

Cash. PRINT



MEDIA KIT 2024

VALID FROM 26TH OCTOBER, 2023

2. PLATZ
Reichweite Print
Cash.
 Sonders Selektion Versicherungsmakler
 Fachverlage - Erscheinung 12x p.a.
 disphere | 2023/24

2. PLATZ
Aktualität Print
Cash.
 Leseverhalten Vermittler
 Fachverlage - Erscheinung öfter 12x p.a.
 disphere | 2023/24

Cash.
 Mediaanalyse 2022
2. Platz
Reichweite Magazin Print monatlich
MRTK
 MARKETING RESEARCH TEAM KIESELER

CASH.
 Markenmonitor Makler 2020
90%
 Sehr hohe Bekanntheit
MRTK
 MARKETING RESEARCH TEAM KIESELER

hbs **PLATZ 2**
 HBS Medien- und Markenstudie 2020
FACHPUBLIKATIONEN
 Unabhängige Finanzberater

Your Gateway to the Financial World

In the realm of print media, Cash. has achieved the 2nd position both in reach and timeliness, and for good reason. The high standard set in previous years continues.

Cash. is much more than a mere financial magazine; it stands as a reliable source of well-founded information and analyses in the financial sector. Our readers appreciate not only the depth of our articles but also the timeliness and precision with which we present the latest developments in the financial world.



A Glance at Our Accolades:

2nd Place in Print Media Reach: Cash. has established itself as one of the leading players in the field of print media. Our reach spans a wide spectrum, from financial experts and investors to key decision-makers in the business world.

2nd Place in Print Media Timeliness: In the fast-paced world of finance, timeliness is of paramount importance. Cash. distinguishes itself through swift and accurate reporting on the latest developments. Our readers can rely on receiving the most current information.

Cash. takes pride in occupying a top position in the realm of print media, and we look forward to welcoming you as a partner.



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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, newsletters, monthly print edition & ePaper, podcast, videos produced in our new, professional greenscreen studio, webinars and live events.

Print content formats, such as **Extras** based on roundtables and **Exklusiv**, are distributed cross-media (print, website, Cash. 5vor5 newsletter, Cash.OnVista newsletter, social media). Videos of the roundtables are shot and produced in our new, professional greenscreen studio and published on Cash.'s digital channels, for which customers receive unlimited usage rights.

