



TOTAL SUBSCRIBERS

27,809



LINKEDIN SUBSCRIBERS

9,299

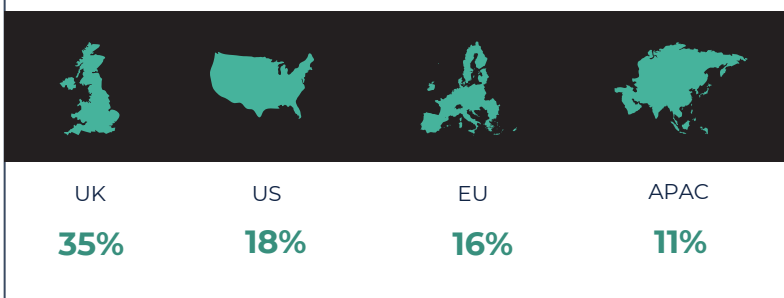
TOP INDUSTRIES



TOP ENGAGED COMPANIES



TOP GEOGRAPHIES



TOP SUBSCRIBER DESIGNATIONS

57%

Senior Level
(C -Suite, Finance Directors, Partners, Board Members)

30%

Mid level
(Treasurers, Finance Officers)

13%

Others
(Treasury specialists, consultants)

KEY TAKEAWAYS:

The Global Treasurer



covers topics like cash management, risk assessment and regulatory changes.

More than

20%

of GT's reader base works across the banking, financial services and accounting industries.

More than

45%

is high value B2B audience seeking high impact solutions to business problems.

CONTENT CONSUMPTION

In comparison to Q4 2024, Q1 2025 saw a

58% increase

increase in overall engagement (clicks +opens) from readers across topics like [macroeconomics](#), [treasury risk management](#), [corporate treasury](#) and [payment technology](#).

SPONSORED CONTENT CONSUMPTION

In Q1 2025, campaigns about trends and tools for cash management more than

45% engagement

NEWSLETTER OPEN RATE

18.73%

(> industry average of 15%)

CLICK THROUGH RATE

11.13%

(94% increase from the previous quarter)

PEAK OPEN TIME

Mondays at 2pm

DEVICE ENGAGEMENT

High engagement
from Desktop devices in Q1 2025

KEY TAKEAWAYS:

- **Highly engaged readership** that is actively seeking timely and relevant insights.
- High value B2B audience that is **signaling commercial intent** and openness to solutions in the **cash management** area.
- **High open rates** and **click rates** are reflective of active interest.
- Readers are **consuming content** in a professional setting; helps **build credibility** and **improve brand impact**

WEBSITE CONTENT ENGAGEMENT TRENDS

TOP CONTENT PIECES	IMPRESSIONS	AVERAGE READING TIME (SECONDS)
Trump Orders Treasury to Halt Penny Production – But Can He? - The Global Treasurer	89k	90
Elon Musk's Access to the Treasury's Payment System Raises Significant Concerns - The Global Treasurer	53k	43
DOGE's \$50 Billion Savings is a Cost-Cutting Success or a Cause for Concern - The Global Treasurer	44k	36
Can Bessent Steer Long-Term Interest Rates Without the Fed? - The Global Treasurer	37k	41

CONTENT FORMATS AND AVERAGE IMPRESSIONS

NEWS ANALYSIS

90k

REPORTS

80k

CASE STUDIES

75k

NATIVE ARTICLES

55k



KEY THEMES THAT HELD OUR AUDIENCE'S INTEREST



Macroeconomic trends like inflation, interest rate shifts and global market volatility and how to mitigate them.



Treasury risk management and compliance and how to protect balance sheets in uncertain times.



Transformation of treasury functions and how to become strategic partners to the CFO.



Strong solutions to simplify, automate and modernise workflows for payments innovation.



Cash visibility, forecasting and working capital optimisation reflecting operational needs.

PRODUCT PERFORMANCES



Mailshots

Open Rate

18%

Click Rate

20%



Newsletter Lead Sponsorship

24%

11%



Leading Voice Broadcast

19%

11%



Content Calendar

Why work with The Global Treasurer?

GT's readership includes corporate treasurers, CFOs and Finance Directors who influence tech adoption and financial strategies. The strong performance indicates strong intent and appetite for new solutions. Ideal campaign alignment for solutions that work across payments modernisation, cash and liquidity management, risk mitigation and treasury tech.

To learn more, talk to us : partnerships@clickzmedia.com