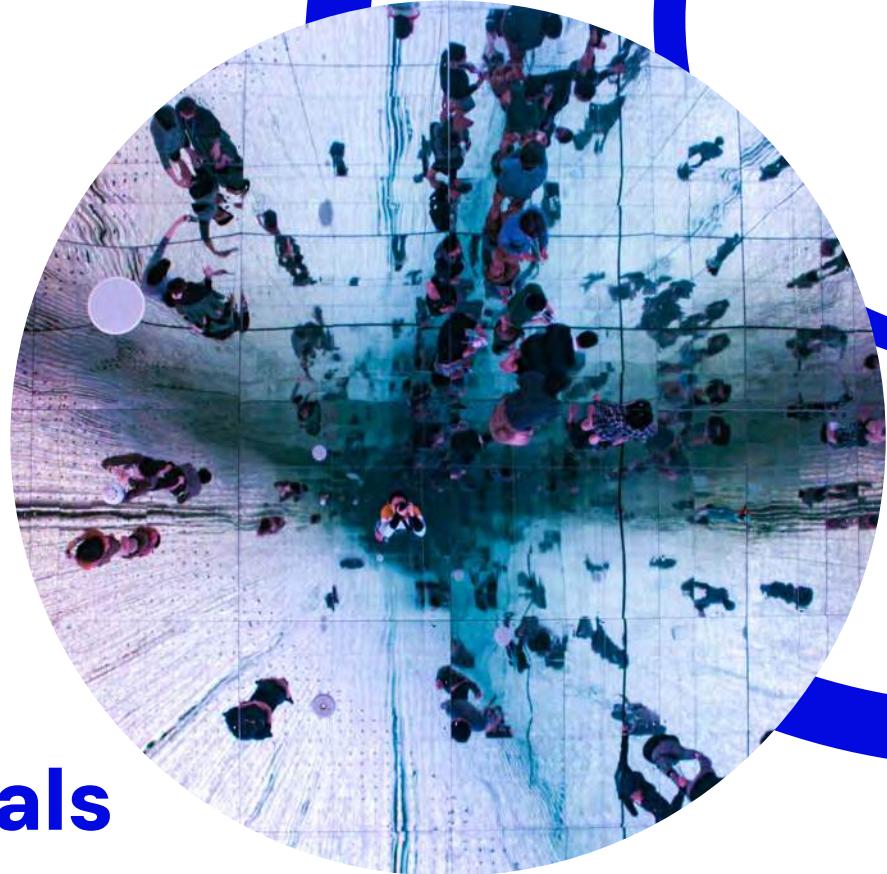


Q2 2025

Media Kit

**Educate.  
Influence.  
Inform.**

**500,000+  
payments professionals**



Our approach

# We cut through the noise

delivering in-depth reports, white papers and analysis, industry insights, breaking news and authoritative features.

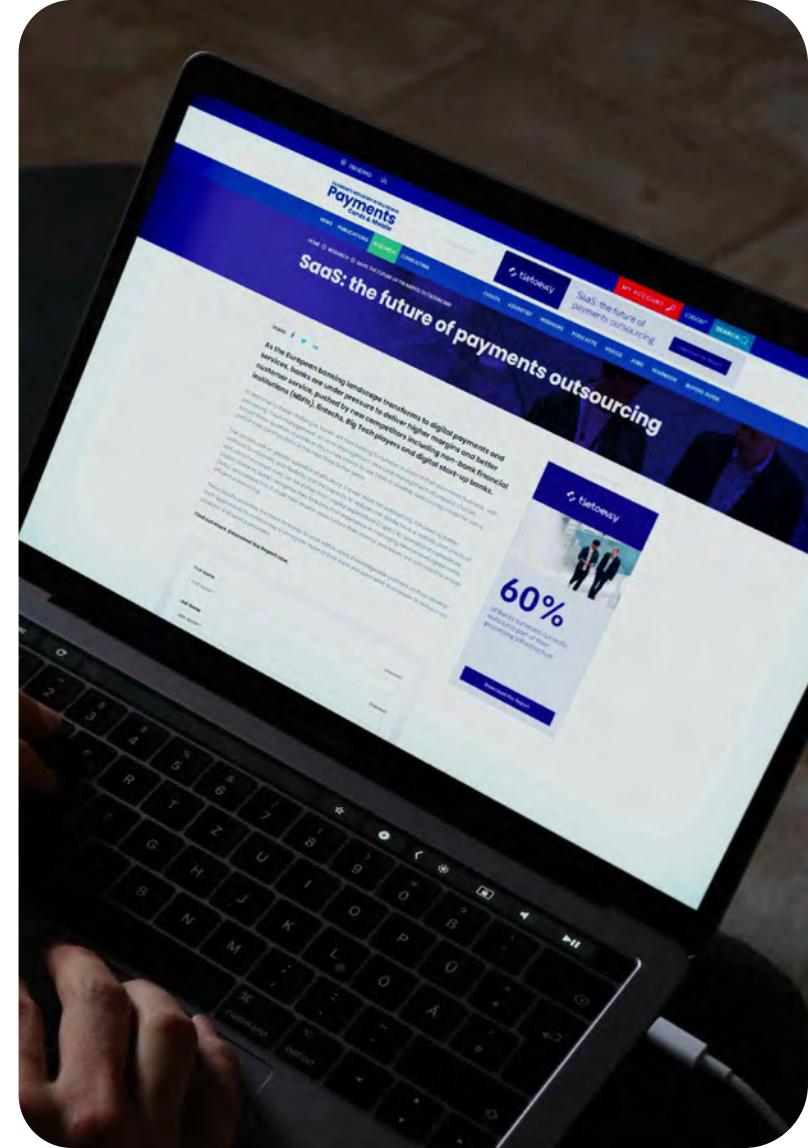


# Our expert editorial coverage separates the hype from the happening in the digital, mobile and card payment sectors.

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

1

## Research

Market-leading research into the payments markets in 43 countries across Europe and beyond at a transaction level. Bespoke projects around the world, from Africa to Latin America, Asia and North America.

