



# Mediakit Print 2017

valid from 13th February 2017



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# THE PROFILE



**SPECIAL**  
on request

**THEMA**  
(Booklet) on request

**DAS INVESTMENT**  
12 issues / year  
circulation 46,000



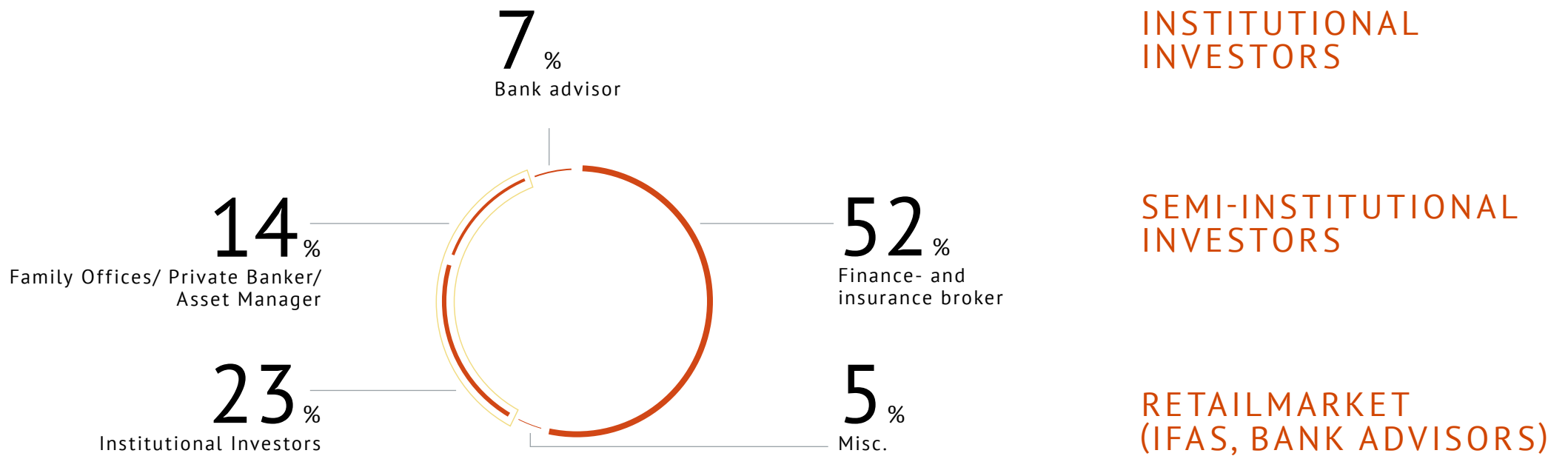
**DAS INVESTMENT** researches innovations in the finance industry as they emerge, takes a competent stand on all asset classes and provides orientation within the diversity of financial products and trends in financial consultancy – in both the print magazine and online at [DASINVESTMENT.COM](http://DASINVESTMENT.COM). The investment fund statistics section of **DAS INVESTMENT** is one of the most extensive of its kind, taking all relevant ratings into account. The highly experienced editorial staff, the neutrality of the publishing company and the economic independence ensure a high journalistic level and thereby position **DAS INVESTMENT** as a quality title.

**DAS INVESTMENT** is one of Germany's leading corporate independent special interest magazines.

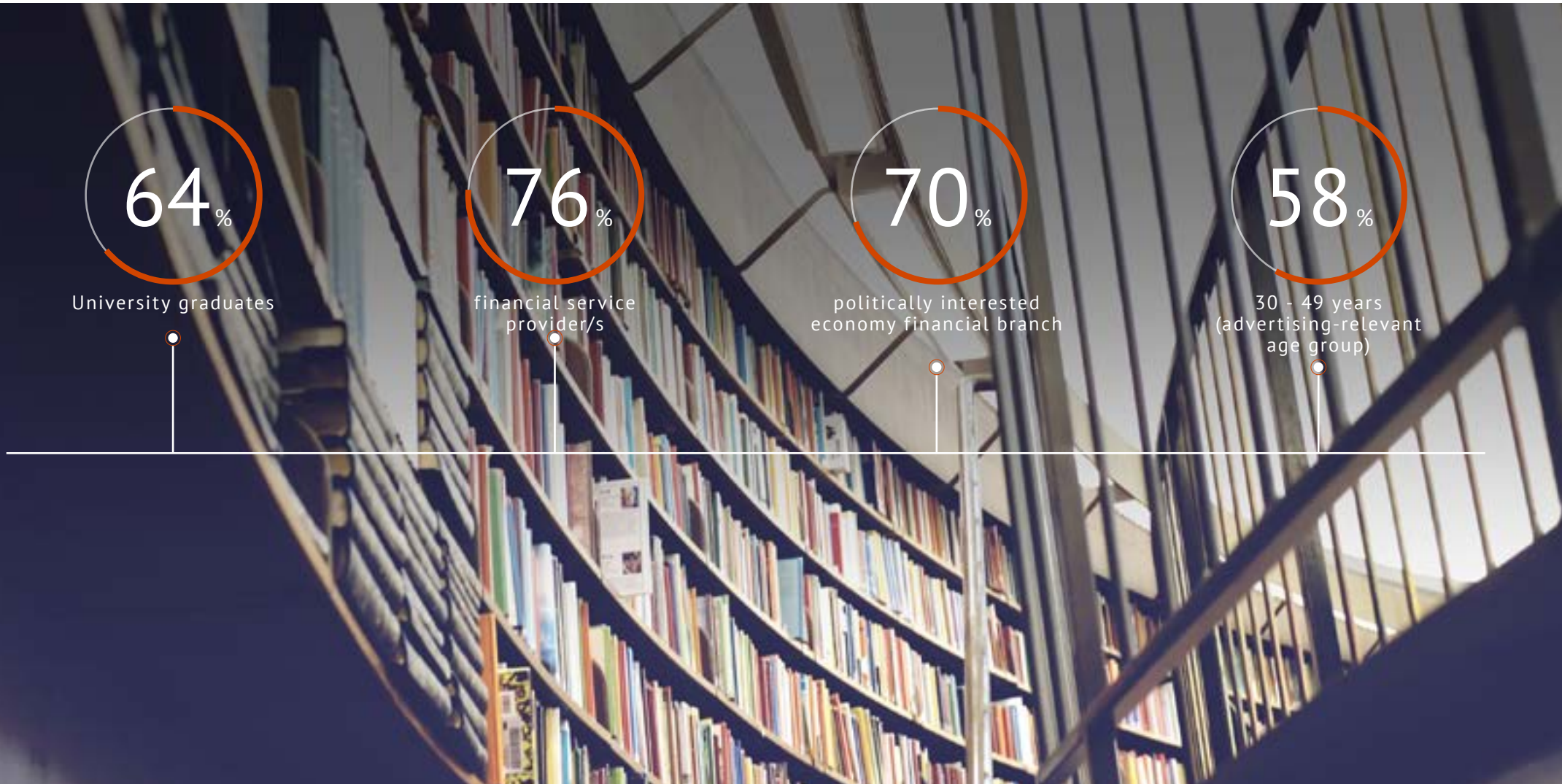
## CORE CAPABILITIES:

