



**Cash.**PRINT

**2020**  
MEDIA KIT

VALID FROM JANUARY, 1ST, 2020

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**2020**  
MEDIA KIT

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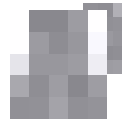
# READERSHIP + CIRCULATION

2020  
MEDIA KIT

## TARGET GROUP + PRODUCTS\*



**75%**  
Insurance Broker  
(\$ 34d GewO)



**26%**  
Real Estate Broker  
(\$ 34c GewO)



**77%**  
Investment Broker  
(\$ 34f GewO)



**47%**  
Mortgage Broker  
(\$ 34i GewO)



**78%**  
Insurances



**78%**  
Investment Funds



**41%**  
Real Estate



**61%**  
Tangible Assets



**25%**  
Gold/Precious Metals



**63 Min.**  
Average Reading Time



**83%**  
are reading at least  
half of the issue

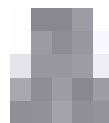


**36 Mio. Euro**  
Volume of brokered assets  
(Investment Funds)  
per Financial Advisor

## REACH



**No. 2\*\***  
Coverage /  
Independent Financial Advisor



**Coverage**  
92.000\* readers



**Circulation**  
(IVW-proved)\*\*\*  
36.500 Copies

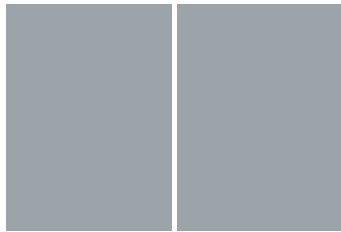
\* Cash. Readership Analysis 2019  
\*\* HBS Media- an Brandstudy 2019



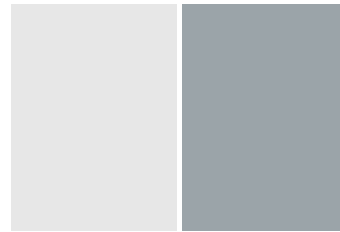
\*\*\* IVW, Second Quarter 2019

# BASIC FORMATS

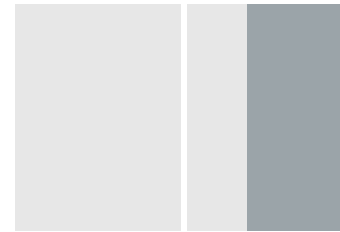
2020  
MEDIA KIT



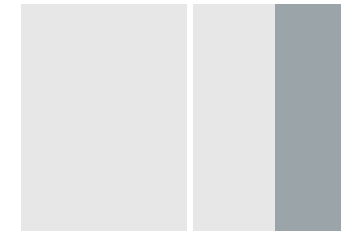
**2/1**  
420 x 280 mm  
+ 3 mm bleed  
**17,300 Euros**



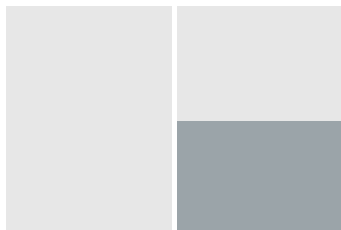
**1/1**  
210 x 280 mm  
+ 3 mm bleed  
**8,700 Euros**



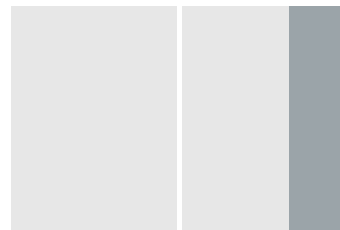
**2/3**  
134 x 280 mm  
+ 3 mm bleed  
**6,500 Euros**



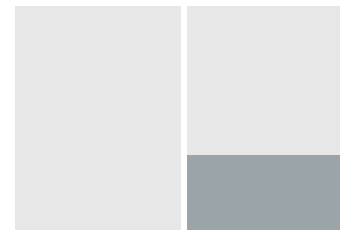
**1/2**  
102 x 280 mm  
+ 3 mm bleed  
**5,300 Euros**



