



MEDIA KIT 2024

About Us

FinTech BoostUP is a premier destination for key participants in the FinTech Ecosystem.

Our platform empowers action through knowledge, fostering dialogue within the FinTech ecosystem and contributing to industry growth via:

- Trending News
- Fundraising Stories
- Insights
- Blogs
- Product spotlights
- Video Content from major industry events
- Rank Radar to capture investor interest

We prioritize inclusivity, showcasing and celebrating a wide range of expertise, including minority startup founder groups, females, and traditionally underrepresented individuals.

Our Platform



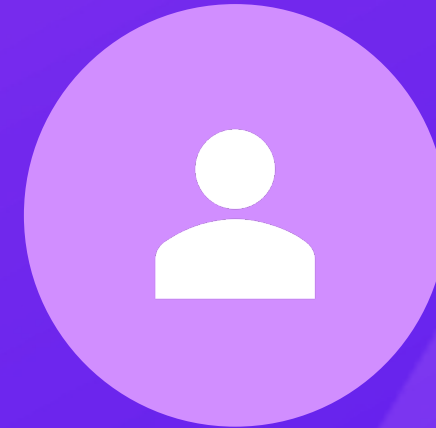
Trending News

Stay updated with the latest developments and breaking news in the FinTech industry



Fundraising Stories

Discover inspiring stories about successful fundraising of startups



Insights

Gain valuable perspectives from diverse leaders and experts within the FinTech ecosystem



Videos

Discover inspiring stories about successful fundraising of startups



Product Spotlight

In-depth reviews and highlights of innovative products shaping the FinTech landscape



Rank Radar

A unique list of promising FinTech startups capturing investor interest published once a year



