

**KNect
365**



FINTECH FUTURES
MEDIA PACK

an **informa** business

ABOUT FINTECH FUTURES

FinTech Futures is an exciting brand launched in 2018 by Informa's Knect365, one of the world's leading facilitators of knowledge sharing and business connections.

The digital publishing platform is the definitive source of news and analysis for the worldwide fintech community – everyone is welcome, from the industry veterans to those just entering the space, and anyone in-between!

We are the go-to, trusted resource for industry buyers, sellers, developers, integrators, regulators and other specialists across the sector, big and small.

Our reputation has been earned over the years through understanding of the industry, investigative journalism and independence.

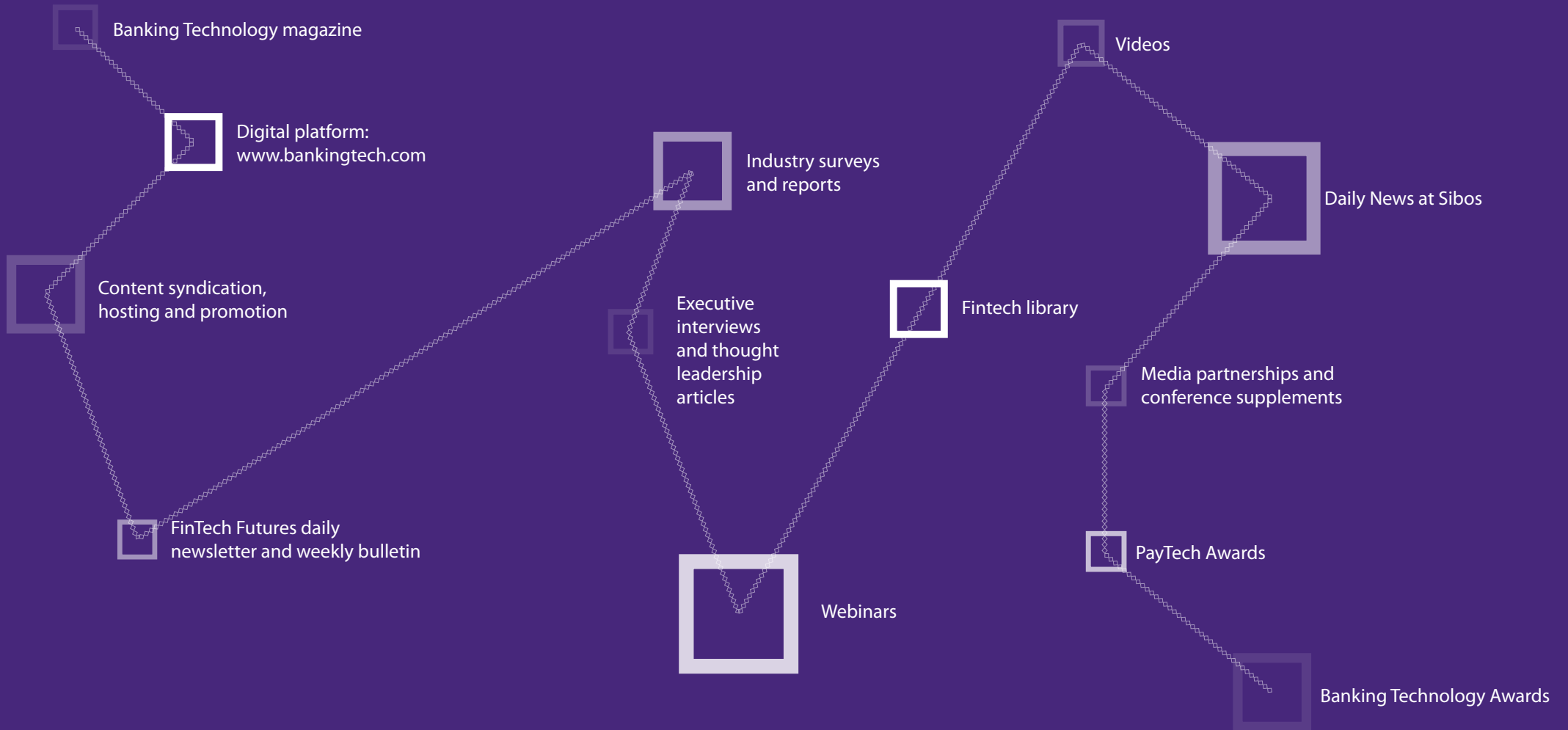
From January 2018, FinTech Futures incorporates global brands Banking Technology, a platform which has been at the forefront of the print and online publishing for the international industry for over 30 years, and Paybefore, a payments publication covering prepaid, technology, e-commerce and loyalty programmes.

