FINANTRIX

Writing for Finantrix

What we publish, what we don't, and how to pitch

For practitioners and executives considering a byline here. Who we publish, what makes a piece work, what you get for it, and how to put yourself forward.

Current as of August 2026 · Everything here lives online and stays current at https://www.finantrix.com/work-with-us
Where this document and the site disagree, the site is right.

What's inside

> Most of what people write to ask us about is available, free, and takes about ten minutes. It's in parts, so you can read the one that applies to you and skip the rest.

A note on how this is written

We've tried to say what's possible first and what isn't second, with the reasoning attached. Where the answer is "not for sale", that's a position rather than an opening offer — usually because selling that particular thing would quietly ruin the reason people trust the site, which is the same reason a placement on it is worth buying.

What we sell will change as we add formats, and https://www.finantrix.com/work-with-us is where new ones appear first. What doesn't change is the line: advertising is labeled and sits beside the analysis, and the analysis itself isn't for sale.

Part Two — Writing for us

> For practitioners and executives who'd like a byline here

We publish a small number of contributed pieces, and the ones that work are always the same shape: someone senior writing about something they were personally on the hook for.

The bar is high and the process is short. Send us a few paragraphs, not a finished draft.

WHAT PEOPLE ASK, AND WHAT WE SAY

Write a bylined article for Finantrix — ◆ Selectively

Sometimes — for senior practitioners writing about work they were accountable for. Send a short pitch, not a draft.

Offer data, commentary, or a background briefing — ◆ Selectively

Welcome when it's relevant to something we're working on. Lead with the substance.

Place a piece our agency wrote for a client — ◆ Not for sale

A byline belongs to the person whose experience is in the piece. If you want visibility for the brand, buy a Spotlight.

Pay to have an article published — ◆ Not for sale

We don't take payment for editorial in any form. Advertising we sell openly and label as such.

Publish our press release — ◆ Not for sale

We don't run a newswire. If the news changes a fact about you, send it as a correction.

The short version

We publish a few contributed articles from senior practitioners writing about something they've done. Most we commission. We read pitches that clear the bar below, and answer the ones that do.

We don't publish agency-written articles, ghostwritten thought leadership, vendor marketing in article form, or anything whose purpose is to carry a link.

Who we publish

People with direct responsibility for what they're writing about: heads of architecture, operations, risk, data, technology and strategy — and their opposite numbers at vendors, writing about the problem rather than the product.

Seniority is a proxy. The test is whether you've sat in the room where the decision was argued.

What makes a piece work

An argument, not a topic. "The state of core banking" is a topic. "Most core migrations fail at data reconciliation, not cutover" is an argument.

Detail you had to earn. The constraint that made the obvious approach fail. The number that changed the decision.

Nothing to sell. Name your company where the story needs it. If the piece collapses without the product in it, it's a case study.

Claims that hold up. Every empirical claim traces to a real source or is stated qualitatively. We take out invented figures. It's the most common reason a promising draft comes back.

What you get, and what we ask

WHAT A CONTRIBUTOR GETS

- ✓ Your byline, your title, and a two-line biography
- ✓ One link in the bio — your company or your profile, your choice
- ✓ Editing for clarity and house style, with the final text back to you first
- ✓ Promotion through our newsletter and social channels
- ✓ The right to republish elsewhere afterwards, pointing back here

WHAT DOESN'T WORK HERE

- ✕ Unsolicited finished drafts, and agency placements for a client
- ✕ A byline where the named executive didn't write it
- ✕ Pieces conditional on a link to a product, client or campaign
- ✕ Anything already published elsewhere, or syndicated across several sites
- ✕ AI-generated drafts sent as original work
- ✕ A vendor pitch in thought-leadership clothing. If the conclusion is the product, it's advertising

Pitch an article

WHO IT'S FOR
Senior practitioners with something specific to say

COST
Free — we don't pay for bylines and we don't charge for them

TIME
15 minutes to pitch

WORTH HAVING TO HAND

- [ ] **Your role and organization**, and what you were accountable for.
- [ ] **The argument, in one sentence** — the thing a reader could disagree with.
- [ ] **Why you, specifically.** This decides most pitches.
- [ ] **Three or four things the piece would establish.**
- [ ] **Anything you've published on the same argument elsewhere.**
- [ ] **A note of any commercial interest.** Rarely disqualifying, better disclosed early.

