

**Financial IT**  
Innovations in FinTech



**MEDIA PACK 2021**

# ABOUT US



Financial IT is a digital platform for multimedia and editorial content, market research and overviews of major industry events in the FinTech space.

**Innovation is the common feature of the companies that we work with.**

# 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; Cryptocurrency 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 DISTRUPTORS**

# THE PLATFORM AT A GLANCE



## MULTIMEDIA

The Financial IT TV Channel broadcasts experts' opinions within the global financial technology industry.



## INDUSTRY NEWS

In addition to our magazine, Financial IT publishes a timely e-newsletter, which summarizes the latest news and developments.

# 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, etc. The magazine is published throughout the year in a digital/print form.



## INDUSTRY RESEARCH

Financial IT surveys make it easier for investors to make informed decisions regarding best-in-class products.

# CUSTOM RESEARCH

**WE FACILITATE CUSTOM RESEARCH TO  
PRODUCE A CLEAR INDICATION OF MAJOR  
TRENDS IN THE COMING YEAR.**

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](http://www.financialit.net).

# FINTECH LIST

**Financial IT** is conducting research into challenger banks, payment gateway providers and KYC & compliance companies around the world.

**Our aim** is to publish a detailed report covering all three sectors, which will be of value to investors, customers, partners and suppliers.

We will update the information continuously, and make it available online, but we will also publish an **annual summary analysis** and **ranking** once a year.

# WHY FINTECH PROVIDERS AND START-UPS SHOULD TAKE THE TIME TO COMPLETE OUR QUESTIONNAIRE?

## WE BELIEVE THERE ARE THE FOLLOWING REASONS TO DO SO:

- ✓ Raise Your Profile With Potential Investors
- ✓ Advertise Your Business To Actual And Potential Customers
- ✓ Explain Your Business To Potential Partners
- ✓ Compare Your Progress With Your Peers
- ✓ Receive An Annual Ranking To Use In Your Marketing Campaigns
- ✓ Obtain Access To Comparative Data About Your Industry

Importantly, although we place your organisation in categories and league tables based on publicly available information verified with you, you will retain control over how much non-public detail you wish to make available.





# A KILLER STARTUP PITCH DECK VIDEO

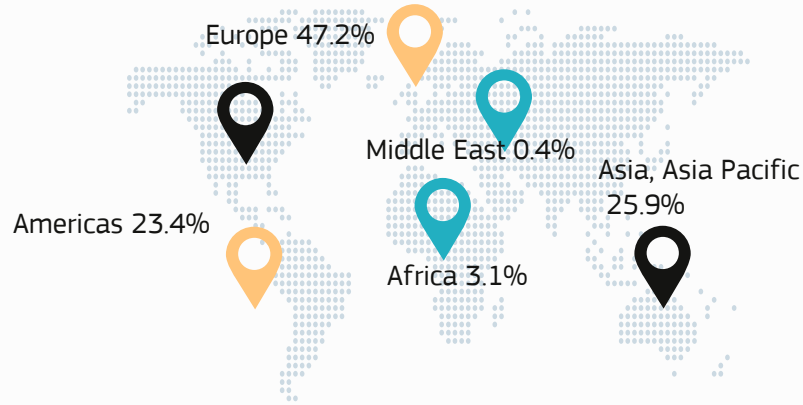
Price: £750 per video

As part of the FinTech List opportunity, we offer a Pitch Deck Video for startups and disruptors that wish to attract investors and raise funds.

## Questions that being asked during the video interview:

- ✓ What problem are you solving?
- ✓ What kinds of people, groups, or organizations have that problem?
- ✓ Who will you compete with? How are they different?
- ✓ How are you different?
- ✓ How will you make money?
- ✓ How will you make money for your investors?
- ✓ How fast can you grow your business? Can you scale up volume without proportional scaling up headcount?
- ✓ What's proprietary? What are you going to do to defend that?
- ✓ What traction have you made?
- ✓ What milestones have you met?
- ✓ What makes your team suited for this business?