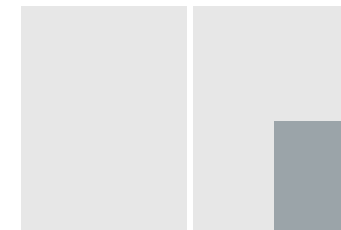
**1/2**  
210 x 138 mm  
+ 3 mm bleed  
**5,300 Euros**



**1/3**  
73 x 280 mm  
+ 3 mm bleed  
**4,100 Euros**



**1/3**  
210 x 93 mm  
+ 3 mm bleed  
**4,100 Euros**



**1/4**  
87 x 124 mm  
+ 3 mm bleed  
**3,700 Euros**

# SPECIAL FORMATS

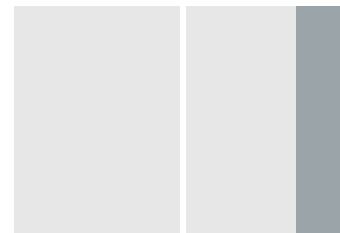
2020  
MEDIA KIT



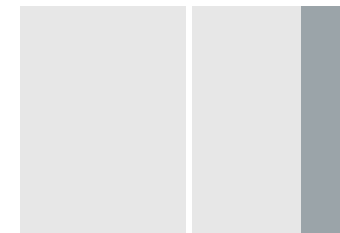
**Cover Page 2**  
210 x 280 mm  
+ 3 mm bleed  
**10,700 Euros**



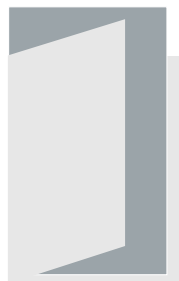
**Cover Page 4**  
210 x 280 mm  
+ 3 mm bleed  
**10,700 Euros**



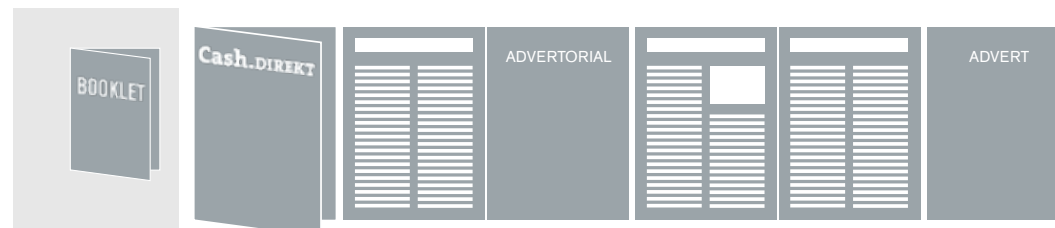
**1/3 Editorial**  
73 x 280 mm  
+ 3 mm bleed  
**4,100 Euros**



