



MEDIA KIT 2022

MEDIA KIT INSIDE:

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Podcasts

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Industry Insight

FROM THE EDITOR

A Vital Publication for Mobility Providers

Despite the Covid-19 pandemic—or perhaps because of it—transit agencies globally are moving toward electronic payments—many of them at an accelerated pace.

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, including mobile ticketing, open- and closed-loop contactless and other forms of electronic payments.

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, ticketing and other digital services.

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*.

While other publications parrot press releases and repeat tired industry talking points and clichés, *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 also delivers a highly engaged, influential readership to advertisers, including public transit authorities, transit operators and other mobility providers globally, along with fare-collection companies.

As you can see from our audience (P4), we reach transit agencies in a range of cities throughout the world, large and small. We also reach other parts of the ecosystem, from the major consultants that agencies use to officials from government departments and ministries. We estimate that more than two-thirds of our audience are purchasing influencers.

Mobility Payments will enable you to reach high-value readers throughout the region and the world with our news-breaking website, timely e-newsletters and special publications.

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

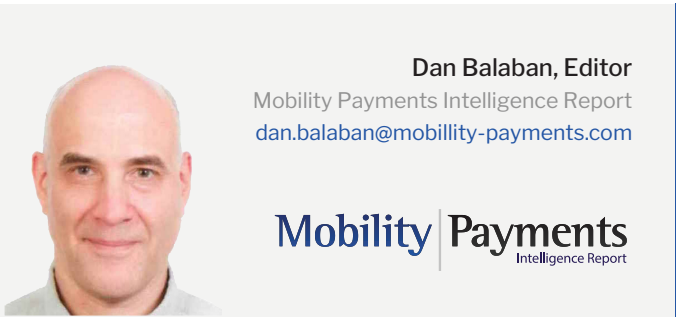
Mobility Providers Include:

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

Dan Balaban, Editor

Mobility Payments Intelligence Report
dan.balaban@mobility-payments.com

Mobility Payments
Intelligence Report



Major Themes

Mobility Payments is 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.

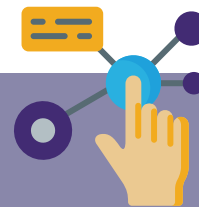
Key topics: Adoption trends, launch strategies, implementation costs, new technologies.



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

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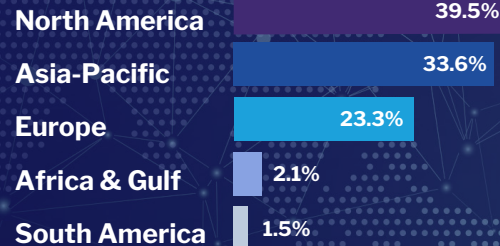
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Grand Rapids
Salt Lake City
Dayton
Salinas
Santa Cruz
and More

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** was 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.



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14,000+
Contacts



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* 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. A growing number of transit authorities, operators and other mobility providers globally follow 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

Mobility Payments
Intelligence Report

Top Leaderboard (728 x 90)

Home Open Loop Closed Loop MaaS Industry Insight Mobile Ticketing Search My Account Sign Out

Home / News / Swift card

UK Public Transit Officials in Midlands Seek to Replicate London's Success in Pay-as-You-Go Contactless

UK Transit officials in the Midlands are proposing a multimodal contactless fare payments system serving the entire region.

Ben Hadden January 1, 2021 Closed Loop, Open Loop Swift card, Transport for London

Share this: Facebook Twitter LinkedIn

Skyscraper (300 x 480)

Side banner (300 x 250)

Article Highlights

Key Takeaway: Transit officials in the Midlands, UK, the region with the second-highest use of public transit after the London area, want to set up a pay-as-you-go fare payments system like Transport for London operates.

Key Date: Transit officials say they believe the new fare-collection system could be operational by 2022, but they do not yet have the funding to build the system, which would cost an estimated £25 million (\$25.7 million).

