Time to submit content for the Treasury 360° Europe 2027 magazine

In connection with our Treasury 360° Europe conference in London on 16 September 2027, we will publish a magazine, size A4, with sponsor-contributed articles on current treasury topics. The magazine will also feature some of our own editorial content, including teaser articles about sessions, and the conference agenda. For your reference, find the latest Treasury 360° Europe magazine here for 2026.

	Event date	Event format	Magazine format	Final date for content (all components) from sponsor
Treasury 360° Europe conference	Thu 16 Sept 2027 (plus Training Day on 15 Sept)	Physical	• Physically printed (A4) • Pdf (A4)	**Mon 21 June 2027, 17:00 CEST**

Please use this web form for uploading your content to us:
https://app.pipefy.com/public/form/5T7YIF82
We will not accept incoming contributions through email or other channels.

Let us describe what we need from you as an article provider, for the best impact and smoothest process. **Article layout is done by us, with texts from you.** The magazine is distributed to delegates digitally, as well as in print on site. It may also be made available for the broader public through treasury360.net. Placement and category tags are our decisions. **Alternatively, you are allowed to fill any or all of your allotted pages instead with full-page advertisement(s).** If so, file a separate upload per article or advertisement, and ensure before your upload that the resolution is sufficient for printing by general standards.

Deadline
We need to have all the components of your contributed article no later than Monday 21 June 2027, 17:00 CEST. Yes, unfortunately, the early deadline is necessary.

Topics
The magazine is an opportunity for sponsors to provide thought leadership. The article should serve to promote insight and understanding on some interesting aspect – narrow or broad – within any treasury-related area: cash management, funding, risk management, operational transformation or any other.

Editorial style and handling
To the readers, we are fully transparent about what parts of the content is sponsored, and by whom. Even so, we edit the magazine with the ambition to give it an editorial style overall, and a sense of general reader relevance and consistency. The articles are not intended to focus on specific offerings by your company, or otherwise give the feeling of advertisement as such. In line with this ambition, please seek to hold the language neutral, rather than self-praising, particularly in your headline proposal and lead paragraph. **The editor reserves the right to outright refuse articles on this basis, with no compensation to the sponsor. Note that this could be decided on short or no notice before production deadline. Else, when enough, contributions could be adjusted, typically by changing the headline and adding**

or rewriting a lead paragraph. This said, there is no need to hide each company's role in relation to the topic, which is often that of provider.

We appreciate your proposal for headline and lead paragraph, but we often rewrite these for the purpose of fitting the magazine context and attracting a higher number of relevant readers to your message. **If you do not allow us to perform this standard editorial handling of your article, please alert us of this in a comment field with your content upload**, as you may need to rewrite your script if it does not comply with the style and ambition described.

(On our news site, we can observe much higher reader engagement when articles offer outlooks into current topics, compared with self-centred texts about sponsors' own businesses. We are available as your discussion partner. If our tone sounds harsh, don't worry! Almost all sponsors deliver good stuff, but a minority has sent us blatant pitches.)

Text lengths
For a good balance between text and visual elements, a good benchmark is 500 words per page, all text elements included. Anything from **450–650 words per page** is likely to work fine, ranging from spacious to compact. Thus, for a two-pager, aim at 900–1300 words. Note that graphs reduce the room for text.

Author presentation (optional)
Naming the writer is optional, else we attribute your article to your company. We keep author presentations short, typically 5–25 words, focusing on the current role defining the perspective. Please give a proposal, else we may base one on the writer's LinkedIn page. Include a **portrait image** if you do, preferably high-res. We use it with the byline.

Image material
We encourage you to provide us with **high-resolution images** that you propose as suitable to be published with your story. You are responsible for having **cleared all copyright aspects** before you provide us with material for publication, so that there is no doubt that publication is permitted in our context without compensation from us. Please note that we will use stock images of our choice also to illustrate contributed articles, to make sure that your message gets the coherent visual support that it deserves.

Proof reading
We assume that the text is all ready for publication when we receive it. We may still perform spelling standardisation etc. As a security measure against major errors, we send an on-page proof before publication, and we expect you to approve it through a web form.

Please contact us with any questions. (Link here to contact details of the team)

So, again, this is the web form for uploading your content to us:
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