

# Card & Payments World Media Pack

A global subscriber base, plus consistently high browser rates due to:

- insightful editorial
- detailed analysis
- data, research and commentary

The screenshot displays the Card & Payments World website interface. At the top, the logo is on the left, and a purple banner advertises a 'Lead Banner advertisement - £890 per calendar month (468 pixels wide x 60 pixels high)'. Below the logo is a navigation bar with 'Home', 'ABOUT', and 'CONTACT' links, and a search bar. The main content area is divided into several sections:

- Left Sidebar:** Contains the date '2 AUGUST 2017', a site description, a 'More than just a technology title' link, and a vertical menu with items like 'home', 'News', 'Features', 'Webinars', 'Events', 'Advanced Search', 'Company Profiles', 'About Us', 'Subscribe', 'Advertise with us', 'Contact Us', 'Jobs & People', 'Book Reviews', 'Country reports', and 'Comment'.
- Top Strip:** A purple banner for 'Top strip - £750 per calendar month' featuring an article titled 'Does the Facebook AI experience give cause for concern?' dated Tuesday, 01 August 2017.
- Middle Strip:** A purple banner for 'Middle strip - £550 per calendar month' featuring an article 'The business of payments funding part 2: Why payments startups fail' and a 'Don't Miss box (Premier position) (size 280wide x 250high) £1,350.00 per calendar month'.
- Bottom Strip:** A purple banner for 'Bottom strip - £350 per calendar month' featuring an article 'Pay by Siri starts in Canada' dated Wednesday, 02 August 2017, and another article 'Payconiq buys Luxembourg m-payments provider'.
- Small Box:** A purple box on the left for 'Small box - (180px wide x 150px high) £490 per calendar month'.
- Skyscraper:** A purple box on the right for 'Skyscraper - 180px wide x Up to 600px long £690 per calendar month'.
- Right Sidebar:** Includes a 'MEMBERS AREA' with login fields, a 'GET THE KNOWLEDGE' section with a 'SUBSCRIBE' button, 'BOOK REVIEWS', a 'BLOG' with article links, 'RESOURCES', and 'COMPANY PROFILES'.

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## About Card & Payments World

Card & Payments World is the foremost title in the fast moving and developing business of payments. Established over 20 years ago as an industry newsletter, Card & Payments World remains a relevant and useful information source. For advertisers it is an excellent means of reaching new markets and decision makers.

Card & Payments World consists of a daily news, features and blog site at [www.cardworldonline.com](http://www.cardworldonline.com) and a printed newsletter sent monthly to subscribers. The daily news service is complimented by a daily email notifying subscribers of recent content. This can be sponsored by advertisers.

## Who reads Card & Payments World?

Card & Payments World website enjoys a massive readership of industry decision makers, primarily in Europe and the UK. This varies, but averages out at around 30,000 hits a day on the home page from URLs around the world.

Card & Payments World has paying subscribers in over 60 countries, with the highest percentage in Europe, including the UK. The US is another very large market.

## The power of Card & Payments World online

Card & Payments World has an impressive online subscriber base of named individuals but it is the casual browsers that make this such a powerful marketing vehicle. People new to the industry or to a company are seeking information and new partners and business suppliers. They are sure to come across Card & Payments World due to its high Google and other browser rankings. This makes advertising with us worthwhile to reach new customers as well as reinforcing marketing messages.

## A complete media platform

Publishers C&M Publications offer a complete range of communication channels to reach the top decision makers.

Other titles, for which media information is available, are Fraud Watch newsletter and Loyalty Magazine.

## Editorial overview – reasons to subscribe

Payments are undergoing rapid transformation, and those companies who stand still will find they very quickly lose position.

“There are plenty of examples of companies struggling because they are not changing their model quickly enough,” says news editor Liam McLoughlin, “but much more exciting is to focus on the groundbreaking stuff being achieved by the new guys. From AI, blockchain and biometrics, through to instant payments, authentication and other security stuff such as voice recognition, technology is changing this business faster than anyone imagined.”

Throughout Card & Payments World and particularly in the research and innovation sections, there is evidence of the growing dominance of fintech, and the need for banks to embrace it or die.

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## In recent weeks we have reported on the following:

- Disruption of traditional financial services is "an indisputable reality"
- Fintech is morphing into communities
- Why Asia is the most innovative place on earth and the best place to start a payments business
- How the end is possible for POS terminals as we know them
- Who is investing in fintech companies
- We share the top topics at Money 20/20 and the most discussed brands
- The massive jump in CNP fraud and the role of artificial intelligence to combat fraud generally
- We warn of the importance for payments executives to catch up on regulation requirements, and particularly of the expected impact GDPR will have – and we provide the tools to do this
- And on top of all that, we cover all the latest payments news, from wherever in the world we find it

Subscribers to Card & Payments World benefit from the experience and hard work of our talented editorial team. Advertisers gain by accessing an impressive pool of decision makers, and those with a route through to board level.

Subscription and advertising enquiries should be directed in the first instance to Maxine Wernick. Contact [maxine@cm-media.net](mailto:maxine@cm-media.net)  
Telephone +44 (0)1572 820088

Subscription consists of 11 printed editions a year plus access to our daily online news service at [www.cardworldonline.com](http://www.cardworldonline.com). Email alerts to the latest stories are sent regularly by email.

## Advertising Prices (see illustration on page 1)

**Don't Miss box** (Premier position) (size 280px wide x 250px high)  
£1,350.00 per calendar month

**Lead Banner** advertisement - £890 per calendar month  
(468px wide x 60px high)

**Top strip** - £750 per calendar month

**Middle strip** - £550 per calendar month

**Bottom strip** - £350 per calendar month

**Skyscraper** - 180px wide x up to 600px high  
£690 per calendar month

**Small box** - 180px wide x 150px high  
£490 per calendar month

**Sponsorship of the daily emails to subscribers:** £250 per email

**Social Media:** Discuss with us a plan to use our extensive social media reach, through LinkedIn and Twitter