

Cash.ONLINE

2021
MEDIA KIT

NEW WEBSITE

VALID FROM JANUARY, 1ST, 2021

TABLE OF CONTENT

2021
MEDIA KIT

User	3
Basic Formats	4
Special Formats	6
Content Formats	8
Newsletter Cash.5vor5	10
Newsletter Cash.Onvista	11

Overview Newsletters	12
Mobile	13
Social Media	14
Notes	15
Contact	16

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⁾
Insurer



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

Cash.
Mediaanalyse 2020
1. Platz
Berichterstattung über
fondgebundene Produkte
5vor5 Newsletter
täglich

CASH.
Markenmonitor Makler 2020
90%
Sehr hohe
Bekanntheit

REACH



266,138**
Page Impressions/Month



203.711**
Visits/Month



171.395***
User/Month



11.500
Newsletter Subscribers
Cash.5vor5



14.000
Newsletter Subscribers
Cash.Onvista

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

* Cash. Readership
Analysis 2019



** IVW October 2020
*** Google Analytics



1 Billboard

Desktop

1.250 x 180 Pixels

80 Euros/CPM

Tablet

728 x 90 Pixel

Mobile

300 x 75 Pixel

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

All formats are displayed on desktop, tablet and mobile.

**NEW
WEBSITE**



1 Super Leaderboard*

Desktop	Tablet	Mobile
1.280 x 90 Pixels	728 x 90 Pixel	300 x 75 Pixel

65 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)

250 x 167 Pixels

75 Euros/CPM

4 Sticky Footer

1.120 x 140 Pixels

70 Euros/CPM

*These formats are displayed on desktop, tablet and mobile.



Interstitial

Surprising and attention-grabbing!

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

This format is displayed on desktop, tablet and mobile.

120 Euros/CPM



Parallax

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

This format is displayed on desktop, tablet and mobile.

90 Euros/CPM



Advertorial

- Publication for 1 week on an eye-catching fixed placement on the home-page and all sub-pages of cash-online.de with at least 40,000 ad impressions. Then permanently on the departmental pages if requested.
- 1x publication in cash. Newsletter 5vor5 (11,500 subscribers) with a link to the advertorial, which is unlimited in time.
- Additional booking option: 2 additional displays in the newsletter for **600 euros**
- Play on desktop, tablet and mobile.
- **1.900 Euros**



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

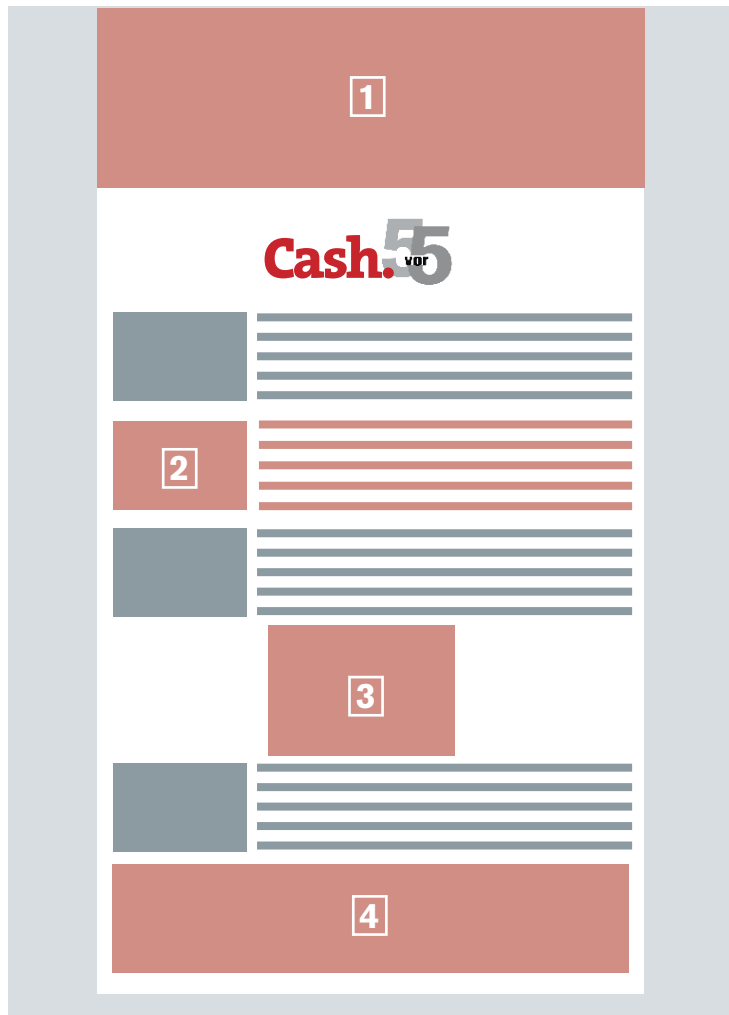


Content-Box

- 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.

This format is displayed on desktop, tablet and mobile.

