

FINANCE

Das Magazin für Finanzchefs

Media information 2021 Print and online

Valid as of January 1, 2021



1. INFORMATION ABOUT THE PUBLISHER

Publisher

F.A.Z. BUSINESS MEDIA GmbH –
Ein Unternehmen der F.A.Z.-Gruppe
Frankenallee 71–81
60327 Frankfurt am Main
Germany
info@finance-magazin.de
www.finance-magazin.de
www.faz-bm.de

Managing directors

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Ad scheduling

Phone: +49 69 75 91-26 28
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Years of publication

21th year of publication

Frequency

Six issues per year plus special supplements

Cover price

Annual subscription €44.50
Cover price €8

Bank account information

Frankfurter Volksbank eG
IBAN: DE91 5019 0000 6000 0172 03
BIC: FFVB DE FF

Payment terms

No discount is applied to payments made within 30 days of the billing date. Payments made in advance and through direct debit receive a 2% discount. The discount does not apply if the customer has outstanding bills due.

General terms and conditions

The general terms and conditions apply to the handling of orders. These can be reviewed online at www.faz-bm.de/AGB or obtained from the publisher.

The information provided in the price list may be updated throughout the year. The latest, binding price list is provided at www.finance-magazin.de/mediadaten/print.

2. EDITORIAL CONCEPT

F.A.Z. BUSINESS MEDIA, a member of the publishing group Frankfurter Allgemeine Zeitung GmbH, is committed to high-quality standards of journalism and expertise in covering business and finance topics. The same company publishes FINANCE, the magazine for CFOs.

In good times, these executives may lead existences offstage. But when times turn bad, they move to center stage: The CFO frequently has what can possibly be the most exciting job of all. The importance of this job is also bolstered by one other fact: The chief financial officer (CFO) frequently is the person promoted to the CEO position.

FINANCE is a must-read for this target group.

FINANCE provides thought-provoking insights into the world of finance at large companies as well as useful tips for the day-to-day work in these finance departments. FINANCE is divided into three sections. “Companies and Markets” delivers the latest in company developments and financing-market trends. In “Personal & Personnel,” members of the magazine’s editorial staff write profiles of CFOs, report on the comings and goings of CFOs and cover career topics. Then there is the “Strategy & Efficiency” section. It highlights the operational side of CFO tasks, such as controlling, M&A strategy, accounting and treasury. Working closely with discerning CFOs, banks and others in the financial community, the editorial staff at FINANCE represents the highest quality in compelling, informative business reporting.

redaktion@finance-magazin.de



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3. PRINT: CIRCULATION AND READERSHIP

Circulation 2020

Printed copies: 15,500

Target group

FINANCE is written for financial decision-makers in companies. This group includes CFOs, commercial directors and heads of M&A or business development as well as directors of accounting, controlling and treasury. They all rely on the magazine as a valuable source of information – just like investors, bankers, M&A consultants, private-equity managers, management consultants, IT consultants, human resources consultants, lawyers, tax consultants and auditors.

FINANCE magazine reaches the finance departments of all companies listed on the leading German stock indices (S-DAX, M-DAX and DAX).

(Source: analysis of FINANCE subscribers, September 2019)

I read "FINANCE" ...

- » 71% ... because it gives me a good overview
- » 64% ... because I find information about important market trends and analyses
- » 59% ... because I learn how other companies solve problems
- » 42% ... because I find information I can find nowhere else

Gender

Women		12.0%
Men		87.8%
divers		0.2%

Age

Up to 29 years old		7.4%
30 to 39 years old		16.8%
40 to 49 years old		30.7%
50 to 59 years old		34.8%
60 years old and older		10.4%

Education

High School Graduation		4.9%
Apprenticeship		6.2%
University degree		77.4%
Doctorate degree		10.8%
Post doctorate		0.7%

(Source: FINANCE reader survey, September 2019, n=1274)

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3. PRINT: CIRCULATION AND READERSHIP

■ Personal gross annual income

Less than €100,000		30.1%
€100,000 to €150,000		26.7%
€150,000 to €200,000		15.5%
€200,000 to €500,000		20.6%
More than €500,000		7.2%

