

Rate Card 2017

Investieren
wie die Profis
Cash.



Cash. is the main advertising medium for the entire financial services industry and a must read for all financial professionals.

Cash., founded in 1983, has been reporting for over 30 years. The magazine informs comprehensively and well founded about investment funds, insurance companies, real estate markets and alternative investment funds. Its readers are professional financial advisors and asset managers.

The magazine provides valuable information for customer meetings. It is published on a monthly basis and focuses on long-term investments and provision products.

The monothematic issues Rendite+ and Cash.Special appear in addition to the Cash. magazine. Rendite+ reports about one of the following topics: property markets, pension schemes or alternative investment funds.

News reports are published on a daily basis on www.cash-online.de. The Cash.-OnVista Newsletter appears twice a week, the property market - as well as the insurance newsletter appear daily.

Cash. Scheduleplanner

Issue	2/17	3/17	4/17	5/17	6/17	7/17	8/17	9/17	10/17	11/17	12/17	1/18
On-Sale date	26.01.17	16.02.17	16.03.17	20.04.17	18.05.17	14.06.17	13.07.17	17.08.17	14.09.17	19.10.17	16.11.17	14.12.17
Ad closing	04.01.17	25.01.17	22.02.17	24.03.17	26.04.17	23.05.17	21.06.17	26.07.17	23.08.17	27.09.17	25.10.17	22.11.17
Ad copy date	06.01.17	27.01.17	24.02.17	28.03.17	28.04.17	25.05.17	23.06.17	28.07.17	25.08.17	29.09.17	27.10.17	24.11.17

Cash.Special Investment Funds and Insurances / Rendite+

Issue	Rendite+ Real Assets	Special investment Funds	Special Insurances	Rendite+ Real Estate	Special Insurances
On-Sale Date	23.03.17	27.04.17	11.05.17	07.09.17	24.10.17
Ad closing	01.03.17	03.04.17	18.04.17	16.08.17	02.10.17
Ad copy date	03.03.17	05.04.17	20.04.17	18.08.17	04.10.17

Frequency of publication: 12x annually

Total circulation: 52.000 copies*

Distributed circulation: 49.059*

Sold circulation: 48.000*

Publisher: Cash.Print GmbH, Stresemannstraße 163, 22769 Hamburg, Germany, www.cash-online.de

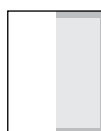
*Source: MW proved, III/2016

Advertisement Rates

1/1 page, 4c/bw
Bleed 212 mm w x 280 mm h
Trim 178 mm w x 252 mm h
€ 8,500,-



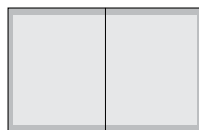
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Trim 386 mm w x 252 mm h
€ 17,000,-



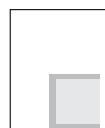
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€ 4,000,-



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

* Only granted by ordering ads of the same size.

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 demand;
Oversize-Inserts € 220,- per thousand copies.

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,
Email: burmester@cash-online.de

Cash.ONLINE

www.cash-online.de

Pl's/month: 198.926**
Visits/month: 101.914**

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: € 2,000,-

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 250 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,-

Newsletter by Cash.Online

	Cash.-OnVista	FN Insurances	FN real estate
Subscribers	23.280	8.450	7.690
Opening rate	32,7 %	33,9 %	35,1 %
Frequency	Tue. + Fri.	weekdays 6.30 AM	weekdays 4.30 PM
Standalone	once a week	once a week	once a week
Superbanner (640 x 90 px)	€ 1,120,-	€ 690,- per week	€ 600,- per week
Fullsizebanner (468 x 90 px)	€ 840,-	€ 780,- per week	€ 700,- per week
Textlink (250 chars.)	on demand	on demand	on demand
Content Ad (300 x 250)	€ 980,-	€ 800,- per week	€ 740,- per week
Promolink (200 chars.+ 200 x 133 px)	€ 840,-	€ 800,- per week	€ 740,- per week
Standalone (820 x individual)	€ 2,780,-	€ 1,800,-	€ 1,700,-

**Source: MW proved, III/2016

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