



Media Kit 2015

Financial IT - Innovations in Technology

Our approach

Financial IT is a cutting edge financial technology magazine. We cover the latest trends and issues in payments & cash management, securities services and trade & supply chain finance, as well as the technology/business solutions and market infrastructures that underpin those businesses.

Our coverage encompasses four major editorial themes:

- Payments & Cash Management
- Securities Services
- Trade & Supply Chain Services
- Technology & Innovative Business Solutions

In addition, each issue features the following:

- **i2i** - exclusive one-on-one interviews with senior executives from banks and corporate treasurers, trade finance professionals, supply chain decision makers, as well as business solution and infrastructure providers that work with global financial markets
- **Innovation Corner** - technology innovators have their say about key issues that matter to them in global financial markets
- **Comment** - views, analysis and opinion from leading banks, information technology vendors and corporates
- **UpFront** - views and opinions from leading risk management consultants, providing analysis on the latest trends and issues impacting global financial markets
- **Payments Focus** - analysis and comment on the latest regulatory, technology and business issues impacting the payments landscape
- **Trade Focus** - analysis and comment on the latest regulatory, technology and business issues impacting trade and supply chain finance

- **Surveys and Industry Research**
- **Off-the-shelf** - in each issue specific innovative technology or business solutions in wholesale banking to be featured

Financial IT's readers are your customers. The core readership includes:

- Senior executives and decision makers within global wholesale banks
- Corporate treasurers and cash managers
- Money and investment managers
- IT vendors, market infrastructure, software and network providers
- Analysts and consultants
- Financial IT's advertisers are: IT vendors, network, software and market infrastructure providers selling IP-enabled solutions to financial institutions, corporates and investment managers
- Financial institutions selling business solutions and services to their clients
- Any provider selling business solutions in the wholesale banking space.

Financial IT is published 4 times a year.

With distribution of over 2,000 print and digital copies, our magazine is a perfect media vehicle to extend global reach of your print advertisement and brand awareness campaigns.

Editorial Calendar 2015

Editorial Calendar gives an overview of the year ahead, including the scheduled features and editorial content.

Financial IT is issue-driven: the fast pace of change in innovative technologies within financial industry is reflected in our editorial coverage. Financial IT reserves the right to amend the content and focus of its coverage so please check for regular updates to our schedule on our website, <http://www.financialit.net>, including information on Financial IT newsletters, roundtables, industry guides and supplements.

i2i OPINION SHAPERS

Strategic discussions with senior executives from banks, corporate treasurers, investment and money managers, software and hardware vendors, and market infrastructure providers that are helping drive the global banking business.

COVER STORY

Topics in 2015 will include the latest developments and technological innovations in payments, cash management, FX, securities services, and trade & supply chain finance.

Winter Issue

FOCUS: FINANCIAL TECHNOLOGY INDUSTRY FORECASTS 2015

- Digitization of trade flows and Corporate Innovations
- Regulatory Changes & Compliance in Financial Service Industry
- Managing IT budgets and estimate costs in tough times
- E-Trading Platforms (ETPs)
- A Customer- Focused Approach in Banking
- Cardless Transaction Solutions
- 2015 - Another Great Year for M&A Deals

Ad Close and Materials Due Date: March 23-d,2015

Summer Issue

FOCUS: PAYMENTS SERVICE HUBS

- Hybrid Cloud Computing
- Disruptive technologies and innovation minds
- Transaction banking and liquidity
- Supply chain finance
- Front and Back Office Solutions
- Social media channels

Ad Close and Materials Due Date: July 12-th,2015

Spring Issue

FOCUS: GLOBALIZATION AND EMERGING MARKETS

- FX markets and multiple trading platforms
- Asset Management and Insurance Solutions
- Data As A Strategic Asset. BIG Data Analytics and Management.
- Cross-border payments and mobile authentication
- Risk Management and Security
- Investment Management Solutions
- Trade finance
- Post trading services

Ad Close and Materials Due Date: May 21-st,2015

Fall Issue

FOCUS: END OF THE YEAR

- Money laundering prevention solutions
- CRMs in financial sector
- Islamic Banking and Finance
- Reporting Standards in Financial Industry
- Left field.