■ Area of responsibility

1 st management level		46.0%
2 nd management level		26.6%
3 rd management level		16.9%

■ Category of profession

Corporate employee		58.0%
Service provider		34.0%
Investor		8.0%

■ Number of employees in the company

Up to 99 employees		34.0%
Up to 99 employees		13.2%
100 to 999 employees		19.4%
100 to 999 employees		20.8%
1,000 to 2,499 employees		11.4%
1,000 to 2,499 employees		16.9%
2,500 employees and more		35.2%
2,500 employees and more		44.1%

■ Company revenue

Up to €250 million		51.1%
Up to €250 million		35.8%
€250 million to €500 million		7.8%
€250 million to €500 million		13.6%
€500 million to €1 billion		7.8%
€500 million to €1 billion		13.6%
€1 billion to €5 billion		14.4%
€1 billion to €5 billion		21.5%
More than €5 billion		18.9%
More than €5 billion		15.5%

■ Decision-making areas

Corporate governance/strategy		17.0%
Accounting		8.6%
Controlling		8.7%
IR		3.4%
Financing		16.2%
Capital market		6.6%
Treasury		8.5%
Compliance		4.4%
M&A		11.9%
Finance-related IT		5.6%
Fleet		3.0%
Other		6.3%

(Source: FINANCE reader survey, September 2019, n=1274)

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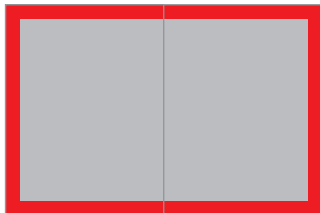
Supplement: "Grüne Finanzierung"

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4. PRINT: AD FORMATS

Two full pages

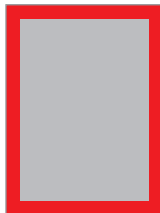


P: 392 x 240 mm
B: 420 x 280 mm

Special supplements

P: 376 x 230 mm
B: 400 x 270 mm

Full page



P: 176 x 240 mm
B: 210 x 280 mm

Special supplements

P: 170 x 230 mm
B: 200 x 270 mm

2/3 vertical



P: 116 x 240 mm
B: 136 x 280 mm

Special supplements

P: 112 x 230 mm
B: 128 x 270 mm

1/2 page horizontal

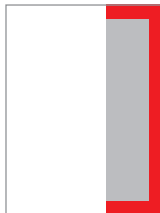


P: 176 x 124 mm
B: 210 x 140 mm

Special supplements

P: 170 x 116 mm
B: 200 x 130 mm

1/3 page vertical



P: 56 x 240 mm
B: 76 x 280 mm

Special supplements

P: 54 x 230 mm
B: 70 x 270 mm

1/3 page horizontal



P: 176 x 80 mm
B: 210 x 96 mm

Special supplements

P: 170 x 76 mm
B: 200 x 90 mm

1/4 page horizontal



P: 176 x 60 mm
B: 210 x 76 mm

Bleed sizes:
Bleed margin on all sides is 3 mm

All format information: width x height

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5. PRINT: ADVERTISING PRICES AND DISCOUNTS

Basic format – magazine format (210 mm x 280 mm)		Print space W x H in mm	Section* W x H in mm	Price** for 4c, b/w in euro
Full	page	176 x 240	210 x 280	8,850
3 rd	back cover	–	210 x 280	9,650
4 th	back cover	–	210 x 280	10,500
2-page	spread	392 x 240	420 x 280	17,300
2/3	page vertical	116 x 240	136 x 280	6,800
1/2	page horizontal	176 x 120	210 x 140	5,200
1/3	page vertical	56 x 240	76 x 280	3,550
1/3	page horizontal	176 x 80	210 x 96	3,550
1/4	page horizontal	176 x 60	210 x 76	2,750
Ad formats for special supplements (magazine format 200 mm x 270 mm) (See topic overview on page six.)				
Full	page	170 x 230	200 x 270	8,850
2 nd	front cover	–	200 x 270	9,900
3 rd	back cover	–	200 x 270	9,650
4 th	back cover	–	200 x 270	10,500
2-page	spread	376 x 230	400 x 270	17,300
2/3	page vertical	112 x 230	128 x 270	6,800
1/2	page horizontal	170 x 116	200 x 130	5,200
1/3	page vertical	54 x 230	70 x 270	3,550
1/3	page horizontal	170 x 76	200 x 90	3,550

