

ECOMMERCE & PAYMENTS BRIEFING

In association with



MEDIA INFORMATION

Do you want to reach senior ecommerce and payment transaction professionals and key buyers quickly and easily?

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 **20,000 subscribers**.

Start working with Ecommerce & Payments Briefing today to publicise your company, products and services.



eCommerce Briefing offers you:

- An alternative platform to market your products and services.
- News, hot topics, blog posts and industry analysis – help you grow your business.
- An experienced team of Editors who will work with you on content and bespoke blog pieces to promote your business.
- The opportunity to tell the industry about your latest company initiatives and to share data, insights and company successes.
- A regular platform to engage with your potential clients via bespoke advertising solutions.

eCommerce & Payments – Circulation: 20,000

Head of / Director / Manager of Digital.....	22 %
Head of / Director / Manager of eCommerce	18 %
Head of / Director / Manager of Marketing.....	14 %
Head of / Director / Manager of Customer Experience	12 %
Head of / Director / Manager of Compliance	9 %
Chief of / Head of / Director of Payments.....	7 %
CFO / Finance Director	12 %
Other (includes industry suppliers)	6 %

ECOMMERCE & PAYMENTS BRIEFING EMAIL NEWSLETTER ADVERT & EDITORIAL POSITIONS

LEADERBOARD

One month - **£475** / 3 months - **£1,100**

Dimensions - 560px X 84px

INSERT BANNER (1 AVAILABLE)

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

Dimensions - 560px x 84px

SPONSORED CONTENT

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

To include **50-100 words**, plus image/logo and URL Link

INDUSTRY PRODUCT SPOTLIGHT

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

To include **250 words** maximum, plus image/logo and URL Link

GUEST BLOG

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

To include **350+ words**, plus image/logo and URL Link

SPONSORED SURVEY

Survey hosted by yourself, promoted through our newsletter **£750**

POLL

Newsletter article promoting your industry Poll **£295**

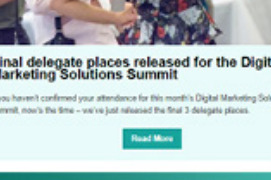
JOBS OF THE MONTH (3 LISTINGS)

One month - **£175**

3 months - **£350**

Please supply job title, URL link/s and contact email address


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



Final delegate places released for the Digital Marketing Solutions Summit

If you haven't confirmed your attendance for this month's Digital Marketing Solutions Summit, now's the time – we've just released the final 3 delegate places.


[Read More](#)



Do you specialise in Multi-Channel or mWallets solutions? We want to hear from you!

Each month on eCommerce & Payments Briefing we're sharing the spotlight on different parts of the market – and in May we'll be focusing on Multi-Channel and mWallets.

[Read More](#)




Take your eCommerce career to the next level with these excellent online courses


Our selection of online courses tailored specifically for the eCommerce sector will enable you to both learn new skills and improve existing ones in 2023 and beyond – sign up today!

[Read More](#)

Related Events



SMARTER PAYMENTS SUMMIT



EF ECOMMERCE FORUM

EF ECOMMERCE FORUM

4th July 2023
 Hilton London Canary Wharf

[BOOK ONLINE](#)

smarterpayouts
an event by

6th September 2023
 Radisson Blu Hotel, Manchester Airport

[BOOK ONLINE](#)

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 Registered Office: Forum House, 71 Fleet Lane, London EC3A 7AX
 Company No: 10557792

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PACKAGE OPTIONS

3-MONTH BRAND EXPOSURE CAMPAIGN

- 1 x sponsored editorial article per month, to highlight products or services
- Insert banner in 3 select issues of the Briefing newsletter
- Q&A interview with a member of your team in select newsletter
- 4 x supported social media posts across all relevant platforms

Cost – £1,150

Plus add 1 x HTML bespoke email send for £750

WEBINAR CAMPAIGN

- Promote your webinar via a dedicated news story featured on related Briefing newsletter, to decision makers in your industry
- Social media promotion, with a minimum of 3 posts pre-event
- Attendance and report write-up by dedicated Briefing industry Editor
- If recorded, webinar video promoted via social media channels post-event

Cost - £500

Plus add 1 x HTML bespoke email send for £500

FEATURE BUNDLE

Promote your products and services within the dedicated themed Briefing newsletter

- Insert banner for 1 month (2 editions)
- 1 x Product article
- 1 x Social media post

Cost - £750

BESPOKE EMAIL

Send a dedicated message to this unique audience of industry buyers, who are all of a seniority level.

eCommerce audience of **12,000 decision makers**

Smarter Payments audience of **5,000 decision makers**

Cost - £1,500

NEWSLETTER TAKEOVER

Receive full coverage and brand exposure by taking over one full newsletter, dedicated to highlighting and promoting your company to our audience of decision makers.

- 6 articles, such as:
 - o Interview senior team member
 - o Product spotlight
 - o Webinar promotion
 - o Company news
 - o Whitepapers
- 4 banner ads

Cost - £2,450

FEATURES

ECOMMERCE & PAYMENTS BRIEFING



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



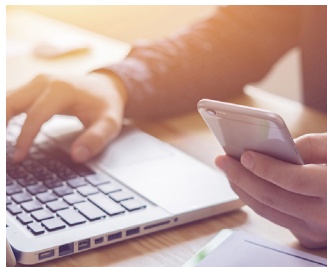
JULY

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

CONTACT DETAILS



Editorial

Stuart O'Brien
Editor
stuart.obrien@mimrammedia.com
07732 114067



Commercial

Jennie Lane
Portfolio Sales Manager
j.lane@forumevents.co.uk
01992 374098



Commerical

Liam Cloona
Sales Manager
l.cloona@forumevents.co.uk
01992 374089



Production

Charles Dragazis
Production Manager
c.dragazis@forumevents.co.uk
01992 374070

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