



THE GLOBAL TREASURER
FOUNDED 1998

The Global Treasurer reaches treasury and corporate finance professionals managing liquidity, payments, and risk on a global scale. Its readers include finance directors, treasurers, and CFOs seeking insights on real-time payments, FX, and cash management.

Q4 data reveals strong engagement, with readers increasingly consuming thought-leadership and analysis on digital treasury transformation. The report explores the formats and platforms driving the highest interaction.

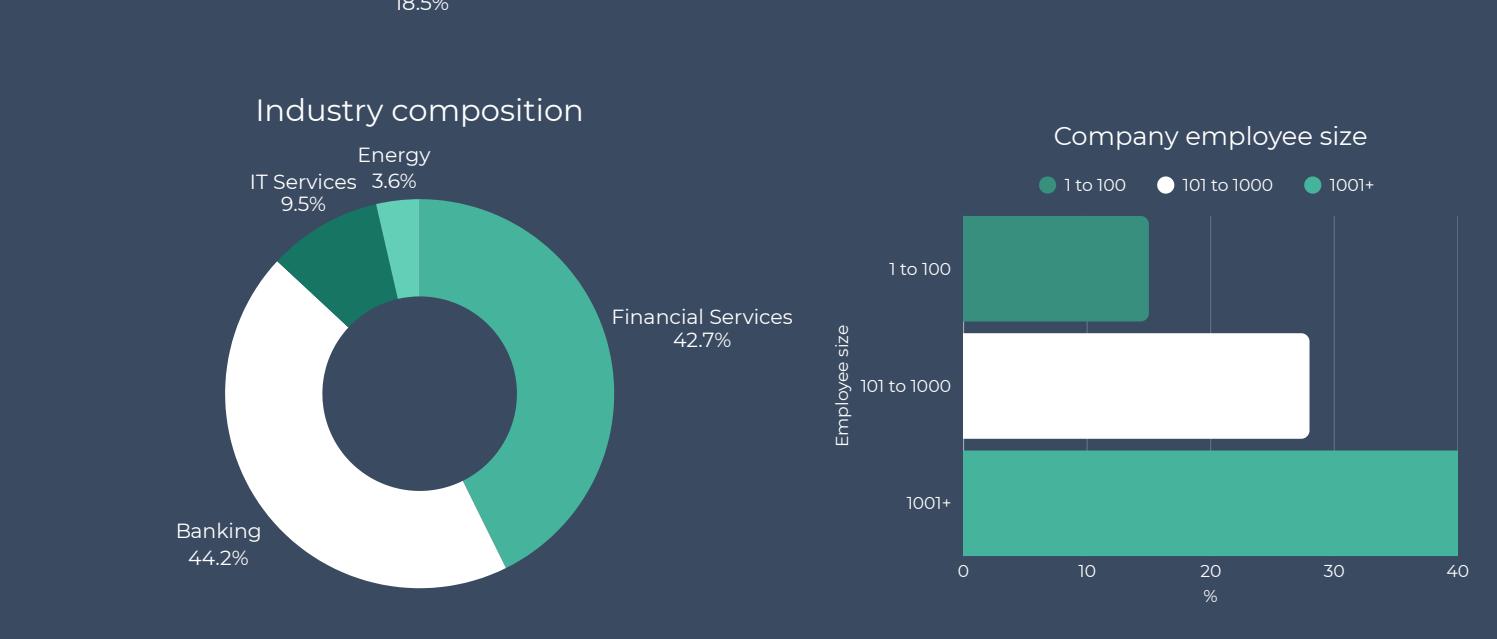
TOTAL SUBSCRIBERS

25,362

LINKEDIN SUBSCRIBERS

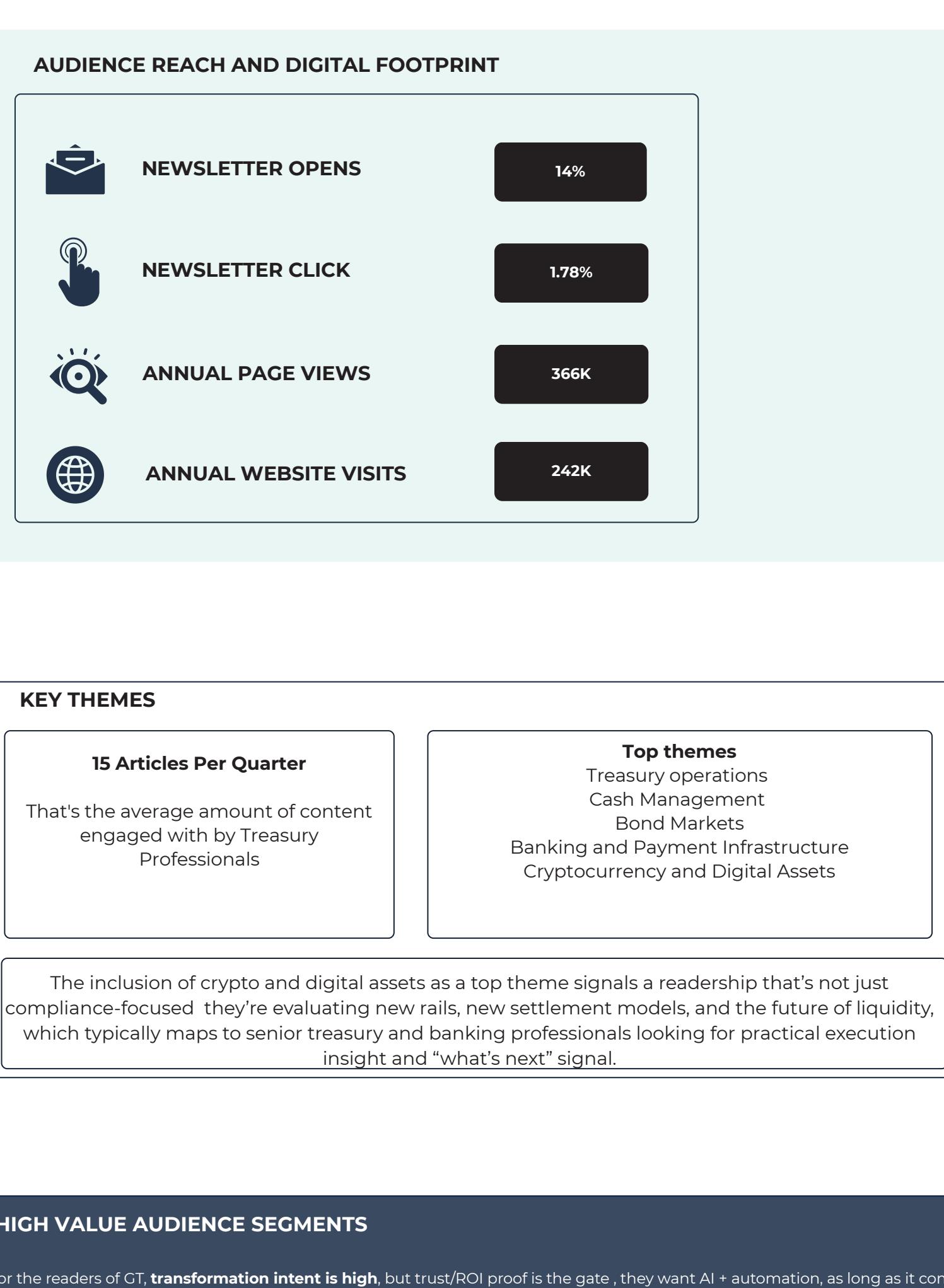
9,931

TOP GEOGRAPHIES



North America-led treasury audience, with the UK as a strong secondary market. **Reach US based treasury decision-makers at scale** for cross-border priorities like cash visibility, multi-currency control, payments infrastructure, FX/hedging, and funding strategy.

AUDIENCE PROFILE



KEY THEMES

15 Articles Per Quarter

That's the average amount of content engaged with by Treasury Professionals

Top themes

Treasury operations
Cash Management
Bond Markets
Banking and Payment Infrastructure
Cryptocurrency and Digital Assets

The inclusion of crypto and digital assets as a top theme signals a readership that's not just compliance-focused, they're evaluating new rails, new settlement models, and the future of liquidity, which typically maps to senior treasury and banking professionals looking for practical execution insight and "what's next" signal.