2

## Strategy

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

3

## Writing & Design

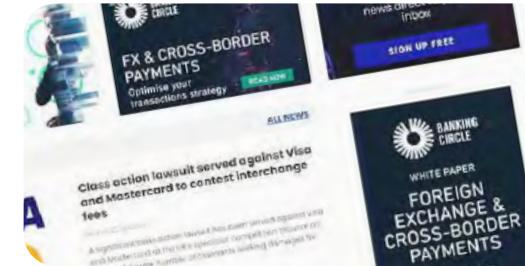
We have 28 years experience of writing about the payments industry – we are experts in the field. Our design team has won plaudits from leading figures across the industry.

4

## 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, e-books and blogs for clients.

# A digital publishing and marketing platform engaging with the future of payments



1

## White label content creation

Reports, white papers, market insights, articles, blogs, podcasts, webinars, videos

2

## Distribution channels

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

3

## Thought leadership

White labelled content, co-branded content, promotion of client-owned content, webinars, podcast & video support packages

4

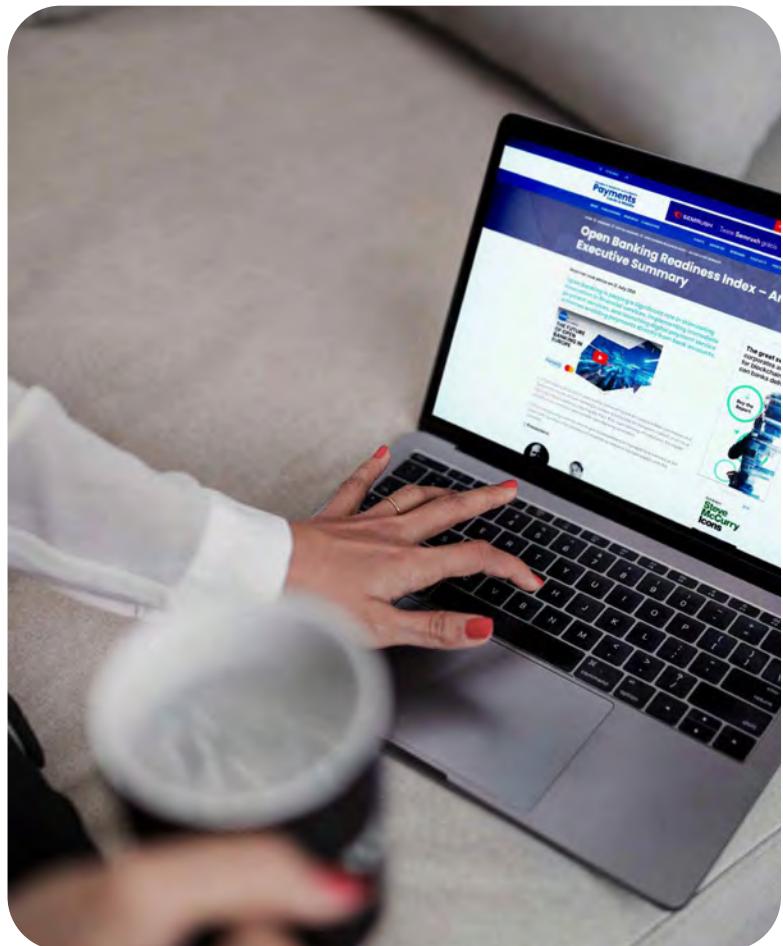
## Integrated campaigns

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

# Multimedia channels optimised for 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



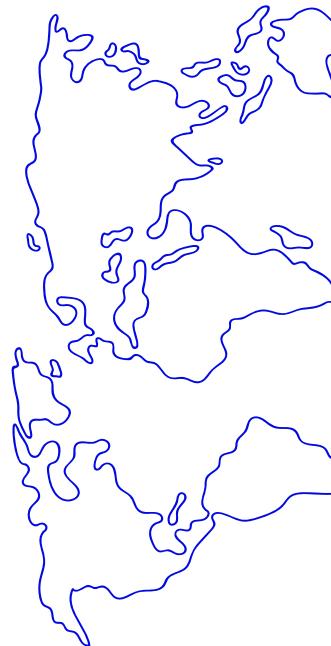
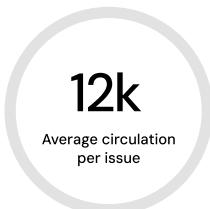
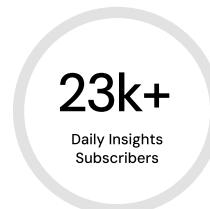
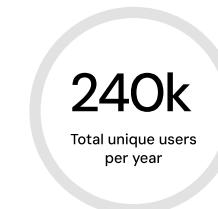
# A global audience of senior executives across the payments ecosystem

