



MEDIA KIT 2021

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FROM THE EDITOR

A Vital New Publication for Mobility Providers

With more and more transit agencies and other mobility providers saying no to cash in the aftermath of the Covid-19 lockdowns, new forms of fare payments are taking on much greater importance.



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Mobility Payments
Intelligence Report

Mobile ticketing, open- and closed-loop contactless and other forms of electronic payments were already growing before the pandemic. But they are taking off as mobility providers seek ways to reduce customer interaction with their employees and enable riders to avoid touching potentially contaminated surfaces.

At the same time, advancing technology and commercial relationships are helping transit agencies and mobility companies to gear up more quickly to launch new payments and ticketing services, including those as part of mobility as a service, or MaaS, platforms.

One thing that has been missing, however, is a publication dedicated to this budding market for mobility payments and ticketing—a publication that gives transit agencies and mobility companies the facts and insight they need to make crucial decisions in today's changing competitive landscape. That publication is *Mobility Payments*.

Created by the editors of *NFC Times*, which for more than 10 years have produced the most authoritative content in the NFC and digital payments and ticketing spaces, *Mobility Payments* provides exclusive, well-researched,

highly vetted and richly informative content, as it covers the latest topics and trends in the industry.

Mobility Payments will also deliver a highly engaged, influential readership to advertisers, including reps of public transit authorities, transit operators and fare-collection companies globally, who will receive all premium reports and access to all articles at no charge. More than two-thirds of our audience will be purchasing influencers.

And with help from a special partnership with APSCA, the leading payments and identity business association in Asia Pacific, *Mobility Payments* will enable you to reach high-value readers throughout the region and the world with our news-breaking website, in-depth magazine and timely e-newsletters.

As longstanding trends in the transport and mobility sector combine with the aftershocks of the pandemic, transformation in the industry will occur at an accelerated pace. *Mobility Payments* will be there to help you navigate these monumental changes.

Mobility Providers Include:

- Public transit authorities
- Public transit operators
- Transit ticketing schemes
- Micromobility providers
- On-demand transport operators
- Shared-mobility companies

Major Themes

Mobility Payments will be the most authoritative publication covering the global market for electronic fare payments and ticketing.



New & Emerging Fare Media

A crucial area of concern today for transit agencies and other mobility providers, this theme includes open- and closed-loop contactless payments, QR codes, mobile ticketing and cloud-based payments.

Key topics: Contactless EMV rollouts and adoption trends, virtual closed-loop cards, software-as-a-service ticketing, technology implementation costs, new component suppliers.



Account-Based Ticketing

A broad trend that underpins the move to new fare technologies, as well as emerging mobility platforms, ABT puts the intelligence on the server, not the card. It will lay the foundation for a range of future payments and ticketing trends.

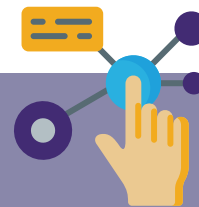
Key topics: Adoption trends, launch strategies, implementation costs, new technologies.



Mobility as a Service (MaaS)

Seen by many as the future of mobility, MaaS has yet to live up to its hype. But there is progress on the horizon and developments from both public and private mobility providers.

Key topics: Payments models, technology trends, pandemic impact, adoption curves, major players, regulation issues, platform control dynamics.



New Players

With transport industry transformation bringing about unprecedented innovation, new players and start-ups are also transforming the mobility payments market. These include payments services providers, ticketing platform companies, trip-planning app providers, new units of established companies and Silicon Valley tech giants.

Key topics: New mobility payments and ticketing technologies, innovative start-ups, strategic partnerships.

