THE FINTECH TIMES

WHO WE ARE

Established in 2016, **The Fintech Times** is a global multimedia news outlet centred around the world's first leading Fintech newspaper.

We report on the **latest and brightest ideas** from the Fintech world as an authoritative and trusted voice, **focused on high-quality content** and distributed to a global network helping our partners to achieve their goals.

We have been building that voice over the years and with the support of our **75,000+ unique online readers** every month and **150,000+ copies of the print & digital newspaper** circulated around the world every year.

Chronicling the latest developments in cutting-edge financial technologies including PayTech, RegTech, Banking Transformation, Blockchain, WealthTech, Cybersecurity, Insurtech crowdfunding, peer2peer platforms, crypto currencies, AI and robo-advisors, just to name a few.

The Fintech Industry is not only about new companies, new technologies for old companies, it's about inventors and visionaries, and everyday people creating something new.
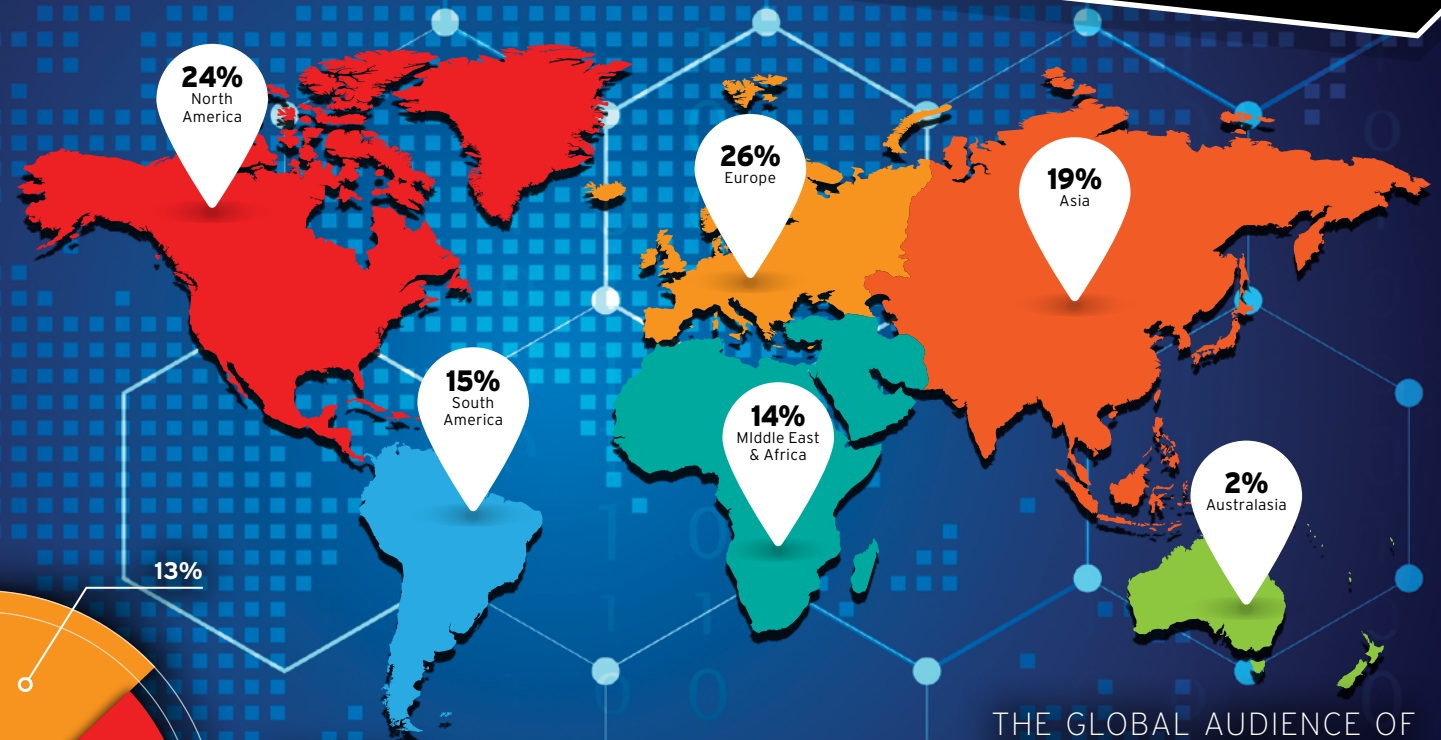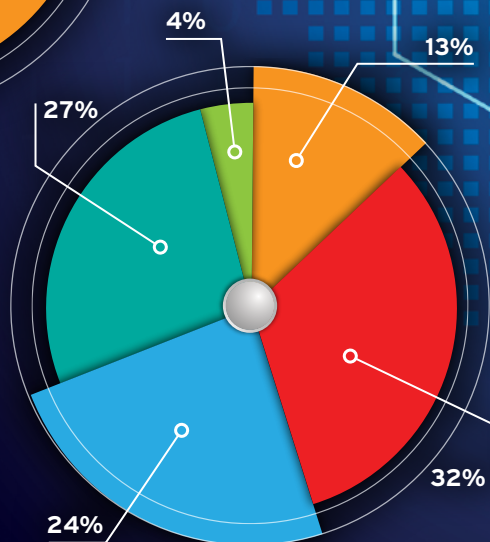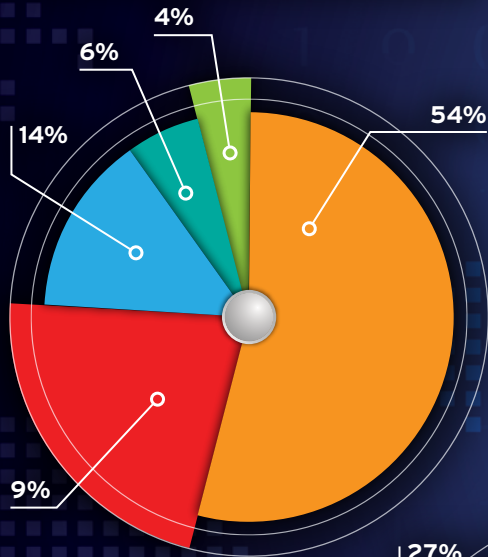
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CIRCULATION & READERSHIP