* Bleed sizes: Bleed margin on all sides is 3 mm

** These prices do not apply to the special supplement "Grüne Finanzierung & Nachhaltige Kapitalanlage" (Green Financing & Sustainable Investment), see Section 7

- » Binding placement requests subject to a 5% surcharge.
- » Additional sizes upon request
- » Agency commission 15%
- » Please specify special colors with the colors of the Euroscale.
- » The advertising conditions specified here also apply to employment ads.

Discounts

Quantity discounts

2 and more pages	5%
4 and more pages	10%
5 and more pages	15%
8 and more pages	20%

Frequency discounts

2 and more ads	4%
4 and more ads	8%
6 and more ads	12%
8 and more ads	16%

All discounts apply to each advertiser and business year.

Advertising customers may qualify for only one type of discount.

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6. PRINT: DATES AND TOPICS

Issue	Publication date	Advertising deadline	Materials deadline	Topics	Events
FINANCE 01/2021	Jan 29	Jan 08	Jan 13	M&A 2021: Awards, Player, Trends	
FINANCE 02/2021	Mar 03	Feb 19	Feb 24	Green Financing	15. Deutsche Distressed-Assets-Konferenz
Special Supplement 02/2021	Mar 03	Feb 11	Feb 16	Germany's top law firms	
FINANCE 03/2021	May 07	Apr 15	Apr 20	Restructuring	18. Deutsche Investorenkonferenz
FINANCE 04/2021	Jul 09	Jun 18	Jun 23	Trends in auditing/auditor rotation	
Special Supplement 04/2021	Jul 09	Jun 10	Jun 15	Transformation	
FINANCE 05/2021	Sep 03	Aug 13	Aug 18	Digitalization of the finance department	
Special Supplement 05/2021	Sep 03	Jul 30	Aug 10	"Grüne Finanzierung & Nachhaltige Kapitalanlage – together in DerTreasurer and dpn"	
FINANCE 06/2021	Nov 05	Oct 15	Oct 20	Trends in Controlling	17 th Structured FINANCE November 24-25, 2021, Internationales Congresscenter, Stuttgart
Special Supplement 06/2021	Nov 05	Oct 07	Oct 12	Structured FINANCE	

The advertising deadline is also the cut-off date for cancellations. Subject to change. Supplements and special publications are produced by the FINANCE editorial staff.

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7. SPECIAL SUPPLEMENT: “GRÜNE FINANZIERUNG & NACHHALTIGE KAPITALANLAGE”



Sustainability is a hot topic at the moment: The special supplement “Grüne Finanzierung & Nachhaltige Kapitalanlage” (Green Financing & Sustainable Investment) aims to provide a comprehensive overview of the role that ESG factors (environmental, social, governance) are now playing in the world of companies and institutional investors. In this newly published supplement, experts give valuable advice on how finance departments can best incorporate the topic of sustainability into their own work – from financing through financial investment right up to reporting obligations. Finance executives receive practical tips and the most important information on all aspects of regulatory developments.

The special supplement with a circulation of approx. 34,000 will be published not only in the 5/2021 issue of FINANCE, but also in its prestigious affiliate media DerTreasurer 3/2021 and dpm 5/2021.

Current topics*

Financing

- » ESG-linked loans: A basic instrument for entering the green finance market?
- » Premiere: Schuldschein** with an ESG component
- » Second volumes on green bond market – how much growth is still possible?
- » Rating: Credit and ESG ratings are converging
- » Social and governance – the neglected factors
- » Bank sustainability tests: How ESG factors can influence credit checks
- » The IR challenge: What is the best way to inform investors about one’s own sustainability strategy?

