

Cash.ONLINE

2020
MEDIA KIT

VALID FROM JANUARY, 1ST, 2020


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2020
MEDIA KIT


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TARGET GROUP + PRODUCTS*




87%¹⁾/86%²⁾/73%³⁾
Insurance Broker
(\$ 34d GewO)




26%¹⁾/28%²⁾/41%³⁾
Real Estate Broker
(\$ 34c GewO)



71%¹⁾/70%²⁾/82%³⁾
Investment Broker
(\$ 34f GewO)



44%¹⁾/46%²⁾/55%³⁾
Mortgage Broker
(\$ 34i GewO)




89%¹⁾/88%²⁾/73%³⁾
Insurancer




73%¹⁾/73%²⁾/77%³⁾
Investment Funds



45%¹⁾/45%²⁾/59%³⁾
Real Estate



48%¹⁾/45%²⁾/59%³⁾
Tangible Assets



25%¹⁾/29%²⁾/19%³⁾
Gold/Precious Metals



64%
Using Cash.Online daily/
Several times a week



19¹⁾/8²⁾/7³⁾
Volume of brokered assets
(Investment Funds)
per Financial Advisor


¹⁾ Cash.online
²⁾ Cash.5vor5 Newsletter
³⁾ Cash.Onvista Newsletter

* Cash. Readership
Analysis 2019




** IVW March 2020
*** Google Analytics


REACH



364.666**
Page Impressions/Month



285.749**
Visits/Month



229.938***
User/Month



12.000
Newsletter Subscribers
Cash.5vor5



18.000
Newsletter Subscribers
Cash.Onvista



1 Billboard
1.250 x 180 Pixels
80 Euros/CPM

2 Medium Rectangle Sidebar top
300 x 250 Pixels
70 Euros/CPM

3 Medium Rectangle content top
300 x 250 Pixels
65 Euros/CPM

4 Medium Rectangle bottom
300 x 250 Pixels
50 Euros/CPM



1 Super Leaderboard

1.280 x 90 Pixels

60 Euros/CPM

2 Skyscraper

160 x 600 Pixels

60 Euros/CPM

1+2 Wallpaper

1.280 x 90 + 160 x 600 Pixels

80 Euros/CPM

3 Promolink (300 Characters + Image)

300 x 169 Pixels

75 Euros/CPM

4 Sticky Footer

1.120 x 140 Pixels

70 Euros/CPM



Interstitial

Surprising and attention-grabbing!

The Interstitial Ad is placed over the content of the website and that ensures maximum attention.

90 Euros/CPM



Parallax

Content-related, informative advertising format that releases the ad on a background level when scrolling.

90 Euros/CPM



Advertorial

- Duration: 1 week
- Inform in detail about your products and services in the look & feel of Cash.Online
- Integration of videos, social media widgets or downloads for product presentation or studies possible
- Advertising of the advertorial via promolink through one-time newsletter dispatch as well as integration in our newsfeed on Cash.Online home with changing placement
- Optional: Add new top placement in the Newsfeed – 250 Euros or application with promolink in 5vor5 Newsletter / 1x: 400 Euros / 3x: 800 Euros

2.500 Euros incl. promotion via website



Standalone-Newsletter

- Addressing the target group in an editorial layout
- Design in the look & feel of the selected newsletter
- Intelligent, attention-grabbing implementation of your content
- Integration of statistics, images, videos, links etc. possible
- Downloads for product presentations or studies