- Investment funds
- Real estate
- Insurance
- Company plans
- Portfolios (asset allocation)
- Financial advisory and estate agents related topics (training and further education, regulation, legislation and taxes)

# THE CORE TARGET GROUPS



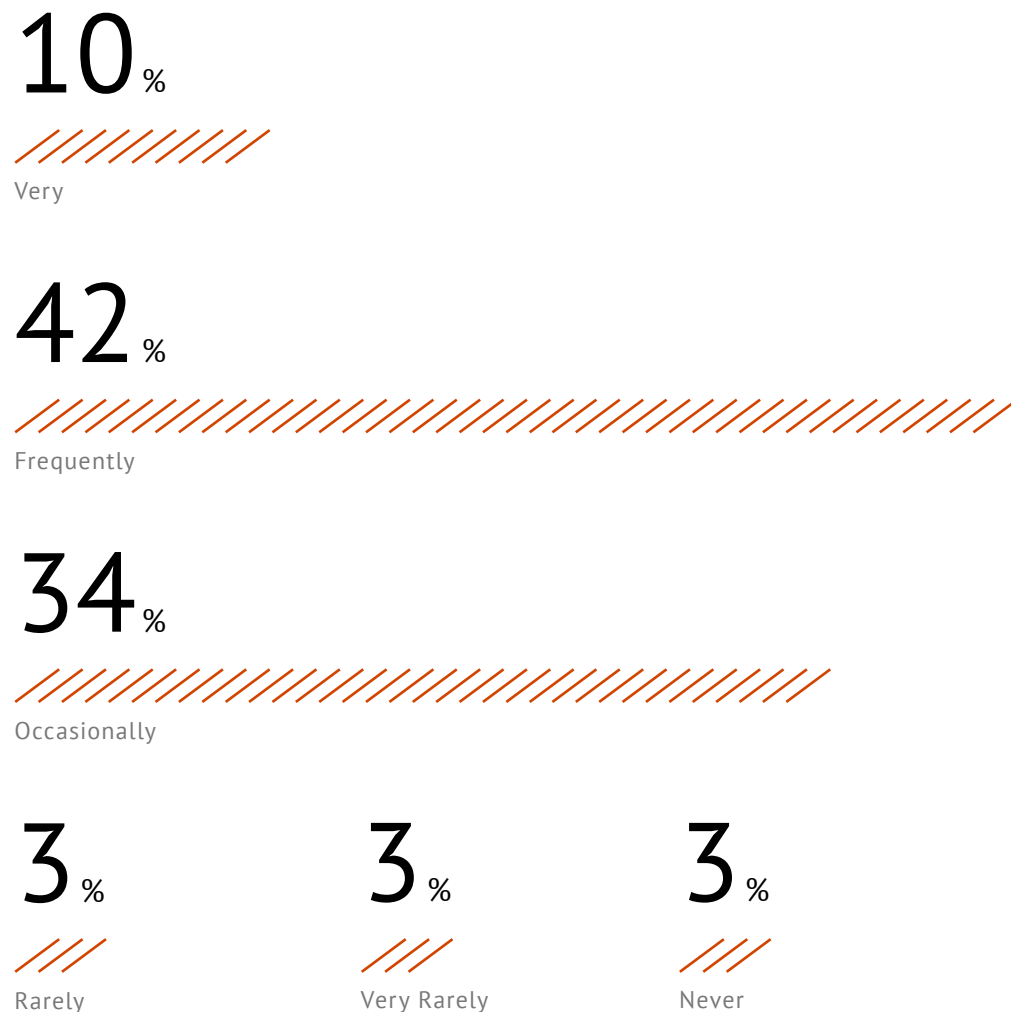
# THE READERSHIP DATA



# THE READERSHIP DATA

HOW OFTEN DOES DAS INVESTMENT PROVIDE VALUABLE INFORMATION FOR YOUR EVERYDAY WORK AS A FINANCIAL SERVICE PROVIDER?

**DAS INVESTMENT** has a very high use value for its readers. For more than half of those interviewed, the magazine frequently or very frequently provides valuable information for their everyday work in financial services. The vast majority of the readers think that the magazine is good or better in terms of its overall concept, practical relevance, reader-friendliness, clarity and the quality of the articles. Over 50% of the readers are very or extremely interested in specific product recommendations. When it comes to information on the subject of investment, over 91 percent of the readers use **DAS INVESTMENT**. In the estimation of its readers the magazine is therefore valued far more highly than the print media from the competitive environment. 90% of **DAS INVESTMENT** readers recommend the magazine to others.



# THE ADVERTISEMENT RATES

BASIC SIZES		BLEED			TYPE AREA			4C		
Size as proportion of page		↔	Width in mm	↓	Height in	↔	Width in mm	↓	Height in mm	Price
1/4		↔	210 mm	↓	297 mm	↔	180 mm	↓	267 mm	8,770 €
2/3	2-columns (vert.)	↔	130 mm	↓	297 mm	↔	117 mm	↓	267 mm	6,550 €
1/2	3-columns (horiz.)	↔	210 mm	↓	144 mm	↔	180 mm	↓	127 mm	4,910 €
1/2	1 1/2 -spaltig (vert.)	↔	97 mm	↓	297 mm	↔	- mm	↓	- mm	4,910 €
1/3	1-columns (vert.)	↔	68 mm	↓	297 mm	↔	55 mm	↓	267 mm	3,270 €
1/3	2-columns	↔	- mm	↓	- mm	↔	117 mm	↓	127 mm	3,270 €
1/3	3-columns (horiz.)	↔	210 mm	↓	95 mm	↔	- mm	↓	- mm	3,270 €

1) All rates are before discounts and agency commission, postal charges and excluding statutory value added tax. Other special advertising formats on request. An additional 10% will be charged for fixed ad placements.

