

MEDIA KIT 2016



**Product
Directory**



Mobile



Website



Rankings

Financial **IT**

Innovations in Technology



**Blogs /
Articles**



Magazine



Interviews



SEO

WWW.FINANCIALIT.NET

Financial IT is the voice of FinTech Community. We help FinTech companies to generate genuine leads and to improve their SEO rankings. We provide an online platform, video production, content marketing, listings, reviews and rankings.

Our coverage encompasses the following FinTech industry areas:

TRANSACTION BANKING

- Payments
- Cash Management
- Trade Finance
- Foreign Exchange
- Supply Chain Finance
- Securities Services Management

DATA

- Big Data
- Data Management
- Market and Reference Data
- Messaging
- Audit and Reporting

BANKING

- Alternative Finance
- Core Banking
- Corporate Banking
- Correspondent Banking
- Islamic Finance
- M-Banking/Smart watch
- Online/Internet Banking
- Reconciliation
- Retail Banking
- Wholesale/Commercial Banking
- Investment Management

BLOCKCHAIN

SECURITY & COMPLIANCE

- AML
- KYC
- Authentication
- Compliance/Monitoring
- Data Protection/Firewalls
- Fraud Detection
- Telephone Recording Systems
- Regulatory Compliance
- Tax Authorities

CLOUD

- IaaS
- PaaS
- SaaS
- Storage

TRADING SYSTEMS

- Algo and HFT
- Buy-Side Back and Middle Office
- Buy-Side Front Office
- Commodity Trading Solutions
- Derivatives/OTC Derivatives
- Equities Trading
- Low latency trading
- OMS/EMS
- Online Trading



Win-win partnership

Our packages are cost effective. The upside potential is considerable; the downside risk limited.

Proven lead provider

We generate leads through content marketing, events, social networks, a SEO-optimized website and a print magazine.



Generation of objective reviews and ranking products through our website

We help FinTech companies to engage with their customers in a very cost effective way.

DEMOGRAPHICS

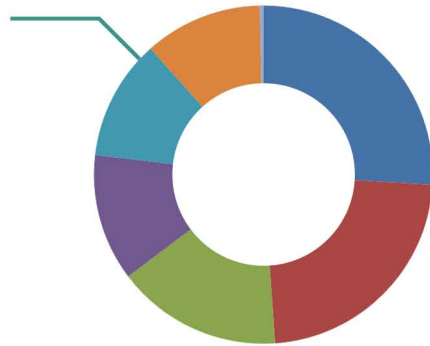
MEDIA KIT 2016

Over **100,000+** unique visitors per month

Over **70,000** subscribers (key decision makers from **FTSE 500** and **Forbes Global 2,000** companies).

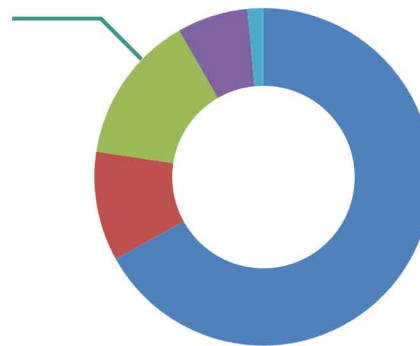
Over **3,000** bloggers, **15,000** news posts per month

Geographical breakdown



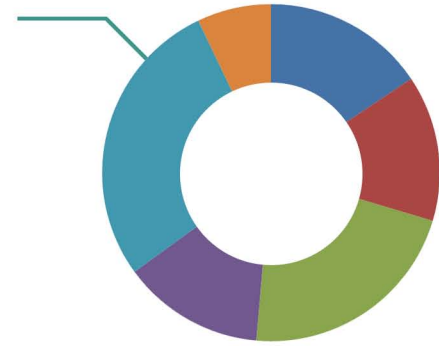
North America	25,9%
Europe	22,9%
Asia	15,8%
South America	12,1%
Africa	11,5%
Australia and New Zealand	11,4%
Middle East	0,4%

Industry



Banking	66,9%
Corporate	10,5%
Systems Providers	14,3%
Consultancy	6,8%
Other	1,5%

Job Titles



CTO	15,6%
VP	14,0%
CEO	21,8%
CFO	13,6%
Managers	27,9%
Other	7,1%

COST-EFFECTIVE PACKS

MEDIA KIT 2016

We offer four cost effective packs of products.