# DEMOGRAPHICS



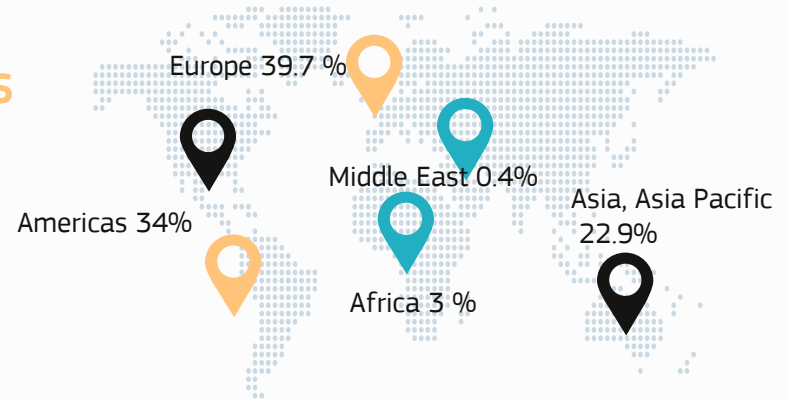
## WEBSITE

Average monthly page views:  
**110,000+**  
Average duration: **2:38 m**  
Average pages per session:  
**2.22**

## NEWSLETTER 70,000+ SUBSCRIBERS

### Industry %

- Banking 46.9
- Solution Providers 34.3
- Corporate 10.5
- Consultancy 6.8
- Other 1.5



# NUMBERS

**2,000+**

magazine hard copies  
per event

**2,400+**

followers on LinkedIn

**250+**

videos on Youtube

**6,700+**

followers on Twitter

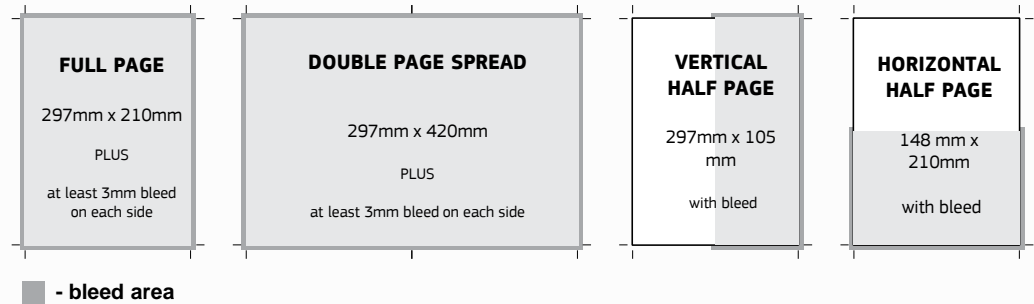
**45,700+**

views on Youtube

**1,000+**

followers on Facebook

# MAGAZINE ADVERTISING



FORMAT	x1	x2
FRONT COVER	£3,000	£4,500
INSIDE FRONT COVER	£2,000	£3,500
BACK COVER	£2,500	£3,750
INSIDE BACK COVER	£2,000	£3,500
DOUBLE PAGE SPREAD	£1,500	£2,000
FULL PAGE	£750	£1,000
HALF PAGE	£375	£600

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.

**We require a PDF file in CMYK colour scheme Illustration not less than 300dpi.**

\*Prices in GBP excluding VAT

# EDITORIAL CALENDAR

## SPRING ISSUE

Ad Close Date: Feb 10<sup>th</sup>  
Online Launch: March 3<sup>rd</sup>

Topics: Open Banking,  
Cloud, IT Consultancy,  
Challenger banks,  
Alternative Lending