Asset management

- » Definition issues: Investors first have to define sustainability for themselves
- » Best in class is in the ascendant: Investors are looking for the model students
- » ESG analyses for smaller companies: How to proceed
- » ESG and ETFs – a contradiction in terms?
- » ESG and country ratings: What to be aware of
- » What next after ESG?
- » The regulatory ESG update
- » How to define ESG investment guidelines
- » Sustainable megatrends in ETF format
- » Portfolio decarbonization against the backdrop of climate change

Regulatory requirements

- » Taxonomy: The key points about the EU’s draft regulation
- » Is Germany on the way to becoming the leading location for sustainable finance?
- » EU Green Bond Standard: What does the new draft achieve?

- * Subject to change
- ** German promissory note

Advertising-formats/-prices

Trim size (200 mm x 270 mm)	Print area W x H in mm	Bleed size W x H in mm	Price* for 4c, b/w in euro
1/2 page horizontal	170 x 116	200 x 130	6,400
Full page	170 x 230	200 x 270	10,700
2 nd Inside front cover	–	200 x 270	11,700
3 rd Inside back cover	–	200 x 270	11,700
4 th Outside back cover	–	200 x 270	12,700

* These prices do not include German value-added tax; the agency commission is 15%.

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8. PRINT: INSERTS, BOUND-IN INSERTS AND GLUED-IN INSERTS

Inserts

Inserts are printed materials loosely enclosed within the magazine.

- » Price for up to 25 grams when included in the total print run: €260* per 1,000 issues
- » Price per additional 1 gram: €1* per 1,000 issues
- » Inserts must be delivered in orderly packaging and be suitable for mechanical processing – that is, bound at the spine.
- » Minimum size: 105 mm wide by 148 mm high
- » Highest format: Main magazine: 200 mm wide by 270 mm high, special supplements: 190 mm wide by 260 mm high
- » Minimum weight: Two pages: min. 115 g/m² max. 250 g/m²
Four to six pages: min. 80 g/m²
Eight or more pages: min. 50 g/m²
- » Partial distribution can be requested

Bound-in inserts

Bound-in inserts are printed materials that are bound inside the magazine.

- » Price for up to four pages: €280* per 1,000 issues
- » Price per additional two pages: €10* per 1,000 issues
- » Bound-in inserts that cannot be identified as advertisements because of their format have to include the word “Advertisement” in semi-bold, 9 pt. font.
- » Bound-in inserts must be delivered in orderly packaging, each folded and in an uncut format.
- » Format: width = 210 mm + 4 mm face trimming + 10 mm fold height = 280 mm + 4 mm head and 4 mm foot trimming
- » Minimum weight: 115 g/m²

Glued-in inserts

Glued-in inserts include postcards stuck onto a base advertisement in such a manner that they can be easily removed and used by interested readers.

- » Price for up to a maximum of 25 grams per issue: €160* per 1,000 issues
- » Minimal size of ad: Full page (calculated per price list)
- » Price for booklets available upon request
- » Glued-in inserts must be delivered in orderly packaging in their final format and bound at the sticking edge.
- » Minimum size: 60 mm wide by 80 mm high
- » Minimum weight for post cards: 150 g/m²
- » Positioning of glued-in inserts: at least 20 mm from the top, bottom and bound edges of the page

Appropriate postal charges will be added. Postal charges are not subject to discounts or commissions.

Deliveries and important notification

Deliveries must arrive no earlier than 10 days and no later than seven days prior to the publishing date to: Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz, Kurhessenstr. 4-6, 64546 Mörfelden, Germany Each delivery should include the name of the publication and the issue number. You are required to send a proof to the publishing company in advance. In the event of processing difficulties, completion of the magazine’s publishing will take priority over the insert, bound-in insert or glued-in insert.

* These prices do not include German value-added tax; the agency commission is 15%.

