

Cash. ONLINE



Cash.

Mediaanalyse 2020

MRTK
MARKETING RESEARCH TEAM KIESELER

1.
Platz

Berichterstattung über
fondsggebundene Produkte
Svor5 Newsletter
täglich

CASH.

Markenmonitor Makler 2020

MRTK
MARKETING RESEARCH TEAM KIESELER

90%
Sehr hohe
Bekanntheit

MEDIA KIT 2021

VALID FROM 1. JANUAR 2021

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ABOUT CASH.



Cash. is one of the best-known trade magazines for independent financial advisors in insurance, investment funds, real estate and tangible assets – and offers financial news for investment, real estate and insurance advisors. In particular Cash. reports on long-term investments such as life insurance, investment funds, real estate and tangible assets, as well as on current trends such as digitization and ESG and their impact on the industry.

In addition to decision-makers at the level of product providers, the core target group are independent financial advisors, brokers, salespersons, distributors, banks, asset managers, fund managers. The client structure is balanced. This makes Cash. a cross-sector medium with a character of general interest.

Cash. is a cross-media magazine with various formats such as website in responsive web design, newsletter, monthly print edition & ePaper, podcast, webinars and live events.

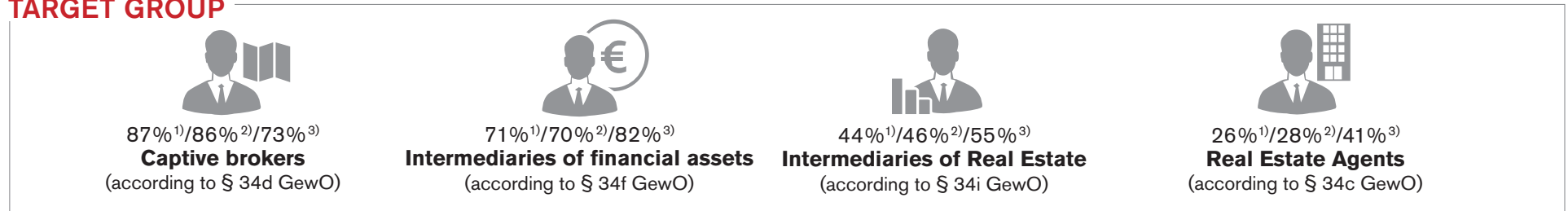
Since the relaunch of the website in autumn 2020, Cash. offers new advertising formats such as the „Content Box“ and „Company in Focus“, which are optimally tailored to client needs.

The newsletters „Cash. 5vor5“ and „Cash. OnVista“ are in first place among independent financial advisors, brokers and distributors (with 64% and 69% satisfaction, respectively, according to MRTK Media Analysis Sept. 2020).

Once a year, Cash. presents the „Cash. Financial Advisors Award“ at the Cash. Gala in Hamburg.