14.900 Euros/months



1 Superbanner Header XL

600 x 300 Pixels

990 Euros

2 Promolink (300 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

These formats are displayed on desktop, tablet and mobile.

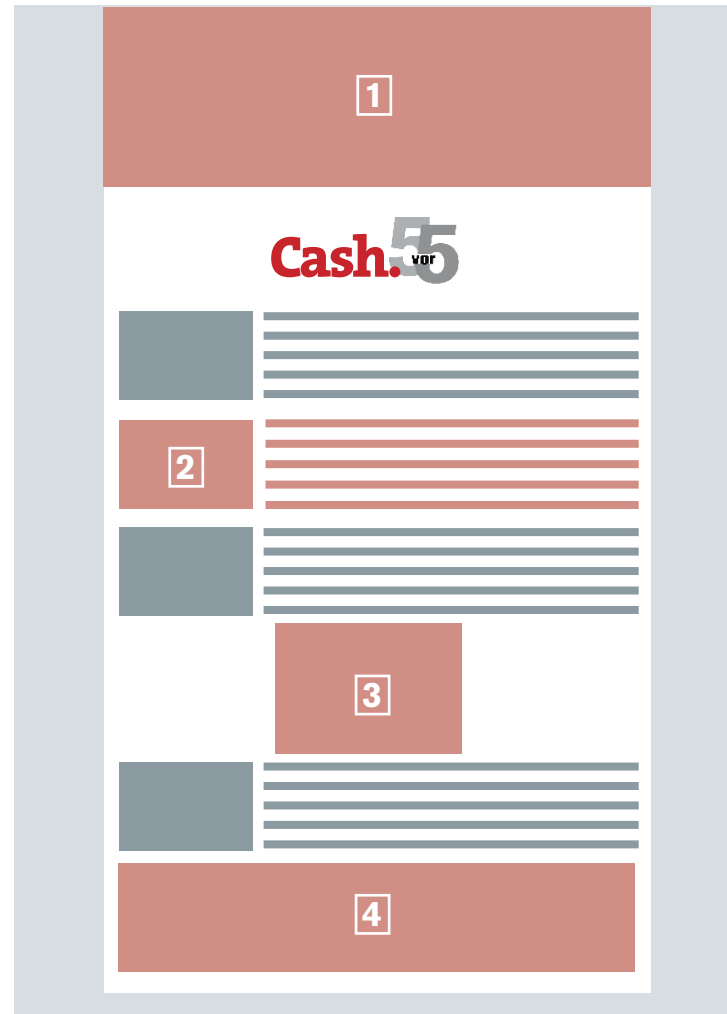




THEMEN-NEWSLETTER

Topic Overview 2021

- **25.01.2021:** Alternatives to disability insurance
- **15.02.2021:** Precious metal funds
- **16.02.2021:** Special Sustainability
- **15.03.2021:** Private property insurance
- **16.03.2021:** Special Digitalization
- **12.04.2021:** Technology funds
- **13.04.2021:** Special Tangible assets/property
- **07.05.2021:** Retirement provision without guarantees
- **25.05.2021:** Special Investment funds
- **21.06.2021:** Dividend fund
- **19.07.2021:** Commercial insurance
- **16.08.2021:** Digitalization
- **13.09.2021:** Disability insurance
- **11.10.2021:** ESG-Investments
- **19.10.2021:** Special Insurances
- **08.11.2021:** Sustainability
- **06.12.2021:** Generation 50plus