Audience

Reach Transit Authorities, Operators and Ticketing Schemes in These Cities and More

Australia
Sydney
Melbourne
Brisbane
Perth
Adelaide
Canberra

China
Shanghai
Beijing
Chongqing
Tianjin
Guangzhou
Shenzhen
Chengdu
Nanjing
Hangzhou
Foshan
Shenyang
Harbin
Dalian
Changchung
Ningbo
Xiamen
Wuxi

Austria
Vienna

Brazil
São Paulo
Rio de Janeiro

Belgium
Brussels

Canada
Montréal
Toronto
Vancouver
Calgary
Edmonton
Saskatoon

Estonia
Tallinn

France
Paris
Bordeaux
Strasbourg

Germany
Berlin

Hong Kong
Hong Kong

India
Mumbai
Delhi
Bangalore
Hyderabad
Ahmedabad
Chennai
Kolkata
Surat
Pune
Jaipur
Lucknow
Nagpur
Indore
Thane
Bhopal

Indonesia
Jakarta
Bandung

Italy
Milan
Rome
Naples

Japan
Tokyo
Yokohama
Chiba
Fukushima
Tokorozawa

Korea
Seoul
Ansan

Macau
Macau

Malaysia
Kuala Lumpur

New Zealand
Auckland
Wellington

Philippines
Quezon City
Manila
Caloocan City
Taguig
Pasig
General Santos
Las Piñas City
Makati City
Pasay

Sweden
Stockholm
Malmö

Taiwan
Taipei
Kaohsiung

Thailand
Bangkok

UAE
Dubai

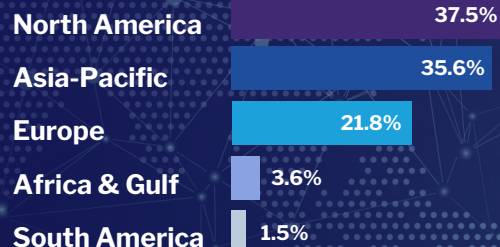
UK
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Manchester
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Glasgow
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Newcastle

Vietnam
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Hanoi

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Dallas
Austin
Jacksonville
Charlotte
San Francisco
Seattle
Denver
Washington, D.C.
Boston
Nashville
Portland, OR
Las Vegas
Baltimore
Kansas City, MO
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Honolulu
Santa Ana
Stockton
Saint Paul
Cincinnati
Pittsburgh
Reno
Des Moines
Chatanooga
Dayton

Global Reach

More than **two-thirds** of our audience are purchasing influencers.



Total of 14,000+ contacts in more than 110 countries and territories.

Transit authorities, operators and other mobility providers receive **Mobility Payments'** exclusive content for free.

The Mobility Payments Intelligence Report...

...is brought to you by the editors of **NFC Times**, veterans of the digital payments industry. For more than 10 years, **NFC Times** has been the most authoritative source for news and analysis in contactless open- and closed-loop fare collection, mobile ticketing and other digital payments. Like **NFC Times**, **Mobility Payments** stories are 100% original, written in strict journalistic style and based on facts, data, interviews and industry insights.

Mobility Payments features a special partnership with **APSCA**. Founded in 1997, APSCA is the premier business association in Asia Pacific serving the digital payments and identity segments. In addition to providing newsletters, webinars and other business intelligence, APSCA has organized nearly 200 industry events—including the world's longest series of transport ticketing and payments conferences. Fully 50% of delegates attending APSCA conferences are from mobility providers, banks, PSPs and payments networks.



EMAIL DATABASE*

14,000+
Contacts



SOCIAL MEDIA

10,000+
Followers

* Combined APSCA and **NFC Times**/
Mobility Payments mailing lists for
payments, identity and other applications



Website & eNewsletter

Mobility-Payments.com Website

Mobility-Payments.com offers news and insight about the burgeoning mobility payments market found nowhere else. Transit authorities, operators and other mobility providers globally will get free access to this must-read site. Here's how to reach these high-value readers:

	Rates per month	Desktop (pixel)	Mobile (pixel)
Top Leaderboard	\$1,795	728 x 90	320 x 50
Skyscraper	\$2,165	300 x 480	300 x 250
Side Banner	\$1,495	300 x 250	300 x 50

Rates in USD

The screenshot shows the Mobility Payments website. At the top is a 'Top Leaderboard (728 x 90)' ad. Below it is a navigation bar with links: Home, Open Loop, Closed Loop, Media, Industry Insight, Mobile Ticketing, Search, My Account, and Sign Out. The main content area features an article titled 'UK Public Transit Officials in Midlands Seek to Replicate London's Success in Pay-as-You-Go Contactless'. The article includes a photo of a tram and text about the Midlands region's plans to implement a contactless fare system. To the right of the article is a 'Skyscraper (300 x 480)' ad. Below the article is an 'Article Highlights' section with key takeaways and dates. At the bottom is a 'Most Recent' section with links to other articles.

