

20
25

media kit

 atm
marketplace

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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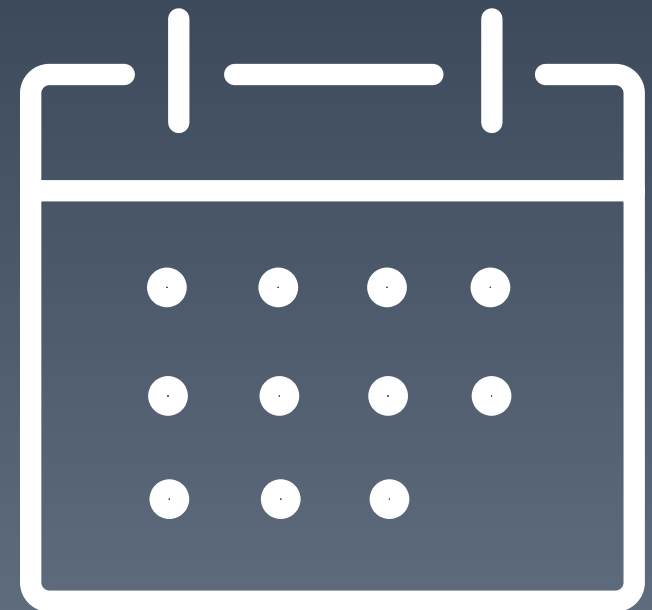


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editorial calendar //

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 hardware trends
- ATM software trends
- ATM hardware security
- ATM software security
- Bank customer experience
- Branch transformation
- Self-service banking
- ITMs
- Retail ATMs
- Cash recycling
- Cash usage
- Cash management
- Cashless trends
- Bitcoin ATMs
- AI
- Bank hiring
- Payments trends
- Cloud banking
- Digital banking trends
- Cryptocurrency
- Surcharge-free ATMs
- Video banking



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our audience //



SITE TRAFFIC

320,000+ annual users
503,000+ annual page views

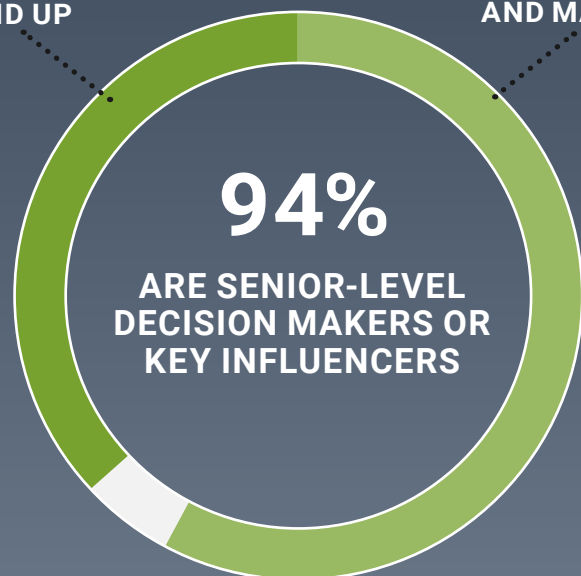


SUBSCRIBERS AND FOLLOWERS

22,900+ email newsletter subscribers
6,500+ social media followers
41,100+ push notification subscribers

35% VP-LEVEL
AND UP

57% DIRECTORS
AND MANAGERS



– WHERE OUR READERS ARE FROM –

66%
North America

16%
Europe

15%
Asia/Pacific



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our audience //

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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connecting you to a **large audience** interested in automation and self-service innovation

ATM Marketplace is part of the Network Media Group family of technology media and events that reach **more than 1.3 million** site visitors, subscribers, followers and event attendees every year.