# THE ADVERTISEMENT RATES<sup>1)</sup>

SIZES ACROSS GUTTER		BLEED			TYPE AREA			4C
Size as proportion of page		↔ Width in mm	↓ Height in	↔ Width in mm	↓ Height in mm	↔ Width in mm	↓ Height in mm	Price
$\frac{2}{1}$		↔ 420 mm	↓ 297 mm	↔ 394 mm	↓ 267 mm			17,530 €
$1 \frac{2}{3}$	5-columns	↔ 344 mm	↓ 297 mm	↔ 330 mm	↓ 267 mm			15,210 €
$1 \frac{1}{3}$	4-columns	↔ 283 mm	↓ 297 mm	↔ 268 mm	↓ 267 mm			11,990 €
$2 \times \frac{1}{2}$	6-columns (horiz.)	↔ 420 mm	↓ 144 mm	↔ 394 mm	↓ 127 mm			9,660 €
$2 \times \frac{2}{3}$	4-columns (horiz.)	↔ 283 mm	↓ 297 mm	↔ 268 mm	↓ 267 mm			12,870 €

COVER PAGES		BLEED			TYPE AREA			4C
Format		↔ Width in mm	↓ Height in mm	↔ Width in mm	↓ Height in mm	↔ Width in mm	↓ Height in mm	Price
2.	Outside back cover	↔ 210 mm	↓ 297 mm	↔ 180 mm	↓ 267 mm			10,500 €
3.	Outside back cover	↔ 210 mm	↓ 297 mm	↔ 180 mm	↓ 267 mm			9,660 €
4.	Outside back cover	↔ 210 mm	↓ 297 mm	↔ 180 mm	↓ 267 mm			11,410 €

1) All rates are before discounts and agency commission, postal charges and excluding statutory value added tax. Other special advertising formats on request. An additional 10% will be charged for fixed ad placements.



# THE ADVERTISEMENT RATES<sup>1)</sup>

SPECIAL PLACEMENTS		BLEED		TYPE AREA		4C
Size as proportion of page		↔ Width in mm	↓ Height in mm	↔ Width in mm	↓ Height in mm	Price
1/3	Island advertisement, on news pages (vert.)	↔ 68 mm	↓ 297 mm	↔ 55 mm	↓ 267 mm	3,600 €
1/4	Content 1. page right	↔ 210 mm	↓ 297 mm	↔ 180 mm	↓ 267 mm	10,400 €
1/4	Content 2. page right	↔ 210 mm	↓ 297 mm	↔ 180 mm	↓ 267 mm	9,820 €
1/3	Imprint ad, 1-column (vert.)	↔ 68 mm	↓ 297 mm	↔ 55 mm	↓ 267 mm	3,600 €
1/4	First section page	↔ 210 mm	↓ 297 mm	↔ 180 mm	↓ 267 mm	9,660 €

SPECIAL SIZES		BLEED		TYPE AREA		4C
Format		↔ Width in mm	↓ Height in mm	↔ Width in mm	↓ Height in mm	Price
Island advertisement on news pages		↔ - mm	↓ 297 mm	↔ 55 mm	↓ 55 mm	1,060 €
Tunnel advertisement on news pages		↔ - mm	↓ 297 mm	↔ 55 mm	↓ 100 mm	1,820 €
Banner advertisement in editorial section		↔ 180 mm	↓ 20 mm	↔ - mm	↓ - mm	1,010 €
Banner advertisement in funds table		↔ 190 mm	↓ 20 mm	↔ - mm	↓ - mm	830 €

1) All rates are before discounts and agency commission, postal charges and excluding statutory value added tax. Other special advertising formats on request. An additional 10% will be charged for fixed ad placements.

# THE ADVERTISEMENT RATES<sup>1)</sup>

SPECIAL ADVERTISING		BLEED				4C
Format		↔ Width in mm	↓ Height in mm			Price
Outside Front Cover (U1)	Advertisement	↔ 207 mm	↓ 297 mm			11,070 €
Outside Front Cover (U1)	Gate fold (not discountable)	↔ 146 mm	↓ 297 mm			10,230 €
2. Inside front cover (U2)	Advertisement	↔ 207 mm	↓ 297 mm			10,230 €
2. Inside front cover (U2)	Gate fold (not discountable)	↔ 146 mm	↓ 297 mm			10,230 €
3. Inside back cover (U3)	Advertisement	↔ 207 mm	↓ 297 mm			9,370 €
3. Inside back cover (U3)	Gate fold (not discountable)	↔ L: 125 mm	↓ L: 297 mm	↔ R: 115 mm	↓ R: 297 mm	10,230 €
Cover double gatefold	Advertisement	↔ 207 mm	↓ 297 mm			11,070 €
Cover double gatefold	Gate fold (not discountable)	↔ 146 mm	↓ 297 mm			10,230 €
Cover story folder	Advertisement front page	↔ max. 207 mm	↓ 297 mm			11,070 €
Cover story folder	Advertisement back page	↔ max. 207 mm	↓ 297 mm			10,230 €

1) All rates are before discounts and agency commission, postal charges and excluding statutory value added tax. Other special advertising formats on request. An additional 10% will be charged for fixed ad placements.

# THE SPECIAL PUBLICATION

	BLEED			4C
Format	↔ Width in mm	↓ Height in mm		Price
EXTRA	↔ 200 mm	↓ 280 mm		45.000 €
Booklet Kingsize	↔ 165 mm	↓ 165 mm		39.500 €

# THE SPECIAL ADVERTISING-AD-ONS

	BLEED			4C
Format	↔ Width in mm	↓ Height in mm		Price
Bookmark attached with cord (not discountable)	↔ 90 mm	↓ 210 mm		on request
Post-it up to 5g (not discountable)	↔ 76 mm	↓ 75 mm		on request
CD / DVD in paper sleeve (not discountable)	↔ 125 mm	↓ 125 mm		on request

# THE ADSIZES

## BASIC SIZES

$\frac{1}{4}$  page  
W 210 mm x H 297 mm  
8,770 €



$\frac{2}{3}$  page  
W 130 mm x H 297 mm  
6,550 €

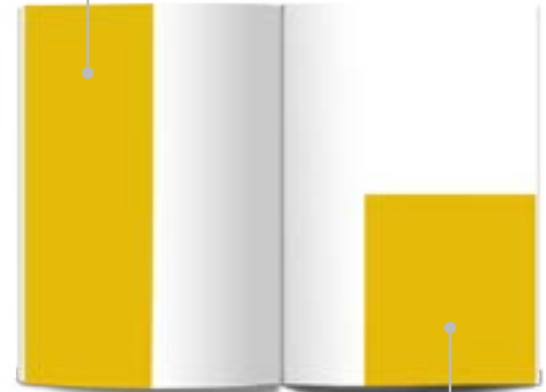
$\frac{1}{3}$  page 3-column (horiz.)  
W 210 mm x H 95 mm  
3,270 €



$\frac{1}{2}$  page 3-column (horiz.)  
W 210 mm x H 144 mm  
4,910 €

$\frac{1}{3}$  page, 1-column (vert.)  
W 68 mm x H 297 mm  
3,270 €

$\frac{1}{2}$  page, 1  $\frac{1}{2}$ -column (vert.)  
B 97 mm x H 297 mm  
4,910 €



