

MEDIA KIT 2024

INTELLIGENT
fin.tech

Financial insights for professionals

A
Lynchpin
Media
PUBLICATION

FINANCIAL INSIGHTS FOR PROFESSIONALS

ABOUT LYNCHPIN MEDIA



Lynchpin Media is an independently owned media communications company, whose main aim is to help organisations reach and influence decision-makers in Europe, the Middle East, Africa, APAC, LATAM and North America.

We have a growing database of over 122.5 million global business decision-makers. Our ethos is based

around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends. We work with our clients to identify new customers and their requirements.

OUR BRANDS



INTELLIGENT CIO

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.

INTELLIGENT CISO

Our global cybersecurity brand targeted at the EMEA, APAC, North America and LATAM enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while deciding where to prioritise business investment.

INTELLIGENT DATA CENTRES

Designed to bring the latest news and trends to the EMEA, APAC, North America and LATAM data centre industry, allowing its readers to better understand the views of the community, including vendors, distributors, resellers and the all-important end-user.

INTELLIGENT TECH CHANNELS

Aimed at the EMEA, APAC, North America and LATAM vendor partner ecosystem covering news, trends and features; offering unparalleled advice to the regional channel community.

INTELLIGENT SME.TECH

Intelligent SME.tech is a technology intelligence platform aimed at the SME sector across EMEA, APAC, North America and LATAM, showcasing how technology solutions are helping small and medium-sized businesses to scale.

INTELLIGENT CXO

The intelligence platform aimed at business professionals across EMEA, APAC, North America and LATAM. It focuses on business growth, successes and how to manage businesses intelligently, with expert insight from C-level executives and business profiles.

INTELLIGENT HEALTH.TECH

Designed to bring the latest healthcare news and trends to EMEA, APAC, North America and LATAM. It aims to inform decision-makers through thought leadership and industry expertise.

INTELLIGENT BUILD.TECH

A technology intelligence platform helping to share building innovations globally. It is aimed at the construction sector across EMEA, APAC, North America and LATAM.

WHAT WE DO

Our ethos is based around intelligence obtained from targeted campaigns. By understanding our audience we are better informed to advise our clients and help forecast market trends.

We work with our clients to identify new customers and their requirements. In a nutshell, we:

CREATE original, thought leading content

ENGAGE senior IT and business leaders globally

DELIVER powerful campaigns and targeted leads

ABOUT INTELLIGENT FIN.TECH

Intelligent Fin.tech is a technology intelligence platform aimed at the financial sector across EMEA, APAC, Latin America and North America. Finance has been a key vertical for Intelligent CIO since it started, which prompted the launch of Intelligent Fin.tech. It highlights the rapid digitalisation of the sector. The industry is emerging as a leader in technology, with more banks moving their operations fully online and cybersecurity becoming a pressing

matter in this space. For CFOs, it can be hard to keep track of everything and even more difficult to know how to prioritise their investments. *Intelligent Fin.tech* aims to solve this by gathering all the latest financial information and presenting it on one platform. Subsequently, this will keep key decision-makers informed through thought leadership and industry expertise, ultimately allowing senior executives to make well-rounded, realised conclusions.



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EDITORIAL SECTIONS

We hope you enjoy the magazine and if you'd like to contribute to any future issues, please do not hesitate to contact ellen@lynchpinmedia.com

NEWS

Latest news round-up from across the financial technology sector



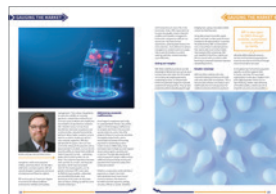
STRATEGIC SURVEILLANCE

Whitepapers from industry experts



GAUGING THE MARKET

New research and predicted trends within the industry



INFOGRAPHIC

A graphic highlighting key research findings or valuable insights in a visual format



FOLLOWING THE MONEY

Regional updates from across the FinTech sector



EDITOR'S QUESTION

Every month, we pose industry experts a question pertinent to the issues of the day



CASHING IN

Thought leadership focusing on industry growth and the individual



FEATURE

A feature set in accordance with the editorial calendar



INDUSTRY OUTLOOK

A set feature highlighting a specific sector within finance



REGIONAL REVIEW

A region-specific feature set in accordance with the editorial calendar



SPECIALIST INSIGHT

A case study/C-suite profile, featuring the latest ideas and implementations within the financial sphere



SOLUTIONS

Covering cloud, security, mobile, software, Blockchain and AI solutions



OFF THE BOOKS

Q&A with a C-level executive



DIGITAL DIAGNOSTICS

Thought leadership showcasing the latest technology



CHEQUING OUT

An article focused on a current trend in the FinTech sector



FEATURE LIST 2024

Plan your PR and marketing activities with *Intelligent Fin.tech*. Our editorial calendar enables partners and clients across EMEA, APAC, LATAM and North America to align their key messaging with upcoming features.

Whether it is a product launch, a new solution, research or an opportunity to position individuals as thought leaders in their area of expertise, our forward plan enables clients to strategically target key industry professionals.

