



 **atm**
marketplace

media kit

our mission //



Since 1997, ATMmarketplace.com has reported on the important news, events, trends and people in the ATM industry. We reach a global audience of professionals from all sectors of the ATM market, including financial institutions, vendors, retailers and IADs. Understanding that the future of banking directly affects the ATM industry, we also cover digital banking news as well as changes to payments industry. Lastly, we offer a directory of product and service providers as well as slideshows, videos and research.

Some of the topics we cover include:

- Hardware
- Software
- Operations
- Security
- Wireless and debit/mobile payments innovation
- All aspects of compliance in a complex regulatory environment
- Cash management and other facets of network performance and ROI optimization
- Banking automation
- Fraud monitoring and prevention
- Global industry news and market dynamics (including extensive coverage of ATM trends in developing economies)
- A wide variety of customer experience aspects, including ATM functionality, location, aesthetics, maintenance, hygiene and much more



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about the editor //



BRADLEY COOPER // editor

editor@atmmarketplace.com 

Bradley Cooper is the editor of ATMmarketplace.com and FoodTruckOperator.com. He was previously the editor of KioskMarketplace.com and DigitalSignageToday.com. His background is in Information Technology, Advertising, and Writing.



KATHY DOYLE // ceo

publisher@networldmediagroup.com 

As the former group publisher of Purchasing, Semiconductor International, and Industrial Distribution magazines and websites at Reed Business Information, Kathy Doyle brings 20-plus years of print and online media experience to this position. Her background spans marketing, sales, communications and content distribution for a wide range of diverse audiences, connecting buyers and sellers in more than 10 vertical markets on a global spectrum.



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editorial submissions //

WANT TO BE FEATURED ON ATMMARKETPLACE.COM?

Here's how to get in front of the editor:

Press Releases. We love them! But make it easy for us. Copy and paste your press release into the body of an email addressed to Editor@ATMmarketplace.com (Don't attach it). Sending a PDF will not prevent copy-editing, but it will probably delay the posting of your news.

Include photos. Include photographs and/or video if available and of good quality. Standard-format digital files are accepted (.png, .jpg, .gif) as are video links, and embed codes. Identify the source and person or place shown; if more than one person, tell us who's who (by name, title, company).

Avoid flowery descriptions and exaggerated or hyperbolic expressions of praise. No opinions; stick to the facts and keep them short and sweet.

Provide a quote from a specific brand leader. Include name, title and employer of the person being quoted.

Provide lists and/or stats when possible.



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editorial calendar //

Below are just some of the topics we will cover throughout the year. Contact your Network World Media Group account representative to learn how your brand can be associated with our coverage of any of these topics.

- ATM software trends
- ATM hardware trends
- ATM hardware security
- ATM software security
- ATM OS
- Retail ATMs
- ITMs
- Video banking
- Cash recycling
- Cash usage in 2024
- Cash management
- Self-service banking
- Branch transformation
- Payments trends
- Bitcoin ATMs
- Cryptocurrency
- Blockchain
- Bank hiring
- AI
- Customer experience
- Cashless trends
- Fintech



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SITE TRAFFIC

327,000+ annual users

531,000+ annual page views



SUBSCRIBERS AND FOLLOWERS

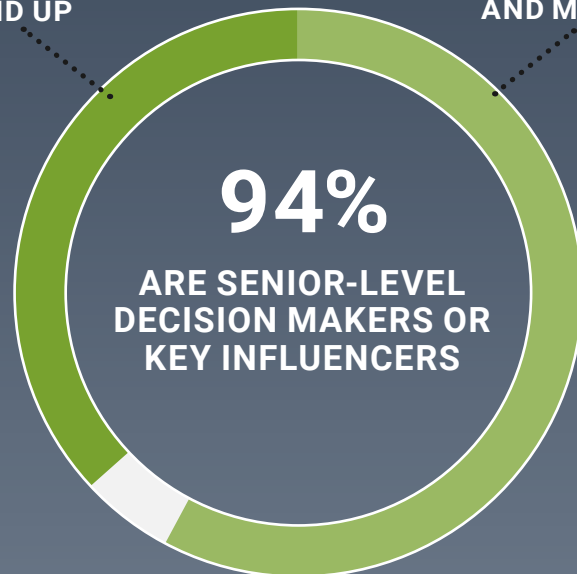
23,100+ email newsletter subscribers

10,300+ social media followers
(Twitter, LinkedIn, Facebook)

39,300+ push notification subscribers

38% VP-LEVEL
AND UP

56% DIRECTORS
AND MANAGERS



– WHERE OUR READERS ARE FROM –

63%
North America

15%
Europe

17%
Asia/Pacific



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Our audience includes representatives of these brands and more...

