

MEDIA KIT 2022/23

INTELLIGENT
fin.tech

Financial insights for professionals

A
Lynchpin
Media
PUBLICATION

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 and North America.

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.

We have a growing database of over 2.96 million global business decision makers. Our ethos is based around

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 SME.TECH

A technology intelligence platform aimed at the SME sector across EMEA, APAC and North America, offering unparalleled advice to the SME community and guiding SME business leaders with thought leadership, industry expertise, knowledge sharing and practical platforms.

INTELLIGENT CISO

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

INTELLIGENT CXO

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

INTELLIGENT DATA CENTRES

Designed to bring the latest news and trends to the EMEA, APAC and North American 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 HEALTH.TECH

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

INTELLIGENT TECH CHANNELS

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



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 its launch and, due to the rapid digitalisation of the sector, we are launching a brand specifically dedicated to it. 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 catherine@lynchpinmedia.com

NEWS

Latest news round-up from across the health technology sector



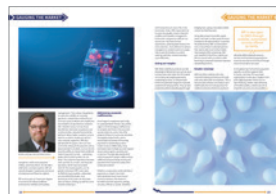
STRATEGIC SURVEILLANCE

Whitepapers from industry experts



GAUGING THE MARKET

New research and predicted trends within the industry



INFOGRAPHIC

A graphic which highlights key research findings or talking points in an accessible manner



FOLLOWING THE MONEY

Regional updates from across the health sector



EDITOR'S QUESTION

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



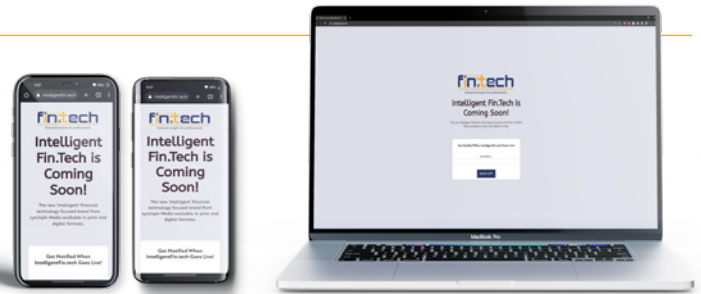
CASHING IN

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 IN

A feature set in accordance with the editorial calendar



FEATURE LIST 2022/23

Plan your PR and marketing activities with *Intelligent Fin.tech*. Our editorial calendar enables partners and clients across EMEA, APAC 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

Catherine Darwen,
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2022

2023

<p>OCTOBER</p> <p>FEATURE Stocks & Shares</p> <p>SECTOR Investment</p> <p>MIDDLE EAST</p>	<p>DECEMBER</p> <p>FEATURE Tax Guidance</p> <p>SECTOR Government</p> <p>AFRICA</p>	<p>JANUARY 2023</p> <p>FEATURE Fraud</p> <p>SECTOR Banking</p> <p>APAC</p>
<p>FEBRUARY</p> <p>FEATURE E-commerce</p> <p>SECTOR Cryptocurrency</p> <p>LATAM</p>	<p>MARCH</p> <p>FEATURE Forecasts and Predictions</p> <p>SECTOR Financial Planning</p> <p>Europe</p>	<p>APRIL</p> <p>FEATURE Technology Review</p> <p>SECTOR Real Estate</p> <p>MIDDLE EAST</p>
<p>MAY</p> <p>FEATURE Financial Outsourcing</p> <p>SECTOR Insurance</p> <p>NORTH AMERICA</p>	<p>JUNE</p> <p>FEATURE Cross-Border Payments</p> <p>SECTOR RegTech</p> <p>EUROPE</p>	<p>JULY</p> <p>FEATURE Digital Transformation</p> <p>SECTOR SMEs</p> <p>APAC</p>
<p>AUGUST</p> <p>FEATURE Big Data</p> <p>SECTOR Blockchain</p> <p>NORTH AMERICA</p>	<p>SEPTEMBER</p> <p>FEATURE Automation</p> <p>SECTOR Administration</p> <p>AFRICA</p>	<p>OCTOBER</p> <p>FEATURE Data Analytics</p> <p>SECTOR Accounting</p> <p>LATAM</p>

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* recently identifying that 76% of banking and investment respondents were educating CEOs and other senior stakeholders on the value of IT.