EDITORIAL ENQUIRIES

Ellen Flannery,
ellen@lynchpinmedia.com



JANUARY FEATURE Stocks and Shares SECTOR Investment MIDDLE EAST	FEBRUARY FEATURE Tax Guidance SECTOR Government AFRICA	MARCH FEATURE Fraud SECTOR Banking APAC
APRIL FEATURE E-commerce SECTOR Cryptocurrency LATAM	MAY FEATURE Forecasts and Predictions SECTOR Financial Planning EUROPE	JUNE FEATURE Technology Review SECTOR Real Estate MIDDLE EAST
JULY FEATURE Financial Outsourcing SECTOR Insurance NORTH AMERICA	AUGUST FEATURE Cross-border Payments SECTOR RegTech EUROPE	SEPTEMBER FEATURE Digital Transformation SECTOR SMEs APAC
OCTOBER FEATURE Big Data SECTOR Blockchain NORTH AMERICA	NOVEMBER FEATURE Automation SECTOR Administration AFRICA	DECEMBER FEATURE Data Analytics SECTOR Accounting LATAM

AUDIENCE BREAKDOWN

As more financial institutions move operations online, the need for technology has never been greater. Steps are being made, with *Gartner's 2022 CIO Agenda: A Banking and Investment Perspective* identifying that 76% of banking and investment respondents were educating CEOs and other senior stakeholders on the value of IT.

However, CFOs tend to see technology as a tool but rely on people to make decisions, according to Dennis Gannon, Vice President, Research in the Gartner Finance Practice. He also believes that even when evidence shows that technology makes better, more accurate decisions, people are still reluctant to use it.

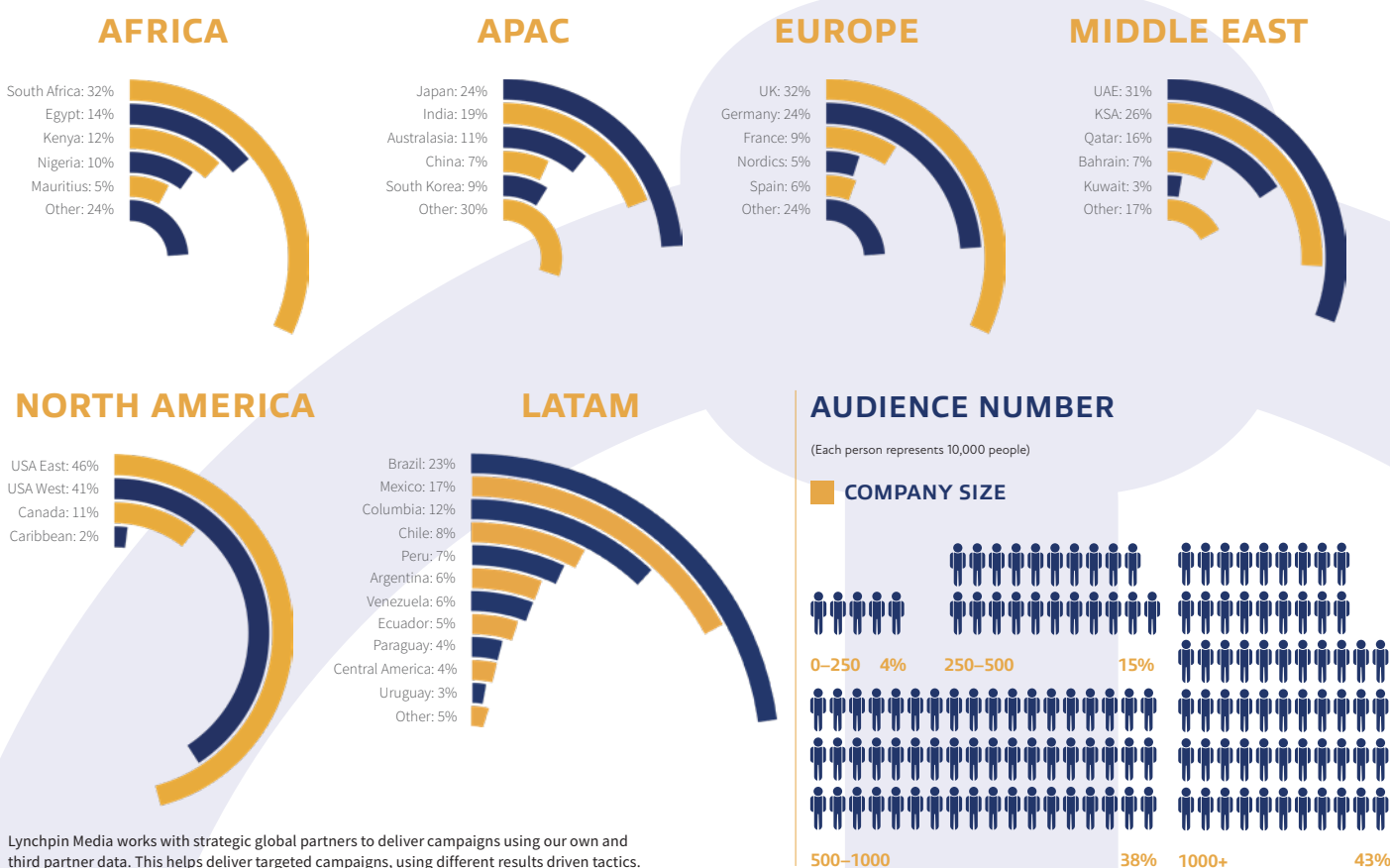
Unfortunately, this will not suffice as the industry continues to digitalise. Technology is now vital for businesses, and

