



**Educate, inform &
influence 500,000+
payments
professionals**



We **cut through the noise** to

deliver in-depth analysis,

industry insights, breaking news

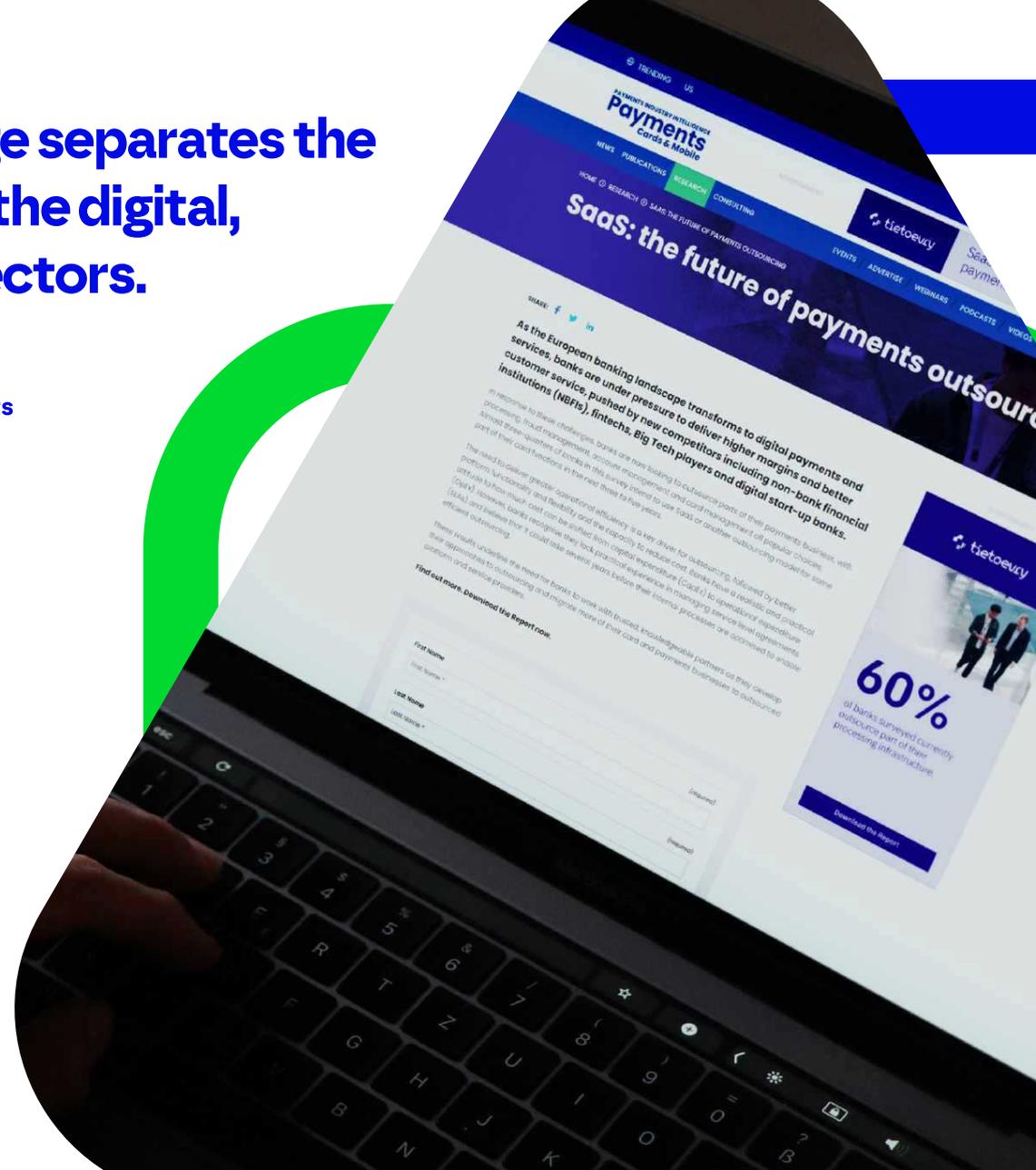
and **authoritative features.**

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.



