Cash. PRINT

MEDIA KIT **2026**

VALID FROM 28TH OCTOBER, 2025

2. PLATZ Reichweite Print — Cash. — Leseverhalten Makler — Fachverlage - Erscheinung über 12x p.a. — disphere | 2025/26

2. PLATZ Reichweite Print — Cash. — Sonderselektion 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

2. PLATZ Layout Print — Cash. — Leseverhalten Makler — Fachverlage - Erscheinung über 12x p.a. — disphere | 2025/26

2. PLATZ Themenvielfalt Print — Cash. — Leseverhalten Makler — Fachverlage - Erscheinung über 12x p.a. — disphere | 2025/26

Cash. — Mediaanalyse 2022 — MRTK Marketing Research Team Kieseler — **2. Platz** Reichweite Magazin Print monatlich

CASH. — Markenmonitor Makler 2020 — MRTK Marketing Research Team Kieseler — **90%** Sehr hohe Bekanntheit

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.

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

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

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

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A Glance at Our Accolades:

2nd Place – Reach: Cash. reaches a wide audience of financial professionals, investors, and decision-makers – making it one of the leading print media brands in the financial sector.

2nd Place – Topicality: In the fast-paced world of finance, Cash. consistently delivers precise and up-to-date information – reliable and fast.

2nd Place – Layout: The modern, clean design of Cash. combines aesthetics with clarity – reading pleasure at its finest.

2nd Place – Thematic Diversity: From markets and fintech to retirement planning – Cash. offers an impressive range of relevant financial topics.

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

2. PLATZ Reichweite Print Cash. Leseverhalten Makler Fachverlage - Erscheinung über 12x p.a. disphere 2025/26

2. PLATZ Reichweite Print Cash. Sonderselektion 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

2. PLATZ Layout Print Cash. Leseverhalten Makler Fachverlage - Erscheinung über 12x p.a. disphere 2025/26

2. PLATZ Themenvielfalt Print Cash. Leseverhalten Makler Fachverlage - Erscheinung über 12x p.a. disphere 2025/26

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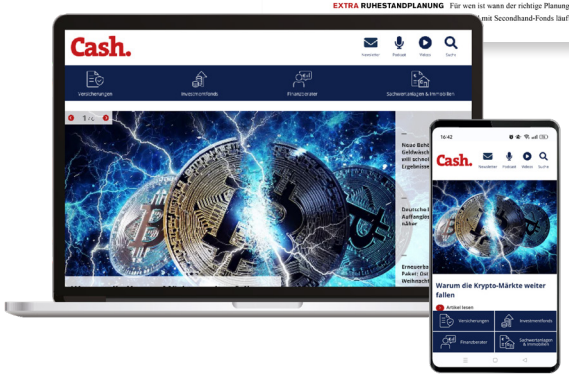
ABOUT CASH.



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 **Exklusivs**, are distributed cross-media (print, website, Cash. 5vor5 newsletter, Cash.kompakt 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.

Cash. ranks 2nd among brokers and independent financial advisors in terms of **print reach** (disphere Vermittler Media Analysis, MRTK Media Analysis, and HBS Media and Brand Study). In terms of **topicality**, Cash. also holds 2nd place (disphere Vermittler Media Analysis) and enjoys a **very high brand awareness** of 90% (MRTK Brand Monitor). In addition, Cash. achieves top rankings in **thematic diversity** and **layout** (each 2nd place) in the disphere Vermittler Media Analysis.

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

READERSHIP + CIRCULATION

TARGET GROUP

77 %
Investment broker
(§ 34f GewO)

75 %
Insurance broker
(§ 34d GewO)

47 %
Mortgage broker
(§ 34i GewO)

26 %
Real Estate broker
(§ 34c GewO)

Cash. Readership Analysis 2019

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

PRODUCTS

Cash. Readership Analysis 2019

78 %
Insurances

78 %
Investment funds

61 %
Tangible assets

41 %
Real Estate

25 %
Gold/Precious metals

CIRCULATION

No. 2*
Coverage / Topicality /
Layout / Thematic diversity

No. 2**
Coverage /
independent financial advisors

No. 2***
Coverage /
Magazine Print monthly

90 %****
Very high
brand awareness

Circulation (IVW-verified)*****

Print run: 31,000
Spread copies: 31,542
Sold copies: 29,462
included ePapers (numbers sold): 1,854

