



Financial IT
Innovations in FinTech

Media Kit 2020



ABOUT FINANCIAL IT

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 institutions and their clients.

Financial IT is a digital platform for multimedia and editorial content, rankings and overviews of major industry events. Financial IT magazine is published throughout the year in digital form. Financial IT magazine is available in print form at major trade events through our media partnerships.

We believe that our competitive edge comes from our established relationships with financial IT companies and institutions, the breadth of the solutions described and the quality of content. Financial IT provides a detailed map of the ever-changing space where the IT provider sector meets the broadly defined financial services sector.

We are the voice of the Solution Providers to the Financial Industry

Our coverage encompasses the following areas

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

Banking: Core Banking; Corporate Banking; Correspondent Banking; Mobile Banking; Online Banking; Retail Banking; Digital Banking; Crypto-currency Exchange

Organized Investing: Securities Services Management; Investment Management; Reconciliation; Broad Based Insurance Industry; Crowdfunding; Alternative Finance

Technology: Cloud Services (SaaS, PaaS, IaaS, etc.); Blockchain; Distributed Ledger Technology; Cryptocurrencies; Data Management; Financial Applications

Artificial Intelligence: Automated Teller Systems; Call-Bot Solutions; Targeted Product Offering; Algorithmic Monitoring; Virtual Reality; IoT

Security: AML-CFT/KYC Requirements; Authentication; Compliance Monitoring; Data Protection/Firewalls; Fraud Detection; Auto-Bot Systems; Taxation Issues; Regulatory Compliance

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

Trading Systems: Algo/HFT/EFT; Buy and Sell Side Systems; Commodity Trading; Derivatives; Equity Trading; Low Latency Trading; Online Trading; Bitcoin Futures; Crypto-currency Funds

Start-ups and Disruptors



THE PLATFORM AT A GLANCE

MAGAZINE: 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. Financial IT Magazine is always interested in serious industry advancing articles, blogs and research. Our professional staff of writers and editors can transform your ideas into impactful marketing tools.

ONLINE CONTENT: In addition to our magazine, Financial IT publishes a timely e-newsletter, which summarizes the latest industry developments, as well as proprietary and third-party content. Material includes blogs, video interviews, case studies, whitepapers and industry reports.

MULTIMEDIA OPPORTUNITIES: The Financial IT TV Channel broadcasts recent events, roundtables and experts' opinions within the global financial technology industry.

INTERVIEWS: Professional interviews can be arranged at industry events to add impact to your participation and continued marketing after the event. Interviews can be done face-to-face at your offices or other convenient locations. There is the ability to do telephone interviews.

INDUSTRY RESEARCH: Financial IT's surveys make it easier for technology buyers to make informed decisions regarding best-in-class products. Started in 2017, the Financial IT Pathfinder Ranking reviews and ranks financial solution providers based on quantitative and qualitative data. Additionally, our experience in providing research and white papers for government, industry, charity and ICO's has been a major resource for important messages and information to reach the market.



CUSTOM RESEARCH

We facilitate **CUSTOM RESEARCH** to produce thought leadership white papers. There are multiple approaches, such as creating a unique questionnaire to target your specific audience. Through detailed discussions with our expert researchers a specific plan will be designed together with you for superior results. Research studies and results can be private or can appear under your company name or under the Financial IT name in future magazine issues as well as on www.financialit.net.

TOP 50 FINANCIAL IT PATHFINDER RANKING



What is happening in the world of **FinTech** is change. To gain a clearer insight into how the **FinTech** universe will appear in future, we have developed the **Financial IT Pathfinder Ranking**, an authoritative listing of the 50 most promising start-up 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 a few years old. Importantly, digital banks use radical and new technology to innovate the future of banking today. Digital banks will continue to rapidly transform the financial services landscapes on a global basis.

TOP 12 CRYPTOS TO WATCH IN 2019

TOP 12 CRYPTOS TO WATCH IN 2019

To select 12 crypto-currencies that in our opinion will provide a clear indication of major trends in the coming year. We began with a select group of 100 companies that are no more than a few years old.

We then consider:

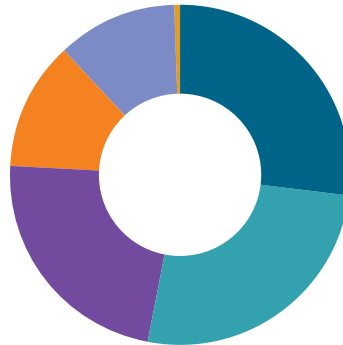
- Market capitalization of the crypto currency. Generally a high capitalization is a good indicator.
- The number of coins or tokens circulating in the market. Higher valuation is a plus.
- The governance structure of the blockchain that is being used.
- Other features that really differentiate the company or the crypto-currency as a market leader