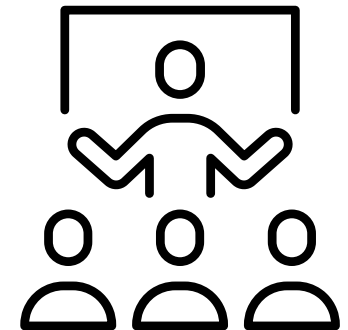
1.1 MILLION
Site Visitors Annually



171,000
Email & Push Notification Subscribers



48,000
Social Media Followers



300
Event Attendees



Vending Times



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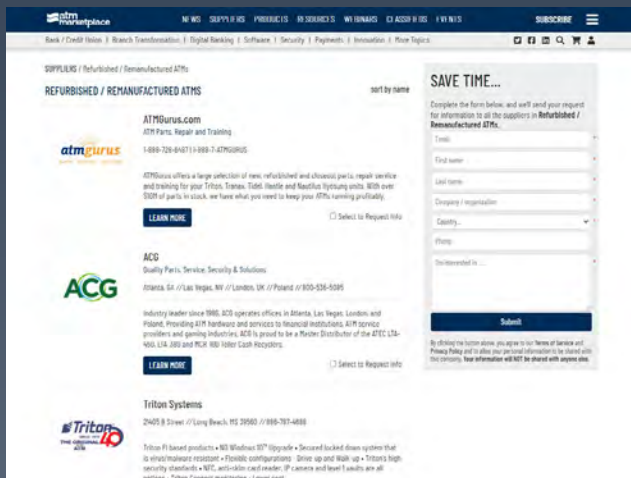
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company showcase //

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:



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.



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.



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



email newsletters //

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.

atm marketplace

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

UkashPay 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: 22,900+

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: 22,900+

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 Alleos

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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email newsletters //

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.

The screenshot shows an email newsletter for the Bank Customer Experience Summit 2024. At the top, it features the 'bank customer experience summit' logo and a 'Register Now' button. Below this is a header with the date 'APRIL 25, 2024' and a 'SUBSCRIBE' button. The main content area is titled 'ADVERTISEMENT' and features a large banner for the '2024 bank customer experience summit' with the dates 'SEPTEMBER 9-11 | CHARLOTTE, NC' and a 'SAVE \$450' offer. Below the banner is a 'TOP STORY' section with a sub-header 'Experience innovation at the Bank Customer Experience Summit' and a small image of a stage event. Another section is titled 'ICX Summit Elevate Awards' with a 'Nomination Deadline: May 31, 2024' and a 'NOW ACCEPTING NOMINATIONS!' banner. At the bottom, there is an 'INDUSTRY NEWS & INSIGHTS' section with two headlines: 'Fed says more than 1,800 banks utilized emergency lending facility' and 'Big banks continue job cuts, Citi leads the way'.

THE BANK EXPERIENCE

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

DELIVERY SCHEDULE: Bi-monthly
SUBSCRIBERS: 5,800+



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e-blasts //

Deliver your customized message to subscribers who have opted in to receive promotional messages from our advertisers and partners. You provide the subject line, copy, images and HTML code or, for an additional fee, we can develop a custom email message for you. E-blasts are great for promoting new products, special offers, free downloads, and much more.



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

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- Tamper indicating sm increased se
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INNOVUE



