PAYMENTS INDUSTRY INTELLIGENCE
Payments
Cards & Mobile

Educate, inform & influence 500,000+ payments professionals



Q4 MEDIA BOOK 2023

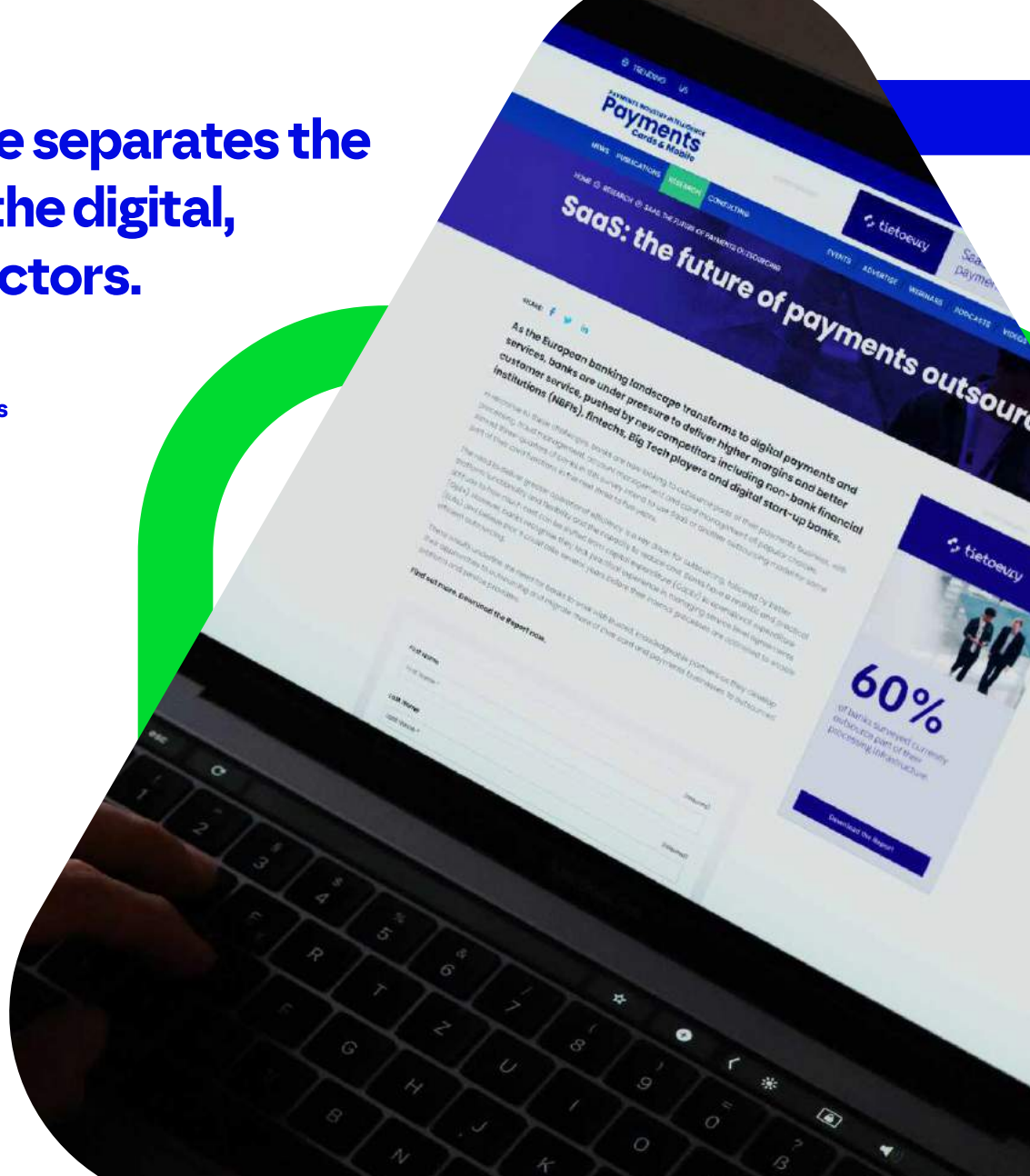
PAYMENTSCARDSANDMOBILE.COM

We ***cut through the noise*** to ***deliver in-depth analysis,*** ***industry insights,*** ***breaking news*** and ***authoritative features.***