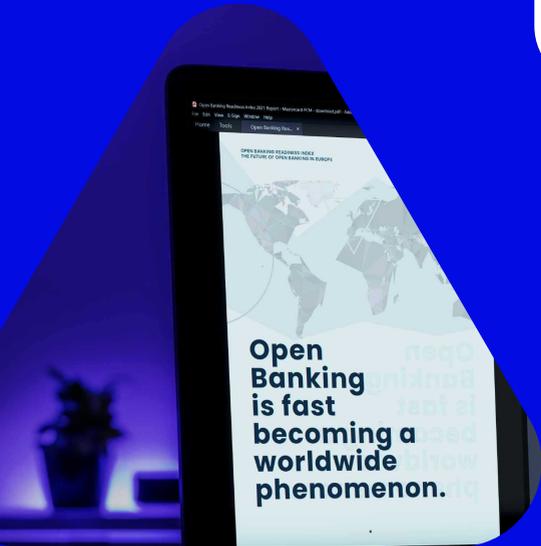
WRITING & DESIGN

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.**



KEY CHANNEL METRICS



SOCIAL MEDIA FOLLOWERS

19.5k+

NEWSLETTER SUBSCRIBERS

14k+

TOTAL MARKETING DATABASE

23k+

WEBSITE VISITORS PER MONTH

20k+

TOTAL UNIQUE USERS PER YEAR

240k

AVERAGE CIRCULATION PER ISSUE
PRINT & DIGITAL

12k

PODCAST & WEBINAR VIDEOS

60+

PODCAST & WEBINAR VIEWS

70k

UNITED STATES

23.8%

UNITED KINGDOM

15.25%



TOP WEB TRAFFIC COUNTRIES



TOP REGIONAL ANNUAL WEB TRAFFIC

EMEA

42.73%

AMERICAS

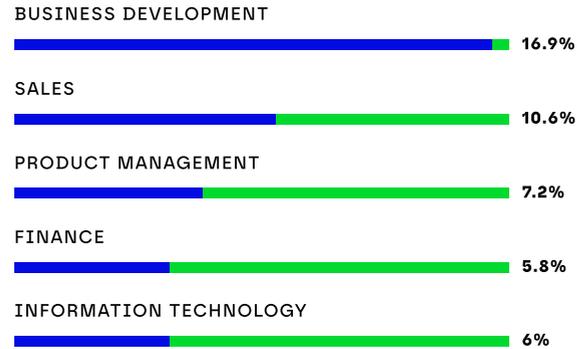
26.03%

APAC

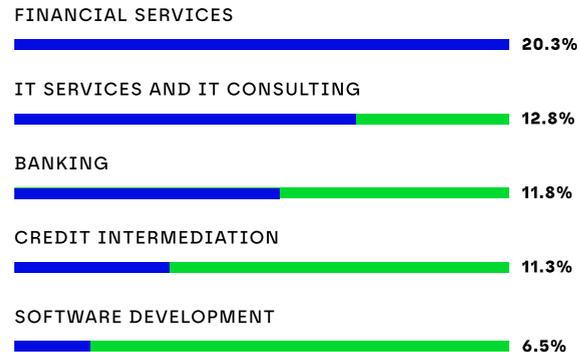
17.92%

Our audience are the people you want to do business with

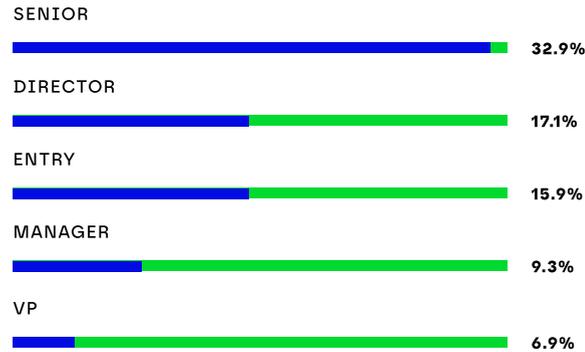
OPEN FOR BUSINESS



IN THE 'SWEET SPOT'



SENIOR DECISION MAKERS



WITH FINANCIAL RESOURCES



JOB TITLES INCLUDE:

