

ECOMMERCE & PAYMENTS BRIEFING

In association with

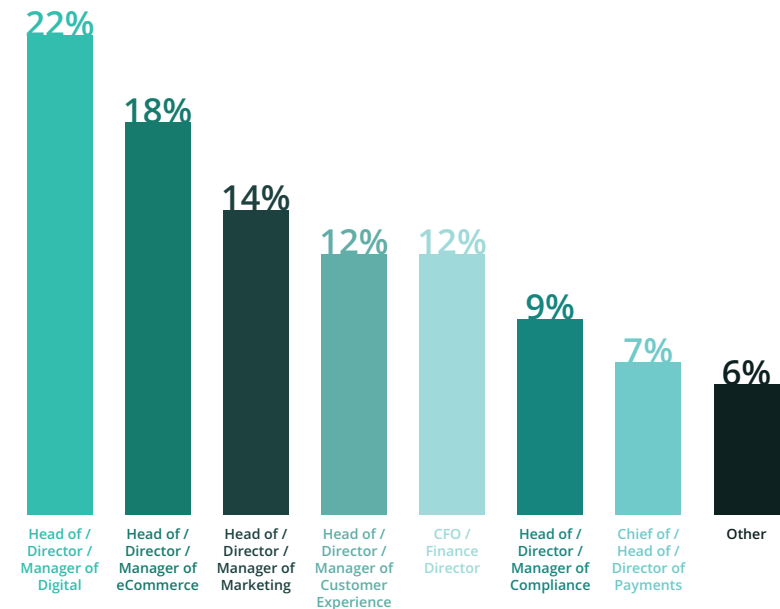


**SMARTER
PAYMENTS**
SUMMIT



COMMERCIAL

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READERSHIP OVERVIEW

OVERVIEW

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 **17,000 subscribers**.

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

ECOMMERCE & PAYMENTS BRIEFING

Essential News & Analysis For
eCommerce & Payments Professionals



We understand the unique fraud challenges you face. And we **help companies like yours** conquer the same challenges every day.



The Golden Quarter: Perfect promotions through intelligent merchandising

Retail Express General Manager – Retail Lead Europe Ed Betts explains why this year's Golden Quarter will be even tougher than the last and how AI-driven merchandising can help retailers thrive as inflation and interest rates bite hard...

[Read More](#)

ADVERT & EDITORIAL POSITIONS

INSERT BANNER

One month - **£350** / 3 months - **£825**

SPONSORED CONTENT

One month - **£200** / 3 months - **£450**

To include 50-100 words, image and URL

Q&A / INTERVIEW / PRODUCT COVERAGE

One month - **£200** / 3 months - **£450**

350 words and profile image.

INDUSTRY PRODUCT SPOTLIGHT

Per insertion - **£150** / 4 insertions - **£450**

250 words, image, and URL

GUEST BLOG

Per insertion - **£150** / 4 insertions - **£450**

350+ words, plus image and URL

SPONSORED SURVEY

Survey hosted by yourself, promoted through the Briefing newsletter - **£750**

POLL

Newsletter article promoting your poll - **£295**

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

PACKAGE OPTIONS

3-MONTH BRAND EXPOSURE CAMPAIGN

- 3 x sponsored editorial articles, to highlight product or service
- 3 x insert banner (separate newsletters)
- 1 x Q&A interview with a member of your team
- 4 x supported social media posts

Cost - £1,000

Plus add 1 x HTML bespoke email send for £500

WEBINAR CAMPAIGN

- 1x dedicated news story
- 3x social media posts pre-event
- Attendance and report write-up by Briefing Editor
- If recorded, webinar video to be promoted via social media post-event

Cost - £500

Add 1 x bespoke email send for £500

FEATURE BUNDLE

Promote your products and services with a dedicated themed Briefing newsletter.

- Insert banner for 1 month (2 editions)
- 1 x product article
- 1 x social media post

Cost - £500

BESPOKE EMAIL

Send a bespoke email to an audience of **9,500 decision makers**.

Cost - £1,500

NEWSLETTER TAKEOVER

Receive full coverage and brand exposure by taking over one full newsletter, promoting your services to an audience of decision makers.

- 6 articles
- 4 banner ads

Cost - £2,450