

**Cash.**PRINT

**2021**  
MEDIA KIT

VALID FROM JANUARY, 1ST, 2021

# TABLE OF CONTENT

**2021**  
MEDIA KIT

Readership/Circulation	<b>3</b>
Basic Formats	<b>4</b>
Special Formats	<b>5</b>
Content Formats	<b>6</b>
Dates	<b>9</b>
Main Topics Investment Funds	<b>10</b>

Discounts	<b>11</b>
Inserts	<b>12</b>
Technicals	<b>14</b>
Contacts	<b>15</b>

# READERSHIP + CIRCULATION

2021  
MEDIA KIT

## TARGET GROUP + PRODUCTS\*



**75%**  
Insurance Broker  
(\$ 34d GewO)



**26%**  
Real Estate Broker  
(\$ 34c GewO)



**77%**  
Investment Broker  
(\$ 34f GewO)



**47%**  
Mortgage Broker  
(\$ 34i GewO)



**78%**  
Insurances



**78%**  
Investment Funds



**41%**  
Real Estate



**61%**  
Tangible Assets



**25%**  
Gold/Precious Metals



**63 Min.**  
Average Reading Time



**83%**  
are reading at least  
half of the issue



**36 Mio. Euro**  
Volume of brokered assets  
(Investment Funds)  
per Financial Advisor

## REACH



**No. 2\*\***  
Coverage /  
Independent Financial Advisor



**Coverage**  
92.000\* readers



**Circulation**  
(IVW-proved)\*\*\*  
34.000 Copies

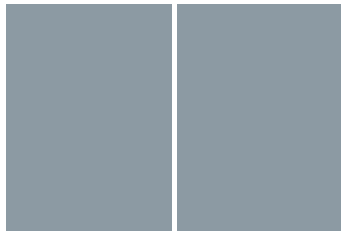
\* Cash. Readership Analysis 2019  
\*\* HBS Media- an Brandstudy 2020



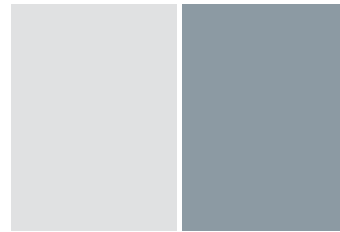
\*\*\* IVW, Cash. issue 11/2020

# BASIC FORMATS

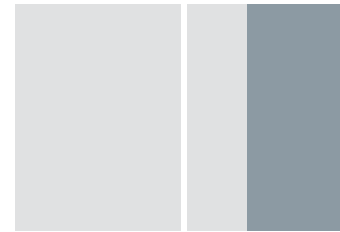
2021  
MEDIA KIT



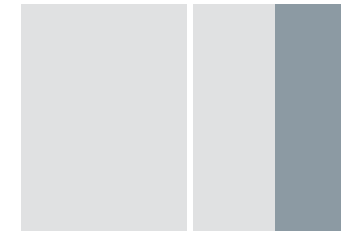
**2/1**  
420 x 280 mm  
+ 3 mm bleed  
**17,300 Euros**



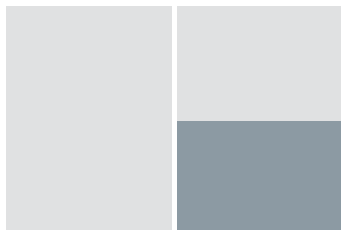
**1/1**  
210 x 280 mm  
+ 3 mm bleed  
**8,700 Euros**



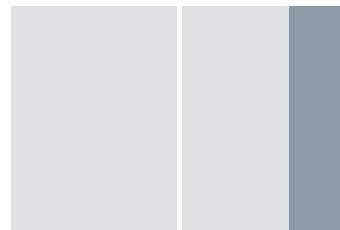
**2/3**  
134 x 280 mm  
+ 3 mm bleed  
**6,500 Euros**



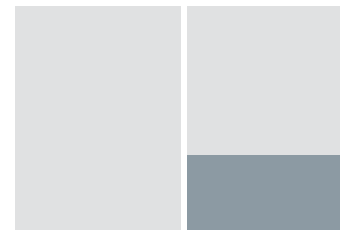
**1/2**  
102 x 280 mm  
+ 3 mm bleed  
**5,300 Euros**