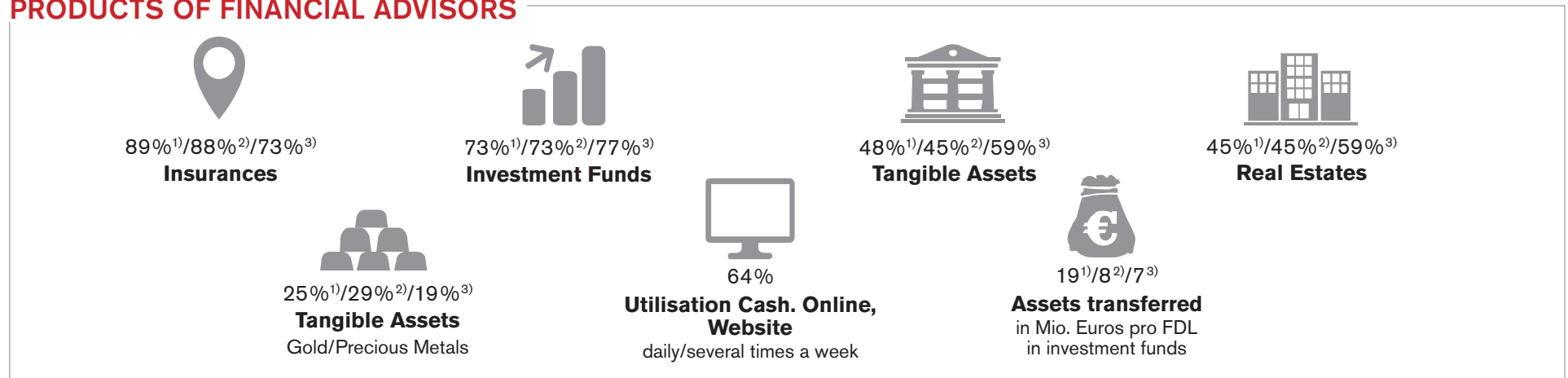
USER + PERFORMANCE VALUES

TARGET GROUP



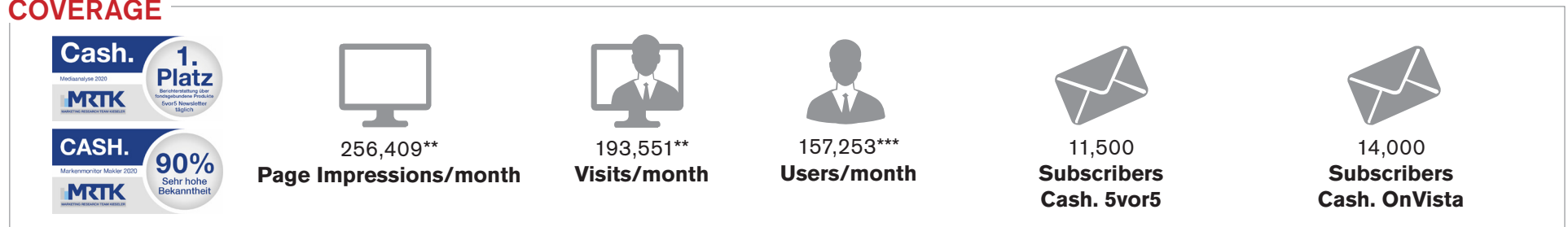
¹⁾ Cash. Online ²⁾ Cash. 5vor5-Newsletter ³⁾ Cash. OnVista-Newsletter

PRODUCTS OF FINANCIAL ADVISORS



¹⁾ Cash. Online ²⁾ Cash. 5vor5-Newsletter ³⁾ Cash. OnVista-Newsletter

COVERAGE



*Cash. audience analysis 2019 **IVW February 2021 ***Google Analytics



STANDARD FORMATS



1 SUPER LEADERBOARD*

Desktop	Tablet	Mobile
1.280 x 90 px	728 x 90 px	300 x 75 px

65 Euros/CPM

2 SKYSCRAPER

160 x 600 px (desktop only)

60 Euros/CPM

1+2 WALLPAPER

1.280 x 90 + 160 x 600 px (desktop only)

80 Euros/CPM

3 PROMOLINK* (300 characters + image)

235 x 157 px (desktop, tablet, mobile)

