

MEDIA KIT

CLIENT:



▶ CAMPAIGN SPOTLIGHT **2016 - 2017**

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STORIES OF THE YEAR

1.12 *Credit Union Times*

CIRCULATION: 120,859

*"Card Fraud Crackdown May Shrink Interchange
Card Fraud Crackdown May Shrink Interchange"*

LINK <http://bit.ly/2ga19UJ>



2.23 *IT Briefcase*

CIRCULATION: 9,659

*"Rising Rates of Cyber Shoplifting Causing
Innocent E-tailers to Lose Their Bank Approval"*

LINK <http://bit.ly/2xX8b8w>



7.18 *Startup TechWire*

CIRCULATION: 12,647

*"\$388 Billion in Cyber Security Breach
Costs Due to Insiders, Survey Says"*

Reports on business, innovation, and education for American start-ups. Strives to readers with timely information about the life sciences, entrepreneurship, high tech and education. Original articles and user-submitted news items are updated daily, complimented by feeds from established media outlets.

LINK <http://bit.ly/2fJEVs0>



3.29 Retail Info Systems News

CIRCULATION: 66,331

"Same Day Delivery: Hidden Pitfalls for Retailers?"

Created to keep readers up-to-date on the latest developments in retail management technologies. Articles focus on the application of managerial and hi-tech advancements, as well as marketing and the competitive advantages of information technology within a retail setting.

LINK <http://bit.ly/1V36zA3>

IV

4.15 Retail Info Systems News

CIRCULATION: 66,331

"Fighting Chargeback Fraud in the Age of One-Click Payments"

Created to keep readers up-to-date on the latest developments in retail management technologies. Articles focus on the application of managerial and hi-tech advancements, as well as marketing and the competitive advantages of information technology within a retail setting.

LINK <http://bit.ly/2yXsKAn>

IV

4.22 MultiChannel Merchant

CIRCULATION: 90,295

"Target's Digital Growth May Mean Increased Chargeback and Fraud Losses"

LINK <http://bit.ly/2xfEU5s>

IV

5.6 Women's Wear Daily

CIRCULATION: 2,448,772

"As Chargebacks Soar 20%, Retailers Stung by Financial Pain of 'Friendly Fraud'"

National Designed for retailers and manufacturers of women's apparel, accessories, fibers, and textiles. Source for daily news on the fashion industry covering the entire gamut of fashion including business issues, fashion trends, retailing developments, international, ready-to-wear, couture presentations and market overviews

LINK <http://bit.ly/2xfEU5s>

V

5.13 Financial Post

CIRCULATION: 159, 159

"HBO Hacks and Leaks: How Much Have They Hurt the Business?"

Examines the causes and effects of events affecting Canadian businesses and investors. Content covers corporate strategies, features profiles of business and political leaders and offers advice on personal finance. Includes stories about the pursuits, hobbies and interests of people in the industry.

LINK <http://bit.ly/1TbUSSz>

IV

6.6 Atlanta Journal
Constitution
CIRCULATION: 1,015,200

The market of the Journal-Constitution is relatively young, educated and affluent.

LINK <http://on-ajc.com/2ynPqwi>

"E-commerce specialist Monica Eaton-Cardone talks about 'family fraud' "

V

7.11 MultiChannel Merchant
CIRCULATION: 81,867

LINK <http://bit.ly/2fQ3lhR>

"Identifying Fraud: Top Challenge for Remote Merchants"

IV

7.12 CSP Magazine
CIRCULATION: 150,028

Daily Created for convenience and retail petroleum store executives and owners. Includes marketing strategies, consumer trends, emerging technologies, industry category analysis, new product announcements, conference coverage and profiles of industry leaders. Also covers oil companies, restaurants and food service, car washes, quick lubes, beverages, tobacco information, alcohol, snacks and groceries.

LINK <http://bit.ly/2g9NxZG>

"Biometrics 'New' Weapon to Beat Fraud?"

IV

7.19 PYMNTS
CIRCULATION: 570,791

PYMNTS serves as a business to business marketing portal that promotes companies, products and people in the payments industry. It offers industry news, expert advice and tips, information on global payments, the latest technology and other related topics.

