



This Week in Fintech

THE FRONT PAGE OF GLOBAL FINTECH

Newsletter Sponsorship Lookbook

Global Newsletter

Summer 2023

Subscriber Stats



TWIF Global:

80,000+ Global Subscribers

- 56,000+ US Based
- 12,000+ EU Based
- 12,000+ ROW

Performance:

- Open rates range from 35-60%
- Above the Fold CTR: 0.5-1%
- Below the Fold CTR: 0.3%

Audience makeup:

- Leadership 37%
- Senior 33%
- Mid-level 20%
- Junior 10%

Brands We Work With



Placement Types



TWIF Global:



Above-the-fold (top)

- \$2,500
- 2-3 sentences of text
- Image (any size)
- Link / CTA


Example:

Sponsored Content

Rolling out a new financial product in one country is hard enough — 100 countries is even more of a logistical nightmare. Learn how Brex easily verifies new and existing customers around the world who want to use their products while complying with KYC/AML regulations and preventing fraud with Persona. [See why Brex trusts Persona with all things identity.](#)

“
Throughout the entire process, the level of support and collaboration with the Persona team was truly incredible.”

Thomas Piani
Product Lead at Brex

 [Read full story](#)


TWIF Global:



Below-the-fold (bottom)

- \$1,500
- 2-3 sentences of text
- Image (any size)
- Link / CTA

Example:



Galileo
NEW YORK
xchange
Building Connections | Powering Ideas

Penthouse 45
Wednesday, May 25
6:30 PM - 9:00 PM

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