$\frac{1}{3}$  page, 2-column  
W 130 mm x H 144 mm  
3,270 €

# THE ADSIZES

## BASIC SIZES & SIZES ACROSS GUTTER



$\frac{2}{1}$  page, printed across gutter  
W 420 mm x H 297 mm  
17,530 €



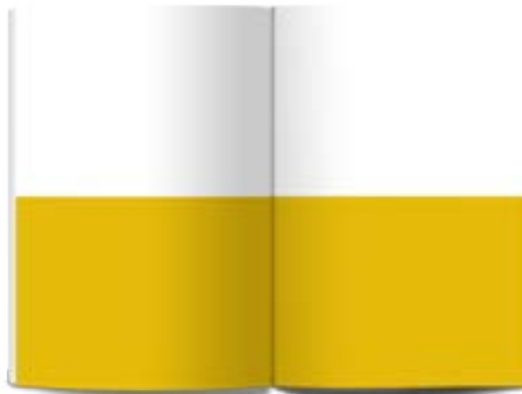
$1\frac{2}{3}$  page, printed across gutter  
W 344 mm x H 297 mm  
15,210 €



$1\frac{1}{3}$  page, printed across gutter  
W 283 mm x H 297 mm  
11,990 €



$2 \times \frac{2}{3}$  page, printed across gutter  
W 283 mm x H 297 mm  
12,870 €



$2 \times \frac{1}{2}$  page, printed across gutter  
W 420 mm x H 144 mm  
9,660 €

# THE ADSIZES

## COVER PAGES



2. Outside back cover  
W 210 mm x H 297 mm  
10,500 €



3. Outside back cover  
W 210 mm x H 297 mm  
9,660 €



4. Outside back cover  
W 210 mm x H 297 mm  
11,410 €

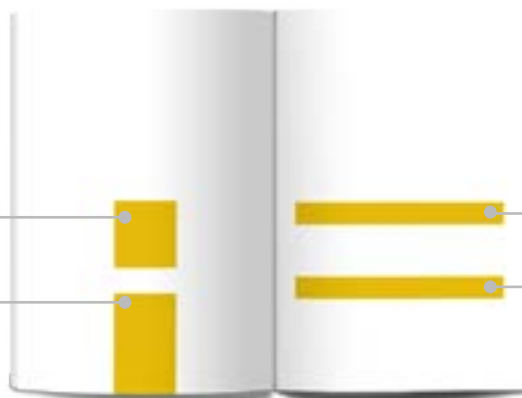
## SPECIAL PLACEMENTS

Island advertisement  
on news pages

W 55 mm x H 55 mm  
1,060 €

Tunnel ad

W 55 mm x H 55 mm  
1,820 €



Banner advert. edoitorial

W 180 mm x H 20 mm  
1,010 €

Banner advert. funds table

W 190 mm x H 20 mm  
830 €

# THE BLEED

Trim allowance: Please consider a 4 mm trim allowance. Two separate advertisement copies will be needed in case your ad is to be printed using the gutter.

When preparing the advertising copy, all contents must be kept within an 8 mm range to the trim.

Format details are printed in orange font.

Additional sizes on request.

## TRIM ALLOWANCE

4 mm

## END FORMAT

B 210 mm x H 297 mm  
incl. trim allowance  
B 218 mm x H 305 mm)

## SAFETY MARGIN TO TRIMMING SIZE

8 mm



# THE SCHEDULE PLANNER

In each issue **DAS INVESTMENT** reports on investment funds, insurance, closed-end funds, alternative investments, derivatives, real estate and financial advice topics. The main topics in the issues are listed in the topic planner on pages 18 - 20)

Issue no.	On-sale date	Ad closing (Cancellation date) <sup>2)</sup>	Ad copy deadline <sup>2)</sup>
02 / 2017	Thu. 19.01.17	Wed. 21.12.16	Mi. 28.12.16
03 / 2017	Thu. 16.02.17	Wed. 18.01.17	Mi. 25.01.17
04 / 2017	Thu. 16.03.17	Wed. 15.02.17	Mi. 22.02.17
05 / 2017	Thu. 20.04.17	Wed. 23.03.17	Mi. 29.03.17
06 / 2017	Thu. 18.05.17	Mi. 19.04.17	Mi. 26.04.17
07 / 2017	Thu. 14.06.17	Mi. 17.05.17	Mi. 23.05.17
08 / 2017	Thu. 20.07.17	Mi. 21.06.17	Mi. 28.06.17
09 / 2017	Thu. 17.08.17	Mi. 19.07.17	Mi. 26.07.17
10 / 2017	Thu. 21.09.17	Mi. 23.08.17	Mi. 30.08.17
11 / 2017	Thu. 19.10.17	Mi. 20.09.17	Mi. 27.09.17
12 / 2017	Thu. 16.11.17	Mi. 18.10.17	Mi. 25.10.17
01 / 2018	Thu. 21.12.17	Mi. 22.11.17	Mi. 29.11.17

## EARLY BOOKER PLACEMENT GUARANTEE:

If you book in good time, we will place your ad motif in a suitable topical environment.

- Investment funds
- Insurance
- Emerging Markets
- Real estate
- Financial advice

1) We will gladly send you the latest magazine topic schedule automatically every month. You can order it by writing to us at [media@dasinvestment.com](mailto:media@dasinvestment.com).

2) Please note point 4 of the General Terms and Conditions of Business.



# THE SCHEDULE PLANNER (JAN. - APR.)<sup>1)</sup>

Topics in each issue: investment funds, insurance, closed-end funds, alternative investments, derivatives, real estate and financial advice. See below for the topic preview on investment funds and insurance. Other topics on request.

Issue no.	On-sale date	Investment funds	Insurance
02 / 2017	Thu. 19.01.17	TITLE: Global pension funds: Between interest rate and currency and liquidity risks. Which solutions still promise excellent returns and protect against surprises	Focus on target groups: Target groups such as self-employed persons, pharmacists or physicians are regarded as demanding clientele. Brokers who get involved with this group are rewarded with particular customer loyalty. Which products the insurers offer here  ETFs in fund policies: Do the low-cost, passive index funds provide a higher return?
03 / 2017	Thu. 16.02.17	TITLE: Multi Asset: An analysis of the most popular multi-asset funds. Plus: What alternatives there are in addition to the top sellers	Regulation and market consolidation: How is the insurance market developing? Which life insurers are entering into a run-off? What do regulatory measures such as effective costs, product information sheets, etc. achieve?  Fund policy versus fund plan: What insurers can do better than asset managers
04 / 2017	Thu. 16.03.17	TITLE: Payday: The best dividend funds and most successful dividend strategies Plus: Big dividend poster	The Riester pension: How it can be improved, who benefits from it, how subsidisation works  Volatility-driven guarantee systems in fund policies: How they work and what they achieve
05 / 2017	Thu. 20.04.17	Focus: FinTechs and financial advice: The effects digitisation is having on the financial market. Plus: The most successful FinTechs for the consultancy market	TITLE: Long-term care insurance after the second care upgrade law: What effects does the new care system have, how have the insurers' products changed, how can advisors best approach the issue?