LINK <http://bit.ly/2xS6mrF>

"Smartphones Resold, Recycled With Personal Data"

IV

7.28 CreditCards.com
CIRCULATION: 1,149,765

CreditCards.com was created as a resource where consumers can shop, compare and apply for credit cards online. It features a News section that covers all recent consumer and business credit card news, including Visa, MasterCard, Discover and American Express. All news is free, objective information that provides insight on the credit card market.

LINK <http://bit.ly/2aAqbd4>

"Merchants hit by chargebacks look to hire help"

V

8.19 Point of Sale

CIRCULATION: 26,366

This site provides the latest news in point of sale retail solutions, as well as directories for POS hardware and software resellers. The website is published by Ebiz Corp. The term "point of sale" refers to the location where a transaction occurs (usually in retail stores), which typically incorporate POS (or "checkout") terminals that utilize specific kinds of checkout hardware and software.

LINK <http://bit.ly/2xZsZfR>

IV

9.9 Home Business Magazine Online

CIRCULATION: 53,973

Covers every aspect of the growing and dynamic home-based business market. Cutting-edge articles focus on business operations, advertising, the home office, management and other subjects to help readers choose, manage and prosper in a home-based business.

LINK <http://bit.ly/2xWXyT4>

IV

9.18 Retail TouchPoints

CIRCULATION: 85,005

Highlights all the latest news from the different newsletters of Retail Touch Points. Provides in-depth analysis from the major areas of the other newsletters that may relate to the reader.

LINK <http://bit.ly/2fQ4JGH>

IV

9.22 Home Business Magazine Online

CIRCULATION: 53,973

Covers every aspect of the growing and dynamic home-based business market. Cutting-edge articles focus on business operations, advertising, the home office, management and other subjects to help readers choose, manage and prosper in a home-based business.

LINK <http://bit.ly/2xQT3KB>

IV

10.12 Inc.com

CIRCULATION: 3,357,160

The website targets CEOs and other top management executives of fast-growing companies.

LINK <http://on.inc.com/2dFI4f8>

V

"Avoiding Fraudulent Chargebacks"

"The Billion-Dollar "Hidden Tax" on E-Commerce that Nobody Is Talking About"

"Super Shoppers' Demand Specific Payment Options Featured"

"New Study Spotlights "Super-Shopper" Phenomenon; Chargebacks911 Examines Implications for Merchants"

"How to Avoid the Chargeback Hangover"

10.20 *EcommerceBytes*
CIRCULATION: 329,506

"Merchants: Prepare for Changes to Visa Claims Resolution"

Written for online merchants and covers news and information about e-commerce, selling, marketing, and online payment services. The website targets online retail professionals.

LINK <http://bit.ly/2ga1Kpc>

IV

10.24 *MultiChannel Merchant*
CIRCULATION: 81,867

"Merchants Need to Prepare for New Visa Claims Resolution Process Changes"

LINK <http://bit.ly/2yGVCfe>

IV

11.2 *Retail TouchPoints*
CIRCULATION: 85,005

"Fraud Exposure Continues To Increase Despite EMV Technology"

Highlights all the latest news from the different newsletters of Retail Touch Points. Provides in-depth analysis from the major areas of the other newsletters that may relate to the reader. Readers are retail executives seeking new media strategies designed to optimize customer experience across all channels.

LINK <http://bit.ly/2fJbm9Z>

IV

11.2 *Startup Beat*
CIRCULATION: 58,760

"Are you ready for a cashless future? Mobile commerce value expected to triple by 2020"

This publication targets a nationwide audience of residential mortgage brokers, bankers and wholesalers in the U.S. Reports on the real estate finance industry and written for retail mortgage brokers, bankers, wholesalers and vendors.

LINK <http://bit.ly/2f6baRv>

IV

11.29 *AARP*
CIRCULATION: 7,464,003

"Ways to Stay Safe While Shopping Online"

It targets the 50-plus senior citizen consumer market. According to the AARP Online Network media kit, readers are affluent, above 54.9 years of age, avid travelers, health educated and Internet-savvy.

