

THE FINTECH TIMES

MEDIA PACK 2021
www.thefintechtimes.com

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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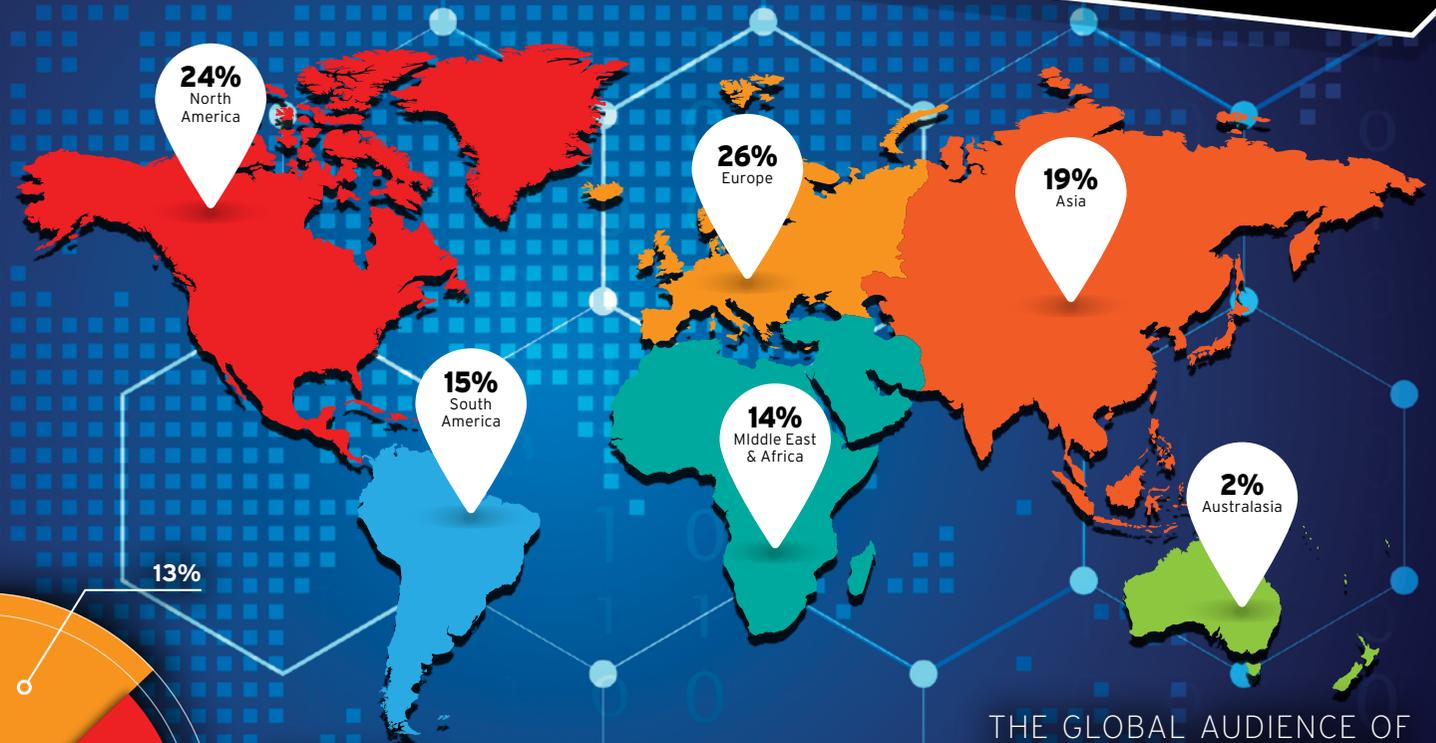
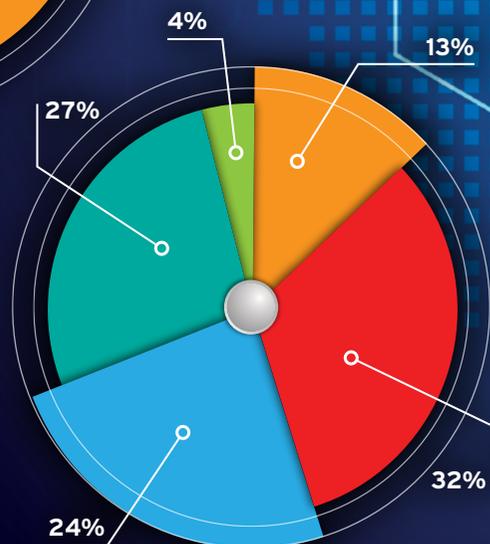
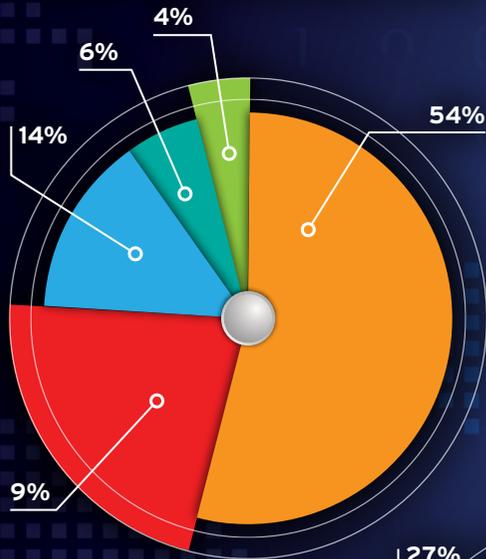
CIRCULATION & READERSHIP