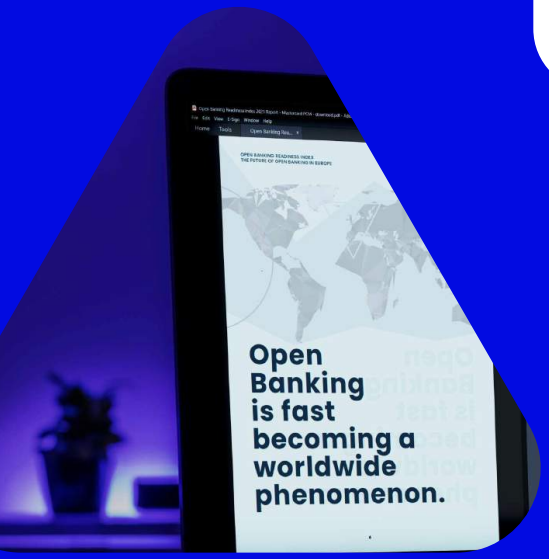
Our expert editorial coverage separates the hype from the happening in the digital, mobile and card payment sectors.

This approach means **our advertisers and commercial clients can easily reach a global, highly-targeted audience of senior payments professionals** without getting lost in the crowd. Our marketing channels extend across a number of media, enabling us to offer a tailored package that meets your marketing needs.

- Digital Channels on demand
- Payments Cards & Mobile magazine print & digital x 6 per year
- Payments Guide - annually



Our *unique* business model



RESEARCH

Market-leading research into the development of payments in 43 countries across Europe and beyond. Bespoke projects around the world, from Africa to Latin America, Asia and North America.

STRATEGY

We advise clients on market entry strategies, marketing, messaging, communications and positioning - all based on a consultative, project based approach with a collective 50 years experience of the payments industry.

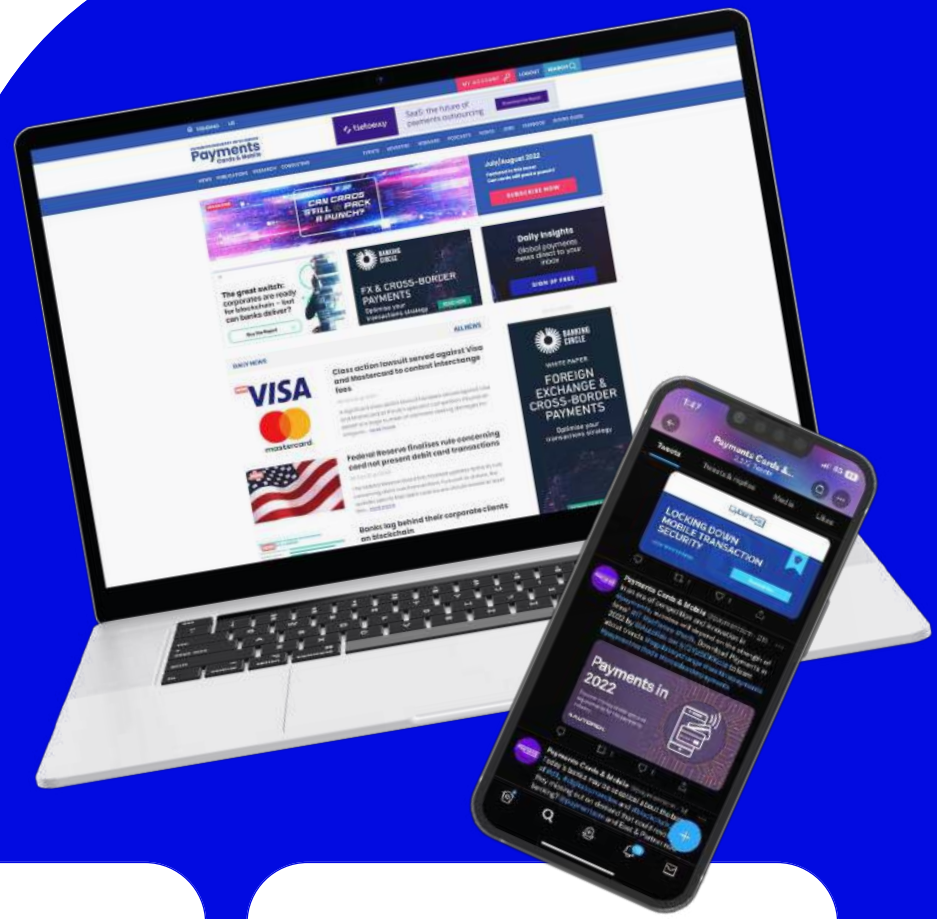
WRITING & DESIGN

We have 26 years experience of writing about the payments industry - we are experts in the field. Our design team has won plaudits from leading figures across the industry.