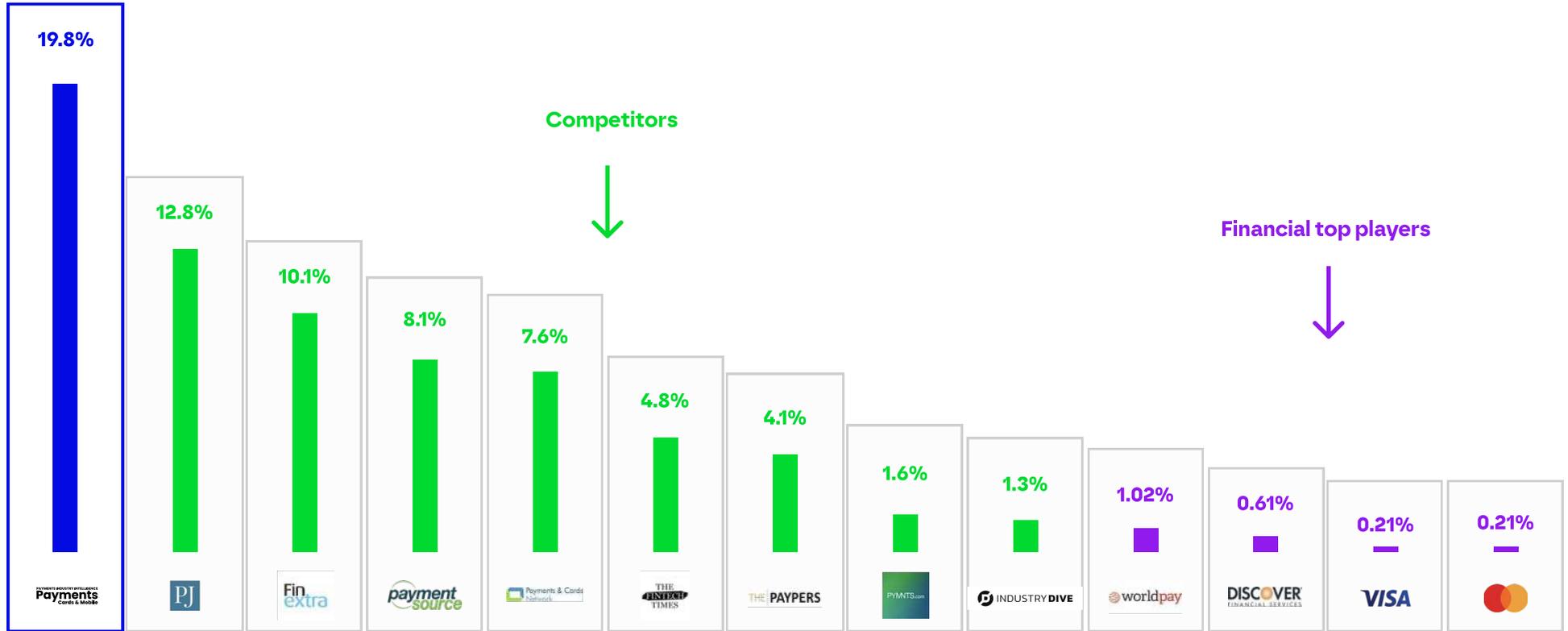
CEO / CTO / COO / VP
HEAD OF PAYMENTS
HEAD OF DIGITAL
PROGRAMME DIRECTOR
IT DIRECTOR/MANAGER
VP/DIRECTOR
DEVELOPMENT DIRECTOR/MANAGER
PROGRAMME DIRECTOR/MANAGER
PROJECT DIRECTOR/MANAGER
SENIOR STRATEGIST

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.



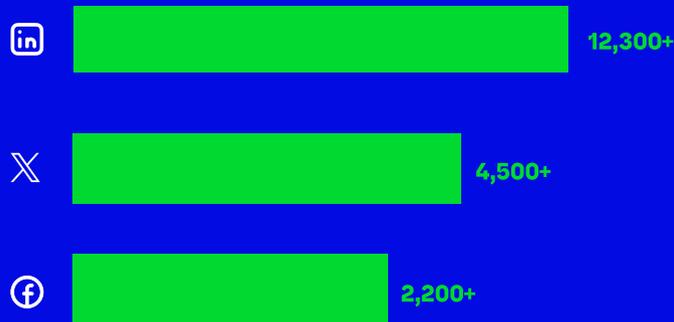
*The engagement rates referenced above are taken directly from LinkedIn only. The engagement rate is derived from the amount of posts vs the number of interactions with the post.

