

# Media Kit 2024

The leading authority for the world's banking and financial markets

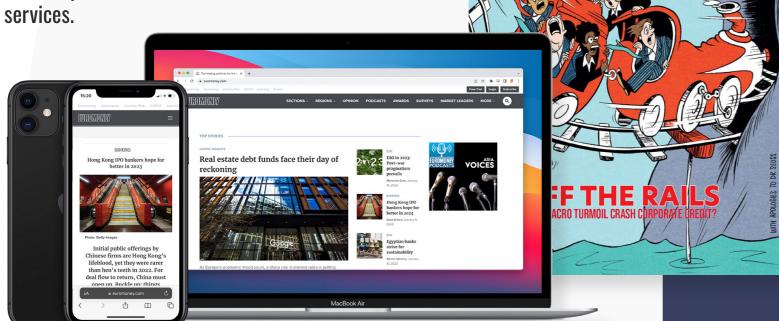
euromoney.com

## Who are we?

### **About us**

For five decades, Euromoney has been the leading magazine for the wholesale financial world.

Today, our portfolio spans media brands, events, research, and training services.



### Who we work with













### Why choose us?

#### **Awards**

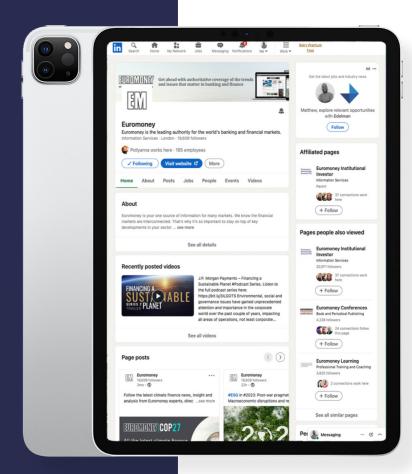
Our content is driven by access to the leaders who shape the banking and the capital markets, from CEOs to investment bankers, ministers of finance to central bank governors. But financial institutions' clients turn to Euromoney as well, regarding it as a benchmark provider for ability and performance.

#### Influence

Our journalists' understanding of what brings success in banking makes a spot in our annual awards a prestigious industry recognition. Our benchmark surveys in core business areas such as foreign exchange and cash management are also recognized as important and valuable rankings within the industry.

#### Network

Partnering with Euromoney offers access to a wider network of brands under the Euromoney Institutional Investor group. These include GlobalCapital and Asiamoney, our Asia regional sister publication.