MARKETING & DISTRIBUTION

Informed by our research, unrivalled market knowledge and contact database, we publish a magazine 6x per year, the 'Payments Guide' as well as reports, white papers and blogging for clients.

A digital publishing and marketing platform to engage with the future of payments



WHITE LABEL CONTENT CREATION

Blogs, articles, white papers, market insight reports, podcasts, webinars, videos

DISTRIBUTION CHANNELS

Websites, social media, e-mails, print publications, banner ads, print adverts, advertorials, white-label thought leadership, video, webinars, podcasts

THOUGHT LEADERSHIP

Co-branded content, promotion of owned content, webinars, podcast & video support packages

INTEGRATED CAMPAIGNS

Multi-format content, multi-channel distribution, content syndication

... and multimedia channels for optimal distribution

We help our clients **promote their finished content** through our **complete range of multi-channel marketing tools.**

- Content Planning
- Web
- Social Media
- Email Marketing
- Mobile
- Targeted Advertising
- SEO
- Video, Webinars & Podcasts



A global audience of senior executives across the payments ecosystem

Our audience and clients come from **all the major payments and FinTech hubs.**

SAN FRANCISCO
TORONTO
DUBAI
NEW YORK
HONG KONG
LONDON
MUMBAI
PARIS
BERLIN
SINGAPORE
MADRID
SÃO PAULO
LAGOS
SYDNEY
JOHANNESBURG



KEY CHANNEL METRICS

SOCIAL MEDIA FOLLOWERS
17.1k+

TOTAL UNIQUE USERS PER YEAR
240k

Email Newsletter Subscribers
12k+

AVERAGE CIRCULATION PER ISSUE
12k

TOTAL PAGE VIEWS PER YEAR
771k+

VIDEOS
50+

WEBSITE VISITORS PER MONTH
20k+

VIDEO VIEWS
70k

REGIONAL ANNUAL WEB TRAFFIC

EMEA
42.73%

AMERICAS
26.03%

APAC
17.92%

TOP WEB TRAFFIC COUNTRIES

UNITED STATES
23.8%

UNITED KINGDOM
15.25%

Our audience are the people you want to do business with



OPEN FOR BUSINESS

BUSINESS DEVELOPMENT — 17.1%

SALES — 10.6%

PRODUCT MANAGEMENT — 6.8%

FINANCE — 5.9%

INFORMATION TECHNOLOGY — 5.7%

IN THE 'SWEET SPOT'

FINANCIAL SERVICES — 20%

IT SERVICES AND IT CONSULTING — 13.5%

BANKING — 11.7%

CREDIT INTERMEDIATION — 10.6%

SOFTWARE DEVELOPMENT — 6.4%

SENIOR DECISION MAKERS

SENIOR — 32.5%

DIRECTOR — 17%

ENTRY — 16.4%

MANAGER — 9.3%

VP — 7.2%

WITH FINANCIAL RESOURCES

10,001+ EMPLOYEES — 25.6%

1,001-5,000 EMPLOYEES — 12.7%

51-200 EMPLOYEES — 10.2%

11-50 EMPLOYEES — 8.9%

201-500 EMPLOYEES — 8.2%

JOB TITLES INCLUDE:

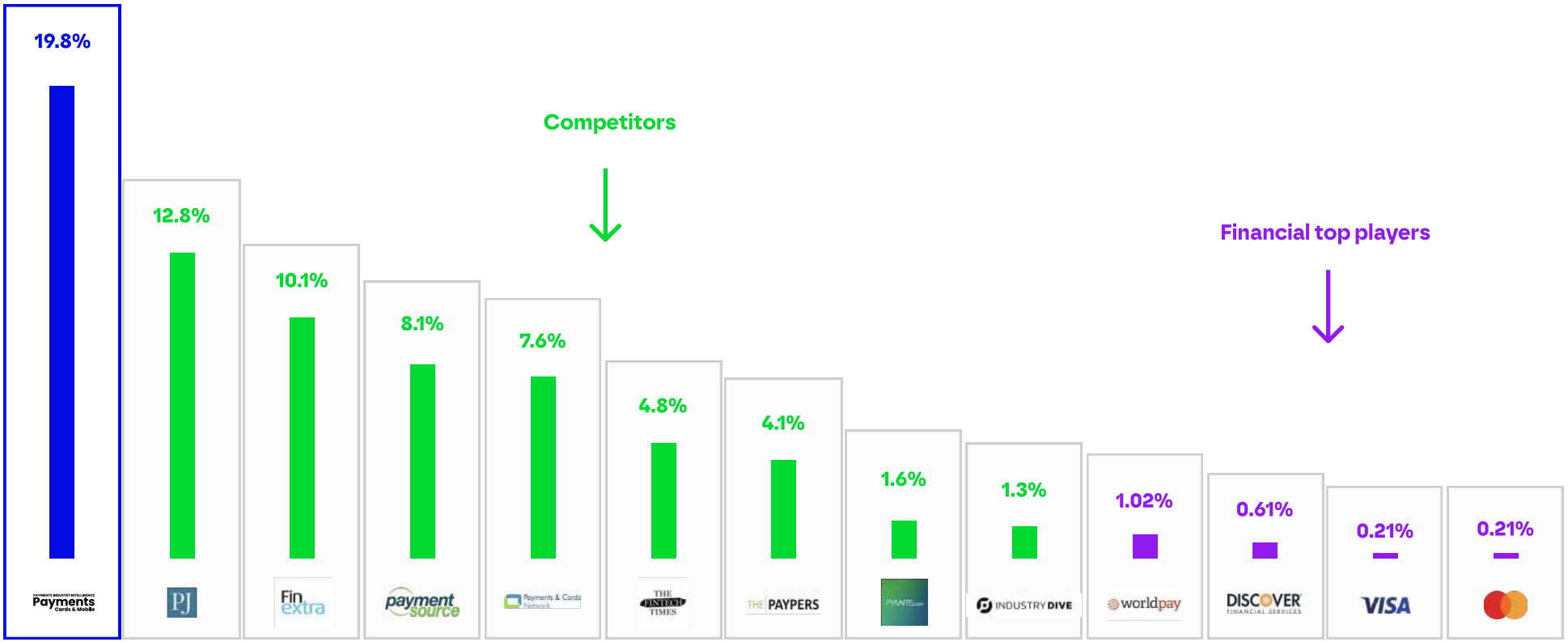
CEO / CTO / COO / VP
HEAD OF PAYMENTS
HEAD OF DIGITAL
PROGRAMME DIRECTOR
IT DIRECTOR/MANAGER
VP/DIRECTOR
DEVELOPMENT DIRECTOR/MANAGER
PROGRAMME DIRECTOR/MANAGER
PROJECT DIRECTOR/MANAGER
SENIOR STRATEGIST

ORGANISATION TYPES:

MERCHANTS / BANKS
ACQUIRERS / ISSUERS
PROCESSORS / FINTECHS
TECHNOLOGY VENDORS
CONSULTANCIES
INDUSTRY ASSOCIATIONS
CENTRAL BANKS

Unrivalled engagement

Across the industry - both competitors and 'giants' - **we get better engagement*** due to our quality editorial, research and ability to pick out a real story from the noise.



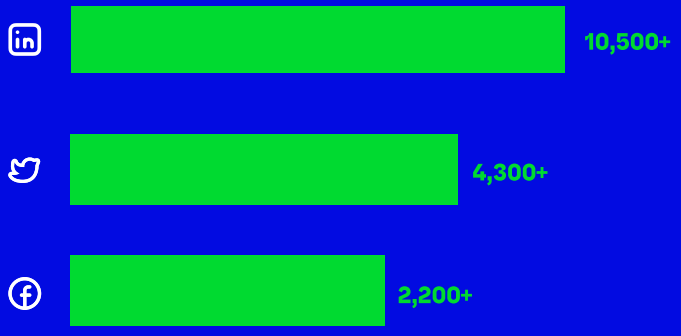
*The engagement rates referenced above are taken directly from LinkedIn only. The engagement rate is derived from the amount of posts vs the number of interactions with the post.

