Merck/Versum — So hat CFO Kuhnert den Mega-Deal gestemmt

LBBW — Ambitionierte Alternative zur Super-Landesbank

Private Equity — Die große Übersicht der Midmarket Buy-outs

Der Wahnsinn Negativzins und seine Folgen

Japanische Verhältnisse
Der Wahnsinn Negativzins und seine Folgen
Publisher
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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.
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
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)
### 3. PRINT: CIRCULATION AND READERSHIP

#### Personal gross annual income

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than €100,000</td>
<td>30.1%</td>
</tr>
<tr>
<td>€100,000 to €150,000</td>
<td>26.7%</td>
</tr>
<tr>
<td>€150,000 to €200,000</td>
<td>15.5%</td>
</tr>
<tr>
<td>€200,000 to €500,000</td>
<td>20.6%</td>
</tr>
<tr>
<td>More than €500,000</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

#### Area of responsibility

<table>
<thead>
<tr>
<th>Management Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1(^{st}) management</td>
<td>46.0%</td>
</tr>
<tr>
<td>2(^{nd}) management</td>
<td>26.6%</td>
</tr>
<tr>
<td>3(^{rd}) management</td>
<td>16.9%</td>
</tr>
</tbody>
</table>

#### Category of profession

<table>
<thead>
<tr>
<th>Profession</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate employee</td>
<td>58.0%</td>
</tr>
<tr>
<td>Service provider</td>
<td>34.0%</td>
</tr>
<tr>
<td>Investor</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

#### Number of employees in the company

<table>
<thead>
<tr>
<th>Employee Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 99 employees</td>
<td>34.0%</td>
</tr>
<tr>
<td>100 to 999 employees</td>
<td>19.4%</td>
</tr>
<tr>
<td>1,000 to 2,499 employees</td>
<td>11.4%</td>
</tr>
<tr>
<td>1,000 to 2,499 employees</td>
<td>16.9%</td>
</tr>
<tr>
<td>2,500 employees and more</td>
<td>35.2%</td>
</tr>
<tr>
<td>2,500 employees and more</td>
<td>44.1%</td>
</tr>
</tbody>
</table>

#### Company revenue

<table>
<thead>
<tr>
<th>Revenue Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to €250 million</td>
<td>51.1%</td>
</tr>
<tr>
<td>Up to €250 million to €500 million</td>
<td>35.8%</td>
</tr>
<tr>
<td>€250 million to €500 million</td>
<td>7.8%</td>
</tr>
<tr>
<td>€500 million to €1 billion</td>
<td>13.6%</td>
</tr>
<tr>
<td>€1 billion to €5 billion</td>
<td>14.4%</td>
</tr>
<tr>
<td>€1 billion to €5 billion</td>
<td>21.5%</td>
</tr>
<tr>
<td>More than €5 billion</td>
<td>18.9%</td>
</tr>
<tr>
<td>More than €5 billion</td>
<td>15.5%</td>
</tr>
</tbody>
</table>

#### Decision-making areas

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate governance/strategy</td>
<td>17.0%</td>
</tr>
<tr>
<td>Accounting</td>
<td>8.6%</td>
</tr>
<tr>
<td>Controlling</td>
<td>8.7%</td>
</tr>
<tr>
<td>IR</td>
<td>3.4%</td>
</tr>
<tr>
<td>Financing</td>
<td>16.2%</td>
</tr>
<tr>
<td>Capital market</td>
<td>6.6%</td>
</tr>
<tr>
<td>Treasury</td>
<td>8.5%</td>
</tr>
<tr>
<td>Compliance</td>
<td>4.4%</td>
</tr>
<tr>
<td>M&amp;A</td>
<td>11.9%</td>
</tr>
<tr>
<td>Finance-related IT</td>
<td>5.6%</td>
</tr>
<tr>
<td>Fleet</td>
<td>3.0%</td>
</tr>
<tr>
<td>Other</td>
<td>6.3%</td>
</tr>
</tbody>
</table>

(Source: FINANCE reader survey, September 2019, n=1274)
4. PRINT: AD FORMATS

Bleed sizes:
Bleed margin on all sides is 3 mm

All format information: width x height

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

2/3 vertical
- P: 116 x 240 mm
- B: 136 x 280 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

Full page
- Special supplements
- P: 170 x 230 mm
- B: 200 x 270 mm

2/3 vertical
- Special supplements
- P: 112 x 230 mm
- B: 128 x 270 mm

1/3 page horizontal
- P: 54 x 230 mm
- B: 70 x 270 mm

1/4 page horizontal
- P: 54 x 230 mm
- B: 70 x 270 mm

Special supplements
- P: 170 x 76 mm
- B: 200 x 90 mm

1/3 page horizontal
- P: 176 x 80 mm
- B: 210 x 96 mm

1/4 page horizontal
- P: 176 x 60 mm
- B: 210 x 76 mm
## 5. PRINT: ADVERTISING PRICES AND DISCOUNTS

### Basic format – magazine format (210 mm x 280 mm)

<table>
<thead>
<tr>
<th>Format</th>
<th>Print space W x H in mm</th>
<th>Section* W x H in mm</th>
<th>Price** for 4c, b/w in euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>176 x 240</td>
<td>210 x 280</td>
<td>8,850</td>
</tr>
<tr>
<td>3rd back cover</td>
<td>–</td>
<td>210 x 280</td>
<td>9,650</td>
</tr>
<tr>
<td>4th back cover</td>
<td>–</td>
<td>210 x 280</td>
<td>10,500</td>
</tr>
<tr>
<td>2-page spread</td>
<td>392 x 240</td>
<td>420 x 280</td>
<td>17,300</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>116 x 240</td>
<td>136 x 280</td>
<td>6,800</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>176 x 120</td>
<td>210 x 140</td>
<td>5,200</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>56 x 240</td>
<td>76 x 280</td>
<td>3,550</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>176 x 80</td>
<td>210 x 96</td>
<td>3,550</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>176 x 60</td>
<td>210 x 76</td>
<td>2,750</td>
</tr>
</tbody>
</table>

### Ad formats for special supplements (magazine format 200 mm x 270 mm)

(See topic overview on page six.)