**1/3 Table of Content**  
73 x 280 mm  
+ 3 mm bleed  
**4,100 Euros**



**Oversize-Insert**  
190 x 305 mm  
**224 Euros per 1.000**



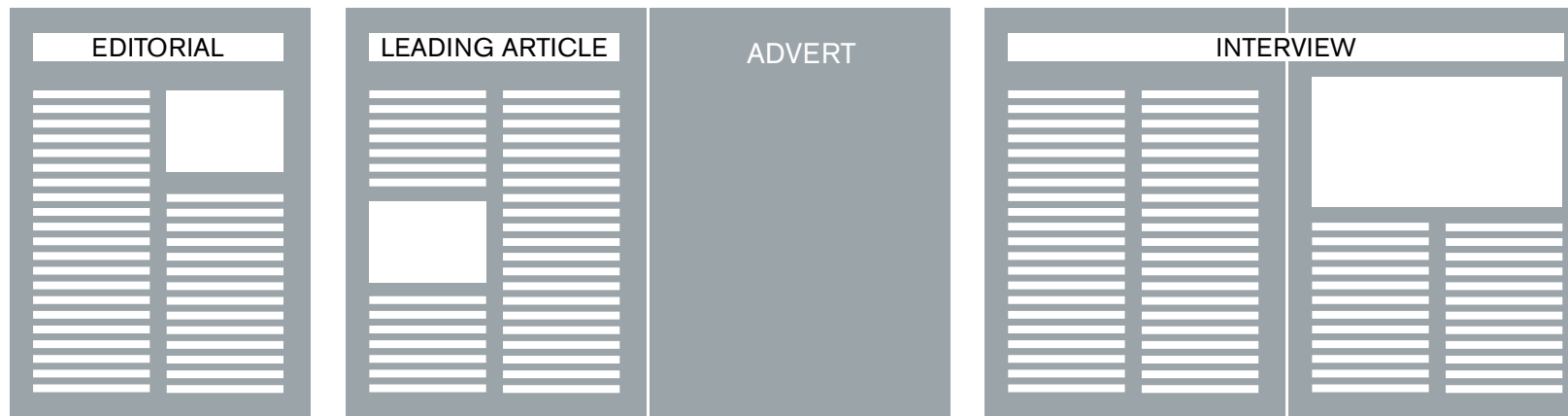
**Title Cover Booklet**  
110 x 150 mm  
**19,800 Euros** (min. 16 pages)

# CONTENT FORMATS

2020  
MEDIA KIT

## CASH.EXKLUSIV

Published individually on different topics. Distributed and advertised via print magazine and all digital channels (such as website, newsletter, social media).



**5 Pages**

**12,500 Euros** (no further discounts or ac)

### Including:

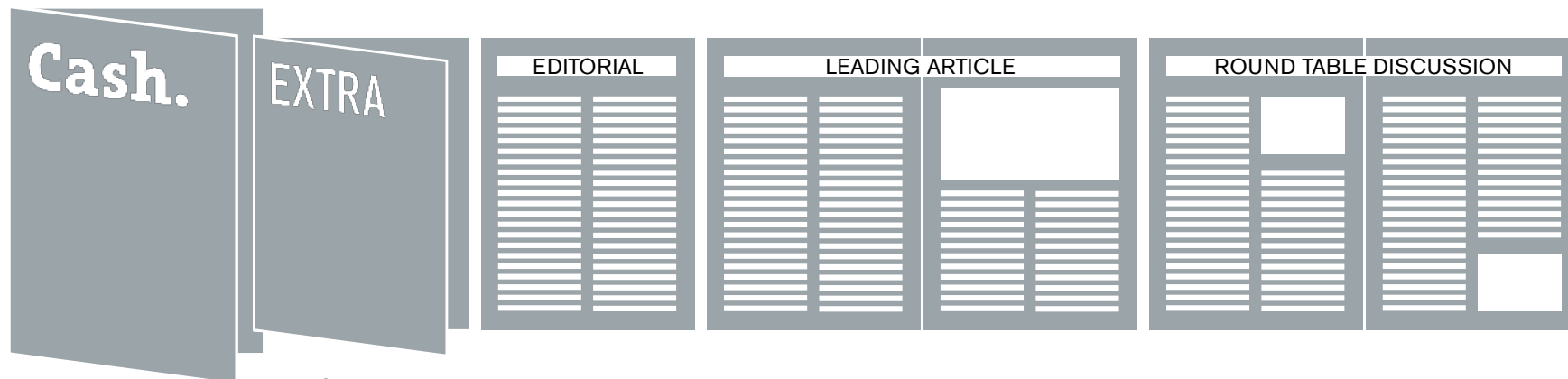
- Editorial and articles by Cash. editorial department
- Double-sided interview
- Print publication
- 200 copies on demand
- Including rights of use
- Publication as a microsite on Cash.Online
- 1/1 page print advert
- Online advertising Cash.EXKLUSIV with
  - 30.000 Ad Impressions
  - 3 x promolinks in Cash.Newsletter
  - and on all social media channels