Massive social presence

Our audience and clients come from **all the major payments and FinTech hubs.** PCM is the **fastest-growing media outlet in the industry with >5% growth per month.**



FOLLOWER GROWTH



18.7k
Average impressions per month

2.56%
Av. engagement rate per post

15k
Av. impressions per month

3.5%
Av. engagement rate per post

2.00%
Av. engagement rate per post

570
Av. reach per month

* The engagement rates shown above are taken directly from the analytics of each social media platform derived from the number of interaction on each post and then averaged.

A strong track record of client success

Our **extensive reach and high engagement levels** mean our **commercial clients** get **great results from their campaigns.**



Extended reach through key partnerships

12,000 additional copies each year distributed globally at strategic partner events:



Marketing opportunities

Content creation

We do pretty much everything with words, from exquisite blogs, white papers and reports to copy writing and e-books. We make words work hard for you by working hard on what you want to say. We work in every major foreign language too. With a deep knowledge of the global payments market, we develop strategies for your written content and find the sweet spot that lies between what you want to say and what our audience wants to hear.

Digital media

Email campaigns, website and newsletter banners are available across our network to drive interaction with your content or messages on a month-by-month basis with no minimum contract. Push your marketing messages across our magazine, e-zine, e-mail, Website and social media channels.

Magazine advertising/advertorial

Create immediate visual impact for your brand, products and services with an advert, or use your space for advertorial to convey your news, insight or message. With a choice of size and positioning options available, you can choose what works best for you. It's worth noting that the most senior executives in the industry are our most avid readers...



Marketing opportunities

Content distribution

As well as creating outstanding content, Payments Cards & Mobile can also act as a primary distribution point. This means any content created for your business is guaranteed distribution across our major channels – our website, daily insights newsletter and social media. This ensures your content is widely read and engaged with by our global audience of senior payments decision makers.

We have also set up a strategic relationship with the top Payments and FinTech PR agency in London to give your content and messages further promotion to a global, pan-industry audience. We can also manage paid-for social media campaigns across all major platforms.

Webinar, videos & podcasts

For the ultimate in visual engagement and interaction, we offers a range of options for producing, hosting and promoting webinars, podcasts and video content. We then help you promote this content to our readership as well as other media channels.

New: The Payments Guide

Make sure your business gets in front of the right decision makers by advertising in our annual Payments Guide online marketplace. Entries appear for one year online, with links and a view counter. We run a full campaign each month highlighting the area of interest and promoting the companies that advertise in this sector.



Boost your brand through thought leadership

Share your views and insight through advertorial, co-branded or white labelled white papers and reports, or by getting involved in our targeted supplements. All products can be both hard copy and digital - we run integrated marketing campaigns for you too!



White label content creation

Using our industry knowledge, content creation and graphic design skills, we help our clients produce, publish and promote insightful, engaging thought leadership content under their own brand name or in association with a market leading payments marketing platform... Payments Cards & Mobile!



