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.

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 everchanging space where the IT provider sector meets the broadly defined financial services sector.

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

**STARTUPS AND DISRUPTER**
The Platform at a Glance

**MULTIMEDIA**
The Financial IT TV Channel broadcasts experts’ opinions within the global financial technology industry.

**MAGAZINE**
Financial IT is a cutting-edge financial technology magazine. The magazine is published throughout the year in a digital/print form.

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

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

Unique website visitors: **200,000+**
Active newsletter subscribers: **70,000+**
Twitter followers: **7,276**
LinkedIn followers: **6,322**
Facebook followers: **1,090**
YouTube views: **55,792**

Magazine distribution: **70,000+** & about **2,000** hard copies per event

- **Technology C-level, Directors, Head & Managers**: 34%
- **Non-tech C-level, Directors & Heads**: 29%
- **Middle Management**: 24%
- **Under Management**: 14%
- **Banks & Other Financial Institutions**: 68%
- **Fintech, Product & Service Providers**: 23%
- **Consultancy, Government & Regulatory Bodies and Others**: 9%

Geographical Distribution:
- **Americas**: 23%
- **Europe**: 43%
- **MENA**: 15%
- **Asia, APAC**: 19%
Editorial Calendar

**SPRING ISSUE**
- **Ad Close Date:** Feb 15th
- **Online Launch:** March 3rd
- **Topics:** Open Banking, Women in FinTech, Regulations & Security
- **Events:** FinovateEurope, UK FinTech Week

**SUMMER ISSUE**
- **Ad Close Date:** May 15th
- **Online Launch:** June 2nd
- **Topics:** Innovations in Payments, PayTech, KYC/AML
- **Events:** Money20/20 Europe

**FALL ISSUE**
- **Ad Close Date:** October 4th
- **Online Launch:** October 22nd
- **Topics:** Fraud Detection & AML, Fintech-as-a-Service & Banking-as-a-Service, Blockchain as an Industry Disruptor
- **Events:** Money20/20 USA, Sibos

**WINTER ISSUE**
- **Ad Close Date:** November 15th
- **Online Launch:** December 1st
- **Topics:** The Year Ahead: Predictions for 2023, Digital Acceleration, Banking on Change, Managing Risk
- **Events:** Fintech Connect
Magazine Advertising

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. All our print publications are also available online in the digital format.

Prices

<table>
<thead>
<tr>
<th>Section</th>
<th>Price</th>
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<tbody>
<tr>
<td>Front cover</td>
<td>£4,000</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>£3,000</td>
</tr>
<tr>
<td>Back cover</td>
<td>£2,500</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£2,500</td>
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</tbody>
</table>

*Prices in GBP excluding VAT

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.
## Magazine Sponsorship Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>Inclusions</th>
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<tbody>
<tr>
<td><strong>SILVER</strong></td>
<td>£2,000</td>
<td>Up to 1,000 words interview or article</td>
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<td>Half-page advert</td>
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<td>Digital Reprint</td>
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<tr>
<td><strong>GOLD</strong></td>
<td>£3,000</td>
<td>Up to 1,500 words interview or article</td>
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<td></td>
<td>Full-page advert</td>
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<td></td>
<td>Digital Reprint</td>
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<td></td>
<td>10 hard copies delivered to your booth or by post</td>
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<tr>
<td><strong>PLATINUM</strong></td>
<td>£5,000</td>
<td>Up to 2,000 words interview or article</td>
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<td>Double Page Spread, Front Cover</td>
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<tr>
<td></td>
<td></td>
<td>Digital Reprint</td>
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<tr>
<td></td>
<td></td>
<td>25 hard copies delivered to your booth or by post</td>
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*Prices in GBP excluding VAT*
Digital Advertising

Promote your product or service and reach more of your prospects through website banner ads. Our websites’ monthly 200,000+ unique visitors are a highly targeted audience, specific to the financial services industry.