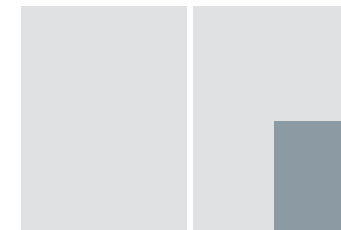
**1/2**  
210 x 138 mm  
+ 3 mm bleed  
**5,300 Euros**



**1/3**  
73 x 280 mm  
+ 3 mm bleed  
**4,100 Euros**



**1/3**  
210 x 93 mm  
+ 3 mm bleed  
**4,100 Euros**



**1/4**  
87 x 124 mm  
+ 3 mm bleed  
**3,700 Euros**

# SPECIAL FORMATS

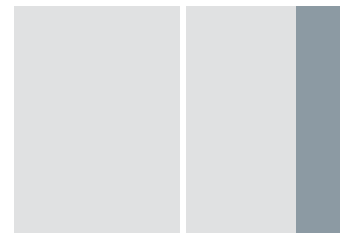
2021  
MEDIA KIT



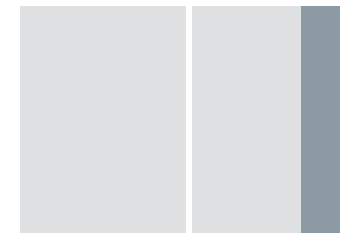
**Cover Page 2**  
210 x 280 mm  
+ 3 mm bleed  
**10,700 Euros**



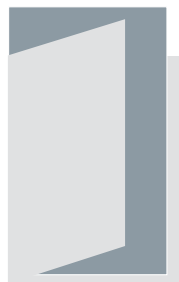
**Cover Page 4**  
210 x 280 mm  
+ 3 mm bleed  
**10,700 Euros**



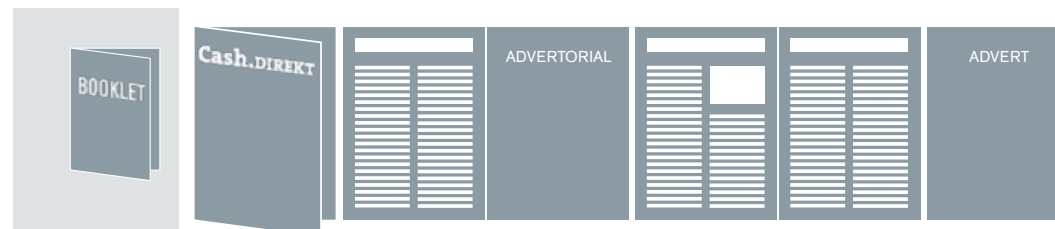
**1/3 Editorial**  
73 x 280 mm  
+ 3 mm bleed  
**4,100 Euros**



