



Banknotes and coins – from cradle-to-grave

Essential reading for all those involved in the specification, design, production, distribution and management of cash

Get The Inside Track

Currency News™ covers all aspects of currency from 'cradle-to-grave', with a blend of news, expert analysis, and commentary on the events, standards, companies, people and technologies shaping the evolution and development of banknotes and coins around the world.

What Makes Currency News Special

- Dedicated solely to currency
- Comprehensive 'cradle-to-grave' coverage
- 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
- Separates fact from fiction to provide impartial and authoritative insight

Who Should Read Currency News

- Treasury departments, central banks and monetary authorities
- State and commercial banknote printers and mints
- Suppliers of substrates, features and authentication technologies
- Pre-press, printing, finishing and inspection equipment manufacturers
- Suppliers of counting, sorting and verification systems
- Cash handling, transportation and distribution organisations
- Manufacturers and distributors of cash accepting, dispensing, recycling and degradation systems
- Suppliers of specialist services

Subscription Options

Premium

Online **£1,595**

Online & Print **£1,690**

Online Only

- Number of people with simultaneous access to 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 **£1,995**

Online & Print **£2,090**

Online Only

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

Online & Print

- Same as Premium

Enterprise

Online **£3,995**

Online & Print **£4,090**

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 **£12,680**

Online & Print

Charter subscribers enjoy unlimited access to Currency 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 Currency 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 **Currency News™** to enhance your profile, promote your brand, and share your content to a community looking for information, analysis and solutions.

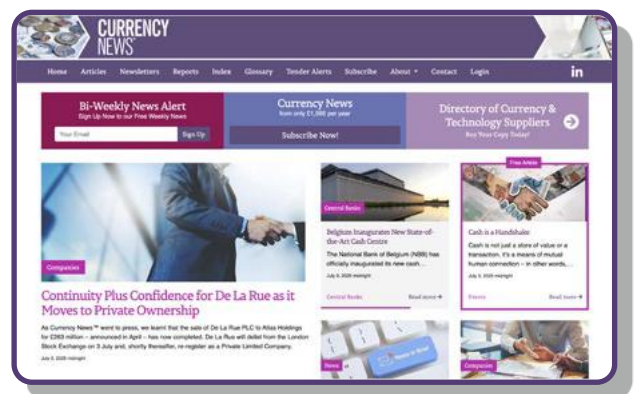
We currently offer two types of advertising.

- Brand advertising
- Content advertising

Brand Advertising

There are two main options for brand advertising with Currency 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 3 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 Currency News Covers

- New issues and designs of banknotes and coins, circulating and commemorative
- Legislation, directives, policy initiatives, standards
- Markets, with national and regional profiles, macro-economic developments, trends
- Mergers and acquisitions, joint ventures and alliances, financial reviews
- News of key appointments and interviews with prominent figures in the currency world
- New products, features, substrates and systems
- Production, including pre-press, printing, finishing
- Handling, sorting, counting, verification, destruction
- Transport, vending, dispensing, recycling
- Enforcement, detection, seizures, counterfeit statistics
- Optimisation, outsourcing, efficiencies, sustainability

Central banks and government organisations comprise nearly **50%** of our subscribers.

Other Publications

Cash & Payment News and **Coin & Mint News** subscribers receive a 50% like-for-like discount.



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