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

SAN FRANCISCO  
TORONTO  
DUBAI  
NEW YORK  
HONG KONG  
LONDON  
MUMBAI  
JOHANNESBURG

PARIS  
BERLIN  
SINGAPORE  
MADRID  
SÃO PAULO  
LAGOS  
SYDNEY

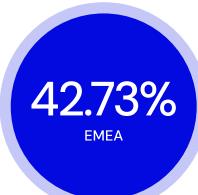
## KEY CHANNEL METRICS



## TOP WEB TRAFFIC COUNTRIES

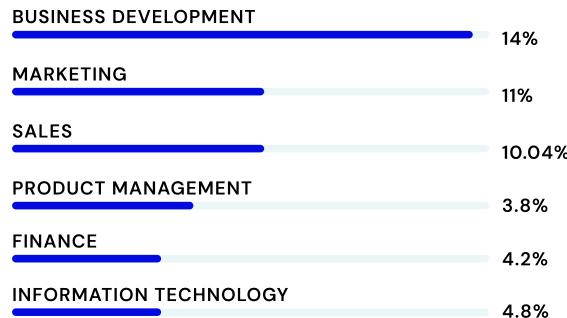


## TOP REGIONAL ANNUAL WEB TRAFFIC



# Our audience: people you want to do business with

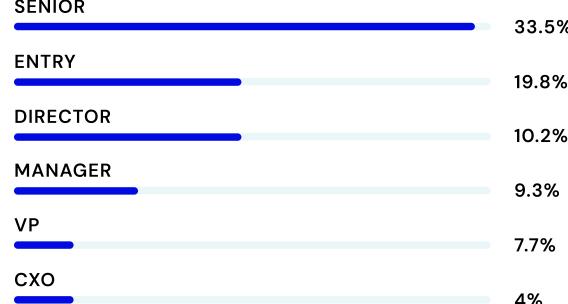
## OPEN FOR BUSINESS



## IN THE 'SWEET SPOT'



## SENIOR DECISION MAKERS



## WITH FINANCIAL RESOURCES



## JOB TITLES INCLUDE:

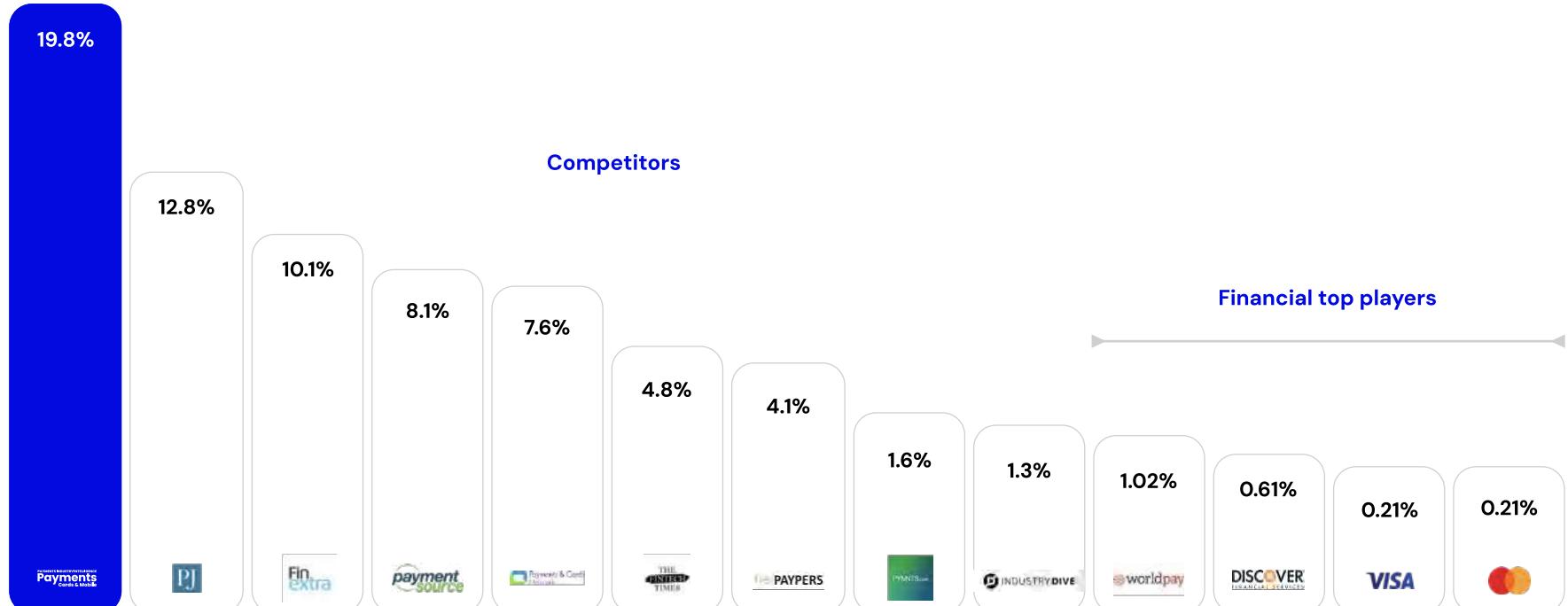
CEO / CTO / CFO / COO / CISO  
 HEAD OF PAYMENTS  
 HEAD OF DIGITAL  
 HEAD OF PAYMENTS OR DIRECTOR OF PAYMENTS  
 CHIEF FINANCIAL OFFICER (CFO)  
 DIRECTOR OF MERCHANT SERVICES  
 HEAD OF E-COMMERCE  
 HEAD OF M-COMMERCE  
 HEAD OF IT OR DIRECTOR OF IT OPERATIONS  
 DIGITAL TRANSFORMATION OFFICER  
 DIRECTOR OF FRAUD PREVENTION AND RISK  
 MANAGEMENT  
 HEAD OF COMPLIANCE  
 VP/DIRECTOR OF CUSTOMER EXPERIENCE  
 RISK ASSESSMENT DIRECTOR  
 PRODUCT MANAGER FOR DIGITAL PAYMENTS  
 PROGRAMME DIRECTOR  
 IT DIRECTOR/MANAGER  
 VP/DIRECTOR  
 DEVELOPMENT DIRECTOR/MANAGER  
 PROGRAMME DIRECTOR  
 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.



