

Card & Payments World (www.cardworldonline.com)

Card & Payments World is a subscription title, but additionally, it enjoys a massive number of visits from browsers on a daily basis. This varies, but reaches as many as 60,000 hits a day on the home page from URLs around the world.

Card & Payments World has subscribers in over 60 countries, with the highest percentage in Europe, including the UK.

Card & Payments World has a high reputation for quality of editorial and its independent stance. It is considered to be the most authoritative global card title in publication today.

To **advertise now** contact our commercial manager Maxine Wernick:

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Prices (per calendar month)

Banner ad £890

Box advertisement (size 180w x 150h) £490

Don't Miss (special position) box (size 280w x 250h) £1,400 (linked to special feature).

Skyscraper box (size 160w x 600h) £690

Additional Sponsored Feature, run in conjunction with advertising £250

Discounts

Advertising for more than one month: 10% reduction for two months, 3 or more months 15%, for one year 20%

Discounts for advertising on two or more sites (ie also Loyalty Magazine or Fraud Watch):

Two sites – 10% reduction on overall price (and after individual discounts).

Three sites – 15% reduction on overall price (and after individual discounts).

All prices exclusive of VAT at current rates

Massive reach

As many as 60,000 individual visitors look at the Card & Payments World website every month, many of them every day, to catch up on the latest card news.

The site is Google Page Rank rated PR5, which means Google considers it a highly respected and well visited site with constant new material (ss a comparison, the BBC is rated PR7, virtually the highest achievable).