9. PRINT: TECHNICAL INFORMATION

Magazine format	210 mm wide by 280 mm high (print space: 176 mm wide by 240 mm high, bleed: 216 mm wide by 286 mm high)
Print process	Sheetfed offset (cover); Web offset (inside)
Binding	Saddle stitch
Resolution	70 raster
Colors	Euroscale/CMYK (no special colors like Pantone, HKS, etc.)
Profile cover	Fogra Profil ISOcoated_v2_eci.icc
Profile inside	Fogra Profil PSO_LWC_Improved_eci.icc Both profiles are available at www.eci.org .
File formats	Read-only documents: high-resolution PDF file (version 1.5)
Printing data	Send to: advertising@faz-bm.de Telephone: +49 69 75 91-26 28
Proofs	Send to: Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz Kuh Hessenstr. 4-6, 64546 Mörfelden, Germany

Please note

- » The format of the ad copy must correspond to the ad.
- » Please allow for an additional 3 mm margin per side for bleed ads.
- » For bleed ads, important images and text elements must be placed 10 mm from the trim edges!
- » Orientation crosshairs and format corners have to be positioned with sufficient distancing (12 pt.).
- » Without exception, special colors must be broken down into Euroscale colors!
- » Fonts should be converted into vector paths or included with the data file. If this is not possible, fonts – just as with embedded photos and images – should be sent with the file. Please do not use modified or TrueType fonts.
- » When creating a PDF with Adobe InDesign, please check the PDF in Acrobat for the presence of Identity-H encoding and convert any of these fonts into paths.
- » When compressing files, please only use file compression types that unpack themselves, such as Stuffit or ZipIt.
- » No corrections will be made in delivered data files. If corrections need to be made or if a problem is discovered in the delivered print files, please resend the data files.

10. ONLINE ADVERTISING

Website

FINANCE online is, by far, the leading web portal for CFOs and the corporate finance community in Germany, Austria and Switzerland. At FINANCE online, CFOs, their employees and their advisers find the most important news about the business and financial world each day – and it is always tailored to the CFO's perspective.

Newsletter

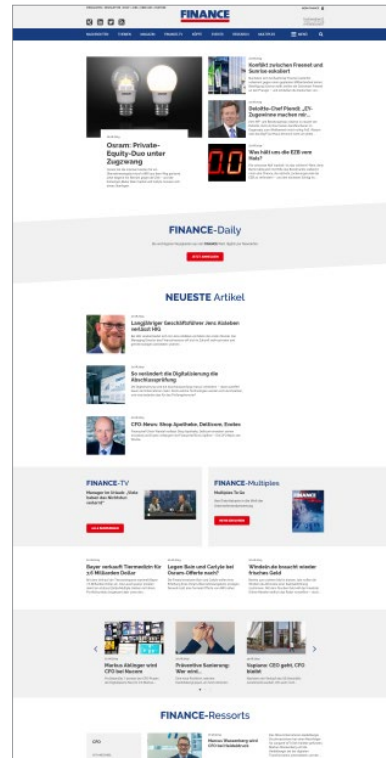
FINANCE Daily is the leading newsletter for CFOs and the corporate finance community in Germany, Austria and Switzerland. More than 11,000 subscribers receive the most important corporate finance news each and every business day – in an eye-catching package delivered to their mailboxes.

Job Ads

Place your job ad in the FINANCE career listings section of our website. You and job hunters will find positions with financial responsibilities here.

