



TOTAL SUBSCRIBERS

20,300



LINKEDIN SUBSCRIBERS

3,225

ABOUT THE GLOBAL TREASURER

Access fintech and financial services professionals exploring emerging tech, SaaS, and risk tools. Bobsguide's audience growth and engagement make it a hotspot for future-ready solutions.

LIVE ACROSS

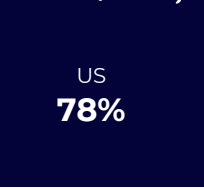


TOP GEOGRAPHIES



UK

10%



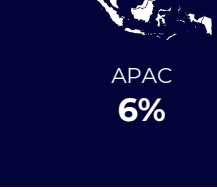
US

78%



EU

5%



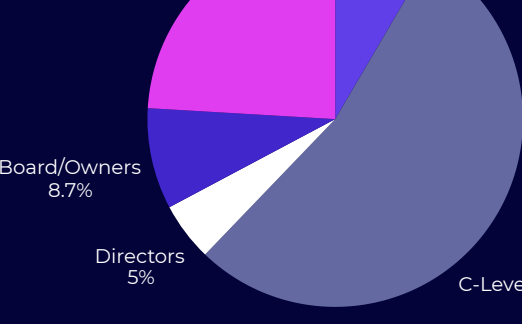
APAC

6%

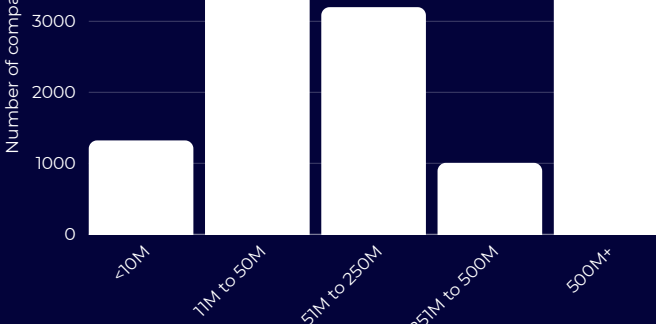
AUDIENCE PROFILE

With more than 60% of the subscriber base in key-decision making roles, the audience tiers align with complex, enterprise level B2B buying cycles and mid-market decision makers exploring digital transformation tools.

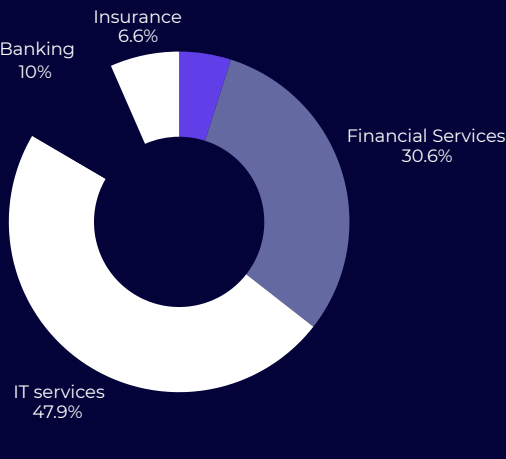
Seniority



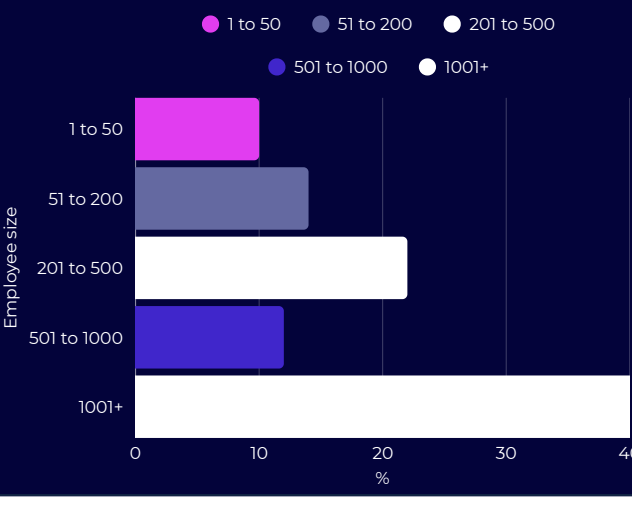
Annual ARR



Industry composition



Company employee size



AUDIENCE REACH AND DIGITAL FOOTPRINT



NEWSLETTER OPENS

28.42%



NEWSLETTER CLICK

2.93%



ANNUAL PAGE VIEWS

200K



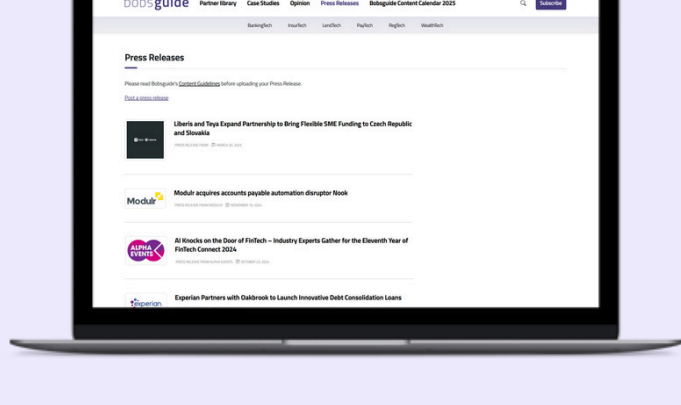
ANNUAL WEBSITE VISITS

139K



AVERAGE TIME ON WEBSITE

30 seconds



KEY THEMES

The CFO's readers are strategic finance leaders focused on driving transformation, navigating regulatory complexity, and enabling enterprise-wide value

