FINANTRIX

Working with Finantrix

Directory listings, buyer-guide sponsorships, and writing for us

Everything on these pages in one document: what we accept, what we decline, what things cost, and how each of them works. Every section links back to the page it came from.

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 One — Getting listed and getting seen

> For vendors, product marketers, and the agencies working with them

Two different things live here, and it helps to keep them apart. The first is your **record** — the profile a buyer sees when they look up your category. That's free, and it's yours to correct.

The second is **reach** — showing up on the buyer guides where people are actively building a shortlist. That one we sell, openly, at a published price.

WHAT PEOPLE ASK, AND WHAT WE SAY

List our product in the directory ✓ Available

Free. We review every submission, usually within a few business days. Submit a listing (https://www.finantrix.com/directory/submit).

We're already listed and we never submitted anything ✓ Available

We built most of the directory from public sources. Claim it and it's yours to correct.

Fix something wrong in our listing ✓ Available

Free. Claim the listing and edit it, or just tell us what's wrong.

Take our listing down ✓ Available

Email us from your company's domain and we'll take it down.

Control how our profile reads and get inquiries sent to us ✓ Available

Enhanced Listing, $299 a year. Edit every field, add your logo, and inquiries come straight to you.

Show up on the buyer guides our buyers are reading ✓ Available

A Spotlight card beside a guide. $99 per guide per year, on top of the $299 Enhanced Listing. 4 slots.

Take the top slot on a guide ✓ Available

Featured Sponsor, $499 per guide per year, on top of the Enhanced Listing. One per guide, above the Spotlight cards.

When are we charged? ✓ Available

On approval, not at checkout. Declined placements aren't billed.

Sponsor a whole category at once ✓ Available

Cover every open Spotlight slot in a category in one order and save 20%.

Sponsor the newsletter, a webinar, or a report ◷ Not yet

Not yet. Tell us what you're after and we'll come back to you when it opens. Get in touch (https://www.finantrix.com/contact).

Buy a banner or display advertising ◷ Not yet

We don't run display advertising. A Spotlight is the format we do run.

Join the vendor evaluation inside a buyer guide	◆ Not for sale
Editors choose who's relevant. Keep your profile accurate — that's what they read.	
Move us up inside a guide, or up the directory	◆ Not for sale
Ranking ignores what you've paid.	

Your listing, in short

Being in the directory (https://www.finantrix.com/directory) is free. So is correcting it, and so is having it taken down.

The Enhanced Listing is $299 a year. You edit every field yourself and inquiries come straight to you. It doesn't move you up the directory or into a buyer guide (https://www.finantrix.com/buyer-guides).

If you're already listed and didn't put yourself there

We built most of the directory from public sources, so buyers could compare a whole category rather than just the vendors who signed up.

Claim it, send corrections, or ask us to remove it. All three are free.

What you're buying

A sponsored card beside a buyer guide (https://www.finantrix.com/buyer-guides) — the page someone reads while building a shortlist. It links to your directory (https://www.finantrix.com/directory) profile.

A **Spotlight** is one of 4 cards, at $99 per guide per year. A **Featured Sponsor** is the single slot above them, at $499.

Most vendors do both: Featured on their main category, Spotlight on the ones next to it.

Why there's only one Featured slot

A second one wouldn't be featured. Same reason Spotlight stops at 4.

What it doesn't do

It doesn't put you in the guide's vendor evaluation or change a word of it. The rail sits beside the analysis and is labeled as paid.

People read the guide because it wasn't bought.

How the money works

$99 per guide per year for a Spotlight, $499 for Featured. Both renew until you cancel. Cover a category's open Spotlight slots in one order and save 20%.

Every placement needs an Enhanced Listing, charged on top. If yours isn't Enhanced, the $299 is added to the same checkout — so a first Spotlight on one guide is $398 in year one, and further guides are $99 each. A listing already on Enhanced isn't charged twice.

We don't charge at checkout. Your card is collected there and charged when we approve the placement. Declined placements aren't billed.

Stopping one

Cancel any time. The card comes off, the slot frees, the subscription stops. We don't refund time already run.

Unpublish the listing and the card stops showing immediately. The sponsorship stays active until you end it, so end it if you want the slot freed.

What things cost

Directory listing	Free	Your profile — claimable, correctable, and removable on request
Enhanced Listing	$299 / year	Edit every field yourself, add your logo, and take buyer inquiries directly
Spotlight placement	$99 / guide / year	On top of the Enhanced Listing. 4 slots per guide, labeled as sponsored
Featured Sponsor	$499 / guide / year	On top of the Enhanced Listing. The single slot above the Spotlight cards, one per guide
First Spotlight, all in	$398 / year	$299 Enhanced Listing + $99 for one guide. Further guides are $99 each
A whole category	−20%	Cover every open Spotlight slot in one category in a single order

Get your product listed

WHO IT'S FOR
Any financial-services software vendor we don't already cover

COST
Free

TIME
10 minutes to submit, a few business days to review

WORTH HAVING TO HAND

- [ ] **A work email on your company's domain.** It makes claiming the listing instant later.
- [ ] **The product name**, as you'd like it published. We list products, not companies — three platforms means three listings.
- [ ] **The website URL**, including the `https://`.
- [ ] **Sector, business function and application type.** Pick where a buyer would look for you, not where you'd like to compete.
- [ ] **A one-line description** of what the product does.
- [ ] **A paragraph or two**: the problem it solves, who buys it, what it replaces.