HOW IT GOES

1. **Send the pitch, not the piece**
   A few paragraphs is enough for us to tell whether it fits, and saves you writing 1,500 words on spec.
2. **We read it against what's already in flight**
   Fit is partly the argument and partly timing.
3. **If it's a yes, we agree an angle and a date**
   You write. We edit, and you see the final text before it runs.
4. **It publishes under your byline**
   Your name, title, a two-line bio with one link, and promotion through our newsletter and social channels.

WHAT TENDS TO SEND ONE BACK

- A finished draft attached to a cold email
- A piece that concludes with the author's product
- Anything already published or syndicated elsewhere
- Drafts generated by AI and sent as original work
- A mass-sent pitch with no named author

Send a pitch: **https://www.finantrix.com/contact?inquiry_type=Editorial%20Contribution&subject=Article%20pitch**

Part Three — How we stay independent

> For communications teams, SEO agencies, and anyone curious how this works

We sell placements and we publish independent research, to the same audience. That only works if the line between them is drawn in public and holds on a quiet month as well as a good one.

Here's where we've drawn it, why, and what it means for the requests we get most often.

WHAT PEOPLE ASK, AND WHAT WE SAY

Report a factual error anywhere on the site — ✓ Available

Free, from anyone. Send the URL and the sentence. Tell us (https://www.finantrix.com/contact).

Get a link to our site from our listing — ✓ Available

Already there, free. Your profile carries your website, marked `nofollow` — so it passes no ranking signal.

Buy a link inside an article, guide or glossary entry — ◆ Not for sale

Editorial links are chosen by whoever wrote the piece. There's no price list to ask for.

Exchange links, or set up reciprocal linking — ◆ Not for sale

No. We don't reply to exchange requests individually, so don't hold a campaign waiting on one.

We found a broken link and have a replacement — ✓ Available

Tell us about the broken link and we'll fix it. We'll pick the replacement.

Run a sponsored article, advertorial or paid review — ◆ Not for sale

No. A labeled placement beside the analysis is the version we do sell.

Take down an accurate piece we don't like — ◆ Not for sale

We'll correct anything wrong. We won't remove something accurate because it's unwelcome.

How we make money

Four things pay for Finantrix, and all four are visible on the site:

Digital products — the Store (https://www.finantrix.com/store) and the WealthSynth (https://www.finantrix.com/wealthsynth) packages. Buying one gets you nothing editorially.

Enhanced Listings — $299 a year for a vendor to control its own directory (https://www.finantrix.com/directory) profile and take inquiries directly.

Spotlight placements — $99 per buyer guide (https://www.finantrix.com/buyer-guides) per year for a labeled sponsored slot.

We accept no vendor sponsorships, affiliate commissions, or paid placements in our editorial coverage. We do accept Enhanced Listings in the Directory and Spotlight placements on Buyer Guides — both clearly labeled, and neither one changes what our editorial says. We do not run display advertising.

The analysis isn't for sale, and that's what makes the advertising worth buying

Which vendors a guide evaluates, what it says about them, and how they're ordered are editorial calls made on relevance. If those could be bought, a placement beside them would be worth nothing.

A Spotlight buyer gets no softer assessment and no better position. A vendor who has never paid us is covered on the same terms.

What paying us does buy

Presentation and reach. An Enhanced Listing buys control over how you describe yourself and a direct line to buyers. A Spotlight buys a labeled position beside relevant analysis.

That's the whole list, and it's deliberately short.

How we label what's paid

Every card sits in a rail headed as sponsored, carries the sponsor's name, and says on the page that paid placement doesn't affect our rankings. It never appears inside a guide's evaluation or styled to look like one.

If you could mistake it for something we chose to say, the label isn't doing its job.

Where our links come from

We don't sell links, exchange links, accept link insertions, or publish anything whose purpose is to carry one. Every outbound link is there because whoever wrote the piece thought a reader would want it.

Your listing already links to you, free. **Every outbound link from a listing to a vendor's site carries `rel="nofollow"`**, so being listed, upgrading or buying a Spotlight passes no ranking signal.

That covers the polite versions too: the broken-link email, the resource-page suggestion, the free article that happens to contain a link. We check our own links on every build.

Corrections

Send the page URL, the sentence that's wrong, and something we can check it against. Your own site counts.

Free, and open to anyone — vendor, buyer or reader.

Who wrote what

Editorial work is produced by Finantrix. Contributed pieces run under the contributor's byline and are marked as contributed. Sponsored placements carry the sponsor's name and are labeled as paid.

You should never have to guess which you're reading.

Corrections

Free, welcome from anyone, and never tied to a purchase. Send it to our contact form (https://www.finantrix.com/contact) with the URL and the sentence.