75 Euros/CPM

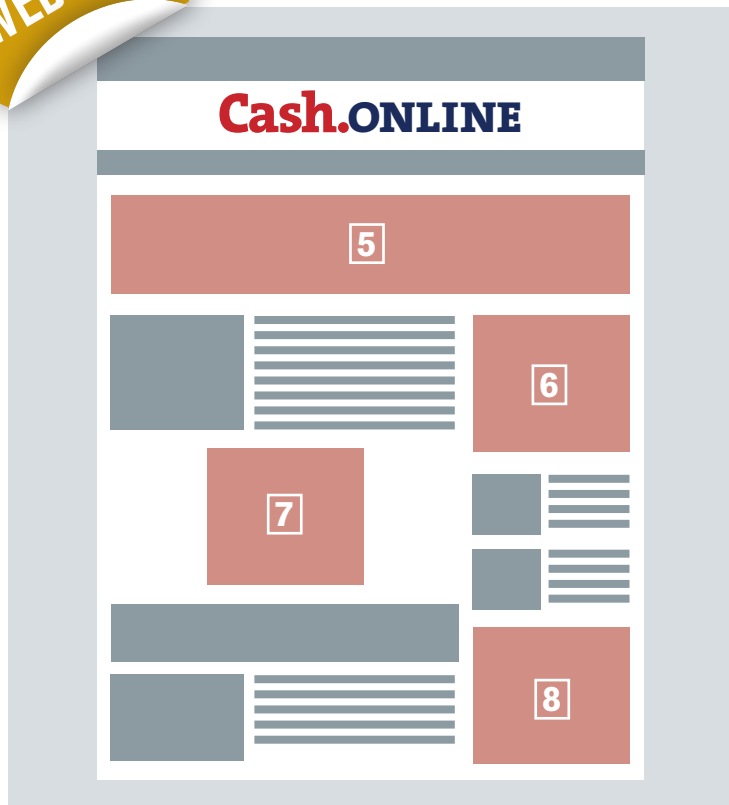
4 STICKY FOOTER

1.120 x 140 px (desktop only)

70 Euros/CPM

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

STANDARD FORMATS



All formats are displayed on desktop, tablet and mobile.

5 BILLBOARD

Desktop	Tablet	Mobile
1.250 x 180 px	728 x 90 px	300 x 75 px

80 Euros/CPM

6 MEDIUM RECTANGLE SIDEBAR TOP

300 x 250 px (desktop, tablet, mobile)

70 Euros/CPM

7 MEDIUM RECTANGLE CONTENT TOP

300 x 250 px (desktop, tablet, mobile)

65 Euros/CPM

8 MEDIUM RECTANGLE SIDEBAR LOW

300 x 250 px (desktop, tablet, mobile)

50 Euros/CPM

SPECIAL FORMATS



1 INTERSTITIAL

Surprising and attention grabbing!

The interstitial ad briefly covers the content of the website and arranges a maximum attention at the user.

120 Euros/CPM



2 PARALLAX

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

90 Euros/CPM

All formats are displayed on desktop, tablet and mobile.

CONTENT FORMATS



ADVERTORIAL

- Creation of an editorial article (advertorial) on a current topic in cooperation between client and Cash. Editorial content, such as an interview, FAQ on a subject, information on new regulations, etc.
- Publication of the advertorial for an unlimited run time on Cash. Online on the respective department pages
- Placement of attention-grabbing teasers / banners that link to the advertorial on the home page as well as on all department-, author- and article pages with at least 40,000 ad impressions – for a run time of one week
- One Placement of the teaser / banner in the Cash. 5vor5-Newsletter (11,500 subscribers) with a link to the advertorial
- One Placement of the teaser / banner in the Cash. OnVista-Newsletter (14,000 subscribers) with a link to the advertorial

Run of site on desktop, tablet and mobile via responsive web design

Package price: **1.900 Euros/CPM***

Additional booking options: Further run of sites in the newsletter for 300 Euros each



STANDALONE-NEWSLETTER

- Editorial design of a client-specific newsletter
- Emailing to a list with a wide reach of Cash. newsletter subscribers
- Creation of the client-specific standalone newsletter in close coordination between the client and Cash. - both in terms of content and appearance
- This enables direct client-specific addressing of the target group
- Integration of statistics, images, videos, links to the client's website, etc. optional

Standalone Cash. 5vor5-Newsletter (11,500 subscribers)

1.800 Euros/CPM*

Standalone Cash. OnVista-Newsletter mit 14,000 Abonnenten

2.800 Euros/CPM*

*(not discount- and ae-eligible)

CONTENT FORMATS

**NEW: CONTENT BOX****Development of a client subsite**

- Placement of the Content Box in the sidebar on the homepage and on all department-, author- and article pages
- Link from the Content Box to a client subsite on Cash. Online
- Links from the client subsite to the client's website
- Choice of topics in the content box and on the subsite as requested by the client
- Content creation either by the client or by Cash. editorial department
- Publication of up to one exclusive client article daily
- In addition: Placement of a client article in the daily Cash. 5vor5-newsletter and in the 2x weekly Cash. OnVista-newsletter