## Why us?

our audience & reach



80,713

avg. monthly website visitors



68,000+

subscriptions for Euromoney editorial newsletters



12,000+

webinar channel subscribers



97,000+

total social media audience



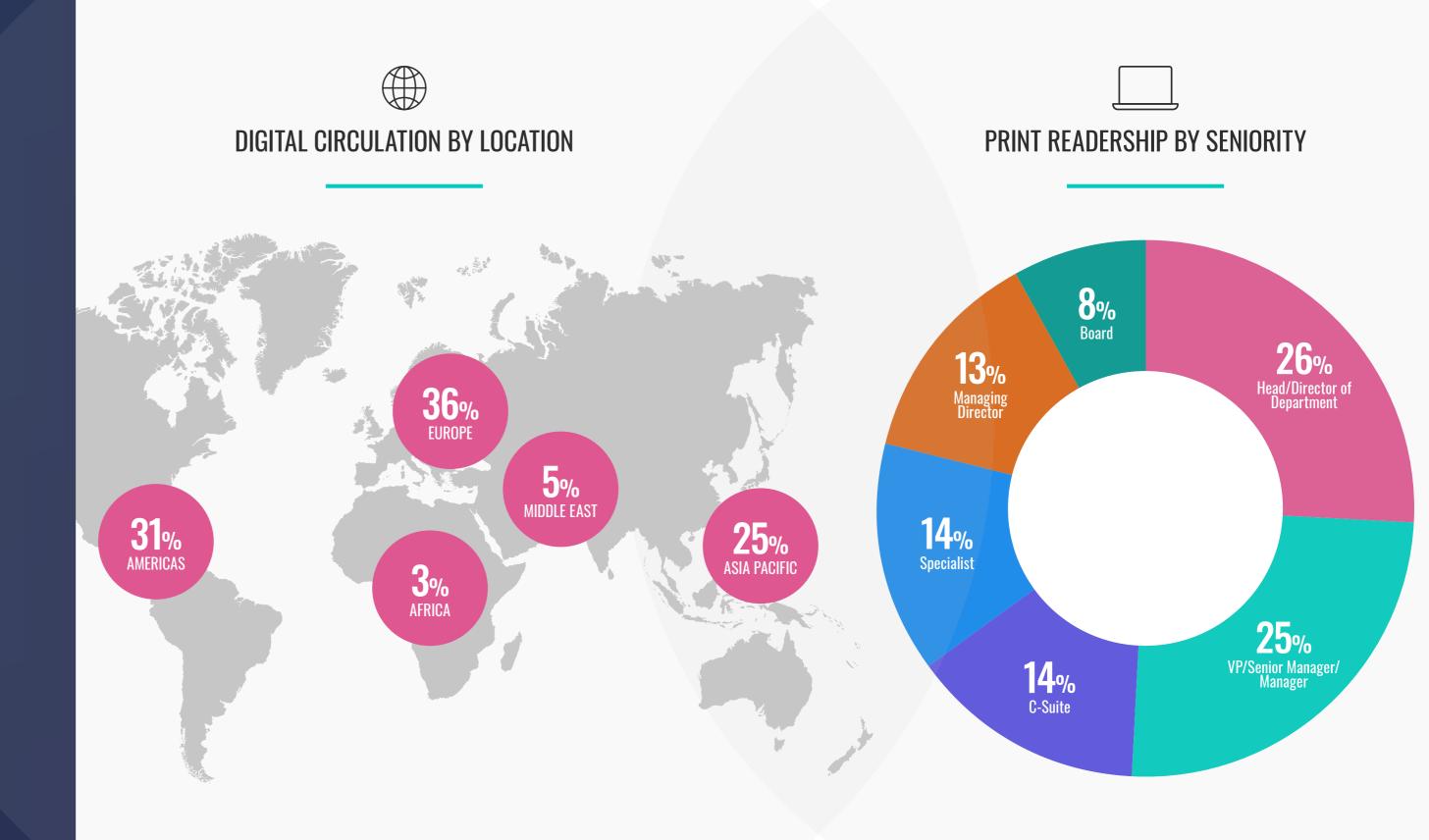
48,556

digital magazine circulation



9,000

print magazine circulation





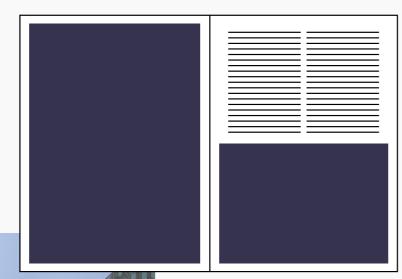
## Print & Digital Advertising

Keep your brand top of mind and align your message with credible and relevant content.

We offer display adverts within our physical magazine, in a range of sizes and formats, with bespoke insertions available on request.

Euromoney.com also offers a variety digital assets which we can target specific sections of our website. Including MPUs, Leaderboards, Billboards and HPUs.

Sponsor one of three editorial newsletters covering Markets, FX and Treasury Services.



#### **Print Advertising**

- · Double page spread
- Coverwraps
- Single page
- Half page
- Advertorials



#### **Online Advertising**

- MPU. Leaderboard
- Billboard and HPU
- Newsletter Sponsorships
- Newsletter Native Ad Units



## **Custom Research**

Euromoney can design custom research and execute a bespoke programme of survey data collection, analysis and content creation intended to reveal the latest thinking and insights.

Euromoney will provide top line findings and inferences. The combined survey data will be synthesised into a thought-provoking report, authored by a subject matter expert of between 5,000 and 7,000 words.

The report content can be delivered as a fully designed PDF or in MS Word. infographics to be created and designed by Euromoney, each one highlighting a compelling data point from the survey data.



Survey design and testing



Survey fieldwork with interim progress reporting



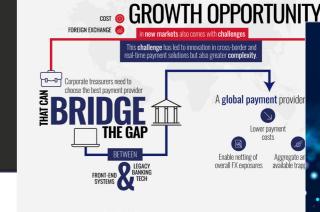
Data analysis and content creation





The Next Decade







euromoney.com | 5

J.P.Morgan PAYMER

## **Pulse Surveys**

Each year Euromoney produces their own set of in-house rankings within the Cash Management and Trade Finance Markets.

Euromoney can incorporate up 10 questions, within each questionnaire in order to produce a Pulse Survey and Report.