1) We will gladly send you the latest magazine topic schedule automatically every month. You can order it by writing to us at [media@dasinvestment.com](mailto:media@dasinvestment.com)

# THE SCHEDULE PLANNER (MAY. - AUG.) 2017<sup>1)</sup>

Topics in each issue: investment funds, insurance, closed-end funds, alternative investments, derivatives, real estate and financial advice. See below for the topic preview on investment funds and insurance. Other topics on request.

Issue no.	On-sale date	Investment funds	Insurance
06 / 2017	Thu. 18.05.17	TITLE: The MiFID is coming: What the monster rulebook means for the financial sector	How stable are Germany's life insurers? How can brokers and customers assess the situation? DAS INVESTMENT provides answers. How brokers can assess the quality of funds in fund policies
07 / 2017	Thu. 14.06.17	TITEL: The millennial phenomenon: How Generation Y are challenging the financial market and which solutions are interesting for them further expand assets and make future provision with the emphasis on returns and flexibility	Reinvestment: Tax exemption for annuity insurance was abolished approximately twelve years ago. Many of the contracts from that time have just been paid out or are about to be. For this reason, reinvestments are needed that can be used to further expand assets and make future provision with the emphasis on returns and flexibility Insurers are discovering the retirement phase: How to invest in high-yield products even after retirement
08 / 2017	Thu. 20.07.17	TITLE: Factor Investing and Smart Beta: How smart is rule-based investing and what are the best solutions?	Insurers as building financers: The interest rates are at rock bottom, the demand for residential real estate has increased substantially. This is also felt by the life insurers, who are granting more building loans. The benefits of financing with an insurance company. A comparison of guarantee systems of fund policies
09 / 2017	Thu. 17.08.17	TITLE SERIES: (No) alternative investment strategies: How long-short and market-neutral strategies bring portfolios into a reasonable and asymmetrical return/risk ratio PART 1: Stock strategies	Company pension and health schemes: People who safeguard their pension and health via the company can save cash. Employers tie valuable employees to their company through company pension plans and company health insurance. The advantages and disadvantages of unit-linked biometric products

1) We will gladly send you the latest magazine topic schedule automatically every month. You can order it by writing to us at [media@dasinvestment.com](mailto:media@dasinvestment.com)

# THE SCHEDULE PLANNER (SEP. - DEC.) 2017<sup>1)</sup>

Topics in each issue: investment funds, insurance, closed-end funds, alternative investments, derivatives, real estate and financial advice. See below for the topic preview on investment funds and insurance. Other topics on request.

Issue no.	On-sale date	Investment funds	Insurance
10 / 2017	Thu. 21.09.17	TITEL-SERIE: (No) alternative investment strategies: How long-short and market-neutral strategies bring portfolios into a reasonable and asymmetrical return/risk ratio PART 2: Pension strategies	PKV: Private health insurance: What trends are emerging on the market? DAS INVESTMENT presents innovative products.  Roundtable with fund selectors from insurance companies: How to choose the right funds and what do you have to pay attention to
11 / 2017	Thu. 19.10.17	Focus: Funds and policies: Which funds are the insurers' favourites	TITLE: Old-age provision New classics, fund policies, etc.: The products that insurers can score with
12 / 2017	Thu. 16.11.17	TITLE: Relationship test: What is the correlation between the most popular multi-asset funds and how can investors make the most sensible use of the ratios? Plus: Big correlation poster	Digitisation: How insurers support brokers in everyday business with new technology. Highest-value guarantee, process management, etc.: Which security systems exist in fund policies and which are actually meaningful
09 / 2017	Thu. 21.12.17	TITLE: Outlook 2018: Trends, regulation and product solutions. What is coming in the 2018 trading year	Market outlook 2018: Market outlook 2018: Trends and regulation, assessments of insurers and marketers

1) We will gladly send you the latest magazine topic schedule automatically every month. You can order it by writing to us at [media@dasinvestment.com](mailto:media@dasinvestment.com)

# THE DISCOUNTS

## VOLUME DISCOUNT

5,0%

2 pages p. a.

10,0%

3-5 pages p. a.

15,0%

6-8 pages p. a.

22,0%

9-11 pages p. a.

25,0%

12 and more pages p. a.

## FREQUENCY DISCOUNTS

5,0%

from 3 ads p. a.

7,0%

from 6 ads p. a.

10,0%

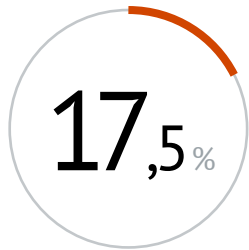
from 9 ads p. a.

12,0%

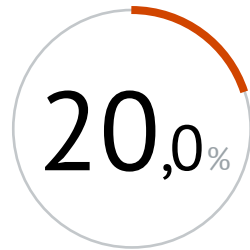
from 12 ads p. a.

# THE DISCOUNTS

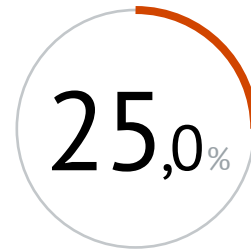
## MIXED-SIZES TURNOVER (INCL. ONLINE)



from EUR 60.000 p.a.



from EUR 80.000 p.a.



from EUR 100.000 p.a.

### DISCOUNT RULES

The mixed-sized turnover scale applies when booking several different advertising formats (e.g. ads and inserts) and when it results in a higher discount for the customer compared to the frequency scale. Loose insert/tip-on/bound-in insert/on-line bookings can be added.

### SERIES DISCOUNTS

Advertisement customers are granted an additional series discount on top of the order discount if several full pages are booked within one issue. The series discounts can be fully incorporated in the existing basic orders: 5 pages and more: 4%, 8 and more 8%, 12 and more 10 %.

### CLOSING DATES FOR CANCELLATION, ADVERTISEMENTS AND ADVERTISING COPY

See Schedule Planner, page 14. The cancellation dates are identical to the closing dates for advertisements. Due to extremely tightly calculated advertising copy deadlines, the delayed delivery of advertising copies can lead to an impairment of the printing result. In such cases, any complaints are ruled out.

# THE TECHNICAL DATA

## TRIM SIZE

210 mm wide, 297 mm high

## TYPE AREA

180 mm wide, 267 mm high

## PRINTING PROCESS

Rotary offset (cover: sheet-fed offset, perfect binding)

## COPY MATERIAL

Please always supply copy material digitally

## RESOLUTION

minimum 300 dpi, 60 screen

## COLOURS

Euroscale / CMYK

## FILE FORMATS

Open Mac files including all pictures, PostScript fonts (screen and printer fonts, not TrueType and image data used InDesign CS 6, Photoshop EPS and TIFF.