Special Ad forms

- » Theme page sponsoring
- » Sponsored Post
- » Digital storytelling



Unique visitors 274,485

Visits 410,932

Page views 620,743

Reach, July 2020

Source: Google Analytics

Online advertising

Website

Newsletter

Special Advertising Form







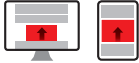
Sponsored Post

Digital storytelling

Webinars

The product family

11. WEBSITE: AD FORMATS AND PRICES

Type of ad	Price (plus German value-added tax, agency commission 15%)	Technical specifications (format in pixels [W x H], file size and format)
Wallpaper 	CPM: €110 Fixed positioning: €18,000	Top: 728 x 90, right: 160 x 600 JPEG, PNG, GIF, RichMedia max. 80 KB
Billboard 	CPM: €100 Fixed positioning: €18,000	930 x 250 JPEG, PNG, GIF, RichMedia max. 80 KB
Half page 	CPM: €100 Fixed positioning: €18,000	300 x 600 JPEG, PNG, GIF, RichMedia max. 80 KB
Medium rectangle 	CPM: €75 Fixed positioning: €15,000	300 x 250 JPEG, PNG, GIF, RichMedia max. 40KB
(Wide) skyscraper 	CPM: €75 Fixed positioning: €15,000	120 (width: 160) x 600 JPEG, PNG, GIF, RichMedia max. 40KB
(Wide) Super banner 	CPM: €75 Fixed positioning: €15,000	728 (width: 800) x 90 JPEG, PNG, GIF, RichMedia max. 40KB
Flying Carpet Package: Desktop + Mobile The Flying Carpet is displayed in the opposite direction when scrolling. 	CPM: €100 Fixed positioning: €18,000	Desktop: Size: 600 x 1,024, Display: 600 x 300, max. 80 KB Mobile: Size: 300 x 600, Display: 300 x 300, max. 40 KB JPEG, PNG, GIF, RichMedia

Please note

Fixed positioning: Subject to availability, 200,000 AIs (Flying Carpet: 150,000 AIs) guaranteed per month. URL of the landing page must be provided.

Our Medium Rectangle online offer automatically includes a free of charge mobile extension. For full information on available mobile formats (e.g. Adhesion Banner, Leaderboard) please contact bjoern.kring@faz-bm.de

Online advertising

Website

Newsletter

Special Advertising Form





Sponsored Post

Digital storytelling

Webinars

The product family

12. NEWSLETTER: AD FORMATS AND PRICES

Type of ad		Price per placement	Technical specifications (format in pixels [W x H], file size and format)
Super banner Depending on availability, the placement may be made above the newsletter's headers or within the newsletter.		€550	728 x 90 JPEG, PNG max. 40KB
Medium rectangle The placement is made within the newsletter.		€550	300 x 250 JPEG, PNG max. 40KB
Advertorial An advertorial is something like a news brief. It consists of a photo element and text containing a link to the desired target site. Advertorials are labeled as advertising.		€590	Graphic: 224 x 115 JPEG, PNG, max. 40 KB Headline: max. 50 characters (including spaces) Text: max. 320 characters (including spaces)
JOB ADS Your job ad will appear for 30 days on www.finance-magazin.de/jobs and will be published once in the FINANCE Daily Newsletter as an additional service.		€550	You can post job ads directly online here: www.finance-magazin.de/jobs/ online-inserieren

Please note

The URL of the landing page must be provided.

Materials deadline: 5 working days before publication date

Discounts

8 and more ads 4%
12 and more ads 8%
20 and more ads 12%
24 and more ads 16%

All prices plus German value-added tax; agency commission 15%

You will find the latest newsletter at www.finance-magazin.de/newsletter/

Online advertising

Website

Newsletter

Special Advertising Form

Sponsored Post

Digital storytelling

Webinars

The product family

13. SPECIAL ADVERTISING FORM: ONLINE TOPIC PAGE

Product overview

1. Exclusive advertisement in a relevant topic area

- » Prominent positioning
- » Inclusion of teaser text in all topic-related articles that are published from the time the booking is made (marked as advertising).

2. Existing topic pages (excerpt)

- » Blockchain
- » Corporate customer business
- » Green finance
- » Restructuring
- » Robotics and artificial intelligence

Further topic pages available upon request.

Price: €6,000 p.a.

Additionally bookable as modules

- » Native advertising: Inclusion of entire articles via a news box on the topic page
- » 12x articles included in the “FINANCE” newsletter (marked as advertorials)

Price: €5,000 p.a.

Deutschland schafft elektronische Schuldverschreibung

Die Folge: Der deutsche Kapitalmarkt dreht aufgrund rechtlicher Hürden in Sachen Digitalisierung abgehangen zu werden. Das hat jetzt auch die Bundesregierung erkannt. Die Ministerien für Finanzen und Justiz wollen das deutsche Recht deshalb „gernein“ für elektronische Wertpapiere öffnen, was in einem Anfang März veröffentlichten Eckdatenpapier heißt. Die derzeit „zwingende urkundliche Verfestigung von Wertpapieren soll nicht mehr zwingend notwendig“ sein. In einem ersten Schritt soll das für Fremdkapitalinstrumente, später vorwiegend auch für Aktien gelten.