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



* 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.



36.9k+

Average impressions per month

3.86%

Av. engagement rate per post



16.8k

Av. impressions per month

3.9%

Av. engagement rate per post



2.3%

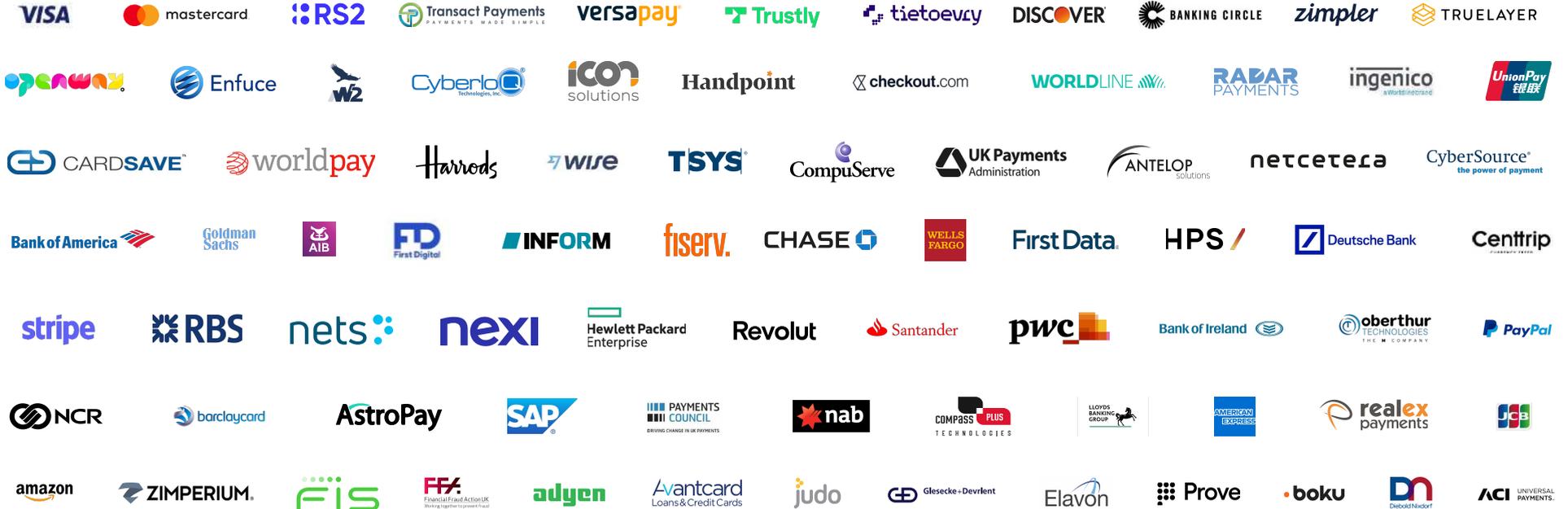
Av. engagement rate per post

600

Av. reach per month

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.



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!