29,717

Cash Management

12,008

Trade Finance

## Thought Leadership

## **Sponsored Content**

Position yourself as a thought leader and articulate your message in number of ways to engage a diverse audience.

Case studies, whitepapers, interviews, infographics, are all ways that Euromoney help deliver your voice to your chosen market.

Based on your message and the audience you wish to target, Euromoney can select the right platform, to give your voice the greatest impact. Spacs: the story since 2020

IPOs and acquisitions by special purpose acquisition companies Infographic: Euromoney
Data: Dealogic | Jan 1 2020 to Mar 7 2022

IPO volumes exploded, then collapsed

The \$1bIn+ club

Value (\$mIn)

No. of deals

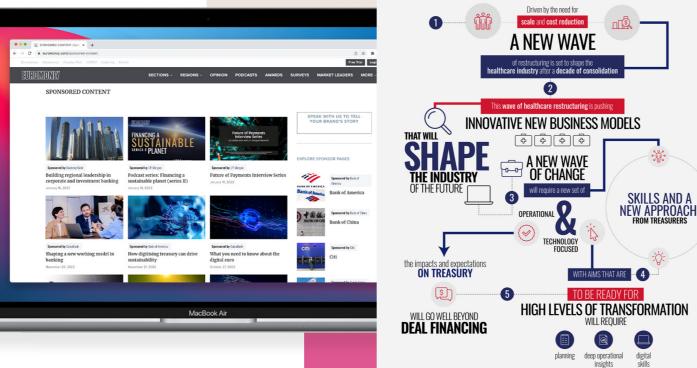
Pershing Square Tontine
Holdings Ltd
Jul 2020
Founder: Bill Ackman

April 2021: SEC
April 2021
Founder: Michael Klein

Soaring Eagle Acquisition
Corp
II
Aquag 2020
Founder: Harry Sloan
Foley Trasimene
Acquisition Corp II
Aquag 2020
Founder: Bill Foley
Austerlitz Acquisition
Corp II
II
Feb 2021

#### These options can include:

- Sponsored Articles
- Infographics



### **Custom Video Content**

Euromoney is focused on publishing content in dynamic ways, to reach and influence a fast-paced audience.

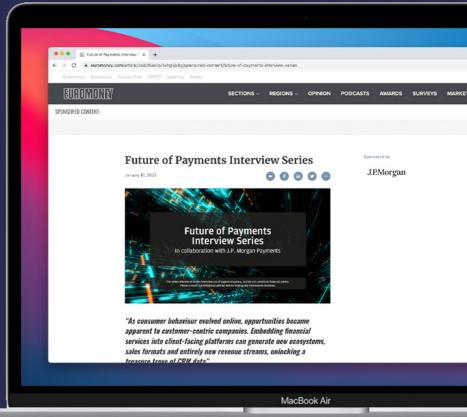
Animated listicles, Video Interview and Citation Videos are some of the ways we can translate your message and raise your profile to your chosen market.

#### These options can include:

- Listicles
- Interview
- Citation video







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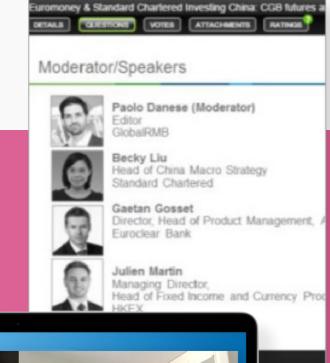
## Thought Leadership

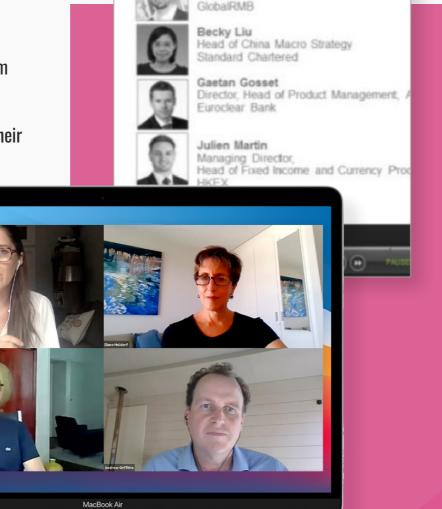
### **Webinars**

Co-branded with Euromoney and hosted on our website, the webinar series be presented as a standalone platform, complete with a unique branding concept:

#### **Euromoney will:**

- Identify and invite speakers
- Conceive, devise with themes aligned to your core strategy
- Identify and market to the agreed audience (we have hosted webinars from **150-300 attendees**)
- Plan and execute the marketing campaign
- Give access to registrant information, where registrants have agreed to their data being shared
- Continue promotion after the event





### **Roundtables**

Euromoney boasts unrivalled access to leaders who shape the banking and capital markets. Our schedule of round tables, chaired by one of Euromoney's specialist editors, brings together industry big hitters to discuss front of mind themes.