Der neue Umgang mit Daten im Finanzwesen der Zukunft

So die Themen: Datenökonomie und Compliance-Systeme (CIS) zählen zu den Schwerpunkten. Das verlangt FinanzIT-Angebotgeber wie wir.

Accept

Der neue Umgang mit Daten im Finanzwesen der Zukunft

Native ad format

Headline: 85 characters

Teaser text: 150 characters (both including spaces).

Image: max. 140 x 240 pixels (JPG / PNG) max. 60 KB

Please note: The height of the image can be lower than stated

14. SPECIAL ADVERTISING FORM: SPONSORED POST

Sponsored Post

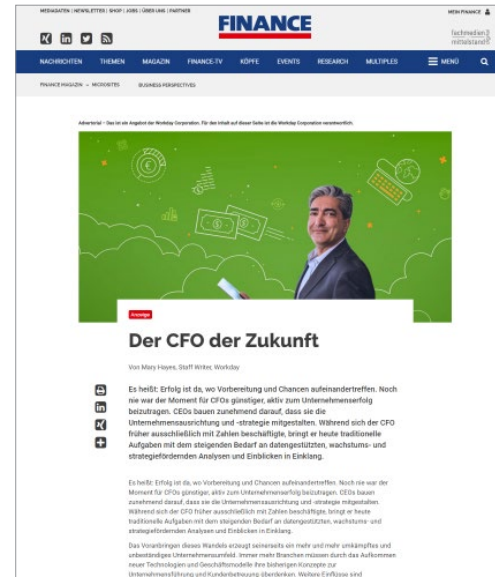
The Sponsored Post enables you to present your individual content in the perfect setting. We ensure optimum awareness directly in the context of our editorial content. Your Sponsored Post will be embedded in a prominent position in our editorial environment as well as on the landing page. All you have to do is provide us with texts, images and multimedia content such as videos and our editorial team will implement your wishes for you.

Package overview

- » Insertion of the content as Advertorial-Teaser (max. 3,500 characters incl. spaces)
- » Integration of video and audio files and links (e.g. YouTube) possible via iFrame-Code
- » Insertion on the landing page and in a suitable topic environment
- » Insertion on our social media channels
- » Integration into the “FINANCE-Daily” newsletter via advertorials (4 insertions)
- » Integration into finance-magazin.de for one month, including 60,000 ad impressions via advertorials
- » Change requests can be implemented in a correction loop

Your benefits

- » Presentation has the “look and feel” of “FINANCE”
- » Presence on all channels
- » SEO-optimised insertion
- » Performance monitoring included in the cost



Running time: from 1 month
Package price: €9,000

Online advertising

Website

Newsletter

Special
Advertising Form

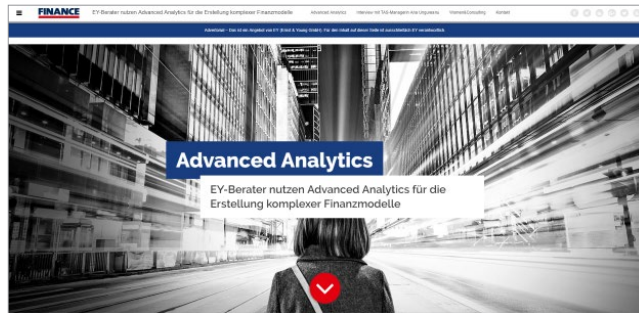
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Digital storytelling

Webinars

The product family

15. SPECIAL ADVERTISING FORM: DIGITAL STORYTELLING



The job of storytelling involves presenting complex information in an easy-to-understand way and recounting tales in an emotional and exciting manner – about your company, your issues, your products, your employees. The text will draw on a range of digital options – moving images, photography, animated graphics and interactive interaction opportunities.

Digital storytelling uses the entire range and integrates it into a multimedia product that appeals to your target group.