# CONTENT FORMATS

2020  
MEDIA KIT

## CASH.EXTRA

Published individually on different topics. Distributed and advertised via print magazine and all digital channels (such as website, newsletter, social media)



### Cash.Extra

189 x 265 mm

**13,900 Euros** (ca. 20 pages / no further discounts or ac)

#### Including:

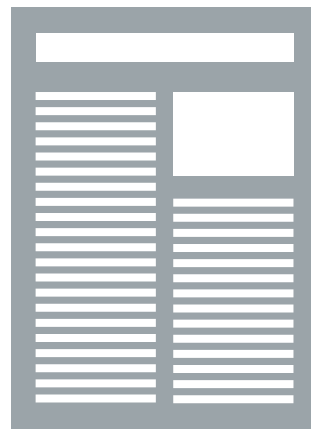
- Participation in Roundtable discussion
- Print publication
- 1.000 copies on demand
- Including rights of use
- Publication as a microsite on Cash.Online
- Online advertising Cash.EXTRA mit
  - 30.000 Ad Impressions
  - 3 x promolinks in Cash.Newsletter
  - and on all social media channels
- Individual online-advertorial
- Online advertising with
  - 30.000 Ad Impressions
  - 3 x promolinks in Cash.Newsletter

## CASH.ADVERTORIALS

Introduce your product, market or corporate strategy. This is your double page (or 1/1 page) exclusively for your individual content. We do the layout work for you.



**2/1 Pages**  
**14,900 Euros**  
plus 1,350 Euros layout costs



**1/1 Page**  
**8,700 Euros**  
plus 900 Euros layout costs



# DATES

**2020**  
MEDIA KIT

Issue	On-Sale Date	Ad Closing	Ad Copy Date	Date of Delivery Inserts
02-2020	31.01.2020	10.01.2020	13.01.2020	16.01.2020
03-2020	20.02.2020	29.01.2020	31.01.2020	05.02.2020
<b>Special ESG Sustainability</b>	<b>20.02.2020</b>	<b>24.01.2020</b>	<b>31.01.2020</b>	<b>04.02.2020</b>
<b>Special Digitalisation</b>	<b>05.03.2020</b>	<b>12.02.2020</b>	<b>14.02.2020</b>	<b>19.02.2020</b>
04-2020	19.03.2020	26.02.2020	28.02.2020	04.03.2020
<b>Special Tangible Assets/Real Estate</b>	<b>16.04.2020</b>	<b>20.03.2020</b>	<b>24.03.2020</b>	<b>27.03.2020</b>
05-2020	16.04.2020	23.03.2020	25.03.2020	30.03.2020
<b>Special Investment Funds</b>	<b>14.05.2020</b>	<b>21.04.2020</b>	<b>23.04.2020</b>	<b>28.04.2020</b>
06-2020	14.05.2020	21.04.2020	23.04.2020	28.04.2020
07-2020	25.06.2020	02.06.2020	04.06.2020	09.06.2020
08-2020	16.07.2020	24.06.2020	26.06.2020	01.07.2020
09-2020	18.08.2020	27.07.2020	29.07.2020	03.08.2020
10-2020	10.09.2020	19.08.2020	21.08.2020	26.08.2020
11-2020	15.10.2020	23.09.2020	25.09.2020	30.09.2020
<b>Special Insurances</b>	<b>26.10.2020</b>	<b>02.10.2020</b>	<b>06.10.2020</b>	<b>09.10.2020</b>
12-2020	12.11.2020	21.10.2020	23.10.2020	28.10.2020
01-2021	10.12.2020	18.11.2020	20.11.2020	25.11.2020



# MAIN TOPICS INVESTMENT FUNDS

**2020**  
MEDIA KIT

Issue	Investment Funds
<b>02-2020</b>	<b>America and the consequences of the election</b> How the election of the U.S. president affects the performance US funds
<b>03-2020</b>	<b>Family Business</b> Family businesses are regarded as particularly stable in value. Why this also ensures higher returns
<b>04-2020</b>	<b>Emerging Countries</b> China, Brazil, South Africa and Co. – which regions offer the greatest earnings opportunities
<b>05-2020</b>	<b>Demographic Trends</b> Ageing populations in industrialised countries are causing a boom in healthcare and demographic funds
<b>06-2020</b>	<b>Technology Funds</b> Why Artificial Intelligence and Robotics Push the Tech Sector and Drive Yields Higher
<b>07-2020</b>	<b>Commodity Funds</b> How do portfolios perform that focus on gold, mining and energy?