Specific talking points will be crafted in collaboration with your organisation. Join us and have a seat at right table.

#### **Benefits of round table sponsorship:**

- Position your organisation as a thought leader in banking and finance
- Lead the conversation by facilitating open and engaging conversations with industry experts
- Connect with a global executive network by bringing together senior decision-makers
- Capture expert insights and the nuances of industry issues through in-depth conversation





## Podcasts



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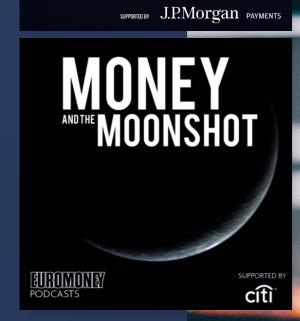
SERIES 2 PLANET

### **Featured Podcasts**

Euromoney's Featured Podcast, provide deep dive analysis and interviews into a specific financial topic.

#### **Benefits of a Featured Podcast Sponsorship**

- · Benefit from our ever-growing visibility and promotion of this exciting
- Association with strong editorial contribution from reputable and engaging experts
- 100% share of voice
- A 30 second advert played post podcast introduction
- Supported content
- An 'in-house view' episode to conclude each episode
- A tailored marketing campaign to engage with you preferred target market





### **Editorial Podcasts**

Euromoney's Editorial Podcasts, provides regular coverage of a wide and diverse range of topics, hosted by Euromoney's own team of journalists.

#### **Benefits of Editorial Podcast Sponsorship**

- Align with conversations and interviews covering, wealth management, fintech and capital markets
- A cost effective way of partnering with an exciting the medium that reaches a global audience
- 100% share of voice
- A 30 second advert played post podcast introduction
- A tailored marketing campaign to engage with you preferred target market





### Where to find us

Our podcasts are available on euromoney.com and major podcast hosting platforms including iTunes, Google Play and Spotify. We'll work to reach your target audience via multichannel promotion including advertising, email marketing and social media.













## Awards & Accreditations

Euromoney awards and accreditations celebrate the greatest achievements and innovations in banking and finance. Our programmes offer recognition at national, regional and global level. We believe that achieving a ranking or winning one of our awards is the ultimate industry accolade.



Work with us to maximise the impact of this endorsement among peers, prospects and clients.

#### **Marketing opportunities include:**

Logo image rights

Offering access to the award or survey logo to use across your own communications such as client pitch books, website and social media.

Article paywall removal

Unlock the paywall for the editorial write-up of your award on Euromoney. com, to ensure it is accessible to all. Purchase global distribution rights of the award's editorial.

Content amplification

Elevating the awareness of your success by producing complementary sponsored content and promoting both this and the editorial award write-up via social media and email.











## 2024 Features Calendar

Euromoney takes a themed, monthly approach to content, offering you an opportunity to align with our editorial, awards or key industry events.

Roundtables, webinars and podcasts will be hosted by Euromoney editors, with special reports, articles and graphic content produced by specialist contributors.



	January	February	March	April	May	June	July	August	September	October	November	December
Issue Theme	China		Private Banking		Middle East		Europe		Asia		Latin America	
Special Reports	Real Estate		Egypt	Kuwait	Islamic Finance		Africa		Saudi Arabia		Bahrain	Qatar
Events									IMF	Sibos	Felaban	Cop29
Awards/ Surveys			Private Banking Awards	Trade Finance Survey	Islamic Finance Awards		Awards for Excellence		Foreign Exchange Awards & Real Estate Awards	Cash Management Survey		
Sponsored Article Series		Foreign Exchange			Diversity & Inclusion	Digital Innovation			Transactional Services		ESG	

# Media Kit 2024

We deliver strong results for our partners through a simple formula: engaging and expert content, proprietary data and targeted multi-channel distribution.

For more information about partnership opportunities, please get in touch.

marketing@euromoney.com

euromoney.com/marketing

