

MEDIA KIT

2025

Financial

About Financial IT

Our name tells you what
we are all about.

Financial IT
Innovations in FinTech

Wherever financial services meet technology, we provide corporate intelligence and actionable insight. That has been our mission since our establishment 10 years ago.

We are a platform providing content and market research tools. We help you by telling you what is happening. We help you by clarifying what is likely to happen. We help you to get your message across to the people whom you wish to reach.

Our competitive edge comes from our relationships with a diverse group of protagonists and observers spanning financial services and IT around the world. They number hundreds of thousands.

Our Platform

Financial IT's platform encompasses various dimensions:



Multimedia

Our multimedia channel provides engaging, interactive content, featuring interviews with top industry experts. These exclusive conversations help amplify your brand's message, ensuring it reaches the right audience in a meaningful way.



Industry Research

Financial IT's Search & Select Tool offers access to a continually updated database of over 2,000 global fintech companies and startups. Supported by our original research-combining quantitative and qualitative insights-our platform delivers valuable periodic reports, helping you stay informed and ahead of industry trends.



Magazine

Published quarterly, the Financial IT magazine offers a rich blend of expert analysis, exclusive interviews with industry leaders, and comprehensive research summaries. Available in both print and digital formats, the magazine is distributed globally, including at key industry conferences and events, making it a vital resource for decision-makers.



Real-Time News

Stay informed with Financial IT's real-time website, e-newsletter and social media channels. Access the latest trends, industry insights, and developments across website, LinkedIn, X and more - keeping you competitive and connected in an ever-evolving market.

Our Audience

Financial IT is in contact with literally hundreds of thousands of protagonists in financial services and technology from around the world.

Job Titles

40%

Technology C-level
Directors, Heads &
Managers

25%

Non-tech C-level,
Directors & Heads

25%

Middle
Management

10%

Under
Management

Industry

56%

Banks & Other Financial
Institutions

31%

Fintech, Product & Service
Providers

13%

Consultancy, Government
& Regulatory Bodies and
Others



200,000+

Unique **website visitors**



80,000+

Active newsletter
subscribers



24,000+

LinkedIn followers



8,400+

X followers



1,400+

Facebook followers



110,000+

YouTube views



80,000+

& about up to 2,000 hard copies per
event
Magazine distribution

30%

North America
South America

38%

Europe

12%

MENA

20%

Asia, APAC

Annual Packages

*Prices in GBP excluding VAT

Standard

£5,000

- ✓ **Content Coverage:** Up to 12 news articles & blogs
- ✓ **Social Media Promotion:** Reach across our social channels
- ✓ **Newsletter Coverage:** Featured in Financial IT newsletters
- ✓ **Magazine Feature:** 1 long-form article in Financial IT Magazine
- ✓ **Online Advertising:** 1 banner ad (MPU) for 3 months
- ✓ **Direct Email Marketing:** 2 standalone e-blasts
- ✓ **Dedicated Account Manager:** Personalised service and support

Premium

£6,000

- ✓ **Content Coverage:** Up to 36 news articles & blogs
- ✓ **Publications Feature:** Up to 3x publications feature on Financial IT (Case Studies, White Papers, Reports)
- ✓ **Social Media Promotion:** Extensive coverage across social platforms
- ✓ **Newsletter Coverage:** Featured in Financial IT newsletters
- ✓ **Magazine Feature:** 2 long-form article in Financial IT Magazine
- ✓ **Online Advertising:**
 - 2 full-page banner adverts
 - 2 online banner ads (Leaderboard, MPU/ Skyscraper) for 6 months
- ✓ **Direct Email Marketing:** 4 standalone e-blasts
- ✓ **Dedicated Account Manager:** Priority service and personalised support

Ultimate

£8,000

- ✓ **Content Coverage:** Unlimited news articles & blogs
- ✓ **Publications Feature:** Up to 10x publications feature on Financial IT (Case Studies, White Papers, Reports)
- ✓ **Social Media Promotion:** Broad exposure across social platforms
- ✓ **Newsletter Coverage:** Featured in Financial IT newsletters
- ✓ **Product Reviews:** 4 product reviews published
- ✓ **Magazine Feature:** 4 long-form articles in Financial IT Magazine
- ✓ **Premium Print & Digital Advertising:**
 - 2 Double-page spread adverts
 - 4 online banner ads (Leaderboard, MPU, Skyscraper & Megaboard) for 9 months
- ✓ **Direct Email Marketing:** 8 standalone e-blasts
- ✓ **Video Interview:** 1 video interview (3-5 min.), conducted online or onsite (e.g., fintech events)
- ✓ **Dedicated Account Manager:** Comprehensive support and management

