

# Cash. PRINT



# MEDIA KIT 2024

VALID FROM 26TH OCTOBER, 2023

**2. PLATZ**

Reichweite Print

**Cash.**

Sonders Selektion Versicherungsmakler  
Fachverlage - Erscheinung 12x p.a.

disphere | 2023/24

**2. PLATZ**

Aktualität Print

**Cash.**

Leseverhalten Vermittler  
Fachverlage - Erscheinung öfter 12x p.a.

disphere | 2023/24

**Cash.**

Mediaanalyse 2022

**2. Platz**

Reichweite Magazin Print monatlich

**MRTK**  
MARKETING RESEARCH TEAM KIESELER

**CASH.**

Markenmonitor Makler 2020

**90%**

Sehr hohe Bekanntheit

**MRTK**  
MARKETING RESEARCH TEAM KIESELER

**hbs**

**PLATZ 2**

HBS Medien- und Markenstudie 2020

**FACHPUBLIKATIONEN**

Unabhängige Finanzberater

## Your Gateway to the Financial World

In the realm of print media, Cash. has achieved the 2nd position both in reach and timeliness, and for good reason. The high standard set in previous years continues.

Cash. is much more than a mere financial magazine; it stands as a reliable source of well-founded information and analyses in the financial sector. Our readers appreciate not only the depth of our articles but also the timeliness and precision with which we present the latest developments in the financial world.



### A Glance at Our Accolades:

**2nd Place in Print Media Reach:** Cash. has established itself as one of the leading players in the field of print media. Our reach spans a wide spectrum, from financial experts and investors to key decision-makers in the business world.

**2nd Place in Print Media Timeliness:** In the fast-paced world of finance, timeliness is of paramount importance. Cash. distinguishes itself through swift and accurate reporting on the latest developments. Our readers can rely on receiving the most current information.

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



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## ABOUT CASH.



**Cash.** is one of the **best-known trade magazines** for independent financial advisors in insurance, investment funds, real estate and tangible assets – and offers financial news for investment, real estate and insurance advisors. In particular Cash. reports on long-term investments such as life insurance, investment funds, real estate and tangible assets, as well as on current trends such as digitization and ESG and their impact on the industry.

In addition to decision-makers at the level of product providers, the core target group are **independent financial advisors, brokers, salespersons, distributors, banks, asset managers, fund managers**. The client structure is balanced. This makes Cash. a cross-sector medium with a character of general interest.

Cash. is a **cross-media** magazine with various formats such as website in responsive web design, newsletters, monthly print edition & ePaper, podcast, videos produced in our new, professional greenscreen studio, webinars and live events.

**Print content formats**, such as **Extras** based on roundtables and **Exklusiv**, are distributed cross-media (print, website, Cash. 5vor5 newsletter, Cash.OnVista newsletter, social media). Videos of the roundtables are shot and produced in our new, professional greenscreen studio and published on Cash.'s digital channels, for which customers receive unlimited usage rights.

