

Financial IT
Innovations in FinTech

MEDIA KIT

2026

About us

The Platform Where Fintech Decisions Are Made

For over a decade, Financial IT has been a trusted source of news, insights, and partnerships at the intersection of finance and technology.



We connect fintech innovators, banks, investors, merchants, and technology providers through multi-channel content from our magazine and news portal to videos, newsletters, and live events.



Our mission is simple: to inform, connect and empower the ecosystem shaping the future of financial technology

Why Leading Companies Choose Financial IT

Multi-Channel Amplification

One partnership, six touchpoints - your brand appears across print, digital, video, podcast, social, and event coverage for consistent visibility and reach.

Global Fintech Visibility

Your content is distributed across Financial IT's worldwide channels, connecting you with fintech leaders, investors, and enterprise buyers actively engaged in innovation and partnership.

Editorial Credibility

Not just advertising - your story is delivered through trusted Financial IT editorial coverage that decision-makers actually read, watch, and share.

Measurable Performance

Every campaign includes transparent reporting with detailed metrics on impressions, clicks, CTR, video views, and engagement across all channels.

Our Audience

Who You'll Reach

Financial IT is in contact with literally hundreds of thousands of protagonists in financial services and technology from around the world.

	200,000+ Website Visitors (monthly)		80,000+ Active newsletter subscribers
	28,000+ LinkedIn followers		8,400+ X followers
	200,000+ YouTube views		80,000+ & about up to 2,000 hard copies per event Magazine distribution

Key Audience Profiles

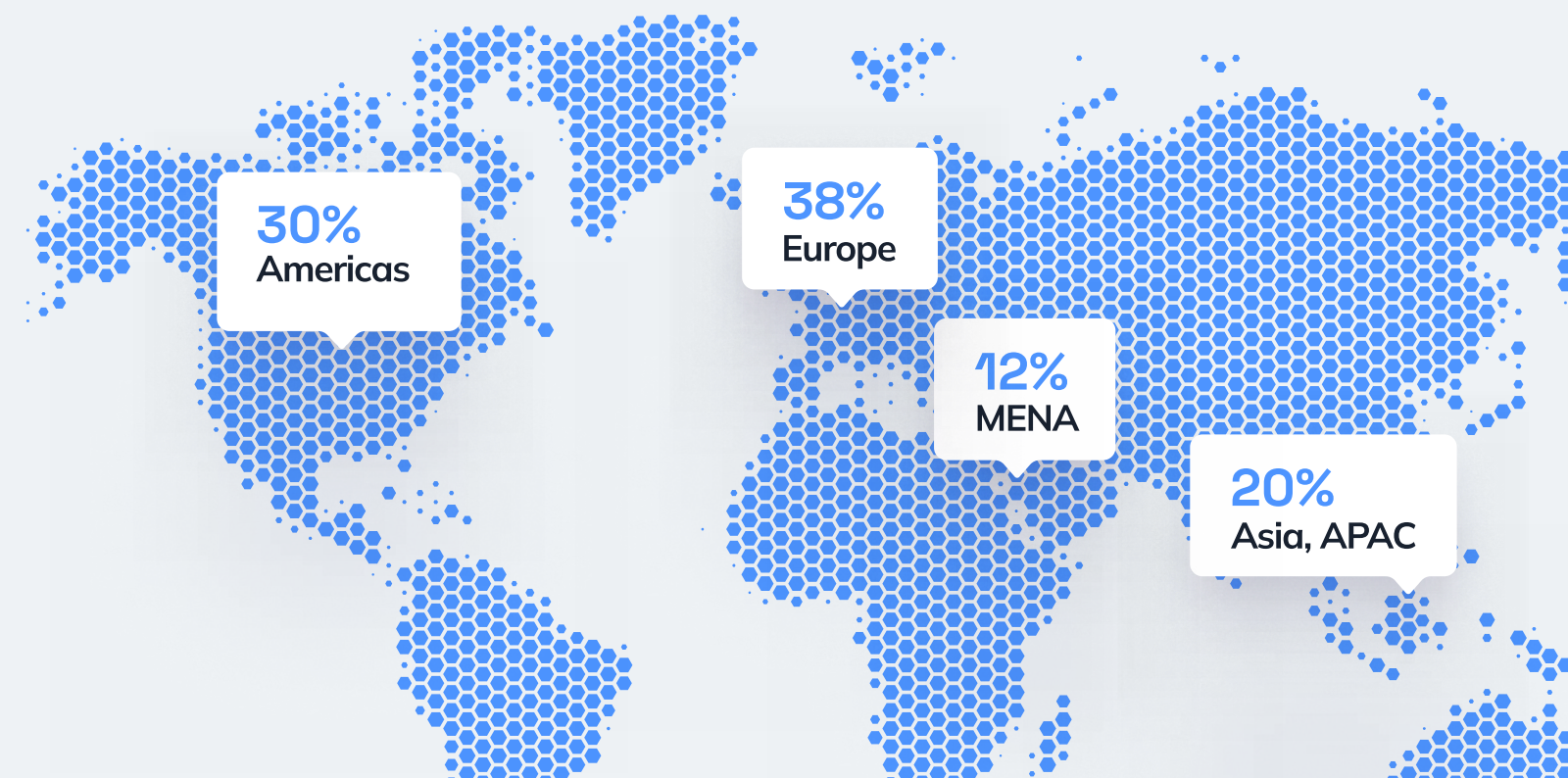
- Fintech Founders
- CIOs
- CTOs
- CMOs
- Merchant Leads
- Payme
- Chief Product Officers
- RegTech & Compliance
- Digital Banking Executives
- Venture Capital Partners
- RegTech & Compliance Innovators
- Policy Makers