**19,000+**

Average  
impressions per  
month

**3.1%**

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

## FOLLOWER GROWTH

**14,000+**



**4,600+**



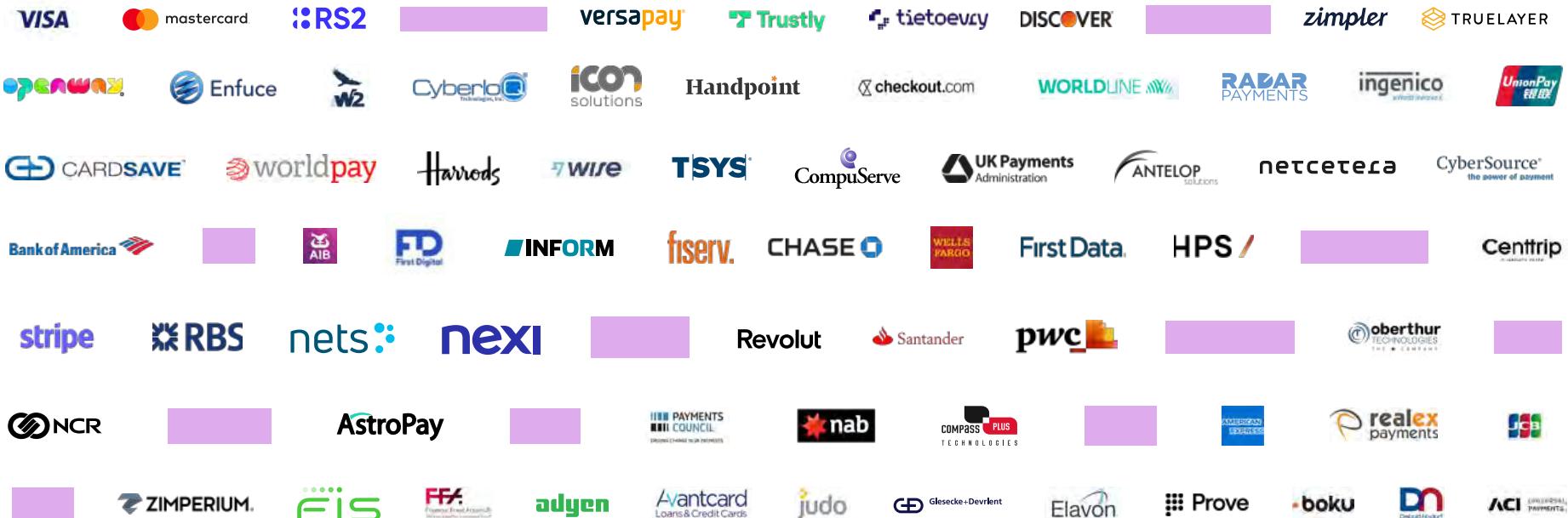
**2,200+**



\* The engagement rates shown 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.

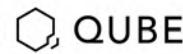


# Extended reach through key partnerships

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



MERCHANT PAYMENTS  
ECOSYSTEM



# Content marketing opportunities

## Content creation

We do pretty much everything with words, from exquisite blogs, white papers and reports to website copywriting 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, newsletter and social media 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 distribution 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.

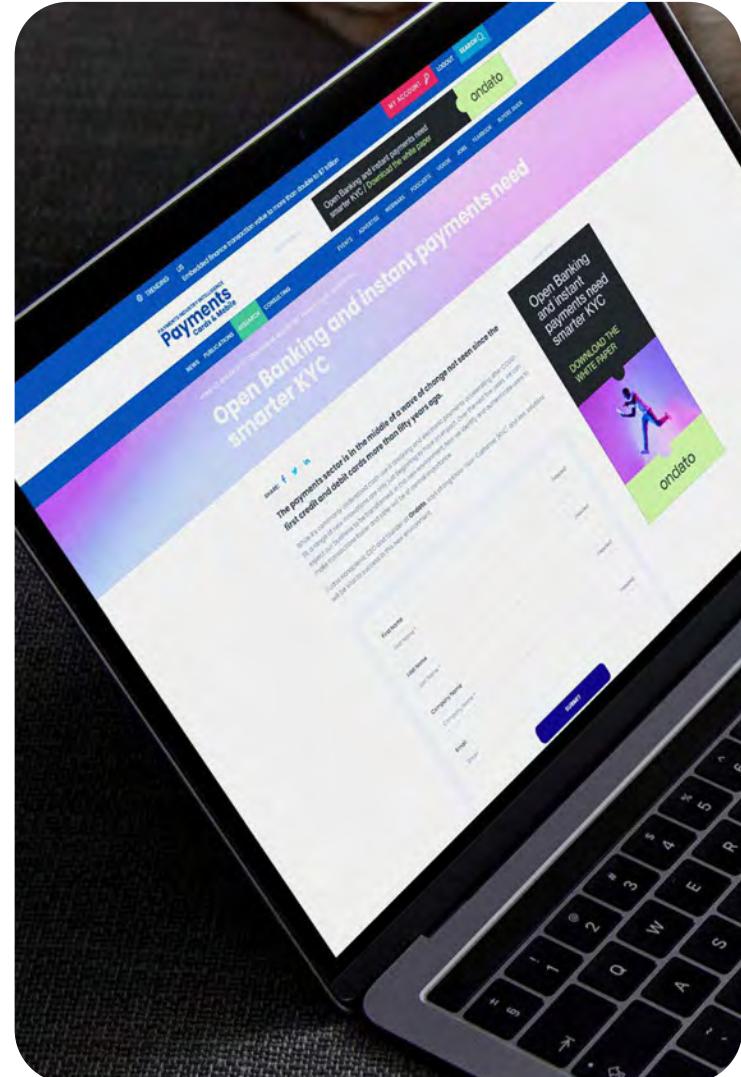
We have also set up a strategic relationship with the top Payments and FinTech PR agency in London to give your content and messages further promotion to a global, pan-industry audience. We can also manage paid-for social media campaigns across all major platforms.