Fresh content with feature writing and content support

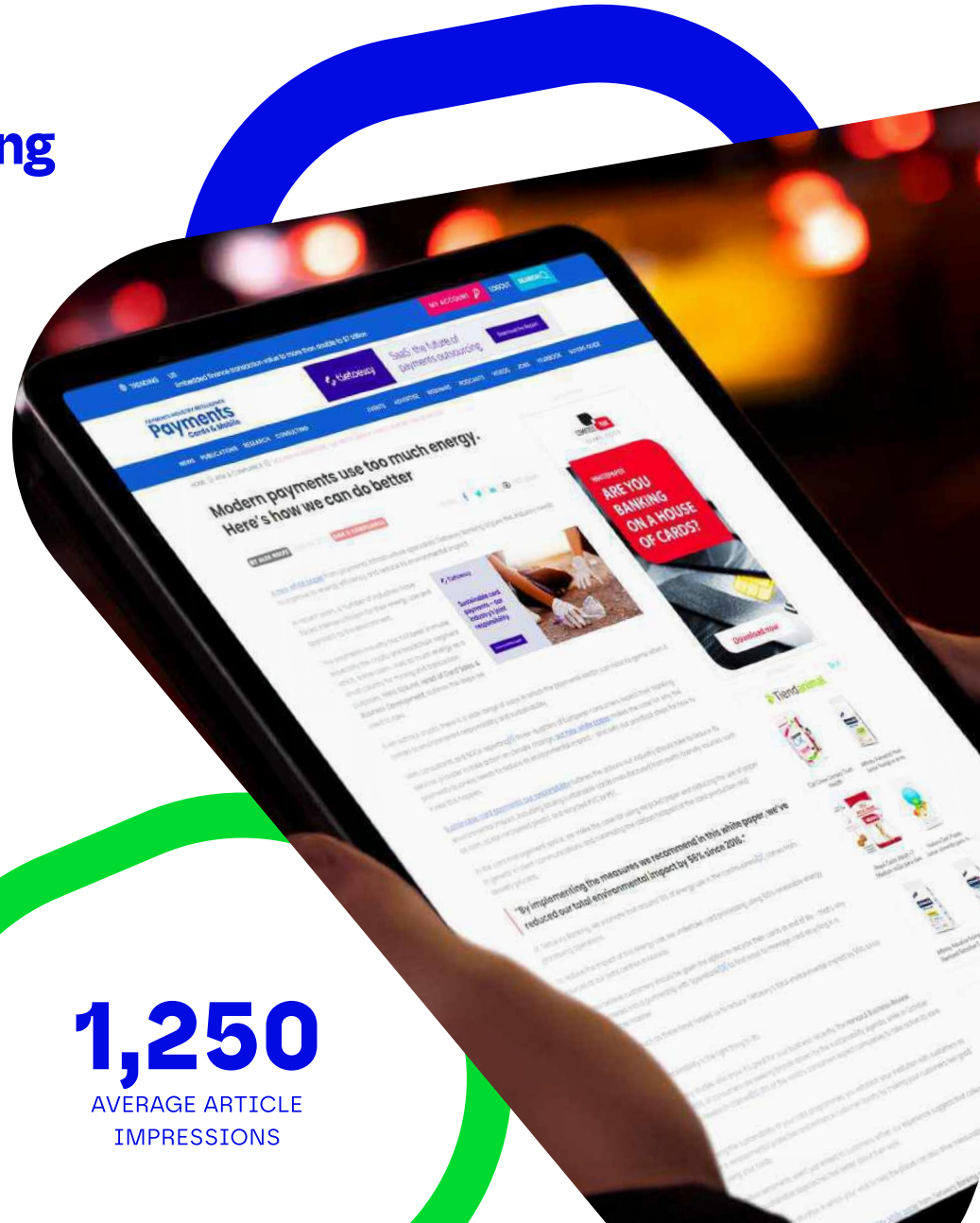
- 400-600 word articles
- Subject agreed mutually
- PCM writes the articles
- Banner on the PCM homepage with link to content or CLIENT website
- Content published across all PCM domains
- Content published on PCM daily newsletter
- Social media support across PCM channels
- Long-term hosting of content on PCM website
- Content made available to client for use in their own or additional channels

→ Briefing with writer / skeleton of content supplied

→ Published on PCM / 20k unique readers

→ PCM social channels / 17.1k followers

→ Daily Insights / 12k+ subscribers



1,250

AVERAGE ARTICLE IMPRESSIONS

Push your message with white paper content creation, marketing & distribution

- We supply a brief on the content and direction
- We interview key stakeholders
- We create content
- Our expert team designs the white paper based on your brand/requirements
- White paper posted on the PCM website
- White paper distributed via PCM daily newsletter
- Banner on PCM homepage with link to content
- Email blast to the PCM database
- Full social media support across PCM channels
- Long-term hosting of the white paper on the PCM website
- Supporting double-page spread advertising in PCM
- Two supporting blogs (400-500 words) that link back to the white paper.
- All content made available to client for use in their own or additional channels

→ Briefing with writer / skeleton of content supplied

→ Published on PCM / 20k unique readers

→ PCM social channels / 17.1k followers

→ Daily Insights / 12k+ subscribers

250+

AVERAGE WHITE PAPER DOWNLOADS



Thought leadership / go deeper in the thought leadership space with analytical and data led research report