FINANCIAL INFRASTRUCTURE AND RISK

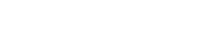
- KYC/AML, fraud detection, credit risk scoring
- Modular banking, cloud-native cores, real-time payments
- ISO 20022 migration, open banking APIs, RTP schemes

CONSULTING AND TRANSFORMATION

- Digital Transformation
- Regulatory Reporting & Compliance
- Treasury & Liquidity Management
- M&A and Tech Due Diligence

ENTERPRISE TECH AND CLOUD

- SaaS deployments, cloud-native financial services platforms
- Predictive analytics, generative AI use in finance, customer intelligence
- Finance tools, fintech partnerships, digital onboarding systems



READERS PAIN POINTS AND CHALLENGES



Fragmented Financial Systems

Legacy infrastructure with disconnected platforms which can be re integrated with modular, cloud native core platforms



Rising Regulatory Pressure

Rapidly evolving compliance requirements can be managed by automated tools and audit ready reporting features



Inefficient Processes & Manual Workflows

Manual, spreadsheet heavy workflows prone to error can be supported by RPA and AI powered decision support



Difficulty Innovating in a Secure, Scalable Way

Risk averse and wary of security concerns which can be helped by secure, hybrid solutions with proven enterprise grade deployment



Lack of Real-Time Insights & Analytics

Lack of timely and actionable insights which can be repositioned with platforms that have embedded analytics and custom dashboards



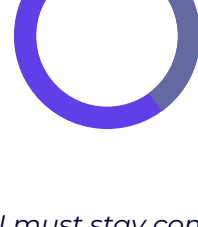
Navigating Vendor Overload & Tech Procurement Complexity

Inability to differentiate scalable solutions, need to offer clear ROI metrics

ENGAGEMENT SIGNALS

The largest segment of Bobsguide's readers engages around risk mitigation and financial optimisation. Additionally, there is consistent interest in banking trends alongside changing regulations. Growing interest innovation for competitive advantage

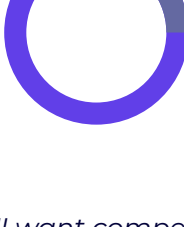
"I need to protect my organization from threats and vulnerabilities"



RISK MITIGATION

- Cybersecurity breaches, fraud prevention, security protocols
- Immediate consumption
- Event driven spikes along with sharing

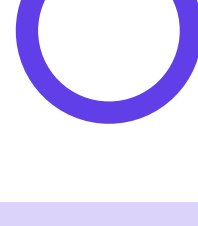
"I need to improve financial performance and demonstrate competency"



FINANCIAL OPTIMISATION

- Strategies, fintech solutions, financial transformation
- Professional development led
- Long premium value engagement

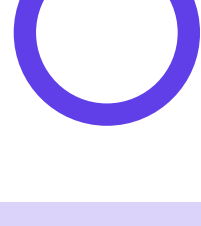
"I must stay compliant to avoid penalties and maintain professional standing"



REGULATORY COMPLIANCE

- Banking regulations, audit requirements, policy updates
- Predictable cycles tied to regulatory calendars
- Monday engagement

"I want competitive edge through emerging technology adoption"



INNOVATION ADVANTAGE

- AI implementation, tech trends
- Fastest growing, cross topic consumption
- Early adopter behaviour

CONTENT THEMES



FINANCE

140 CLICKS/POST

[Is big tech's creep into finance an extinction-level event?](#)
[How the World Economic Forum sees the future of fintech security](#)



CYBERSECURITY

110 CLICKS/POST

[Homomorphic Encryption may define the next era of financial data privacy](#)
[A volatile week of ransomware, regulatory reckoning, and emerging malware](#)



GENERAL BUSINESS

96 CLICKS/POST

[The uncharted waters of Open Finance](#)
[Fintech is unlocking financial access for the 'invisible' economy](#)



AI & TECH

86 CLICKS/POST

[Top 10 trends shaping the future of digital assets in 2025](#)
[Humanitarian aid strengthens AML compliance with finscan adoption](#)



BANKING & PAYMENTS

80 CLICKS/POST

[Checkout.com's Matthieu Barral on payments, payouts, and partnerships](#)
[Bitchat: Jack Dorsey's offline payments app tests the boundaries of fintech innovation](#)

READER JOURNEY

DISCOVER

→ Daily newsletter
20k subscribers

ENGAGE

→ Webinar, native content, reports
30% engagement

CONVERT

Event sign ups, product demos, report downloads

EXPLORE

→ Website Content
30 seconds reading time

SOCIAL ENGAGEMENT

→ LinkedIn newsletters, featured posts, polls
4k organic impressions



PERFORMANCE HIGHLIGHTS

Weekend send outs for a process automation company resulted in long engagement times (>35 seconds) and 25% higher open rates.



CONTENT CALENDAR

Campaign recommendations: (see [here](#))

- Q3 Q4 2025: Risk from cybersecurity events, AI mainstream adoption
- Q1 Q2 2026: New compliance regulations, how to grow in international markets

Why work with Bobsguide?

- Fintech Decision-Makers at Scale: Bobsguide reaches tech-savvy buyers at major financial institutions and solution providers.
- Enterprise Tech & Procurement Focus: Audience interests centre around banking infrastructure, digital transformation, compliance, cybersecurity, cloud migration, and automation
- Cross-Functional Influence: Readers include professionals across IT, risk, compliance, strategy, and finance, enabling campaigns that influence entire buying committees.
- Buyer-Ready Behaviour: Readers actively seek technology partners, comparing vendors and evaluating tools.
- Premium Brand Environment: As a niche platform with a strong B2B editorial voice, bobsguide offers a trusted space for thought leadership, lead generation, and strategic brand building.

Talk to us about your requirements.

Reach out here: partnerships@clickzmedia.com