Video Content & Brand Storytelling

Bring Your Brand to Life Through Powerful Video Content

VIDEO PRODUCTION **£2,000 per video**

Immerse your brand in the evolving landscape of consumer expectations with our exclusive video content solutions. Designed to highlight your company's innovation, market leadership, and industry expertise, our editorial-driven video interviews provide a highly effective platform for building brand authority. Through engaging and informative video discussions, we move beyond technical details, creating a dynamic narrative that speaks directly to the needs and interests of today's discerning, information-seeking consumers. With targeted distribution across Financial IT's digital channels, your brand will capture the attention of key decision-makers and stakeholders in the global fintech community.

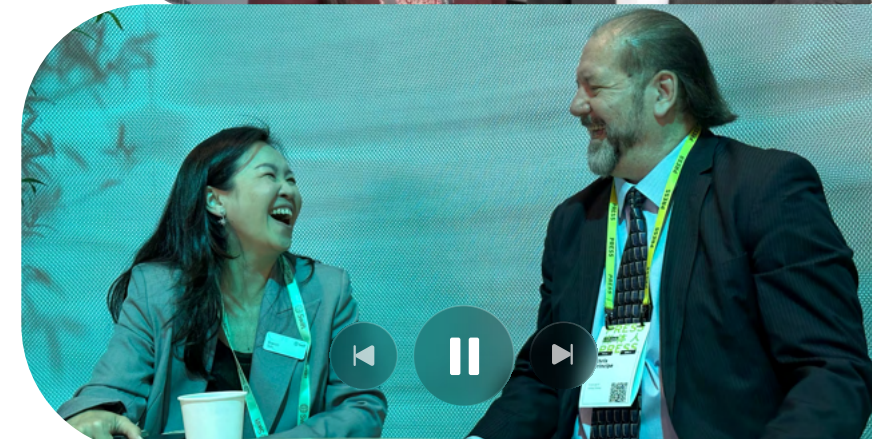
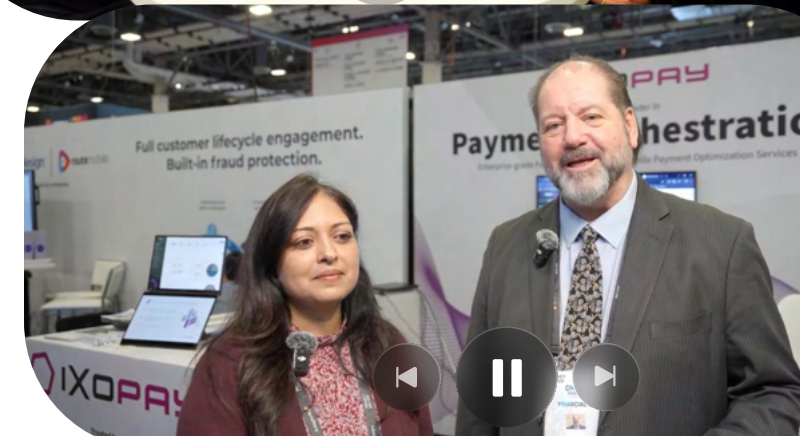
STANDARD PACKAGE: **£2,000 per video**

- 1 video interview (onsite or online) at event
- 3-5 minute video featuring 2 key discussion topics
- Showcase on the Financial IT website and YouTube channels
- Digital reprint rights

PREMIUM PACKAGE: **£4,000 per video**

- 1 premium video production at your office or event
- 5-7 minute video featuring in-depth discussions and up to 3 topics
- Professional video editing, including enhanced graphics and branding
- Promotion across Financial IT's website, YouTube channel, and social media platforms
- Digital reprint rights