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Human Experience Elevated



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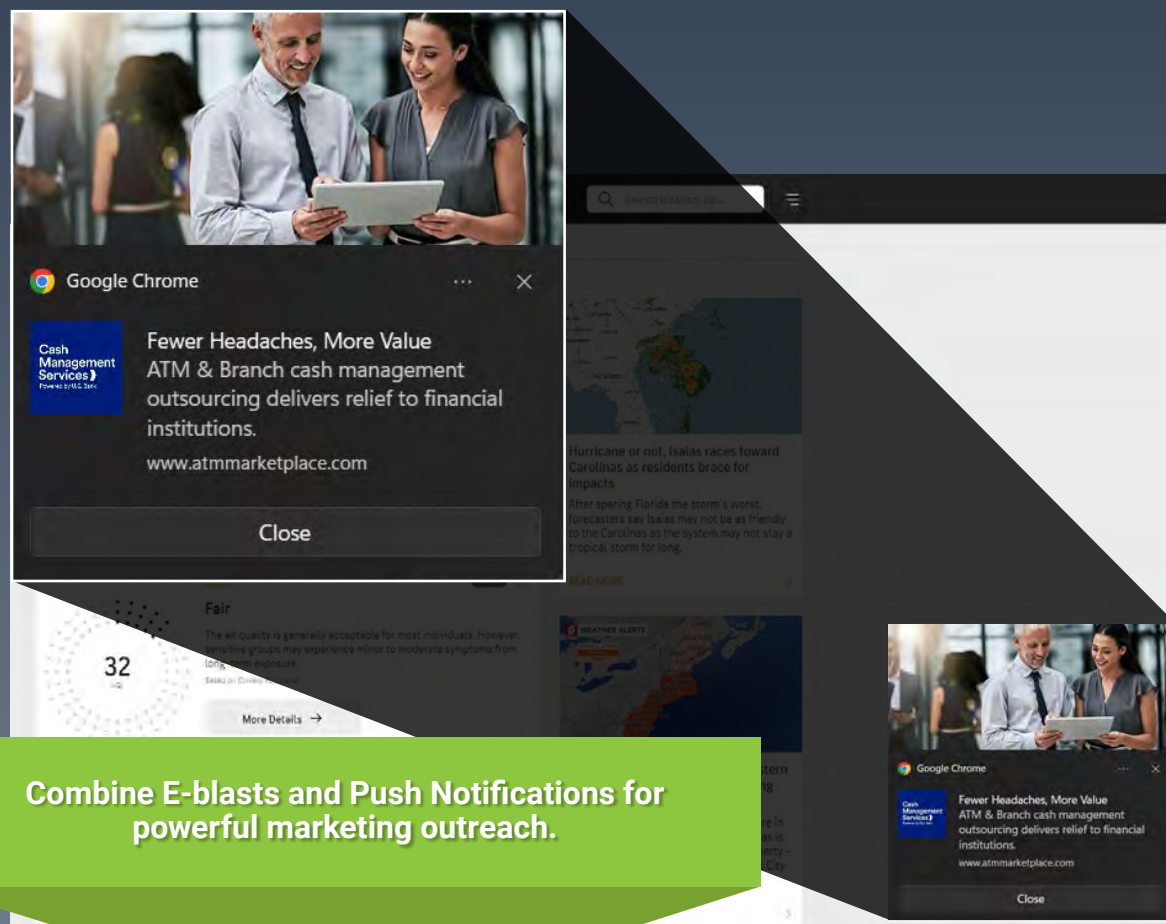
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push notifications //

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.

41,100+
Push
Notification
Subscribers



Combine E-blasts and Push Notifications for powerful marketing outreach.



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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

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

Wireless You Can Bank On.

RESOURCES

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

PAYMENTS

Cannabis dispensaries turn to cash in wake of Mastercard ban

INTERACTIVE CUSTOMER EXPERIENCE (ICK) SUMMIT
Final call to experience innovation at Bank Customer Experience Summit

JOIN THE RETAIL REVOLUTION

HYOSUNG
INNOVUE
[LEARN MORE](#)

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 large image of an ATM. Below the main image, a speedbump ad is displayed. The ad features a small image of a person at an ATM and text that reads: "ATMA/ISA 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. September 13-14, 2023".

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 webpage from ATM Marketplace. A prestitial ad is displayed over the top half of the page. The ad features the Cloudexa logo and the text: "Unlock the benefits of cloud-based device monitoring and management solutions." Below this text is a blue button labeled "Learn More". In the background of the ad, a woman is seen interacting with an ATM. In the top right corner of the page, 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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topic centers //