**1/3 Table of Content**  
73 x 280 mm  
+ 3 mm bleed  
**4,100 Euros**



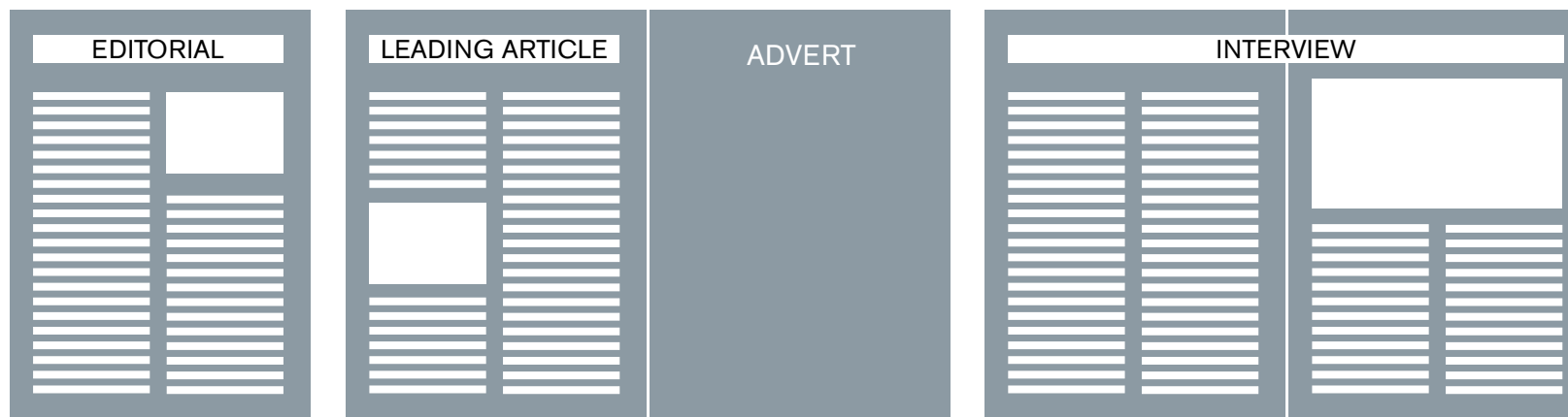
**Oversize-Insert**  
190 x 305 mm  
**224 Euros per 1.000**



**Title Cover Booklet**  
110 x 150 mm  
**19,800 Euros** (min. 16 pages)

### CASH.EXKLUSIV

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



**5 Pages**

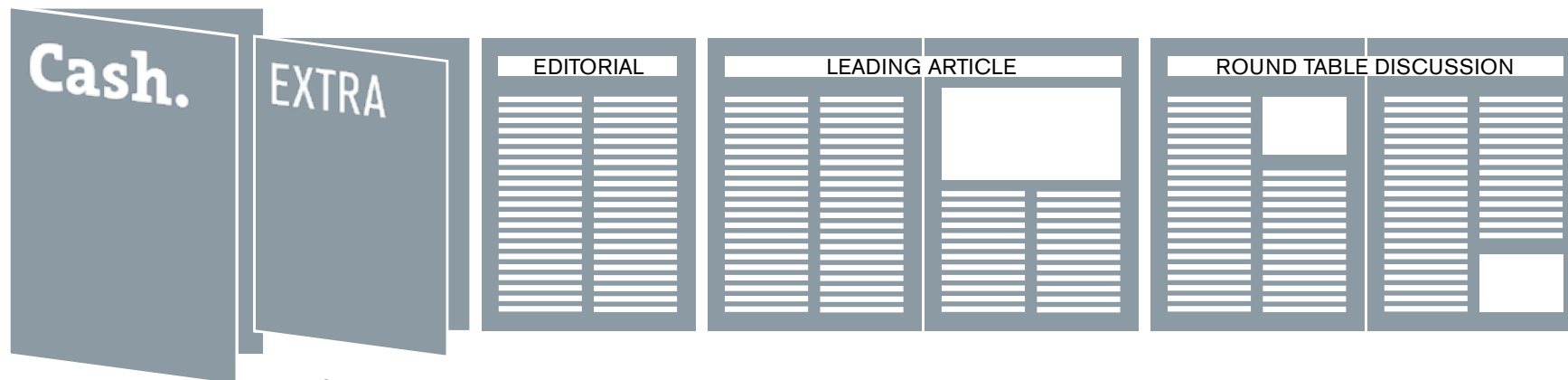
**12,500 Euros** (no further discounts or ac)

#### Including:

- Editorial and articles by Cash. editorial department
- Double-sided interview
- Print publication
- 200 copies on demand
- Including rights of use
- Publication as a microsite on Cash.Online
- 1/1 page print advert
- Online advertising Cash.EXKLUSIV with
  - 30.000 Ad Impressions
  - 3 x promolinks in Cash.Newsletter
  - and on all social media channels