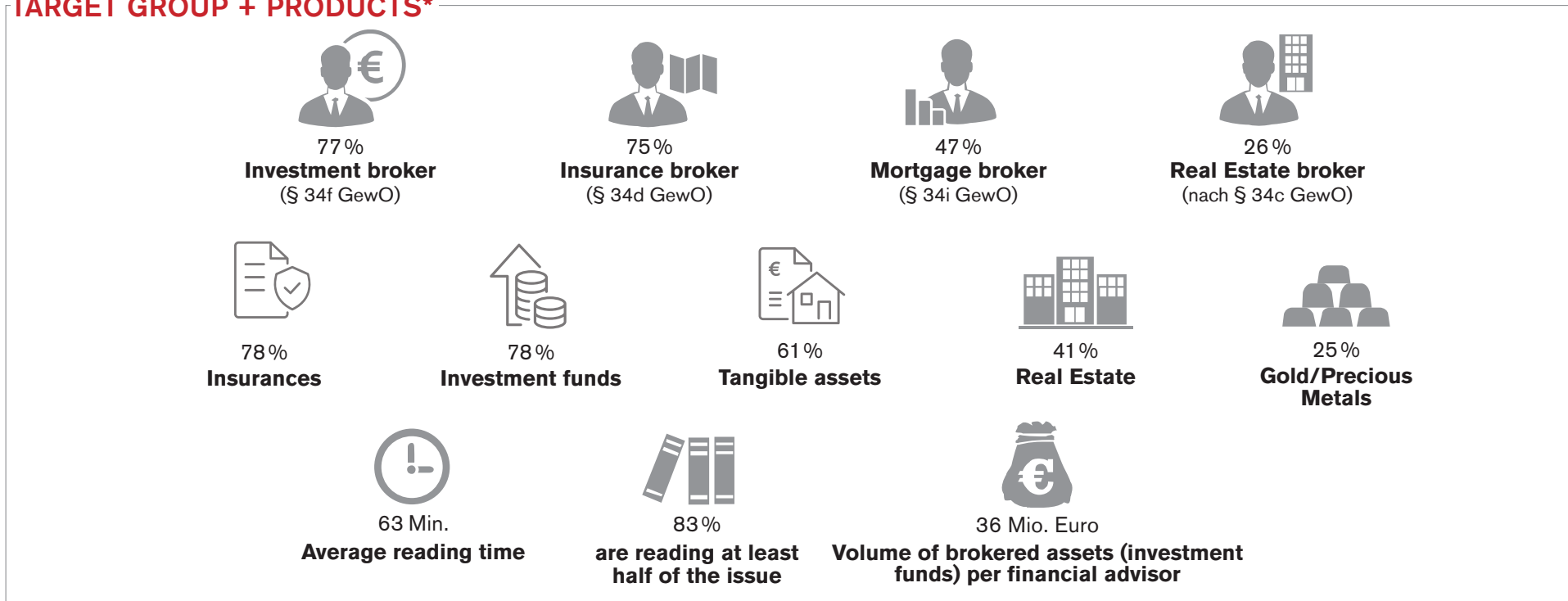
It should be emphasized that Cash. ranks 2nd among brokers and independent financial advisors in terms of **print reach** (disphere Vermittler Media Analyse 2023/24, MRTK Media-Analyse 2022 as well as HBS Medien- und Markenstudie 2020), 2nd in terms of **up-to-dateness** (disphere Vermittler Media Analyse 2023/24) and has a **very high awareness level** of 90% (MRTK Marken-Monitor 2020). On the other hand, with 31.500 total circulation (IVW 3/2022), Cash. is one of the few magazines to still have an **IVW-verified circulation**.

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



READERSHIP + CIRCULATION

TARGET GROUP + PRODUCTS*



CIRCULATION



No. 2*****
Coverage / Up-to-dateness insurance broker



No. 2**
Coverage / independent financial advisors



No. 2***
Coverage / Magazine Print monthly



90 %****
Very high notoriety



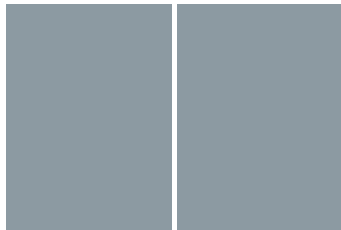
Circulation (IVW-verified)*****

Print run: 31,000
Spread Copies: 31,444
Sold copies: 29,617
Included ePapers (numbers sold): 1.731

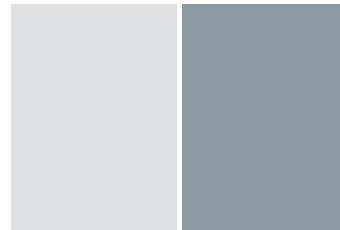
- * Cash. Readership Analysis 2019
- ** HBS Media- and brand study 2020
- *** MRTK Media Analysis 2022
- **** MRTK Brand Monitor Broker 2022
- ***** disphere Vermittler Media Analyse 2023/24
- ***** IVW 3/2023



BASIC FORMATS



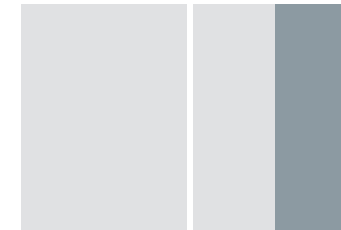
2/1
420 x 280 mm
+ 3 mm bleed
19,000 Euros