We offer and provide the following services that you can use to perfectly tell your story:

- » Technical concept
- » Design*
- » Programming**
- » Project management
- » Inclusion on finance-magazin.de for three months, including 120,000 teaser AIs (medium rectangle/button) and 6 Newsletter ads
- » Usage rights for inclusion on your own websites

* Supply of all design elements (graphics, text, moving pictures, audio) by the customer. Implementation will be done in coordination with the customer and according to his or her instructions.

** For implementation in Wordpress, Typo3 or Drupal. Inclusion in the website of the customer is a possible option.

Price: Starting at €15,000

Optional: An additional month on finance-magazin.de
Price: €2,500

Online advertising

Website

Newsletter

Special
Advertising Form

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16. WEBINARS

„FINANCE“ – webinars are moderated online seminars that provide an innovative way to address customers directly and acquire new customers

Scope of services

Content support for a webinar from the specialist editorial team

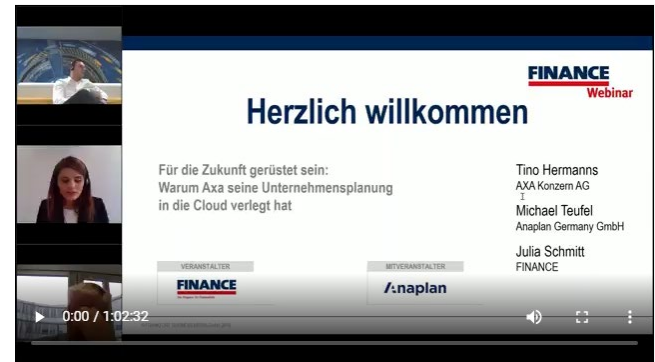
- » Topic area: addressing customers individually
- » Content concept
- » Involvement of a reference customer/co-organiser representative
- » Moderation of the webinar by a “FINANCE” editor
- » Implementation of quick polls among participants incl. real-time analysis

Marketing and participant acquisition

- » Target group will be addressed by personalised email
- » Participant management: invitation and reminder mails, recording of responses and rejections, regular updates on participants numbers
- » Announcement banner on www.finance-magazin.de, advertisements in the newsletter announcing the webinar

Project documentation

- » Complete support including technical infrastructure and technical support
- » Participant and speaker support
- » Project report including list of participants in the follow-up
- » Compilation of all presentation documents in electronic form
- » Sending the link to the webinar recording to participants and no-shows
- » Integration of the webinar at: <https://www.finance-magazin.de/themen/coronavirus/>



Price on demand

Webinars that have already been held can be accessed here:
<https://www.finance-magazin.de/events/finance-webinare/>

Online advertising

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17. THE PRODUCT FAMILY

FINANCE offers comprehensive information services on the market for company holdings and corporate financing. **FINANCE** magazine is the core of our product family that is complemented by various projects, services and events.



Print

Attention-grabbing ads, advertorials and special advertising formats in

- » FINANCE – the magazine for CFOs
- » FINANCE – special publications

www.finance-magazin.de



Astrovector studio - stock.adobe.com

Online

Online campaigns and eye-catching special advertising forms, individual positioning through customer microsites and digital storytelling solutions

- » www.finance-magazin.de

Attractive advertising space, advertorials, special forms of advertising and job ads in newsletters and e-magazines.

- » FINANCE Daily

www.finance-magazin.de



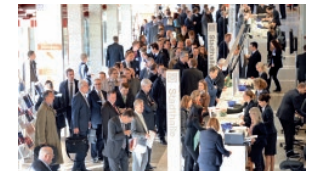
virotekajipa - stock.adobe.com

Research

Confidential market analyses, panels or studies with media impact, including:

- » CFO Panel
- » M&A Panel
- » Private Equity Panel

www.finance-magazin.de/research/



Events

FINANCE events offer up-to-date and practical content as well as numerous networking opportunities with financial decision-makers

- » Structured FINANCE – the flagship event for CFOs and treasurers
- » German Distressed Assets Conference
- » German Investor Conference
- » Green FINANCE Conference – The Digital Conference on Green Financing
- » More meetings and roundtable discussions
- » Made-to-order events

www.finance-magazin.de/events/

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Für kluge
Entscheidungen.



A selection of our media brands



Affiliated companies