- Subject agreed – PCM supplies full, detailed SOW on the content and direction of the report
- PCM writes the report content including relevant tables, graphs and images
- PCM paginates report in template prepared by PCM with sign-off by client
- Client writes Executive Summary
- Findings of report written up as feature in PCM Magazine – interview with key stakeholder
- Report posted on the PCM website
- Report distributed via PCM daily newsletter
- Hero banner on PCM Home page with link to content
- Dedicated download page
- Email blast to the PCM database
- Full social media support across PCM channels
- Long-term hosting of the report on the PCM website - Research page
- A supporting double page spread in PCM
- 2 supporting blogs for a 400-500 word piece which links back to the report
- All content made available to client for use in their own channels



600+

AVERAGE REPORT DOWNLOADS

- Briefing with writer
  Skeleton of content supplied
- Fully branded hosted page
  including synopsis & data capture
- Email Promotion
  2-4 Emails
- Banner Promotion
  On our network
- Social Media Promotion
  Regular posts across all our channels

Make an impact with industry insight advertorials

Full page thought leadership advertorial or advertisement

- One page or double-page spread (DPS) to appear in one issue of Payments Cards & Mobile
- Advertorial published online
- Advertorial sent out in Daily Newsletter
- One banner in the Payments Cards & Mobile daily newsletter for one month
- Advertorial published across all PCM social channels



12k

AVERAGE IMPRESSIONS PER ISSUE

Case Studies

Mastercard Open Banking Readiness Index Report

Mastercard Objective:

To create a market-leading report on Open Banking for brand ownership of the Open Banking space and lead generation.

PCM Delivery:

PCM built a matrix for 10 leading OB countries and used proprietary research from its own Digital & Payments Card Yearbooks to generate an 80-page report on the status of OB across Europe and specifically focus on 10 markets in Europe. PCM also led on design, supporting assets including blogs,media releases, e-mail campaigns and integrated social media planning as well as an executive webinar.

Results:

2,784
TOTAL WHITE PAPER DOWNLOADS

497
SOCIAL ENGAGEMENTS

21,723
TOTAL LANDING PAGE VIEWS

6,672
BLOG VIEWS

"This was the best performing piece of content we did across Mastercard all year."

MASTERCARD EVP OPEN BANKING



Whitepaper content creation and design

Tietoevry Objective:

To create a market-leading thought leadership programme through content to drive lead generation.

PCM Delivery:

Three white papers, four divisional fact sheets and four case studies that position Tietoevry as a market-leading provider plus supporting assets including blogs, media releases, e-mail campaigns, banners and an integrated social media plan to drive downloads and brand awareness.

Results:

636
TOTAL WHITE PAPER DOWNLOADS

345
SOCIAL ENGAGEMENTS

4,275
TOTAL LANDING PAGE VIEWS

10,740
BLOG VIEWS



tietoevry

“We are very pleased with our collaboration with PCM. Their deep industry and market knowledge in combination with superb writing and editing skills have resulted in several high-quality white papers and other marketing content that have been produced in no time.”

TIETOEVRY HEAD OF MARKETING

Whitepaper and Podcast creation and promotion

AstroPay Objective:

To create a market-leading thought leadership programme through a white paper, 2 x blogs, a full marketing campaign and an “Executive Summary” podcast to highlight the key areas of the white paper. The aim was to deliver a combination of brand awareness and lead generation.

PCM Delivery:

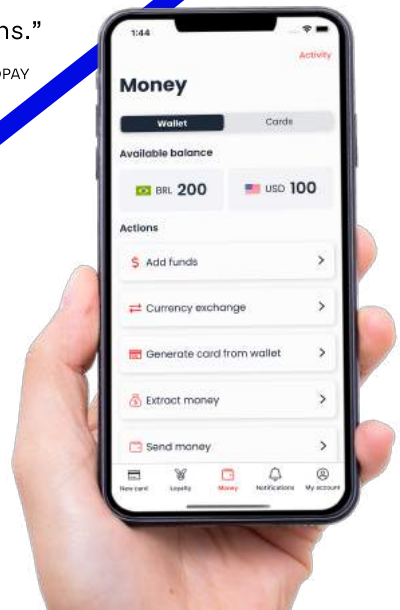
One white paper, including interview with CEO. Two independent blogs that highlighted key issues addressed in the white paper and linked back to the white paper download page. One podcast with the CEO to act as an Executive Summary of the topic and additional messaging to the campaign. Campaign ran with Banners across all PCM estate. Full Social Media schedule across all PCM channels. Email blasts to database – all with the aim of driving downloads of the white paper and raising brand awareness.