<table>
<thead>
<tr>
<th>Format</th>
<th>Print space W x H in mm</th>
<th>Price** for 4c, b/w in euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>170 x 230</td>
<td>8,850</td>
</tr>
<tr>
<td>2nd front cover</td>
<td>–</td>
<td>9,900</td>
</tr>
<tr>
<td>3rd back cover</td>
<td>–</td>
<td>9,650</td>
</tr>
<tr>
<td>4th back cover</td>
<td>–</td>
<td>10,500</td>
</tr>
<tr>
<td>2-page spread</td>
<td>376 x 230</td>
<td>17,300</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>112 x 230</td>
<td>6,800</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>170 x 116</td>
<td>5,200</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>54 x 230</td>
<td>3,550</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>170 x 76</td>
<td>3,550</td>
</tr>
</tbody>
</table>

* 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.
## 6. PRINT: DATES AND TOPICS

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Advertising deadline</th>
<th>Materials deadline</th>
<th>Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCE 01/2021</td>
<td>Jan 29</td>
<td>Jan 08</td>
<td>Jan 13</td>
<td>M&amp;A 2021: Awards, Player, Trends</td>
<td></td>
</tr>
<tr>
<td>FINANCE 02/2021</td>
<td>Mar 03</td>
<td>Feb 19</td>
<td>Feb 24</td>
<td>Green Financing</td>
<td></td>
</tr>
<tr>
<td>Special Supplement 02/2021</td>
<td>Mar 03</td>
<td>Feb 11</td>
<td>Feb 16</td>
<td>Germans top law firms</td>
<td></td>
</tr>
<tr>
<td>FINANCE 03/2021</td>
<td>May 07</td>
<td>Apr 15</td>
<td>Apr 20</td>
<td>Restructuring</td>
<td></td>
</tr>
<tr>
<td>Special Supplement 04/2021</td>
<td>Jul 09</td>
<td>Jun 10</td>
<td>Jun 15</td>
<td>Transformation</td>
<td></td>
</tr>
<tr>
<td>FINANCE 05/2021</td>
<td>Sep 03</td>
<td>Aug 13</td>
<td>Aug 18</td>
<td>Digitalization of the finance department</td>
<td></td>
</tr>
<tr>
<td>Special Supplement 05/2021</td>
<td>Sep 03</td>
<td>Jul 30</td>
<td>Aug 10</td>
<td>&quot;Grüne Finanzierung &amp; Nachhaltige Kapitalanlage – together in DerTreasurer and dpn&quot;</td>
<td></td>
</tr>
<tr>
<td>Special Supplement 06/2021</td>
<td>Nov 05</td>
<td>Oct 07</td>
<td>Oct 12</td>
<td>Structured FINANCE</td>
<td></td>
</tr>
</tbody>
</table>

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.
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 dpn 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

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

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

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/CYMK
(no special colors like Pantone, HKS, etc.)

**Profile cover**
Fogra Profil ISOcoated_v2_eci.icc

**Profile inside**
Fogra Profil PSO_IWC_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
Kurhessenstr. 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
## 11. WEBSITE: AD FORMATS AND PRICES

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

Please note
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
## 12. NEWSLETTER: AD FORMATS AND PRICES

<table>
<thead>
<tr>
<th>Type of ad</th>
<th>Price per placement</th>
<th>Technical specifications (format in pixels [W x H], file size and format)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Super banner</strong></td>
<td>€550</td>
<td>728 x 90 JPEG, PNG max. 40KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Depending on availability, the placement may be made above the newsletter’s headers or within the newsletter.</td>
</tr>
<tr>
<td><strong>Medium rectangle</strong></td>
<td>€550</td>
<td>300 x 250 JPEG, PNG max. 40KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The placement is made within the newsletter.</td>
</tr>
<tr>
<td><strong>Advertorial</strong></td>
<td>€590</td>
<td>Graphic: 224 x 115 JPEG, PNG, max. 40 KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Headline: max. 50 characters (including spaces)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Text: max. 320 characters (including spaces)</td>
</tr>
<tr>
<td><strong>JOB ADS</strong></td>
<td>€550</td>
<td>You can post job ads directly online here:  <a href="http://www.finance-magazin.de/jobs/online-inserieren">www.finance-magazin.de/jobs/online-inserieren</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Your job ad will appear for 30 days on <a href="http://www.finance-magazin.de/jobs">www.finance-magazin.de/jobs</a> and will be published once in the FINANCE Daily Newsletter as an additional service.</td>
</tr>
</tbody>
</table>

### 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/

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Please note

The URL of the landing page must be provided.

Materials deadline: 5 working days before publication date
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.

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
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
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
"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/
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

**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

**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/
A selection of our media brands

- FINANCE
- DPN
- Der Treasurier
- Personalwirtschaft
- Der Neue Kämmerer
- Total Rewards

Affiliated companies

- EAZ Institut
- Fazit Communication
- Für Gründer