Promotion of the content box and traffic generation

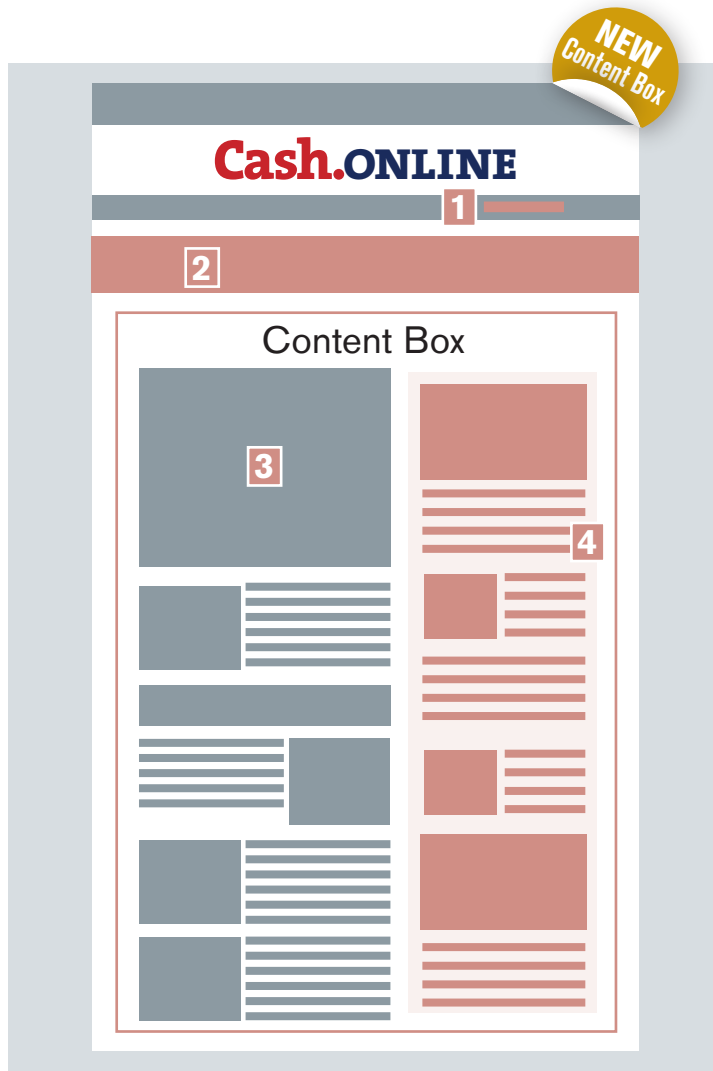
- Banner on Cash. Online linking to the landing page with 80,000 AI's guaranteed
- 12x Promolink (content format) in Cash. 5vor5-newsletter (11,500 subscribers)
- 6x Promolink in Cash. OnVista-newsletter (14,000 subscribers)
- Posts on all social media-channels of Cash.

Run time: 1 month

Package price: **14,900 Euros/month**

(not discount- and ae-eligible)

CONTENT FORMATS

**NEW: CONTENT BOX**

1. Own topic menu item
2. Integration of individual ad
3. Editorial articles by the Cash. editorial department on the client's main topic. Delivery of content by the client is welcomed, but not absolutely necessary
4. Positioning of the client in the thematic environment with several link options, for example, to the client's website or to other URL's specified by the client

For service components of the content box, please see previous page 9

14,900 Euros/month

CONTENT FORMATS

NEW
WEBSITE**NEW: COMPANY IN FOCUS****Components:**

- Prominent placement of a company portrait banner in the form of an eye-catching special format (similar to a billboard) on the homepage as well as on the department-, author- and article pages of Cash. Online
- Link from the banner to a “Company in Focus” subsite with a comprehensive company presentation
- Integration of content that is continuously provided by the client
- Links from the subsite to URL’s defined by the client