Ad Close and Materials Due Date: October 8-th, 2015

Product Portfolio



Financial IT – Connect

Financial IT - Connect (formerly RFPCConnect) is an international online marketplace where technology buyers meet technology sellers. The site provides an Exchange, where technology buyers can access technology sellers across the financial, commercial and public sectors. The site is open to buyers to post Requests for Information (RFIs), Requests for Quotations (RFQs) and Requests for Proposals (RFPs). **Financial IT - Connect** contains an accurate and up to date directory of technology vendors, service providers and consultants around the world.

Financiit.net offers a database searchable by sector, service provider and product which includes product updates and reviews; a continuously updated news service, supported by daily news broadcasts; and a Mandate Monitor service, tracking publicly announced new business wins.

Among our primary clients are the leading technology providers and key decision makers from FinTech 100 and Forbes Global 2,000 companies.



Financial IT – Version Control

Financial IT - Version Control is an exclusive Q&A-style periodical created to acquaint readers with flagship products/services of a single technology provider. The interview with CEO, SVP, COO or CTO includes authentic information about the company, newly launched/upgraded products and system capabilities, key benefits for users and strategic goals.

The online publication defines technology objectives for the professionals from the financial sector and encourages them to outline their reasons as to why a certain technology was selected and implemented.

A specially designed PDF brochure takes a trip via our e-Newsletter to over **30,000** registered subscribers.

Since 2008 over **50** unique **Version Control** thought leadership pieces have been published. Companies that have been profiled and participated in **Version Control** include such companies as: Comada, Omgeo, Broadridge, Bravura Solutions, Butterfield Fulcrum, Calypso, INDATA, FINCAD, 3i Infotech, Agio Technology, XSP and others.



Financial IT – surveys and industry research

Financial IT provides meaningful insights that have the power to give technology vendors the certainty to improve their products/services through a number of independent surveys and industry research. The in-depth surveys aimed to measure the perception of technology buyers of the quality of products/services

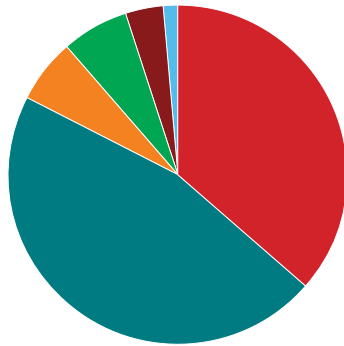
they utilize. **Financial IT** surveys can make it easier for technology buyers to make the right decision about best-of-breed products that will meet their requirements. Financial IT Award recognizes companies that demonstrate great achievements in financial technology industry.

Audience Demographics

The strength of [FinancialIT.net](#) is its readership. The audience is diversified in terms of the geographic location and reach, market industry and the level of seniority within companies and organizations. The number of unique visitors

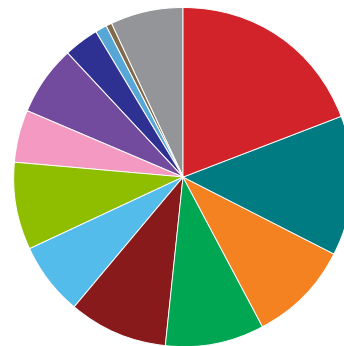
has increased significantly for the past years and now stands at **over 30,000** unique visitors per month with **over 45,000** page impressions.