FinTech Futures provides daily stories, in-depth analysis and expert commentary across a comprehensive range of areas:

FinTech BankingTech PayTech RegTech WealthTech LendTech InsurTech



FINTECH FUTURES PORTFOLIO



BANKING TECHNOLOGY MAGAZINE

Our magazine is published ten times a year, in print and as a digital edition. It enjoys a 55,000 strong circulation.

The print edition is distributed at all key industry conferences and shows worldwide, plus smaller events with a highly targeted audience.

The digital edition format offers additional benefits to advertisers, such as live links and interactive content.

The magazine is heavily promoted across major social media platforms – LinkedIn and Twitter – where we are an influential voice and enjoy a large following.

We offer flexible packages for multiple insertions that we can tailor for your specific needs.

Our experienced design team can help create the artwork for a print advertising campaign.

Advertising rates for a single insertion

Inside front/back cover	£4,000*
Page 2 (next to the Editor's Note)	£4,500
Outside back cover	£4,500
Full page	£3,000
Double page spread	£5,000
Belly band.....	£2,000



*All prices quoted in this media pack are subject to VAT, where applicable

AUDIENCE AT A GLANCE

Geographies

Europe	41%
North America	34%
Asia, Asia Pacific and Australia	10%
Middle East	8%
Africa	4%
Central and South America	2%

Organisation type

Banks & financial institutions	42%
Tech providers	30%
Consultancy & services providers.....	18%
Industry body/trade associations and others.....	7%
Government/regulatory organisations.....	3%

Monthly page views	620,000+
Magazine distribution	55,000+
Customer database	50,000+
Newsletter subscribers	42,000+
Twitter @FinTech_Futures	38,000+ followers
LinkedIn group	2,100+ members

Business function

Senior technology executives, directors and managers.....	33%
C-level managers, board members and top leadership.....	28%
Procurement and finance management.....	18%
Researchers, analysts and consultants	13%
Business development, sales, marketing and others.....	8%

DIGITAL FOCUS AND ONLINE ADVERTISING

Our topical, well-written and well-researched online content ensures high level audience engagement and thus great digital visibility to our partners, advertisers and sponsors.

Our experienced design team can help create the artwork for digital advertising campaigns.

Website

Place your brand on the global digital platform for the industry. All online adverts are fully monitored, including page impressions and click-through rates, providing an overview of success of your campaign.

The ads can appear throughout the whole website or targeted to a specific channel.



Leaderboard

Size: 1400(w) x 140(h) pixels
Placement: 25% rotation
Duration: 1 month
Guide price: £4,200



Headline banner

Size: 728(w) x 90(h) pixels
Placement: 25% rotation
Duration: 1 month
Guide price: £3,200



MPU

Size: 320(w) x 260(h) pixels
Placement: 25% rotation
Duration: 1 month
Guide price: £1,900



Side banners

Size: 1798(w) x 990(h) pixels
Placement: 100% sole sponsorship
Duration: 1 month
Guide price: £8,000



Website takeover

Key position, sole sponsorship placement
Duration: 1 week
POA



CONTENT SYNDICATION

Have content? We can help you share it!

Our online platform, extensive database and social media presence will help deliver thought leadership, raise your company's profile, and bring high quality sales leads.