The screenshot shows the ATM Software Topic Center page. At the top is a navigation bar with 'atm marketplace' logo and links for NEWS, SUPPLIERS, PRODUCTS, RESOURCES, WEBINARS, CLASSIFIEDS, EVENTS, and SUBSCRIBE. Below the navigation is a banner for Kalinite software with the text 'Driving ATM innovation' and 'www.kal.com'. The main heading is 'TOPIC CENTER ATM Software'. A sub-heading reads 'Investigate technological advancements in ATM software that improve digital interface, cloud platforms, performance and speed.' To the right is a 'topic sponsor' section for KAL ATM Software GmbH. The main content area is divided into three columns: 'NEWS' with articles like 'UK Fintech Growth Partners intros fund for fintechs' and 'Riyad Bank to automate processes with Blue Prism'; 'SECURITY' with an article 'What do new PCI mandates mean for banks, ATMs?'; and 'SOFTWARE' with articles like 'Riyad Bank to automate processes with Blue Prism' and 'Bud Financial intros AI platform for banks'. A 'WEBINAR' section is also present with the title '2022 ATM and Self-service Software Trends and Analysis'. A 'VIEW MORE ON SOFTWARE' link is at the bottom.

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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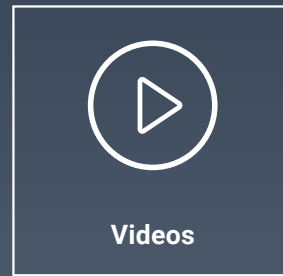
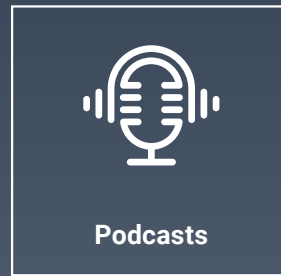
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sponsored content //

Is content marketing crucial to your overall go-to-market strategy? Let us put the thought leadership content you've worked so hard to create in front of the right audience.

Sponsored content opportunities are available for any of the following types of content:



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



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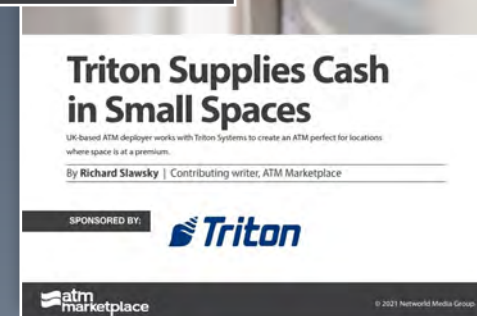
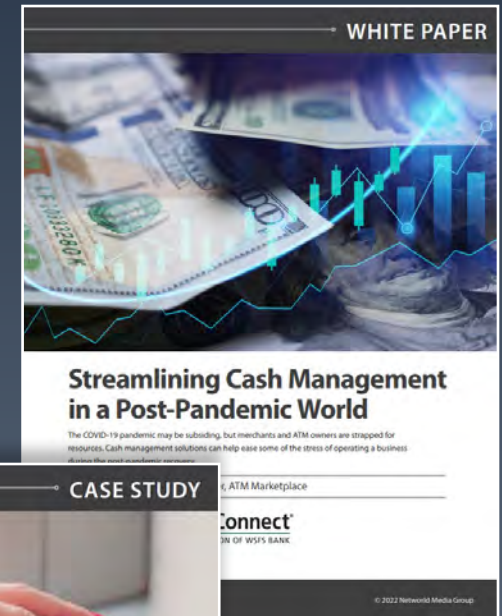
special publications //

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.

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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



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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.



Discover how businesses are revolutionizing their operations and enhancing customer experiences through the power of automation and self-service technologies. Join us as we explore real-world examples, industry trends, and expert insights on how to harness these tools for maximum impact.



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

executive summits //

9th Annual



June 2-3 | Indianapolis

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 >](#)

5th Annual



December 10-12 | 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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contact us //

CREATIVE INQUIRIES

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

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The logo for atm marketplace, featuring the letters "atm" in a bold, lowercase font above the word "marketplace" in a smaller, lowercase font. To the left of the text is a stylized wave icon.

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Through these media & events properties, Network Media Group brings critical business knowledge to more than 500,000 people around the world every month.