Geographical breakdown



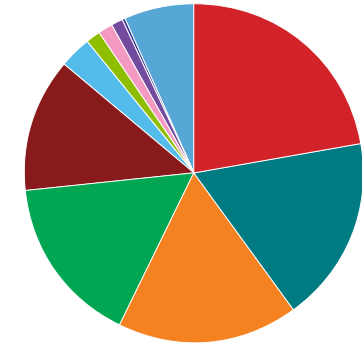
North America	36.4%
Europe	46.1%
Asia	6.2%
South America	6.5%
Africa	3.4%
Australia	1.4%

Industry



Fund Management	19.3%
Banking	13.2%
Corporate	9.8%
Custody	9.5%
Institutional Investments	9.4%
Systems Providers	6.9%
Brokerage	8.4%
Fund Administration	5.1%
Consultancy	6.7%
Market Infrastructure	3.1%
Securities Lending and Financing	1.3%
CSD/CCP Officials	0.4%
Others	6.9%

Job Titles



Manager	22.5%
CTO	17.6%
Director	17.4%
VP	16.0%
Head	12.7%
CEO	3.2%
Chair	1.4%
Chief	1.2%
COO	1.1%
CFO	0.5%
Other	6.4%

Magazine Advertising Rates

Special Marketing Packages

Financial IT understands and recognises your need for a marketing exposure well beyond straightforward transitional advertising.

We are therefore offering a limited number of marketing packages to include the following items in each edition:

- a two page article which can either be treated as an expert opinion or a corporate statement (dependent on the content), but in both cases would carry your logo
- pdf of your article on publication for your own marketing use (with appropriate accreditations to **Financial IT**)
- an advertisement in a prime position
- a full directory listing
- free copies of the publication for you own use

Cost:

- total package cost of **£14,000** for participation in two editions only.
- or **£24,000** for participation in four editions.

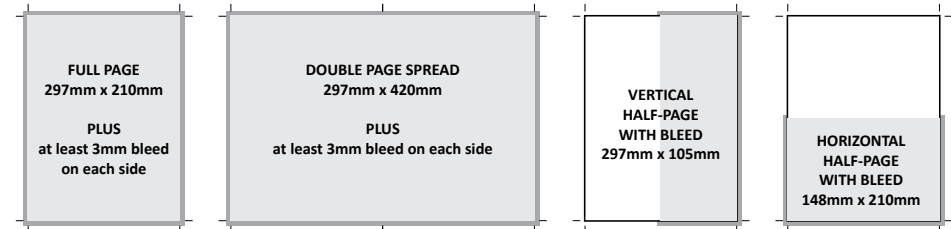
** Please note directory listing will be repeated from the previous edition unless otherwise instructed by the advertiser.*

Magazine Advertising

Positions	Frequency		
Format	1x	2x	4x
Double Page Spread	£3,500	£3,000	£2,500
Full Page	£2,500	£2,250	£2,000
Half Page—Horizontal	£1,500	£2,500	£1,000
Half Page—Vertical	£1,600	£3,000	£1,400
Directory Listing	£250	£225	£200
Special Positions			
Inside Front Cover	£3,250	£3,000	£2,750
Outside Back Cover	£3,500	£3,250	£3,000
Inside Back Cover	£2,750	£2,500	£2,000

For further information please contact:
Adam Alim • adam.alim@financialit.net or +44 (0)207 148 4285

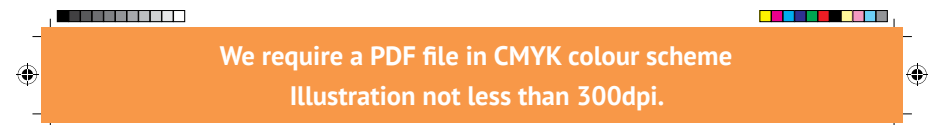
Follow SWOP Standards and Specifications for advertising reproduction material and magazine Web offset printing unless otherwise specified. Ads that exceed specified size in any dimension are considered bleed or oversized, except spreads that bleed in the gutter. PDF-X1a files are the only acceptable material format.



■ - bleed area

Advertising Specifications

Positions	Trim Size	Bleed	Type Area
Double Page Spread (mm)	297x420	303x426	267x390
Full Page (mm)	297x210	303x216	267x180
Half Page—Horizontal (mm)	148x210	151x216	135x180
Half Page—Vertical (mm)	297x105	303x108	267x90



Ads adjacent surveys page: **15% premium**
Ads adjacent specific editorial content: **10% premium**

On-line Advertising

The strength of [FinancialIT.net](#) is the breadth of its combined readership, as the following graphs below will demonstrate, the audience is well diversified in terms of the geographic location and reach, industry and the level of seniority within companies and organisations.

