

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

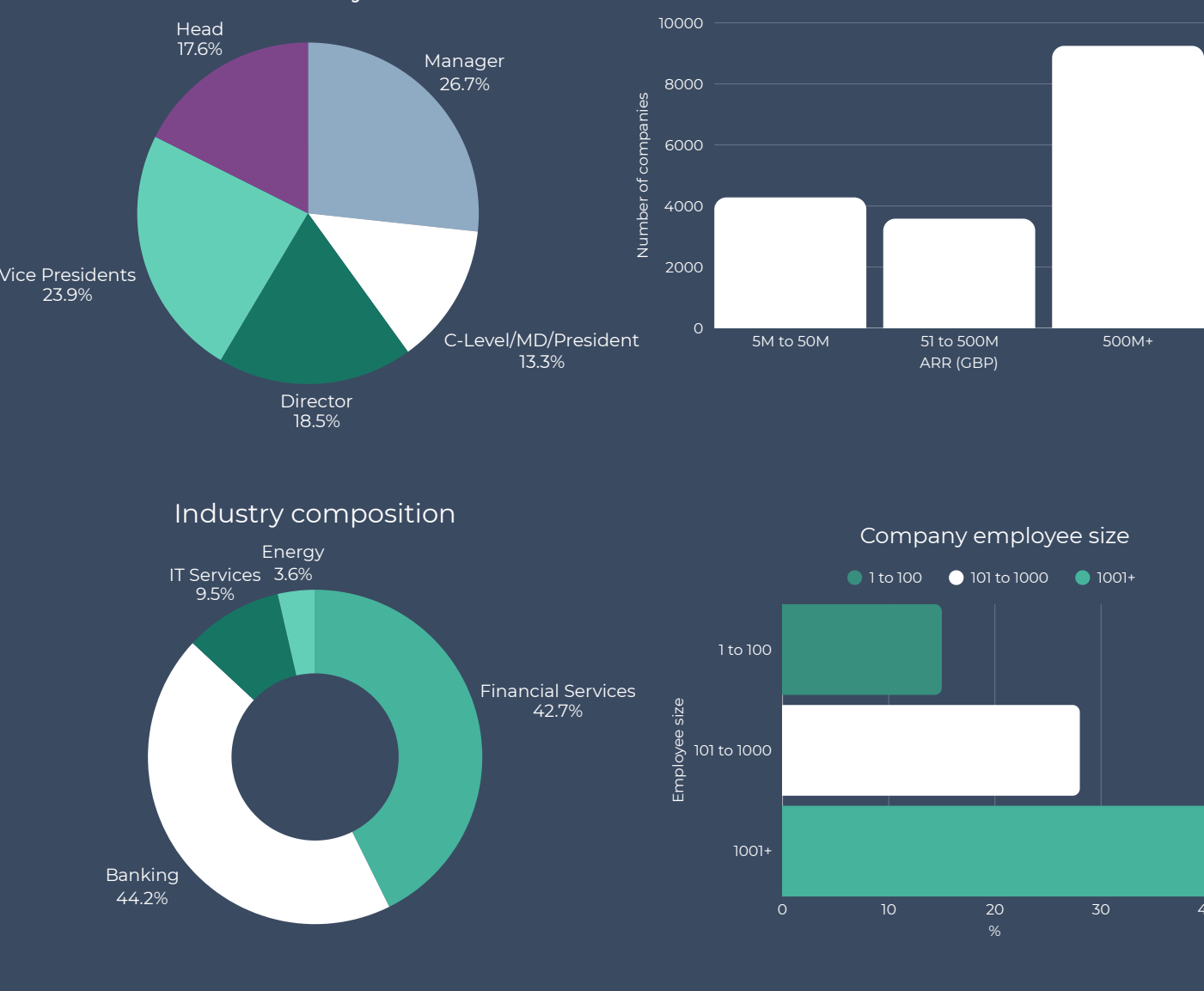
9,931

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



- The Global Treasurer is a **high-seniority, finance-first audience** built around regulated financial institutions.
- Over a readers sit at C-level/MD/President/VP, with a further third at manager level and another meaningful layer at head-of **largely professional who own treasury strategy, liquidity decisions, and banking relationships**
- The industry concentration: the readership is majority Banking and Financial Services. In practice, that means the content and **commercial fit is strongest for solutions tied to cash and liquidity management, payments infrastructure, risk/controls, and funding strategy in heavily regulated environments.**

AUDIENCE REACH AND DIGITAL FOOTPRINT



NEWSLETTER OPENS

14%



NEWSLETTER CLICK

1.78%



ANNUAL PAGE VIEWS

366K



ANNUAL WEBSITE VISITS

242K

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 lean teams, sometimes across regions).



RISK GUARDIAN

"How do I ensure real-time visibility into operational, credit, and market risks."

