

Rate Card 2016



The main advertising medium for the entire financial services industry and must read for all financial professionals.

Cash. reported more than 30 years (founded in 1983) on the financial services and informs all professionals in the financial advisory and asset planning industry and independent financial advisors comprehensively and grounded about the fields of investment funds, insurance companies, asset-managing funds, real estate and closed-end-funds.

Cash. delivers in monthly frequency of publication firsthand knowledge about long-term investment and retirement products and provides valuable information for the conversation with clients.

In addition to the monthly Cash. magazine appear monothematic magazines: Rendite+ (real estate; closed-end funds; pension plan) and Cash.Special Insurances.

All themes, trends and news will also appear on a daily basis on www.cash-online.de. Completing the online is the Cash./OnVista-Newsletter which is sent twice a month, and daily appearing newsletters Finanz.News/insurance and Finanz.News/property.

Cash. Scheduleplanner

Issue	2/16	3/16	4/16	5/16	6/16	7/16	8/16	9/16	10/16	11/16	12/16	1/17
On-Sale date	25.01.16	18.02.16	17.03.16	21.04.16	19.05.16	16.06.16	14.07.16	11.08.16	15.09.16	13.10.16	17.11.16	15.12.16
Ad closing	04.01.16	27.01.16	24.02.16	30.03.16	27.04.16	25.05.16	22.06.16	20.07.16	24.08.16	21.09.16	26.10.16	23.11.16
Ad copy date	05.01.16	29.01.16	26.02.16	01.04.16	29.04.16	27.05.16	24.06.16	22.07.16	26.08.16	23.09.16	28.10.16	25.11.16

Rendite+ / Cash.Special Insurances

Issue	Rendite+ closed-end funds	Rendite+ pension plan	Rendite+ real estate	Special Insurances 1/16
On-Sale Date	24.03.16	12.05.16	01.09.16	25.10.16
Ad closing	02.03.16	19.04.16	10.08.16	02.10.16
Ad copy date	04.03.16	21.04.16	12.08.16	04.10.16

Frequency of publication: 12x annually

Total circulation: 54.000 copies*

Distributed circulation: 51.412*

Sold circulation: 50.335*

Publishing house: Cash.Print GmbH, Stresemannstraße 163, 22769 Hamburg, www.cash-online.de

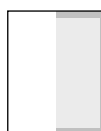
Source: IWW proved, I/2016

Advertisement Rates

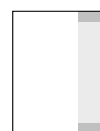
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Bleed 212 mm w x 280 mm h
Trim 178 mm w x 252 mm h
€ 8,500,-



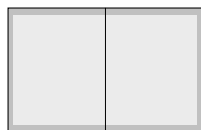
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Bleed 104 mm w x 280 mm h
€ 5,200,-



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Bleed 75 mm w x 280 mm h
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€ 4,000,-



2/1 page, 4c/bw
Bleed 424 mm w x 280 mm h
Trim 386 mm w x 252 mm h
€ 17,000,-



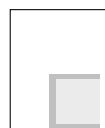
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Bleed 212 mm w x 138 mm h
Trim 178 mm w x 124 mm h
€ 5,200,-



1/3 Seite diagonal, 4c/bw
Bleed 212 mm w x 93 mm h
Trim 178 mm w x 81 mm h
€ 4,000,-



1/4 page height, 4c/bw
Bleed 87 mm w x 124 mm h
€ 2,900,-



COVER PAGES

Inside front/back cover € 10,500,-

Outside back cover € 9,900,-

Quantity discount		Series discount*	
3 pages	5%	3x	3%
6 pages	10%	6x	5%
9 pages	15%	9x	7%

Special Advertising

Art	Format	Rate
 Bound-in inserts	4 Pages	up to 4 pages: € 175,- per thousand copies.
	8 Pages	up to 8 pages: € 205,- per thousand copies.
	12 Pages	up to 12 pages: € 235,- per thousand copies.
 Loose Insert	up to 25 g	€ 175,-

Reprints on request;
Oversize-Inserts € 220,-
per thousand copies.

* Only granted by ordering ads of the same size.

Technical Data

Trim Size: 212 mm width x 280 mm height
Type area: 178 mm width x 252 mm height
Bleed: + 3 mm

Copy material: PDF x-3:2002 Acrobat 8.0, with crop marks, CMYK
Data delivery: Beatrice Burmester
Phone: +49 40 51444-253, Fax: +49 40 51444-120, burmester@cash-online.de

Cash.ONLINE

www.cash-online.de

Newsletter by Cash.Online

Pl's/month: 215.291**
Visits/month: 109.025**

SUPERBANNER

format (width x height): 728 x 90 Pixel
Rate per week: € 1,900,-

BILLBOARD

format (width x height): 1.000 x 180 Pixel
Rate per week: € 2,750,-

SKYSCRAPER

format (width x height): 160 x 600 Pixel
Rate per week: € 1,900,-

MEDIUM RECTANGLE SIDEBAR HEAD

format (width x height): 300 x 250 Pixel
Rate per week: € 2,100,-

MEDIUM RECTANGLE CONTENT HEAD

format (width x height): 300 x 500 Pixel
Rate per week: € 2,000,-

WALLPAPER

format: individually
Rate per week: € 2,800,-

XXL-SKYSCRAPER

Format (width x height): 420 x 870 Pixel
Rate per week: € 2,750,-

	Cash.-OnVista	FN Insurances	FN real estate
Subscribers	23.800	8.558	7.707
Opening rate	32,5 %	32,7 %	35,1 %
Frequency	Tue. + Fri.	weekdays 6.30 AM	weekdays 4.30 PM
Standalone	Wed. or Thur.	Mon. 5 PM	Mo. 5 PM
Superbanner (640 x 90 px)	€ 800,-	€ 650,- (3x/week) € 950 (5x/week)	€ 650,- (3x/week) € 950 (5x/week)
Fullsizebanner (468 x 90 px)	€ 600,-	€ 650,- (3x/week) € 950 (5x/week)	€ 650,- (3x/week) € 950 (5x/week)
Textlink (250 chars.)	€ 500,-	€ 790,- (3x/week) € 990,- (5x/week)	€ 790,- (3x/week) € 990,- (5x/week)
Content Ad (300 x 250)	€ 700,-	€ 790,- (3x/week) € 990,- (5x/week)	€ 790,- (3x/week) € 990,- (5x/week)
Promolink (200 chars.+ 200 x 133 px)	€ 600,-	€ 790,- (3x/week) € 990,- (5x/week)	€ 790,- (3x/week) € 990,- (5x/week)
Standalone (820 x individual)	CTP € 120,-	€ 1,800,- all inc.	€ 1,800,- all inc.

**Source: MW proved, I/2016

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