

# MEDIA KIT 2019





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 35 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 Investment Funds will be inserted in issue 7/19 of Cash.Magazine.

The monothematic issue Cash.Special appear in addition to the Cash.magazine. Cash.Special reports about the following topics: Real Assets and Real Estate, Investment Funds and Insurances

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. Schedule

Issue	2/19	3/19	4/19	5/19	6/19	7/19	8/19	9/19	10/19	11/19	12/19	1/20
On-Sale date	24.01.19	21.02.19	21.03.19	18.04.19	16.05.19	20.06.19	18.07.19	15.08.19	12.09.19	17.10.19	21.11.19	17.12.19
Ad closing	02.01.19	30.01.19	27.02.19	27.03.19	23.04.19	27.05.19	26.06.19	24.07.19	21.08.19	24.09.19	29.10.19	25.11.19
Ad copy date	04.01.19	01.02.19	01.03.19	29.03.19	25.04.19	29.05.19	28.06.19	26.07.19	23.08.19	26.09.19	31.10.19	27.11.19

## Cash.Special – our monothematical magazines

Issue	Cash.Special Real Assets and Real Estate	Cash.Special Investment Funds	Cash.Special Insurances
On-Sale Date	18.04.19	20.06.19	21.10.19
Ad closing	27.02.19	24.05.19	27.09.19
Ad copy date	01.03.19	27.05.19	30.09.19

Frequency of publication: 12x annually

Distributed circulation: 42.000\*

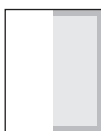
Publisher: Cash.Print GmbH, Friedensallee 25, 22765 Hamburg, Germany, [www.cash-online.de](http://www.cash-online.de)

\*Source: IWW proved, III/2018

## Advertisement Rates



1/4 page, 4c/bw  
Bleed 210 mm w x 280 mm h  
Type area 178 mm w x 252 mm h  
€ 8,700,-



1/2 page height, 4c/bw  
Bleed 102 mm w x 280 mm h  
€ 5,300,-



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Bleed 73 mm w x 280 mm h  
Type area 56 mm w x 252 mm h  
€ 4,100,-



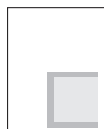
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Type area 178 mm w x 124 mm h  
€ 5,300,-



1/3 Seite diagonal, 4c/bw  
Bleed 210 mm w x 93 mm h  
Type area 178 mm w x 81 mm h  
€ 4,100,-



1/4 page height, 4c/bw  
Type area 87 mm w x 124 mm h  
€ 3,700,-

### COVER PAGES

Cover page 2	€ 10,700,-
Cover page 4	€ 10,700,-

Quantity discount	Series discount*
3 pages 5%	3x 3%
6 pages 8%	6x 5%
9 pages 12%	9x 7%

\* Only granted by ordering ads of the same size.

## Special Advertising

Art	Format	Rate
 Bound-in supplements	4 Pages	up to 4 pages: € 179,- per thousand copies.
	8 Pages	up to 8 pages: € 209,- per thousand copies.
	12 Pages	up to 12 pages: € 239,- per thousand copies.
 Loose supplements	up to 25 g	€ 179,-

Reprints on demand;  
Oversize supplements € 224,- per thousand copies.

## Technical Data

Magazine format: 210 mm width x 280 mm height  
Bleed margin: +3 mm all around  
Type area: 178 mm width x 252 mm height

Copy material: PDF x-3:2002 Acrobat 8.0, with crop marks,  
CMYK Data delivery: Beatrice Burmester  
Phone: +49 40 51 444-253, Fax. +49 40 51 444-120,  
Email: burmester@cash-online.de

# Cash.ONLINE

www.cash-online.de

Pl's/month: 217.496\*\*  
Visits/month: 114.415\*\*

### SUPERBANNER

format (width x height): 728 x 90 Pixel  
TCP € 50,-

### BILLBOARD

format (width x height): 1.000 x 180 Pixel  
TCP € 70,-

### SKYSCRAPER

format (width x height): 160 x 600 Pixel  
TCP € 50,-

### MEDIUM RECTANGLE SIDEBAR HEAD

format (width x height): 300 x 250 Pixel  
TCP € 55,-

### MEDIUM RECTANGLE CONTENT HEAD

format (width x height): 300 x 250 Pixel  
TCP € 50,-

### WALLPAPER

format: individually  
TCP € 70,-

### XXL-SKYSCRAPER

Format (width x height): 420 x 870 Pixel  
TCP € 70,-

## Newsletter by Cash.Online

	Cash.-OnVista	FN Insurances	FN real estate
Frequency	Tue. + Fri.	daily on weekdays	daily on weekdays
Standalone	once a week	once a week	once a week
Superbanner (640 x 90 px)	€ 1,150,-	€ 740,- per week	€ 650,- per week
Fullsizebanner (468 x 90 px)	€ 860,-	€ 830,- per week	€ 750,- per week
Promolink (200 chars.+ 200 x 133 px)	€ 860,-	€ 850,- per week	€ 790,- per week
Standalone (820 x individual)	€ 2,800,-	€ 1,800,-	€ 1,800,-