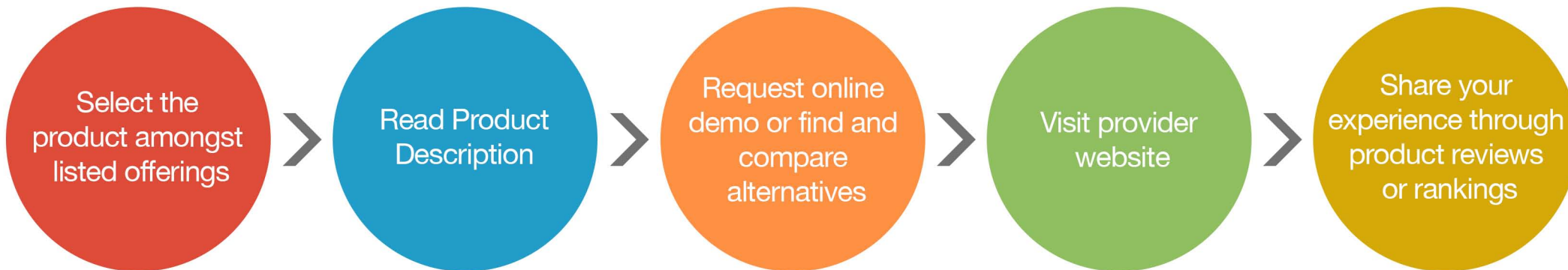
ONLINE PACK	STANDARD PACK	SILVER	GOLD
<p>£499/Year Great Introductory Plan!</p>	<p>£999/Year Most Popular!</p>	<p>£1999/Year Accelerate your success!</p>	<p>£2999/Year Influencer!</p>
<p>Up to 2 Product Listing (search optimized)</p>	<p>Up to 3 Product Listing (search optimized)</p>	<p>Up to 4 Product Listing (search optimized)</p>	<p>Up to 4 Product Listing (search optimized)</p>
<p>Product Analysis & Custom Product Reviews</p>	<p>Product Analysis & Custom Product Reviews</p>	<p>Product Analysis & Custom Product Reviews</p>	<p>Product Analysis & Custom Product Reviews</p>
<p>Dedicated Customer Success Manager</p> <p>Your company logo in our featured vendors list with link back to your company website</p>	<p>Survey Ranking</p> <p>Dedicated Customer Success Manager</p> <p>Your company logo in our featured vendors list with link back to your company website</p>	<p>Free SEO Audit</p> <p>1 Video Interview + Podcast</p> <p>Survey Ranking</p> <p>Dedicated Customer Success Manager</p>	<p>Free SEO Audit</p> <p>1 Video Interview + Podcast</p> <p>Survey Ranking</p> <p>Dedicated Customer Success Manager</p>
<p>Online Account to manage product listing, stat reports, custom reviews, comments, ranks, etc.</p>	<p>Online Account to manage product listing, stat reports, custom reviews, comments, ranks, etc.</p>	<p>Online Account to manage product listing, stat reports, custom reviews, comments, ranks, etc.</p>	<p>Online Account to manage product listing, stat reports, custom reviews, comments, ranks, etc.</p>
<p>News, Events (Up to 3), Publications (2 White Papers), Blog Support</p>	<p>News, Events (Up to 5), Webinars, Publications (4 White Papers) Blog Support</p> <p>e-Newsletter and social networks support</p> <p>Banner ad on home page (x1) for 3 months hosting</p>	<p>Full editorial coverage</p> <p>e-Newsletter and social networks support</p> <p>Banner ad on home page (x2) for 6 months hosting</p>	<p>Full editorial coverage</p> <p>e-Newsletter and social networks support</p> <p>Banner ad on home page (x3) for 12 months hosting</p>
<p>e-Newsletter and social networks support</p>	<p>Up to 1 long-form editorial articles 750-1,200 words, content submitted by vendor</p>	<p>Up to 2 long-form editorial articles 1,200 – 1,500 words, content written by Financial IT</p>	<p>Up to 2 long-form editorial articles + full page advertising in print magazine 1,200 – 1,500 words, content written by Financial IT</p>