## PDF-FILES

With the specification X3 compatible with Acrobat 4.0 (1.3), printable including the complete fonts, with crop marks, CMYK

## DATA DELIVERY

By e-mail or CD with a colour-match proof. For advertisements not accompanied by a proof, claims are restricted. Files are to be transferred in a folder indicating the name of the advertiser and the **DAS INVESTMENT** issue number. ([media@dasinvestment.com](mailto:media@dasinvestment.com)).

## IMPORTANT

Please create all documents with a trim allowance of 4 mm. Send images in Photoshop EPS or Tiff format. Please do not send DCS or JPEG files. Send screened images with 300 dpi and line drawings with 1200 dpi.

## DELIVERY ADDRESS

Fonds & Friends Verlagsgesellschaft mbH  
Anzeigenproduktion **DAS INVESTMENT**  
Goldbekplatz 3  
22303 Hamburg

## NOTE

Deliveries can be made to the printer following consultation with the publisher. In this case the advertisement department requires a motif copy by fax.

# THE LOOSE INSERTS

Loose inserts are printed matter enclosed within the magazine.

## LOOSE INSERT RATES<sup>1)</sup>

up to 25 g	EUR	170,00 per thousand
Each additional 5 g	EUR	4,40 per thousand
Maximum weight 50 g		

The additional postal charges arising due to the loose inserts are borne by the client.

## TECHNICAL REQUIREMENTS

Loose inserts are inserted into the magazine at a non-specified place and must therefore meet particular requirements. With multi-page loose inserts the closed side must lie always parallel to the spine of the magazine. Accordion-fold loose inserts or inserts with stapled postcards cannot be processed. If loose inserts contain a tip-on postcard, the postcard must be gummed with strip adhesive parallel to the closed back of the loose insert so that it cannot become detached during mechanical processing. Loose inserts by the same advertiser but in different designs need specific agreement.

## TIE-IN ADVERTISING

See „General notes on loose inserts/tip-ons/bound-in inserts“ on page 24 – 26.

## PAPER

2-page inserts min. 100 g/m<sup>2</sup>,  
4-page inserts min. 80 g/m<sup>2</sup>.  
Inserts with more than 4 pages on request with dummy material. The quality of the paper must allow mechanical processing.

## CLOSING DATE FOR ORDERS AND CANCELLATIONS

See Schedule Planner, page 19

## NOTE

Please refer to the „General notes on loose inserts/tip-ons/ bound-in inserts“ on page 24 – 26.

## BOOKING POSSIBILITIES

Total circulation (split-run advertising on request), min. 30,000 copies

## LOOSE INSERT SIZES

Minimum size 148 mm wide, 105 mm high  
Maximum size 195 mm wide, 282 mm high

## DELIVERY ALLOWANCE

3 % of the respective circulation

<sup>1)</sup> All rates are before discounts and agency commission, postal charges and excluding statutory value added tax.

# THE TIP-ONS

Tip-ons are gummed to a carrier ad (at least 1/1 page) in such a way that they can be easily removed and used.

- a) postcards and other rectangular, unfolded printed matter, empty envelopes (ap closed)
- b) filled envelopes (ap closed), folded printed matter
- c) product samples on request with dummy

## TIP-ON RATES<sup>1)</sup>

Postcards and other rectangular, unfolded printed matter, empty envelopes EUR 80.00 per thousand  
Envelopes with contents, folded printed matter EUR 95.00 per thousand

The additional postal charges arising due to the tip-ons are borne by the client.

## PLACEMENT

The placement of the advertisement and the position of the tip-on on the advertisement must be agreed with the advertisement department. The placement of the tip-on is possible within a frame of approx. 30 mm from the gutter and at least 20 mm from the bleed borders. Gumming tolerances of up to 10 mm in each direction and parallelism deviations of plus 5 degrees should be taken into consideration when designing the advertisement.

## MINIMUM AD BOOKING

Basic ad at least 1/1 page (as per Rate Card)

## PAPER

Paper weight for postcards 170 g / m<sup>2</sup>  
Maximum weight for filled envelopes: please ask the publisher

## CLOSING DATE FOR ORDERS AND CANCELLATIONS

See Schedule Planner, page 17

## NOTE

Please refer to the „General notes on loose inserts/tip-ons/ bound-in inserts“ on page 24 – 26.

## BOOKING POSSIBILITIES

Total circulation

## TIP-ON SIZE

105 mm x 148 mm. Other sizes on request with dummy.

1) All rates are before discounts and agency commission, postal charges and excluding statutory value added tax.



# THE BOUND-IN INSERTS

Bound-in inserts are printed matter/brochures that are firmly bound into the magazine. The customer must deliver them ready for processing.

## BOUND-IN INSERT RATES<sup>1)</sup>

2 pages	EUR	202,00 per thousand
4 pages	EUR	379,00 per thousand

(other volumes on request)

The additional postal charges arising due to bound-in inserts are borne by the client.

## IDENTIFICATION

For press law reasons, bound-in inserts whose design does not make them clearly recognisable as advertising must be marked clearly on every page with the word „ANZEIGE“ (advertisement) in 9 pt, semi-bold capital letters

## FINAL TRIMMED SIZE

210 mm wide x 297 mm high

## PAPER WEIGHT

4 pages at least 80 g / m<sup>2</sup>

## CLOSING DATE FOR ORDERS AND CANCELLATION

See Schedule Planner page

## NOTE

Please refer to the „General notes on loose inserts/tip-ons/ bound-in inserts“ on page 24 – 26.

## BOOKING POSSIBILITIES

Total circulation

## SIZE

Untrimmed 218 mm wide, 305 mm high. Due to bleed tolerances, live copy and picture matter should be placed at least 4 mm from the top and bottom and at least 8 mm from the sides of the final trimmed size. Other sizes available on demand.

1) All rates are before discounts and agency commission, postal charges and excluding statutory value added tax.

# THE GENERAL NOTES ON LOOSE INSERTS, TIP-ONS, BOUND-IN INSERTS

The calculation basis for loose inserts/tip-ons/bound-in inserts is the printing run of the issue in question. Rates may increase if the nature of the products complicates processing. When the mail circulation is booked, currently valid postal charges are levied additionally. The net invoiced amount is subject to the statutory rate of Value Added Tax.

## DATA DELIVERY

By e-mail or CD with a colour-match proof. For advertisements not accompanied by a proof, claims are restricted.

## QUANTITY DELIVERED

To cater for fluctuations in circulation the actual quantity of loose inserts/tip-ons/bound-in inserts required must be agreed with the advertisement department once again prior to production. Quantity allowance for machine set-up 3%.

## DELIVERY ADDRESS

For further publishing information see page 31. Direct delivery to printers by agreement.

## SHIPMENT

Loose inserts/tip-ons/bound-in inserts must be delivered free to the printers exclusively on europallets in accordance with the Schedule Planner on page 14. They must not be stacked crosswise within the layer; each layer must be provided with an intermediate base at least 2 mm thick.