7-Eleven	Delta Community Credit Union	Nordea
Axis Bank	Desjardins	PNC Bank
Banco Popular	Deutsche Bundesbank	Publix
Bank of America	DFCU Financial	Rabobank
Bank of Ireland	Discover Financial Services	Randolph Brooks FCU
Bank of Montreal	Disney	Royal Bank of Scotland
Bank of New Zealand	DNB ASA	SAFE Federal Credit Union
Bank of Nova Scotia	Dubai Islamic Bank	San Diego County Credit Union
Bank of the West	Ecobank	Santander
Barclays Bank PLC	Fifth Third Bank	SchoolsFirst Federal Credit Union
BB&T	First Bank	Scotiabank
BBVA	First Community Credit Union	Siam Commercial Bank, Ltd
BECU	Heritage Bank	Speedway
BMO	HSBC Bank	Standard Bank
BNP Paribas	ICICI Bank	Standard Chartered
Bradesco Bank	ING	State Bank of India
California Coast Credit Union	Interbank	State Employees Credit Union
Capital One	JPMorgan Chase	Suncorp Bank
Capitec Bank	KeyBank	SunTrust Bank
CIBC	Kroger	U.S. Bank
Citigroup	Lake Michigan Credit Union	US Postal Service
Citizens Bank	Lloyds Banking Group	USAA Bank
Comerica Bank	M&T Bank	VyStar Credit Union
Commonwealth Bank of Australia	Millennium bcp	Walmart
Credit Agricole	Morgan Stanley	Wawa
Danske Bank	National Australia Bank	Wells Fargo
DBS Bank	Navy Federal Credit Union	Westpac



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company showcase //

A Company Showcase is your springboard to a successful marketing campaign on our site and puts your company at the fingertips of potential buyers as they browse our Supplier Directory. It provides you with both brand awareness and lead generation opportunities.

The Company Showcase includes these key elements:

The screenshot shows a search results page for 'REFURBISHED / REMANUFACTURED ATMs'. It lists several suppliers, including ATMgurus.com, ACG, and Triton Systems. Each listing includes the company name, logo, and a 'LEARN MORE' button. A 'SAVE TIME...' sidebar on the right contains a form for requesting information, with fields for name, email, phone, and company details.

SUPPLIER DIRECTORY LISTING
Gain exposure to potential customers who use the directory to find vendors by name or by category. Users can request information from suppliers straight from the directory. Your listing leads to your Company Showcase.

The screenshot shows the 'Company Showcase' for ACG. It features a large header with the ACG logo and a navigation menu. Below the header, there is a 'REQUEST INFO' form with fields for name, email, phone, and company details. The main content area includes a 'Welcome to ACG' message and a list of services offered, such as ATM and Smart Safe Re-manufacturing (FF & Retail), ATEC TCR (Teller Cash Recycler), Parts supply (New and Refurbished FF & Retail), and Branch Tech Parts Refurbishment.

COMPANY SHOWCASE
Visitors can learn about your company and products/services, download your white papers and case studies, and access news and other content on our site that mentions you. A contact form makes it easy for users to request more information from you. You can also include links to your website and social media pages.

The screenshot shows the 'Product/Service Showcase' for ACG. It features a large header with the ACG logo and a navigation menu. Below the header, there is a 'REQUEST INFO' form with fields for name, email, phone, and company details. The main content area includes a 'Remanufactured and Refurbished ATMs' section with a description of the services and a 'Click to learn more' button. There is also an image of an ATM and a 'Click to learn more' button.

PRODUCT/SERVICE SHOWCASES
Found within your Company Showcase, these provide visitors with more information about your specific offerings.



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Our newsletters offer a variety of ad opportunities to meet any budget. They're a cost-effective way to get your brand message in front of your target audience.