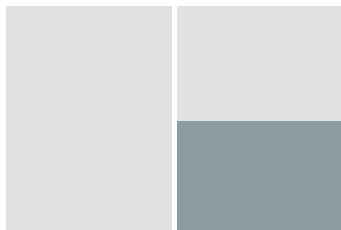
1/1
210 x 280 mm
+ 3 mm bleed
9,500 Euros



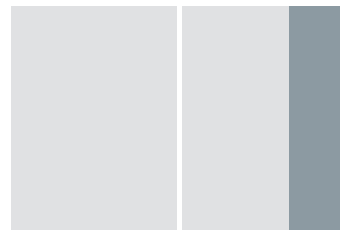
2/3
134 x 280 mm
+ 3 mm bleed
6,900 Euros



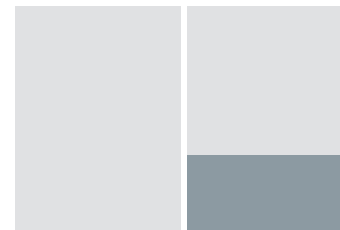
1/2
102 x 280 mm
+ 3 mm bleed
5,800 Euros



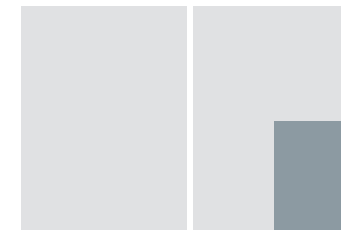
1/2
210 x 138 mm
+ 3 mm bleed
5,800 Euros



1/3
73 x 280 mm
+ 3 mm bleed
4,500 Euros



1/3
210 x 93 mm
+ 3 mm bleed
4,500 Euros



1/4
87 x 124 mm
+ 3 mm bleed
3,900 Euros

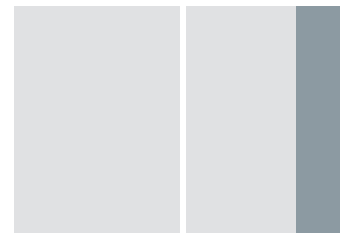
SPECIAL FORMATS



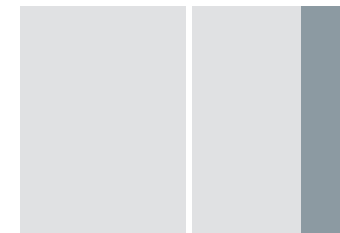
U2
210 x 280 mm
+ 3 mm bleed
11,500 Euros



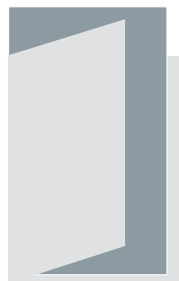
U4
210 x 280 mm
+ 3 mm bleed
11,500 Euros



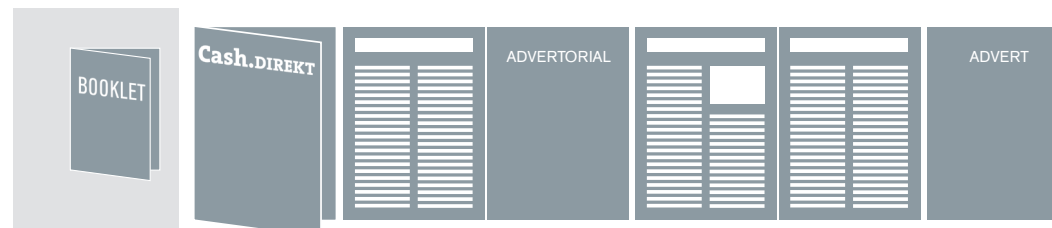
1/3 Editorial
73 x 280 mm
+ 3 mm bleed
4,700 Euros