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% |



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% |

THE GLOBAL AUDIENCE OF THE FINTECH TIMES

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

WHAT WE OFFER

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.

THE FINTECH TIMES



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.

DISPLAY ADVERTISING

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.

| ADVERT TYPE | CARD RATE | OPTIONS |
|--|-------------------|-----------------|
| FULL PAGE AD/ADVERTORIAL (750-1000 WORDS) | £5,000 | 1 insertion |
| | £3,500 | 3 per insertion |
| | £2,500 | 6 per insertion |
| DOUBLE SPREAD AD/ADVERTORIAL (1500-2000 WORDS) | £8,500 | 1 insertion |
| | £5,950 | 3 per insertion |
| | £4,250 | 6 per insertion |
| INSIDE FRONT COVER | £10,000 | 1 insertion |
| | £7,000 | 3 per insertion |
| | £5,000 | 6 per insertion |
| INSIDE BACK COVER | £8,500 | 1 insertion |
| | £5,950 | 3 per insertion |
| | £4,250 | 6 per insertion |
| OUTSIDE BACK COVER | £15,000 | 1 insertion |
| | £10,500 | 3 per insertion |
| | £7,500 | 6 per insertion |
| HALF PAGE COLOUR (LANDSCAPE OR PORTRAIT) | £2,500 | 1 insertion |
| | £1,750 | 3 per insertion |
| | £1,250 | 6 per insertion |
| THIRD PAGE COLOUR (LANDSCAPE OR PORTRAIT) | £1,250 | 1 insertion |
| | £873 | 3 per insertion |
| | £625 | 6 per insertion |
| QUARTER PAGE COLOUR (LANDSCAPE OR PORTRAIT) | £625 | 1 insertion |
| | £438 | 3 per insertion |
| | £312 | 6 per insertion |
| BELLYBAND | £8,000 per issue | |
| FOUR PAGE WRAP AROUND | £25,000 per issue | |
| INSERTS | £1 per insert | |