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NEWS ALERT: AUGUST 07, 2023

ADVERTISEMENT

Hyosung Innovue Has Revolutionized Retail ATMs
Hyosung Innovue America's Cajera Pivot Series has sparked revolutionary change in retail by introducing the industry to cash-in capability and recycling. The series offers TangoNet services like money transfer, crypto purchases, and more!
Learn more

Discover The Revolutionary Cajera Pivot Series - HYOSUNG

TOP STORY

ITMs come to credit unions
ITMs are becoming a staple of credit unions, since they can use ITMs to expand their reach in a nontraditional way. [READ MORE >](#)

Are Your Branches Outdated? Refresh With ATEC TCRs
ACG and our Partners offer innovative ATEC TCRs designed for sit-down, stand-up and small-footprint use. Transform branches and teller's use of time with our best-in-class models. TCRs are in stock with flexible integration options.
Learn More!

NEWS

Independent ATM operators receive approval to move ahead with antitrust case against Visa, Mastercard

Bank Customer Experience Summit early bird ends Aug. 11

U.S. Bancorp partners with Cambodia's central bank to promote mobile payments

NEWS ALERTS

Our regular newsletter keeps readers up to date on the top industry news, trends and insights.

DELIVERY SCHEDULE: Monday, Wednesday
SUBSCRIBERS: 23,100+

TOP TENS

This newsletter recaps the previous month's most-read stories, most-downloaded resources, most-visited company showcases and more.

DELIVERY SCHEDULE: Monthly
SUBSCRIBERS: 23,100+

atm marketplace

TOP TENS: JULY 2023

TOP 10 NEWS & FEATURES

1. Diebold Nixdorf establishes post-bankruptcy reorganization plan
2. ATM industry urges Congress to take action on Safe Access to Cash bill
3. Don't count cash out just yet
4. NCR to spin off ATM business
5. Westpac to adjust ATM withdrawal limits
6. Bank customers report rise in sudden account closures
7. Red Link migrates ATM network to Diebold Nixdorf
8. How APIs can improve banking security
9. TIAA Bank rebrands to EverBank, Jacksonville Jaguars stadium to be renamed
10. NCR unveils names for 2 independent companies: Voyix and Allecs

Interactive Customer Experience (ICX) Summit
September 11-13, 2023 | Charlotte, NC
Discover new strategies and tech to elevate the customer experience. Early Bird pricing ends August 11. Save \$150 off the standard rate.
Co-located with Bank Customer Experience Summit
One badge. Two events.
[Agenda](#) | [Register](#)

TOP 10 SHOWCASES

1. Auriga
2. Hyosung Innovue
3. ACG
4. Nidec Instruments (America) Corporation
5. Burroughs, Inc.
6. KALATM Software
7. Cash Connect
8. Triton Systems
9. FIS



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THE BANK EXPERIENCE
SELF-SERVICE & DIGITAL BANKING NEWS BRIEF

presented by **atm marketplace**

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VersaLink™**
Triton

A Better Way to Manage Cash
VersaSafe is a fast accurate and secure smart safe solution for cash intensive businesses. VersaLink performs real-time monitoring which makes your smart safe provisional credit ready. [Learn More.](#)

FDIC COMES AFTER BANKS FOR UNINSURED DEPOSITS
The Federal Deposit Insurance Corp. has called out banks for containing incorrect data on financial statements. The statements showed lower uninsured deposits that the banks held. The FDIC has called for a special fee based on the size of uninsured deposits in response to the collapse of Silicon Valley Bank, Signature Bank and First Republic.
The regulator aims to recoup its losses from the collapse of SVB and the other banks by imposing a fee on banks based on their total uninsured deposits at the end of 2022. However, it claimed some banks were, "not reporting estimated uninsured deposits in accordance with the instructions."
The FDIC said banks must report uninsured deposits that are backed by pledged assets and ones held at subsidiaries.
[Click here to read more.](#)

THE BANK EXPERIENCE

This newsletter brings readers the latest developments in self-service and digital banking.

DELIVERY SCHEDULE: WEEKLY

SUBSCRIBERS: 20,200+



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e-blasts //

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WHEN ONLY THE BEST WILL DO!