1/3 Table of content
73 x 280 mm
+ 3 mm bleed
4,700 Euros



Oversize-insert
190 x 305 mm
250 Euros per 1,000

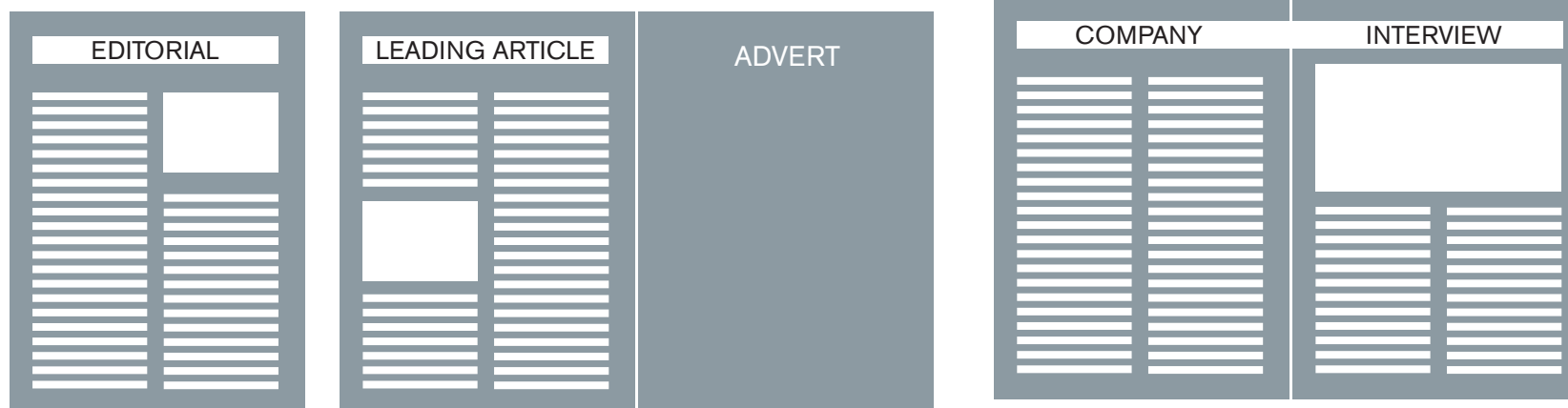


Title cover booklet
110 x 150 mm
22,000 Euros (min. 16 pages)

CONTENT FORMATS

CASH. EXKLUSIV

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



5 pages

13,900 Euros (no further discounts / no commissions)

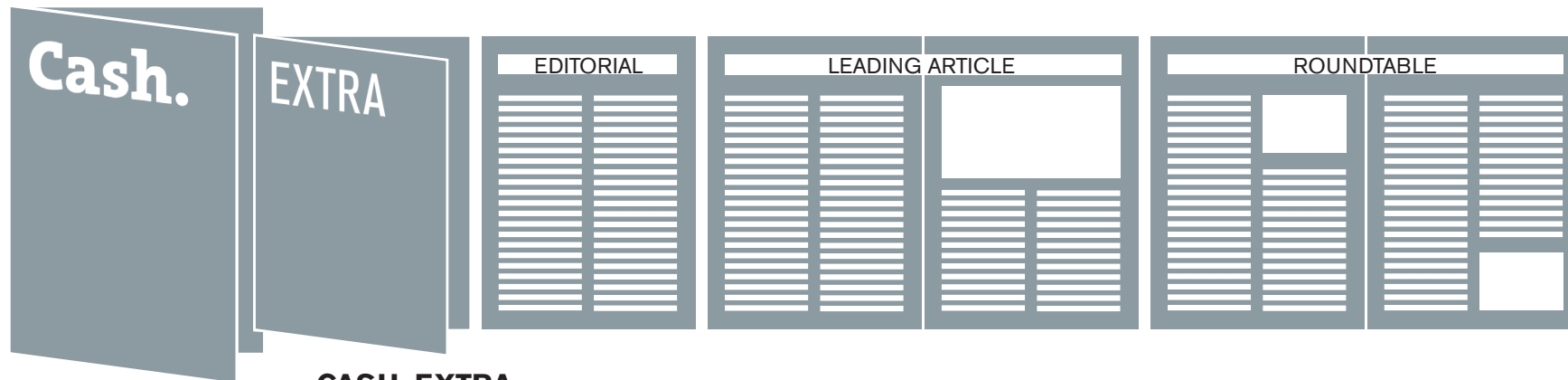
Including:

- Editorial and article created by Cash.
- Interview on 2 pages
- Publishing via print magazine
- 200 free issues of the magazine on demand
- PDF including usage rights
- Publishing as microsite on Cash. Online
- 1/1 advert
- Online promotion Cash. EXKLUSIV with
 - 40.000 Ad Impressions
 - 3 x in Cash. 5vor5 Newsletter
 - 2 x in Cash. OnVista Newsletter
- Promotion on all social media channels
- Customer-specific video produced in our professional greenscreen studio. The distribution will be attention-grabbing through Cash's website, in the newsletters Cash. 5vor5 and Cash.OnVista and all social media channels

CONTENT FORMATS

CASH. EXTRA

Published on different key topics and over the entire circulation of the print issue (as a special section within the respective Cash. Issue). Promoted via all digital channels (website, newsletter, social media) of Cash. Online.



CASH. EXTRA

189 x 265 mm

15,900 Euros (approx. 20 pages / no further discounts / no commissions)

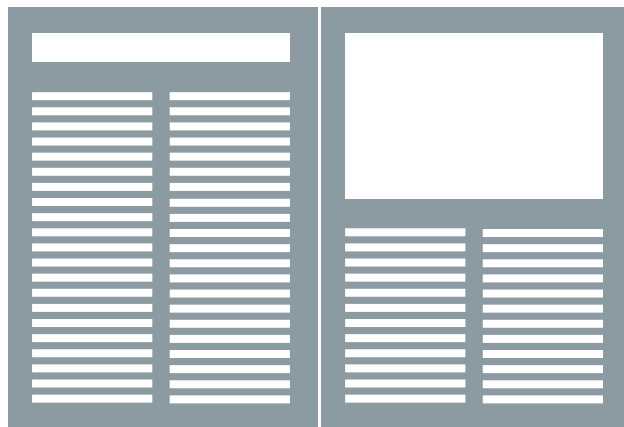
Including:

- Participation in the roundtable discussion
- Print publication
- 200 free issues of the magazine on demand
- PPDF including usage rights
- 1/1 page advert
- 1/1 page advertorial
- EXTRA gets published as a microsite on Cash. Online
- Online promotion Cash. EXTRA with
 - 40.000 Ad Impressions
 - 3 x in Cash. 5vor5 Newsletter
 - 2 x in Cash. OnVista Newsletter
- Promotion on all social media channels
- Individual online advertorial with
 - 40.000 Ad Impressions
 - 3 x in Cash. 5vor5 Newsletter
 - 2 x in Cash. OnVista Newsletter
- In the case of an in-person event: Customer-specific video produced in our professional greenscreen studio, along with a best-of video from each roundtable. The distribution will be attention-grabbing through Cash's website, the newsletters Cash. 5vor5 and Cash.OnVista and all social media channels.
- For virtual events, the aforementioned best-of video mentioned in the in-person event is not included.

CONTENT FORMATS

CASH. ADVERTORIALS

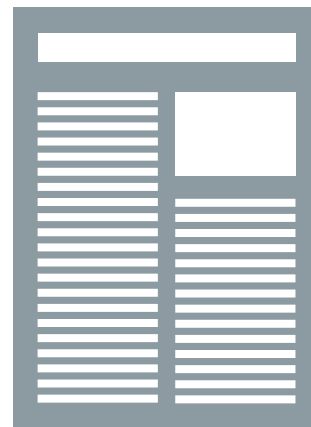
Present your product, market or company strategy on a double page (or 1/1 page) – exclusively for the publication of your content. We take care of the layout work for you.



