



**Financial IT**  
Innovations in FinTech



**MEDIA KIT**  
**2024**



# About Financial IT

Our name tells you what we are all about.

---

Wherever financial services meets technology, we provide corporate intelligence and actionable insight. That has been our mission since our establishment 11 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.



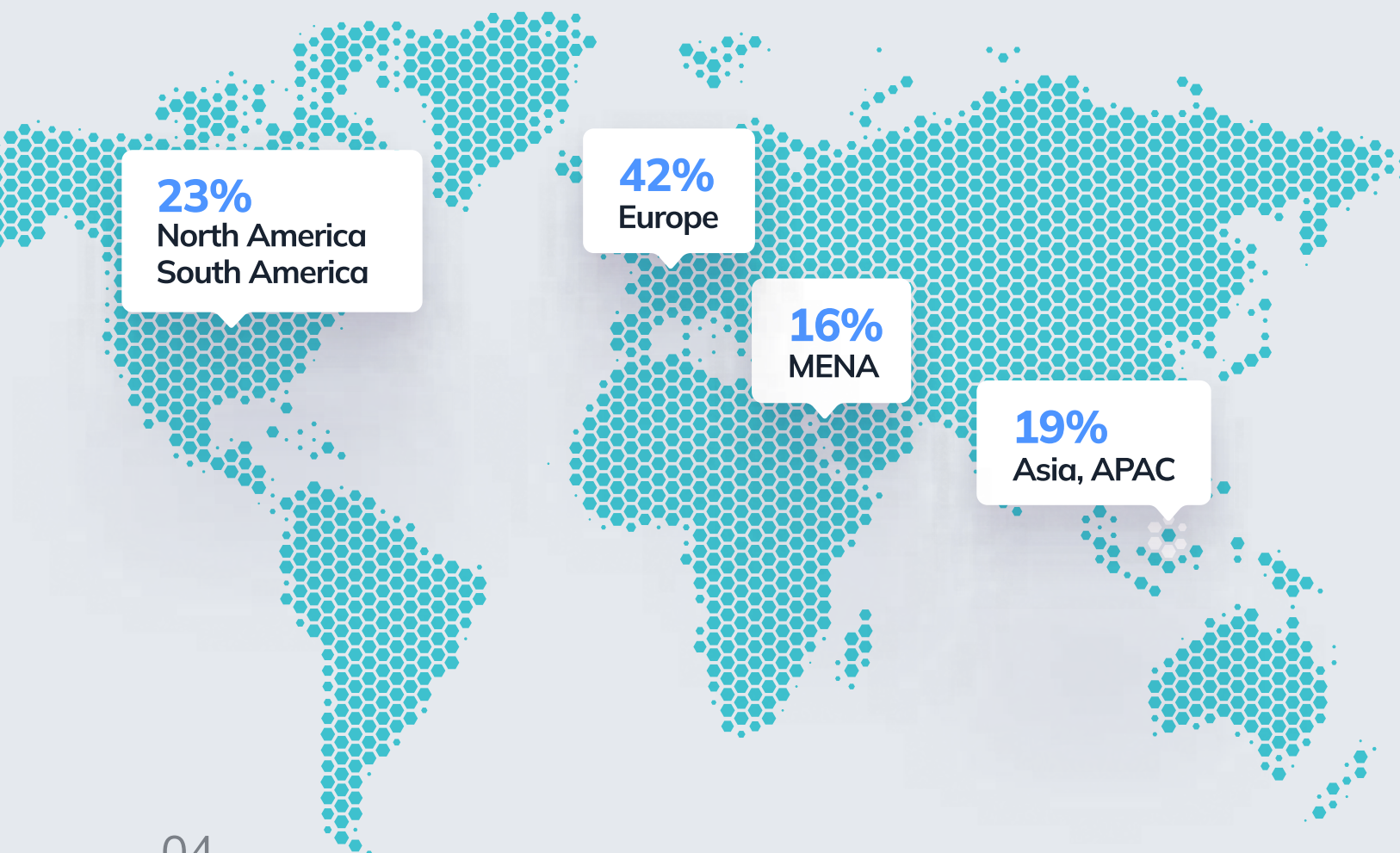
# Our Platform

Financial IT's platform encompasses various dimensions:



# 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

**34%**

Technology C-level Directors, Heads & Managers

**29%**

Non-tech C-level, Directors & Heads

**24%**

Middle Management

**13%**

Under Management

## Industry

**68%**

Banks & Other Financial Institutions

**23%**


Fintech, Product & Service Providers

**9%**

Consultancy, Government & Regulatory Bodies and Others

 **200,000+**  
Unique website visitors

 **80,000+**  
Active newsletter subscribers

 **17,000+**  
LinkedIn followers

 **8,000+**  
X followers

 **1,300+**  
Facebook followers

 **80,000+**  
YouTube views

 **80,000+** & about 2,000 hard copies per event  
Magazine distribution

# Editorial Calendar 2024

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

## SPRING ISSUE

### Topics:

Women in FinTech

The Rise of Embedded Finance:  
Reshaping Consumer  
Experience

AI-Powered Fintech:  
Revolutionising Financial  
Services and Market Dynamics

### Events:

FinovateEurope  
UK FinTech Week  
Money20/20 Asia

Content Close Date: **Feb 05th**  
Online Launch: **Feb 27th**

## SUMMER ISSUE

### Topics:

Cybersecurity Resilience in  
Fintech: Adapting to Evolving  
Threats

Future of Money

The Cashless Society:  
Navigating the Journey Towards  
a Digital Payment Ecosystem

### Events:

Seamless Middle East  
Money20/20 Europe

Content Close Date: **May 8th**  
Online Launch: **May 30th**

## FALL ISSUE

### Topics:

Advancing Financial Inclusion:  
Bridging the Gap with  
Technology and Innovation

Neobanks: Redefining Customer  
Experience and Industry  
Standards

Future of Cross-border Payments:  
Innovations, Challenges, and  
Global Connectivity

### Events:

Sibos  
Money20/20 USA

Content Close Date: **Sep 20th**  
Online Launch: **Oct 21st**

## WINTER ISSUE

### Topics:

The Year Ahead: Predictions for  
2025

The Evolution of Open Banking:  
Redefining Customer Access  
and Data Security

RegTech Innovations: Shaping  
Compliance and Risk  
Management in Financial  
Services

### Events:

Fintech Connect

Content Close Date: **Nov 10th**  
Online Launch: **Dec 2nd**

# 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 **£3,000**

FULL PAGE **£2,000**

HALF PAGE **£1,500**

\*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
--	--	--	--

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**.

# Magazine Sponsorship Packages

## Standard

**£4,000**

- Up to 1,000 words interview or article inclusion
- Half-page advert
- Digital Reprint Rights

## Premium

**£5,000**

- Up to 1,500 words interview or article inclusion
- Full-page advert
- Digital Reprint Rights
- 10 hard copies delivered to your booth or by post

## Ultimate

**£6,000**

- Up to 2,000 words interview or article in featured story section
- Double-page spread advert
- Digital Reprint Rights
- 30 hard copies delivered to your booth or by post

# Website Advertising

Promote your product or service and reach more prospects through website banner ads. With over 200,000 monthly unique visitors, our website attracts a highly targeted audience within the financial services industry.