PRODUCT LISTING

MEDIA KIT 2016

HOW IT WORKS

The screenshot displays the product listing interface. On the left, the 'PRODUCT SEARCH' section includes filters for Industry, Target Market, Customer Size, Customer Type, and Tags. A red circle with the number '1' highlights the search filters. The main area shows 'TRENDING PRODUCTS' with three product cards: Fintellix, Compass Plus, and Pendo Systems. A blue circle with the number '2' highlights the product descriptions. On the right, a detailed 'Product Profile' for Risk Master is shown, including a 'REQUEST LIVE DEMO' button (highlighted with a red circle '3'), a star rating (highlighted with a green circle '4'), and a user review (highlighted with a yellow circle '5').



How do your customers assess your technology?
Financial IT provides quarterly rankings on the basis of specific criteria.

PRODUCT NAME	REVIEWS	AVG RATING	● Platform & Workflow	● Connectivity, Hosting and Integration	● Support Services
FLEXTERA	7	★★★★★	5.0	5.0	5.0
FA#	7	★★★★★	5.0	5.0	5.0
iMal	7	★★★★★	5.0	5.0	5.0
BEST	7	★★★★★	5.0	5.0	5.0

Coming Soon!

EDITORIAL CALENDAR

MEDIA KIT 2016

JANUARY

Focus: Another great year for innovation, startups growth and M&A Deals. FinTech trends in 2016.

Suggested topics:

- Trending FinTech Topics in 2016;
- New Startup's and Accelerator's Growth in the FinTech industry;
- Blockchain's breakthrough;
- De-risking in the age of disruption impacts the unbanked in developing countries (Latin America, Asia, Africa);
- End to End Trade: from Order to Financing to Payment to Recovery Collection;
- PSD2, T2S, KYC, AML regulations and the TPP agreement;
- Biggest M&A deals in FinTech Industry;
- Technology Priorities for CIOs in 2016;
- Internet of Things (IoT)

AD CLOSE Dec 31st, 2015
RELEASE Jan 15th, 2016

Post-SIBOS/Winter Issue 2016 (Digital Edition)

Bonus event:

- Nordic Card Markets and Future Payment Solutions (Copenhagen, Denmark, 25 Jan, 2016- 26 Jan, 2016)
- Corporate Performance Management Summit (Miami, USA, 27 Jan, 2016- 28 Jan, 2016)

FEBRUARY

Focus: Disruptive technologies and cross border payments

Suggested topics:

- Corporate banking innovations: social media, mobile, tablet, self-service, financing, e-documents, etc.;
- A new generation bank strategy: challenges, threats and opportunities;
- The hidden potential of Blockchain: how to leverage this technology;
- Cross-border payments and mobile authentication.

AD CLOSE Jan 29th, 2016
RELEASE Feb 7th, 2016

Bonus event:

- Finovate Europe (London, 9th-10th February)

MARCH

Focus: Trading Technology and Risk Systems

Suggested topics:

- Transaction banking and liquidity management;
- FX markets and multiple trading platforms;
- Streamlining trading processes;
- From cutting-edge technology innovations to new trading opportunities in key European and emerging markets;
- Front and Back Office Solutions;
- Data Security and Big Data.
- Benefits of enhanced multi-asset trading desks;
- Cyber-crime risks: how banks can best prepare for the future attacks.

AD CLOSE Feb 26th, 2016
RELEASE Mar 1st, 2016

Bonus event:

- EMEA Trading Conference 2015 (London, 3rd March)
- The Trading Show (London, 14th-15th March)
- Risk EMEA 2016 (London, 24th-25th May)

APRIL

Focus: Trading Systems and Payments

Suggested topics:

- PSD2 Compliance Solutions;
- Trends in electronic and mobile payments, FX and digital omnichannel banking;
- Future of e-commerce and m-commerce;
- ATMs and payment cards;
- Providing customer/client-centricity;
- HFT and Reference Data.