Job Titles

41% Technology Leadership (C-Suite, Heads, Directors)	29% Business & Strategy Executives (Non-Tech C-Suite, Heads)	23% Middle Management & Senior Specialists	7% Other Professionals (Analysts, Consultants, Advisors)
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Industry Breakdown

50% Banks & Other Financial Institutions	25% Fintechs & Solution Providers	10% Merchants & eCommerce Ecosystem	8% Investors & Venture Capital Firms	7% Government, Regulatory & Industry Bodies
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Client Success Stories

Proven Results for Our Partners

Case Study: Payment Technology Provider

CHALLENGE

Establish thought leadership in embedded payments and showcase innovation to potential partners and investors across Europe

SOLUTION

Premium Annual Package

- ✓ 3 thought-leadership articles
- ✓ 2 full-page magazine ads
- ✓ 6 email campaigns
- ✓ Video interview at Money20/20 Europe

RESULTS

100+ qualified leads generated Multiple enterprise deals closed ROI: up to 800% within six months

What Our Partners Say

“Financial IT’s audience quality is outstanding. The leads we received came directly from senior decision-makers across banking and fintech.”

 CMO, Core Banking Platform

“The video interview gave us exposure to exactly the audience we were trying to reach - banks and partners ready to collaborate. We saw strong engagement and real follow-ups from prospects after publication.”

 VP of Marketing, RegTech Company

“We ran campaigns with several fintech media outlets, but Financial IT stood out for lead quality and engagement. The conversion rates were noticeably higher, and the audience was genuinely relevant.”

 Head of Growth, AI-Powered Lending Platform

Annual Packages

*Prices in GBP excluding VAT

Standard

£6,000

For consistent visibility and steady brand engagement throughout the year

- ✓ Up to **12 news articles & blogs** on Financial IT
- ✓ **1 long-form article** in Financial IT Magazine
- ✓ **Newsletter Coverage:** across Financial IT weekly editions
- ✓ **Social media promotion** across LinkedIn, X, and Facebook
- ✓ **Online advertising:** 1 MPU banner for 3 months
- ✓ **2 standalone email blasts**
- ✓ **Dedicated Account Manager:** for campaign coordination

Premium

£9,000

Designed for brands seeking deeper editorial and digital integration.

- ✓ Up to **36 news articles & blogs**
- ✓ Up to **3 publications** (Case Studies, White Papers, or Reports)
- ✓ **2 long-form magazine features**
- ✓ **2 full-page adverts** in Financial IT Magazine
- ✓ **Online banners:** Leaderboard + MPU/Skyscraper (9 months)
- ✓ **6 standalone email blasts**
- ✓ **Extensive social media support** (LinkedIn, X, YouTube)
- ✓ **Priority account management & campaign analytics**

Ultimate ★

£17,000

The complete, year-round partnership for maximum brand authority and multi-channel impact