- Business cases
- Risk frameworks
- Benchmark reports
- Webinars with industry experts
- AI and transformation guides



DIGITAL TRANSFORMATION LEADER

"No clear roadmap for modernizing the treasury technology stack to leverage automation"

- Excel to automation guides
- Finance tech stacks
- Low risk proof of concept templates
- Tactical guides



STRATEGIC TREASURER

"Difficulty understanding and quantifying how policy changes."

- Transformation stories
- Multi jurisdiction tax navigation
- Stakeholder alignment
- Peer comparisons on tech adoptions



OPERATIONAL TREASURY MANAGER

"Need to stay informed across multiple treasury domains and manage day-to-day operations"

- Tactical content from lean financial teams
- Tools with clear ROI
- Financial planning templates for scaling companies
- SMB knowledge sharing

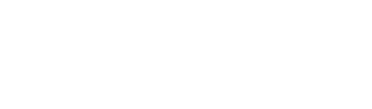
IN GT'S READERSHIP

The subscribers cluster around top-tier banking and capital-markets organisations where treasury priorities are typically liquidity and funding, payments infrastructure, risk/controls, and balance-sheet optimisation, aligning with the report's broader picture of a banking/financial services-heavy, senior audience

J.P.Morgan



usbank



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



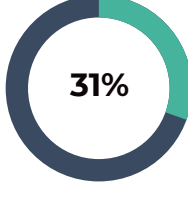
Operational Efficiency and Cash visibility gaps

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

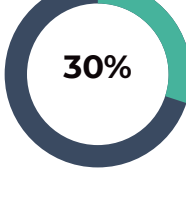
Cash flow forecasting, business case builders, spend analytics, solutions tried to financial improvements

ENGAGEMENT SIGNALS

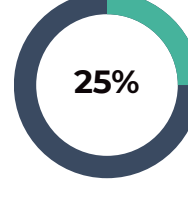
The readers are actively working on integration challenges, real-time visibility needs, implementation guidance requirements, cost optimization concerns and embedded risk management considerations.



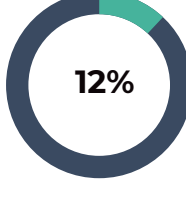
- TREASURY AND POLICY**
- Monetary policy impact
 - Inflation management
 - Trade policy and tariff implications
 - Scenario planning



- TECH/DIGITAL TRANSFORMATION**
- Legacy system modernisation
 - AI/ML Implications
 - Process automation and RPA
 - Cloud migration

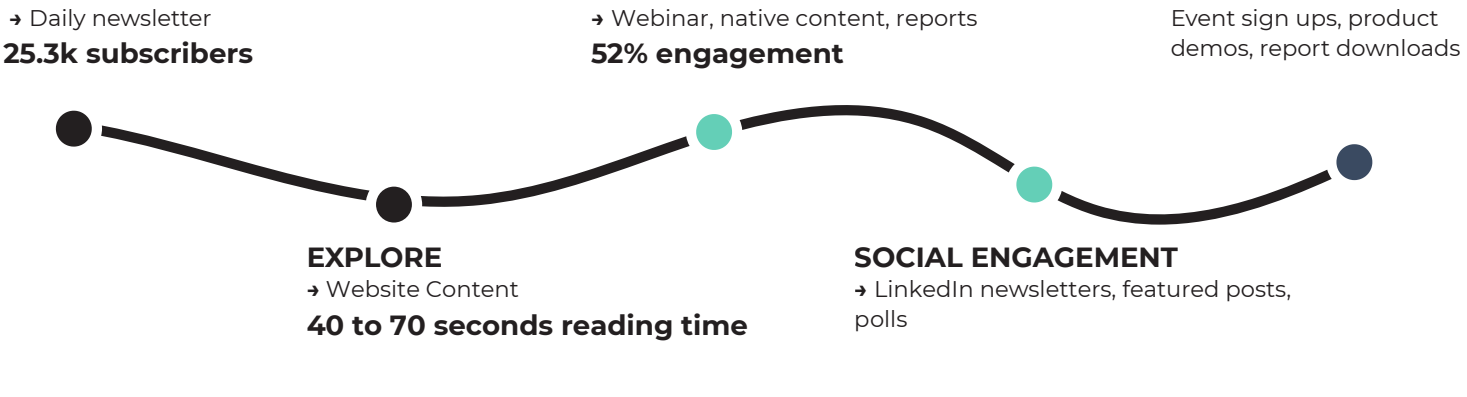


- BANKING AND FINANCIAL INFRASTRUCTURE**
- Banking relationship optimisation
 - SWIFT/ISO 20022 migration
 - Banking cost
 - Payment security and fraud prevention



- RISK/COMPLIANCE**
- Regulatory compliance management
 - Fraud detection and prevention
 - Risk visibility and monitoring
 - Third party risk management
 - Cybersecurity and treasury

READER JOURNEY



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

Why Partner with The Global Treasurer

The Global Treasurer delivers intent-rich, senior decision-makers exploring technology, liquidity, and regulatory solutions.

Partners gain:

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

Partner with us: partnerships@clickzmedia.com