Five Reasons TCRs Benefit Financial Institutions

- 1.Reduce labor cost due to transaction time savings
- 2.Enhance customer and teller satisfaction
- 3.Transform "head down cash counters" to revenue generators
- 4.Improved accuracy and accountability
- 5.Improve your brand

ACG

ATEC LTA Series Benefits

- Fully secured unattended self-audit
- Note path outside the safe which allows for easy clearing of potential bill jams
- Largest recycling capacity
- Fastest TCR at 12 no
- Industries largest disp tutorials
- Tamper indicating sm increased se
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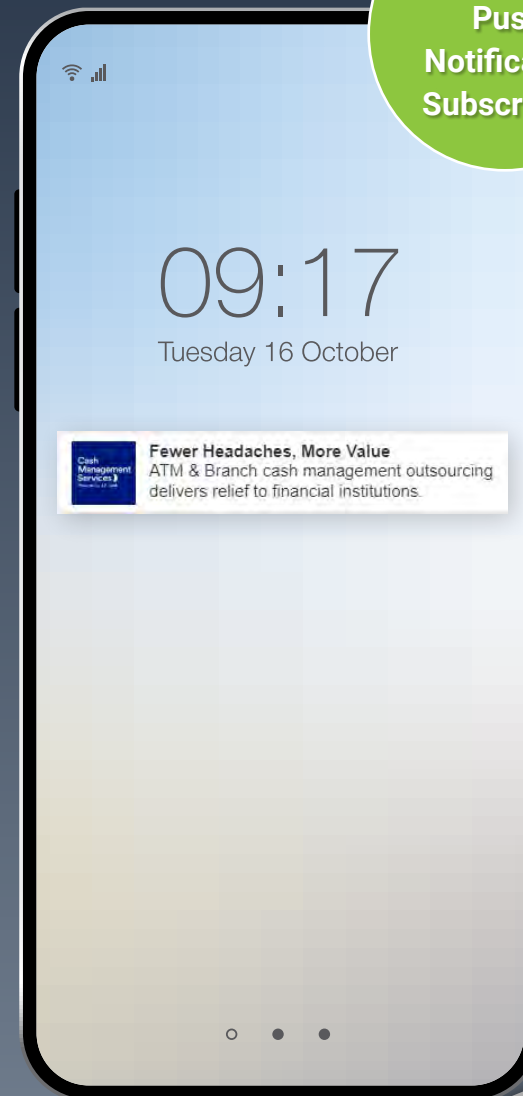
push notifications //

Push notifications are a high impact marketing solution. Subscribers visit the website and opt-in to receive notifications from us directly to their device of choice. Your message is then sent directly to these devices (desktop, laptop, tablet and phone). Subscribers do not even have to be viewing our site to receive these notifications.

39,300+
Push
Notification
Subscribers



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The nationwide leader in ATM Vault Cash and Smart Safe cash logistics. [LEARN MORE](#)

CashConnect
INNOVATING CASH LOGISTICS

INNOVATION

Cardless ATM market to reach \$5.2B

Aug 22, 2023

The cardless ATM market is projected to grow to \$5.2 billion by 2031, according to research from ResearchandMarkets.com. It will grow at a compound annual growth rate of 10.6% from 2022 to 2031. The market was \$2 billion in 2021.

With this technology, customers can use ATMs without a physical card through tools such as a

NEWS

- Diebold Nixdorf expands cash recycler series
- Cash logistics market to grow by more than \$20B
- Maryland police on lookout for 7-Eleven ATM smasher
- FDIC to vote on stricter rules on regional bank dissolution
- Police suspect gang behind ATM attacks in Wisconsin
- Stearns Bank intros nonprofit banking solutions
- NCR to run New Zealand-based Kiwibank's ATM fleet

MORE NEWS

RESOURCES

dpl
Wireless You Can Bank On.

BANNER ADS

Build or reinforce your brand awareness with a banner campaign designed to meet your budget.