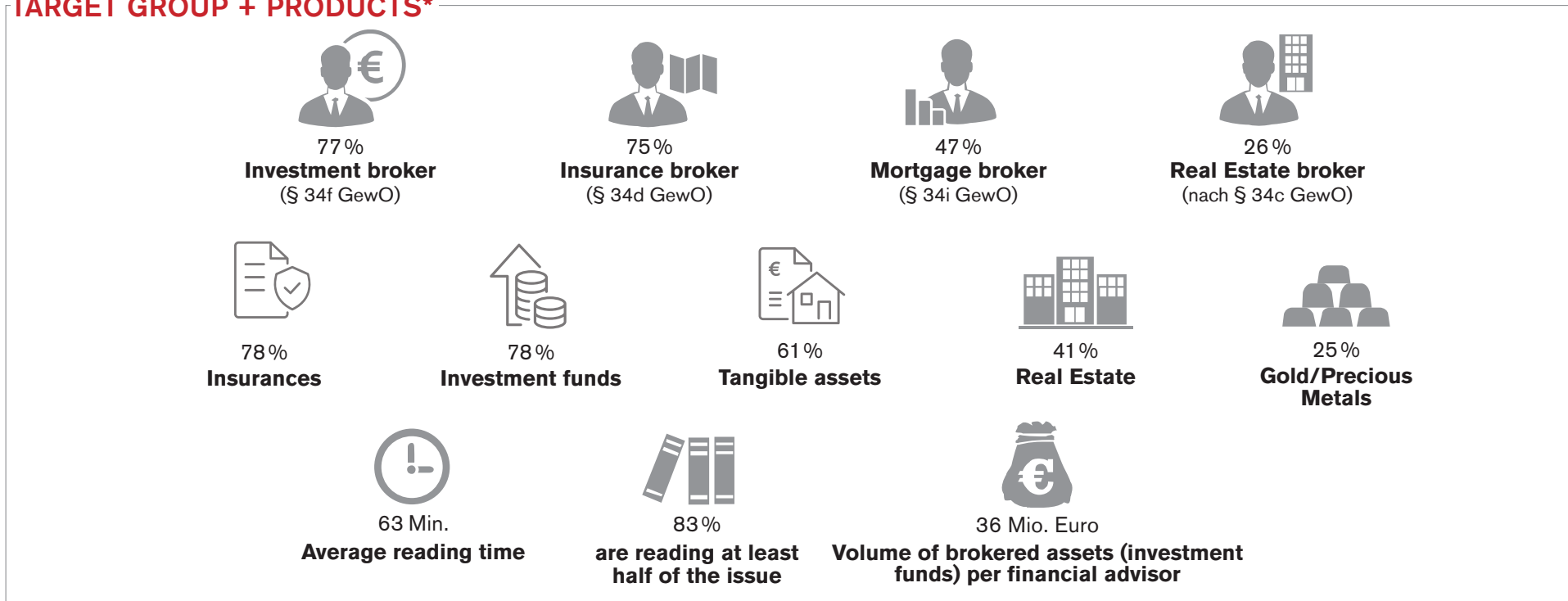
It should be emphasized that Cash. ranks 2nd among brokers and independent financial advisors in terms of **print reach** (disphere Vermittler Media Analyse 2023/24, MRTK Media-Analyse 2022 as well as HBS Medien- und Markenstudie 2020), 2nd in terms of **up-to-dateness** (disphere Vermittler Media Analyse 2023/24) and has a **very high awareness level** of 90% (MRTK Marken-Monitor 2020). On the other hand, with 31.500 total circulation (IVW 3/2022), Cash. is one of the few magazines to still have an **IVW-verified circulation**.

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



### READERSHIP + CIRCULATION

#### TARGET GROUP + PRODUCTS\*



#### CIRCULATION



**No. 2\*\*\*\*\***  
Coverage / Up-to-dateness insurance broker



**No. 2\*\***  
Coverage / independent financial advisors



**No. 2\*\*\***  
Coverage / Magazine Print monthly



**90 %\*\*\*\***  
Very high notoriety



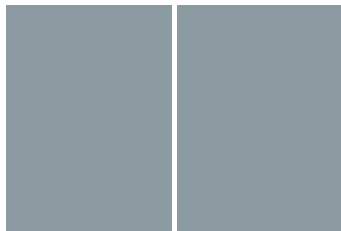
#### Circulation (IVW-verified)\*\*\*\*\*

Print run: 31,000  
Spread Copies: 31,444  
Sold copies: 29,617  
Included ePapers (numbers sold): 1.731

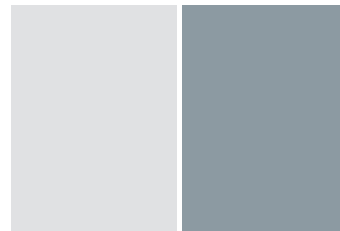
- \* Cash. Readership Analysis 2019
- \*\* HBS Media- and brand study 2020
- \*\*\* MRTK Media Analysis 2022
- \*\*\*\* MRTK Brand Monitor Broker 2022
- \*\*\*\*\* disphere Vermittler Media Analyse 2023/24
- \*\*\*\*\* IVW 3/2023