Organizations Mentioned:

- Transport for West Midlands
- Transport for London

Most Recent **Most Popular** **Editor's Choice**

UK Public Transit Officials in Midlands Seek to Replicate London's Success in Pay-as-You-Go Contactless Jan 01, 2021

Australia's Commonwealth Bank Seeks to Expand Open-Payments Push for Transit and Other Mobility Projects Nov 10, 2020

Metrolink to Roll Out Multimodal Contactless EMV Fare Payments, with Plans for Daily and Weekly Fare Capping Jan 01, 2021

Post Lockdown, Transit Riders Want Agencies to Run Vehicles More Efficiently Jan 01, 2021

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

* 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.

Mobility Payments
Intelligence Report

MOBILITY PAYMENTS

The only industry publication giving you 100% original stories, all original quotes, exclusive facts, unrivaled insight.

In-Depth: NFC Wallet Use for Open-Loop Transit Grows but Still Makes Up Relatively Small Share of Contactless Payments

NFC TIMES Exclusive: When New York City transit officials announced Tuesday that the 1.1 million ride paid for through their new OMNY open-loop payments service had arrived ahead of schedule, they also proudly noted that 80% of the contactless payments had come from NFC wallets, not physical bank cards.

Read Story

Side banner (300 x 250)

Samsung's Deal with Taiwan's Push by Pays Wallets to Support

NFC TIMES Exclusive: Samsung Pay is the first of the working with Taiwan's large closed-loop transit and new to differentiate itself in a crowded and fast-growing mob nation.

Read Story

In-Depth: Australia's No. 2 City Shuns Open-Loop Transit Payments, Sticking with Closed-Loop Mifare for Launch of Mobile Service

NFC TIMES Exclusive: While Australia is the top market worldwide for use of contactless bank cards at retail, any hopes for those same open-loop cards and credentials on NFC phones being used as part of a nationwide, interoperable transit payments service have been dashed for now.

Read Story

Bottom Rectangle (970 x 150)

Webinars

Authoritative Webinars

Mobility Payments webinars and online debates will bring together engaging speakers to discuss compelling topics specially selected by the *Mobility Payments*' editorial team.

Webinar package:

- At least three email blasts promoting event
- Posts on MP's social media platforms
- Banner promoting event inserted in eNewsletters
- Full story after event, based on MP editorial standards
- Lead generation for readers who opt-in.



Rate:
\$7,500

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Podcasts



Scintillating Podcasts

Discuss your company and issues of the day, while offering insights during your own podcast, which will be available online and in app stores.

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Rate:
\$3,000

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Case Studies & White Papers



Inform and Educate

Case studies and whitepapers spotlight your organization's projects and other achievements and offer insights. They feature ways your organization can solve industry challenges. Be associated with the most authoritative publication in the market to tell your story.

Case Study and Whitepaper Packages:

- Hosted on site with separate page and download button
- Banner promoting content inserted into multiple eNewsletters
- Includes one month side banner ad on website with discounts for additional website ads
- Multiple posts on MP's social media platforms to promote case study or whitepaper
- Access to names and email address for users who opt-in

Rate:
\$4,000

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Rates in USD

Digital Magazine

Packed with exclusive articles and data and based on original interviews and research, *Mobility Payments* magazine provides special reports on a growing ecosystem. Each issue of this digital magazine will break new ground, providing news, as well as in-depth information and insights about topics of interest in transport and mobility payments. The *Mobility Payments* digital magazine reaches the key audience for your products and services.

Rates per issue

Full page
\$2,990

Half page
\$1,950

Quarter page
\$1,050

Rates in USD

Boston Area Push to E

The Massachusetts Bay Authority, or MBTA, is in the process of completely overhauling its payment system. The new system will be a contactless payment system, and it will be implemented by the end of 2023. The system will enable users to pay for their trips using a variety of methods, including credit cards, debit cards, and mobile wallets. The system will also be able to handle cash payments, and it will be able to handle payments for other modes of transport, such as taxis and bicycles.