Issue	Investment Funds
<b>08-2020</b>	<b>Biotechnology</b> Biotechnology funds increasingly focus on research in the fight against diseases of civilisation
<b>09-2020</b>	<b>The battle of investment styles</b> Value versus Growth – which investment approach currently promises the greatest yield increase?
<b>10-2020</b>	<b>Multi Asset</b> Why the funds have to reinvent themselves, strategies of successful fund managers
<b>11-2020</b>	<b>Infrastructure funds</b> Airports, seaports, bridges and Co. – the market for investments in Real Assets is booming
<b>12-2020</b>	<b>The pressure is rising</b> How ethical, social and ecological issues are becoming a success factor for companies and investors
<b>01-2021</b>	<b>Cover story 2021</b> – Investment themes and trends for the new year

# MAIN TOPICS SPECIALS

**2020**  
MEDIA KIT

<p><b>Special ESG/Sustainability</b> OSD 20.02.2020</p>	<p><b>Green Policies</b> How brokers and investors benefit from sustainable criteria</p>	<p><b>Against Climate Change</b> Which funds take up the fight, how investors benefit</p>	<p><b>Sustainable Advice</b> Why the EU wants to promote ESG-compliant financial advice</p>	<p><b>Green Washing</b> How to expose false ESG reports</p>
<p><b>Special Digitalisation</b> OSD 05.03.2020</p>	<p><b>Advantage Disruption</b> Insurtech versus Insurlab – or why the mode of cooperation is the better choice after all</p>	<p><b>Megatrend Digitalisation</b> Artificial Intelligence, Robotics, Next Generation Mobility – new opportunities for investors</p>	<p><b>Robo Advice</b> Algorithm versus human being – danger or added value for consultation</p>	<p><b>Digital Assets</b> Safe, fast, stable – how tokenised securities are revolutionising the capital markets</p>
<p><b>Special Tangible Assets/ Real Estate</b> OSD 16.04.2020</p>	<p><b>Residential Real Estate Germany</b> The big report on market perspectives in the zero interest rate environment</p>	<p><b>Location Rankings</b> The Market Analysis – Prices, Rents and Returns for 40 German Cities</p>	<p><b>Asset Manager Hit List</b> Facts &amp; Figures of the Asset Managers for the 2019 Financial Year</p>	<p><b>Large Product Overview</b> All current investments, funds and direct investments at a glance</p>
<p><b>Special Investment Funds</b> OSD 14.05.2020</p>	<p><b>Market Report 2020</b> At the pulse of the markets: how fund houses react to trends</p>	<p><b>Multi Asset Funds</b> New era for mixed funds: New strategies for changed capital markets</p>	<p><b>Manager Talk</b> Success managers in discussion: Which trends determine the actions in portfolios?</p>	<p><b>New Funds</b> From the product forges: Which topics have the greatest market relevance?</p>
<p><b>Special Insurances</b> OSD 26.10.2020</p>	<p><b>Quo Vadis Insurances?</b> Negative interest rates, regulation, digitisation – the prospects for the industry</p>	<p><b>Retirement Provision</b> From company pensions to retirement planning – the insurers' plans</p>	<p><b>Biometrics</b> Labour force protection, care, accidents – how to address customers correctly</p>	<p><b>Property Insurances</b> Great sales potential for cyber, household and liability products</p>

# DISCOUNTS

## FREQUENCY\*

### Frequency Discount\*

3 x	3 %
6 x	5 %
9 x	7 %
12 x	10 %

## VOLUME DISCOUNTS\*

### Frequency Discount

3 Seiten	5 %
6 Seiten	8 %
9 Seiten	12 %
12 Seiten	15 %

\* Only one of the two scales can be used. Discount scales only apply to contracts. The basis for the discount calculation is the respective basic ad price.