AD CLOSE Mar 31st, 2016
RELEASE Apr 1st, 2016

Trade Tech/Spring Issue 2016 (Print + Digital Edition)

Bonus event:

- Money 20/20 Europe (Copenhagen, 4th-7th April)
- TradeTech Europe 2016 (Paris, 12th-13th April)
- The 2nd Electronic and Mobile Payments in the Arab World Conference

Best Trading Systems Providers Survey

MAY

Focus: Cyber Crime Risk, AML and Mobile Security Solutions

Suggested topics:

- Using technology to fight with sophisticated criminal ecosystem;
- Latest innovations in mobile and cloud security;
- Smart card, payments and identification technologies ;
- Identity management has to evolve to deal with the complete digital lifecycle;
- Keeping business data safe calls for new and innovative approach;
- Liquidity risk management;
- Stress testing and risk models,

AD CLOSE May 15th, 2016
RELEASE May 22nd, 2016

Bonus event:

- Risk EMEA 2016 (London, 24th-25th May)
- Cards & Payments Middle East 2016 (Dubai, 31 May, 2016-1 July, 2016)

JUNE

Focus: Cloud based banking products, Trade Finance, Fund Management and Regulations

Suggested topics:

- Asset Management and Insurance Solutions;
- Investment Management Solutions;
- Trade finance;
- Cloud Tech Hubs in Focus;
- Private banking and wealth management solutions;
- Islamic Banking and Finance;
- Solvency II Directive Implementation;
- 360 banking model;
- Start-ups born in the cloud

AD CLOSE Jun 1st, 2016
RELEASE Jun 6th, 2016

Summer Issue 2016 (Digital Edition)

Bonus event:

- Fixed Income Leaders USA (Boston, MA, June 07 - 09, 2016)
- Operations & Technology in Financial (Services Marriott Grosvenor Square, London, June 16, 2016)
- Cloud and DevOps World Forum (London, 21 & 22 JUNE 2016)

Best Cloud based Banking Platforms Survey
IMT Survey

JULY

Focus: Enterprise and customer data management

Suggested topics:

- Unstructured and big data's evolution;
- Big data integration and analytics;
- Data quality and customer experience;
- Data-driven crime fighting solutions;

AD CLOSE Jul 1st, 2016
RELEASE Aug 1st, 2016

AUGUST

Focus: Trends Transforming Global Treasury

Suggested topics:

- e-treasury & Treasury Technology;
- Optimizing liquidity, streamlining processes and improving controls;
- Managing increasing treasury impact of emerging markets;

AD CLOSE Aug 1st, 2016
RELEASE Aug 31st, 2016

SEPTEMBER

Focus: SIBOS 2016

Suggested topics:

- Topics will be announced prior to Sibos conference and will be relevant to event's agenda 2016.

AD CLOSE Sep 16th, 2016
RELEASE Sep 25th, 2016

SIBOS Fall Issue 2016 (Print+ Digital Edition)

Bonus event:

- Sibos 2016 Daily Coverage (Geneva, 26-29th September)
- IP EXPO Europe 2016 (London, 7th-8th October)

Best Core Banking Technology Survey

OCTOBER

Focus: Powering and Securing digital Enterprise

Suggested topics:

- API Infrastructure Security
- IT portfolio management and planning/Enterprise Architecture Management

AD CLOSE Oct 4th, 2016
RELEASE Oct 6th, 2016

Bonus event:

- IP EXPO Europe 2016 (London, 7th-8th October)

NOVEMBER

Focus: Corporate Performance Management and Infrastructure

Suggested topics:

- Business Automation and CPM Systems
- Reporting and Business Analytics Tools

AD CLOSE Nov 10th, 2016
RELEASE Nov 16th, 2016

DECEMBER

Focus: End of Year Review

Suggested topics:

- Outlining the year's biggest trends and challenges in FinTech industry

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.

In 2012 RFPConnect came up with the idea to launch its quarterly print magazine, Financial IT. The inaugural edition of Financial IT was published in November 2012 in association with B.I.S.S. Research as a contributing source of content. The content is unique in its creation and forms an important and valued source of intellectual stimulus for readers who mainly interested in financial technologies.

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
- **UpFront** – views and opinions from leading risk management consultants, providing analysis on the latest trends and issues impacting global financial markets

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.

- **Payments Focus** – analysis and comment on the latest regulatory, technology and business issues impacting the payments landscape
- **Trade Focus** – analysis and comment on the latest regulatory, technology and business issues impacting trade and supply chain finance
- **Surveys and Industry Research**
- **Off-the-shelf** – in each issue specific innovative technology or business solutions in wholesale banking to be featured
- **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



MAGAZINE ADVERTISING

MEDIA KIT 2016

Special Marketing Packages

Financial IT understands and recognises your need for a marketing exposure well beyond straightforward transitional advertising.