LINK <http://bit.ly/2h2lk5T>

IV

3.16 *Forbes*
CIRCULATION: 29,704,584

**"When You Should -- And Shouldn't --
Dispute A Credit Card Purchase"**

Daily Designed for C-level executives, top management, high-end investors and those aspiring to positions of corporate leadership as a source of insight into the people, companies and technologies driving business and creating wealth today and in the future.

LINK <http://bit.ly/2hOp670>

V

4.10 *Credit Union Times*
CIRCULATION: 159,962

"Coping With CNP Fraud: 6 Tips"

Weekly Reports on news about credit unions and related financial services industries. Covers regulation and supervision, marketing, technology, investments, and board relations. Focuses on the activities of leaders in the industry and popular opinion.

LINK <http://bit.ly/2xZexol>

IV

4.16 *Reading Eagle*
CIRCULATION: 441,889

**"Experts have tips for staying
safe online"**

Reading Eagle is written for residents of the Reading and Berks County, PA. It covers local, regional, state, national and international news, as well as sports, business, entertainment and special news features.

LINK <http://bit.ly/2pQkuka>

IV

9.7 *Price of Business Radio*
CIRCULATION: 57,645

**"COO Addresses Hidden Pitfalls of
Quick-Fix Online Sales Solutions"**

The Price of Business is the longest running business radio show in Houston, Texas. The show airs nationwide and is in one-third of the homes around the country. The show features interviews with personalities relevant in the world of US business such as industry leaders, politicians, and business experts. The show targets listeners between ages 25-64 and also airs on the BizTV Network.

LINK <http://bit.ly/2xfkXQX>

IV

9.15 *ABC 7 Chicago*
CIRCULATION: 4,820,000

**"COO Addresses Hidden Pitfalls of
Quick-Fix Online Sales Solutions"**

Chicago, IL ABC7 is the Midwest flagship of the ABC television network. The station's offices and studios are located in The Loop in downtown Chicago.

LINK <http://abc7.ws/2xfThf2>

V

9.19 2Questions TV
CIRCULATION: 16,917

“Equifax Hack Facts For Small Businesses - Post-Hack Business Concerns”

Hosted by Susan Baroncini-Moe, 2Questions TV provides real and timely feedback on business and national news stories.

LINK <http://bit.ly/2xZGjRB>

III

9.22 TWICE Magazine Online
CIRCULATION: 70,158

“Top 3 Tips To Help Your Small Business Go Digital”

Covers industry news, sales statistics, financial news and people. Feature articles include industry analysis, manufacturer and retail profiles and special product reports and trends. Includes news, analysis, product announcements and market trends

LINK <http://bit.ly/2xIIIvu>

IV

10.3 PaymentsSource
CIRCULATION: 226,050

“Merchants may take the hardest hit from the Equifax breach”

PaymentsSource was established as a print publication in 1988 as Credit Card Management magazine and later changed to Cards & Payments. It targets bankers, credit card operation executives and e-commerce executives. It covers all aspects of competition in the card industry.

LINK <http://bit.ly/2yXwcej>

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ABOUT:

Founded in 2011, Chargebacks911 is the first global company fully dedicated to mitigating chargeback risk and eliminating chargeback fraud. As industry-leading innovators, Chargebacks911 is credited with developing the most effective strategies for helping merchants maximize revenue and fight fraud in a variety of industries, including e-commerce, retail, digital and travel. The company's innovative solutions and exemplary customer service has earned a vast array of prestigious awards and honors, including the Customer's Choice Best Chargeback Management award from the CNP Expo and the Best Industry Solution award from Airline Information.

Chargebacks911's unparalleled category experience and ISD™ technology quickly identifies the true source of chargebacks, recovers lost revenue, mediates disputes, safeguards the merchants' reputation, monitors transactions 24/7 and helps proactively prevent future fraud. A division of Global Risk Technologies, Chargebacks911 is headquartered in Tampa Bay, Florida, with offices throughout North America, Europe and Asia. To learn more about Chargebacks911, visit <https://chargebacks911.com> or call 877.634.9808.