NEWS

- Diebold Nixdorf expands cash recycler series
- Cash logistics market to grow by more than \$20B
- Maryland police on lookout for 7-Eleven ATM smasher
- FDIC to vote on stricter rules on regional bank dissolution
- Police suspect gang behind ATM attacks in Wisconsin
- Stearns Bank intros nonprofit banking solutions
- NCR to run New Zealand-based Kiwibank's ATM fleet

MORE NEWS

PAYMENTS

Cannabis dispensaries turn to cash in wake of Mastercard ban

INTERACTIVE CUSTOMER EXPERIENCE (ICX) SUMMIT

Final call to experience innovation at Bank Customer Experience Summit

MORE FEATURES

- BANK CUSTOMER EXPERIENCE (BCX) SUMMIT**
How banks can meet small business needs
- INNOVATION**
NCR expands through separation into 2 companies
- PAYMENTS**
How ATMs can improve airports with currency exchange
- PAYMENTS**
Non-bank ATM deployers expand in changing climate
- BANK / CREDIT UNION**
ITUs come to credit unions

JOIN THE RETAIL REVOLUTION

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STICKY FOOTER ADS

Place your leaderboard banner in our Sticky Footer ad unit that remains visible as the user scrolls the page.



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display ads //

The screenshot shows a webpage from ATM Marketplace. The main article is titled "ITMs come to credit unions" and includes a sub-headline "ITMs are becoming a staple of credit unions, since they can use ITMs to expand their reach in a nontraditional way." Below the text is a photograph of an ATM in a modern, brightly lit interior. To the right of the main article is a "NEWS" sidebar with several headlines, including "Diebold Nixdorf expands cash recycler series" and "Cash logistics market to grow by more than \$20B". Below the news sidebar is a "RESOURCES" section with links to articles like "Addressing the evolving payments landscape". At the bottom of the page, there is a small "Speedbump Ad" for the "ATM/ASA Global Security Summit" with the text "ATM/ASA Global Security Summit: don't miss out! Our impressive program will cover a global view of ATM crime and emerging threats. Experts from Fin, law enforcement, and technology providers will discuss perspectives of the ATM crime landscape, countermeasures, and best practices." The date "Aug 4, 2023 by Bradley Cooper - Editor, ATM Marketplace" is visible at the bottom left.

SPEEDBUMP ADS

Speedbump ads appear in articles, blogs and news items just below the main image of the story. They will naturally pass through the reader's field of vision as they scroll to read.

The screenshot shows a large advertisement for Cloudexa. The ad features the Cloudexa logo on the left, followed by the text "Unlock the benefits of cloud-based device monitoring and management solutions." Below this text is a blue button labeled "Learn More". On the right side of the ad is a photograph of a woman in a red shirt using an ATM. In the top right corner of the ad area, there is a link that says "CONTINUE TO SITE » or wait 9 seconds".

PRESTITIAL ADS

Prestitial ads are great for making an immediate and significant impression on site visitors. These ads typically serve when a user enters the site for the first time each day. The ad stays visible for 15 seconds or until the user clicks "Continue to Site."



