

EXCLUSIVE MAGAZINE IN BØRSEN MAY 13, 2020

COPENHAGEN FINTECH

THE MAGAZINE

2019 was a banner year for fintech. Key drivers of fintech growth included record levels of deals and financing and favourable regulatory tailwinds showed their potential to shake things up. The combination of these factors positions the fintech sector to further digitise the customer journey, make inroads in new and adjacent markets and collaborate across the industry in 2020.

In 2020, fintechs will look to respond more quickly to shifting consumer demands by building products, adding adjacent services, and expanding to new markets. As needed, they will raise funding to grow distribution. While the funding environment is unpredictable, there is no shortage of some big-pocketed investors actively looking to make fintech investments, which means we should still see a number of larger financings take place.

Fintechs and incumbents will have opportunities to build holistic products as a result of regulations like PSD2 enabling consumers to allow access to data, and with fintech startups either aggregating or building applications. Fintech undoubtedly have a massive impact. From the potential to revolutionise how consumers and businesses handle financial transactions and affect how we tackle big sustainability issues.



See 2019 edition

Copenhagen
Fintech



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WHAT WE WILL COVER...

IMPACT AND SDG'S

- Blockchain and sustainable development
- Mobilize private investment for sustainable development and growth (Social credits)
- Financial inclusion by reducing payment costs
- Machine learning and IoT to create transparency, traceability and trust, contributing to future financial systems that are more efficient in mobilizing green finance
- Diversity - more women in fintech
- Impact startups are struggling to make a financial sustainable business model

INTERNATIONALISATION

- Settling in a new market
- Nordic anti-global focus vs. Global market approach

HUMAN DESIGN

– ETHICS IN TECHNOLOGY

- Are Fintech Startups More Ethical Than Banks?
- Implications of Artificial Intelligence, blockchain and cryptocurrencies in fintechs
- How to avoid technologies will be used to enslave, coerce, track, and control people users

FUTURE OF BANKING

- Industri 4.0 New playing field that will disrupt the payment and banking industry.
- The Rise Of Decentralized Finance

TECHNOLOGY IN FINTECH

- Industry 5.0 - the meaningful relationship between man and machine
- AI is a meaningful evolution, not a great leap forward for fintechs
- 5G will transform mobile banking with higher data speeds and greater signal efficiency.
- Robotic process automation will orchestrate workflows
- Conversational banking - voice and chatbots

INCUMBENTS STRIKE BACK

- Great user experience is no longer enough - today, most financial institutions have transformed their retail user experience
- Startup fintech now need to find more robust ways to differentiate themselves from incumbents.
- Startups potential is high, sales cycles are long

PARTNERSHIPS

- Corporate and startups
- Among Fintechs

CLOUD

- The public cloud will become the dominant infrastructure model
- Where to host financial data

REGULATION TECHNOLOGY

- Cooperation between financial institutions and regulatory organisations to facilitate regulatory technology development



BE A PART OF THE MAGAZINE

Get your message out to 112,000 decision-makers when the magazine is distributed on May 13. The articles will also be published online as an e-newspaper at www.borsen.dk, with more than 544,000 unique users. Finally, all articles are published on www.businessinsights.dk/copenhagen-fintech.

Both digital platforms allow you to share your content with your network.

TARGET GROUP

- The financial industry
- C-level in the financial sector
- C-level across all industries
- The Nordic Fintech ecosystem
- Politicians

*Kantar Index Danmark/Gallup 2+3. kvartal 2018

DISTRIBUTION

- Børsen - 112.000 print readers
- Borsen.dk - 544.000 online readers
- Copenhagen Fintech Week - 1500 participants
- Businessinsights.dk - 10.000 online readers
- Techsavvy.media - 35.000 online readers

ADVERTISING

Full-page ad..... **55.000 DKK**

(Width+height) 272 x 338 mm:

Full spread **90.000 DKK**

(Width+height) 544 x 338 mm

Full-page advertorial* **60.000 DKK**

Full spread advertorial* **100.000 DKK**

Startup full-page advertorial* **35.000 DKK**

*Advertorials include a journalistic article and layout

WHAT YOU WILL GET

- Ad or advertorial in 'COPENHAGEN FINTECH MAGAZINE'
- Exposure to more than 112.000 readers and 12.600 C-levels
- Online exposure on borsen.dk
- Online techsavvy.media
- Online on businessinsights.dk
- Opportunity to buy additional traffic
- Opportunity to integrate video, infographics and lead generating elements

**REACH
MEDIA**

BECOME A SPONSOR

DIAMOND 225.000 DKK

- 4 Full pages advertorials • 2 Full pages ad in the first part of the magazine
- Content in e-newspaper at borsen.dk • Content at businessinsights.dk • Logo in colophon

GOLD 175.000 DKK

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- Content in e-newspaper at borsen.dk • Content at businessinsights.dk • Logo in colophon

SILVER 125.000 DKK

- 2 Full pages advertorials • 1 Full pages ad in the first part of the magazine
- Content in e-newspaper at borsen.dk • Logo in colophon

***DEADLINE FOR ADS AND CONTENT: APRIL 15**

HOT LEADS!

Sponsors have the option of Reach Media sending a postal envelope with magazine and greetings from your company to selected key people. Select desired companies and position(s), and we will return with a complete lead list including name, position, phone number and mail.

INTERESTED?, PLEASE CONTACT

CAMPAIGN MANAGER

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