THE FINTECH TIMES

The Fintech Times explores the explosive world of financial technology, blending first-hand insight, opinion and expertise from some of the world's main players in finance, international thought leaders and global Fintech firms, with observational journalism to provide a balanced and comprehensive perspective of this rapidly evolving industry.

Industry breakdown

Banks & Financial Institutions	54%
Tech Providers	22%
Consultants & Services Providers	14%
Industry Body & Trade Associations	6%
Government & Regulatory Organisations	4%

Pie chart values: 54%, 9%, 14%, 6%, 4%

Job function

Managing Director, CEO or Chairman	13%
C-suite	32%
VP or Director of respective departments	24%
Head of Departments or Senior Management	27%
Other: Students, Analysts, Executives	4%

Pie chart values: 13%, 4%, 27%, 24%, 32%

Map markers:
- 24% North America
- 26% Europe
- 19% Asia
- 15% South America
- 14% Middle East & Africa
- 2% Australasia

THE GLOBAL AUDIENCE OF THE FINTECH TIMES

Europe	26%
North America	24%
Asia	19%
South America	15%
Middle East/Africa	14%
Australasia	2%

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WHAT WE OFFER

THE FINTECH TIMES

The Fintech Times Newspaper
Published Bimonthly the publication explores the explosive world of financial technology, in print and as a digital edition, with a distribution of 25,000 per issue.

Thefintechtimes.com website
Global digital platform for the industry. News, reports, videos, jobs. Advertising positions are available across the site. Leaderboards, MPU adverts and site takeovers.

The Fintech Times weekly newsletter
Top stories, news and insight delivered to over 12,200 subscribers. Headline sponsorship, banner advert and title to appear at the top of the newsletter.

Industry surveys, white papers and reports
Host your whitepapers and reports available online and in print, produced in partnerships with industry specialists.

CEO Profile & Executive Interviews
High quality, in-depth editorial supported online and in print, this is a regular Bimonthly feature.

Webinars
A great online platform to showcase fintech solutions, panel discussions and debate. Generate a pre-registered participant list of up to 50 - 300 names from online marketing, direct e-mail activities and editorial coverage.

Videos
Knowledge sharing, executive interviews and company promotions via this high-impact digital tool. Our bespoke video documentaries allow us to speak with various experts and end users, while featuring relevant and contextual suppliers as thought leaders.

Roundtables
An excellent physical platform to showcase fintech solutions, discuss and debate.

Media partnership
Providing online and on the ground support to the industry events and trade shows worldwide.

The Fintech Power 50
We work very closely with **The Fintech Power 50**, which is a list of the most influential figures and companies in Fintech, you could say that this is our go to guide on the industry.

DISPLAYADVERTISING

Printed Bimonthly, **The FIntech Times** produces in-depth features and analysis written by an experienced and talented team of journalists supported by contributions and interviews with leading industry experts.

THE FINTECH TIMES

ADVERT TYPE	CARD RATE	OPTIONS
FULL PAGE AD/ADVERTORIAL	$6,050	1 insertion
(750-1000 WORDS)	$4,250	3 per insertion
	$3,050	6 per insertion
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	$5,150	6 per insertion
OUTSIDE BACK COVER	$18,200	1 insertion
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THIRD PAGE COLOUR	$1,550	1 insertion
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QUARTER PAGE COLOUR	$800	1 insertion
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BELLYBAND		$9,700 per issue
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FULL PAGE