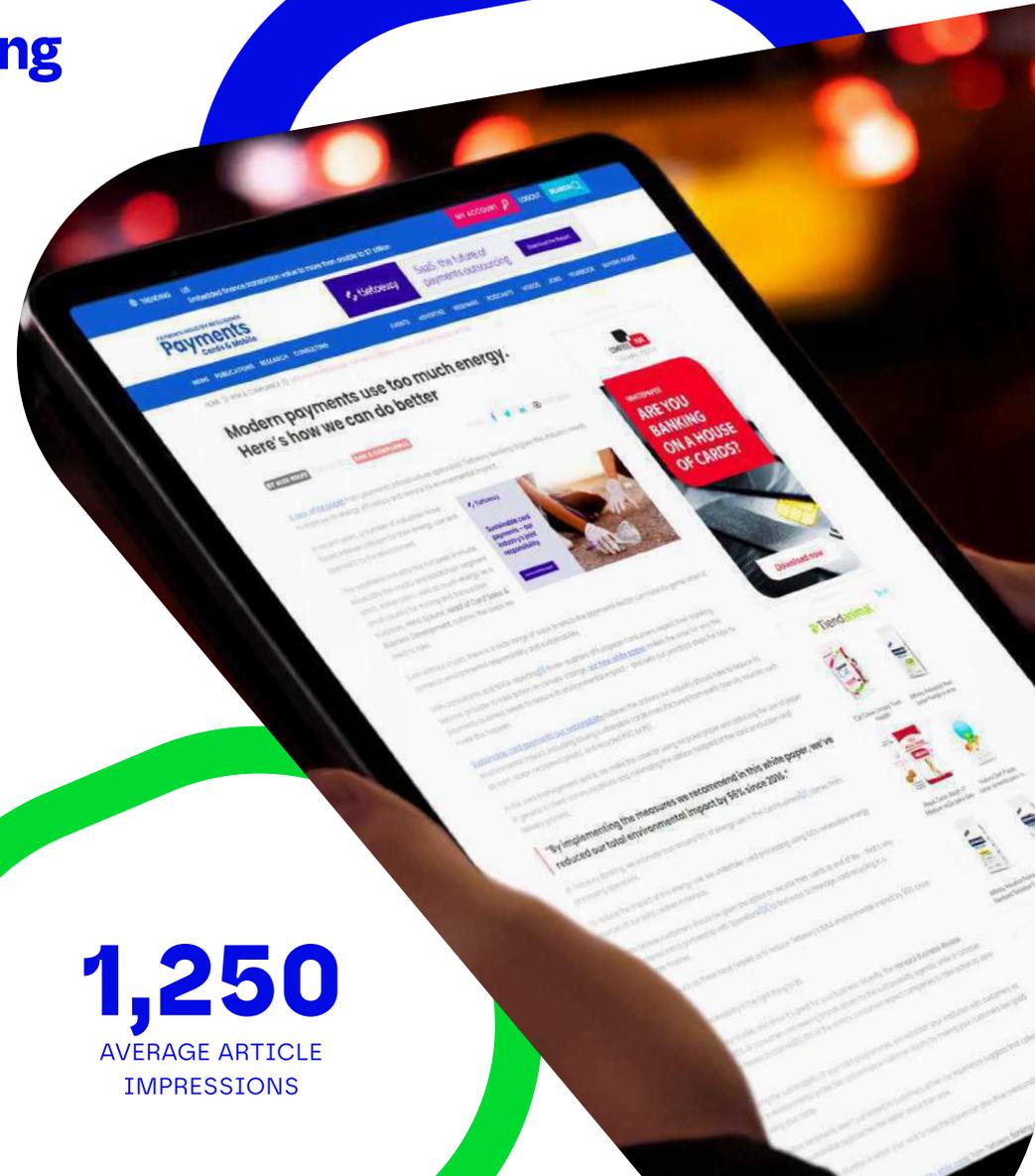


Fresh content with feature writing and content support



- 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

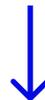
- Briefing with writer / skeleton of content supplied
- Published on PCM / 20k unique readers
- PCM social channels / 17.1k followers
- Daily Insights / 12k+ subscribers