## Webinar, videos & podcasts

For the ultimate in visual engagement and interaction, we offer 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.

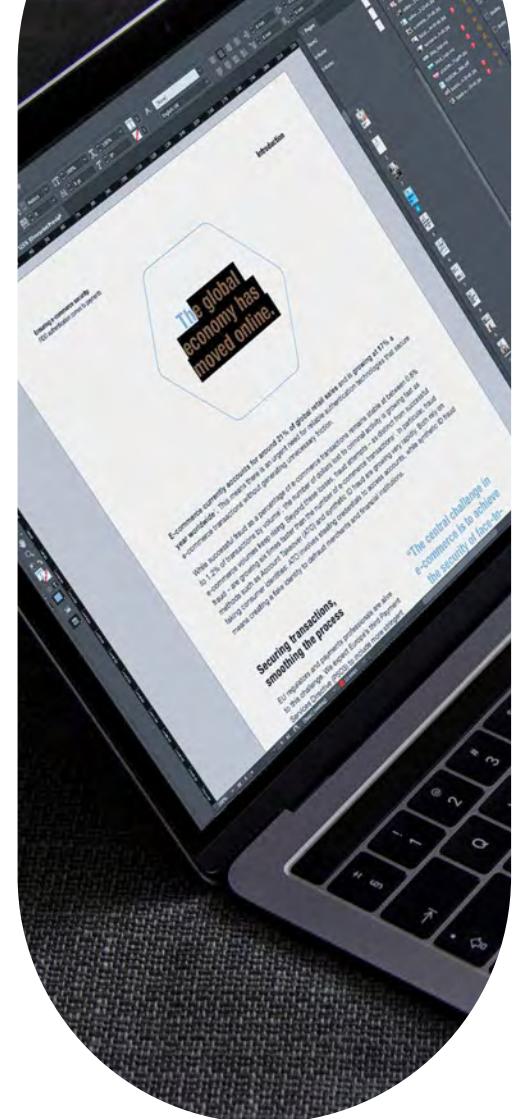


# Boost your brand through thought leadership

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!

