



MEDIA KIT 2025

**MEDIA KIT
INSIDE:**

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eNewsletter

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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.

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

Dan Balaban, Editor

Mobility Payments Intelligence Report
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Mobility Payments
Intelligence Report



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.

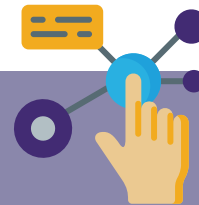
Key topics: Adoption trends, launch strategies, implementation costs, new technologies.



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.

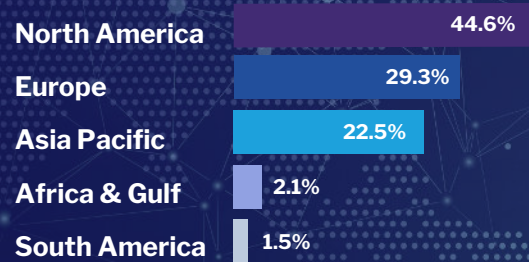
Audience

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
- Austria**
Vienna
- Brazil**
São Paulo
Rio de Janeiro
- Belgium**
Brussels
- Canada**
Toronto
Montréal
Vancouver
Calgary
Ottawa
Edmonton
Saskatoon
- Denmark**
Copenhagen
- Estonia**
Tallinn
- France**
Paris
Lyon
Toulouse
Bordeaux
Strasbourg
- Finland**
Helsinki
- Germany**
Berlin
Bonn
Osnabrück
Munich
- Hong Kong**
Hong Kong
- Hungary**
Budapest
- India**
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Delhi
Bangalore
Hyderabad
Ahmedabad
Chennai
Kolkata
Surat
Pune
Jaipur
Lucknow
Nagpur
Indore
Thane
Bhopal
- Indonesia**
Jakarta
Bandung
- Italy**
Milan
Rome
Naples
Turin
- Japan**
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Yokohama
Chiba
Fukushima
Tokorozawa
- Korea**
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Ansan
- Macau**
Macau
- Malaysia**
Kuala Lumpur
- Netherlands**
Amsterdam
The Hague
- New Zealand**
Auckland
Wellington
Christchurch
- Philippines**
Quezon City
Manila
Caloocan City
Taguig
Pasig
General Santos
Las Piñas City
Makati City
Pasay
- Sweden**
Stockholm
Gothenburg
Malmö
Skåne län
- Taiwan**
Nashville
Kaohsiung
- Thailand**
Bangkok
- UAE**
Dubai
- UK**
London
Birmingham
Glasgow
Edinburgh
Manchester
Newcastle
Leeds
- Vietnam**
Ho Chi Minh City
Hanoi
- USA**
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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

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.

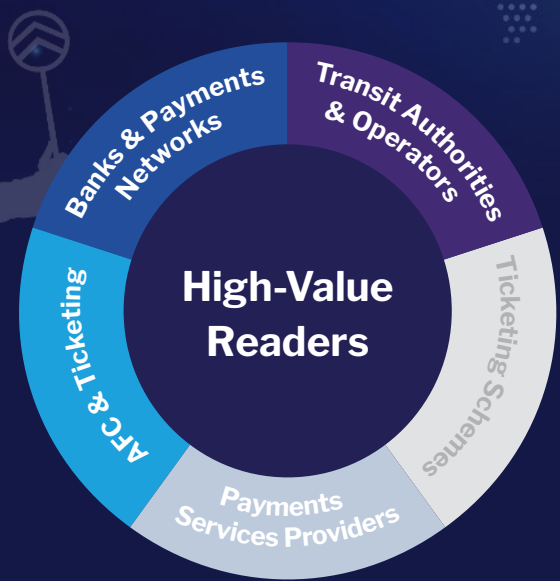
Mobility Payments has featured a special partnership with **APSCA**. Founded in 1997, APSCA is the premier business association in Asia Pacific serving the digital payments and identity segments. In addition to providing newsletters, webinars and other business intelligence, APSCA has organized nearly 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.

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.

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 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

Read Story

Side banner (300 x 250)

Read Story

Read Story

Read Story

Bottom Rectangle (970 x 150)

Top Leaderboard (728 x 90)

Home Open Loop Closed Loop MaaS Industry Insight Mobile Ticketing Q 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.