AstroPay

“Working with PCM was a super positive experience for us. Their deep knowledge of the payments industry and their ability to communicate it helped to raise the brand's profile and enhance it as an expert in cross-border payment solutions.”

HEAD CORPORATE COMMUNICATIONS - ASTROPAY



Results:

150
TOTAL WHITE PAPER DOWNLOADS

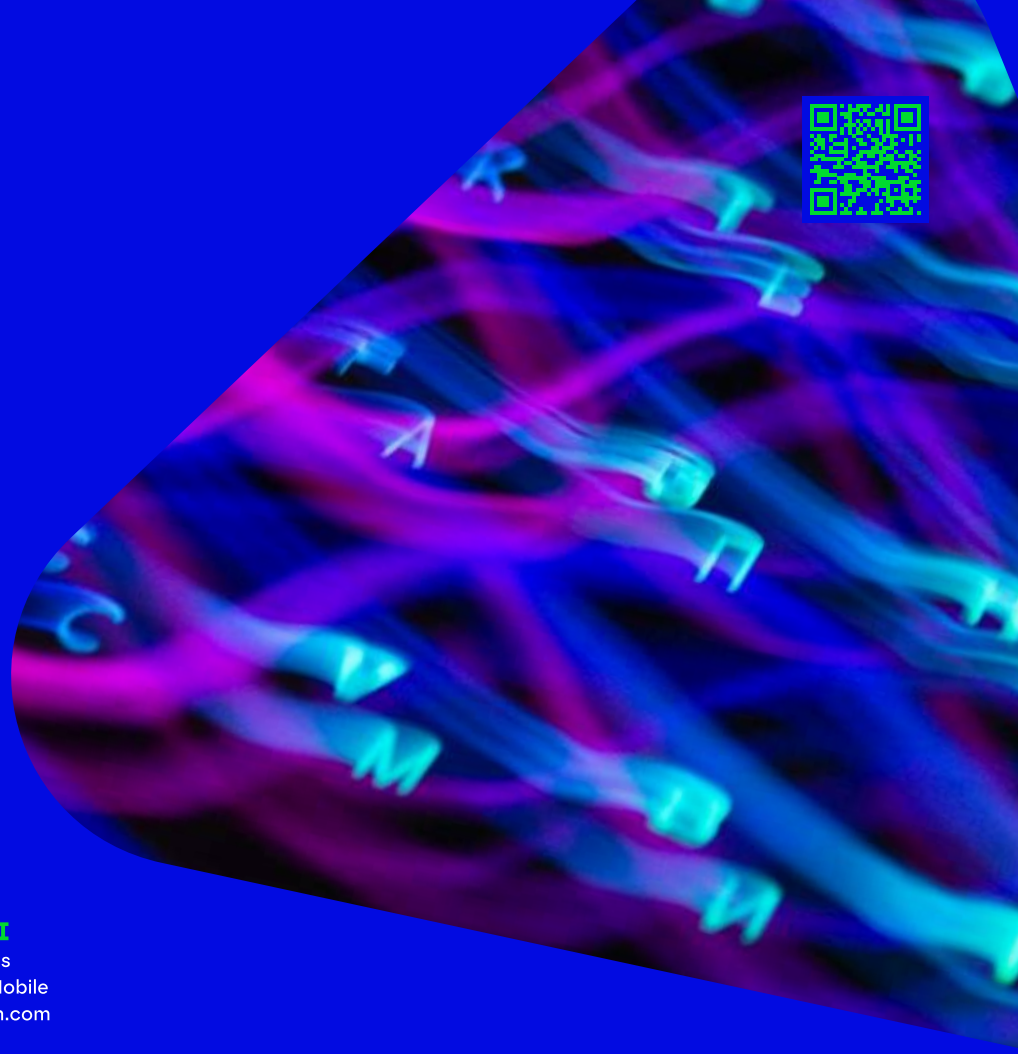
143
SOCIAL ENGAGEMENTS

2,903
BLOG VIEWS

749
TOTAL LANDING PAGE VIEWS

203
PODCAST VIEWS

PAYMENTS INDUSTRY INTELLIGENCE
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GET IN TOUCH

To discuss how we can help amplify your brand and engage your desired audience, get in touch with a member of our team.

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