Standalone Cash. 5vor5 1.800 Euros

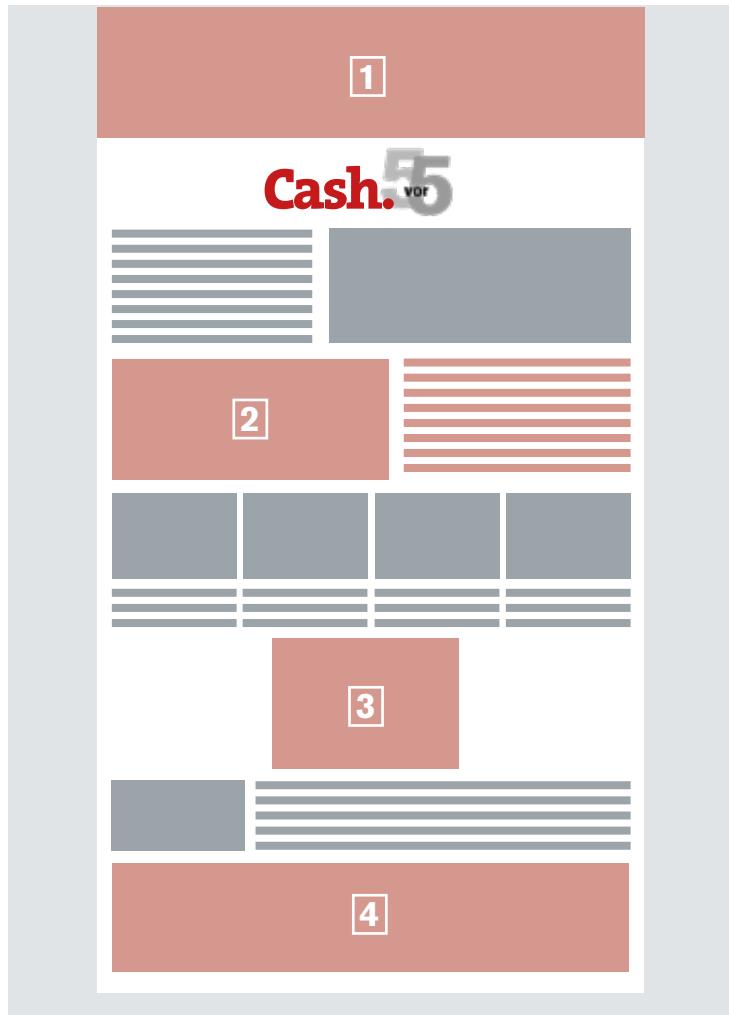
Standalone Cash.-Onvista 2.800 Euros



Content-Box

- Your individual content on a topic of your choice
- Placement in the sidebar on the homepage of Cash.Online
- Every day at least one new text on the subject by Cash. Editors
- Everyday a new Cash.5vor5 Newsletter article on the topic
- Use of video, podcasts etc. possible
- Integration of individual content on microsite with external linking
- Separate topic menu item on the Cash website
- Digital interaction with target group (e.g. surveys)
- Promotion / Traffic for the Contentbox
 - Guaranteed 80,000 AI's through advertising media/banners on Home and Subpages
 - 12 x integration of Promolink in cash. 5vor5 Newsletter
 - Posts on all social media channels of Cash.

14.900 Euros/months



1 Superbanner Header XL

600 x 150 Pixels

990 Euros

2 Promolink (200 Characters + Image)

250 x 167 Pixels

850 Euros

3 Medium Rectangle

300 x 250 Pixels

850 Euros

4 Fullsizebanner

600 x 150 Pixels

830 Euros





1 Superbanner

600 x 150 Pixels

1,150 Euros

2 Promolink (200 Characters + Image)

250 x 167 Pixels

860 Euros

3 Medium Rectangle

300 x 250 Pixels

990 Euros

4 Fullsizebanner

600 x 150 Pixels

860 Euros



OVERVIEW NEWSLETTER

2020
MEDIA KIT

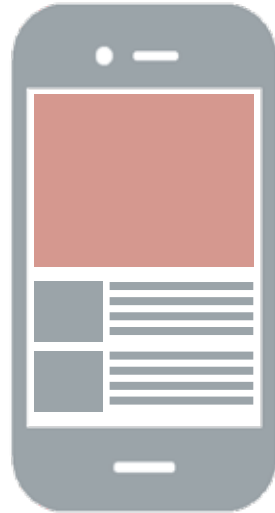
Newsletter	Recipients	Frequency	Time
Cash. 5vor5	13,600	1x daily	17.00 hrs
Cash.-Onvista-Newsletter	18,000	Twice a week	17.00 + 9.00 hrs

Standard Formats	Sendings per week	Promolink (200 Characters + Image) 250 x 167 px	Medium Rectangle 300 x 250 px	Fullsizebanner 600 x 150 px	Superbanner Header 600 x 150 px
Cash. 5vor5	3x	850 Euros	850 Euros	830 Euros	740 Euros
Sending on desired date	1x	440 Euros	520 Euros	440 Euros	600 Euros
Cash.-Onvista-Newsletter	2x	860 Euros	990 Euros	860 Euros	1,150 Euros

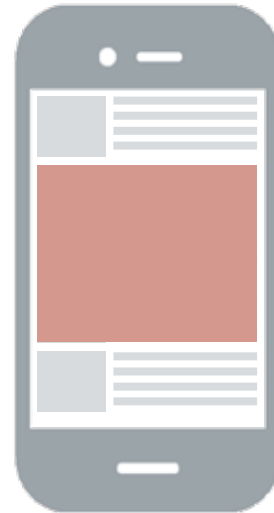
Special Formats	Rate	Reach
Standalone 5vor5	1,800 Euros	5,500 Recipients
Standalone Cash.-Onvista-Newsletter	2,800 Euros	18,000 Recipients



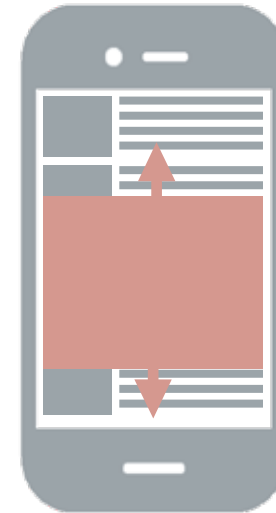
Mobile Ad 4:1
300 x 75 Pixels
60 Euros/CPM



Mobile Premium
300 x 150 Pixels
80 Euros/CPM



Mobile Interstitial
90 Euros/CPM



Mobile Parallax
100 Euros/CPM



Facebook Sponsored Post

- Editorial post on the Cash.Online fan pages including individual headline, image and text.

60 Euros/CPM

Booking Period

The booking on the homepage refers either to calendar weeks (activation of the advertising material from Monday 0.00 a.m.) or to booked thousand contacts (individual activation).

A newsletter booking, on the other hand, refers to on one or more publication/sending days.

Reservation

Reservations are not binding. They are valid for a maximum period of five working days and expire at the latest 10 working days before the start of publication.

Cancellation

Bookings that have already been made can be cancelled up to 2 weeks before the start of the placement.

Delivery of advertising material

Deliver by e-mail to digital@cash-online.de at least 10 working days before the start of the service.

Please also provide the link separately! File formats: jpg, gif, html or swf (not for newsletters!).

General Terms and Conditions of Business

The publisher's terms and conditions apply to the processing of orders. These can be found at: <http://www.cash-online.de/agb>

File formats for all banners on the website

jpg, gif, html or swf (only in combination with gif!)

Please create the advertising material in HTML5 standard format without encryption and according to OVK guidelines.

Ad media must be compatible with the AdServer Revive (formerly Open-X).

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Vat-Number: DE 202667963

The publisher's terms and conditions apply to the processing of orders.
The information contained in this price list may be updated during the year;
the latest version of this price list can be found at:
www.cash-online.de/mediadaten