The number of uniques visitors has increased significantly and now stands at over **32,000** unique visitors per month with over **63,000** page impressions. This proactive approach with our audience is strategically coupled with our daily Newsletters, which are sent out to approximately **30,000** registered subscribers including key decision-makers from the FTSE 500 and Forbes Global 2000 companies.

Web Advertising Rates

Format	Position	Period	Price
1. Leaderboard Dimensions 728 x 90px	Top of page	1 month	£960
		3 months	£2,304 20% off
		6 months	£4,032 30% off
2. Super Skyscraper Dimensions 160 x 600px	Right Hand side	1 month	£960
		3 months	£2,304 20% off
		6 months	£4,032 30% off
3. MPU Dimensions 300 x 250px	Within text	1 month	£840
		3 months	£2,016 20% off
		6 months	£3,528 30% off
4. Tile Banner Dimensions 120 x 60px	Left/Right Hand side	1 month	£480
		3 months	£1,152 20% off
		6 months	£2,016 30% off
Embedded Video Dimensions 300 x 250px	Within text	1 month	£1,200
		3 months	£2,880 20% off
		6 months	£5,040 30% off
Email Alerts - Super Skyscraper Dimensions 468 x 60px	Top of page	1 month	£840
		3 months	£2,016 20% off
		6 months	£3,528 30% off

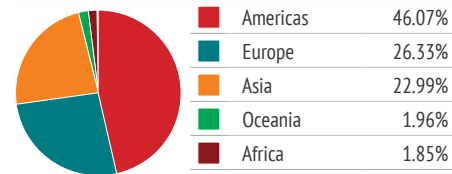
NB A 10% premium is added to all prices for Home Page Advertisements

FinancialIT.net Website Stats

for last 12 months

Average monthly page views	43,407
Average monthly unique visitors:	19,611
Total unique visitors	235,334
Total page views	520,888

Geographical breakdown



Industry Demographics

Hedge Fund Managers	24.50%
Institutional Investors	14.10%
Systems Providers	10.30%
Custody	8.50%
Prime Brokers	6.60%
Broker/Dealers	6.00%
Hedge Fund Administrators	5.70%
Investment Consultants	5.00%
Mutual Fund Managers	4.40%
Mutual Fund Administrators	2.00%
Securities Lending and Financing	1.90%
CSD/CCP Officials	0.60%
Others	10.40%

On-line Advertising

Leaderboard

Dimensions 728 x 90px
Price per month £480

For further information
please contact:

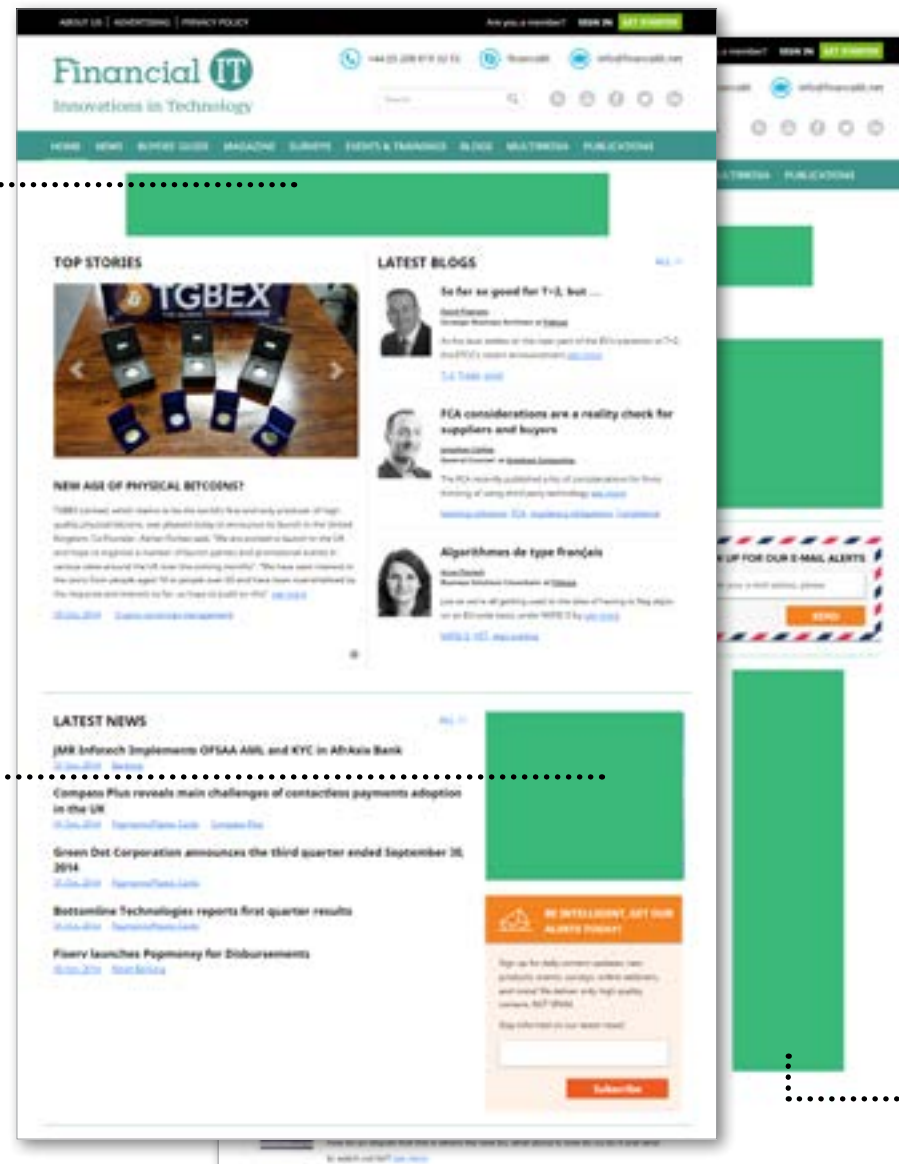
Adam Alim
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Mid Page Unit

Dimensions 300 x 250px
Price per month £420

Super Skyscraper

Dimensions 160 x 600px
Price per month £480



Financial IT - Version Control

Financial IT - Version Control is a Q&A style periodical dedicated to a single Financial Institution or Technology provider.

The interview with a CEO, CIO, CTO, COO or CMO includes authentic information about the company and it's flagship products/ services, and more importantly, discusses future market trends and innovative technologies. The interview materials including text, logo, photo of senior executive, short description of white paper and comments etc... are put together in one specially tailor-made PDF brochure.

Once produced, a coloured digital version of the PDF is then further promoted on our Financial IT daily Newsletter which is distributed to over **30,000** registered subscribers.

Since 2008, Financial IT (formerly known as RFP Connect) has produced over **50** unique Version Control thought leadership pieces which have included sponsorships and market commentary from the following companies: Comada, Omgeo, Broadridge, Bravura Solotions, Butterfields Fulcrum, Calypso, Indata, Fincad, 3i Infotech, Agio Technology, XSP and others.

Version Control Periodical Prices

Price	Services
£ 450	Version Control Periodical (PDF document) 2 weeks paper hosting on FinancialIT.net Home Page 2 weeks promotion on a daily Newsletter
£ 500	Version Control Periodical (PDF document) 1 month paper hosting on FinancialIT.net Home Page 1 month promotion on a daily Newsletter Social networks support
£ 650	Version Control Periodical (PDF document) 2 months paper hosting on Financial IT Home Page 1 month promotion on a daily Newsletter 1 product review blast Social networks support A copy of Reprint



Financial IT Newsletter

The **Financial IT** e-newsletter is designed to help financial institutions and technology vendors stay on top of the fast-moving developments and the ever changing landscape in the world of **Financial IT**.