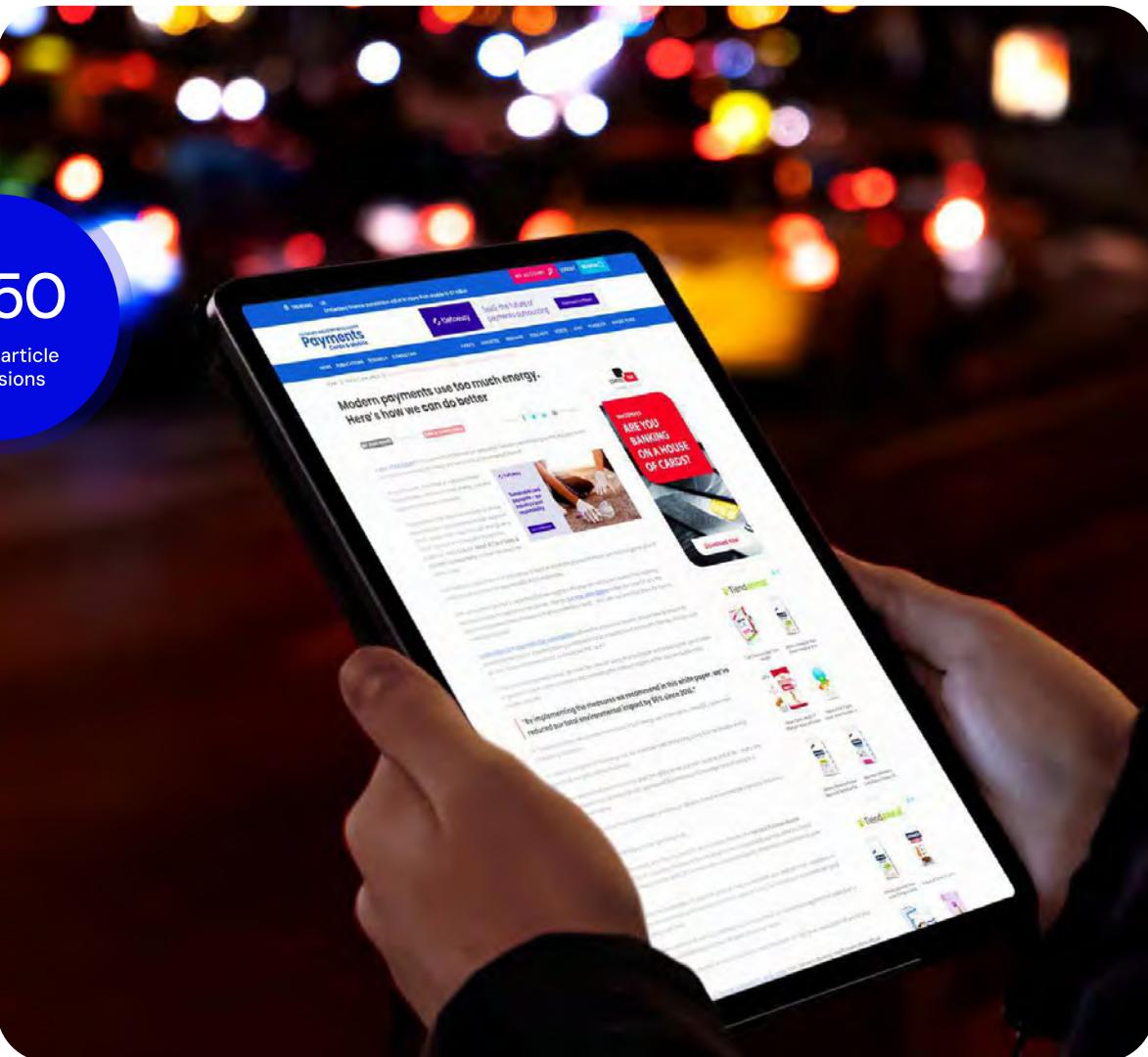


# Fresh content with feature writing and content support

- 400-750 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

1,250

Average article impressions



Briefing with writer  
*Skeleton of content supplied*

Published on PCM  
20k unique readers

PCM Social channels  
20k+ followers

Daily Insights  
12k+ subscribers

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

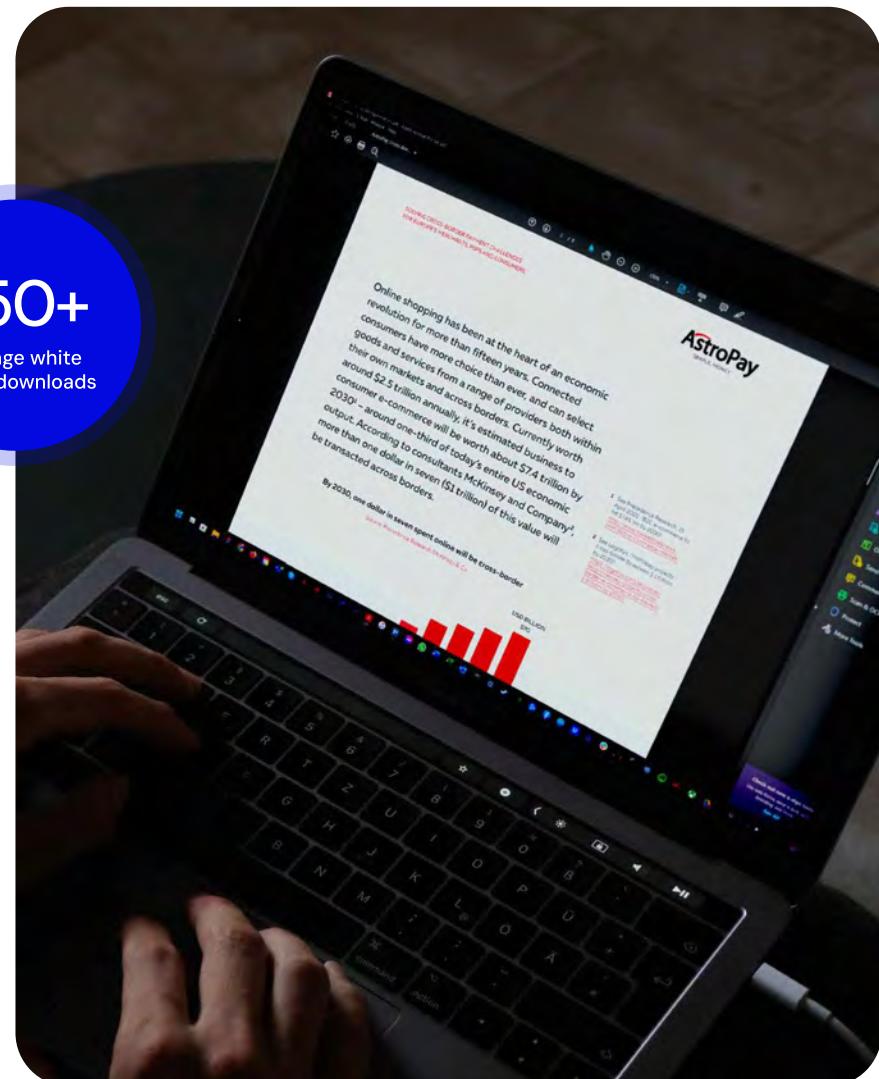
- We supply a brief on the content and direction
- We interview key stakeholders
- We create content
- Our expert team designs the white paper based on your brand/requirements
- White paper posted on the PCM website
- White paper distributed via PCM daily newsletter
- Banner on PCM homepage with link to content
- Email blasts 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  
*20k+ followers*