OPEN-LOOP PAYMENTS

Major Transit Agencies Accept Open-Loop Pay

City	Agency	Transit Mode	Network Support
Boston	MBTA	Bus, Commuter Rail, Subway	Visa, Mastercard, Amex
Chicago	CTA	Bus, Train	Visa, Mastercard, Amex
London	Transport for London	Bus, Tube, Tram, DLR	Visa, Mastercard, Amex
Los Angeles	MTA	Bus, Metro, Light Rail	Visa, Mastercard, Amex
Madrid	EMT	Bus, Metro, Light Rail	Visa, Mastercard, Amex
Manila	LTFRD	Bus, Metro, Light Rail	Visa, Mastercard, Amex
Minneapolis	MNRTD	Bus, Metro, Light Rail	Visa, Mastercard, Amex
New York City	MTA	Bus, Metro, Light Rail	Visa, Mastercard, Amex
Philadelphia	SEPTA	Bus, Metro, Light Rail	Visa, Mastercard, Amex
Portland	MTA	Bus, Metro, Light Rail	Visa, Mastercard, Amex
San Francisco	Muni	Bus, Metro, Light Rail	Visa, Mastercard, Amex
Seattle	Sound Transit	Bus, Metro, Light Rail	Visa, Mastercard, Amex
Shanghai	Shanghai Metro	Bus, Metro, Light Rail	Visa, Mastercard, Amex
Washington DC	WMATA	Bus, Metro, Light Rail	Visa, Mastercard, Amex

Mobility Payments Issue No. 1 Vol. 1, Jan 2023

Even though tickets sold through its own app accounted for more than 97% of all mobile tickets that customers purchased for rides on RTD buses and trains for the year ending February 2020—before the Covid-19 pandemic hit—Tony Anderson, senior product manager, electronic fare operations, for RTD said it's important to give customers options.

"There's a concept called app fatigue. It's that friction that you feel when someone says, 'oh, easy, just download an app.' And you're thinking, 'Oh, I can't download another app. I just can't do it.'"

Then 60% of its mobile tickets through the Transit app as of May 2020, the rest through its own-branded EZfare app, the consortium's director of client services told NTC Times. That's mainly because the largest transit provider in the group, Cincinnati Metro, a bus operator, sells all of its mobile tickets through the Transit app.

Creating True MaaS Apps
The trip-planning apps began to get on board with ticketing only in the past year or two. Transit launched first with a small bus operator in St. Catharines, Ontario in Canada. It later expanded to U.S. cities before returning to its home base in Canada to enable mobile ticketing on buses and passes for bike share.

Transit also enables payments for passes for at least six bike share providers, as well as some scooter rentals and payment for such ride-hail or ride-share services as Uber, Lyft and Via.

Enabling users to plan, book and pay for their multimodal travel in one app—to the point where users no longer need to own their own transportation, such as a car, meets the definition of mobility as a service, or MaaS. While MaaS has been touted as a technology that can transform the public transportation industry, progress toward rollouts of MaaS platforms has been slow.



Small to mid-tier transit agencies, such as Buffalo, N.Y.-area NFTA, are making mobile ticketing, working with third-party providers using standalone apps and also becoming part of trip-planning apps.

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 experts, will run permanently in *mobility-payments.com* and be featured in four eNewsletters.



Rates:

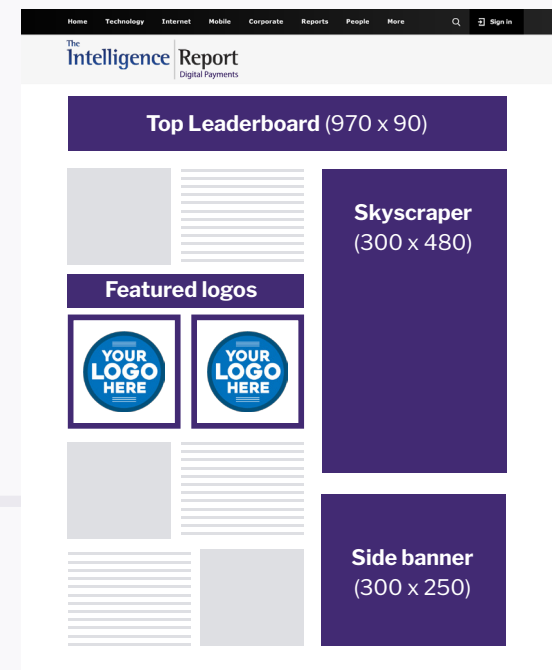
Web + magazine + Newsletter
\$1,950

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)
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Featured Logo	\$750	150 x 150	150 x 150

Rates in USD



Mobility Payments

Intelligence Report

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