* disphere Vermittler Media Analyse 2025/26 und 2023/24
** HBS media and brand study 2020
*** MRTK Media Analysis 2022
**** MRTK Brand Monitor Broker 2022
***** IVW 3/2024

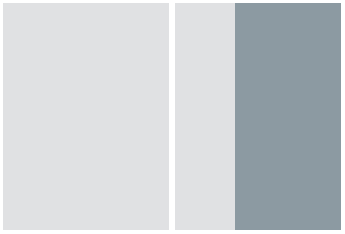
BASIC FORMATS

2/1
420 x 280 mm
+ 3 mm bleed

19,000 Euros

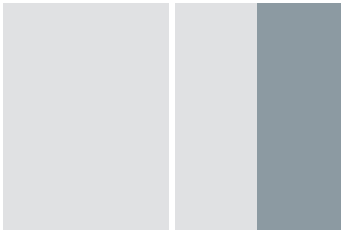
1/1
210 x 280 mm
+ 3 mm bleed

9,500 Euros



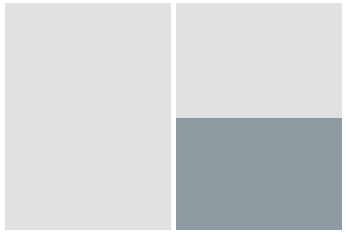
2/3
134 x 280 mm
+ 3 mm bleed

6,900 Euros



1/2
102 x 280 mm
+ 3 mm bleed

5,800 Euros

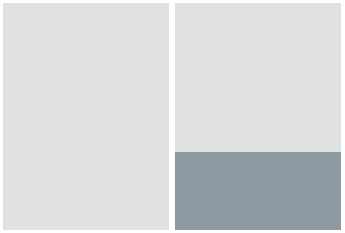


1/2
210 x 138 mm
+ 3 mm bleed

5,800 Euros

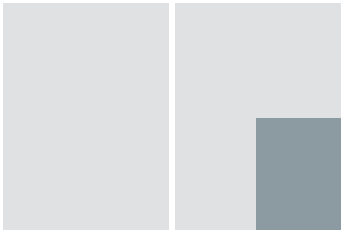
1/3
73 x 280 mm
+ 3 mm bleed

4,500 Euros



1/3
210 x 93 mm
+ 3 mm bleed

4,500 Euros



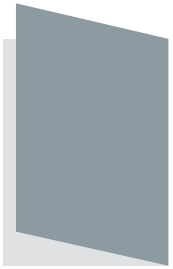
1/4
87 x 124 mm
+ 3 mm bleed

3,900 Euros

SPECIAL FORMATS

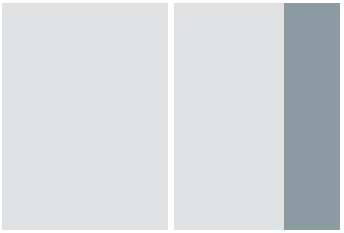
U2
210 x 280 mm
+ 3 mm bleed

11,500 Euros



U4
210 x 280 mm
+ 3 mm bleed

11,500 Euros

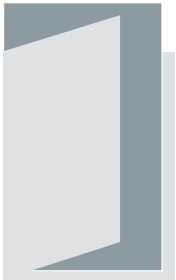


1/3 Editorial
73 x 280 mm
+ 3 mm bleed

4,700 Euros

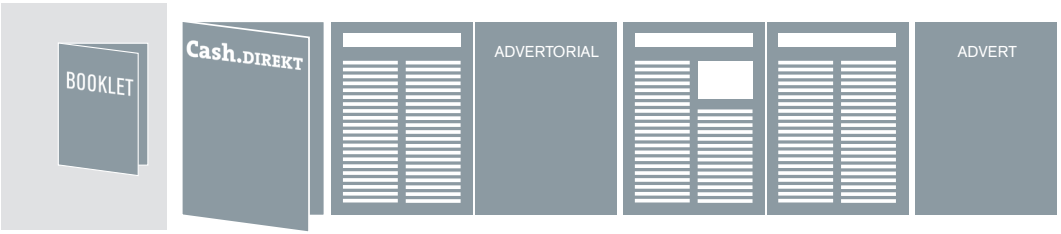
1/3 Table of content
73 x 280 mm
+ 3 mm bleed