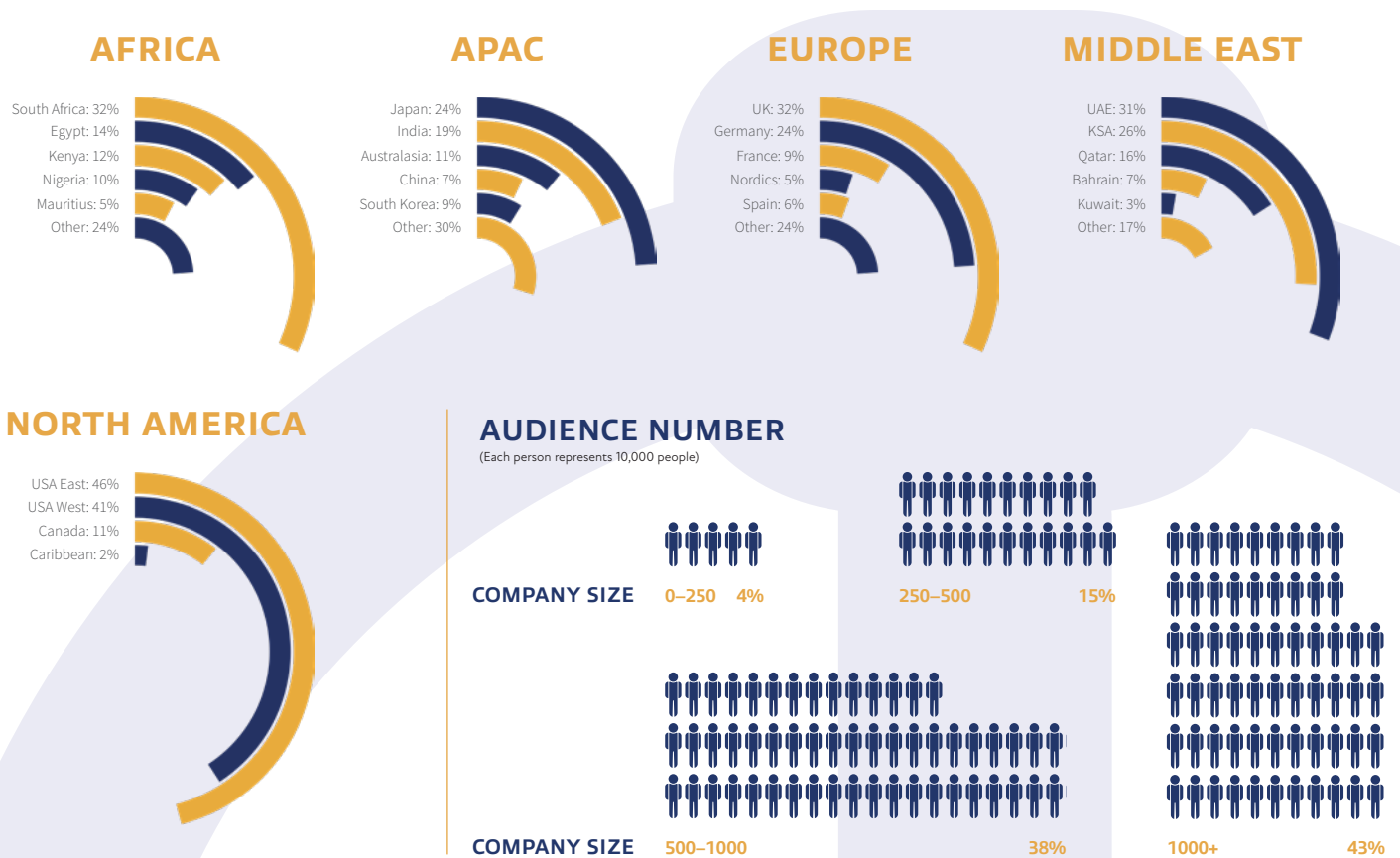
However, CFOs tend to see technology as a tool but rely on people to make decisions, according to Dennis Gannon, Vice President, Research in the Gartner Finance Practice. He also believes that even when evidence shows that technology makes better more accurate decisions, people are still reluctant to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



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.

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