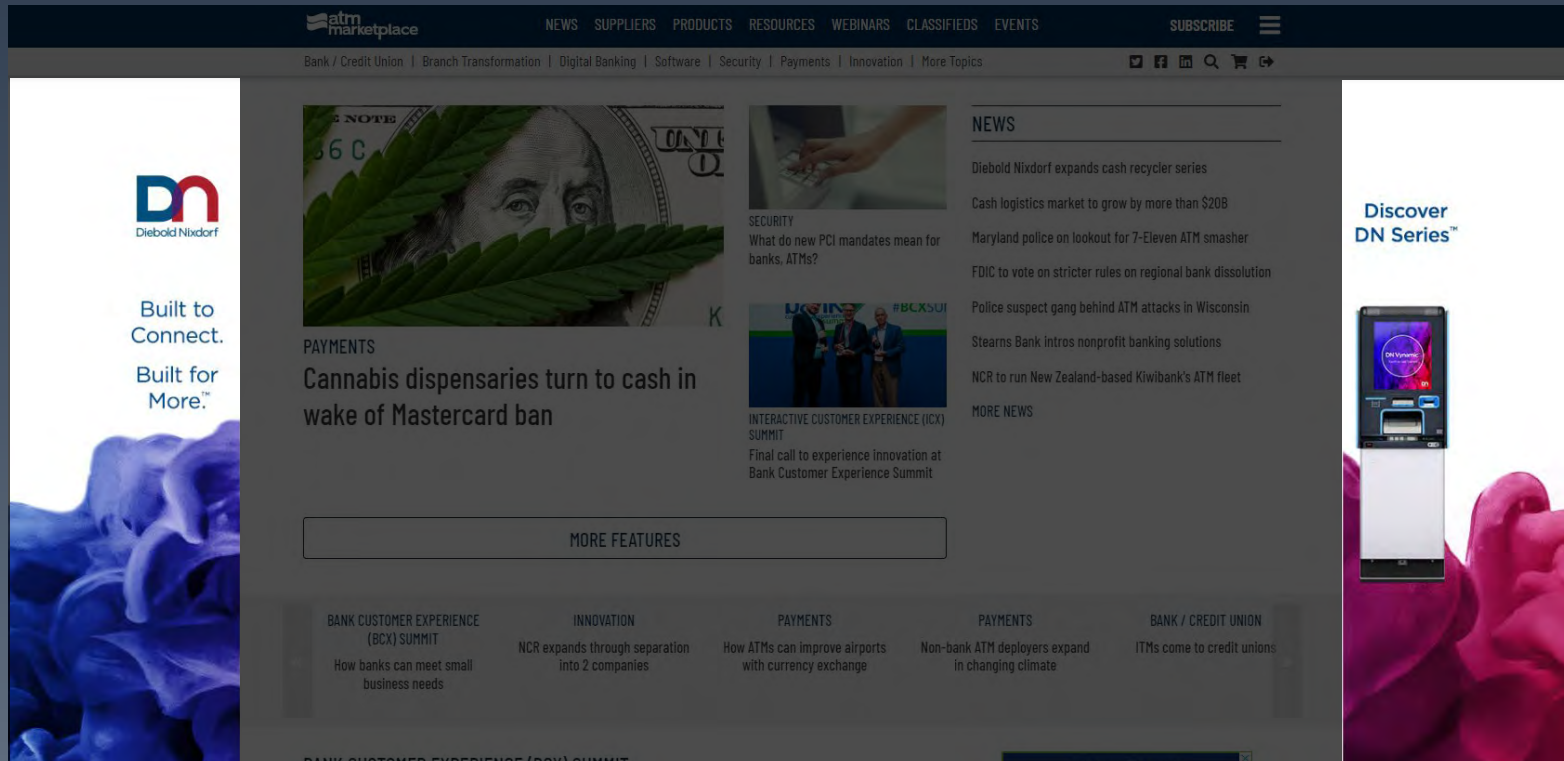
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WALLPAPER ADS

With Wallpaper ads your brand is displayed prominently on both sides of the page. Wallpaper ads serve on each home, article, news and blog page view. (Not served on mobile devices and may not be visible to some desktop users.)



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topic centers //

The screenshot shows the ATM Software Topic Center on the ATM Marketplace website. At the top, there is a navigation bar with links for NEWS, SUPPLIERS, PRODUCTS, RESOURCES, WEBINARS, CLASSIFIEDS, and EVENTS, along with a SUBSCRIBE button and a menu icon. Below the navigation bar, there is a banner for Kalinite software with the text "Driving ATM innovation" and the website "www.kal.com". The main content area is titled "TOPIC CENTER" and "ATM Software". It features a description: "Investigate technological advancements in ATM software that improve digital interface, cloud platforms, performance and speed." There is a "topic sponsor" section for KAL ATM Software GmbH. The "NEWS" section includes articles such as "UK Fintech Growth Partners intros fund for fintechs", "Riyad Bank to automate processes with Blue Prism", "Cardless ATM market to reach \$5.2B", "Bud Financial intros AI platform for banks", "Open Payment Network certifies North American Banking Company for RTP network messages", "BankFirst Financial Services adds loan, deposit production office in Alabama", and "Core10 joins Jack Henry Vendor Integration Program". There is also a "SECURITY" section with the article "What do new PCI mandates mean for banks, ATMs?". A "SOFTWARE" section lists "Riyad Bank to automate processes with Blue Prism", "Bud Financial intros AI platform for banks", and "Core10 joins Jack Henry Vendor Integration Program". A "WEBINAR" section lists "2022 ATM and Self-service Software Trends and Analysis". At the bottom, there is a "VIEW MORE ON SOFTWARE" link.