WHAT WE'LL CORRECT

- ✓ Factual errors — wrong capability, wrong pricing model, wrong integration, wrong ownership
- ✓ Stale facts after a rename, an acquisition, a funding round or a discontinued product
- ✓ Miscategorization that's putting you in front of the wrong buyers
- ✓ Broken or redirected links to your site
- ✓ Anything we've misquoted or misattributed

WHERE WE HOLD THE LINE

- ✕ Removing an accurate assessment because it's unflattering
- ✕ Rewriting analysis to match a positioning deck
- ✕ Removing a competitor from a guide, or reordering one to your advantage
- ✕ Swapping a factual description for approved marketing language
- ✕ Taking a page down in exchange for a purchase, or leaving one up in exchange for one

Questions we get asked

> Every answer has its own address online, so you can send someone one answer rather than a whole page.
>
> (https://www.finantrix.com/work-with-us/faq)

WRITING FOR US

Do you accept guest posts?

Not in the usual sense. We publish a few contributed pieces from senior practitioners writing about work they've done. No agency placements, no ghostwritten thought leadership, nothing offered in exchange for a link.

https://www.finantrix.com/work-with-us/faq#contrib-accept

Can we pay to have an article published?

No. A paid article would be an advertisement, and we'd have to label it as one.

https://www.finantrix.com/work-with-us/faq#contrib-pay

Can our contributed article link to our product?

Your bio carries your name, title, company and one link. Links inside the piece support the argument; promotional links come out in editing.

https://www.finantrix.com/work-with-us/faq#contrib-link

What does a contributor get?

Your byline and title, a two-line bio with one link, editing with the final text back to you, and promotion through our newsletter and social channels. You can republish elsewhere afterwards, pointing back here.

https://www.finantrix.com/work-with-us/faq#contrib-get

Will you reply to our pitch?

We answer pitches that meet the bar on the contribution page (https://www.finantrix.com/work-with-us/contribute). We don't reply to mass-sent pitches, agency outreach, or pitches with no named author.

https://www.finantrix.com/work-with-us/faq#contrib-response

Should we send a finished draft?

Please don't. Send the pitch first — a draft written before we've agreed the argument is work you may have wasted.

https://www.finantrix.com/work-with-us/faq#contrib-draft

Can we use AI to help write it?

As a drafting aid, that's your business. We won't publish a generated draft sent as original work.

https://www.finantrix.com/work-with-us/faq#contrib-ai

LINKS, PR AND COVERAGE

Will you add a link to our site in one of your articles?

No — not paid, not exchanged, not as a favor. That covers resource-page requests, broken-link outreach and link insertions. Your directory profile already links to you, free.

https://www.finantrix.com/work-with-us/faq#links-buy

We noticed a broken link on your site and have a replacement.

Do tell us about the broken link and we'll fix it. We'll pick the replacement. Every link in our content is checked against live pages on every build.

https://www.finantrix.com/work-with-us/faq#links-broken

Would you consider a link exchange or a partnership swap?

No — not reciprocal linking, three-way exchanges, or partnerships whose substance is an exchange of links. We don't reply to these individually, so don't hold a campaign waiting on one.

https://www.finantrix.com/work-with-us/faq#links-exchange

Will you publish our press release?

No, we don't run a newswire. If it changes a fact about you, send it as a correction.

https://www.finantrix.com/work-with-us/faq#links-pr

Can you add our product to a roundup or resource page?

Relevance decides, and it's our call. Keep your directory profile accurate — that's what we read.

https://www.finantrix.com/work-with-us/faq#links-listicle

INDEPENDENCE AND CORRECTIONS

You sell advertising and publish independent research. How does that work?

Money buys presentation and reach, not editorial position. A Spotlight buys a labeled card beside a guide — it doesn't get you into the evaluation or soften what we say. A vendor who has never paid us is covered on the same terms.

https://www.finantrix.com/work-with-us/faq#principles-independence

How do we get something corrected?

Send the page URL, the sentence, and something we can check it against — your own site counts. Free, and open to anyone. We won't take down something accurate because it's unwelcome.

https://www.finantrix.com/work-with-us/faq#principles-correction

If we buy a placement, will you take down the piece we don't like?

No. If it's factually wrong we'll fix it, free, whether or not you're a customer.

https://www.finantrix.com/work-with-us/faq#principles-removal-pressure

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Still not answered? Write to us at https://www.finantrix.com/contact and Finantrix editorial staff will read it. If it's about a listing or a sponsorship, mention the company name and we can look it up before replying.