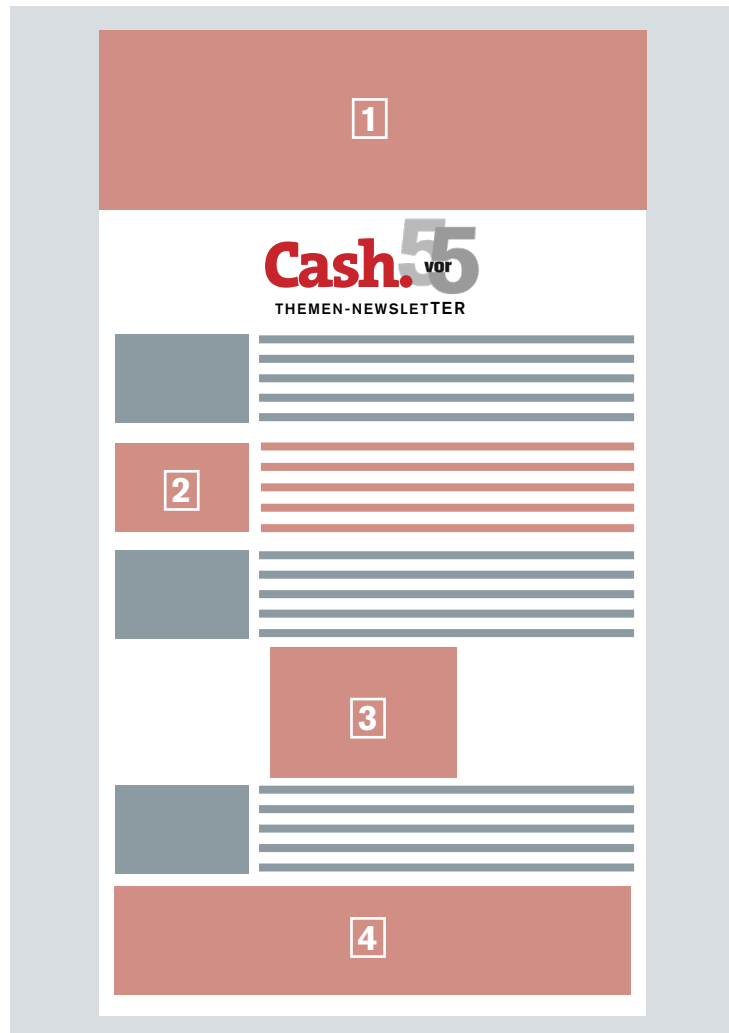
NEW
Company in
Focus**Content of the subsite:**

1. Header picture, upon request with the client’s logo
2. Business focus of the client
3. News from the client that can be delivered by the client on a daily basis

Run time: **1 year**Paketpreis: **19,900 Euros/year**

(not discount- and ae-eligible)

NEWSLETTER CASH. 5VOR5



1 SUPERBANNER HEADER XL

600 x 300 px

990 Euros

2 PROMOLINK (300 characters + picture)

235 x 157 px

850 Euros

3 MEDIUM RECTANGLE

300 x 250 px

850 Euros

4 FULLSIZEBANNER

600 x 150 px

830 Euros

These formats are displayed on desktop, tablet and mobile.