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1/3 PAGE PORTRAIT

1/2 PAGE PORTRAIT

1/3 PAGE LANDSCAPE

1/2 PAGE LANDSCAPE

1/4 PAGE LANDSCAPE

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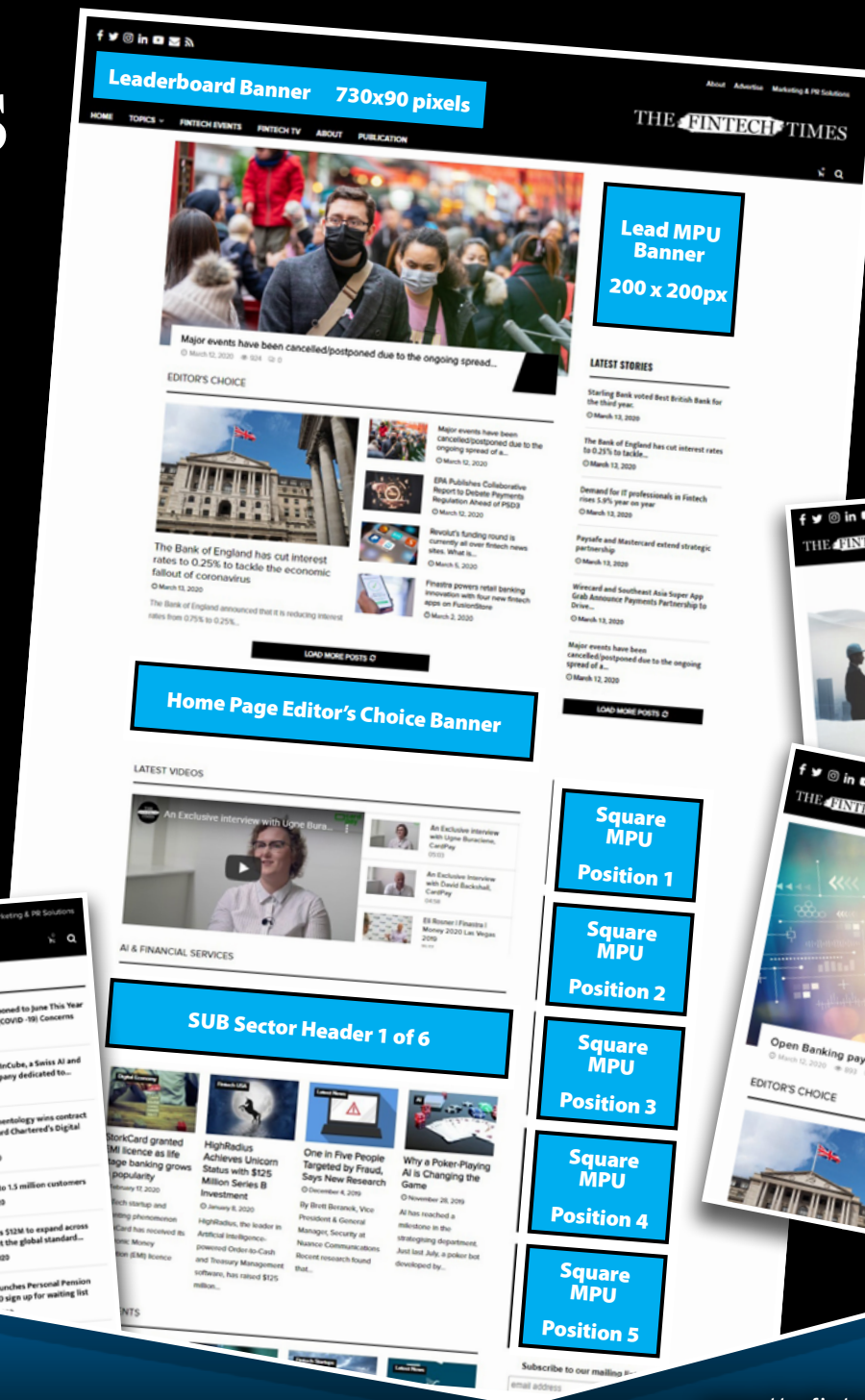
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ONLINEADVERTISING

The Fintech Times puts your brand and message in-front of a global audience of key decision makers. With more than **75,000 unique visitors** and with over **98,000 page views** every month. We provide a full range of services tailed to your requirements with analytics and reporting.

ADVERT TYPE	CARD RATE	OPTIONS
SPONSORED ARTICLE Featured online article inclusion in newsletter		$4,250
VIDEO With short article plus leaderboard, MPU and inclusion in newsletter		$3,050
WEBINARS Your presentation hosted online and viewed globally		$10,500
CUSTOMISED PODCASTS Your presentation downloaded and listened to globally		$5,200
REPORTS/WHITE PAPERS/SURVEYS/POLLS With short article plus leaderboard, MPU and inclusion in newsletter		$6,050
LEADERBOARD BANNER PER MONTH		$5,450
MID-PAGE UNIT (MPU) PER MONTH		$3,050
NEWSLETTER BANNER PER MONTH		$1,850

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Home Page Editor's Choice Banner

SUB Sector Header 1 of 6

Square MPU Position 1

Square MPU Position 2

Square MPU Position 3

Square MPU Position 4

Square MPU Position 5

EVENTPARTNERSHIPS

THE FINTECH TIMES

Our partners

Since our launch we have been privileged to work alongside the following prestigious events to help develop and push our magazine and content forward to new heights.
In total we now partner with over 145 events around the world each year, click here for the full list of events.

2020 HONG KONG FINTECH WEEK

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Money 20/20 ASIA

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