

ECOMMERCE & PAYMENTS BRIEFING

NEWS & ANALYSIS

In association with



MEDIA INFORMATION

Do you want to reach senior ecommerce and payment transaction professionals and key buyers quickly and easily?

Ecommerce & Payments Briefing is an industry resource delivering up-to-date content, news and topical discussion from across the industry, directly to the people who matter – through a dedicated online portal and a fortnightly digital newsletter to **20,000 subscribers**.

Start working with Ecommerce & Payments Briefing today to publicise your company, products and services.



eCommerce & Payments – Circulation: 20,000

eCommerce Briefing offers you:

- An alternative platform to market your products and services.
- News, hot topics, blog posts and industry analysis – help you grow your business.
- An experienced team of Editors who will work with you on content and bespoke blog pieces to promote your business.
- The opportunity to tell the industry about your latest company initiatives and to share data, insights and company successes.
- A regular platform to engage with your potential clients via bespoke advertising solutions.

■ Head of / Director / Manager of Digital.....	22 %
■ Head of / Director / Manager of eCommerce	18 %
■ Head of / Director / Manager of Marketing.....	14 %
■ Head of / Director / Manager of Customer Experience	12 %
■ Head of / Director / Manager of Compliance	9 %
■ Chief of / Head of / Director of Payments.....	7 %
■ CFO / Finance Director	12 %
■ Other (includes industry suppliers)	6 %

ECOMMERCE & PAYMENTS BRIEFING EMAIL NEWSLETTER ADVERT & EDITORIAL POSITIONS

LEADERBOARD

One month - **£475** / 3 months - **£1,100**
Dimensions - 560px X 84px

MPU

One month - **£175** / 3 months - **£400**
Dimensions - 176px x 147px

INSERT BANNER (1 AVAILABLE)

One month - **£350** / 3 months - **£825**
Dimensions - 560px x 84px

SPONSORED CONTENT

One month - **£200** / 3 months - **£450**
To include **50-100 words**, plus image/logo and URL Link

INDUSTRY PRODUCT SPOTLIGHT

Per insertion - **£150** / 4 insertions - **£450**
To include **250 words** maximum, plus image/logo and URL Link

GUEST BLOG

To include **350+ words**, plus image/logo and URL Link

SPONSORED SURVEY

Survey hosted by yourself, promoted through our newsletter **£750**

POLL

Newsletter article promoting your industry Poll **£295**

JOBS OF THE MONTH (3 LISTINGS)

One month - **£175**
3 months - **£350**
Please supply job title, URL link/s and contact email address

All ads and content appears on the website, excluding Jobs.

[Click here to view in a browser](#)

BANNER AD

ECOMMERCE & PAYMENTS
BRIEFING
NEWS & ANALYSIS

Latest News & Analysis

Article Heading
Article Subheading

[Read more...](#)

Article Heading
Article Subheading

[Read more...](#)

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MPU
AD

MPU
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MPU
AD

What We're Reading

Article Heading
Article Subheading

[Read more...](#)

Article Heading
Article Subheading

[Read more...](#)

Article Heading
Article Subheading

[Read more...](#)

BANNER AD

Upcoming Events

EF ECOMMERCE
FORUM

Event Name
Date - Venue

[Event info...](#)

[Read more...](#)

Latest Industry Jobs

Job Heading

Salary
Location

[Apply Now...](#)

Job Heading

Salary
Location

[Apply Now...](#)

Job Heading

Salary
Location

[Apply Now...](#)

Job Heading

Salary
Location

[Apply Now...](#)



Care Briefing is brought to you by Forum Events & Media Group Limited
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Company No. 06087790

PACKAGE OPTIONS

3-MONTH BRAND EXPOSURE CAMPAIGN

- 1 x sponsored editorial article per month, to highlight products or services
- MPU advertisement in 3 select issues of the Briefing newsletter
- Q&A interview with a member of your team in select newsletter
- 4 x supported social media posts across all relevant platforms

Cost – £1,150

Plus add 1 x HTML bespoke email send for £750

WEBINAR CAMPAIGN

- Promote your webinar via a dedicated news story featured on related Briefing newsletter, to decision makers in your industry
- Social media promotion, with a minimum of 3 posts pre-event
- Attendance and report write-up by dedicated Briefing industry Editor
- If recorded, webinar video promoted via social media channels post-event

Cost - £500

Plus add 1 x HTML bespoke email send for £500

FEATURE BUNDLE

Promote your products and services within the dedicated themed Briefing newsletter

- MPU advert for 1 month (2 editions)
- 1 x Product article
- 1 x Social media post

Cost - £750

BESPOKE EMAIL

Send a dedicated message to this unique audience of industry buyers, who are all of a seniority level.

eCommerce audience of **12,000 decision makers**

Smarter Payments audience of **5,000 decision makers**

Cost - £1,500

NEWSLETTER TAKEOVER

Receive full coverage and brand exposure by taking over one full newsletter, dedicated to highlighting and promoting your company to our audience of decision makers.

- 6 articles, such as:
 - o Interview senior team member
 - o Product spotlight
 - o Webinar promotion
 - o Company news
 - o Whitepapers
- 4 banner ads

Cost - £2,450

FEATURES



JANUARY

Customer Engagement
Solutions / ePayment Solutions



FEBRUARY

Mobile Optimisation /
Card Payment Solutions



MARCH

Conversation Rate Optimisation
/ Fraud Management



APRIL

A/B Testing Platforms /
Mobile payments



MAY

Multi-Channel /
mWallets



JUNE

Affiliate Marketing /
Payment Processor



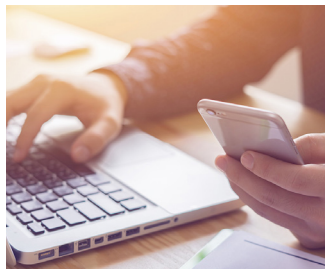
JULY

Email Marketing /
Payment Service Provider



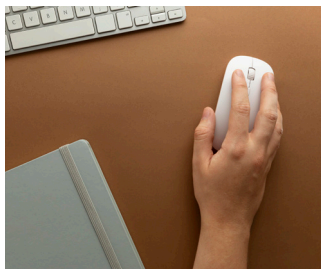
AUGUST

Google Shopping /
Chargeback Systems



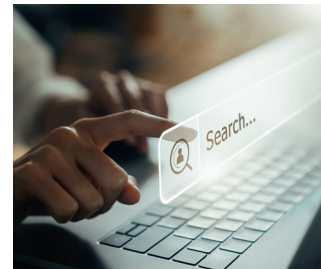
SEPTEMBER

Personalisation /
Artificial Intelligence



OCTOBER

PPC /
Account Issuing & Merchant



NOVEMBER

SEO /
Payment Solution Software



DECEMBER

Customer Experience / IT
Security

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