

# Rate Card 2017



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 Cash.Special reports about the topics investment funds and insurances and is published in addition to Cash.Magazine. The supplement Cash.Special Asset Management Funds will be inserted in issue 7/17 of Cash.Magazine.

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](http://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	24.10.17	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	Special Asset Management Funds	Rendite+ Real Estate	Special Insurances
On-Sale Date	23.03.17	27.04.17	11.05.17	14.06.2017	07.09.17	24.10.17
Ad closing	01.03.17	04.04.17	18.04.17	17.05.2017	16.08.17	02.10.17
Ad copy date	03.03.17	06.04.17	20.04.17	19.05.2017	18.08.17	04.10.17

Frequency of publication: 12x annually

Total circulation: 48.000 copies\*

Distributed circulation: 45.679\*

Sold circulation: 43.598\*

Publisher: Cash.Print GmbH, Stresemannstraße 163, 22769 Hamburg, Germany, [www.cash-online.de](http://www.cash-online.de)

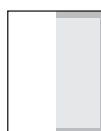
\*Source: MW proved, I/2016

## 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,-



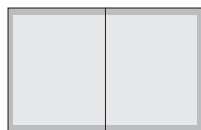
1/2 page height, 4c/bw  
Bleed 104 mm w x 280 mm h  
€ 5,200,-



1/3 page height, 4c/bw  
Bleed 75 mm w x 280 mm h  
Trim 56 mm w x 252 mm h  
€ 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,-



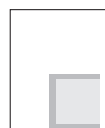
1/2 page diagonal, 4c/bw  
Bleed 212 mm w x 138 mm h  
Trim 178 mm w x 124 mm h  
€ 5,200,-



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

\* 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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## Cash.Magazine

Issue	Investmentfonds
2/2017	Absolute Return - good alternatives in low interest rates
3/2017	US Equity Funds after the presidential election
4/2017	Technology Funds accelerate the growth in yields
5/2017	European Funds
6/2017	Small Caps
7/2017	German Equity - before and after the federal elections
8/2017	India - potential and challenges on the subcontinent
9/2017	Sustainability - achieve more yield with good conscience
10/2017	Multi Asset Funds
11/2017	Biotechnology Funds - Benefit from demographic development
12/2017	Asset Management Funds
1/2018	Investment opportunities in the current year

## Cash.Special

Issue	Investmentfonds
<p>Cash.Special Investment Funds</p> <p>On-Sale Date: 27.04.2017</p>	<ul style="list-style-type: none"> <li>• Fund Companies' strategies in times of zero interest rates.</li> <li>• German Equity Funds - Why a good performance can still be achieved with German shares.</li> <li>• European Equity Funds - How you benefit from the development in Europe and which markets offer above-average opportunities.</li> <li>• Asia - Introducing funds</li> <li>• Emerging markets - Funds strategies</li> <li>• Multi Asset Funds</li> <li>• Absolute Return</li> <li>• Commodity Funds - Opportunities</li> <li>• Small Caps</li> <li>• Biotech</li> <li>• Sustainable Investments</li> <li>• Exchange Traded Funds - Which ETFs have an above-average potential and how these instruments are used cleverly in financial investment.</li> <li>• Pension funds - how to achieve reasonable return at controlled risk.</li> <li>• Real Estate Funds</li> </ul>
<p>Cash.Special Asset Management Funds</p> <p>On-Sale Date: 14.06.2017</p>	<ul style="list-style-type: none"> <li>• After Brexit and Trump - How much is the revenue chance of success under the politicalization of the financial markets.</li> <li>• Income strategies in a zero-interest environment - the best strategies for funds that regularly distribute their earnings in the form of interest and dividends.</li> <li>• Absolute return fund as a rescue in the lean interest cycle - fallacy or viable replacement solution.</li> <li>• Asset management and strategic funds as an alternative in volatile markets - for which type of investor they are the optimal investment.</li> <li>• Liquid alternative as a substitute for bonds - are they the new sources of return for falling markets and negative interest rates?</li> <li>• Factor investing for private investors - bad luck or a sustainable investment.</li> <li>• Exchange traded funds - why the low-cost products can be the ideal solution for asset management.</li> <li>• Volatility strategies - why the growing fluctuations in the financial markets can be beneficial for investors.</li> </ul>