- ✓ **Unlimited news articles & blogs** published on Financial IT
- ✓ **Up to 10 publications** (Case Studies, White Papers, Reports)
- ✓ **4 magazine features** (one per quarterly issue)
- ✓ Premium print & digital advertising:
 - 4 double-page spreads in Financial IT Magazine
 - 4 banner ads (Leaderboard, MPU, Skyscraper, Megaboard) for 12 months
- ✓ **10 standalone e-blasts**
- ✓ **3 executive video interviews** filmed at flagship fintech events (**Money20/20 Europe, Money20/20 USA, Sibos**)
- ✓ **1 sponsored podcast episode** on FinTech Voices by Financial IT
- ✓ **4 product listings** in the Financial IT online directory
- ✓ **Comprehensive social media support** (12 multi-platform posts)
- ✓ **Dedicated senior account manager + quarterly performance reporting**

Annual Packages Comparison

*Prices in GBP excluding VAT

FEATURE	STANDARD	PREMIUM	ULTIMATE ★
Investment	£6,000	£9,000	£17,000
News Articles	12/year	36/year	Unlimited
Magazine Features	1	2	4
Magazine Ads	-	2 full-page	4 double-page
Email Blasts	2	6	10
Online Banners	3 month	9 month	12 month
Video Interviews	-	-	3 at major events
Podcast Episode	-	-	1 sponsored
White Papers/Reports	-	Up to 3	Up to 10
Directory Listings	-	-	4 products
Account Management	Standard	Priority	Senior
Best For	Brand Awareness	Lead Generation	Market Dominance

Video Content

All prices in GBP, excluding VAT.

Bring Your Brand to Life Through Powerful Video Content

Financial IT's editorial-driven video series offers a dynamic way to **showcase innovation, leadership, and insight** across the global fintech landscape.

Filmed at major events, online, or in your offices, our videos transform executive insights into powerful stories that connect with a global network of decision-makers.

Distributed across Financial IT's website, YouTube, LinkedIn, and newsletters, every production delivers measurable visibility and authority among fintech and financial services professionals.

Essentials – £2,500 per video

- 1 video interview (onsite or online) at an industry event
- 3–5 minute edited feature covering up to 2 discussion topics
- Hosted on the Financial IT website and YouTube channels
- Includes digital reprint and social-sharing rights

Growth – £4,000 per video

- Premium filming at your office or industry event
- 5–7 minute video featuring in-depth discussions (up to 3 topics)
- Professional editing with branded graphics and captions
- Multi-channel promotion across Financial IT's website, YouTube, LinkedIn, and newsletters
- Includes full digital reprint and extended distribution rights



Podcast Sponsorship

*Prices in GBP excluding VAT

FinTech Voices by Financial IT

Give your brand a voice in the global fintech conversation.

Financial IT's FinTech Voices podcast connects the world's leading fintechs, banks, investors, and technology innovators through authentic, thought-provoking discussions on payments, AI, open banking, and digital transformation.

Each sponsored episode is professionally recorded, edited, and promoted across Financial IT's digital and social ecosystem, ensuring your voice is heard by the right decision-makers.

Sponsorship Options

Episode Feature – £1,500

Perfect for companies seeking a single spotlight episode.

- Branded introduction and outro mention
- Guest interview with Financial IT host
- Cross-promotion on Financial IT's LinkedIn, X, and newsletter

Premium Series – £5,000

For brands looking to own the conversation.

- Four podcast episodes + video versions for YouTube
- Custom intro/outro with your brand message
- Amplification across Financial IT's newsletter, LinkedIn, and X
- Option to record onsite at Money20/20, Sibos, or Fintech Connect



Magazine Sponsorship Packages

*All prices in GBP, excluding VAT.

Standard

£4,000

- ✓ **Content Inclusion:** Up to 1,000-word interview or article
- ✓ **Advertising:** Half-page advert
- ✓ **Digital Reprint Rights:** Use your article or interview across your own channels
- ✓ **Newsletter Coverage:** Featured in Financial IT's newsletter
- ✓ **Social Media Exposure:** 1x social media shoutout

Premium

£5,000

- ✓ **Content Inclusion:** Up to 1,500-word interview or article
- ✓ **Advertising:** Full-page advert
- ✓ **Digital Reprint Rights:** Use your article or interview across your own channels
- ✓ **Print Copies:** 10 hard copies delivered to your booth or by post
- ✓ **Newsletter Coverage:** Featured in Financial IT's newsletter
- ✓ **Social Media Exposure:** 2x social media shoutouts
- ✓ **Featured Advert Placement:** Prime position in the magazine for your advert