Daily Insights  
*12k+ subscribers*



# Go deeper in the thought leadership space with analytical and data-led research report

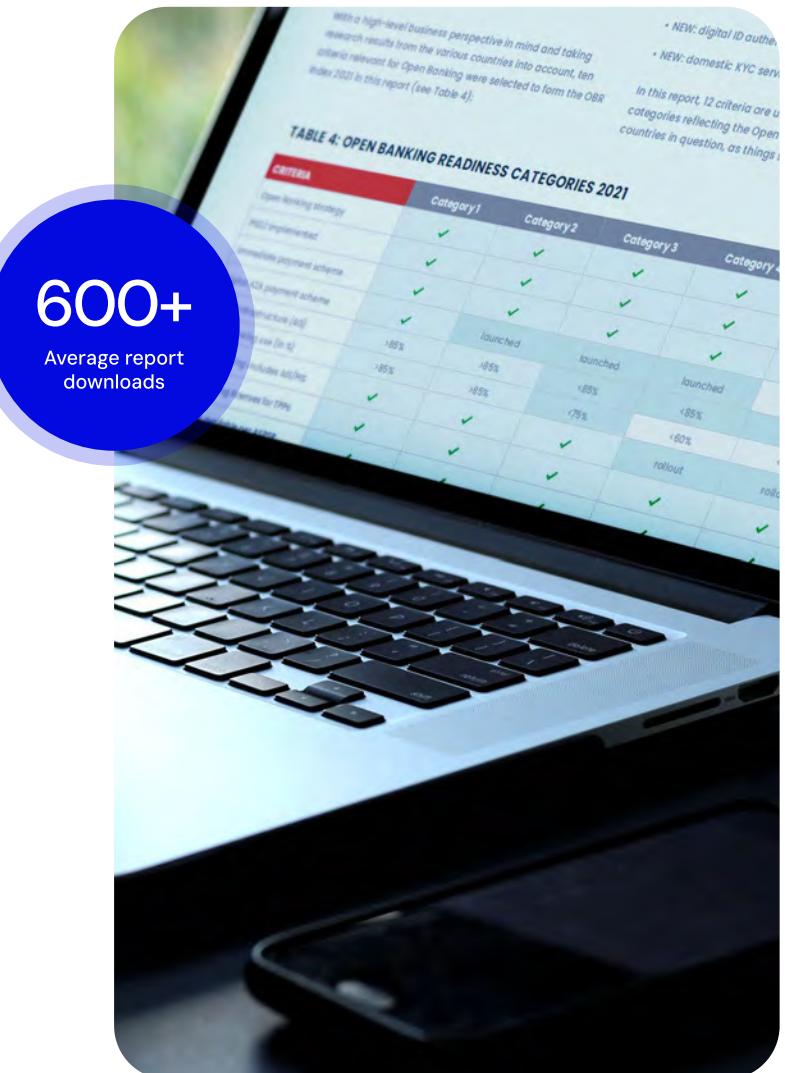
- Subject agreed – PCM supplies full, detailed SOW on the content and direction of the report
- PCM writes the report content including relevant tables, graphs and images
- PCM paginates report in template prepared by PCM with sign-off by client
- Client writes Executive Summary (or we can on your behalf)
- 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 blasts 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

Briefing with writer  
*Skeleton of content supplied*

Published on PCM  
*20k unique readers*

PCM Social channels  
*20k+ followers*

Daily Insights  
*12k+ subscribers*



# 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.

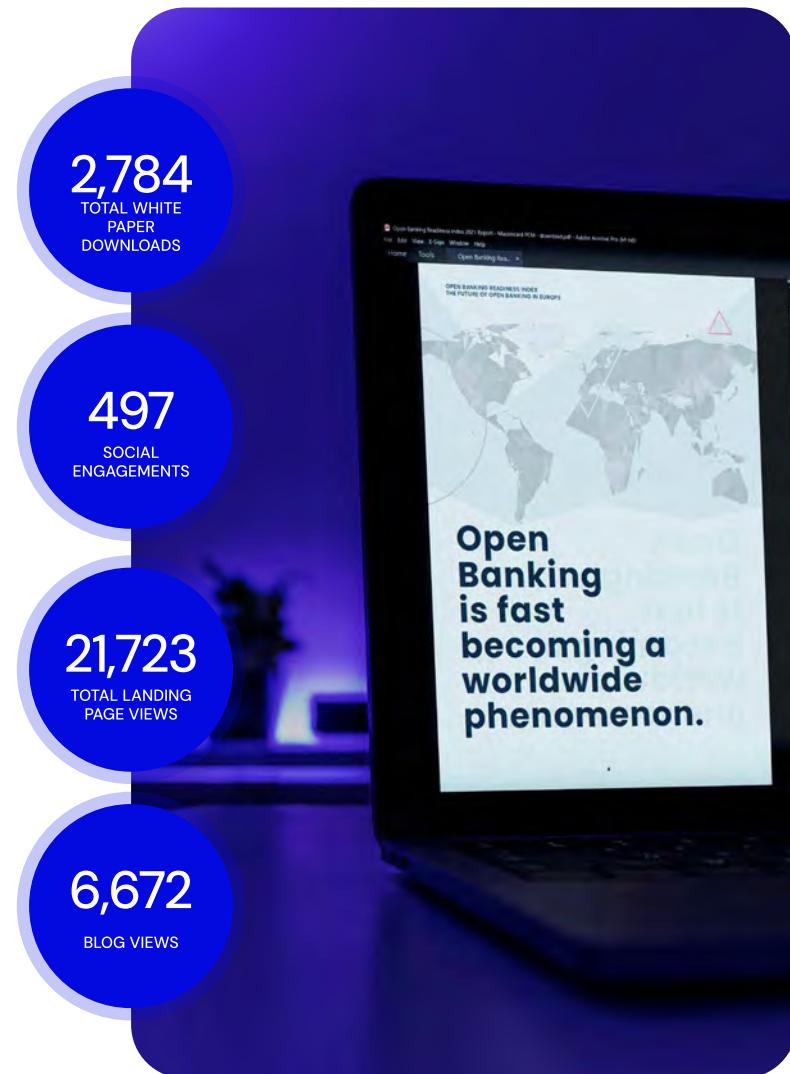
## PCM Delivery

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.