AC: 15 %

Discount only granted to advertising agencies that commercially place orders from third parties with publishers.

Discounts/price reductions (within one insertion year)

# INSERTS / BOUND-IN INSERT

	STICKER INSERTS	INSERTS	BOUND-IN INSERT
<b>Description</b>	<p>Sticker inserts are affixed to a carrier advertisement in such a way that they can be removed by interested parties. Postcards, Booklets, CDs (in paper sleeve) and folding cards must have a closed, right-angled edge. Products with a zigzag fold cannot be processed by machine! The glue line is parallel to the flange of the carrier object.</p>	<p>Inserts are loosely attached to the magazine. The printed material must be machine-processable and made available on time by the customer.</p> <p>Format specification for standard inserts Width x height: min. 105 mm x 148 mm, max. 190 mm x 260 mm</p>	<p>Bound-in Inserts are printed matter firmly bound into the magazine. Format specification Width x height: max. 210 mm x 280 mm</p>
<b>Production</b>	<p>Please send us a positioning specification in advance (position of the sticker on the carrier advertisement).</p> <p>Minimum distance to waistband: 30 mm, to side edges: 10 mm.</p> <p>Format specifications width x height: min. 105 mm x 148 mm, max. 190 mm x 190 mm, Thickness max. 1 mm</p>		<p>Set up type area at least 8 mm from trim (page feed); head trim: 10 mm; foot trim: 3-14 mm; side trim: 3 mm. Seam: rebate for head unit 10 mm, from 8 pages circumference at the head closed. Delivery form: closed at head; positioning: middle of handle. Special formats or particularly large inserts are only possible after prior enquiry and inspection.</p> <p>Attention: For processing reasons, it may be necessary to produce with foot unit/foot closed. Please inquire before production.</p>
<b>Delivered Quantity</b>	The ordered circulation plus 3 percent for processing		

# INSERTS / BOUND-IN INSERT

2020  
MEDIA KIT

	STICKER INSERTS	INSERTS	BOUND-IN INSERT
<b>Prices</b>	<p>4,000 Euros without discounts, prices for the total print run, plus sales tax and postage. The price may increase if the condition of the sticker makes processing more difficult and causes additional costs. Sticker inserts are not eligible for commission and discounts.</p>	<p>Standard inserts up to 25 g: 179 Euros per 1,000 copies. Oversize inserts: 224 Euros per 1,000 copies. Additional weight: 4 Euros per 1,000 copies per additional 5 g. Prices plus VAT and postage*.</p>	<p>Price per 1,000 copies: up to 4 pages: 179 Euros up to 8 pages: 209 Euros up to 12 pages: 239 Euros up to 16 pages: 264 Euros Further volumes on request Prices plus VAT and postage*.</p>
<b>Samples</b>	<p>The order only becomes compulsory after submission of a binding sample in size, weight and processing and its examination. Binding samples (5 copies each) and placement specifications (adhesive labels) must be submitted by the advertising deadline at the latest:</p> <p>Cash.Print GmbH · Advertisement administration Friedensallee 25 · 22765 Hamburg</p> <p>Dierichs Printing + Media GmbH &amp; Co. KG · Mr. Jörg Winkelmann Frankfurter Strasse 168 · 34121 Kassel</p>		
<b>Delivery</b>	<p>Delivery for the Cash magazine will be made to the company free of charge on the registered date, at least 21 calendar days before the first day of sale:</p> <p>Dierichs Druck + Media GmbH &amp; Co. KG, Tor 2 / Versand, Mr. Jörg Winkelmann, Frankfurter Straße 168 · 34121 Kassel, Germany</p> <p>For further details, please refer to the guidelines for the delivery and packaging of inserts on request from the publisher.</p>		