Ultimate ★

£6,000

- ✓ **Content Inclusion:** Up to 2,000-word interview or article in the featured story section
- ✓ **Advertising:** Double-page spread advert
- ✓ **Digital Reprint Rights:** Use your article or interview across your own channels
- ✓ **Print Copies:** 30 hard copies delivered to your booth or by post
- ✓ **Newsletter Coverage:** Featured in Financial IT's newsletter
- ✓ **Social Media Exposure:** 4x social media shoutouts
- ✓ **Extended Promotion:** Enhanced exposure across multiple channels
- ✓ **Priority Advert Placement:** Top-tier positioning for your advert in the magazine

Magazine Advertising

*Prices in GBP excluding VAT

Financial IT Magazine is a leading voice in global fintech, connecting the people, ideas and innovations shaping the future of finance.

Published quarterly and distributed at major events such as Money20/20, Sibos, and Fintech Connect, it features exclusive C-level interviews, market insights, and thought-leadership from top fintechs, banks, and technology providers, reaching key decision-makers worldwide in both print and digital formats.

ALL OUR PRINT PUBLICATIONS ARE ALSO AVAILABLE ONLINE IN DIGITAL FORMAT.

FRONT COVER (WITH FEATURE STORY)	£12,000
INSIDE FRONT COVER	£8,000
BACK COVER	£6,000
INSIDE BACK COVER	£4,000
DOUBLE PAGE SPREAD	£3,500
FULL PAGE	£2,500
HALF PAGE	£1,800

ALL PRICES ARE IN GBP, EXCLUDING VAT.

Advertising Specifications:

- All print materials follow **SWOP** standards for colour and quality.
- Submit artwork as **high-resolution PDFs** in **CMYK**, minimum **300 dpi**.

Ads exceeding specified dimensions are treated as **bleed or oversized**, except for spreads that bleed into the gutter.

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



Website Advertising

*Prices in GBP excluding VAT

High-Impact Website Banner Placements

Reach 200,000+ monthly visitors actively researching fintech solutions with strategic banner advertising on financialit.net

Premium Display Options

LEADERBOARD - £2,500 728(w) x 90(h) pixels Top-of-page visibility Duration: 1 month	MEGABOARD - £2,500 1245(w) x 275(h) pixels Hero placement on homepage Duration: 1 month	MPU - £2,000 300(w) x 250(h) pixels Persistent visibility on scroll Duration: 1 month	SKYSCRAPER - £2,000 160(w) x 600(h) pixels Sidebar placement Duration: 1 month
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Performance Reporting Included

- Impressions
- Clicks
- CTR

Newsletter Advertising

Financial IT's newsletters deliver breaking news, insights, and analysis directly to decision-makers' inboxes daily.

PERFORMANCE STATISTICS:

80,000+

Active newsletter subscribers

20%

Average newsletter open rate

3.8%

Average Click-Through Rate



Daily distribution Monday-Friday

Reporting:

- Impressions
- Clicks
- CTR

PRICES & SPECS:

Database Email Blast - £ 2,500

p/whole database

Database Follow Up Email Blast - £ 1,500

p/whole database or non-opens

Daily Newsletter Leaderboard - £ 2,500

728(w) x 90(h) pixels

Duration: 1 month (10 insertions)

Daily Newsletter Sponsor's Message - £ 2,500

728(w) x 90(h) pixels

Duration: 1 month (10 insertions)

Daily Newsletter MPU - £ 1,500

300(w) x 250(h) pixels

Duration: 1 month (10 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

*Prices in GBP excluding VAT

Event Promotion Packages

* All prices in GBP, excluding VAT.

Standard

£2,500

- ✓ **Online Advertising:** 1x online banner ad (MPU), posted 1 month prior to the event on Financial IT's website
- ✓ **Event Listing:** 1x event listing on Financial IT's event page
- ✓ **Email Marketing:** 1x standalone email blast
- ✓ **Content Coverage:** 3x press releases and blog posts
- ✓ **Social Media Exposure:** 3x social media shoutouts

Premium

£3,000

- ✓ **Online Advertising:** 2x online banner ads (MPU and Leaderboard), posted 2 months prior to the event on Financial IT's website
- ✓ **Event Listing:** 2x event listings on Financial IT's event page
- ✓ **Email Marketing:** 3x standalone email blasts
- ✓ **Content Coverage:** 6x press releases and blog posts
- ✓ **Social Media Exposure:** 6x social media shoutouts
- ✓ **Print Advertising:** 1x full-page advert in Financial IT magazine