1 Superbanner Header XL

600 x 300 Pixel

600,- Euro

2 Promolink (300 Zeichen + Bild)

250 x 167 Pixel

440,- Euro

3 Medium Rectangle

300 x 250 Pixel

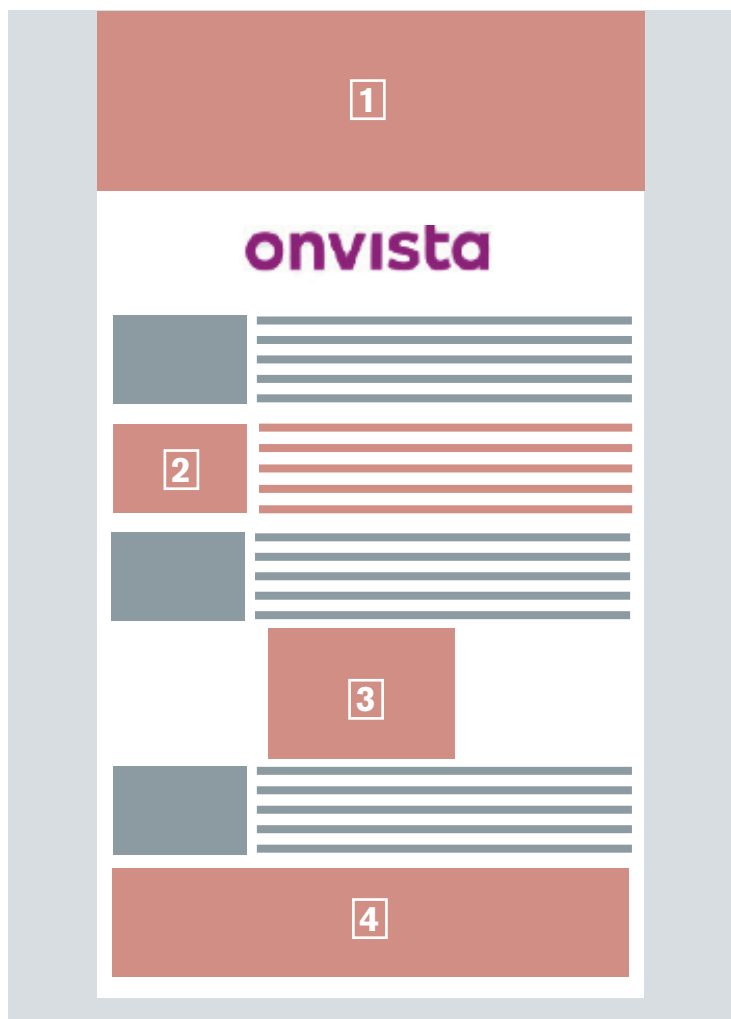
520,- Euro

4 Fullsizebanner

600 x 150 Pixel

440,- Euro

These formats are displayed on desktop, tablet and mobile.



1 Superbanner Header XL

600 x 300 Pixels

1,150 Euros

2 Promolink (300 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

These formats are displayed on desktop, tablet and mobile.



OVERVIEW NEWSLETTER

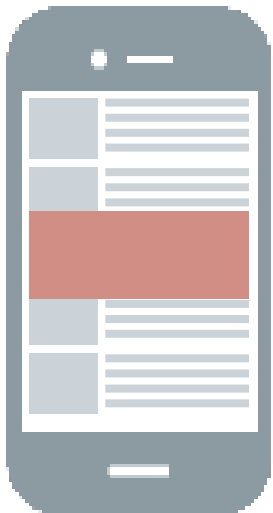
2021
MEDIA KIT

Newsletter	Recipients	Frequency	Time
Cash. 5vor5	11,500	1x daily	17.00 hrs
Cash.-Onvista-Newsletter	14,000	Twice a week	17.00 + 9.00 hrs

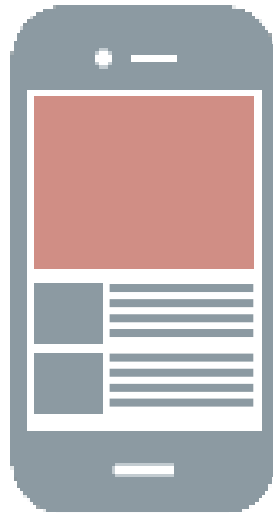
Standard Formats	Sendings per week	Promolink (300 Characters + Image) 250 x 167 px	Medium Rectangle 300 x 250 px	Fullsizebanner 600 x 150 px	Superbanner Header XL 600 x 300 px
Cash. 5vor5	3x	850 Euros	850 Euros	830 Euros	990 Euros
Sending on desired date	1x	440 Euros	520 Euros	440 Euros	600 Euros
Cash.-Onvista-Newsletter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

Special Formats	Rate	Reach
Standalone 5vor5	1,800 Euros	5,000 Recipients
Standalone Cash.-Onvista-Newsletter	2,800 Euros	14,000 Recipients

These formats are displayed on desktop, tablet and mobile.



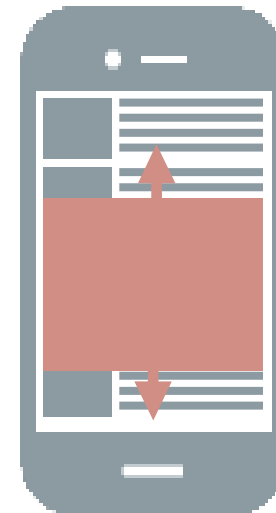
Mobile Ad 4:1
300 x 75 Pixels
60 Euros/CPM



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.

65 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).

MEDIA SALES PRINT + DIGITAL

Andreas Rullmann

Phone: 069/348683-701
Fax: 069/348683-702
E-Mail: rullmann@cash-online.de

Sabine Kulenkampff

Tel.: 040/51444-225
Fax: 040/51444-269
E-Mail: kulenkampff@cash-online.de

Martina Neumann

Tel.: 040/51444-301
Fax: 040/51444-269
E-Mail: neumann@cash-online.de

MANAGING DIRECTOR

Gerhard Langstein

Phone: 040/51444-200
Fax: 040/51444-269
E-Mail: langstein@cash-online.de

BOOKING MANAGEMENT

Susanne Carstens

Tel.: 040/51444-164
Fax: 040/51444-269
E-Mail: carstens@cash-online.de

PUBLISHER

Cash.Print GmbH
Friedensallee 25
22765 Hamburg
Phone: 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 found at:
www.cash-online.de/mediadaten