About Us

Established six years ago, Financial IT is the venue where the FinTech community makes itself heard.

Innovation is the common feature of the companies that we work with. Some are FinTech disruptors, posing a direct challenge to established institutions. Others are technology companies, providing solutions that produce positive outcomes for the institutions and their clients.

We provide a digital platform for multimedia and editorial content, rankings and overviews of major industry events.

Our coverage encompasses the following areas

Transaction Services: Payments; Cash Management; Trade Finance; Foreign Exchange; Supply Chain Finance

Banking: Alternative Finance; Core Banking; Corporate Banking; Correspondent Banking; Islamic Finance; M-Banking; Online Banking; Retail Banking; Wholesale/ Commercial Banking

Organized Savings: Securities Services Management; Investment Management; Reconciliation; Life Insurance; Non-Life Insurance; Regulatory Compliance

Cloud: IaaS; PaaS; SaaS; Storage

Blockchain: Cryptocurrencies; Data Security

Data: Big Data; Data Management; Market & Reference Data; Messaging; Audit & Reporting

Security etc: AML-CFT/KYC Requirements; Authentication; Compliance/ Monitoring; Data Protection/ Firewalls; Fraud Detection; Telephone Recording Systems; Tax

Trading Systems: Algo/ HFT; Buy- and Sell Side Systems; Commodity Trading; Derivatives; Equity Trading; Low Latency Trading; Online Trading

Start-ups
THE PLATFORM AT A GLANCE

INDUSTRY RESEARCH
Financial IT’s surveys make it easier for technology buyers to make the right decisions about best-in-class products. From 2017, the Financial IT Pathfinder Ranking will rank providers on the basis of quantitative and qualitative data.

MULTIMEDIA OPPORTUNITIES
Our TV Channel broadcasts recent events, roundtables and experts’ opinions within the global financial IT industry. Interviews can be arranged either at industry events or during face-to-face interviews at the technology providers’ offices.

ONLINE CONTENT
Financial IT publishes a regular e-newsletter, which summarises the latest developments, as well as proprietary and third party content. Material includes blogs, case studies, whitepapers and industry reports.

MAGAZINE
Financial IT magazine is published around four or six times a year in digital form. It is also available in print form at trade events through media partnerships.
### PLATFORM DEMOGRAPHICS

#### NEWSLETTER DATABASE: OVER 70,000 SUBSCRIBERS

**Geographies**
- North America: 25.9
- Europe: 22.9
- Asia: 15.8
- South America: 12.1
- Africa: 11.5
- Australian and New Zealand: 11.4
- Middle East: 0.4

**Industry**
- Banking: 66.9
- Corporate: 10.5
- Systems Providers: 14.3
- Consultancy: 6.8
- Other: 1.5

**Job Titles**
- CTO: 15.6
- VP: 14
- CEO: 21.8
- CFO: 13.6
- Managers: 27.9
- Other: 7.1

### WEBSITE AUDIENCE

Monthly page views: over 100,000
Avg. Session Duration: 00:02:38
Avg. Pages / Session: 2.22

**Geographies**
- Europe: 51.32
- Asia, Asia Pacific and Australia Asia: 21.64
- North America: 19.44
- Central & South America: 2.41
- Africa: 2.1
- Middle East: 3.09

### MAGAZINE DISTRIBUTION:
around 2,000 hard copies per event

### SOCIAL PAGES:
- LinkedIn Group – 1,131 members
- Twitter – 5,216 members
- Youtube – 72 subscribers, 14,903 views, 135 video files
Financial IT is a cutting-edge financial technology magazine. We cover the latest trends and issues in transaction banking, payments and cash management, mobility, cloud, security, trade and supply chain finance, compliance and regulations, as well as innovative and disruptive technologies and market infrastructures that underpin those businesses.

Our coverage encompasses the following major themes:

- Transaction Banking
- Payments & Cash Management
- Trade and Supply Chain Finance
- Security
- Compliance and Regulations
- Mobility and Digital banking
- Blockchain
- Cloud
- IT Technologies

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

Payments Focus - analysis and comment on the latest regulatory, technology and business issues impacting the payments landscape

Featured Stories

Lead Stories

Surveys, Ranking and Industry Research

Buyers’ Guide – brief information about technology providers along with primary contact details

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

Financial IT is published four or six times a year. With distribution of over 2,000 print copies, our magazine is a perfect media vehicle to extend global reach of your print advertisement and brand awareness campaigns. Financial IT print magazine is not for sale and distributed through media partnership events only.
MAGAZINE ADVERTISING

<table>
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<td>Buyers’ Guide</td>
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Prices in GBP excl. VAT

For further information, please contact us at sales@financialit.net

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.