\*\*Source: IWW proved, September 2018

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## Cash.Magazine

Issue	Investment Funds
2/2019	Absolute Return Funds: alternatives in a changing interest rate environment
3/2019	Value versus Growth: Is this the time for value equities?
4/2019	Digital Asset Management: Which concepts the investment companies offer consultants
5/2019	Dividend funds: Benefiting from the companies' profits
6/2019	Biotech & Healthcare: Which funds are benefiting from demographic change
7/2019	Emerging Markets: Which emerging markets offer the greatest potential in the long term
8/2019	SRI funds: Boost your revenue with socially responsible investments
9/2019	Technology funds: Higher profit opportunities with tech-stocks
10/2019	Multi asset funds: How the asset class keeps reinventing itself
11/2019	Small versus large caps: Which segment offers the best opportunities
12/2019	Germany funds: Which funds offer the best yields
1/2020	Trends in product and sales for the upcoming decade

## Cash.Special

Issue	Focal points
<b>Tangible Assets &amp; Real Estate</b>	<ul style="list-style-type: none"> <li>• Ranking list of product suppliers</li> <li>• Product trends 2019</li> <li>• Residential property Germany</li> <li>• Locations: the 40 most sought-after German cities</li> </ul>
<b>Special Investment Funds</b>	<ul style="list-style-type: none"> <li>• Market report 2019</li> <li>• Multi Asset funds</li> <li>• Discussions with fund managers</li> <li>• Investment trends 2019</li> </ul>
<b>Insurances</b>	<ul style="list-style-type: none"> <li>• Discussions with insurers</li> <li>• Retirement provision</li> <li>• Biometry</li> <li>• Property insurance</li> </ul>



GLOBAL INVESTOR – Cash.'s latest magazine – offers outstanding opportunities to place your media-activities in an editorial environment that consists of „100 % investment funds“.

The innovative concept of GLOBAL INVESTOR observes financial markets worldwide, spots market trends and is incessantly forward-looking, constantly focusing on investment funds. A global network of expert technical authors ensures maximum editorial quality and authenticity via the direct connection to the respective markets.

GLOBAL INVESTOR's target group consists of well informed readers with a pronounced interest in investment funds. A specifically compiled distributor list targets professional investors, institutional investors, investment companies, private banking, family offices, asset managers, foundations, pension funds, KAG's, fund boutiques and independent agents who are specialized on investment funds.

Target groups of Global Investor:

- Investment managers
- Multi Family offices
- Single Family offices
- Institutional Investors
- Private banker
- Foundations
- Pension fund assets
- Investment companies and fund boutiques

## Global Investor Schedule

Issue	2/2019	3/2019	4/2019	1/2020
On-Sale date	14.03.19	06.06.19	05.09.19	21.11.19
Ad closing	20.02.19	15.05.19	14.08.19	30.10.19
Ad copy date	23.02.19	17.05.19	16.08.19	01.11.19

## Global Investor

Global Investor 2-2019	Japan: New emperor, new markets?	Brexit: What investors need to take into account	Afghanistan: Presidential elections – What has changed?	Satellite technologie: Opportunities for Investors
Global Investor 3-2019	Real Estate: Urban innovations	Marijuana: The new tobacco?	Cloud: The future of data storing	Agriculture: Feeding the growing world population
Global Investor 4-2019	Logistics: Shared services for companies	Convertibles: Financial center in the heart of Europe	Switzerland: Financial center in the heart of Europe	Cryptocurrencies: Hype or sustained development?
Global Investor 1-2020	Commodities: Returns with water and metals	Renewable Energies: Can they replace nuclear energy?	Infrastructure: Changes through technology	Indonesia: Hidden Opportunities

Frequency of publication: 4x annually

Total circulation: 9.000

Publisher: Cash.Print GmbH, Friedensallee 25, 22765 Hamburg, Germany, [www.globalinvestor.de](http://www.globalinvestor.de)

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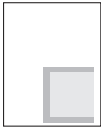
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€ 2,800,-



1/3 page height, 4c/bw  
Bleed 73 mm w x 280 mm h  
Type area 58 mm w x 233 mm h  
€ 1,600,-



1/4 page height, 4c/bw  
Type area 87 mm w x 124 mm h  
€ 3,700,-



1/2 page diagonal, 4c/bw  
Bleed 210 mm w x 138 mm h  
Type area 175 mm w x 116,5 mm h  
€ 2,800,-



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Copy material: PDF x-3:2002 Acrobat 8.0,  
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CMYK Data delivery: Beatrice Burmester  
Phone: +49 40 51 444-253, Fax: +49 40 51 444-120,  
Email: burmester@cash-online.de

# GLOBAL INVESTOR

by Cash.

[www.globalinvestor.de](http://www.globalinvestor.de)

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### WALLPAPER

format: individually  
Rate per week: € 1,500,-



#### Angewiesen auf Deutschlands Unterstützung

Schwarz Markt, wenn durch auch 10 Jahre der globalen Asienregion...  
Deutschland, die Land- und die...  
Schwarz vorantreibt.

#### Vorsprung durch Angst

Die aktuelle Wertzuwachs der Investoren in Europa ist zum beispiel, doch diese...  
Angewiesen ist und gegen die Investoren...

Das ist die...  
Vorsprung durch Angst...  
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