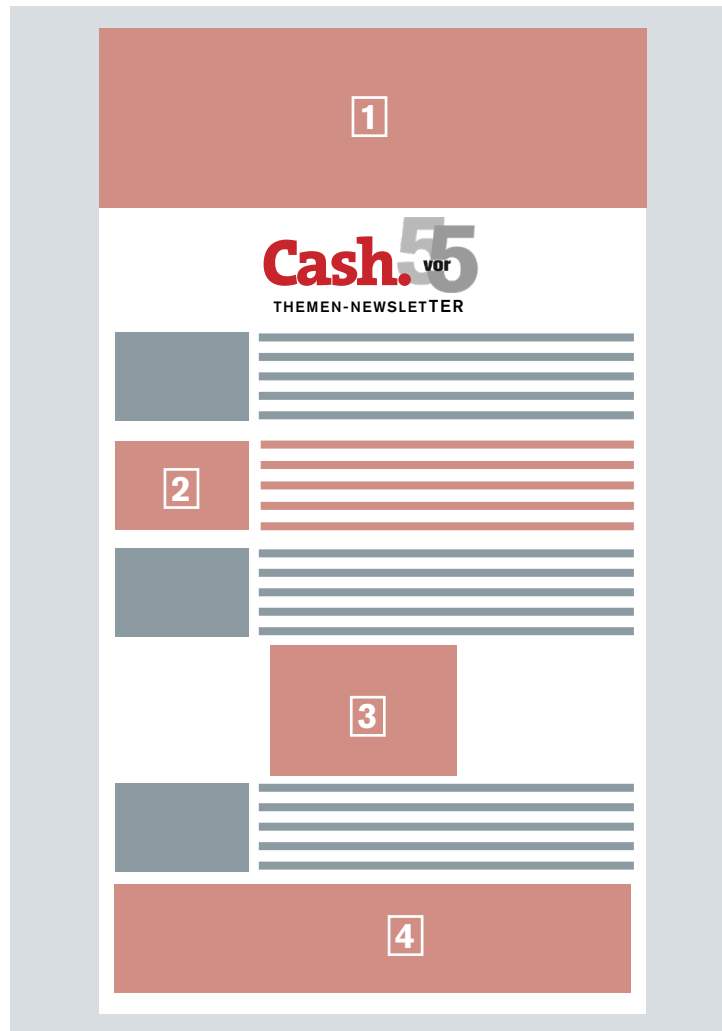


SPECIAL TOPIC-NEWSLETTER

Position yourself in the monothematic environment of our special topic newsletter

Topic overview 2021

- 21.06.2021: Dividend funds
- 19.07.2021: Commercial insurances
- 16.08.2021: Digitization
- 13.09.2021: Disability insurances
- 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 px

600 Euros

2 PROMOLINK

(300 characters + picture)

235 x 157 px

440 Euros

3 MEDIUM RECTANGLE

300 x 250 px

520 Euros

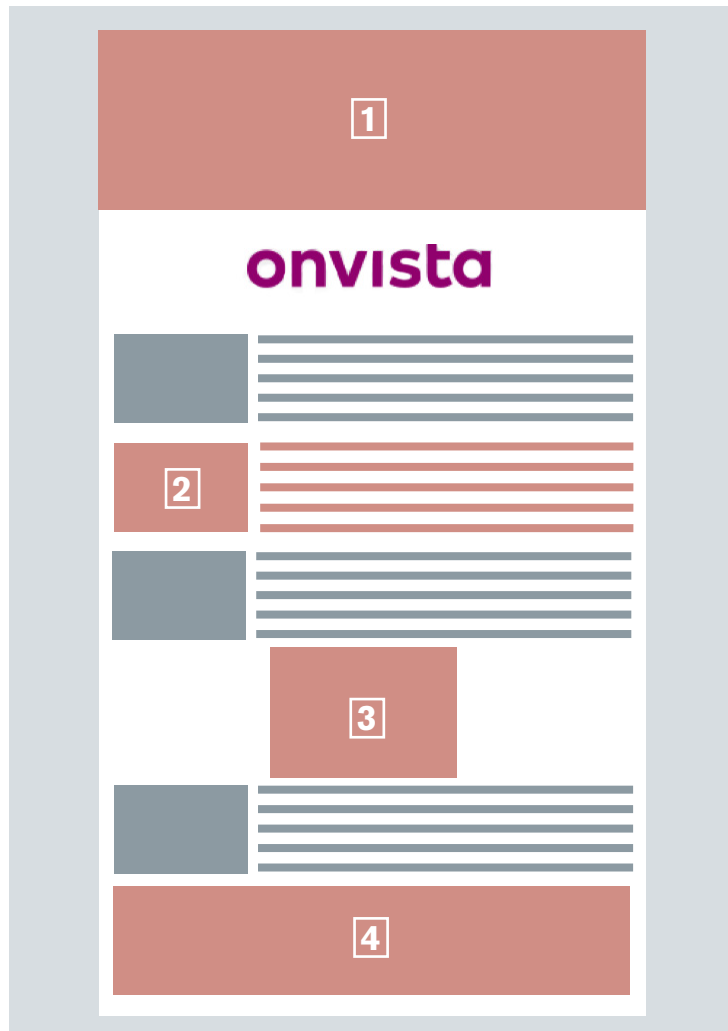
4 FULLSIZEBANNER

600 x 150 px

440 Euros

These formats are displayed on desktop, tablet and mobile.