HIGH VALUE AUDIENCE SEGMENTS

For the readers of GT, **transformation intent is high**, but trust/ROI proof is the gate, they want AI + automation, as long as it comes with business cases, benchmarks, risk frameworks, and practical templates they can deploy fast (often with teams, sometimes across regions).



NEWSLETTER OPENS

14%



NEWSLETTER CLICK

1.78%



ANNUAL PAGE VIEWS

366K



ANNUAL WEBSITE VISITS

242K

IN GT'S READERSHIP

The subscribers cluster around top-tier banking and capital-markets organisations where treasury priorities are typically liquidity and funding, payments/financial services-heavy, senior audience

Bank of America

J.P. Morgan

Wells Fargo

HSBC

HSBC

BNY Mellon

Wells Fargo

U.S. Bank

PNC

HSBC

U.S. Bank

BNY Mellon

Wells Fargo

Fidelity

Fidelity

Wells Fargo

Wells Fargo

Wells Fargo

Wells Fargo

READER PAIN POINTS AND OPPORTUNITIES

Readers know what they need but struggle to find how to get it. They are in research/evaluation mode and they need guidance, tools, and solutions. Tech/service providers who bridge the gap between information and implementation through assessments, integrated solutions, implementation support, and personalized guidance will find a receptive audience.



Technology Modernisation Gap

"Overwhelmed by technological change and lack clear guidance on modernizing operations."

Comprehensive digital transformation platforms, technology assessment services, fintech curation, and implementation support.



Policy Uncertainty and Strategic Planning Challenges

"spend significant time understanding policy impacts but lack tools to quantify effects and develop strategic responses"

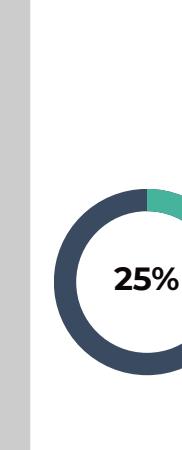
Policy impact analysis tools, strategic advisory services, scenario planning platforms, and economic intelligence dashboards



Information overload

"I'm Drowning in Information and Can't Find What I Actually Need"

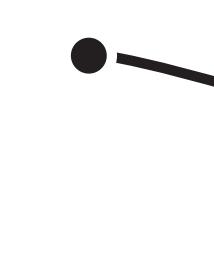
Interactive tools, on-demand knowledge bases



Banking infrastructure and payment system complexity

"My Banking Infrastructure is a Mess, and I Don't Know How to Fix It"

Banking API integration platform, infrastructure assessment tools, payment infrastructure consulting, vendor comparison services