Hosting your work on our website will result in:

- Increased brand awareness
- Positioning yourself as a market leader
- Direct lead generation
- Reaching key decision-makers across the fintech sector

Create the content and leave promotion to us:

- Email campaign sent out to the FinTech Futures audience
- Promotion in the daily newsletter and weekly bulletin
- High visibility on our website
- Promotion across social media channels

Guide price: £6,000 for 100 leads



DAILY NEWSLETTER AND WEEKLY BULLETIN

Our daily newsletter delivers top news and commentary to over 42,000 industry professionals worldwide.

Newsletter sponsorship

Headline and MPU adverts and sponsor's message
 Guide price: get in touch for a full quote

Sponsor's message

Company message (around 100 words) and a logo
 Placement: daily insertions for 1 week
 Guide price: £3,000



MPU

Size: 300(w) x 250(h) pixels
 Placement: daily insertions for 1 week
 Guide price: £1,500

Headline banner advert

Size: 600(w) x 100(h) pixels
 Placement: daily insertions for 1 week
 Guide price: £2,200



Banner advert

Size: 600 (w) x 90(h) pixels
 Placement: 1 per week
 Guide price: £1,200

Our weekly bulletin email features top stories and resources delivered to over 42,000 industry professionals worldwide.

INDUSTRY SURVEYS AND REPORTS



Conducting an industry survey with us is a reliable way to get a profile exposure and valuable insight into the market.

What can we help you with?

- Creating the questionnaire
- Designing the promotional mailer
- Promoting the survey via email and social media
- Collecting and analysing the data – all the raw data from the survey will be provided to you
- Producing infographics and commentary – the results are turned into a co-branded report, discussing key findings in a stunning visual
- Distributing and promoting the report to our broad community of industry professionals

Why conduct a survey with us?

- Leverage our database of industry contacts
- Capture leads of all report downloads
- Draw upon our editorial expertise
- Gain profile exposure via our online and print platforms
- Increase your understanding of the market

The final report will be hosted on our website behind a registration form and promoted via FinTech Futures' channels:

- All survey participants
- Daily newsletter
- Weekly bulletin
- Dedicated email campaign to the FinTech Futures database
- Social media
- Banking Technology magazine
- Co-branded webinar (if purchased as part of the package, see next page for further details)

Guide price: £15,000

EDITORIAL

A broad range of articles can be created in various styles:

- Interview
- Q&A
- Case study
- Thought leadership
- Analysis
- Industry view/comment
- And more!

EXAMPLES:

Company announcement [Click here](#)

Interview [Click here](#)

Thought leadership [Click here](#)

Case study [Click here](#)

Q&A [Click here](#)

Benefit from our marketing campaign:

- Inclusion in print and digital editions of the Banking Technology magazine
- Promotion in the FinTech Futures daily newsletter
- Promotion in the FinTech Futures weekly bulletin
- A highly visible placement of the article on the website
- Promotion across social media channels

Guide price: £1,500-3,000

WEBINARS

Webinars are an excellent opportunity to raise your company's profile, deliver thought leadership and generate high quality sales leads.

With FinTech Futures, your company will receive the complete webinar package, including full project management, a moderator and a full-scale multi-channel marketing campaign to drive registrations.



In summer 2018, FinTech Futures joined forces with BrightTALK, a knowledge destination where over seven million business professionals come every day to consume content to self-educate and get better at what they do.

The FinTech Futures channel on BrightTALK is a fantastic opportunity for our clients to showcase their brand, products and services, expertise and thought leadership to a broad audience comprising finance and IT professionals from across the globe.

All views and interactions with the content are tracked and also reported to our clients, meaning we have full transparency of who is interested in the topic.

For more information on the FinTech Futures BrightTALK channel broadcasts, please request the BrightTALK media kit.