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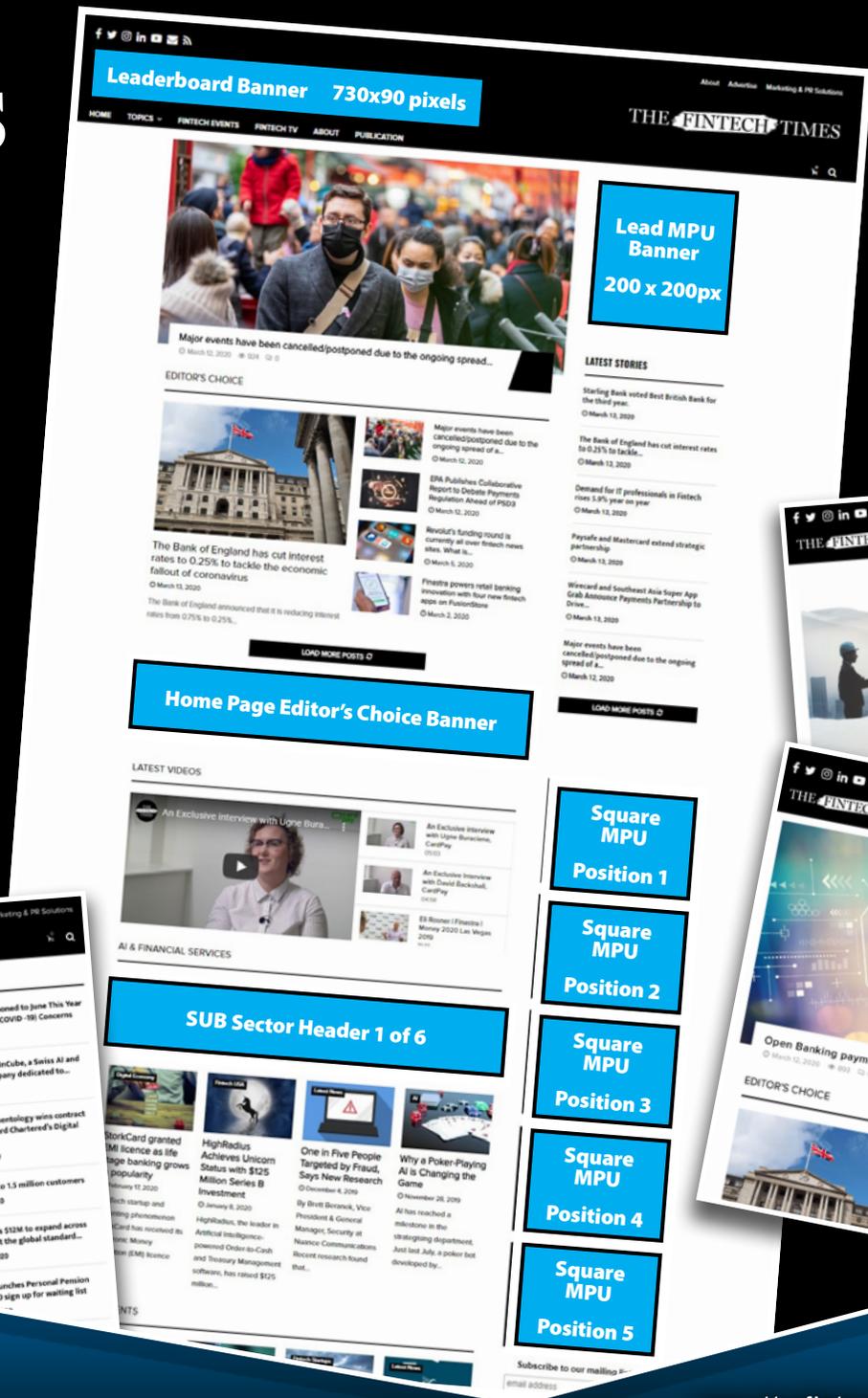
For more information please contact
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ONLINE ADVERTISING

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 **146,000 page views** every month. We provide a full range of services tailored to your requirements with analytics and reporting.

| ADVERT TYPE | CARD RATE | OPTIONS |
|--|-----------|---------|
| SPONSORED ARTICLE | | |
| Featured online article inclusion in newsletter | | £3500 |
| VIDEO | | |
| With short article | | £2500 |
| WEBINARS | | |
| Your presentation hosted online and viewed globally | | £8650 |
| CUSTOMISED PODCASTS | | |
| Your presentation downloaded and listened to globally | | £4300 |
| REPORTS/WHITE PAPERS/SURVEYS/POLLS | | |
| With short article plus leaderboard, MPU and inclusion in newsletter | | £5000 |
| LEADERBOARD BANNER PER MONTH | | £4500 |
| MID-PAGE UNIT (MPU) PER MONTH | | £2500 |
| NEWSLETTER BANNER PER MONTH | | £1500 |



For more information please contact
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EVENT PARTNERSHIPS

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.