\* Postage charges: Total circulation up to 25 g 350 Euros / partial circulation up to 25 g 150 Euros / extra weight on request

# TECHNICAL SPECIFICATIONS

**2020**  
MEDIA KIT

Magazine format: 210 mm x 280 mm  
Type area: 178 mm x 252 mm  
Printing method: Web offset, Saddle stitching  
Resolution: 60mm-grid  
Colours: Euroscale  
Exposure: Computer to Plate (CTP)  
Colour profiles: Envelope: ISO Coated V2 (39L)  
Content: LWC\_improved\_45L

## IMPORTANT NOTES

- ◆ Please note the information on data delivery so that a faultless identification of your advertisement can be guaranteed.
- ◆ For advertisements that go beyond the type area, 3 mm bleed must be added over each page.
- ◆ Text content in advertisements that go beyond the type area must be included so that it is not damaged by the bleed, from the edge of the magazine 5 mm from each side of the page

## Digital printing template

Digital print documents separate offset (Euro-Standard DIN 16539). Due to the CTP process, only digital artwork can be used. RGB data cannot be used. Special colours must be converted to CMYK. Image data require a resolution of at least 300 dpi.

## Open file formats

Always send fonts and pictures used when delivering open data. For images, no RGB colour spaces, no JPG formats and no DCS files, minimum resolution 300 dpi.

- ◆ Illustrator up to CS6
- ◆ Photoshop up to CS6
- ◆ InDesign up to CS6

## Closed file formats

High-resolution, printable composite PDFs with crop marks, CMYK, fonts embedded, no RGB, LAB or ICC color spaces embed, EPS files.

## Data delivery

Data must be marked with the following information: Title (cash.), issue, name of advertising motif, name of customer, telephone number, name of data sender/manufacturer including data protocol, telephone and fax number of data sender/manufacturer..

## Data Storage Device

CD (Mac/ISO Hybrid), further data media on request

## Data dispatch

Cash.Print GmbH, Advertising Disposition  
Friedensallee 25  
22765 Hamburg  
Phone: 040/51444-253  
Fax: 040/51444-269  
Beatrice Burmester  
E-Mail: burmester@cash-online.de  
E-Mail: verkauf@cash-online.de

Circulation: 36.500 copies



\* IVW-proved, Quarter II-2019

## **MEDIA SALES PRINT + DIGITAL**

### **Janina Kolbe**

Tel.: 040/51444-253  
Fax: 040/51444-269  
E-Mail: kolbe@cash-online.de

### **Marco Hentschel**

Tel.: 040/51444-195  
Fax: 040/51444-269  
E-Mail: hentschel@cash-online.de

### **Andreas Rullmann**

Tel.: 069/13816-821  
Fax: 069/13816-822  
E-Mail: rullmann@cash-online.de

## **MANAGING DIRECTOR**

### **Gerhard Langstein**

Tel.: 040/51444-200  
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E-Mail: langstein@cash-online.de

## **BOOKING MANAGEMENT**

### **Axel Zimmermann**

Tel.: 040/51444-101  
Fax: 040/51444-269  
E-Mail: verkauf@cash-online.de

## **DISTRIBUTION**

### **Karena Milewski**

Tel.: 040/51444-347  
Fax: 040/51444-269  
E-Mail: kmilewski@cash-online.de

## **PUBLISHER**

Cash.Print GmbH  
Friedensallee 25  
22765 Hamburg  
Tel.: 040/51444-0  
Fax: 040/51444-120  
E-Mail: info@cash-online.de  
Internet: www.cash-online.de

## **BANK DETAILS**

HypoVereinsbank AG  
Kto.-Nr. 6 305 460  
BLZ 200 300 00  
IBAN: DE89200300000006305460  
BIC: HYVEDEMM300

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 founds at:  
[www.cash-online.de/mediadaten](http://www.cash-online.de/mediadaten)