We are therefore offering a limited number of marketing packages to include the following items in each edition:

- a two page article which can either be treated as an expert opinion or a corporate statement (dependent on the content), but in both cases would carry your logo
- pdf of your article on publication for your own marketing use (with appropriate accreditations to **Financial IT**)
- an advertisement in a prime position
- a full directory listing
- free copies of the publication for your own use

Cost:

- total package cost of **£4,000** for participation in two editions only.
- or **£6,500** for participation in four editions.

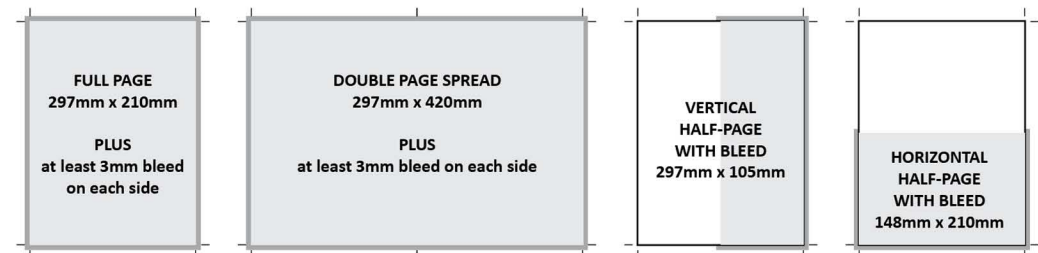
** Please note directory listing will be repeated from the previous edition unless otherwise instructed by the advertiser.*

Magazine Advertising

Positions	Frequency		
Format	1x	2x	4x
Double Page Spread	£3,500	£3,000	£2,500
Full Page	£2,500	£2,250	£2,000
Half Page—Horizontal	£1,500	£2,500	£1,000
Half Page—Vertical	£1,600	£3,000	£1,400
Directory Listing	£250	£225	£200
Special Positions			
Inside Front Cover	£3,250	£3,000	£2,750
Outside Back Cover	£3,500	£3,250	£3,000
Inside Back Cover	£2,750	£2,500	£2,000

For further information please contact:
sales@financialit.net or Katherine.emirosan@financialit.net

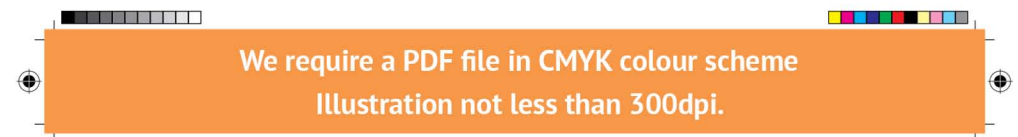
Follow SWOP Standards and Specifications for advertising reproduction material and magazine Web offset printing unless otherwise specified. Ads that exceed specified size in any dimension are considered bleed or oversized, except spreads that bleed in the gutter. PDF-X1a files are the only acceptable material format.



■ - bleed area

Advertising Specifications

Positions	Trim Size	Bleed	Type Area
Format			
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



Ads adjacent surveys page: **15% premium**
 Ads adjacent specific editorial content: **10% premium**

ON-LINE ADVERTISING

MEDIA KIT 2016

The number of unique visitors has increased significantly and now stands at over **100,000+** per month. Our daily newsletters are sent out to over **70,000** registered subscribers including key decision makers from FTSE 500 and Forbes Global 2,000 companies. Average time per visitor: **~3 mins.**

Web Advertising Rates

Format	Position	Period	Price
1. Leaderboard Dimensions 728 x 90px	Top of page	1 month	£960
		3 months	£2,304 20% off
		6 months	£4,032 30% off
2. Super Skyscraper Dimensions 160 x 600px	Right Hand side	1 month	£960
		3 months	£2,304 20% off
		6 months	£4,032 30% off
3. MPU Dimensions 300 x 250px	Within text	1 month	£840
		3 months	£2,016 20% off
		6 months	£3,528 30% off
Embedded Video Dimensions 317 x 180px	Within text	1 month	£1,200
		3 months	£2,880 20% off
		6 months	£5,040 30% off
Email Alerts	Top of page	1 month	£840
		3 months	£2,016 20% off
		6 months	£3,528 30% off

