, deceptive downloads, or unsafe redirects

Indicative Rate Card

Placement	Standard Campaigns	Premium Sponsorships & Takeovers
Charts Banner	\$9–\$12 CPM	from \$15 CPM
Markets Banner	\$8–\$10 CPM	from \$15 CPM
Economic Calendar Banner	\$10–\$14 CPM	from \$20 CPM
Navigation Banner	\$8–\$10 CPM	from \$15 CPM
Sticky Anchor Bottom	\$5–\$8 CPM	from \$12 CPM
Charts Sidebar	\$6–\$9 CPM	from \$12 CPM
Below-the-Fold Units	\$4–\$6 CPM	custom pricing

Buying Options

Direct Campaigns
Sponsorships & Takeovers

Campaign Minimums

Minimum campaign spend: \$25,000 net
Minimum campaign duration: 4 weeks

Contact Us

<https://tradingeconomics.com/contact.aspx?subject=ads>