Topic Centers are where we compile all of the content we publish on a given topic, including articles, blogs, news, white papers, case studies and more. Think of it as the home page for the topic.

Topic Center sponsorships are a great way to connect your brand to topics of significant interest to our readers. They also offer valuable lead generation opportunities.

Exclusive sponsorships come with an additional Topic Center widget that appears on our home page and at the end of content related to the topic, giving you even more brand impressions.



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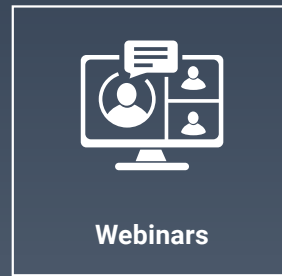
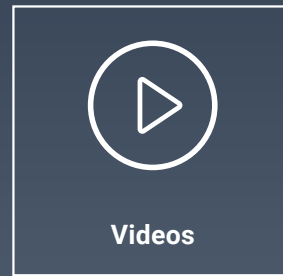
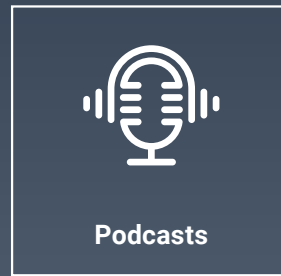
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No Content? We can help you produce what you need to kickstart your content marketing strategy.



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special publications //

Content marketing is great for elevating your brand as an industry thought leader and for generating potential sales leads.

But not every company has the ability or bandwidth to create compelling content that drives engagement. That's why we offer a turnkey service for writing, designing, publishing and promoting custom white papers, case studies and more.

When you partner with us to create a special publication, you get:

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- Knowledge and support from known industry experts
- Inclusion in our online Resources library
- Budget-friendly promotion to our large audience of executives, senior decision makers and influencers
- Lead generation to fill the top of your sales funnel



WHITE PAPER

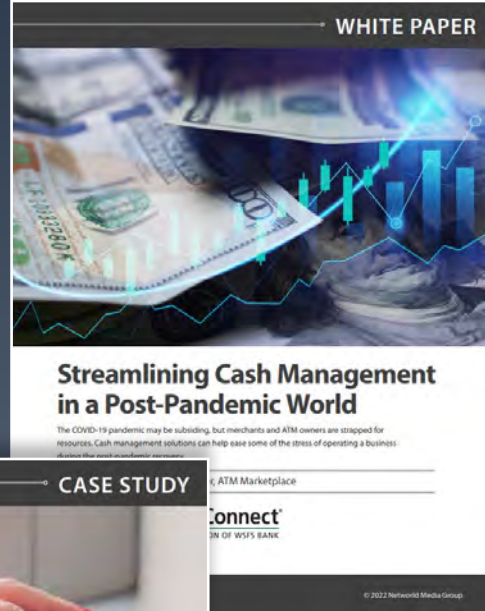
Addressing the evolving payments landscape

The options consumers have when it comes to paying for goods and services continues to expand. Merchants need to find an efficient way to cater to those options.

By **Richard Slawsky** | Contributing writer, Kiosk Marketplace

SPONSORED BY: **Nidex**
-All for dreams

KIOSK marketplace © 2023 Network Media Group




WHITE PAPER

Streamlining Cash Management in a Post-Pandemic World

The COVID-19 pandemic may be subsiding, but merchants and ATM owners are strapped for resources. Cash management solutions can help ease some of the stress of operating a business.

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A DIVISION OF WSPS BANK

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CASE STUDY

Triton Supplies Cash in Small Spaces

UK-based ATM deployer works with Triton Systems to create an ATM perfect for locations where space is at a premium.

By **Richard Slawsky** | Contributing writer, ATM Marketplace

SPONSORED BY: **Triton**

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podcasts //

Our podcasts feature interviews with industry movers and shakers and offer listeners a view into the news and trends affecting their businesses.

Sponsoring our podcasts is a great way to get your message across, in partnership with our editors, to a targeted and engaged audience. They're perfect for increasing brand awareness and establishing your company as an industry thought leader.