4,700 Euros



Oversize-insert
190 x 305 mm

250 Euros per 1,000



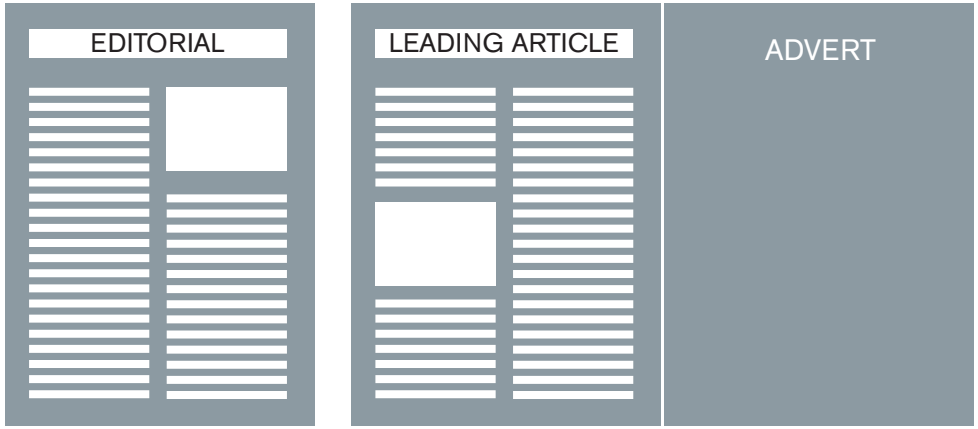
Title cover booklet
110 x 150 mm

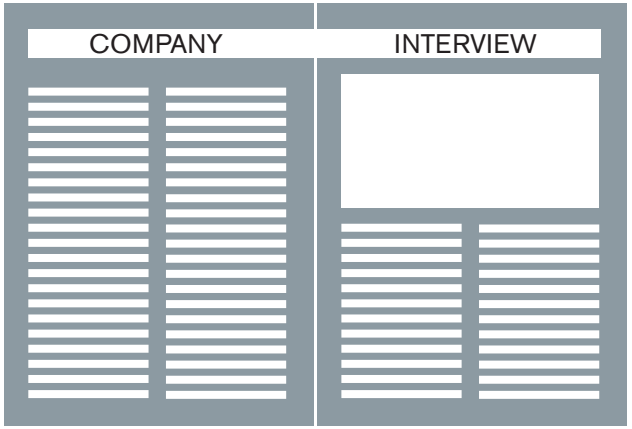
22,000 Euros (min. 16 pages)

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 commisions)

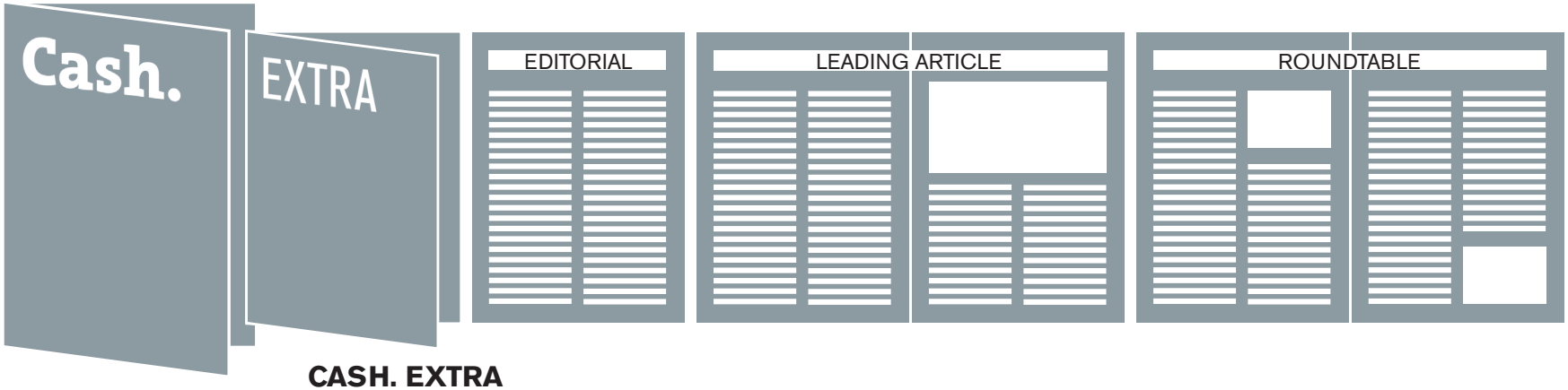
Including:

- 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.kompakt Newsletter
- Promotion on all social media channels
  - 3.000 impressions each on LinkedIn and Meta (Facebook/ Instagram)
  - optional bookings: 1.000 impressions on
    - Facebook/Instagram: 75 €
    - LinkedIn: 139 €
- 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.kompakt 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 commisions)

Including:

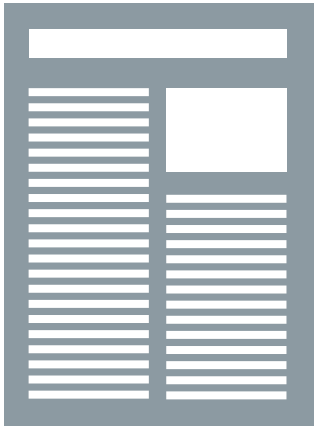
- Participation in the roundtable discussion
- Print publication
- 200 free issues of the magazine on demand
- On demand: PDF including usage rights
- 1/1 page advert
- 1/1 page advertorial
- EXTRA gets published as a microsite on Cash. Online
- Online promotion Cash. EXTRA with
  - 40.000 Ad Impressions
  - 3 x in Cash. 5vor5 Newsletter
  - 2 x in Cash.kompakt Newsletter
- Promotion on all social media channels
  - 3.000 impressions each on LinkedIn and Facebook/ Instagram
- Individual online advertorial with
  - 40.000 Ad Impressions
  - 3 x in Cash. 5vor5 Newsletter
  - 2 x in Cash.kompakt 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.kompakt and all social media channels.
- For virtual events, the aforementioned best-of video vmentioned 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
02-2026	05.02.2026	14.01.2026	16.01.2026	21.01.2026
03-2026	05.03.2026	11.02.2026	13.02.2026	18.02.2026
Special Sustainability	**05.03.2026**	**11.02.2026**	**13.02.2026**	**18.02.2026**
04-2026	26.03.2026	04.03.2026	06.03.2026	11.03.2026
Special Investment Funds	**26.03.2026**	**04.03.2026**	**06.03.2026**	**11.03.2026**
05-2026	23.04.2026	31.03.2026	02.04.2026	08.04.2026
Special Insurance	**23.04.2026**	**31.03.2026**	**02.04.2026**	**08.04.2026**
06-2026	28.05.2026	04.05.2026	06.05.2026	11.05.2026
07-2026	25.06.2026	03.06.2026	05.06.2026	10.06.2026
Special Digitisation	**25.06.2026**	**03.06.2026**	**05.06.2026**	**10.06.2026**
08-2026	06.08.2026	15.07.2026	17.07.2026	22.07.2026
Special Gold & Precious Metals	**06.08.2026**	**15.07.2026**	**17.07.2026**	**22.07.2026**
09-2026	27.08.2026	05.08.2026	07.08.2026	12.08.2026
Special Real Estate & Tangible Assets	**27.08.2026**	**05.08.2026**	**07.08.2026**	**12.08.2026**

DATES

Issue	On-Sale Date	Ad Closing	Ad Copy Date	Delivery Inserts
Special Insurance	**23.10.2026**	**30.09.2026**	**02.10.2026**	**08.10.2026**
11-2026	26.10.2026	30.09.2026	02.10.2026	08.10.2026
Special Employee well-being	**26.10.2026**	**30.09.2026**	**02.10.2026**	**08.10.2026**
12-2026	26.11.2026	02.11.2026	04.11.2026	09.11.2026
Special Investment Funds	**26.11.2026**	**02.11.2026**	**04.11.2026**	**09.11.2026**
Special Occupational Provision	**26.11.2026**	**02.11.2026**	**04.11.2026**	**09.11.2026**
01-2026	17.12.2026	25.11.2026	27.11.2026	02.12.2026
Special Germany Talks Pensions	**17.12.2026**	**25.11.2026**	**27.11.2026**	**02.12.2026**
Special Digitisation	**17.12.2026**	**25.11.2026**	**27.11.2026**	**02.12.2026**

MAIN TOPICS INVESTMENT FUNDS

Issue	Investment Funds
02-2026	**ESG and impact investing** Will this segment make a comeback with investors this year?
03-2026	**Active Investing with ETFs** Will the boom continue in the actively managed variants?
04-2026	**Cash. Special Investment Funds**
05-2026	**Title: Pharma and biotech** What potential these sectors offer for managing demographic change
06-2026	**Technology Funds** Will AI, robotics and quantum computing create new return opportunities?
07-2026	**Multi Asset Funds** Equities, bonds, commodities, and more – where the segment can add value for investors