The delivery notes must contain the following data:

- Magazine, issue no., name of product
- No. of copies on pallet
- No. of pallets, total quantity of shipment
- Sender and recipient

A dummy should be attached visibly to each packaging unit.

## NOTE

When placing an order, a pattern (4-fold) must be submitted. The order is mandatory only after reception and approval of the pattern.

## COST OF WASTE DISPOSAL

Should tip-ons/loose inserts from return copies have to be disposed of, the customer bears the additional cost, to be calculated in each individual case.

## LIABILITY

Damages incurred by the publisher as a result of the customer's failure to observe the technical requirements are to be made good. In the event of any processing difficulties that may arise, production of the magazine circulation has priority.

# THE SPECIAL PUBLICATION

**DAS INVESTMENT** releases high-quality specials on current capital investment and insurance topics and in connection with industry events (such as finance trade shows, congresses, etc.). These appear as the large-format supplement **DAS INVESTMENT EXTRA** or as the pocket-format **DAS INVESTMENT THEMA**. For these special issues the magazine cooperates with one or several renowned market players and/ or industry associations which can contribute their expertise.

**DAS INVESTMENT** stands for qualified editorial competence, up-to-date reporting, high credibility and communication tailored to the target group. The cooperation partners of **DAS INVESTMENT EXTRA** and **DAS INVESTMENT THEMA** also profit from this:

The high-impact specials provide the cooperation partners with ideal conditions for sustained communicative success.

## **DAS INVESTMENT EXTRA**

Supplement<sup>1)</sup>,  
inserted into the print magazine

Volume     variable, min. 16 inner pages  
              plus 4 Umschlagseiten  
Format<sup>2)</sup>   200 mm x 280 mm (W x H)  
Price        EUR 45,000



## **DAS INVESTMENT THEMA**

Booklet<sup>1)</sup>,  
gummed to front cover (OFC) or base ad

Volume     variable, from 20 pages  
Format<sup>2)</sup>   165 mm x 165 mm (W x H)  
Price        EUR 39,500

1) **DAS INVESTMENT EXTRA** and **DAS INVESTMENT THEMA** are also available as eBooklets. In doing so, the publisher additionally makes it online coverage available.  
2) Copy material for advertisement is to be supplied with a 4 mm trim allowance on all outer edges.

# THE CONTENT RATES

## COPYRIGHTS

(for online use)

1st page EUR 300.- as PDF

2nd page EUR 200.- as PDF

following page EUR 100.- as PDF

Rates plus possible image/diagram license costs

## SPECIAL PRINTS / REPRINTS

**VOLUME** 2-page or 4-page

**FORMAT** 2-page: 210 x 297 mm

4-page: 420 x 297 mm open,  
210 x 297 mm closed

**PRINT** 5 / 4-farbig Euroskala + Pantone 21c

**PAPER** Art print, white glossy, weight: 150 g / m<sup>2</sup>

<b>PRICE</b>	Circulation <sup>2)</sup>	2-page <sup>2)</sup>	4-page <sup>2)</sup>
	5,000 copies	EUR 1,500.-	EUR 1,950.-
	10,000 copies	EUR 1,800.-	EUR 2,700.-
	15,000 copies	EUR 2,250.-	EUR 3,600.-
	20,000 copies	EUR 2,400.-	EUR 4,200.-



1) Content ads are not discountable or subject to commission. All rates are excluding statutory value added tax.

2) further circulation on request

General Terms and Conditions for advertisements and other advertising media on DAS INVESTMENT.com

1. These General Terms and Conditions apply to all contracts between the client and Fonds & Friends Verlagsgesellschaft mbH (hereinafter „contractor“) for the insertion of one or more advertisements or other advertising media of the client (hereinafter referred to generally as „advertisements“) on the website of the contractor (www.dasinvestment.com) and/or in electronic newsletters of the contractor for the purposes of distribution. These General Terms and Conditions do not apply to the insertion of advertisements in print media.
2. An „Advertising Order for the purposes of these General Terms and Conditions is a contract for the publication of advertisements from an advertiser on the website of the contractor and/or in electronic newsletters of the contractor for the purposes of distribution.
3. The contractor shall publish the advertisement for the contractually agreed period or up to the attainment of the contractually agreed ad impressions on the contractually agreed advertising space (website and/or electronic newsletter).
4. The client can be the advertiser itself or an agency or other service provider advertising on behalf of a third party for that third party's goods and/or services. Provided there is no written agreement to the contrary, the contract is concluded with that entity which acts as the client vis-à-vis the contractor. If a booking is made on behalf of a third party, the third party is to be named to the contractor.
5. Upon placing an advertising order the client recognises these General Terms and Conditions for the order concerned as currently valid at the time of placing the order and the currently valid rate card of the contractor as binding.
6. Any deviating terms and conditions of the client only become a component of the contract if this is confirmed expressly in writing by the contractor.
7. Advertising media can be, for example, pictures, texts, sound sequences, moving images (e.g. banners) or consist of sensitive surfaces which upon being clicked establish a connection via an online address given by the client to other data which lie in the field of the client (e.g. a link).
8. The contract between the client and the contractor is concluded when the contractor confirms the order in writing or the client accepts in writing an offer made by the contractor, without changes. Fax and e-mail meet the requirement of the written form.
9. Agreements on deadlines and placement wishes of the client only become a component of the contract if confirmed by the contractor in the form required for the conclusion of a contract.
10. If the terms of the contract grant the client the right to publish individual advertisements, then these must be published within the publication time limit agreed between the parties. If no time limit has been agreed, then the client must publish the advertisements within one year following conclusion of the contract. Once this period has expired, the right of the client to publish advertisements is cancelled without replacement.
11. If the client does not publish advertisements at all, or not in time, or not completely, the client is not entitled to claim reimbursement of the agreed payment.
12. The client assures the contractor that it owns all the rights necessary to insert the advertisement and that the advertisements are clearly recognisable as advertising media. If the advertisement references other websites (link), then the client guarantees that these websites
  - do not infringe any rights (in particular copyright, moral rights or any other commercial protection rights) of third parties,
  - do not violate any legal regulations and do not contain any viruses, worms, trojans or other links or processes which could be damaging to the contractor or Internet users or serve the spreading of viruses, worms or trojans.
13. The client indemnifies the contractor upon first demand from all third-party claims which are raised against the contractor resulting from the advertising media ceded by the client and from the websites referenced by a link in the advertisements. Indemnification also embraces the costs of any necessary legal defence. The above provisions also apply by analogy to the case that the client provides the contractor with content (texts or pictures) for reasons other than for the purpose of advertising. In such cases it also rests with the client to indemnify the contractor from third-party claims, should these be raised in connection with the content supplied.
14. The contractor reserves the right to refuse advertising orders, to deny the (further) publication of advertisements by the client and to withdraw the possibility of publication if - the contents of an advertisement are contrary to the laws and regulations of public authorities, or