## CASH.EXTRA

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



### Cash.Extra

189 x 265 mm

**13,900 Euros** (ca. 20 pages / no further discounts or ac)

#### Including:

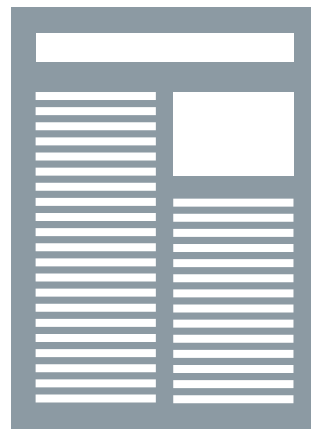
- Participation in Roundtable discussion
- Print publication
- 1.000 copies on demand
- Including rights of use
- Publication as a microsite on Cash.Online
- Online advertising Cash.EXTRA mit
  - 30.000 Ad Impressions
  - 3 x promolinks in Cash.Newsletter
  - and on all social media channels
- Individual online-advertorial
- Online advertising with
  - 30.000 Ad Impressions
  - 3 x promolinks in Cash.Newsletter

## CASH.ADVERTORIALS

Introduce your product, market or corporate strategy. This is your double page (or 1/1 page) exclusively for your individual content. We do the layout work for you.



**2/1 Pages**  
**14,900 Euros**  
plus 1,350 Euros layout costs



**1/1 Page**  
**8,700 Euros**  
plus 900 Euros layout costs



# DATES

2021  
MEDIA KIT

Issue	On-Sale Date	Ad Closing	Ad Copy Date	Date of Delivery Inserts
02-2021	28.01.2021	08.01.2021	11.01.2021	13.01.2021
03-2021	18.02.2021	27.01.2021	29.01.2021	03.02.2021
<b>Special ESG Sustainability</b>	<b>18.02.2021</b>	<b>27.01.2021</b>	<b>29.01.2021</b>	<b>03.02.2021</b>
04-2021	18.03.2021	24.02.2021	26.02.2021	03.03.2021
<b>Special Digitisation</b>	<b>18.03.2021</b>	<b>24.02.2021</b>	<b>26.02.2021</b>	<b>03.03.2021</b>
05-2021	15.04.2021	24.03.2021	26.03.2021	29.03.2021
<b>Special Tangible Assets/Real Estate</b>	<b>15.04.2021</b>	<b>24.03.2021</b>	<b>26.03.2021</b>	<b>29.03.2021</b>
06-2021	12.05.2021	20.04.2021	22.04.2021	27.04.2021
<b>Special Investment Funds</b>	<b>27.05.2021</b>	<b>05.05.2021</b>	<b>07.05.2021</b>	<b>10.05.2021</b>
07-2021	24.06.2021	02.06.2021	04.06.2021	09.06.2021
08-2021	22.07.2021	30.06.2021	02.07.2021	07.07.2021
09-2021	19.08.2021	28.07.2021	30.07.2021	04.08.2021
10-2021	16.09.2021	25.08.2021	27.08.2021	01.09.2021
11-2021	14.10.2021	22.09.2021	24.09.2021	29.09.2021
<b>Special Insurances</b>	<b>25.10.2021</b>	<b>04.10.2021</b>	<b>06.10.2021</b>	<b>08.10.2021</b>
12-2021	11.11.2021	20.11.2021	22.10.2021	27.10.2021
01-2021	09.12.2021	17.11.2021	19.11.2021	24.11.2021



# MAIN TOPICS INVESTMENT FUNDS

**2021**  
MEDIA KIT

Issue	Investment Funds
02-2021	<b>Europe-Funds</b> Which skid marks the pandemic has left
03-2021	<b>Title: Precious metal fund</b> Will the gold and silver bull market continue?
04-2021	<b>US-Funds</b> How politics affects the stock market
05-2021	<b>Title: Technology-Funds</b> Best Strategies with AI and Big Data
06-2021	<b>Fixed Income</b> The interest rate dilemma calls for smart solutions
07-2021	<b>(Title:) Dividend Fund</b> Benefit from the mega profits of companies

Issue	Investment Funds
08-2021	<b>Emerging Markets</b> Which countries will recover the fastest
09-2021	<b>Multi Asset Funds</b> Which products are hot and which are not
10-2021	<b>ETF &amp; ETP</b> Boom in passive investments continues
11-2021	<b>Title: ESG Investments</b> An industry on the rise
12-2021	<b>Frontier Markets</b> Which countries are ripe for investment
01-2022	<b>The investment topics in 2022</b> This is what the asset managers are planning

# DISCOUNTS

## FREQUENCY\*

### Frequency Discount\*

3 x	3 %
6 x	5 %
9 x	7 %
12 x	10 %

## VOLUME DISCOUNTS\*

### Frequency Discount

3 Seiten	5 %
6 Seiten	8 %
9 Seiten	12 %
12 Seiten	15 %

\* Only one of the two scales can be used. Discount scales only apply to contracts. The basis for the discount calculation is the respective basic ad price.