1,250
AVERAGE ARTICLE
IMPRESSIONS

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

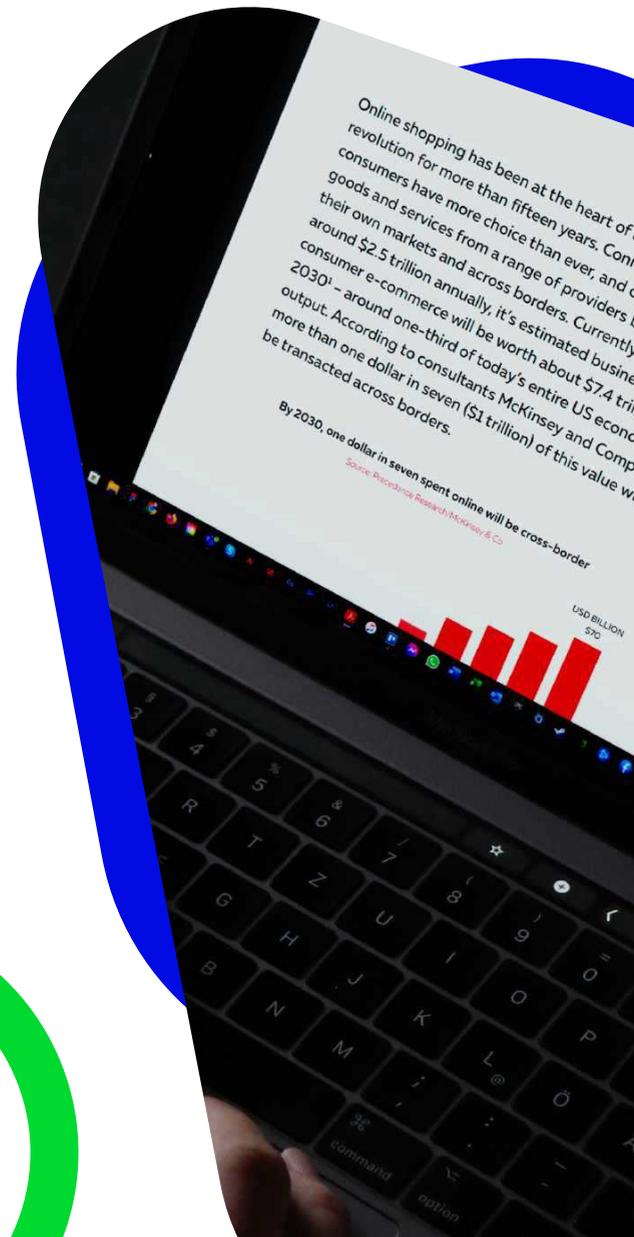
- We supply a brief on the content and direction
- We interview key stakeholders
- We create content
- Our expert team designs the white paper based on your brand/requirements
- White paper posted on the PCM website
- White paper distributed via PCM daily newsletter
- Banner on PCM homepage with link 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

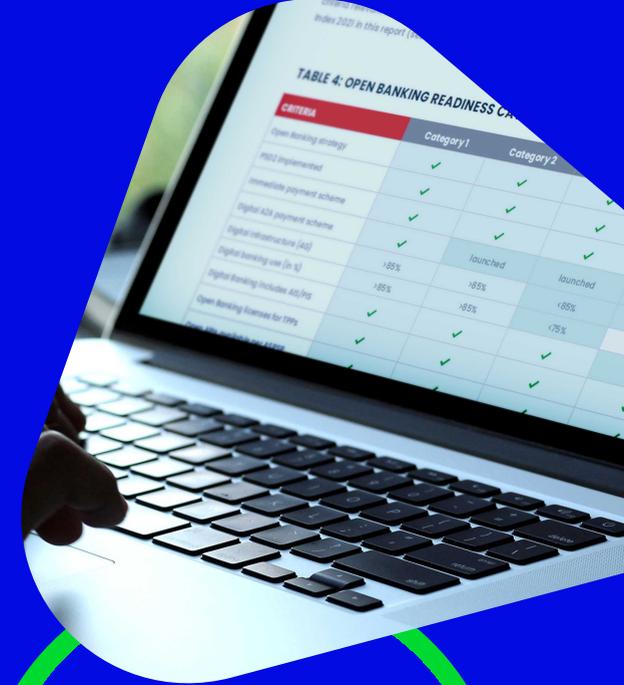
250+

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



“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.”

TIETOEVRV 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.

Results:

150

TOTAL WHITE PAPER
DOWNLOADS

143

SOCIAL ENGAGEMENTS

2,903

BLOG VIEWS

749

TOTAL LANDING
PAGE VIEWS

203

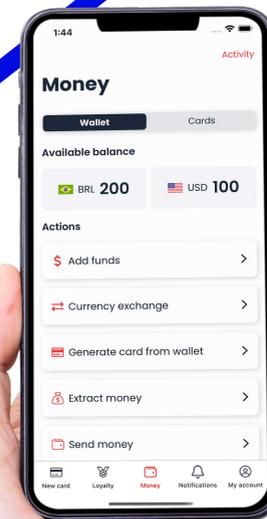
PODCAST VIEWS



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





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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