*Prices in GBP excluding VAT



Event Promotion Packages

*Prices in GBP excluding VAT

Standard

£2,500

- ✓ **Online Advertising:** 1x online banner ad (MPU), posted 1 month prior to the event on Financial IT's website
- ✓ **Event Listing:** 1x event listing on Financial IT's event page
- ✓ **Email Marketing:** 1x standalone email blast
- ✓ **Content Coverage:** 3x press releases and blog posts
- ✓ **Social Media Exposure:** 3x social media shoutouts

Premium

£3,000

- ✓ **Online Advertising:** 2x online banner ads (MPU and Leaderboard), posted 2 months prior to the event on Financial IT's website
- ✓ **Event Listing:** 2x event listings on Financial IT's event page
- ✓ **Email Marketing:** 3x standalone email blasts
- ✓ **Content Coverage:** 6x press releases and blog posts
- ✓ **Social Media Exposure:** 6x social media shoutouts
- ✓ **Print Advertising:** 1x full-page advert in Financial IT magazine

Ultimate

£4,000

- ✓ **Online Advertising:** 3x online banner ads (Leaderboard, Skyscraper, and Megaboard), posted 4 months prior to the event on Financial IT's website
- ✓ **Event Listing:** 3x event listings on Financial IT's event page
- ✓ **Email Marketing:** 6x standalone email blasts
- ✓ **Content Coverage:** 9x press releases and blog posts
- ✓ **Social Media Exposure:** 9x social media shoutouts
- ✓ **Print Advertising:** 2x full-page adverts in Financial IT magazine

Magazine Sponsorship Packages

Standard

£4,000

- ✓ **Content Inclusion:** Up to 1,000-word interview or article
- ✓ **Advertising:** Half-page advert
- ✓ **Digital Reprint Rights:** Use your article or interview across your own channels
- ✓ **Newsletter Coverage:** Featured in Financial IT's newsletter
- ✓ **Social Media Exposure:** 1x social media shoutout

Premium

£5,000

- ✓ **Content Inclusion:** Up to 1,500-word interview or article
- ✓ **Advertising:** Full-page advert
- ✓ **Digital Reprint Rights:** Use your article or interview across your own channels
- ✓ **Print Copies:** 10 hard copies delivered to your booth or by post
- ✓ **Newsletter Coverage:** Featured in Financial IT's newsletter
- ✓ **Social Media Exposure:** 2x social media shoutouts
- ✓ **Featured Advert Placement:** Prime position in the magazine for your advert

Ultimate

£6,000

- ✓ **Content Inclusion:** Up to 2,000-word interview or article in the featured story section
- ✓ **Advertising:** Double-page spread advert
- ✓ **Digital Reprint Rights:** Use your article or interview across your own channels
- ✓ **Print Copies:** 30 hard copies delivered to your booth or by post
- ✓ **Newsletter Coverage:** Featured in Financial IT's newsletter
- ✓ **Social Media Exposure:** 4x social media shoutout
- ✓ **Extended Promotion:** Enhanced exposure across multiple channels
- ✓ **Priority Advert Placement:** Top-tier positioning for your advert in the magazine

Magazine Advertising

Financial IT is a cutting-edge magazine focusing on that part of the global economy where technology and financial services intersect.

ALL OUR PRINT PUBLICATIONS ARE ALSO AVAILABLE ONLINE IN DIGITAL FORMAT.

FRONT COVER	£10,000
INSIDE FRONT COVER	£7,000
BACK COVER	£5,000
INSIDE BACK COVER	£4,000
DOUBLE PAGE SPREAD	£3,500
FULL PAGE	£2,500
HALF PAGE	£1,800

*Prices in GBP excluding VAT

FULL PAGE 297mm x 210mm PLUS at least 3mm bleed on each side	DOUBLE PAGE SPREAD 297mm x 420mm PLUS at least 3mm bleed on each side	VERTICAL HALF-PAGE WITH BLEED 297mm x 105mm	HORIZONTAL HALF-PAGE WITH BLEED 148mm x 210mm
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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 a **CMYK colour** scheme Illustration of **not less than 300dpi**.



Website Advertising

Expand your brand's reach and engage a highly targeted audience within the financial services sector through strategic website banner advertising. With over 200,000 unique visitors each month, our platform offers prime visibility to promote your products or services, connecting you directly with key decision-makers and influencers in fintech and financial services.