CFOs must embrace it to fully achieve autonomous finance. *Intelligent Fin.tech* aims to educate CFOs, their teams and the wider C-suite (CEOs, CIOs) about technology and offer a range of resources so financial services can be streamlined and automated, as well as helping decision-makers navigate the digital finance space.

Our integrated platforms enable the industry to receive the content it needs in a manner that suits it. It is our unparalleled understanding of this audience that enables *Intelligent Fin.tech* to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms. Strategic partnerships with regional industry bodies, events and research companies enable us to both manage and grow the audience. ▴

AUDIENCE % BY REGION

As of 1st October 2023, *Intelligent Fin.tech* communicates with more than 4,934,095 financial industry professionals globally.



AUDIENCE NUMBER BY JOB FUNCTION



WORKING WITH INTELLIGENT FIN.TECH

SOLUTIONS

Brand awareness

Dedicated regional magazines and websites offer a wealth of advertising and awareness opportunities.

Content creation and marketing

Creating and promoting high-quality content delivered across all platforms of our 'intelligent' brands.

Customer publishing

Our expert editorial team create bespoke, multimedia customer publications.

Events

Create a variety of events, of any size, to promote face-to-face engagement.

Intent-based marketing

Targeted campaigns using client content to generate industry insight and generate targeted leads.

Account-based marketing

Targeting leads from a specific set of accounts provided by the client.

BANT qualification

Obtain specific information from targeted leads with additional data collection.

Inside sales and telemarketing support

Help qualify and promote your company solutions through dedicated call staff, targeting your specific market.

STRATEGIC CONTENT SERVICES

Our team can help client content stand out from the crowd.

Customer case studies

Customer case studies will feature on the magazine cover across print and digital editions, as well as on our social media channels.

Case study licensing

We create and share our clients' content across our publications before putting it into a format they can use for their own marketing purposes.

Vendor cover stories

Through our vendor cover stories, clients will be positioning themselves as thought leaders in their field.

Content creation: print, digital and video

Our content specialists create bespoke packages, which can be shared across our channels and digital platforms, including newsletters.

Supplements and e-books

We can build bespoke packages around individual requirements and promote content across all channels.

Virtual interviews

Our content specialists conduct virtual interviews with clients, which are shared across our range of content platforms.

Webinars

Entirely dependent on client needs, we can help drive participants to online events or organise and run webinars on their behalf.

Technology event coverage

We build packages based around individual requirements, including the creation of event micro-sites, newsletters and live blogs.

It is our unparalleled understanding of this audience that enables Intelligent Fin.tech to deliver effective campaigns aimed at ensuring maximum return on investment combined with sustained brand awareness across our digital platforms.

CONTACT US FOR A TAILORED SOLUTION:

Jess Abell, jess@lynchpinmedia.com (+44 20 3026 6825, Ext 1005)

Richard Judd, richard@lynchpinmedia.com (+44 7534 132 966)



GET IN TOUCH

MANAGEMENT



Richard Judd, Managing Partner,
richard@lynchpinmedia.com,
+44 20 3026 6825 Ext 1001 or +44 7534 132 966



Stuart Lynch, Managing Partner,
stuart@lynchpinmedia.com, +44 7514 807 117

CLIENT SERVICES



Harry Rogers, Marketing Manager,
harry@lynchpinmedia.com



Evie Jones, Marketing Executive,
evie@lynchpinmedia.com

EDITORIAL



Mark Bowen, Editorial Director,
mark@lynchpinmedia.com, +44 7791 831 617



Ellen Flannery, Editor, Intelligent Health.tech, Intelligent
Fin.tech and Intelligent Build.tech,
ellen@lynchpinmedia.com

COMMERCIAL: CLIENT AND AGENCY



Carmen Aston, Director, Global Sales
and Marketing, carmen@lynchpinmedia.com,
+44 7423 641062



James Hardy, Director, Global Agency Partnerships,
james@lynchpinmedia.com, +44 20 3026 6825



Alamgir Ahmed, Head of Sales, Vertical Publications,
alamgir@lynchpinmedia.com,
+44 7990 765 629

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Media Deck



Intelligent Briefings



CXO Priorities



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INTELLIGENT
— CIO —
Providing Unparalleled Technology Intelligence

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