HOW IT GOES

1. **Search the directory first**
   If you're already in there, claim that record instead. Duplicates are the most common reason a submission stalls.

2. **Fill in the form**
   Product details, where it belongs, and your work email. We don't publish your contact details.

3. **Finantrix editorial staff review it**
   We check you're a genuine vendor in this space and filed where a buyer would look. We may tidy the copy for house style.

4. **Claim it once it's live**
   Free, and instant if you sign in with an email on your company's domain. Otherwise verify with a meta tag or a DNS record.

5. **Come back when things change**
   A rename, a funding round, an acquisition, a new product line.

WHAT TENDS TO SEND ONE BACK

- A duplicate of something we already list
- Superlatives: "leading", "best-in-class", "world's #1". We take them out
- A description that never says what the product does
- A category picked for search volume rather than fit
- A consultancy or reseller submitted as a software product
- A submission from a personal email on behalf of an unnamed client

Submit a listing: **https://www.finantrix.com/directory/submit**

Claim a listing that already exists

WHO IT'S FOR	COST	TIME
Anyone at a company we already list	Free	Five minutes, often instant

WORTH HAVING TO HAND

- [ ] **An email on your company's domain.** That's what proves you control it.
- [ ] **The corrections you'd like to make**, gathered in one go.
- [ ] **Your logo**, if you want it on the profile. That part needs an Enhanced Listing.

HOW IT GOES

1. **Find your company in the directory**
   Search by name. Every published listing can be claimed.
2. **Sign in with your work email**
   If the domain matches the listing's website, you're approved on the spot.
3. **If the domain doesn't match, verify another way**
   Add a meta tag to your homepage or a DNS TXT record. The claim page walks you through both.
4. **Send us your corrections**
   Edits are read before they publish. Factual corrections are rarely refused; marketing language gets edited out.
5. **Decide whether you need anything else**
   Claiming is free and complete on its own. Enhanced ($299 a year) adds self-service editing and inquiries; a Spotlight adds reach.

WHAT TENDS TO SEND ONE BACK

- A claim from a personal email address
- A claim on behalf of a client, from an agency domain. Ask your client to claim it first
- A meta tag or DNS record on a different domain than the listing's

Find your listing: **https://www.finantrix.com/directory**

Have your listing taken down

WHO IT'S FOR	COST	TIME
Anyone with an email on the listed company's domain	Free	One email

WORTH HAVING TO HAND

- [ ] **An email on the company's domain.**
- [ ] **The listing URL**, or the product name.

HOW IT GOES

1. **Write to us from a company address**
   Tell us which listing. No reason needed.

2. **We take it down**
   The page comes down and the URL is retired properly, so it doesn't become a broken link elsewhere.

WHAT TENDS TO SEND ONE BACK

- A removal request from a personal or agency address
- A request to remove a competitor's listing

Ask us to remove it: **https://www.finantrix.com/contact**

Buy a placement

WHO IT'S FOR	COST	TIME
Vendors who want to be seen by buyers mid-comparison	$99 per guide per year (Spotlight) or $499 (Featured), plus the $299 Enhanced Listing if you don't have one	10 minutes to order, about a business day to review

WORTH HAVING TO HAND

- [ ] **A shortlist of the guides your buyers read.** The picker marks the ones matching your category.
- [ ] **A directory profile worth landing on.** The card links to your profile, not your website.
- [ ] **A card.** You don't need to buy the Enhanced Listing separately — it is added to the same checkout.
- [ ] **A view on Spotlight versus Featured** for each guide.
- [ ] **Some idea of what would make you renew.** Your dashboard reports impressions, clicks and inquiries per guide.

HOW IT GOES

1. **Claim your listing first**
   A placement attaches to a listing you own. Claiming is free.
2. **Pick your guides**
   The picker shows how many of the 4 Spotlight slots are open on each, and whether Featured is still free.
3. **Check the price both ways**
   If you're close to covering a whole category, the 20% bundle often makes the wider buy cheaper.
4. **Check out**
   One checkout covers every placement plus the Enhanced Listing. Your card isn't charged yet.
5. **Finantrix editorial staff review the fit**
   Usually within two business days. If your product doesn't serve that category we'd rather move you than take the money.
6. **You go live, and only then are you charged**
   The card publishes and your dashboard starts reporting on it.

WHAT TENDS TO SEND ONE BACK

- A guide whose category your product doesn't serve
- Profile facts that don't match your own website
- Supplied ad copy for the card. It renders the same reviewed profile fields as every other listing
- A placement bought in the hope of entering the guide's evaluation

Open the picker: **https://www.finantrix.com/vendor/spotlight**

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)

YOUR DIRECTORY LISTING

What does a directory listing cost?

