



TOTAL SUBSCRIBERS

29,000



LINKEDIN SUBSCRIBERS

9,473

ABOUT THE GLOBAL TREASURER

Target treasury professionals and finance directors from global financial institutions. GT connects your message to decision makers driving payments cash flow and risk strategy.

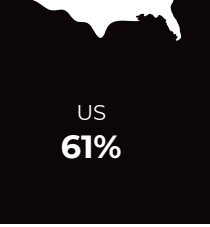
LIVE ACROSS



TOP GEOGRAPHIES



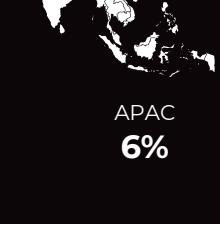
UK  
23%



US  
61%



EU  
11%

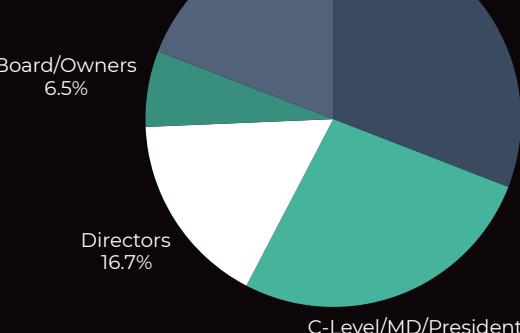


APAC  
6%

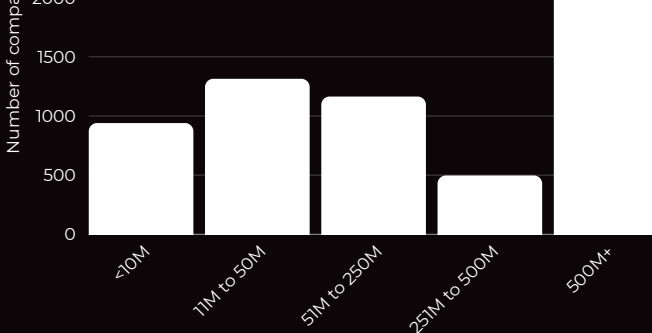
AUDIENCE PROFILE

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.

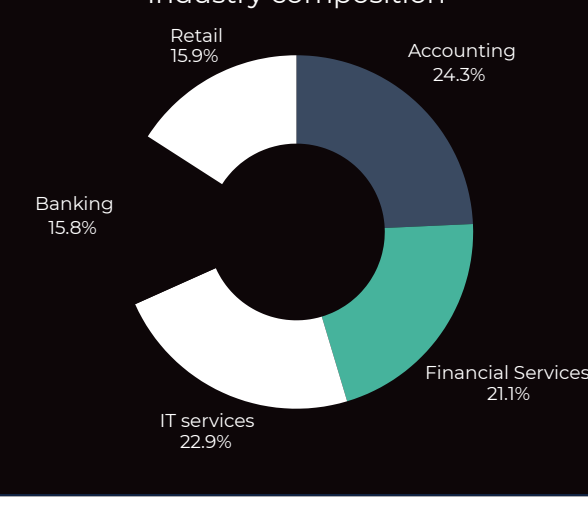
Seniority



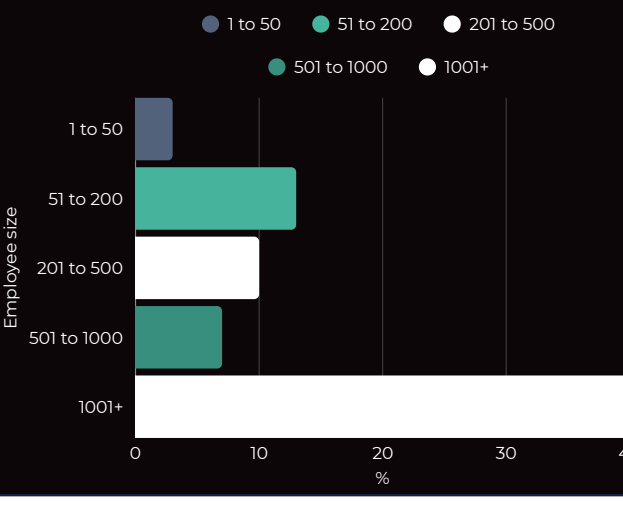
Annual ARR



Industry composition



Company employee size



AUDIENCE REACH AND DIGITAL FOOTPRINT



NEWSLETTER OPENS

26%



NEWSLETTER CLICK

5.55%



ANNUAL PAGE VIEWS

450K



ANNUAL WEBSITE VISITS

258K



AVERAGE TIME ON WEBSITE

45 seconds



KEY THEMES

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

TREASURY AND RISK MANAGEMENT

- Liquidity and cash flow forecasting
- Interest rate risk mitigation
- Regulatory compliance (Basel/IFRS)
- Intercompany loans and global cash visibility



BANKING INNOVATION AND PAYMENTS

- Digital treasury transformation and API banking
- Real-time payments and settlement networks (e.g. SWIFT GPI, RTP)
- ISO 20022 implementation