## Leaderboard

**£2,000**

728(w) x 90(h) pixels

Duration: 1 month

## Megaboard

**£2,000**

1245(w) x 245(h) pixels

Duration: 1 month

## MPU

**£1,500**

300(w) x 250(h) pixels

Duration: 1 month

## Skyscraper

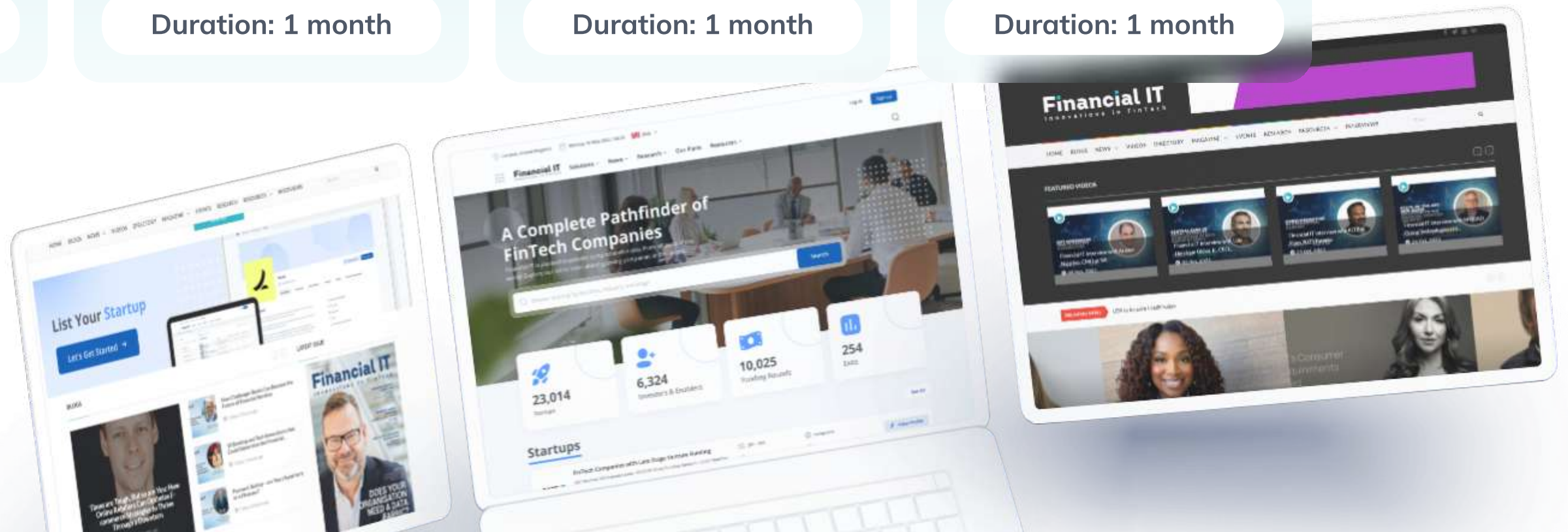
**£1,500**

160(w) x 600(h) pixels

Duration: 1 month

### 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 consecutive days.

## 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 MPU** **£1,500**

● 300(w) x 250(h) pixels

● Duration: 1 month (10 insertions)

**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 Skyscraper** **£1,500**

● 160(w) x 600(h) pixels

● Duration: 1 month (10 insertions)

**Daily Newsletter Takeover** **£7,500**

● Sponsor's Message & MPU, Leaderboard

● Duration: 1 month

## PERFORMANCE STATISTICS:

**80,000+**

Active newsletter subscribers

**20%**

Average newsletter open rate

## Reporting:

Impressions

Clicks

CTR

# Annual Packages

\*Prices in GBP excluding VAT

## Standard

# £5,000

- Premium content coverage: unlimited news, blogs, 2x publications
- Promotion via social pages
- Newsletter coverage
- 1 product listing in online directory
- 1 long-form article in Financial IT Magazine
- 1 half-page banner advert
- 1 online banner ad (Skyscraper) 3 months
- 2 E-blasts
- Dedicated account manager

## Premium

# £6,000

- Premium content coverage: 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
- 2 online banner ad (Leaderboard, MPU/Skyscraper) 6 months
- 4 E-blasts
- Dedicated account manager

## Ultimate

# £8,000

- Premium content coverage: 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
- 3 online banner ads (Leaderboard, MPU & Megaboard) 9 months
- 6 E-blasts
- 1 video interview (3-5 min.) conducted online or onsite e.g. fintech events
- Dedicated account manager

# Event Promotion Packages

\*Prices in GBP excluding VAT

## Standard

**£2,500**

- 1 online banner advert posted 1 month prior to the event on [www.financialit.net](http://www.financialit.net) (MPU)
- 1 event listing
- 1 dedicated email blast
- 3 social media posts

## Premium

**£3,000**

- 2 online banner ads posted 2 months prior to the event on [www.financialit.net](http://www.financialit.net) (MPU and Leaderboard)
- 2 event listings
- 3 dedicated email blasts
- 6 social media posts
- 1 full page advert in Financial IT magazine

## Ultimate

**£4,000**

- 3 online banner ads posted 2 months prior to the event on [www.financialit.net](http://www.financialit.net) (Leaderboard, Skyscraper and megaboard)
- 3 event listings
- 6 dedicated email blasts
- 9 social media posts
- 2 full page adverts in Financial IT magazine

# Premium Services

## VIDEO PRODUCTION

£2,000 per video

**Immerse your brand** in the evolving landscape of consumer expectations through our **exclusive video interviews**. Our editorial-driven, video-based discussions offer an unparalleled platform to narrate your brand's narrative of innovation, market leadership, and expertise. We elevate the marketing experience beyond technological aspects to directly engage of today's information-seeking consumers

- 1 commercial video interview onsite or online (3-5 min./2 topics)
- Showcase on Financial IT website and YouTube channels
- Free video reprint

## ROUNDTABLES/WEBINARS

on demand

Engage directly with your target audience through raountable and online events. Showcase your thought leadership, share valuable insights, and position your company at the forefront of industry conversations. Drive engagement, build credibility, and connect with your audience on a personalised level.

## PRODUCT REVIEW

£2,000 per review

Collaborating with us on an article or advertorial presents an unparalleled opportunity to elevate your profile and establish yourself as an industry expert.

Our professional editorial team will work closely with you throughout the content creation process, ensuring your message aligns precisely with your objectives

Our editors will write an overview of your product or service, highlight its strong points and usability. The review will be accompanied by high-quality screenshots and an engaging infographic to provide a visual representation of your offering.

## WHITE PAPERS/REPORTS

on demand

Reports, white papers, and surveys conducted by professional editors and researchers can be implemented to position your company as a thought leader, presenting useful, persuasive research and insights about your products and services, while also driving lead generation

# Contact Us



15 Kings Avenue,  
Bromley, UK, BR1 4HN



sales@financialit.net  
news@financialit.net

## Social Media



financialit.net