AC: 15 %

Discount only granted to advertising agencies that commercially place orders from third parties with publishers.

Discounts/price reductions (within one insertion year)

# INSERTS / BOUND-IN INSERT

	STICKER INSERTS	INSERTS	BOUND-IN INSERT
<b>Description</b>	<p>Sticker inserts are affixed to a carrier advertisement in such a way that they can be removed by interested parties. Postcards, Booklets, CDs (in paper sleeve) and folding cards must have a closed, right-angled edge. Products with a zigzag fold cannot be processed by machine! The glue line is parallel to the flange of the carrier object.</p>	<p>Inserts are loosely attached to the magazine. The printed material must be machine-processable and made available on time by the customer.</p> <p>Format specification for standard inserts Width x height: min. 105 mm x 148 mm, max. 190 mm x 260 mm</p>	<p>Bound-in Inserts are printed matter firmly bound into the magazine. Format specification Width x height: max. 210 mm x 280 mm</p>
<b>Production</b>	<p>Please send us a positioning specification in advance (position of the sticker on the carrier advertisement).</p> <p>Minimum distance to waistband: 30 mm, to side edges: 10 mm.</p> <p>Format specifications width x height: min. 105 mm x 148 mm, max. 190 mm x 190 mm, Thickness max. 1 mm</p>		<p>Set up type area at least 8 mm from trim (page feed); head trim: 10 mm; foot trim: 3-14 mm; side trim: 3 mm. Seam: rebate for head unit 10 mm, from 8 pages circumference at the head closed. Delivery form: closed at head; positioning: middle of handle. Special formats or particularly large inserts are only possible after prior enquiry and inspection.</p> <p>Attention: For processing reasons, it may be necessary to produce with foot unit/foot closed. Please inquire before production.</p>
<b>Delivered Quantity</b>	The ordered circulation plus 3 percent for processing		

# INSERTS / BOUND-IN INSERT

2021  
MEDIA KIT

	STICKER INSERTS	INSERTS	BOUND-IN INSERT
<b>Prices</b>	<p>4,000 Euros without discounts, prices for the total print run, plus sales tax and postage. The price may increase if the condition of the sticker makes processing more difficult and causes additional costs. Sticker inserts are not eligible for commission and discounts.</p>	<p>Standard inserts up to 25 g: 179 Euros per 1,000 copies. Oversize inserts: 224 Euros per 1,000 copies. Additional weight: 4 Euros per 1,000 copies per additional 5 g. Prices plus VAT and postage*.</p>	<p>Price per 1,000 copies: up to 4 pages: 179 Euros up to 8 pages: 209 Euros up to 12 pages: 239 Euros up to 16 pages: 264 Euros Further volumes on request Prices plus VAT and postage*.</p>
<b>Samples</b>	<p>The order only becomes compulsory after submission of a binding sample in size, weight and processing and its examination. Binding samples (5 copies each) and placement specifications (adhesive labels) must be submitted by the advertising deadline at the latest:</p> <p>Cash.Print GmbH · Advertisement administration Friedensallee 25 · 22765 Hamburg</p> <p>Dierichs Printing + Media GmbH &amp; Co. KG · Mr. Jörg Winkelmann Frankfurter Strasse 168 · 34121 Kassel</p>		
<b>Delivery</b>	<p>Delivery for the Cash magazine will be made to the company free of charge on the registered date, at least 21 calendar days before the first day of sale:</p> <p>Dierichs Druck + Media GmbH &amp; Co. KG, Tor 2 / Versand, Mr. Jörg Winkelmann, Frankfurter Straße 168 · 34121 Kassel, Germany</p> <p>For further details, please refer to the guidelines for the delivery and packaging of inserts on request from the publisher.</p>		

