

MEDIA KIT 2027



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SPECIAL ISSUE

PAYMENT

Payment



Credit Card Number *

Cardholder Name *

Expiration Data *

CCV *

MM/YY

AT A GLANCE

Payment is the nervous system of e-commerce – and in 2027, it faces one of the biggest upheavals since the introduction of online retail. With **Wero**, the new European payment solution, and the progressing project of the **digital euro**, an independent payment infrastructure for Europe is currently emerging – a counterweight to the established international card systems. For online retailers, this means: new integration tasks, but also new opportunities regarding costs, data sovereignty, and customer loyalty.

At the same time, **cost optimisation in payment** is increasingly moving into the focus of management. Interchange fees, payment service provider commissions, and the multitude of parallel procedures burden the margin – efficiency in the payment process thus becomes a real competitive factor. **Digitalisation** is also finding its way into the B2B sector: corporate customer transactions, which for a long time were characterised by invoices and manual processes, are increasingly being automated, digitalised, and processed in real-time.

The checkout itself is changing rapidly.

Invisible Payments and Biometrics promise a smooth payment process entirely without a payment medium in hand – fingerprint, facial recognition, or vein scan replace PIN and card. This is made possible by **AI-supported Payment**: Artificial intelligence detects fraudulent transaction patterns in milliseconds, controls dynamic authorisation processes, and simultaneously reduces error rates and abandonment rates in the checkout.

The boundaries between trade and financial services are also increasingly blurring: **Embedded Finance** integrates payment, credit, and insurance products directly into the customer journey of online shops. In parallel, the pressure is growing to make payment processes **more sustainable** – CO2 tracking of transactions and green fintech solutions are becoming a differentiator for environmentally conscious customers.

At the stationary and mobile Point of Sale, **SoftPOS** is establishing itself: The smartphone is becoming a full-fledged POS system – without additional hardware, with considerable savings potential, especially for small and me-

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dium-sized merchants. In addition, there are **regulatory course settings**: With **PSD3** and the further development of **Open Finance**, European payment traffic is being opened up further – Instant Payments and Account-to-Account (A2A) payments are establishing themselves as serious alternatives to classic card payments and direct debit procedures.

For subscription and platform models, the **Subscription Economy** is moving into the focus: Recurring payments must run stably, fail-safe, and dunning-optimised in order to minimise churn and secure recurring revenue. And with **Stablecoins and Blockchain technologies**, efficiency leaps in cross-border payment traffic are becoming apparent, questioning classical correspondent banking models.

The special issue Payment 2027 of e-commerce magazine takes up all these developments and provides practical solutions, case studies, and expert knowledge so that online retailers can design their payment processes to be future-proof, efficient, and customer-friendly. A must for everyone dealing with payment in e-commerce.

Special Issue – MEDIA KIT 2027

Anyone responsible for, controlling, or designing payment processes in e-commerce cannot ignore this special issue. Concentrated editorial knowledge from e-commerce magazine: The editorial team uses interviews with industry experts, specialist articles, user reports, and an exclusive **Expert Talk** on the topic of payment costs to show how payment processes can be designed to be future-proof, secure, and cost-efficient.

The special issue Payment is indispensable for everyone who decides on payment strategies, is responsible for checkout processes, or wants to introduce new payment solutions in the company – and for everyone who wants to work successfully in this highly dynamic market environment in the future.

FACTS

- Special issue of e-commerce magazine
- Publication date: 04/03/2027
- Editorial deadline: 25/02/2027
- Circulation: approx. 28,761 copies (ePaper)
Additionally, the special issue is also available on the website as a full version.
- Distribution: Subscribers, events, and direct mail
- Publication on www.e-commerce-magazin.de
(Special issue as ePaper (PDF))



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STRUCTURE OF THE SPECIAL ISSUE

- Preface
- Basic article on European payment infrastructure and payment trends 2027
- User and practical reports, product presentations, as well as an exclusive **Expert Talk** on optimising payment costs

Further Topic Areas:

- Wero & the Digital Euro:
Europe's new payment infrastructure
- B2B Payments: The digitalisation
of corporate customer transactions
- Invisible Payments & Biometrics:
The checkout without friction losses
- AI-supported Payment: Intelligent fraud
prevention and dynamic processes
- Embedded Finance: Financial services
as part of the customer journey
- Sustainable Payment:
CO2 tracking and green fintech solutions
- SoftPOS & Mobile Terminals: The smartphone
as the POS system of the future
- PSD3 & Open Finance: The evolution
of Instant Payments and A2A payments
- Subscription Economy: Optimisation of
Recurring Payments and Churn Management
- Stablecoins & Blockchain:
Efficiency leaps in cross-border payments

ADVERTISING OPPORTUNITIES, PRICES AND DATES

Advertorials:

- 2/1 pages: 7,470 EUR
- 1/1 page: 4,320 EUR
- 1/2 page: 2,800 EUR

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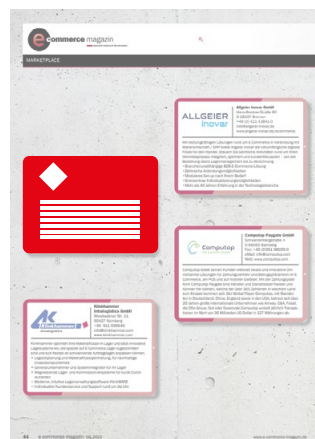
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Provider and Service Provider Entry in the Special Issue Payment

An entry consists of the company logo (min. 300 dpi), the address, and a short description (max. 500 characters incl. spaces).

750 €

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