Mobility Payments Regular eNewsletters

Our eNewsletters reach high-value transit agencies, ticketing schemes and mobility providers globally as part of more than 14,000 recipients worldwide.*

	Rates per issue	Desktop (pixel)	Mobile (pixel)
Top Banner	\$450	970 x 90	320 x 50
Side Banner	\$225	300 x 250	300 x 50
Bottom Rectangle	\$225	970 x 150	300 x 50

Rates in USD

The screenshot shows the Mobility Payments eNewsletter. It features a 'Top Banner (970 x 90)' at the top. Below it is a 'MOBILITY PAYMENTS' section with a 'Read Story' link. The newsletter includes several articles with 'In-Depth' titles, such as 'In-Depth: NFC Wallet Use for Open-Loop Transit Grows but Still Makes Up Relatively Small Share of Contactless Payments' and 'In-Depth: Australia's No. 2 City Shuns Open-Loop Transit Payments, Sticking with Closed-Loop Mifare for Launch of Mobile Service'. To the right of these articles is a 'Side banner (300 x 250)'. At the bottom is a 'Bottom Rectangle (970 x 150)' ad.

* Publisher's data

Mobility Payments reserves the right to reject any advertising and to clearly mark the advertisement as such if it might not be clear to the reader.

Industry Insight

Mobility Payments Industry Insight

Industry experts offer informative commentary on important issues and trends in the mobility-payments industry. This column, by keen industry veterans and observers will run in all *Mobility Payments* publications.



Rates:

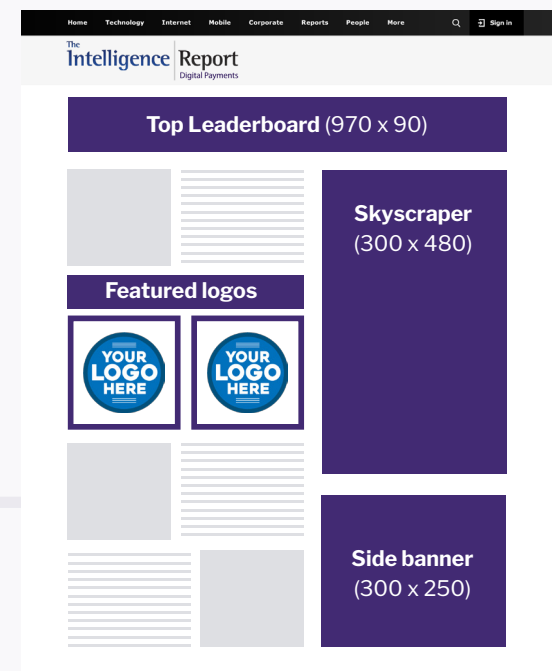
Web + magazine + Newsletter
\$1,500 (Introductory offer)

Rates in USD

Suppliers' Directory

Mobility Payments Suppliers' Directory

Our suppliers' directory will help you reach buyers worldwide for your mobility payments products and services and will be part of a valuable marketplace for both buyers and sellers.



Rates:

	Rates per year	Desktop (pixel)	Mobile (pixel)
Top Leaderboard	\$1,795	970 x 90	320 x 50
Skyscraper	\$2,250	300 x 480	300 x 250
Side Banner	\$1,495	300 x 250	300 x 50
Featured Logo	\$750	150 x 150	150 x 150

Rates in USD



Mobility Payments

Intelligence Report

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