Key benefits:

- Increased brand awareness
- Direct lead generation
- Reaching key decision-makers across the fintech sector
- Direct engagement with the webinar audience via live Q&A
- Extended value with an on-demand recording, hosted on the FinTech Futures channel on the BrightTALK platform and accessible via registration for further lead capture

Webinar package includes:

- A live or pre-recorded webinar, broadcast live on the date/time of your choice
- Live Q&A session between the attendees and your speaker(s)
- Assistance from our editorial team in the process of creating the webinar and providing a moderator for the live broadcast
- Extensive digital marketing campaign
- Hosting of the webinar on our website and the FinTech Futures channel on BrightTALK

The webinar will be promoted via FinTech Futures' channels:

- Email campaigns sent out to the FinTech Futures database
- Daily newsletter
- Weekly bulletin
- Website
- FinTech Futures channel on BrightTALK
- Social media channels
- Assistance with speaker sourcing, if required

Guide price: £15,000

VIDEOS



When written word alone is not enough... FinTech Futures can provide you with a video!

Video interviews are an excellent opportunity to share your company's news and views, showcase products, services and expertise, raise brand awareness, promote product launches and generate a buzz around your presence at an industry show.

We offer video interview packages in the run up to, and during, key industry events throughout the year. Interviews are conducted by our editorial team, and can be filmed in advance as well as onsite during the show at your stand or on the exhibition floor.

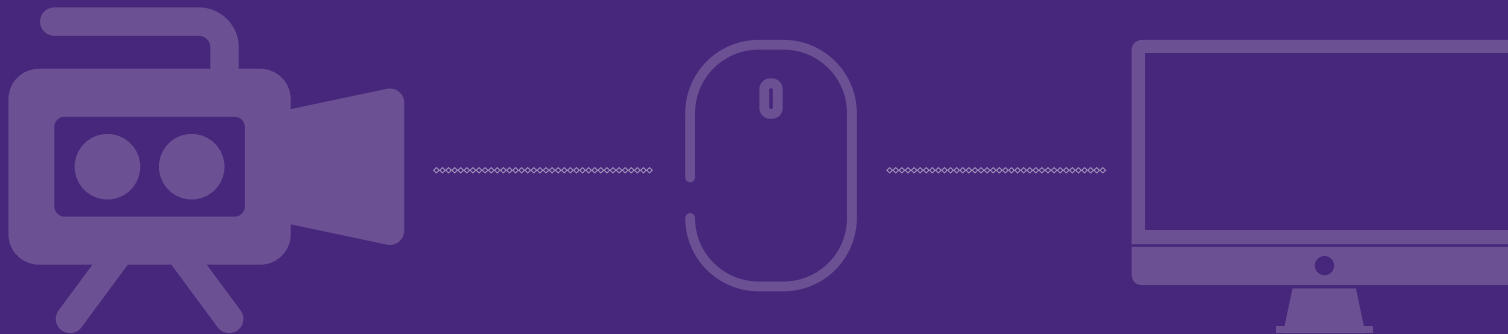
We can also create videos unrelated to specific events. These can be produced at any time, to tie in with your company's marketing strategy.

Interview package:

- Video interview with your company figurehead(s), filmed and produced by a professional videographer
- The video will be hosted on our website and the FinTech Futures channels on BrightTALK and YouTube
- You will be able to use the video for your own promotion and use

Get exposure through our platform:

- Promotion in the daily newsletter
- Inclusion in the weekly bulletin
- Hosted on the FinTech Futures channels on BrightTALK, and YouTube
- A highly visible placement online
- Promotion across social media channels



Guide price: £2,000

EMAIL CAMPAIGNS

Want to reach out directly to the FinTech Futures extensive audience worldwide?

With a diverse global database, we provide an opportunity to communicate your message to key decision-makers across the fintech industry, straight into their inbox.

Email campaigns through FinTech Futures can be sent out to our whole or location-specific audience.