Ultimate

£4,000

- ✓ **Online Advertising:** 3x online banner ads (Leaderboard, Skyscraper, and Megaboard), posted 4 months prior to the event on Financial IT's website
- ✓ **Event Listing:** 3x event listings on Financial IT's event page
- ✓ **Email Marketing:** 6x standalone email blasts
- ✓ **Content Coverage:** 9x press releases and blog posts
- ✓ **Social Media Exposure:** 9x social media shoutouts
- ✓ **Print Advertising:** 2x full-page adverts in Financial IT magazine

PREMIUM SERVICES

PRODUCT REVIEW - £ 2,500 pre review

Collaborating with us on an article or advertorial provides a unique opportunity to elevate your profile and position yourself as an industry expert. Our professional editorial team works closely with you to ensure the content aligns with your objectives. Our product specialists will craft a detailed overview of your product or service, highlighting its strengths and usability. The review will feature high-quality screenshots and an engaging infographic to visually showcase your offering.

WHITE PAPERS/REPORTS - On demand

Establish your company as a thought leader with professionally produced white papers, reports, and surveys. Our team of editors and researchers will craft insightful and persuasive content that showcases your products or services, supporting your brand's narrative while driving lead generation and enhancing credibility.

ROUNDTABLES/WEBINARS - On demand

Engage directly with your target audience through interactive roundtables and online events. Showcase your thought leadership, share valuable insights, and position your company at the forefront of industry conversations. These sessions allow you to drive engagement, build credibility, and connect with your audience on a personalised level.

PRODUCT LISTING ON ONLINE DIRECTORY - £2,000 per year

Promote your product or service to a highly targeted audience within the financial services industry by featuring it in our online directory. Your product will be showcased with detailed descriptions, key features, and contact information, ensuring you reach decision-makers and potential clients actively searching for fintech solutions.

*All prices in GBP, excluding VAT.

Editorial Calendar 2026

Spring Issue

Topics:

- The Rise of Agentic Banking: How Autonomous AI & Banking-as-a-Service Are Shaping Tomorrow's Financial Institutions
- Tokenised Value Chains: Beyond Crypto: The Rise of Stablecoins & Digital Currencies - New Rails for Tomorrow
- Platform Finance Goes Horizontal: When Every Vertical Business Becomes a Bank - Embedded Finance Expands Beyond Finance Companies

Events

- FinovateEurope 2026 - Feb 10-11, London
- UK FinTech Week / IFGS 2026 0 Apr 21, London
- Money20/20 Asia 2026 - Apr 21-23, Bangkok

Summer Issue

Topics:

- Carbon Finance 2.0: How FinTechs Are Turning Sustainability into a Trading Asset and a Profit Centre
- GenAI in Finance: From Decision Engines to Conversational Commerce - The GenAI + FinTech Leap”
- Reinventing the Payments Rail: Real-Time, Tokenised, Borderless - What Comes Next?

Events

- MPE 2026 - Mar 17-19, Berlin
- Seamless Middle East 2026 - Dubai
- Money20/20 Europe 2026 - June 2-4, Amsterdam

Fall Issue

Topics:

- Cross-Border Banking Reinvented: Multi-currency wallets, FX automation, tokenised cross-border flows.
- The Trust Layer in Finance: Data privacy, ethics, transparency, and how banks will keep trust in a digital world.
- The Future of Capital Markets: DeFi, digital assets, tokenised securities and how traditional banks will adapt.

Events

- Sibos 2026 - Sept 28-Oct 1, Miami
- Money20/20 USA 2026

Winter Issue

Topics:

- State of FinTech 2027: What's Coming Next
- Data-Driven Decisioning in Banking: Real-time analytics, behavioural credit scoring, “money flows” as data.
- The Renewal of Lending: From BNPL to micro-loans to platform-lending, modernising credit for changing consumer habits.

Events

- Fintech Connect

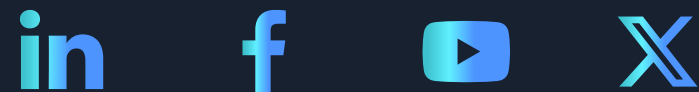
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Social Media



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