NEWSLETTER CASH. ONVISTA



1 SUPERBANNER HEADER XL

600 x 300 px

1,150 Euros

2 PROMOLINK (300 characters + picture)

235 x 157 px

860 Euros

3 MEDIUM RECTANGLE

300 x 250 px

990 Euros

4 FULLSIZEBANNER

600 x 150 px

860 Euros

These formats are displayed on
desktop, tablet and mobile.



OVERVIEW: NEWSLETTER

Newsletter	Subscribers	Frequency	Time	Target group	Topics
Cash. 5vor5-newsletter	11,500	1x daily (monday-friday)	16.55 p.m.	Captive brokers 86% Interm. of financial assets 70% Interm. of Real Estate 46% Real Estate Agents 28%	Insurances, investment funds, Real Estate, tangible assets, financial assets, sales, digitaliza- tion, law
Cash. 5vor5 Special topic-newsletter topic overview on page 13	11,500	intermittent	9 a.m.	Captive brokers 86% Interm. of financial assets 70% Interm. of Real Estate 46% Real Estate Agents 28%	Insurances, investment funds, Real Estate, tangible assets, financial assets, sales, digitaliza- tion, law
Cash. OnVista-newsletter	14,000	Tuesday / Friday	18 p.m. / 9 a.m.	Interm. of financial assets 82% Captive brokers 73% Interm. of Real Estate 55% Real Estate Agents 41%	Insurances, investment funds, Real Estate, tangible assets, financial assets, sales, digitaliza- tion, law

Basic formats	Frequency per week	Promolink (300 characters + picture 235 x 157 px)	Medium Rectangle 300 x 250 px	Fullsizebanner 600 x 150 px	Superbanner Header XL 600 x 300 px
Cash. 5vor5-newsletter	3x	850 Euros	850 Euros	830 Euros	990 Euros
Single send-out	1x	440 Euros	520 Euros	440 Euros	600 Euros
Cash. 5vor5 Special topic-newsletter	1x	440 Euros	520 Euros	440 Euros	600 Euros
Cash. OnVista-Newsletter	2x	860 Euros	990 Euros	860 Euros	1,150 Euros

Special formats	Basic price	Coverage
Standalone Cash. 5vor5	1,800 Euros	5,000 Subscribers
Standalone Cash. OnVista	2,800 Euros	14,000 Subscribers

These formats are displayed on desktop, tablet and mobile via responsive webdesign.

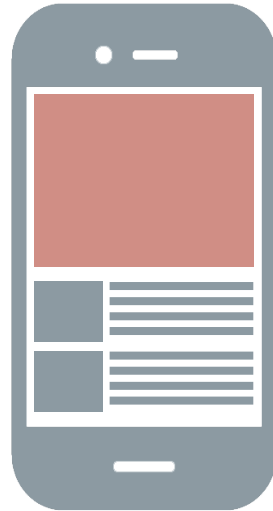
MOBILE



MOBILE AD 4:1

300 x 75 px

60 Euros/CPM



MOBILE PREMIUM

300 x 150 px

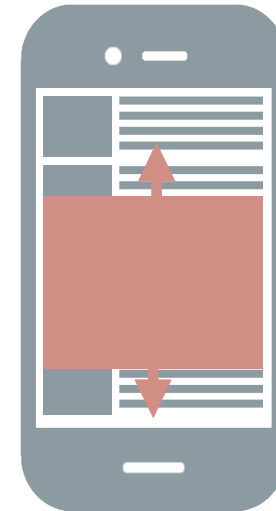
80 Euros/CPM



MOBILE INTERSTITIAL

300 x 250 px

90 Euros/CPM



MOBILE PARALLAX

Individual size

100 Euros/CPM

SOCIAL MEDIA



FACEBOOK SPONSORED POST

- Promoted editorial post on the Cash. Facebook page including an individual headline, image and text.
- Up to 80,000 ad impressions of Cash.-users can reached per week

65 Euros/CPM

NEW: CASH. PODCAST

**PODCAST****„Cash. – Die Zwei und Dein Geld“**

- Recording of an entertaining and informative conversation with a personality from the financial sector, hosted by Cash. editor Kim Brodtmann
- Promotion of the podcast on Cash. Online – via all digital channels such as Cash. Website, the daily Cash. 5vor5-newsletter (11,500 subscribers), the Cash. OnVista-newsletter (14,000 subscribers), which appears twice a week, and on the social media channels
- Podcasts are also available on Spotify and Apple Podcasts