Advertising Specifications

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We require a PDF file in CMYK colour scheme Illustration not less than 300dpi.
### Magazine Sponsorship Packages 2018

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<td><strong>4,250</strong></td>
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<td></td>
<td>10 hard copies delivered to your booth or by post</td>
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Prices in GBP excl. VAT
## ONLINE ADVERTISING

### WEB ADVERTISING RATES

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<td>5,400</td>
<td>40% off</td>
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Prices in GBP excl. VAT

For advertising enquiries, please contact us at sales@financialit.net
CUSTOM RESEARCH

We facilitate CUSTOM RESEARCH to produce thought leadership white papers. We can help by creating a unique questionnaire and by identifying a target audience. Some of the study and results will appear in Financial IT magazine as well as on www.financialit.net.

ELEMENTS OF CUSTOM RESEARCH PROJECTS 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.

TOP 50 FINANCIAL IT PATHFINDER RANKING

What is happening in the world of FinTech is one thing. What will happen is another. To gain a clearer insight into how the FinTech universe will appear in three years time, we are developing the Financial IT 2017 Pathfinder Ranking, a definitive listing of the 50 most promising new startup companies.

TOP 50 DIGITAL ONLY BANKS RANKING

Digital banks matter for three reasons. They have emerged from nowhere in a relatively short period of time. Most are two years old - or younger. Many of the digital banks use radical and new technology to confirm the identities of clients and to meet Know Your Client (KYC) requirements. In theory, the digital banks could radically transform the financial services landscapes of the countries in which they operate.
MediaKit 2018

Balogun Abdul Samad @habdulsamad · Oct 10
Awesome! @kudimoneyng @balsogundeyi Just go featured on @financialit_net top 50 Digital only banks! Keep disrupting FinTech in Africa.

Atom bank @atom_bank · Oct 13
We’re proud to have been voted #7 in @financialit_net’s Top 50 Digital-only Banks, & the only bank in the top 10! atmBankUK/2ykL3t

Koho @GetKoho · Oct 11
Very proud to have been listed as one of the ‘Top 50 Digital Only Banks’ in the world by @financialit_net Magazine!

Dan Dickinson @digitalbankguy · Oct 10
Incredibly proud and humbled to see @EQBank on this list.

Penta @getpenta · Nov 7
We’re very proud to be featured in the top 50 digital banks worldwide by @financialit_net 2018 (We’re 27th) buff.ly/2y6bLiM

Alex Prot @alex_prot · Oct 16
Proud to see @getpenta featured in @financialit_net ‘Top 50 digital only banks’! buff.ly/2y6bLiM #neobank

Computa Node and 6 others followed you · Oct 16

Like Reply 1 Like

Ameet Benegal Balázs - Taquano on the list
Like Reply 2 Likes

Troy Bradley Super compilation! Some great brands to watch for sure.
Like Reply 1 Likes

Warren Street Love seeing an entry from Zambia, Mwabuka Buti!
Like Reply 1 Like

Katherine Emirozan Ramkumar Serna our congrats 😊
Like Reply
PREMIUM SERVICES

REGULAR NEWS SUBMISSION (12 MONTHS) + SOCIAL SUPPORT + E-NEWSLETTER SUPPORT

1, 550 GBP excl VAT

- Unlimited News Posts
- Unlimited Blog Posts
- Social Pages Support
- E-Newsletter Inclusion

DISCOUNTED OFFER

650 GBP excl VAT

- 2 commercial video interviews (10-15 min./2 topics)
- Edited Video Showcase for 12 months on www.financialit.net
- Free video reprints

EMAIL MARKETING

450 GBP excl. VAT/per 1 blast

Email Marketing Services can help you build meaningful relationships with customers. Our suite of email marketing tools has everything you need.

PODCAST PRODUCTION

450 GBP excl VAT

We provide podcasts based on the interviews or experts’ opinions in MP3 format. You will enjoy listen to industry speakers and latest insights of the FinTech industry.

REPRINT

650 GBP excl VAT

Reprints Webcast 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.

PRODUCT REVIEW

550 GBP excl. VAT/per 1 review

Our professional journalist will write a brief overview of the offered product/service, its strong points and usability. The text followed by screenshots and info graphic.

VIDEO PRODUCTION

450 GBP excl VAT

- 1 commercial video interview (3-5 min./1 topic)
- Edited Video Showcase for 12 months on www.financialit.net
- Free video reprint

EMAIL MARKETING

450 GBP excl. VAT/per 1 blast

Email Marketing Services can help you build meaningful relationships with customers. Our suite of email marketing tools has everything you need.
## SMART BUNDLES

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<th>OPTION B</th>
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<td>1 Online Banner Ad (Skyscraper)</td>
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<td></td>
<td></td>
<td>1 Online Banner Ad (Leaderboard or Mega board)</td>
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Prices in GBP excl. VAT