Join your host Mandy Wolf Detwiler for the Pizza Marketplace podcast. Each episode features interviews with industry insiders and covers topics that are critical to the success of pizza restaurant operators of all sizes.



This podcast series from the publishers of FastCasual.com, PizzaMarketplace.com and QSRweb.com provides restaurant owners and executives with the insights and inspiration they need to grow their brands. Each episode features interviews with experienced restauranteurs, industry experts, and thought leaders, who share practical tips and advice for running a successful restaurant business.



Join host Daniel Brown for the Digital Signage Today Podcast featuring interviews with industry thought-leaders and news-makers. They will explore the latest trends and innovations in digital signage hardware, software, content, and more.



Tune into the CX Innovators podcast to hear how top brands are using cutting-edge technology to take the customer experience to incredible new heights. We'll talk to the executives who are spearheading the CX charge for their brands and the tech companies they rely on to make the magic happen.



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The logo for ATM Marketplace, featuring the letters "atm" in a stylized font above the word "marketplace".

webinars //

WHAT A WEBINAR CAN DO FOR YOUR BUSINESS

- Position you as a thought leader and increase your brand awareness
- Generate strong, qualified sales leads
- Educate the market about your products and services

YOU PROVIDE THE CONTENT AND THE SPEAKERS, WE PROVIDE EVERYTHING ELSE...

Production – We guide you through the process and work with your speakers to ensure your webinar is well-crafted for the audience.

Moderator – A member of our editorial team will welcome the audience, introduce speakers and facilitate the Q&A session at the end of the webinar.

Promotion – We drive registrations for your webinar through an aggressive campaign that includes e-blasts, newsletter mentions, and social media posts.

Registration / Reminders – Users register for the webinar on our site and immediately receive an email enabling them to quickly add the webinar to their calendar. About 24 hours before the live webinar, we'll email a reminder to all registrants to encourage their attendance.

On-Demand Hosting – After the live webinar, we host the recording on our site for visitors to view at their convenience. Registration is required to view the recording.

Lead Generation – We send you the contact information of everyone who registers for the live webinar and everyone who registers to view the on-demand recording.



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executive summits //

8th Annual



September 9-11 | Charlotte

Digitally minded consumers are forcing financial institutions to rethink the way they do business. These consumers want to bank when and how it suits them. Financial institutions must innovate quickly to keep up with consumer demands and to respond to challenges from non-traditional competitors. Bank Customer Experience (BCX) Summit will provide bank executives with powerful insights on these trends and highlight innovative technology to help today's financial institutions transform themselves to serve consumers now and into the future.

[Learn More >](#)



8th Annual



September 9-11 | Charlotte

Interactive Customer Experience (ICX) Summit gives brands one place at one time where they can discover a full range of technologies and strategies to create engaging and meaningful customer experiences. Executives from retail, restaurants, banks, hotels and other B2C companies will learn from leading CX innovators about what's working, what's not, and how to elevate the experience for their customers.

[Learn More >](#)



5th Annual



December 9-11 | Tampa

Self-Service Innovation Summit will examine advances in technology that are empowering businesses to provide products and services when, where and how consumers expect them. The event will cover self-service, kiosk and vending solutions that can be applied in a wide range of settings.

[Learn More >](#)



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at the watercooler //

At the Watercooler is a sponsored content opportunity.

Here's how it works:

1. An executive from your company completes a short Q&A (4-6 questions).
2. We edit the executive's responses for grammar, spelling, clarity, etc. and send a final draft for your approval.
3. We publish the approved draft as a sponsored blog post on the website.
4. Your company logo is displayed at the top of the blog post.
5. The blog post will appear on the home page for a minimum of 1 week and will be accessible via the Features and Blogs archives for a minimum of 1 year.
6. If you have a Company Showcase, your blog post will also appear there for as long as your Company Showcase is active.
7. Posted on our social media pages.
8. You have the right to re-publish the blog post on your own website.



Get started today!



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The logo for ATM Marketplace, featuring a stylized wave icon to the left of the text 'atm marketplace'.

contact us //

CREATIVE INQUIRIES

If you have any questions or concerns about creative specifications and submission, please contact:

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marketingservices@networldmediagroup.com | tel: 502.241.7545 ext. 139 | fax: 502.241.1385

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