Nothing. Listing, claiming and correcting are free. We charge for control and reach, not for accuracy.

https://www.finantrix.com/work-with-us/faq#directory-cost

How long does a submission take?

Usually a few business days. We email you when it's live.

https://www.finantrix.com/work-with-us/faq#directory-how-long

We're already listed but we never submitted anything. Why?

We built most of it from public sources, so buyers could compare a whole category. Claim it to correct it, or ask us to take it down. Both are free.

https://www.finantrix.com/work-with-us/faq#directory-already-listed

Can we have our listing removed?

Yes. Email us from your company's domain and we'll take it down. No reason needed.

https://www.finantrix.com/work-with-us/faq#directory-remove

Our submission came back. What now?

Usually a duplicate, a category that doesn't fit, or copy that sells rather than describes. All five-minute fixes, and you can resubmit as often as you like.

https://www.finantrix.com/work-with-us/faq#directory-rejected

We sell several products. One listing or several?

Several. We list products, not companies. The form will ask you to confirm a second product from the same domain is genuinely different.

https://www.finantrix.com/work-with-us/faq#directory-multiple

Our description is out of date. Can you change it?

Yes, free. Claim the listing and edit it, or send us the correction through the contact form (https://www.finantrix.com/contact).

https://www.finantrix.com/work-with-us/faq#directory-edit

We can't claim with a company email. What now?

Add a meta tag to your homepage or a DNS TXT record. If neither is possible, our editorial staff review the claim.

https://www.finantrix.com/work-with-us/faq#directory-claim-proof

Can our agency claim the listing for us?

The claim needs a company-domain address. After that, whoever manages the profile can take over.

https://www.finantrix.com/work-with-us/faq#directory-agency

Does a listing give us a backlink?

Your profile carries your website, free. It's marked `nofollow` on free and paid listings alike, so it passes no ranking signal. A listing is worth having because buyers read the directory.

https://www.finantrix.com/work-with-us/faq#directory-nofollow

BUYER GUIDES AND SPOTLIGHT

What exactly is a Spotlight?

A labeled sponsored card beside a buyer guide, linking to your directory profile. Beside our analysis, not inside it.

https://www.finantrix.com/work-with-us/faq#spotlight-what

What does it cost?

$99 per guide per year for a Spotlight, $499 for Featured, plus the $299 Enhanced Listing every placement sits on. A first Spotlight on one guide is $398 in year one. Cover a category's open slots in one order and save 20%.

https://www.finantrix.com/work-with-us/faq#spotlight-cost

What is a Featured Sponsor?

The single slot above the Spotlight cards, $499 per guide per year. Larger and first. Labeled as paid, like every placement.

https://www.finantrix.com/work-with-us/faq#featured-what

Why only one Featured Sponsor per guide?

A second one wouldn't be featured.

https://www.finantrix.com/work-with-us/faq#featured-why-one

When are we actually charged?

Not at checkout. Your card is collected there and charged when we approve the placement, usually within two business days. Declined placements aren't billed.

https://www.finantrix.com/work-with-us/faq#when-charged

Do we need an Enhanced Listing before we can buy a placement?

You need one, but not before — the $299 is added to the same checkout. If you already have one you won't be charged twice.

https://www.finantrix.com/work-with-us/faq#spotlight-enhanced-first

How do vendors get into a buyer guide's evaluation?

Editorially. No application, no price. Keep your directory profile accurate — that's what we read.

https://www.finantrix.com/work-with-us/faq#guides-inclusion

Can we pay to be added to a guide, or to move up in one?

No, and buying a Spotlight doesn't do it either.

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

Can we appear on more than one guide?

Yes, and most vendors in several categories do. Pricing is per guide; covering a whole category saves 20%.

https://www.finantrix.com/work-with-us/faq#spotlight-multiple

The guide we want is sold out. Is there a waiting list?

Tell us which one and we'll let you know when a slot opens. We won't oversell a guide.

https://www.finantrix.com/work-with-us/faq#guides-slots-full

A guide says something inaccurate about our product.

Send the guide URL and the sentence through the contact form (https://www.finantrix.com/contact). We fix factual errors free, customer or not. We won't remove an accurate assessment you disagree with.

https://www.finantrix.com/work-with-us/faq#guides-error

Do you sell newsletter sponsorships, webinars or display advertising?

Not today. Tell us what you're after through the contact form (https://www.finantrix.com/contact) and we'll come back to you when something opens.

https://www.finantrix.com/work-with-us/faq#other-formats

Can we pay by invoice instead of card?

Ask. There's an inquiry form on the Spotlight page (https://www.finantrix.com/vendor/spotlight) and we'll work with your procurement process.

https://www.finantrix.com/work-with-us/faq#comm-invoice

How do we cancel?

From your vendor dashboard, any time. Canceling stops the renewal and ends the placement. We don't refund time already run.

https://www.finantrix.com/work-with-us/faq#comm-cancel

Do you refund a placement we're unhappy with?

Talk to us. A placement that never ran, or that we got wrong, we make right. One that ran as described and underperformed is a conversation, not a guarantee.

https://www.finantrix.com/work-with-us/faq#comm-refund

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.