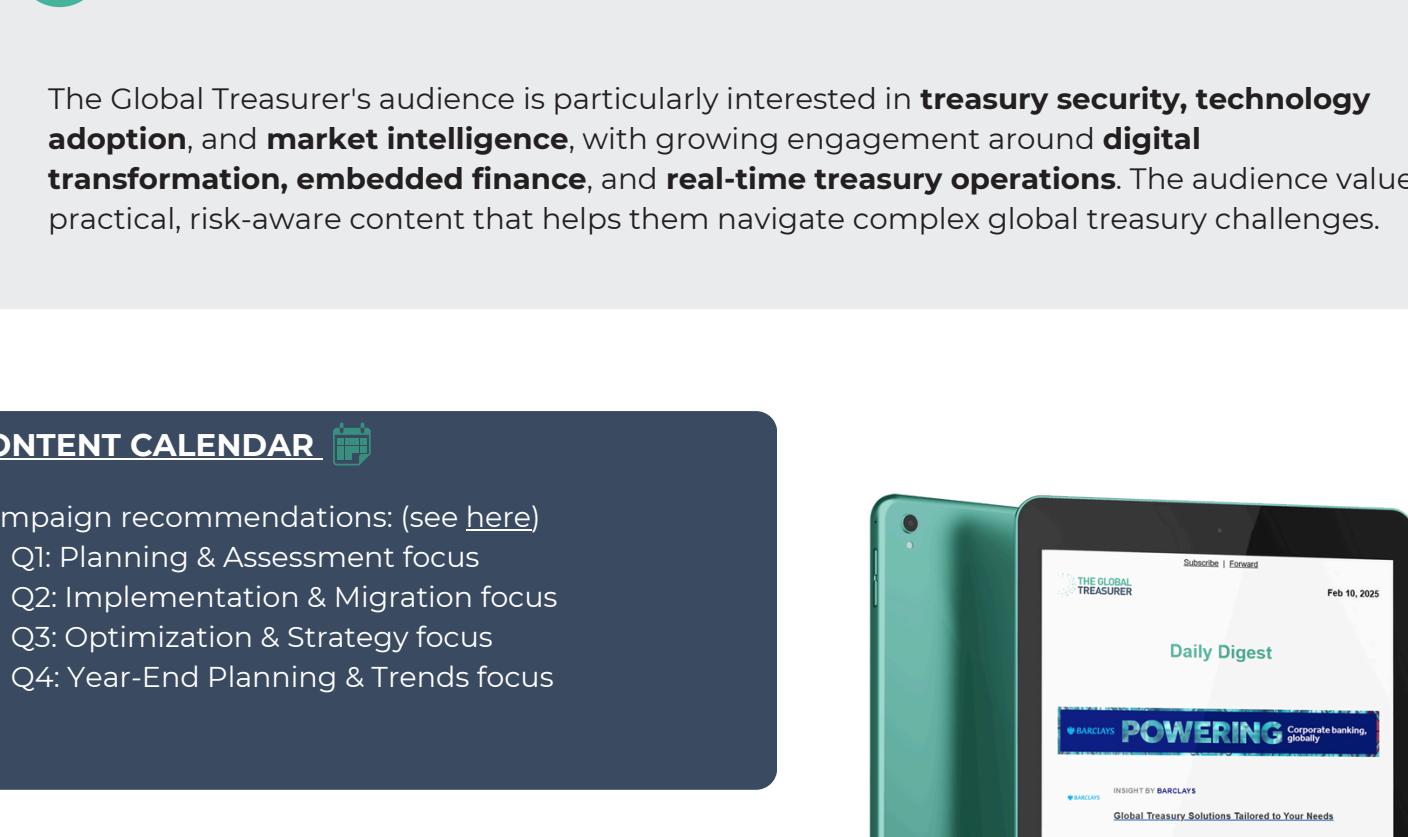
Operational Efficiency and Cash visibility gaps

"I Can't See My Cash in Real-Time, and Forecasting is a Guessing Game"

Cash flow forecasting, business case builders, spend analytics, solutions tried to financial improvements

ENGAGEMENT SIGNALS

The readers are actively working on integration challenges, real-time visibility needs, implementation guidance requirements, cost optimization concerns and embedded risk management considerations.



READER JOURNEY

DISCOVER

→ Daily newsletter

25.3k subscribers

ENGAGE

→ Webinar, native content, reports

52% engagement

CONVERT

Event sign ups, product demos, report downloads

EXPLORE

→ Website Content

40 to 70 seconds reading time

SOCIAL ENGAGEMENT

→ LinkedIn newsletters, featured posts, polls

TOP PERFORMING CONTENT TYPES



RISK FOCUSED CONTENT

Security threats and compliance issues



TECHNOLOGY IMPLEMENTATION

Practical guides on AI, APIs, and digital transformation



MARKET INTELLIGENCE

Real-time updates on treasury markets and economic conditions



OPERATIONAL GUIDES

Step-by-step strategies for cash management and liquidity

The Global Treasurer's audience is particularly interested in **treasury security, technology adoption, and market intelligence**, with growing engagement around **digital transformation, embedded finance, and real-time treasury operations**. The audience values practical, risk-aware content that helps them navigate complex global treasury challenges.

CONTENT CALENDAR

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

- Q1: Planning & Assessment focus
- Q2: Implementation & Migration focus
- Q3: Optimization & Strategy focus
- Q4: Year-End Planning & Trends focus

Partnerships:

- Access to senior decision-makers within global finance institutions
- Proven engagement on complex, high-value topics (regulation, liquidity, payments)
- Content alignment with trusted treasury editorial

Partners with us: partnerships@clickzmedia.com



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TREASURER**