

The only newsletter dedicated to the **cash and payments eco-system**

Essential reading for all those involved in planning and managing cash and retail payments

Get The Inside Track

Cash & Payment News™ provides expert analysis and commentary on the important trends and developments in cash usage and alternative payments around the world.

What Makes Cash & Payment News Special

- Dedicated solely to the retail cash landscape
- Gives a 360° view of cash
- Offers in-depth news, analysis and commentary
- Boasts an expert editorial team drawn from the highest echelons of the industry
- 12 information-packed issues a year plus biweekly updates

Who Should Read Cash & Payment News

- Treasury departments and central banks
- Payment authorities
- Commercial/retail banks
- Retailers, casinos, transit authorities
- Banknote and coin producers
- CIT, cash handling and logistics companies
- Financial self-service solutions companies
- Technology and software developers
- Foreign currency services
- Payment and transaction professionals

Subscription Options

Premium

Online £1,080

Online & Print £1,175

Online Only

- Number of people with simultaneous access to the website: 1
- Newsletter in PDF viewer – not downloadable
- Access to articles on website
- Access to CurrencyCheck database
- Currency Publication bi-weekly updates

Online & Print

- Number of printed copies: 1
- Includes printing, postage and handling fees – flat rate for all locations

Premium+

Online £1,355

Online & Print £1,450

Online Only

- Number of people with simultaneous access to website: 5
- All other benefits same as Premium

Online & Print

- Same as Premium

Enterprise

Online £2,715

Online & Print £2,810

Online Only

- Number of people with simultaneous access to website: 15
- Newsletter in downloadable PDF format
- Access to archives
- All other benefits same as Premium

Online & Print

- Number of printed copies: 10 – shipped to a single address
- Includes printing, postage and handling fees – flat rate for all locations

Charter

Online & Print £8,620

Online & Print

Charter subscribers enjoy unlimited access to Cash & Payment News, prominent visibility in every issue, and the opportunity to contribute directly to the editorial conversation.

- Number of people with simultaneous access to website: 25
- A licence to include each issue on your company intranet
- A licence to reproduce articles and material in your own marketing materials
- Your company name and logo in each issue
- Preferential rates on brand and content advertising on the Cash & Payment News website
- The opportunity to submit news or article material under your company byline (at the editor's discretion)
- All other benefits same as Enterprise



CurrencyCheck

CurrencyCheck is a proprietary online guide to all the world's banknotes and coins, provided by International Reference Systems on a platform created and maintained by Regula.

- More than 2,000 banknotes in use in 220 countries
- High resolution scans of original banknotes
- Clear and detailed descriptions provided of each note, along with images of the front and reverse (under white, UV and IR light) with photographic enlargements of key security features
- Searchable by country, currency and ISO number
- News of forthcoming issues, as well as most recently-issued notes

- Images of all current circulating coins, with details of colour and composition, year of issue, weight, diameter, edge details
- Country sections include useful additional information data such as travel information and alternative currencies in use
- Continuously updated to ensure the information is current and accurate
- Available in multiple languages.



Advertising Opportunities

There is no better platform than **Cash & Payment News™** to enhance your profile, promote your brand, and share your content with a community looking for information, analysis and solutions.

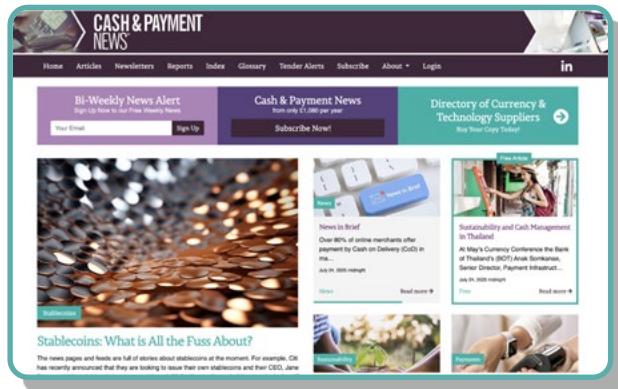
We currently offer two types of advertising.

- Brand advertising
- Content advertising

Brand Advertising

There are two main options for brand advertising with Cash & Payment News.

1. Banner advertisements on the website. Link to your website, a white paper, or to any other platform of your choice.
 - Sidebar banners on the home page and all other pages
 - One large banner on the home page only
2. Banner advertisement on the e-news service (sent out via email twice weekly).



Block Name	Location	Size*	Rates
Sidebar-Top	All	336 x 280px	Exclusive – £2,000 for 3 months (£500 per additional month)
Banner	Home page	810 x 135px	Exclusive – £1,250 for 3 months (£325 per additional month)
Sidebar-Bottom	All	336 x 280px	Exclusive – £1,500 for 3 months (£375 per additional month)
Banner on Weekly e-News Service	N/A	600 x 338px	£750 for 1 week, £950 for 2 weeks, £1,100 for 4 weeks (maximum)

*Maximum file size 1Mb.



Content Advertising

Publish a sponsored article that appears as a standard article but includes your byline (name and company), photo and company logo.

- Article remains on website in perpetuity
- Either short or long form (maximum 2,000 words)
- Option to include images or charts (maximum of three per article)
- Editorial assistance included
- Opportunity to publish articles in more than one newsletter, for an additional fee

There are two options for articles:

1. Paywall only – £0.50 per word
2. Readable by all visitors to the site – £0.75 per word

(Charter subscribers receive two sponsored articles per annum as part of their package)

What We Cover

- Payments regulation, policy and legislation
- Consumer payment trends, studies and research
- Cashless or less-cash initiatives and counter initiatives
- Cash and payment fraud and security
- Cash operation efficiencies
- Cash automation at the retailer and bank branch
- Public perception, financial exclusion and the social benefits of cash
- Strategies for outsourcing, resilience, access, acceptance, sustainability

Central banks and payment specialists comprise nearly **75%** of our subscribers.

Other Publications

Currency News and **Coin Mint News** subscribers receive a 50% like-for-like discount.



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or contact info@cashpaymentnews.com
cashpaymentnews.com

CASH & PAYMENT NEWS™