NB A 10% premium is added to all prices for Home Page Advertisements

The screenshot displays the Financial IT website interface. At the top, there's a navigation bar with 'ABOUT US', 'ADVERTISING', 'PRIVACY POLICY', a phone number '+44 (0) 208 819 32 53', an email 'news@financialit.net', and a 'LOG IN' button. Below this is the main header with the 'Financial IT' logo and tagline 'Innovations in Technology', and a 'Profile Software' banner with the text 'Flexibility & scalability to meet your needs'. A secondary navigation bar includes 'PROVIDER SIGN UP', 'ADD FREE', a search bar, and 'Sign up for newsletter' with a 'SUBMIT' button. The main content area is divided into several columns: 'FIT TV' with video thumbnails, 'INDUSTRY NEWS' with article snippets, 'LATEST NEWS' with a list of recent news items, and a 'MAGAZINE' section featuring a large image of a woman and the headline 'ADDRESSING THE REAL SYSTEMIC THREAT'. At the bottom, there are sections for 'PRODUCT SEARCH' and 'TRENDING PRODUCTS'.

Leaderboard

Dimensions
728 x 90px

Super Skyscraper

Dimensions
160 x 600px

Mid Page Unit

Dimensions
300 x 250px

For further information please contact:

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Joining forces with Financial IT to support and co-sponsor a research paper is a great way to demonstrate industry thought leadership and expertise in a specific area of the market. We will help by creating a unique questionnaire and will identify the correct target audience for a timely and topical proprietary research study. A portion of the study and results will appear in Financial IT as well as on www.financialit.net. Readers will be directed to your company for the full details and conclusion of the study, giving you the chance to communicate directly with members of the global financial services industry.

Elements of a co-sponsored research study 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.

The collage displays six pages from the 'Investment Management Technology Survey' magazine, published by Financial IT. The pages feature various articles and data visualizations:

- CYMBA Technology:** An article discussing the company's approach to technology in investment management, including a table of key metrics and a pie chart.
- SunGard:** An article detailing SunGard's technology solutions, with a table of key metrics and a pie chart.
- Risk 101:** An article focusing on risk management strategies, featuring a table of key metrics and a pie chart.
- Linedata:** An article about Linedata's data solutions, including a table of key metrics and a pie chart.
- SS&C GlobeOp:** An article highlighting SS&C GlobeOp's global operations, with a table of key metrics and a pie chart.
- Investment Management Technology Survey:** A page showing the survey's methodology and key findings, including a table of key metrics and a pie chart.

Reprints

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.



Video Interview

Features

The five-minute interview will feature the following types of questions:

- Can you provide an overview of your firm?
- What are some of the key themes you are hearing from your clients today?
- How is your firm helping financial technology buyers with their challenges?
- How does your firm differentiate itself in today's marketplace?
- How do you see the financial technology landscape evolving over the next few years?



Webcast

Details of Webcast Program

Hosted by **Financial IT** editorial. Sponsor executives included in panel discussion. Webcasts cannot exceed 60 minutes in duration. Call infrastructure managed by **Financial IT** but assumes the following vendor capabilities:

- Web presentation and audio will be performed using WebEx platform.

Roundtables

A sponsored section that features a moderated discussion between a senior **Financial IT** editor and key industry executives. Discussion centres on a topic that is compelling, interesting and thought provoking for the audience and readers of Financialit.net online portal. The average combine cost is normally less than conventional advertising. Topics are exclusive each issue.

Industry Focus Panel

A core marketing tool to grow your business. The way this works is quite simple – firstly our editorial team would approve the white paper or sponsored research that maybe relevant to Financialit.net readership, and which is like to generate interest. Secondly, a simple click on the introduction will take the reader to a quick and simple registration form. Once filled in, the reader will have full access to the white paper or research document. Finally, once a month we will give you the leads generated through the registration forms. This is an invaluable marketing tool, which will allow you to track any person who was interested in reading your white paper or research document.

For further information and pricing on the products and services highlighted above please contact:
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Download our Mobile App Now!



IOS



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