Issue	Investment Funds
08-2026	**Infrastructure Fund** The government plans to invest billions in bridges, roads, and more – how investors can benefit from this billion-dollar market
09-2026	**Emerging Market Funds** A weak dollar and geopolitical risks – what does that mean for China, India & Co.?
10-2026	**Precious Metal Funds** After a stunning price and performance rally in 2025 – will gold, silver & co. continue to shine this year?
11-2026	**Fixed income** Government bonds, corporate bonds or high yield? Which bond funds have the greatest return potential
12-2026	**Cash. Special Investment Funds**
01-2027	**Investment Trends 2027** Which opportunities investment professionals see across different asset classes

MAIN TOPICS INSURANCE

Issue	Insurances
02-2026	**Cover Story: Occupational Disability Insurance** New concepts aim to make disability insurance affordable. How insurers plan to reach people
03-2026	**Cover Story: Residential Building Insurance** So far, too little has been done in terms of coverage. A mandatory insurance is being discussed – what is the government planning?
04-2026	**Cover Story: Private Retirement Provision 2026** Fund policies offer a way out of the low-interest dilemma. Which concepts providers want to use to convince customers
05-2026	**Cash. Special Insurance**
06-2026	**Private Non-life Insurance** What is the outlook after the renewed increase in contribution assessment ceilings and the compulsory insurance threshold?
07-2026	**Cover Story: Company Health Insurance** Employee insurance is increasingly viewed holistically. How insurers are convincing companies with new approaches and concepts

Issue	Insurances
08-2026	**Company Pension Schemes** The BRSG II is intended to give occupational pensions new momentum. How providers assess the potential.
09-2026	**Commercial Insurance** The market is lucrative but complex. Competent intermediaries can score points with commercial insurance
10-2026	**Car insurance** Rising repair costs, new pricing models and growing e-mobility challenge the industry
11-2026	**Cover Story: Reinvestment & Retirement** The baby boomer generation faces major financial challenges – a huge market opportunity for qualified advisors
12-2026	**Pet insurance** Every second household has at least one pet – a ratio that ensures good business for pet insurance providers
01-2027	**Cover Story: Alternative Investments** Traditional life insurance policies with guaranteed interest rates are losing importance. Fund-linked products and alternative investments are moving into focus

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	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.	Inserts are loosely attached to the magazine. The printed material must be machine-processable and made available on time by the customer. Format specification for standard inserts Width x height: min. 105 mm x 148 mm, max. 190 mm x 260 mm	Bound-in Inserts are printed matter firmly bound into the magazine. Format specification Width x height: max. 210 mm x 280 mm
Production	Please send us a positioning specification in advance (position of the sticker on the carrier advertisement). Minimum distance to waistband: 30 mm, to side edges: 10 mm. Format specifications width x height: min. 105 mm x 148 mm, max. 190 mm x 190 mm, Thickness max. 1 mm		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. Attention: For processing reasons, it may be necessary to produce with foot unit/foot closed. Please inquire before production.
Delivered Quantity	The ordered circulation plus 3 percent for processing		

INSERTS / BOUND-IN INSERT

	STICKER INSERTS	INSERTS	BOUND-IN INSERT
Prices	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.	Standard inserts up to 25 g: 190 Euros per 1,000 copies. Oversize inserts: 250 Euros per 1,000 copies. Dimensions: 190mm x 305mm (W x H) Additional weight: 4,40 Euros per 1,000 copies per additional 5 g. Prices plus VAT and postage*.	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*.

Samples and delivery for inserts/ sticker inserts for U1

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:

ahland Dienstleistungs GmbH · Herr Uwe Wirtz
Am Pannofen 25 · 47608 Geldern

Samples only:
Cash. Media Group GmbH · Advertisement administration
Kleine Seilerstraße 1 · 20359 Hamburg

Samples and delivery for other sticker inserts/ bound-in inserts

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:

Severotisk v areálu North Videa · Frau Katerina Bezlojova/Herr Rainer Folz · Mezní 3430/3a
400 11 Ústí nad Labem · Czech Republic
For further details, please refer to the guidelines for the delivery and packaging of inserts on request from the publisher.

* 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

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