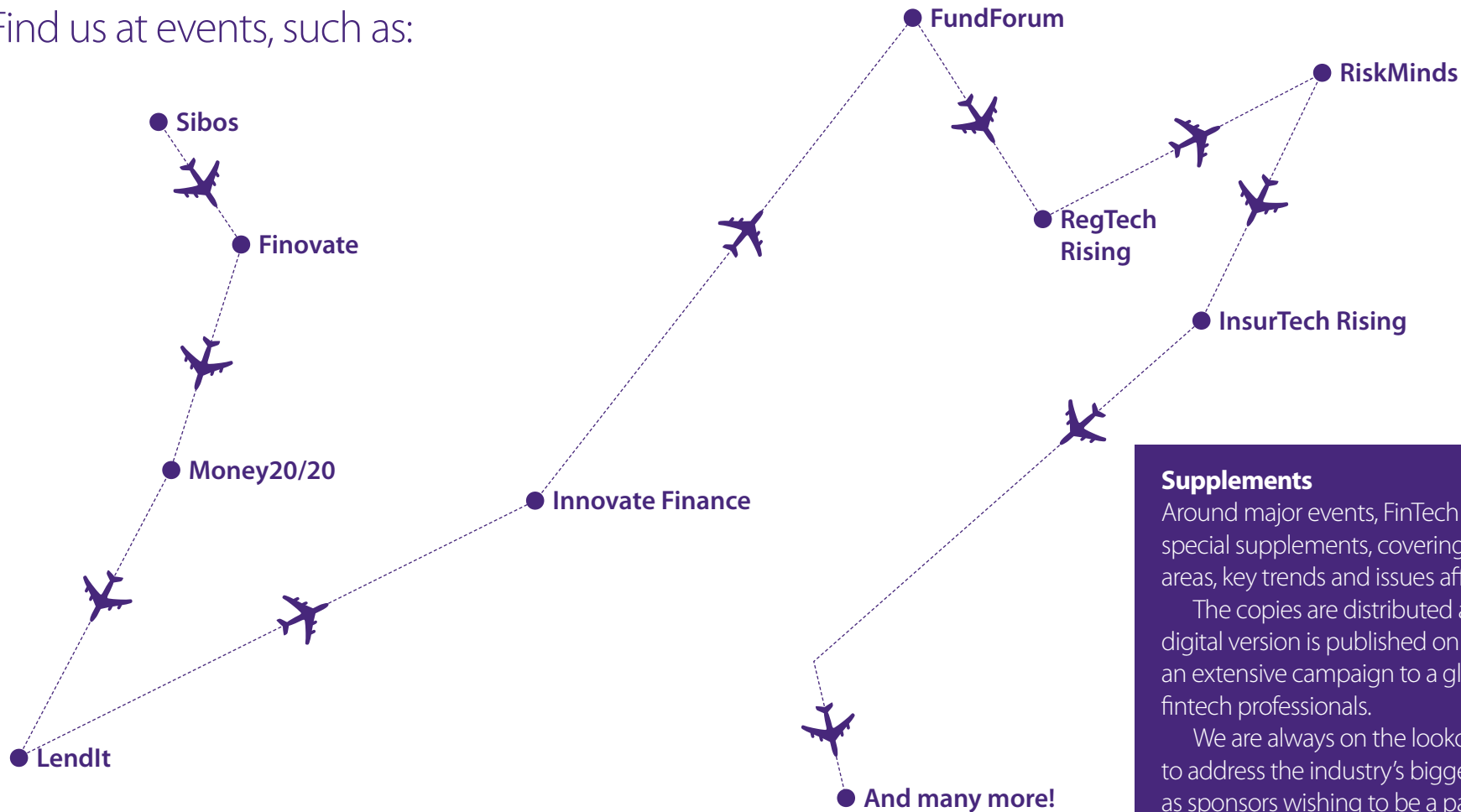
Leverage our database of 50,000+ industry contacts – enquire about email promotion opportunities with FinTech Futures!