Leaderboard - £2,000

728(w) x 90(h) pixels

Duration: 1 month



Megaboard - £2,000

1245(w) x 275(h) pixels

Duration: 1 month



Skyscraper - £1,500

160(w) x 600(h) pixels

Duration: 1 month



MPU - £1,500

300(w) x 250(h) pixels

Duration: 1 month

Reporting:

- Impressions
- Clicks
- CTR

Newsletter Advertising

Showcase your brand's presence by featuring your business in our trusted editorial email newsletters. Engage with our highly active, targeted audience and drive brand awareness with daily visibility for 5 consecutive days, ensuring sustained impact and maximum exposure.

PERFORMANCE STATISTICS:

80,000+

Active newsletter subscribers

20%

Average newsletter open rate

Prices & specs:

Database Email Blast - £2,000

p/whole database

Database Follow Up Email Blast - £1,000

p/whole database or non-opens

Daily Newsletter Leaderboard - £2,000

728(w) x 90(h) pixels

Duration: 1 month (10 insertions)

Daily Newsletter Sponsor's Message - £2,000

Subject line feature

Duration: 1 month (7 insertions)

Daily Newsletter MPU £1,500

300(w) x 250(h) pixels

Duration: 1 month (10 insertions)

Daily Newsletter Skyscraper £1,500

160(w) x 600(h) pixels

Duration: 1 month (10 insertions)

Daily Newsletter Takeover £1,500

Sponsor's Message & MPU, Leaderboard

Duration: 1 month

Reporting:

- Impressions
- Clicks
- CTR

*Prices in GBP excluding VAT

Premium Services

*Prices in GBP excluding VAT

PRODUCT REVIEW

£2,000 per review

Collaborating with us on an article or advertorial provides a unique opportunity to elevate your profile and position yourself as an industry expert. Our professional editorial team works closely with you to ensure the content aligns with your objectives. Our product specialists will craft a detailed overview of your product or service, highlighting its strengths and usability. The review will feature high-quality screenshots and an engaging infographic to visually showcase your offering.

WHITE PAPERS/REPORTS

On demand

Establish your company as a thought leader with professionally produced white papers, reports, and surveys. Our team of editors and researchers will craft insightful and persuasive content that showcases your products or services, supporting your brand's narrative while driving lead generation and enhancing credibility.

ROUNDTABLES/WEBINARS

On demand

Engage directly with your target audience through interactive roundtables and online events. Showcase your thought leadership, share valuable insights, and position your company at the forefront of industry conversations. These sessions allow you to drive engagement, build credibility, and connect with your audience on a personalised level.

PRODUCT LISTING ON ONLINE DIRECTORY

£1,500 per year

Promote your product or service to a highly targeted audience within the financial services industry by featuring it in our online directory. Your product will be showcased with detailed descriptions, key features, and contact information, ensuring you reach decision-makers and potential clients actively searching for fintech solutions.

Editorial Calendar 2024

Please note that dates and topics of the editorial calendar are subject to change

Spring Issue

Topics:

- Women Leading the FinTech Revolution: Breaking Barriers and Innovating the Future
- How the Regulatory Landscape is Shaping the Future of FinTech
- Open Finance - Open Banking for Everyone

Events

- FinovateEurope
- UK FinTech Week
- Money20/20 Asia

Content Close Date:
Feb 1st, 2025

Online Launch:
Feb 25th, 2025

Summer Issue

Topics:

- Sustainable Finance: The Role of FinTech in ESG Integration
- Generative AI: Revolutionising Financial Services
- The Future of Payments: Instant, Frictionless, and Global

Events

- Seamless Middle East
- Money20/20 Europe

Content Close Date:
May 4th, 2025

Online Launch:
June 3rd, 2025

Fall Issue

Topics:

- The Intersection of AI and Blockchain: Transforming the Financial Services Landscape
- Innovations in WealthTech: Redefining Wealth Management
- Cross-border Payments: Breaking Barriers and Enhancing Global Connectivity

Events

- Sibos
- Money20/20 USA

Content Close Date:
August 31st, 2025

Online Launch:
September 22nd, 2025

Winter Issue

Topics:

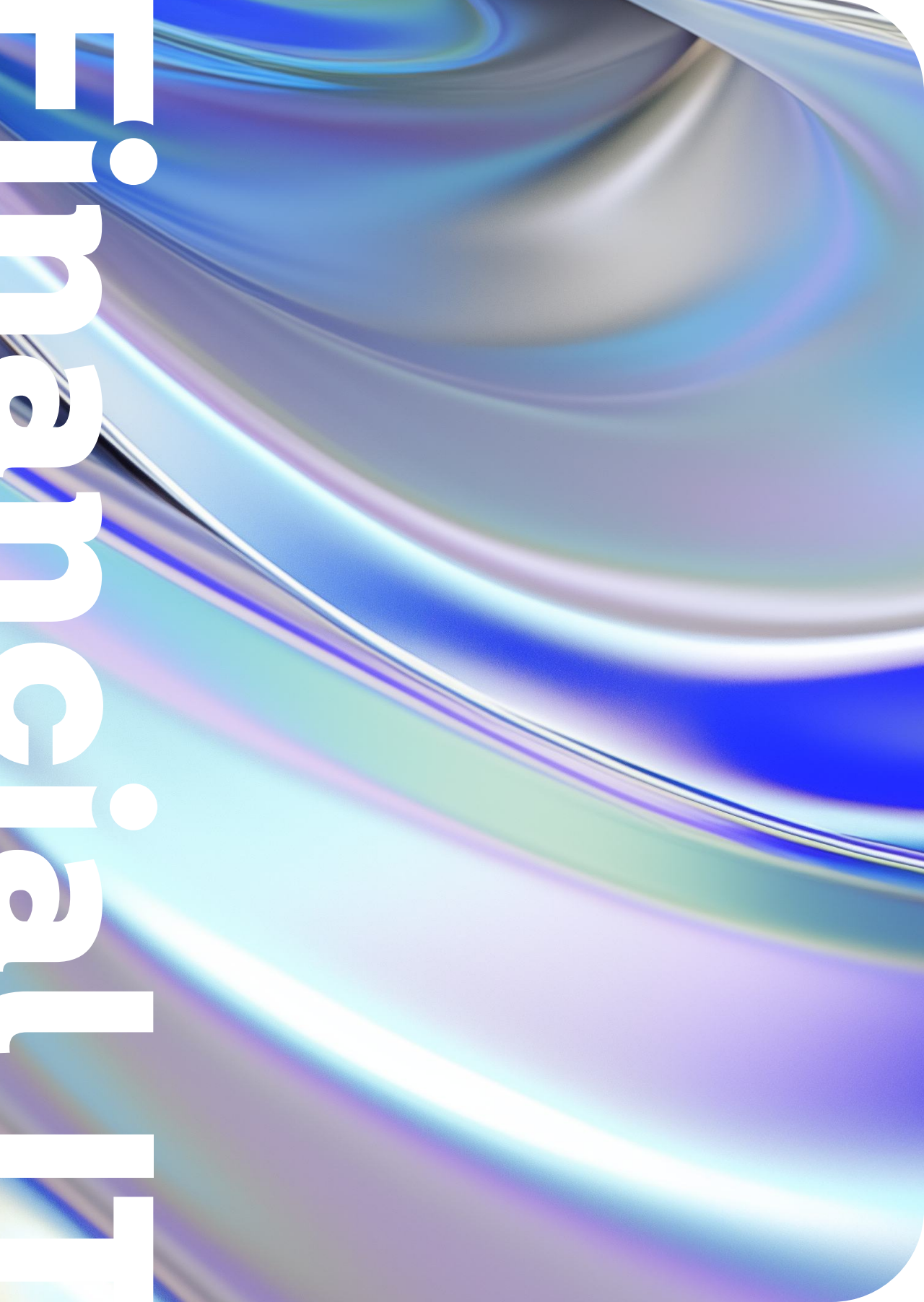
- 2026 Fintech Outlook: Key Trends and Predictions
- Empowering SMEs: How Fintechs are Transforming Business Finance
- The Next Wave of Digital Identity in Financial Services: Trust and Authentication

Events

- Fintech Connect

Content Close Date:
November 1st, 2025

Online Launch:
December 2nd, 2025



Financial IT



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Social Media



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