## SUMMER ISSUE

Ad Close Date: May 15<sup>th</sup>  
Online Launch: June 26<sup>th</sup>

Topics: Regulations and  
compliance, Biometrics, AI,  
Cybersecurity and KYC

## FALL ISSUE

Ad Close Date: Sep 12<sup>th</sup>  
Online Launch: Oct 6<sup>th</sup>

Topics: Sibos 2021 and Money  
2021 agendas' topics

## WINTER ISSUE

Ad Close Date: Nov 15<sup>th</sup>  
Online Launch: Nov 26<sup>th</sup>

Topics: Predictions for 2022,  
Digital Banking, Payments,  
Trade Finance

More updates here <https://financialit.net/calendar>

# MAGAZINE SPONSORSHIP PACKS

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

\*Prices in GBP excluding VAT

# ONLINE ADVERTISING

## **Leaderboard – 728 (w) x 90 (h) pixels**

Top of Page

1 month £750  
3 months £1,800  
6 months £3,150  
12 months £5,400

## **MPU – 300 (w) x 250 (h) pixels**

Right Hand Side

1 month £450  
3 months £1,080  
6 months £1,890  
12 months £3,240

## **Super Skyscraper – 160 (w) x 600 (h) pixels**

Right Hand Side

1 month £550  
3 months £1,320  
6 months £2,310  
12 months £3,960

## **Megaboard- 1,245 (w) x 275 (h) pixels**

Mid-Page Side

1 month £750  
3 months £1,800  
6 months £3,150  
12 months £5,400

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# PREMIUM SERVICES



## VIDEO PRODUCTION

**£550 per video**

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



## 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.



## PRODUCT REVIEW

**£550 per 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.



# EVENT PACKAGES

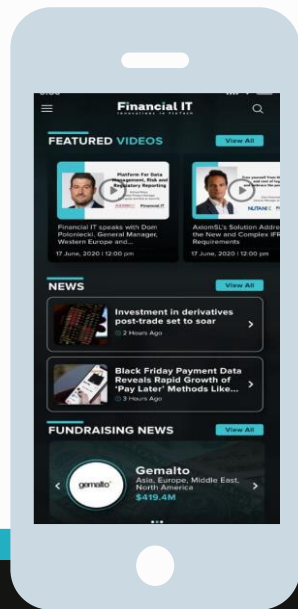
<b>Option A</b> <b>£850</b>	<b>Option B</b> <b>£1,450</b>	<b>Option C</b> <b>£2,100</b>
<p><b>For 1 industry event</b></p> <ul style="list-style-type: none"><li>• 2 online banner ads posted 2 months prior to the event on <a href="http://www.financialit.net">www.financialit.net</a> (MPU and Skyscraper)</li><li>• 1 event listing</li><li>• 2 dedicated email blasts</li><li>• 4 social media posts</li></ul>	<p><b>For 2 industry events</b></p> <ul style="list-style-type: none"><li>• 2 online banner ads posted 2 months prior to the event on <a href="http://www.financialit.net">www.financialit.net</a> (MPU and Leaderboard)</li><li>• 2 event listings</li><li>• 4 dedicated email blasts</li><li>• 8 social media posts</li><li>• 1 full page advert in Financial IT magazine</li></ul>	<p><b>For 3 industry events</b></p> <ul style="list-style-type: none"><li>• 3 online banner ads posted 2 months prior to the event on <a href="http://www.financialit.net">www.financialit.net</a> (Leaderboard and Megaboard)</li><li>• 3 event listings</li><li>• 6 dedicated email blasts</li><li>• 9 social media posts</li><li>• 2 full page adverts in Financial IT magazine</li></ul>

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# ANNUAL PACKAGES

Light £2,000	Regular £4,000	Premium £6,000
<ul style="list-style-type: none"><li>• Content promotion: unlimited news, blogs, 2x publications</li><li>• Promotion via social pages</li><li>• Newsletter coverage</li><li>• 1 product listing in online directory</li><li>• 1 product review</li><li>• 1 long-form article in Financial IT Magazine</li><li>• 1 half-page banner advert</li><li>• 1 online banner ad (Skyscraper)</li><li>• Account Manager</li><li>• 1 E-blast</li></ul>	<ul style="list-style-type: none"><li>• Content promotion: unlimited news, blogs, 4x publications</li><li>• Promotion via social pages</li><li>• Newsletter coverage</li><li>• 2 product listings in online directory</li><li>• 2 product reviews</li><li>• 2 long-form articles in Financial IT Magazine</li><li>• 2 full-page banner adverts</li><li>• 1 online banner ad (Leaderboard)</li><li>• Account Manager</li><li>• 2 E-blasts</li><li>• 1 video interview (3-5 min.)</li></ul>	<ul style="list-style-type: none"><li>• Content promotion: unlimited news, blogs, 6x publications</li><li>• Promotion via social pages</li><li>• Newsletter coverage</li><li>• 4 product listing in online directory</li><li>• 4 product reviews</li><li>• 4 long-form articles in Financial IT Magazine</li><li>• 2 Double page spread adverts</li><li>• 1 Front Cover</li><li>• 2 online banner ads (Leaderboard &amp; Megaboard)</li><li>• Account Manager</li><li>• 4 E-blasts</li><li>• 1 video interview (3-5 min.)</li></ul>

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Available on the  
**App Store**



Get it on  
**Google play**

# Financial IT App on your mobile

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