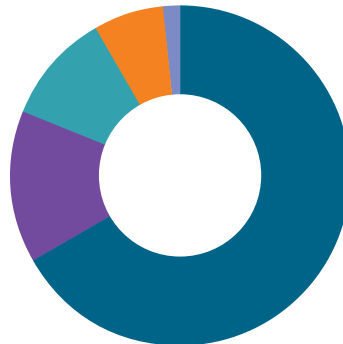
PLATFORM DEMOGRAPHICS

NEWSLETTER DATABASE: OVER 70,000 SUBSCRIBERS

Geographies	%
Europe	27.2
North America	25.9
Asia, Asia Pacific	22.9
Central and South America	12.1
Africa	11.5
Middle East	0.4



Industry	%
Banking	66.9
Solution Providers	14.3
Corporate	10.5
Consultancy	6.8
Other	1.5



Job Titles	%
Managers	27.9
CEO	21.8
CTO	15.6
VP	14.0
CFO	13.6
Other	7.1



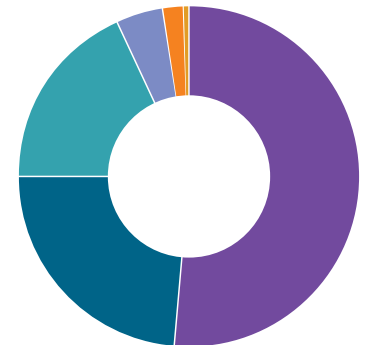
WEBSITE AUDIENCE

Average monthly page views: **over 110,000**

Average duration: **2:38 minutes**

Average pages per session: **2.22**

Geographies	%
Europe	51.6
North America	23.5
Central and South America	18.2
Asia, Asia Pacific	4.4
Africa	1.9
Middle East	0.4



MAGAZINE DISTRIBUTION:

Average of **2,000** hard copies per event

SOCIAL PAGES:

- LinkedIn – **1,245** members
- Twitter – **6,340** followers
- Facebook – **880** followers
- You Tube – **150+** subscribers, over **15,000+** views of **220+** videos



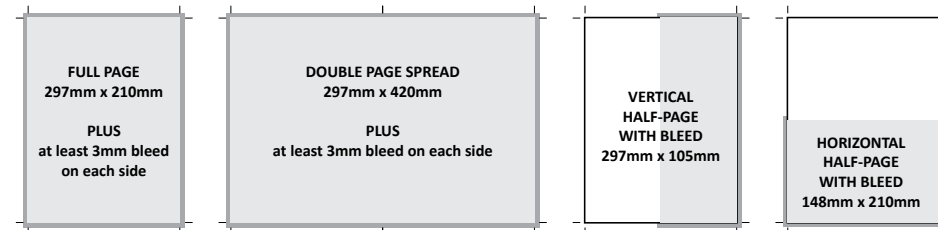
MAGAZINE ADVERTISING

POSITIONS	FREQUENCY			
Format	1x	2x	3x	4x
Front Cover	£3,500	£5,000		
Inside Front Cover	£2,500	£4,000	£5,000	£6,000
Back Cover	£3,000	£3,750	£4,500	£5,250
Inside Back Cover	£2,000	£3,000	£4,000	£5,000
Double Page Spread	£1,500	£2,000	£3,000	£4,000
Full Page	£750	£1,000	£1,500	£2,000
Half Page	£375	£600	£900	£1,200
Buyers' Guide Listing	£250	£400	£600	£800

Prices in GBP excluding VAT

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

We adhere to SWOT 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 into the gutter. PDF-X1a files are the only acceptable material format.



Advertising Specifications

Positions			
Format	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



MAGAZINE SPONSORSHIP PACKAGES 2019

SILVER OPTION	GOLD OPTION	PLATINUM OPTION
£1,550	£2,750	£4,250
Up to 1,000 words interview or article	1,000 to 1,500 words interview or article	1,500 to 2,000 words interview or article
Half-Page Advert	Full-Page Advert	Double Page Spread Advert
Digital Reprint	Digital Reprint	Front Cover
	10 hard copies delivered to your booth or by post	Digital Reprint
		25 hard copies delivered to your booth or by post

Prices in GBP excluding VAT

* Please speak to our editors for articles over 2,000 words, we are pleased to accommodate more detailed articles.



ONLINE ADVERTISING

WEB ADVERTISING RATES

Format	Position	Period	Price
1. Leaderboard Dimensions 728x90px	Top of page	1 month	£750
		3 months	£1,800
		6 months	£3,150
		12 months	£5,400
2. MPU Dimensions 300x250px	Right Hand Side	1 month	£450
		3 months	£1,080
		6 months	£1,890
		12 months	£3,240
3. Super Skyscraper Dimensions 160x600px	Right Hand Side	1 month	£550
		3 months	£1,320
		6 months	£2,310
		12 months	£3,960
4. Mega Board Dimensions 1,245x275px	Mid-Page Side	1 month	£750
		3 months	£1,800
		6 months	£3,150
		12 months	£5,400

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Prices in GBP excluding VAT

LEADERBOARD

Dimensions 728x90px

MID PAGE UNIT

Dimensions 300x250px

SUPER SKYSCRAPER

Dimensions 160x600px

MEGA BOARD

Dimensions 1,245x275px

PREMIUM SERVICES

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

£1,550

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

DIGITAL REPRINT

£450

- Reprints Webcast Specifications
- Customized a non-printable digital reprint files (pdf files) are available for e-mailing or posting on a Web site

VIDEO PRODUCTION

£750

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

PRODUCT REVIEW

£550 per 1 review

Our product specialists will write an overview of your product or service, highlight its strong points and usability. The text will be followed by screenshots and an info graphic.