FINANCIAL STRATEGY AND ADVISORY

- Treasury's role in M&A
- ESG-linked financing and sustainability reporting
- Treasury analytics and data-driven decision-making



READERS PAIN POINTS AND CHALLENGES



Fragmented Treasury Systems & Poor Visibility

Limited real-time visibility and fragmented reporting which can be eased by centralised treasury management systems



FX, Interest Rate, and Liquidity Risk Exposure

Market volatility make hedging and forecasting difficult which can be supported by AI- driven tools



Manual, Time-Consuming Payment Processes

Legacy processes slow down payments, services offering ISO ready platforms can speed this up



Ineffective Use of Treasury Data

Siloed unactionable data prevents strategic insights, embedded analytics and dashboards can turn this around



Regulatory Pressure & Compliance Complexity

Manual workload and stress due to changing reporting requirements can be supported by compliance tracking tools



Treasury Talent Shortages & Skill Gap

Lack of skilled treasury analysts can be supplemented by intuitive platforms with minimal learning curves

ENGAGEMENT SIGNALS

The largest segment of GT's readers engages around regulatory updates and ESG compliance, while fast-growing interest in AI, API, and crypto highlights a shift toward competitive modernization.

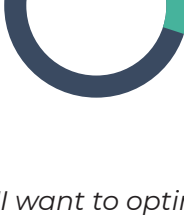
"I must stay ahead of regulatory changes to protect my organization"



RISK MITIGATION

- Policy updates, tax regulations, ESG compliance
- Peak engagement during regulatory announcements
- Largest reader segment

"I need to modernize treasury operations to stay competitive"



COMPETITIVE MODERNISATION

- AI implementation, API integration, crypto adoption
- Afternoon consumption, cross reference reading
- Exponential growth, early adopter behaviour

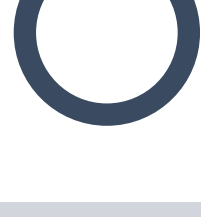
"I need market insights to inform strategic treasury decisions"



STRATEGIC INTELLIGENCE

- Bond market analysis, debt strategies, capital allocation
- Brief, regular, senior level engagement
- High impact, high value audience

"I want to optimize treasury operations for maximum efficiency"



MARKET INTELLIGENCE

- Cash conversion cycles, liquidity management, treasury team building
- Deep dive engagement
- Long form, detailed

CONTENT THEMES



POLICY AND REGULATION

4 CLICKS/USER

Midyear Reset: Treasurers Recalibrate for Policy and Market Shifts  
[Advanced Strategies for Mitigating Counterparty Risk Across Your Financial Value Chain](#)



AI & TECHNOLOGY

3.5 CLICKS/USER

[Reimagining Banking Technology Architectures: Key Principles To Embrace](#)  
[Winning in Asia: The Sustainable and Digital Future of Expansion](#)



MARKETS & FIXED INCOME

3 CLICKS/USER

[Navigating the Trilemma of Geopolitics, Rate Whiplash](#)  
[Why American Supply Chains Are Being Completely Rethought](#)



DIGITAL FINANCE

2.5 CLICKS/USER

[The growing dangers of multi-channel attacks and third-party risks](#)  
[US firms shift to long-term FX hedges as tariff risk grows](#)



CASH MANAGEMENT

2.5 CLICKS/USER

[US Treasury and Banking Giants Team Up to End Paper Payments](#)  
[Why the Most Valuable Cash Is Already on Your Balance Sheet](#)

READER JOURNEY

DISCOVER  
→ Daily newsletter  
29k subscribers

ENGAGE  
→ Webinar, native content, reports  
30% engagement

CONVERT  
Event sign ups, product demos, report downloads

EXPLORE  
→ Website Content  
45 seconds reading time

SOCIAL ENGAGEMENT  
→ LinkedIn newsletters, featured posts, polls  
11k organic impressions



PERFORMANCE HIGHLIGHTS

Weeklong send outs with newsletter placements and native content for a well known bank yielded in 25% higher than normal open rate



CONTENT CALENDAR

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

- Q4 2025: Year -end planning for tax planning season
- Q4 2025: Year -end planning and 2026 outlook
- Q1 2026 : Budget planning for 2026 tech investments

Why work with The Global Treasurer?

- Decision-Making Readership: High engagement from global banks, corporates, and capital markets leaders.
- High-Intent Content Clusters: Audiences are segmented by clear intent signals (risk mitigation, strategic decision-making, modernisation and efficiency )
- Content consumption includes cross-reference reading, deep-dive sessions, and peak engagement during regulatory news cycles
- Trusted Editorial Environment: GT provides a credible platform for complex financial topics.
- Global Finance Reach: With a strong subscriber base across global financial institutions, GT offers direct exposure to treasury buyers at enterprise scale.

Talk to us about your requirements.

Reach out here: [partnerships@clickzmedia.com](mailto:partnerships@clickzmedia.com)

