



MEDIA KIT 2024

MEDIA KIT INSIDE:

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Case Studies &
Industry Insight

FROM THE EDITOR

A Vital Publication for Mobility Providers

As transit agencies globally continue to rebuild ridership following the pandemic—more and more of them are moving toward electronic payments—many at an accelerated pace.



Dan Balaban, Editor
Mobility Payments Intelligence Report
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Mobility Payments
Intelligence Report

Many transit agencies have long since said no to cash or are increasingly phasing it out. They are seeking advanced technologies, such as account-based ticketing and open-loop payments.

Combined with this advanced technology are new methods of procurement and changing commercial

relationships that are helping transit agencies and other mobility providers to gear up more quickly and save money.

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 dynamic and competitive landscape. That publication is *Mobility Payments*.

While other publications parrot press releases and repeat tired industry talking points, *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, 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.

Soon to enter its fourth year of publication, *Mobility Payments* will introduce premium content in 2024, with even more exclusive stories and data, facts and context. As before, we'll enable you to reach high-value readers in your region and the world with our news-breaking website, timely e-newsletters and special publications.

As longstanding trends in the mobility sector combine with new developments, 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

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.

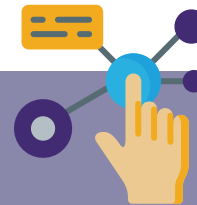
Key topics: Adoption trends, launch strategies, implementation costs, new technologies.



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 service providers, ticketing platform companies, hands-free ticketing 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 Shenyang Dalian | Germany Berlin Bonn Osnabrück Munich | Italy Milan Rome Naples Turin | Philippines Quezon City Manila Caloocan City Taguig Pasig General Santos Las Piñas City Makati City Pasay | USA New York Los Angeles Chicago Philadelphia San Diego Dallas Austin Jacksonville Charlotte San Francisco Indianapolis Seattle Denver Washington, D.C. Milwaukee Boston Nashville Portland, OR Las Vegas Baltimore Kansas City, MO Atlanta Miami Oakland Long Beach Minneapolis Cleveland Anaheim Honolulu Santa Ana Stockton Cincinnati Pittsburgh Reno Des Moines Grand Rapids Salt Lake City Dayton Salinas Santa Cruz and More |
| Austria Vienna | Hong Kong Hong Kong | Hungary Budapest | Japan Tokyo Yokohama Chiba Fukushima Tokorozawa | Sweden Stockholm Gothenburg Malmö Skåne län | Taiwan Taipei Kaohsiung |
| Brazil São Paulo Rio de Janeiro | India Mumbai Delhi Bangalore Hyderabad Ahmedabad Chennai Kolkata Surat Pune Jaipur Lucknow Nagpur Indore Thane Bhopal | Macau Macau | Korea Seoul Ansan | Malaysia Kuala Lumpur | Thailand Bangkok |
| Belgium Brussels | Denmark Copenhagen | France Paris Lyon Toulouse Bordeaux Strasbourg | UAE Dubai | UK London Birmingham Glasgow Edinburgh Manchester Newcastle Leeds | Vietnam Ho Chi Minh City Hanoi |
| Canada Toronto Montréal Vancouver Calgary Ottawa Edmonton Saskatoon | Estonia Tallinn | Finland Helsinki | Indonesia Jakarta Bandung | New Zealand Auckland Wellington Christchurch | |



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

Global Reach

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

North America

39.5%

Asia-Pacific

31.3%

Europe

25.6%

Africa & Gulf

2.1%

South America

1.5%

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.

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

The screenshot shows the Mobility Payments website layout. At the top is a 'Top Leaderboard (728 x 90)' ad. Below it is a navigation bar with links like Home, Open Loop, Closed Loop, etc. The main content area features a headline: 'UK Public Transit Officials in Midlands Seek to Replicate London's Success in Pay-as-You-Go Contactless'. Below the headline is a photo of a tram. To the right of the main article is a 'Skyscraper (300 x 480)' ad. Below the skyscraper is a 'Side banner (300 x 250)' ad. At the bottom right is a 'Most Recent' section with a list of 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 layout. At the top is a 'Top Banner (970 x 90)' ad. Below it is a 'Side banner (300 x 250)' ad. At the bottom is a 'Bottom Rectangle (970 x 150)' ad. The newsletter content includes a 'MOBILITY PAYMENTS' header, a sub-header 'The only industry publication giving you 100% original stories, all original quotes, exclusive facts, unrivaled insight.', and several article teasers with images and headlines like 'In-Depth: NFC Wallet Use for Open-Loop Transit Grows but Still Makes Up Relatively Small Share of Contactless Payments'.

* 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.

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

Rates in USD

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.

Podcast packages include email blasts, social media mentions and eNewsletter insertions, in addition to an article based on MP editorial standards.

Rate:
\$3,000

Rates in USD

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

*Content marked as sponsored

Rates in USD

Digital Magazine

Packed with exclusive articles and data and based on original interviews and research, *Mobility Payments* magazine and special reports provide special reports on a growing ecosystem. Each special edition 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, which is being implemented in phases, will include a new contactless payment system, as well as a new fare structure. The new system is expected to be fully implemented by the end of 2023.

NEW TAKES

OPEN-LOOP PAYMENTS

| City | Launch | Transit Mode | Network Support |
|-------------------|----------------|----------------------|--|
| Boston, MA | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| Chicago, IL | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| London, UK | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| Los Angeles, CA | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| Madrid, Spain | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| Minneapolis, MN | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| New York City, NY | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| Philadelphia, PA | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| Portland, OR | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| San Francisco, CA | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| Seattle, WA | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| St. Paul, MN | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |
| Washington, DC | 2023 (planned) | Bus, trolley, subway | Via, Mastercard, Apple Pay, Google Pay |

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more than 97%

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.'"



Tony Anderson
senior product manager, electronic fare operations, RTD Denver

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All of the apps through which RTD Denver sells tickets use the Masabi platform.

The situation is different for the NEORide consortium, which saw sales of more

than 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.

SECTION

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Issue 2

Issue 3

Issue 4

Cover Story

Top trend in mobility payments market

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Industry Topic 1

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Industry Topic 7

Top trend in mobility payments market

Top trend in mobility payments market

Top trend in mobility payments market

Top trend in mobility payments market

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:

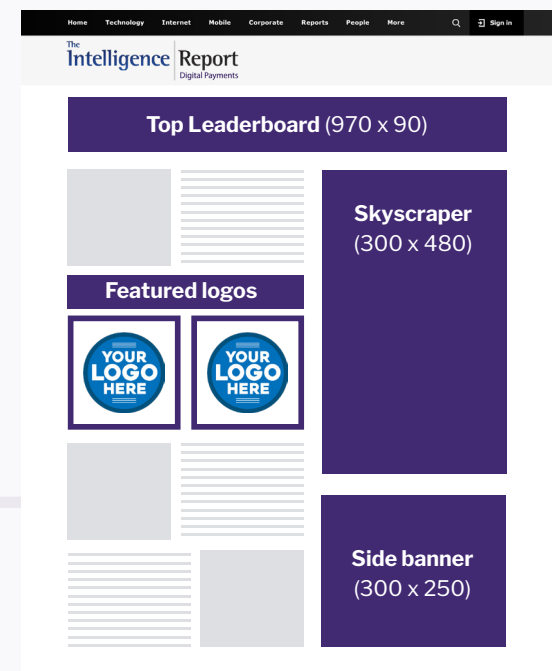
Web + magazine + Newsletter
\$2,150

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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