Market Research

Comprehensive reports and analysis conducted by professional researchers



Blogs

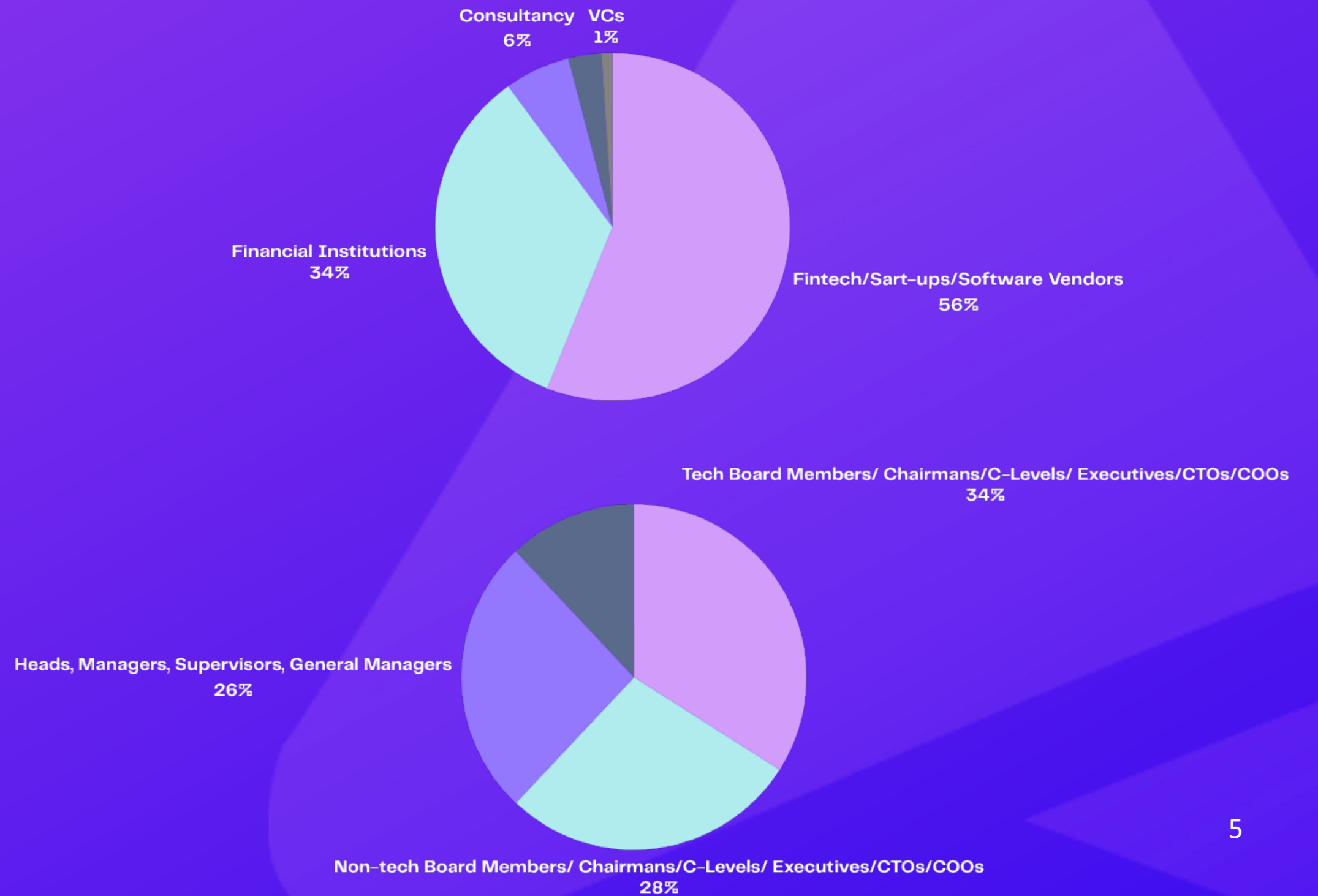
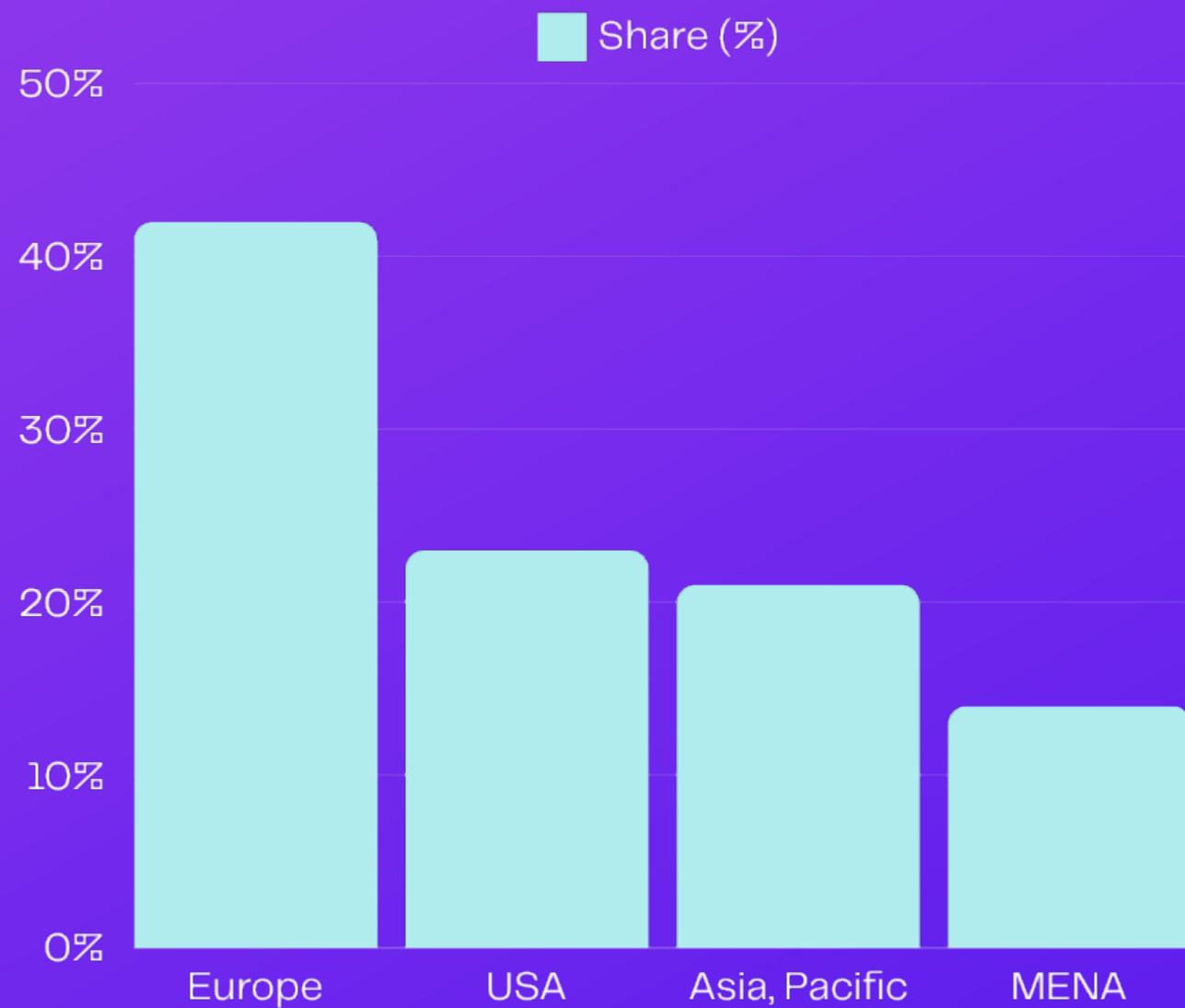
Coverage of industry experts' blogs