EMAIL MARKETING

£450 per blast

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



Prices in GBP excluding VAT



ANNUAL PACKAGES

STARTER PACKAGE	LIGHT PACKAGE	REGULAR PACKAGE	PREMIUM PACKAGE
£ 499 per 12 months	£2,000 per 12 months	£4,000 per 12 months	£6,500 per 12 months
<p>Content promotion: unlimited news, blogs, 1 publication (White Paper/Research Paper/ Case Study/Industry Report)</p> <p>Promotion via social pages – Twitter, LinkedIn, Facebook, YouTube</p> <p>Newsletter coverage</p> <p>1 product listing in online directory</p> <p>1 product review (written by Financial IT)</p> <p>Logo listed in our Partners section</p> <p>1 online banner ad (MPU – 300x250 pixels)</p> <p>Account Manager</p>	<p>Content promotion: unlimited news, blogs, 2x publications (White Paper/Research Paper/ Case Study /Industry Report)</p> <p>Promotion via social pages – Twitter, LinkedIn, Facebook, YouTube</p> <p>Newsletter coverage</p> <p>1 product listing in online directory</p> <p>1 product review (written by Financial IT)</p> <p>1 long-form article (900-1,200 words) in Financial IT Magazine</p> <p>1 half-page banner advert</p> <p>1 digital reprint in PDF format</p> <p>1 online banner ad (Skyscraper – 160x600 pixels)</p> <p>Account Manager</p> <p>1 E-blast (html and Subject line provided by client) sent thought the database</p>	<p>Content promotion: unlimited news, blogs, 4x publications (White Paper/Research Paper/ Case Study/Industry Report)</p> <p>Promotion via social pages – Twitter, LinkedIn, Facebook, YouTube</p> <p>Newsletter coverage</p> <p>2 product listings in online directory</p> <p>2 product reviews (written by Financial IT)</p> <p>2 long-form articles (900-1,200 words) in Financial IT Magazine</p> <p>10 hard copies delivered to client's booth or by post</p> <p>2 full-page banner adverts</p> <p>2 digital reprints in PDF format</p> <p>1 online banner ad (Leaderboard– 728x90 pixels)</p> <p>Account Manager</p> <p>2 E-blasts (html and Subject line provided by client) sent thought the database</p> <p>1 video interview showcased on www.financialit.net</p> <p>1 video reprint</p>	<p>Content promotion: unlimited news, blogs, 6x publications (White Paper/Research Paper/ Case Study/Industry Report)</p> <p>Promotion via social pages – Twitter, LinkedIn, Facebook, YouTube</p> <p>Newsletter coverage</p> <p>4 product listings in online directory</p> <p>4 product reviews (written by Financial IT)</p> <p>4 long-form articles (900-1,200 words) in Financial IT Magazine</p> <p>1 Front Cover Page in Financial IT Magazine</p> <p>2 Double Page Spread Adverts</p> <p>4 digital reprints in PDFformat</p> <p>20 hard copies delivered to client's booth or by post</p> <p>2 online banner ads (Leaderboard – 728x90 pixels, megaboard - 1,245x275 pixels)</p> <p>Account Manager</p> <p>4 E-blasts (html and Subject line provided by client)</p> <p>2 video interviews showcased on www.financialit.net</p> <p>2 video reprints</p>

Prices in GBP excluding VAT

EVENT PACKAGES

OPTION A	OPTION B	OPTION C
£850	£1,450	£2,100
For 1 industry event	For 2 industry events	For 3 industry events
2 online banner ads posted 2 months prior to the event on www.financialit.net (MPU and Skyscraper)	2 online banner ads posted 3 months prior to the events on www.financialit.net (Leaderboard and Mega board)	3 online banner ads posted 4 months prior to the event on www.financialit.net (Leaderboard and Mega board)
1 event listing on www.financialit.net	2 event listings on www.financialit.net	3 event listings on www.financialit.net
2 dedicated email blasts	4 dedicated email blasts	6 dedicated email blasts
4 social media posts	8 social media posts	12 social media posts
Content Coverage on www.financialit.net	Content Coverage on www.financialit.net	Content Coverage on www.financialit.net
	1 full-page magazine advert	2 full-page magazine adverts

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