Sponsoring package

- Booking of a specific podcast planned by the Cash. editorial department in cooperation with the client
- Mentioning of a „...sponsored by...“-text as well as a short introduction of the company at the beginning and at the end of the podcast by Cash. editor Kim Brodtmann

Introductory price of the sponsoring package: **2,900 Euros**
(not discount- and ae-eligible)

Special package

- Buchung eines eigenen Gespraches durch ein Unternehmen bzw. durch einen Kunden
- Fuhren des Gespraches mit einem Vertreter des Unternehmens durch einen Cash. Redakteur
- Produktion und Thema in Abstimmung zwischen dem Kunden und Cash.
- zzgl. Bewerbung dieses Podcast durch einen Cash. 5vor5-Standalone-Newsletters

Introductory price of the special package: **4,900 Euros**
(not discount- and ae-eligible)

Further packages/prices on demand

NEW: WEBINAR

**NEW: WEBINAR WITH LEAD-GENERATION**

- Presentation of products and services to interested client's using the „Go-To-Webinar“-tool
- Conception and realisation of the webinar by the Cash. editorial department
- Content and organizational coordination between client and Cash.
- Promotion of the webinar via the digital channels of Cash.
- Possibility of collecting training points via the cooperation partner AfW for participating financial brokers
- **BONUS** – Possibility of **lead-generation** for the sales of the client by the event participants (financial advisors). Type and scope of the data query from the participants to gain leads in coordination between the client and Cash.

Promotion with at least 30,000 AI's and a link to the registration page for web talk via:

- 2x Standalone Cash. 5vor5-newsletter
- 6x Promolinks each in Cash. 5vor5-newsletter and in Cash. OnVista-newsletter
- 3x Editorial note in Cash. 5vor5-newsletter and in Cash. OnVista-newsletter
- Medium Rectangle banner on Cash. Online

Package price: **6,900 Euros**

including the transfer of the participant contact data (leads) to the client (not discount- and ae-eligible)

Additional booking options:

- Provision of a professional speaker by Cash. with content-related conception by the client for 500 Euros
- Provision of a professional speaker as well as conceptual design by Cash. for 1,500 Euros

CASH. DIGITAL WEEK



DIGITAL WEEK

Event

A week full of exciting online events, all about the digital sale of insurance, real estate, financial and tangible assets.

- Date: September 6-10, 2021
- Place: Currently via GoToWebinar
- Speaker: Well-known representatives from the industry
- Attendees: Financial intermediaries (consultants, brokers) with the possibility of crediting IDD training times

Sponsoring package

- Event services in the form of a client-specific online event
- Cross-media services in the form of

Print

- 1/1 ad or 1/1 advertorial to promote the customer-specific webinar in issue 8/21 (22nd July) and issue 9/21 (19th August)
- Editorial integration of the sponsors and placement of the customer logo, photo of the speaker and naming of the relevant topic in the preliminary report in Cash. issues 8 and 9/21 and in the follow-up reporting in Cash. issue 11/21

Online

- **Newsletter (each Cash. 5 to 5 and Cash. OnVista):**
 - 2 x Standalone mailings to advertise the customer-specific webinar
 - 4 x Application of the webinar in the overall mailing for the Digital Week
 - 1 x Promolink leading to the webinar
- **Website:**
 - 1 x Promolink leading to the webinar with 30,000 ad impressions
- **Social Media:**
 - Sponsored post on the webinar on all channels

- Lead generation via the registration data of the participants

Sponsoring packages modified to the individual client.
Package prices on request.

REFERENCES + ADSPECS

Run time

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

Provision of advertising material

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!

General Terms and Conditions of Business

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

File formats for all banners on the website

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

A delivery of HTML advertising material and redirects is also possible. Advertising media must be compatible with the AdServer Revive (formerly Open-X).

Maximum file size: 300 kB

File formats for banners in the newsletters

jpg, png, gif. Only physical ads are possible.

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