



MEDIA KIT 2026

MEDIA KIT INSIDE:

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Website &
eNewsletter

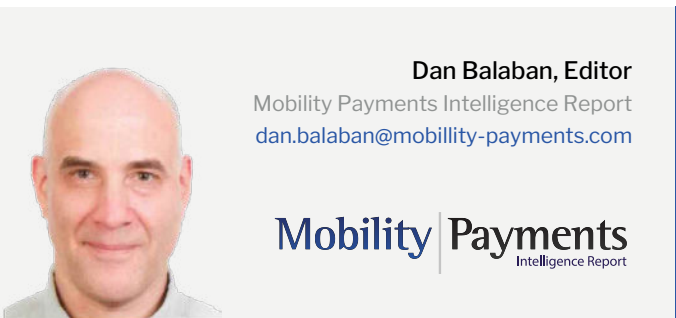
Webinars &
Podcasts

Case Studies &
Industry Insight

FROM THE EDITOR

A Vital Publication for Mobility Providers

Transit agencies and other mobility providers globally face a payments ecosystem that is increasing in complexity at an ever-accelerated pace.



Dan Balaban, Editor

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

Mobility Payments
Intelligence Report

Agencies and providers have long had to deal with pressure to phase out cash and improve the convenience of their fare or tariff systems, using such technologies as account-based ticketing and open-loop payments.

Combined with these technologies 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 had been missing, however, was a publication dedicated to this 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* will continue to provide exclusive, well-researched, highly vetted and richly informative content in 2025 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, ranging from the major consultants that agencies use to officials from government departments and ministries. We estimate that a large share of our audience is made up of purchasing influencers.

Soon to enter its fifth year of publication, *Mobility Payments* will publish even more exclusive stories and facts, insights and context no other publication can offer.

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.

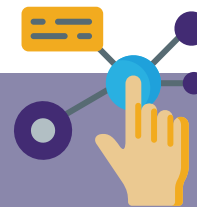
Key topics: Adoption trends, launch strategies, implementation costs, new technologies.



New Mobility Technologies (MaaS, EV-Charging Payments)

Seen by many as the future of mobility, MaaS has yet to live up to its hype. But there is progress. Meanwhile, public electric vehicle charging stations are growing and so are the payments options.

Key topics: Payments models, technology trends, 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 Changchung Ningbo Xiame Wuxi	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 Houston 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	Malta Valletta	Netherlands Amsterdam The Hague	UAE Dubai	UK London Birmingham Glasgow Edinburgh Manchester Newcastle Leeds
Canada Toronto Montréal Vancouver Calgary Ottawa Edmonton Saskatoon	Estonia Tallinn	France Paris Lyon Toulouse Bordeaux Strasbourg	New Zealand Auckland Wellington Christchurch	Vietnam Ho Chi Minh City Hanoi	
Finland Helsinki	Indonesia Jakarta Bandung				



EMAIL DATABASE*

5,000+
Contacts



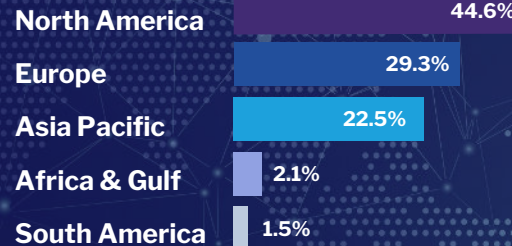
SOCIAL MEDIA

10,000+
Followers

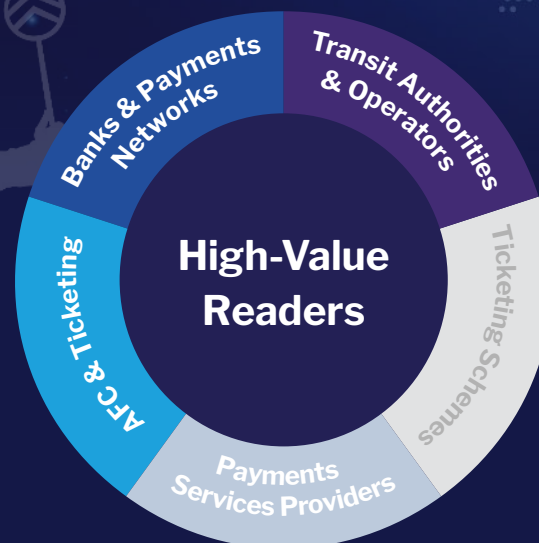
* Mobility Payments' mailing list has been culled to remove casual and unresponsive readers, offering the most valuable contacts.