\* Postage charges: Total circulation up to 25 g 350 Euros / partial circulation up to 25 g 150 Euros / extra weight on request

# TECHNICAL SPECIFICATIONS

**2021**  
MEDIA KIT

Magazine format: 210 mm x 280 mm  
Type area: 178 mm x 252 mm  
Printing method: Web offset, Saddle stitching  
Resolution: 60mm-grid  
Colours: Euroscale  
Exposure: Computer to Plate (CTP)  
Colour profiles: Envelope: ISO Coated V2 (39L)  
Content: LWC\_improved\_45L

## IMPORTANT NOTES

- ◆ Please note the information on data delivery so that a faultless identification of your advertisement can be guaranteed.
- ◆ For advertisements that go beyond the type area, 3 mm bleed must be added over each page.
- ◆ Text content in advertisements that go beyond the type area must be included so that it is not damaged by the bleed, from the edge of the magazine 5 mm from each side of the page

## Digital printing template

Digital print documents separate offset (Euro-Standard DIN 16539). Due to the CTP process, only digital artwork can be used. RGB data cannot be used. Special colours must be converted to CMYK. Image data require a resolution of at least 300 dpi.

## Open file formats

Always send fonts and pictures used when delivering open data. For images, no RGB colour spaces, no JPG formats and no DCS files, minimum resolution 300 dpi.

- ◆ Illustrator up to CS6
- ◆ Photoshop up to CS6
- ◆ InDesign up to CS6

## Closed file formats

High-resolution, printable composite PDFs with crop marks, CMYK, fonts embedded, no RGB, LAB or ICC color spaces embed, EPS files.

## Data delivery

Data must be marked with the following information: Title (cash.), issue, name of advertising motif, name of customer, telephone number, name of data sender/manufacturer including data protocol, telephone and fax number of data sender/manufacturer..

## Data Storage Device

CD (Mac/ISO Hybrid), further data media on request

## Data dispatch

Cash.Print GmbH, Advertising Disposition  
Friedensallee 25  
22765 Hamburg  
Phone: 040/51444-164  
Fax: 040/51444-269  
Susanne Carstens  
E-Mail: carstens@cash-online.de  
E-Mail: verkauf@cash-online.de

Circulation: 34.000 copies\*



\* IVW, Cash. issue 11/2020

## **MEDIA SALES PRINT + DIGITAL**

### **Andreas Rullmann**

Tel.: 069/13816-821

Fax: 069/13816-822

E-Mail: rullmann@cash-online.de

### **Carsten Hagedorn**

Tel.: 040/51444-195

Fax: 040/51444-269

E-Mail: hagedorn@cash-online.de

## **MANAGING DIRECTOR**

### **Gerhard Langstein**

Tel.: 040/51444-200

Fax: 040/51444-269

E-Mail: langstein@cash-online.de

## **BOOKING MANAGEMENT**

### **Susanne Carstens**

Tel.: 040/51444-164

Fax: 040/51444-269

E-Mail: carstens@cash-online.de

## **DISTRIBUTION**

### **Karena Milewski**

Tel.: 040/51444-347

Fax: 040/51444-269

E-Mail: kmilewski@cash-online.de

## **PUBLISHER**

Cash.Print GmbH

Friedensallee 25

22765 Hamburg

Tel.: 040/51444-0

Fax: 040/51444-120

E-Mail: info@cash-online.de

Internet: www.cash-online.de

## **BANK DETAILS**

HypoVereinsbank AG

Kto.-Nr. 6 305 460

BLZ 200 300 00

IBAN: DE89200300000006305460

BIC: HYVEDEMM300

Vat-Number: DE 202667963

The publisher's terms and conditions apply to the processing of orders.  
The information contained in this price list may be updated during the year;  
the latest version of this price list can be found at:  
[www.cash-online.de/mediadaten](http://www.cash-online.de/mediadaten)