Published from Monday - Friday, our e-newsletter is the perfect tool for both Innovative and forward thinking financial institutions and technology providers to advertise and track there marketing deliverables.

The latest financial technology updates and RFPs, RFIs, RFQs are regularly highlighted and distributed via our e-newsletters too.

Distribution: 30,000
Frequency: 5 days/ per week
(daily)

Specifications

Maximum file size is 39kb. Static JPGs or static GIFs only.
There is no rich media on the newsletters.
Creative must be received three business days prior to the campaign drop.
URL must be in the format "http://" not "www."



Leaderboard

Dimensions 728 x 90px
Price per month £480

Mid Page Unit

Dimensions 300 x 250px
Price per month £420

Directory Listing Packages

	PREMIUM PACKAGE	REGULAR PACKAGE	LITE PACKAGE
	£3,200	£1,650	£550
Products Online	Unlimited (search optimised, updates available)	Unlimited (search optimised)	Up to 10 (search optimised)
Product Reviews/ Comparison Charts	✓	✓	✗
Editorial coverage	Full editorial coverage	<ul style="list-style-type: none"> ✓ News, Events, ✓ RFPs White papers ✓ Blog Support ✗ Social Networking 	Unlimited News, Press Releases & Events plus the posting of White Papers & Subscription to RFP Alerts
Version Control Newsletter Featured Coverage	Up to 3 VC Newsletters	One featured VC Newsletter (in a form of interview, specific to your company)	✗
Company Logo	"Featured Provider" Home page, Directory pages & Newsletters	"Featured Provider" Directory pages	Company/Product page Link to company website
Banner	Home Page (1 month) + Directory pages (3 months)	Directory pages (1 month)	✗
Additional Bonus	Product Demo/Video showcase (3 months) plus 1 Webinar hosting	Product Demo/Video showcase (1 month)	✗

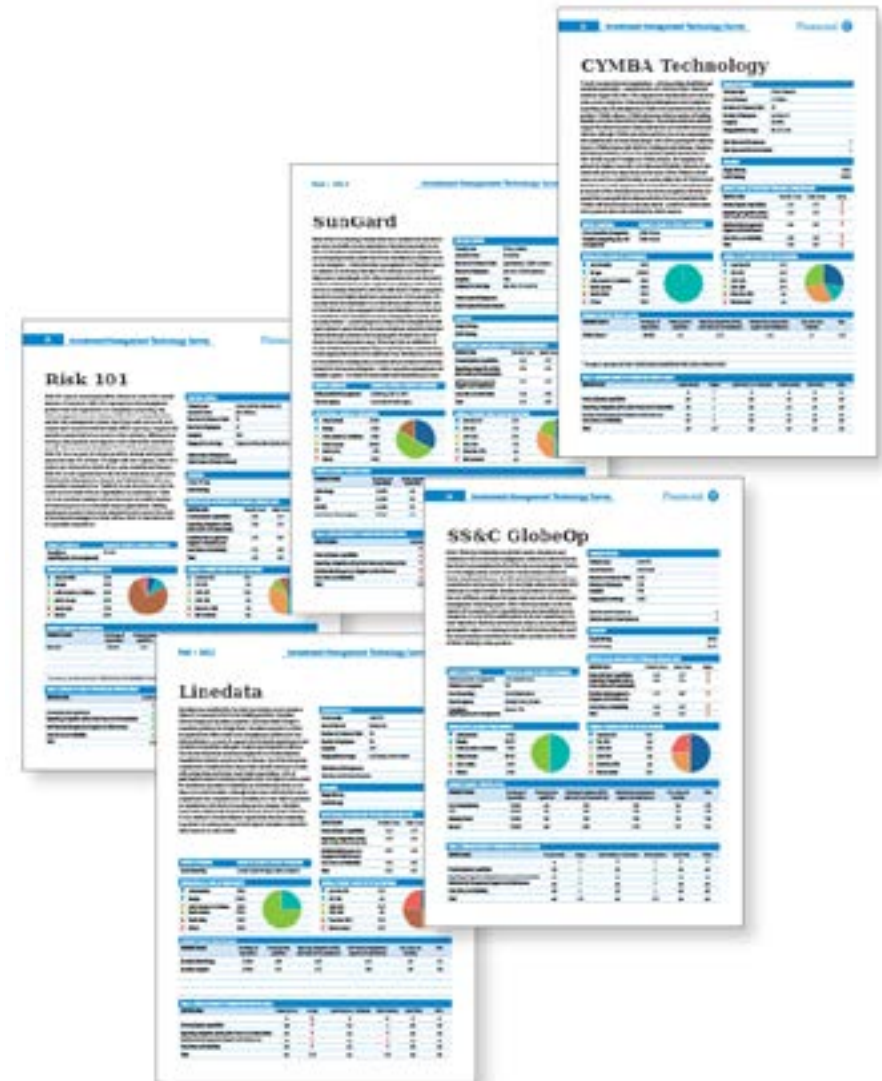
Survey/Co-sponsored Proprietary Research