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 2022, but they do not yet have the funding to build the system, which would cost an estimated £20 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 Bank to Replicate London's Success in Pay-as-You-Go Contactless (Jan 01, 2021)

Australia's Commonwealth Bank Seeks to Expand Open-Loop Payments Push for Transit and Other Mobility Projects (Nov 01, 2020)

Wanted to Roll Out Multimodal Contactless EMV Fare Payments, with Plans for Daily and Weekly Fare Capping (Nov 01, 2020)

Post Lockdown, Transit Riders Want Agencies to Roll Vehicles More (Nov 01, 2020)

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

Mobility Payments Editorial Calendar

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.

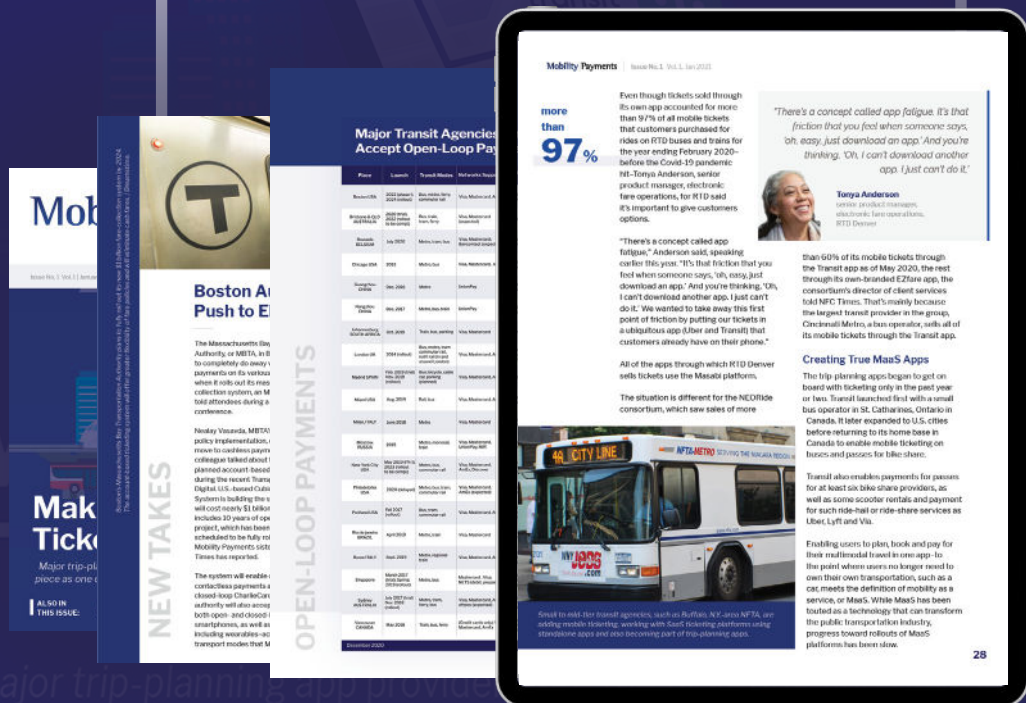
Rates per issue

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:

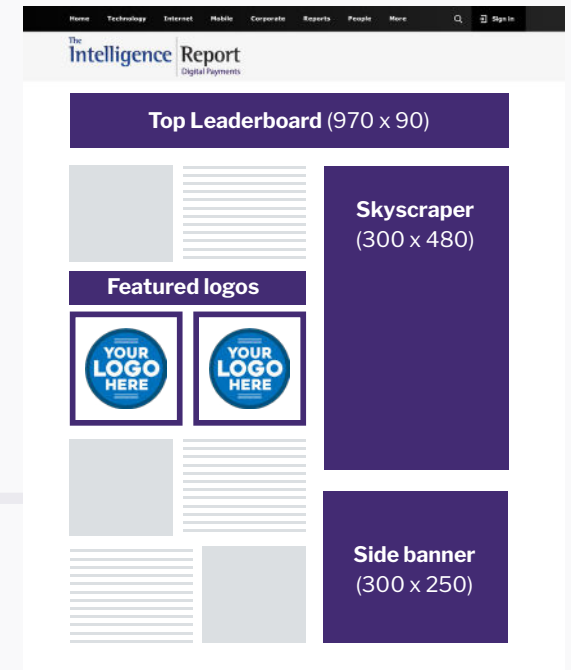
Web + magazine + Newsletter
\$2,200

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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