**"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.



**"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."**



# Article & e-book production

In this project our client asked us to provide just a little bit more bang for their buck. So, we came up with a new product. We decided that with a range of products and services that our client was in the process of marketing to the payments industry, it would be best served to write an in depth article on the five different areas that they were servicing, creating a series of links back to their products and services that were hyper-relevant to that niche and targeting the correct messaging for that service in that niche. The result was a campaign that had five in-depth articles and a fully paginated e-book (digital & print) across a 12 week period.

## Giesecke & Devrient Objective

To create a market-leading campaign that lasted a full Quarter and included targeted content for each vertical its product supported along with brand awareness and lead generation.

## PCM Delivery

Five in-depth, researched articles created to support the messages and more importantly targeted at the client set within the identified vertical. One e-book, paginated based on the brand awareness guides of the client, also prepared ready for print for use at Money 2020 Europe. One campaign run through all Payments Cards & Mobile channels to support the lead generative aspect of 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 e-book and raising brand awareness.



# IN-Groupe hyper-targeted country reports

In this project the client wanted to enter five different markets in the Balkans. We came up with a plan to create mini country reports for each of those markets which included data on payments fraud, card fraud, e-commerce fraud and identity fraud in general. We also looked at the regulatory infrastructure of each market at a government level and how electronic ID was supported, alongside ID initiatives that may have been running within each market. The objective was to educate the broader market and hyper target individuals that worked in digital ID within the industries we had been asked to research.

## IN-Groupe Objective

To create a market entry campaign that hyper targeted a group of personas amongst Banks, FI's, Government and Fraud specialists in individual countries using a bespoke database from PCM and supported along with brand awareness and lead generation.

## PCM Delivery

Five in depth researched country reports based on our digital and payment card yearbook reports one for each market identified by the client. Full brief taken by us and written according to the brief. Each report paginated according to the client's brand guidelines. Each report emailed to a hyper targeted database, built bespoke for the client per market. Broader digital ID awareness campaign run in the background across a European geography.



"The level of payment knowledge that the team at PCM has is unrivalled compared to other companies we have worked with. Their ability to connect high quality research with top quality writing and fabulous design has made them an easy choice for our targeted marketing campaigns for several years now."

# Whitepaper and Podcast creation and promotion

## AstroPay Objective

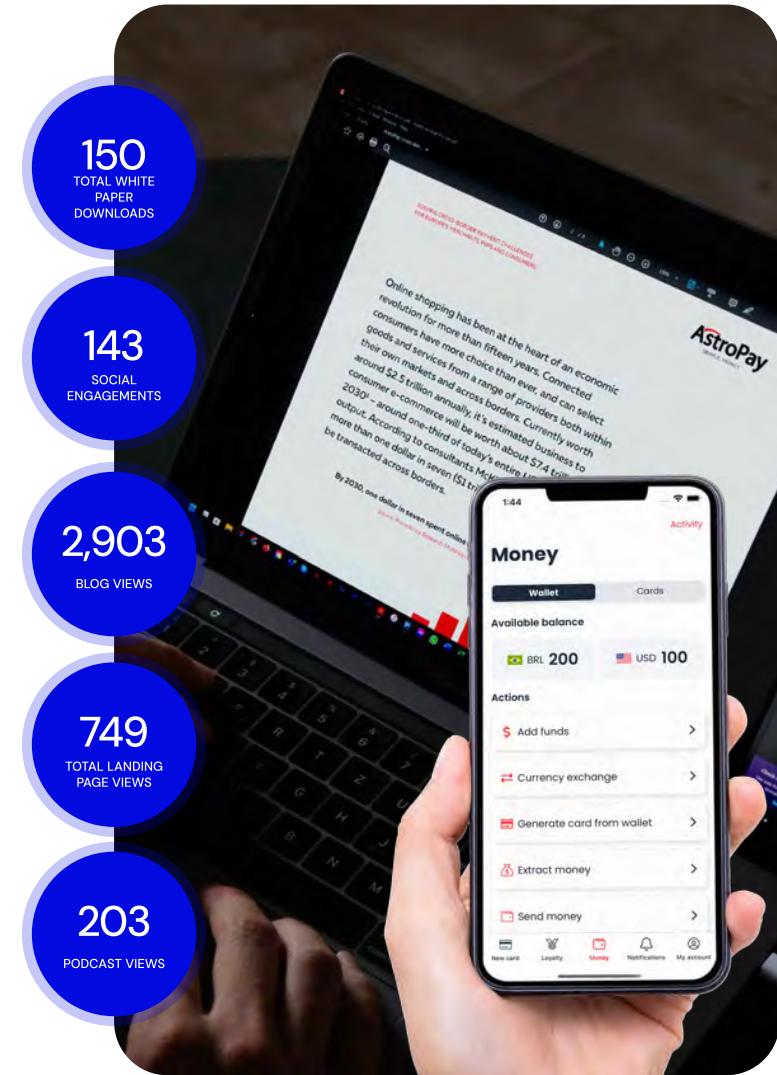
To create a market-leading thought leadership programme through a white paper, 2 x blogs, a full marketing campaign and an "Executive Summary" podcast to highlight the key areas of the white paper. The aim was to deliver a combination of brand awareness and lead generation.

## 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.



**"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."**



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