2/1 pages

19,000 Euros

plus 1,350 Euros for layout



1/1 page

9,500 Euros

plus 900 Euros for layout

DATES

| Issue | On-Sale Date | Ad Closing | Ad Copy Date | Delivery Inserts |
|--|-------------------|-------------------|-------------------|-------------------|
| 02-2024 | 08.02.2024 | 17.01.2024 | 19.01.2024 | 15.01.2024 |
| 03-2024 | 07.03.2024 | 14.02.2024 | 16.02.2024 | 15.02.2024 |
| Special Sustainability | 07.03.2024 | 14.02.2024 | 16.02.2024 | 15.02.2024 |
| 04-2024 | 28.03.2024 | 06.03.2024 | 08.03.2024 | 07.03.2024 |
| Special Digitisation | 28.03.2024 | 06.03.2024 | 08.03.2024 | 07.03.2024 |
| 05-2024 | 25.04.2024 | 03.04.2024 | 05.04.2024 | 04.04.2024 |
| Special Real Estate/Tangible Assets | 25.04.2024 | 03.04.2024 | 05.04.2024 | 04.04.2024 |
| 06-2024 | 30.05.2024 | 08.05.2024 | 10.05.2024 | 06.05.2024 |
| 07-2024 | 04.07.2024 | 12.06.2024 | 14.06.2024 | 20.06.2024 |
| Special Investment Funds | 04.07.2024 | 12.06.2024 | 14.06.2024 | 20.06.2024 |
| 08-2024 | 01.08.2024 | 10.07.2024 | 12.07.2024 | 11.07.2024 |
| 09-2024 | 22.08.2024 | 31.07.2024 | 02.08.2024 | 01.08.2024 |
| 10-2024 | 19.09.2024 | 28.08.2024 | 30.08.2024 | 29.08.2024 |
| 11-2024 | 24.10.2024 | 02.10.2024 | 04.10.2024 | 02.10.2024 |
| Special Insurance | 28.10.2024 | 07.10.2024 | 09.10.2024 | 09.10.2024 |
| 12-2024 | 21.11.2024 | 30.10.2024 | 01.11.2024 | 31.10.2024 |
| 01-2025 | 12.12.2024 | 20.11.2024 | 22.11.2024 | 21.11.2024 |



MAIN TOPICS INVESTMENT FUNDS

Issue Investment Funds

02-2024 ESG and impact investing
It's not just the fight against climate change that drives performance for sustainability funds

03-2024 Trend Thematic ETFs
Why ETFs can better implement certain investment themes

04-2024 Emerging Markets
Which countries and regions are particularly in demand this year

05-2024 Germany funds
Are German companies on the rise again after the recession?

06-2024 Cash. Special Investment Funds

07-2024 Crypto funds
Are Bitcoin, Ethereum and Co. a substantial investment?

Issue Investment Funds

08-2024 Infrastructure Fund
Bridges, roads, telecommunications – how investors can benefit from the billion-dollar market

09-2024 Pharma and biotech
What potential the segments offer for controlling demographic change

10-2024 Battle of the giants
USA versus China – which economic power is ahead

11-2024 Fixed income
Government bonds, corporate bonds or high yield? Which bond funds have the greatest return potential

12-2024 Gold, silver, platinum
Are precious metal funds still a buy?

01-2025 Investment trends 2025
What opportunities the investment professionals see in the different investment segments

