



MEDIA KIT 2024

MEDIA KIT INSIDE:

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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.

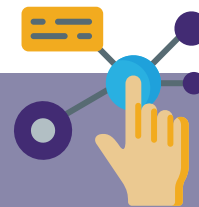
Key topics: Adoption trends, launch strategies, implementation costs, new technologies.



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	
Brazil São Paulo Rio de Janeiro	India Mumbai Delhi Bangalore Hyderabad Ahmedabad Chennai Kolkata Surat Pune Jaipur Lucknow Nagpur Indore Thane Bhopal	Denmark Copenhagen	Korea Seoul Ansan	Taiwan Taipei Kaohsiung	
Belgium Brussels	Malaysia Kuala Lumpur	France Paris Lyon Toulouse Bordeaux Strasbourg	Macau Macau	Thailand Bangkok	
Canada Toronto Montréal Vancouver Calgary Ottawa Edmonton Saskatoon	Finland Helsinki	Indonesia Jakarta Bandung	Netherlands Amsterdam The Hague	UAE Dubai	
			New Zealand Auckland Wellington Christchurch	UK London Birmingham Glasgow Edinburgh Manchester Newcastle Leeds	
			Vietnam Ho Chi Minh City Hanoi		



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)' banner. Below it is a navigation bar with links like Home, Open Loop, Closed Loop, etc. 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'. To the right of the article is a 'Skyscraper (300 x 480)' ad and a 'Side banner (300 x 250)' ad. The bottom of the page includes 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. It features a 'Top Banner (970 x 90)' at the top, a 'Side banner (300 x 250)' on the right, and a 'Bottom Rectangle (970 x 150)' at the bottom. The main content area includes several articles with images and headlines, such as '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

A stylized illustration of a person's hands holding a tablet. The tablet screen is orange and displays a white globe icon with left and right navigation arrows. Surrounding the tablet are various digital marketing and technology icons: a bar chart, a document with text, a photo of mountains, a tag, speech bubbles, a video player with a play button, an envelope, and another document. The background is a solid teal color with faint dashed lines.

Rates in USD

Mobility Payments Editorial Calendar

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.

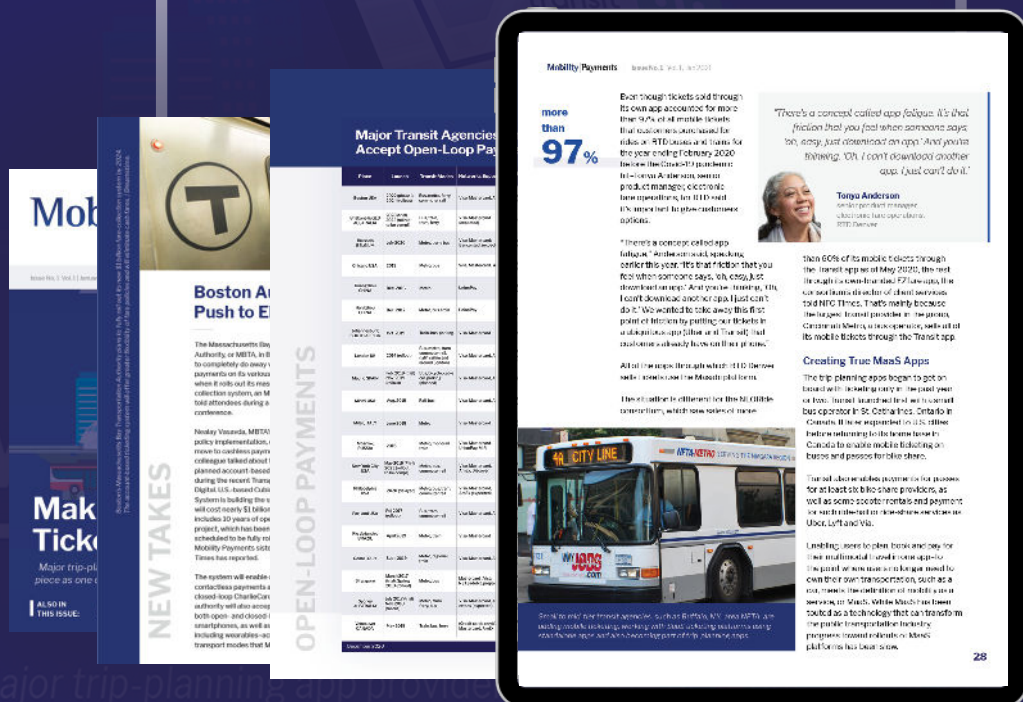
Rates per issue

Full page
\$2,990

Half page
\$1,950

Quarter page
\$1,050

Rates in USD



SECTION	Issue 1	Issue 2	Issue 3	Issue 4
Cover Story	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 Topic 1	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 Topic 2	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 Topic 3	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 Topic 4	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 Topic 5	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 Topic 6	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 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:

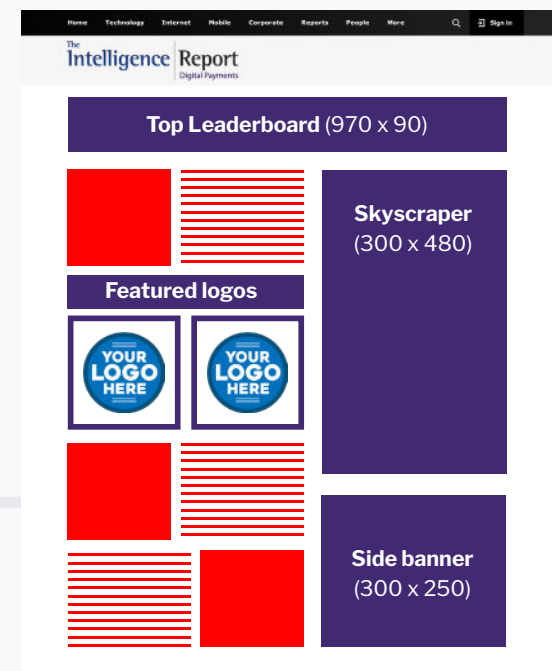
Web + magazine + Newsletter
\$2,150

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

EDITORIAL

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