- an advertisement contains advertising of or on behalf of third parties without prior notification of the contractor, or
  - the publication of an advertisement is not possible or cannot be reasonably expected of the contractor on the grounds of its content, origin or technical form, or
  - a dispute exists as a result of an advertisement between the contractor and a third party or between the client and a third party, as a consequence of which a third party could claim damages against the contractor due to the publication of the advertisement.
15. Should the contractor exercise its right of refusal following publication of an advertisement, then the client is entitled to provide the contractor with a new or modified advertisement which does not infringe Art. 14 of these General Terms and Conditions. Any resulting delays in publication are to be borne by the client. On no account is the client entitled to reimbursement of payment if the content of the advertisement infringes Art. 14.
  16. The contractor is not obliged to check orders and advertisements as to whether they breach the rights of third parties and in particular whether there is any breach of legal regulations under competition and copyright law.
  17. Without the prior written consent of the contractor, the client is not entitled to assign or transfer claims arising from the contract to third parties if this alters the content of the advertisement.
  18. The contractor is entitled to label advertisements which are not recognisable as such with the word „advertisement“ upon publication, or to demand that the client perform such labelling. The costs arising are borne by the client. The contractor may also set the advertisement apart from the editorial content in order to emphasise its advertising character.
  19. The client shall deliver the advertising media at the latest 5 working days prior to the agreed insertion date in a complete and flawless form which is suitable for insertion. The contractor will notify the client without delay if alterations must be made to the advertisement copy or artwork.
  20. Should the client fail to provide the contractor with the advertising media in time, with the result that the advertisement cannot be published on the agreed insertion date, then the contractor is entitled to publish the advertisement on the next possible insertion date. If the client has booked a certain time period, then this period is shifted accordingly into the future. The contractor is not obliged to facilitate the agreed number of ad impressions within a shorter period of time. The client can agree to a smaller number of ad impressions in the time period originally agreed instead of having the publication period shifted. None of the cases mentioned entitles the client to a reduction in payment.
  21. The client is obliged to check the advertisement after the first insertion and to notify the contractor without delay, should the advertisement exhibit any errors or defects.
  22. In the event of partially incorrect or incomplete publication of the advertisement the client can choose between a reduction in payment or the publication of an flawless replacement advertisement (rectification). Should the contractor allow a reasonable period of time, stipulated by the client for the purpose of rectification, to elapse, then the client is entitled to a reduction in payment. The same applies in the event of advertisements produced faultily by the contractor when sending the electronic newsletter. In this case, the client may cancel the order if the replacement advertisement is not free of defects.
  23. The contractor undertakes to make the best possible reproduction of the advertisement in accordance with the usual technical standards. Common downtimes due to scheduled and non-scheduled maintenance work do not entitle the client to reduce payment or to exercise any other rights. The same applies to times in which the reproduction of the advertisement is not possible for reasons for which the contractor is not responsible (e.g. force majeure, strikes or hacker attacks).
  24. Any further claims for defects and claims by the client for damages on grounds of defective performance, tortious act, violation of duties in contractual negotiations or non-performance are excluded. This does not apply in cases
    - of intent or gross negligence,
    - of injury to life, limb or health,
    - where the damage is based on culpable violation of essential contractual duties,
    - or in the event of non-observance of assumed guarantees of quality and durability.
 Essential contractual duties are the principal contractual obligations and other (secondary) contractual obligations which in the event of a culpable violation of duty can result in the attainment of the purpose of the contract being compromised. In terms of amount, liability is limited to the compensation of the typically foreseeable damages.
  25. In the case of mandatory liability, e.g. as per product liability law, the above limitations of liability do not apply. Claims of the contractor on grounds of lost profit are excluded, irrespective of the legal basis.
  26. Settlement is usually based on the reporting drawn up by the contractor. Should reporting drawn up by the client deviate from this, the parties shall endeavour to agree on which reporting figures are to be taken as the basis. A mean value can be agreed.
  27. Invoices are to be paid, without deductions, within 10 days of the invoice date. In the event of

default in payment, interest is charged on the receivables due at 8 percentage points above the current basic interest rate.

28. If the client is granted a discount on grounds of a future booking volume which the client has promised or announced, and which is then discountable in total, and if the volume originally assumed is not attained at the end of the agreed time period, then the client shall subsequently pay the amount which was granted as a discount based on the future booking volume initially assumed.
29. The contractor reserves the right to demand advance payment from the client. This also applies in the event that the client is already in default of payment and further orders have been placed by the client. The contractor can make the performance of the further orders or the publication of advertisements dependent on a prepayment or the full settlement by the client of invoices already due.
30. On request, the contractor shall supply a screenshot of the published advertisement with the invoice as a voucher copy. If a copy can no longer be supplied, then a legally binding certificate from the contractor regarding the publication and circulation of the advertisement will be provided in its place.
31. The obligation to keep advertising media sent by the client ends three months following expiry of the agreed publication period. The contractor is entitled to keep the advertising media indefinitely.
32. The contractor undertakes to protect the rights of the client to the advertising media, in particular the copyright.
33. Cancellation of the order by the client is possible. It is required in the form of text (letter, fax, e-mail). If cancellation is made at least 6 working days before insertion commences, no costs are incurred by the client. For cancellations made later than this, but before the start of insertion, the client must pay 50% of the payment sum agreed. If cancellation is made even later, i.e. after the first insertion of the advertisement, or after expiry of the contractually agreed – first – insertion date, the contractor is entitled to charge the client 100% of the payment sum agreed. Cancellation is also deemed to have occurred if the client fails to provide the contractor with the advertising media, with the consequence that publication of the advertisement cannot take place.
34. The online usage data of the contractor are checked by the IVW.
35. The place of fulfilment is the head office of the contractor. The place of jurisdiction is Hamburg.
36. German law applies, to the exclusion of the UN Convention on Contracts for the International Sales of Goods.

# THE PUBLISHING HOUSE

## PUBLISHING HOUSE

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Goldbekplatz 3  
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info@dasinvestment.com  
www.dasinvestment.com

## POSTAL ADDRESS

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20107 Hamburg

## BANK

Sparkasse Neuss  
IBAN: DE46 3055 0000 0080 1045 32  
BIC/SWIFT: WELA DE DN

## COMAPNY REGISTER

HRB 73703 • Amtsgericht Hamburg

## CONDITIONS OF PAYMENT

Payment is due 10 days after invoice date.  
Direct debit arrangements can be made.

## VALUE ADDED TAX

The currently valid rate of statutory value added tax is added to the net rates and is due for payment on the same dates.

# THECONTACTS

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## Banner Delivery

[onlinemedi@dasinvestment.com](mailto:onlinemedi@dasinvestment.com)

Hint: Please send artwork general  
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