MAIN TOPICS INSURANCE

| Issue | Insurances |
|---------|---|
| 02-2024 | <p>Company pension scheme As an add-on in the “War for Talents” and with new sales approaches, the company pension plan is now set to take off.</p> |
| 03-2024 | <p>Income protection BU, BBU, GFV: Which products and strategies insurers are now using to sensitize customers to the topic.</p> |
| 04-2024 | <p>Fund Policies Flexibility, opportunities, transparency and sustainability: Are fund policies experiencing a boom - despite high interest rates?</p> |
| 05-2024 | <p>Company health insurance Finding and retaining employees: bKV is booming. It now also helps nursing care insurance emerge from its niche.</p> |
| 06-2024 | <p>Cyber insurance Billions in damages from cyber attacks. Sensitivity grows. However, more education and advice is needed.</p> |
| 07-2024 | <p>Private property insurance Household contents & residential buildings: More and more houses are being sustainably renovated. But do the policies still fit? There is high cross-selling potential for intermediaries.</p> |

| Issue | Insurances |
|---------|--|
| 08-2024 | <p>Private health insurance JAEG continues to rise. Does citizen insurance come through the back door? Which products and strategies make private health insurers future-proof?</p> |
| 09-2024 | <p>Commercial insurance The market is lucrative but complex. But commercial insurance has a lot of potential for intermediaries.</p> |
| 10-2024 | <p>Pet insurance New pet insurance business is booming. Insurers are discovering a lucrative market. Products, trends and strategies.</p> |
| 11-2024 | <p>Nursing care insurance Why long-term care insurance should be an integral part of holistic advice. And what opportunities the bKV offers here.</p> |
| 12-2024 | <p>Sustainable insurance Which products and strategies life, health and property insurers are using to address the issue.</p> |
| 01-2025 | <p>Digitalization How digitalization is changing the market. Products, trends and strategies.</p> |

DISCOUNTS

FREQUENCY DISCOUNT*

| Frequency | Discount |
|-----------|----------|
| 3 x | 3 % |
| 6 x | 5 % |
| 9 x | 7 % |
| 12 x | 10 % |

VOLUME DISCOUNT*

| Volume | Discount |
|----------|----------|
| 3 pages | 5 % |
| 6 pages | 8 % |
| 9 pages | 12 % |
| 12 pages | 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 |
|---------------------------|--|---|---|
| Description | <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> |
| Production | <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> |
| Delivered Quantity | The ordered circulation plus 3 percent for processing | | |

INSERTS / BOUND-IN INSERT

| | STICKER INSERTS | INSERTS | BOUND-IN INSERT |
|---|--|--|---|
| Prices | <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: 190 Euros per 1,000 copies. Oversize inserts: 250 Euros per 1,000 copies. Additional weight: 4,40 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: 185 Euros up to 8 pages: 220 Euros up to 12 pages: 255 Euros up to 16 pages: 280 Euros Further volumes on request Prices plus VAT and postage*.</p> |
| Samples and delivery for inserts/sticker inserts for U1 | <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>ahland Dienstleistungs GmbH · Herr Uwe Wirtz Am Pannofen 57 · 47608 Geldern</p> <p>Samples only: Cash. Media Group GmbH · Advertisement administration Kleine Seilerstraße 1 · 20359 Hamburg</p> | | |
| Samples and delivery for other sticker inserts/ bound-in inserts | <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>Severotisk v areálu North Videa · Frau Katerina Bezlojova/Herr Rainer Folz · Mezní 3430/3a 400 11 Ústí nad Labem · Czech Republic</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

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. Media Group GmbH, Advertising Disposition
 Kleine Seilerstraße 1
 20359 Hamburg
 Phone: 040/51444-164
 Fax: 040/51444-269
 Sevil Babur
 E-Mail: babur@cash-online.de
 E-Mail: verkauf@cash-online.de

Circulation: 31,000 copies



* IVW 3/2023

CONTACTS

HEAD OF MEDIA SALES

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E-Mail: rullmann@cash-online.de

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Anya Geest

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Fax: 040/51444-120
E-Mail: geest@cash-online.de

KEY ACCOUNT MANAGEMENT MEDIASALES PRINT + ONLINE

Benjamin Radeke

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Sevil Babur

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PUBLISHER

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Kleine Seilerstraße 1
20359 Hamburg
Tel.: 040/51444-0
Fax: 040/51444-120
E-Mail: info@cash-online.de
Internet: www.cash-online.de

BANK ACCOUNT

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