Global Reach

A **substantial share** 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 read *Mobility Payments'* exclusive content

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 has featured 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

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.

Dev Release: January 11, 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 2025, 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

Australia's Commonwealth Bank Seeks to Expand Open-Loop Payments Push for Transit and Other Mobility Projects

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

Post Lockdown, Transit Riders Want Agencies to Run Vehicles More

Top Banner (970 x 90)

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 riders paid for 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)

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.

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:
\$4,200

*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.

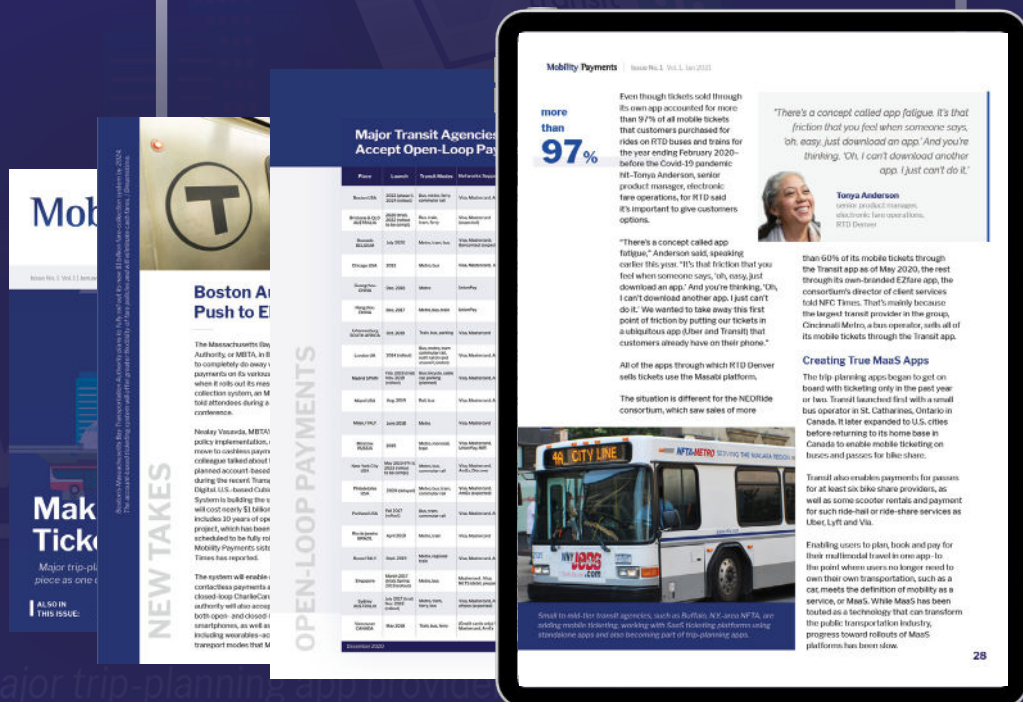
Rates per issue

Full page
\$2,990

Half page
\$1,950

Quarter page
\$1,050

Rates in USD



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:

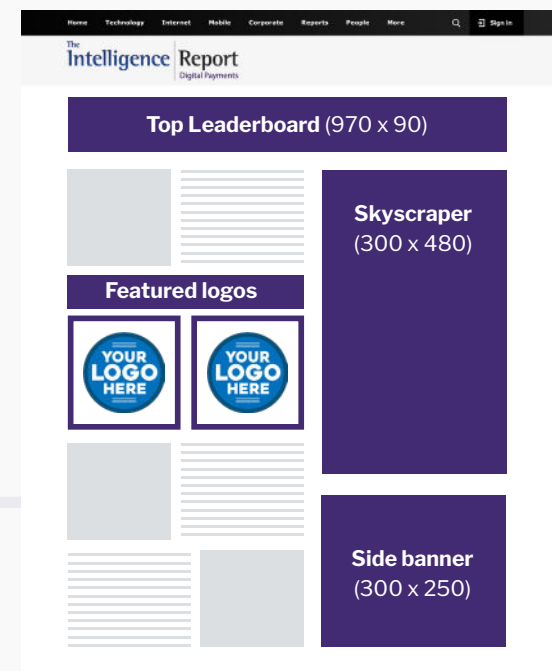
Web + magazine +
Newsletter
\$2,300

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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