Guide price: £3,000

MEDIA PARTNERSHIPS AND EVENT SUPPLEMENTS

We partner with key industry conferences and trade shows worldwide, as well as smaller events with a highly targeted audience, providing online and on-the-ground support.

Find us at events, such as:



Supplements

Around major events, FinTech Futures produces special supplements, covering the hottest subject areas, key trends and issues affecting the sector.

The copies are distributed at the event and a digital version is published online, benefiting from an extensive campaign to a global audience of fintech professionals.

We are always on the lookout for key leaders to address the industry's biggest topics as well as sponsors wishing to be a part of our exclusive supplements, so get in touch to find out more.

For more information on the FinTech Futures supplements, please request the supplement media kit.

DAILY NEWS AT SIBOS

Whether you are attending or exhibiting at Sibos, our flagship daily publication – Daily News at Sibos – should be an integral part of your marketing strategy.

Written and produced by FinTech Futures team for the duration of the event, this flagship Sibos publication is a great way for you to showcase thought leadership, breaking news, feature articles or exclusive interviews with industry leaders at the biggest event of the year.

It will provide you with unrivalled access to show delegates, exhibitors and visitors through distribution at points across the show floor as well as full digital versions published on our website.

More than 2,000 copies are distributed each day throughout the exhibition floor.

Advertising opportunities

- Half page advert £1,850
- Full page advert £3,000
- Double page spread £5,000

Exclusive sponsorship

- Logo on front cover
- Quarter page strip advert on front cover
- MPU on FinTech Futures website
- Full page outside back cover advert
- Full page advert in each issue

Or go further and explore editorial coverage:

- Interviews
- Videos
- Q&As
- Case studies
- Analysis and thought leadership
- Industry comment/point of view
- News and announcements
- Open theatre sessions coverage

There are various sponsorship packages available and we are happy to help you build a bespoke solution that is right for you.



Daily News at Sibos

For more information on the Daily News at Sibos, please request the Daily News at Sibos media kit.

PayTech AWARDS 2019

5 JULY 2019

THE HAC, LONDON

ENTRIES OPEN: 14 January

ENTRY DEADLINE: 5 April

SHORTLIST ANNOUNCED: 6 May

PayTech Awards are the premier event recognising excellence in the use of IT in financial and payment services, strive for innovation, and professional contribution to the industry's betterment.

Built on the renowned Paybefore brand, the Awards celebrate innovation by banks, financial and payment institutions, software providers, as well as individuals and teams all around the world.

It is a great opportunity to make headlines and position your brand in front of industry leaders.

Sponsors will benefit from:

- Official awards sponsor status
- Inclusion in marketing collateral promoting the awards before and after the event
- Branding on the website along with a dedicated sponsor page
- Logo on invitations sent out to attendees
- Branding at the awards evening including ceremony backdrop screen and event signage

For more information on sponsorship opportunities and categories, please request the PayTech Awards media kit.

PayTech Awards 2018, Silver Sturgeon Yacht, London, 13 July 2018



banking technology AWARDS 2019

5 DECEMBER 2019

LONDON MARRIOTT HOTEL GROSVENOR SQUARE

Now in their 20th year, the Banking Technology Awards recognise excellence and innovation in the use of IT in financial services worldwide, and the people who make it happen.

Sponsorship opportunities

Banking Technology Awards offer an unrivalled multiplatform campaign that positions sponsors at the heart of its marketing, and showcases your brand across all our channels – in print, online and through our social media platforms.

Why sponsor?

- Access an engaged audience of some of the most senior executives in the fintech community
- Benefit from our extensive marketing programme
- Align your brand with excellence and innovation
- Present the award category of your choice and hand over the trophy to the category winner
- Entertain your clients, prospects and staff at the spectacular awards evening
- Highlight your brand to the global fintech sector

The event is a unique opportunity to network with new and existing clients and peers in a fantastic London setting. Become a sponsor and ensure that industry leaders remember your company.

For more information on sponsorship opportunities and categories, please request the Banking Technology Awards media kit.



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