Prices

**Leaderboard - £750**
728(w) x 90(h) pixels
*Duration: 1 month*

**Skyscraper - £500**
160(w) x 600(h) pixels
*Duration: 1 month*

**MPU - £500**
300(w) x 250(h) pixels
*Duration: 1 month*

**Megaboard - £750**
1245(w) x 245(h) pixels
*Duration: 1 month*

*Prices in GBP excluding VAT

Reporting

- Impressions
- Clicks
- CTR
Newsletter Advertising

Showcase your business within our trusted editorial email newsletters and drive brand awareness across our highly active audiences every single day, for 5 days in a row.

Prices

**Daily Newsletter MPU - £550**
300(w) x 250(h) pixels
**Duration:** 1 month (20 insertions)

**Daily Newsletter Skyscraper - £550**
160(w) x 600(h) pixels
**Duration:** 1 month (20 insertions)

**Daily Newsletter Leaderboard - £750**
729(w) x 90(h) pixels
**Duration:** 1 month (20 insertions)

**Daily Newsletter Takeover - £1,000**
Sponsor’s Message & MPU, Leaderboard
**Duration:** 1 month

*Prices in GBP excluding VAT

Perfomance statistics

Active newsletter subscribers: **70,000+**
Average newsletter open rate: **20%**

Reporting

- Impressions
- Clicks
- CTR
Annual Packages

**Standard**  
£3,000
- Content promotion: unlimited news, blogs, 2x publications
- Promotion via social pages
- Newsletter coverage
- 1 product listing in online directory
- 1 product review
- 1 long-form article in Financial IT Magazine
- 1 half-page banner advert
- 1 online banner ad (Skyscraper)
- Account Manager
- 2 E-blasts

**Premium**  
£5,000
- Content promotion: unlimited news, blogs, 4x publications
- Promotion via social pages
- Newsletter coverage
- 2 product listings in online directory
- 2 product reviews
- 2 long-form articles in Financial IT Magazine
- 2 full-page banner adverts
- 1 online banner ad (Leaderboard)
- Account Manager
- 4 E-blasts

**Ultimate**  
£7,000
- Content promotion: unlimited news, blogs, 6x publications
- Promotion via social pages
- Newsletter coverage
- 4 product listing in online directory
- 4 product reviews
- 4 long-form articles in Financial IT Magazine
- 2 Double page spread adverts
- 1 Front Cover
- 2 online banner ads (Leaderboard & Megaboard)
- Account Manager
- 6 E-blasts
- 1 video interview (3-5 min.)

*Prices in GBP excluding VAT
## Event Packages

<table>
<thead>
<tr>
<th>Plan</th>
<th>Price</th>
<th>Features</th>
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| **Standard** | £1,000  |  - 2 online banner ads posted 2 months prior to the event on www.financialit.net (MPU and Skyscraper)  
  - 1 event listing  
  - 2 dedicated email blasts  
  - 4 social media posts |
| **Premium** | £1,750  |  - 2 online banner ads posted 2 months prior to the event on www.financialit.net (MPU and Leaderboard)  
  - 2 event listings  
  - 4 dedicated email blasts  
  - 8 social media posts  
  - 1 full page advert in Financial IT magazine |
| **Ultimate** | £2,500  |  - 3 online banner ads posted 2 months prior to the event on www.financialit.net (Leaderboard and Megaboard)  
  - 3 event listings  
  - 6 dedicated email blasts  
  - 9 social media posts  
  - 2 full page adverts in Financial IT magazine |

*Prices in GBP excluding VAT*
Premium Services

**VIDEO PRODUCTION**
£1,000 per video
- 1 commercial video interview onsite or online (3-5 min./1 topic)
- Showcase on Financial website and YouTube channels
- Free video reprint

**EMAIL MARKETING**
£750 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**
£750 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.

**CONTENT SYNDICATION**
£1500 per year
Regular content, newsletter and social media coverage throughout the year.
Contact Us

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Editorial

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Commercial

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