Editorial topics that we cover

- AI
- Banking
- Cloud
- Crypto
- ESG
- InsurTech
- PayTech
- RegTech
- Trade Tech
- Wealth Tech
- Start-up Exits (M&A, IPOs)
- Other

Audience Demographics

20,000+ subscribers



Advertising options

Website Advertising

- Leaderboard Banner: 728(w) x 90(h) pixels, £1,000/month
- MPU 1: 300(w) x 300(h) pixels, £500/month
- MPU 2: 300(w) x 300(h) pixels, £500/month



MPU 300 x 300 pixels

Newsletter Advertising

- Database Standalone Email Blast - £500 per blast
- Weekly Newsletter Advertising:
 - ✓ Leaderboard Banner: 728(w) x 90(h) pixels, £1,500/month
 - ✓ MPU 1: 300(w) x 300(h) pixels, £750/month
 - ✓ MPU 2: 300(w) x 300(h) pixels, £750/month



Leaderboard 728 x 90 pixels

Reporting

- Impressions, Clicks, CTR
- Custom stats per request



Video Production

- £2,000 per video
- Commercial video interview onsite or online (3-5 min./2 topics)
- Showcased on FinTech BoostUP website and YouTube channel
- Free video reprint

Image source: Freepik



Product Review/Case Study

- £1,500 per product
- Professionally written product review/1 pager case study

Market Research on Demand ⁷

- On-demand research and reports by professional editors and researchers

Annual Packages

Standard: £3,000 excl VAT	Premium: £5,000 excl VAT
<ul style="list-style-type: none"> • Content coverage: unlimited news, blogs • Promotion via social pages • Newsletter coverage • 1 exclusive insight/thought leadership article • 1 online banner ad (MPU) for 3 months • 1 E-blast over the database • Dedicated account manager 	<ul style="list-style-type: none"> • Content coverage: unlimited news, blogs • Promotion via social pages • Newsletter coverage • 2 exclusive insights/thought leadership articles • 2 online banner ads (Leaderboard, MPU) for 6 months • 2 E-blasts over the database • Dedicated account manager

Event Packages

Standard (1 event): £2,500 excl VAT	Premium (2+): £3,500 excl VAT
<ul style="list-style-type: none"> • 1 online banner advert on website (MPU) • 1 event listing • 1 dedicated email blast • 3 social media posts 	<ul style="list-style-type: none"> • 2 and more online banner ads posted on the website (MPU and Leaderboard) • 2 or more event listings • 3 dedicated email blasts • 6 social media posts • 2 and more post-event publications on the website

Get in touch:



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