Joining forces with **Financial IT** to support and co-sponsor a research paper is a great way to demonstrate industry thought leadership and expertise in a specific area of the market. We will help by creating a unique questionnaire and will identify the correct target audience for a timely and topical proprietary research study. A portion of the study and results will appear in **Financial IT** (quarterly print magazine and digital versions), as well as, on FinancialIT.net.

Readers will be directed to your company for the full details and conclusion of the study, giving you the chance to communicate directly with members of the global financial services industry.

Elements of a co-sponsored research study can include the following:

- Questionnaire development (20-30 questions)
- Selection of names from the **Financial IT** database of industry professionals
- Programming of questionnaire for online response
- Solicitation and collation of responses
- Response calculation and delivery to you in Excel or PDF format, and PowerPoint presentation
- Design of 4-page co-sponsored piece in **Financial IT** magazine, including story and charts, with quotes from your firm
- PDF file of results as published
- Editorial mention of research in the daily newsletter, with a link to the piece
- Availability of a senior **Financial IT** editorial or research executive to present the findings to your clients, prospects or internal staff.



Additional Products and Online Services

Reprints

Specifications

- Reprints can be up to 32 pages in length.
- Black and white or color.
- Editing and design services available.
- Available in orders of 100–100,000.
- Allow two weeks for delivery.
- Customized electronic reports (pdf files) also available for e-mailing or posting to a Web site.



Video Interview

Features

The five-minute interview will feature the following types of questions:

- Can you provide an overview of your firm?
- What are some of the key themes you are hearing from your clients today?
- How is your firm helping financial technology buyers with their challenges?
- How does your firm differentiate itself in today's marketplace?
- How do you see the financial technology landscape evolving over the next few years?



Webcast

Details of Webcast Program

Hosted by Financial IT editorial. Sponsor executives included in panel discussion. Webcasts cannot exceed 60 minutes in duration. Call infrastructure managed by Financial IT but assumes the following vendor capabilities:

- Web presentation and audio will be performed using WebEx platform.

Roundtables /Inserts/ Booklets

A sponsored section that features a moderated discussion between a senior Financial IT editor and key industry executives. Discussion centres on a topic that is compelling, interesting and thought provoking for the audience and readers of Financialit.net online portal. The average combine cost is normally less than conventional advertising. Topics are exclusive each issue.

Business Lead Generation Programmes

A core marketing tool to grow your business. The way this works is quite simple - firstly our editorial team would approve the white paper or sponsored research that maybe relevant to Financialit.net readership, and which is like to generate interest. Secondly, a simple click on the introduction will take the reader to a quick and simple registration form. Once filled in, the reader will have full access to the white paper or research document. Finally, once a month we will give you the leads generated through the registration forms. This is an invaluable marketing tool, which will allow you to track any person who was interested in reading your white paper or research document.

For further information and pricing on the products and services highlighted above please contact:
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