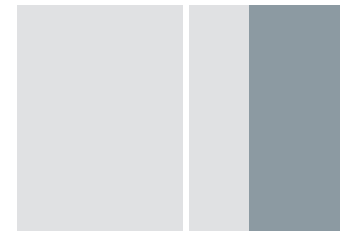
### BASIC FORMATS



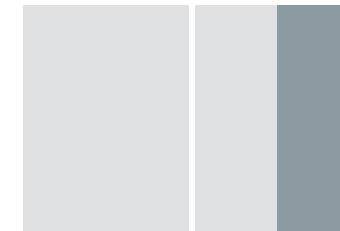
**2/1**  
420 x 280 mm  
+ 3 mm bleed  
**19,000 Euros**



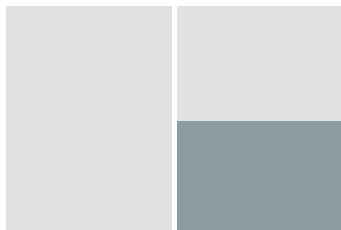
**1/1**  
210 x 280 mm  
+ 3 mm bleed  
**9,500 Euros**



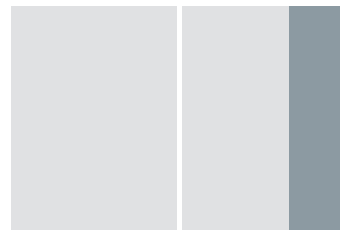
**2/3**  
134 x 280 mm  
+ 3 mm bleed  
**6,900 Euros**



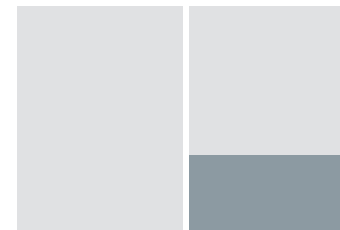
**1/2**  
102 x 280 mm  
+ 3 mm bleed  
**5,800 Euros**



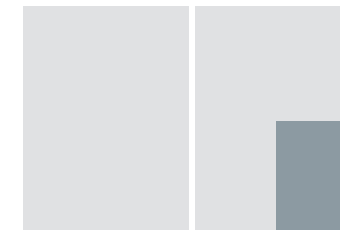
**1/2**  
210 x 138 mm  
+ 3 mm bleed  
**5,800 Euros**



**1/3**  
73 x 280 mm  
+ 3 mm bleed  
**4,500 Euros**



**1/3**  
210 x 93 mm  
+ 3 mm bleed  
**4,500 Euros**



**1/4**  
87 x 124 mm  
+ 3 mm bleed  
**3,900 Euros**

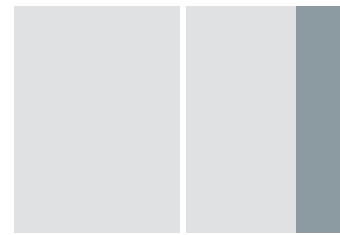
# SPECIAL FORMATS



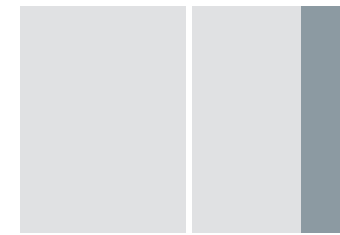
**U2**  
210 x 280 mm  
+ 3 mm bleed  
**11,500 Euros**



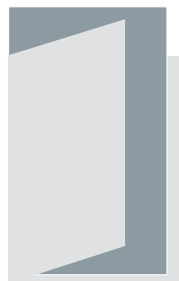
**U4**  
210 x 280 mm  
+ 3 mm bleed  
**11,500 Euros**



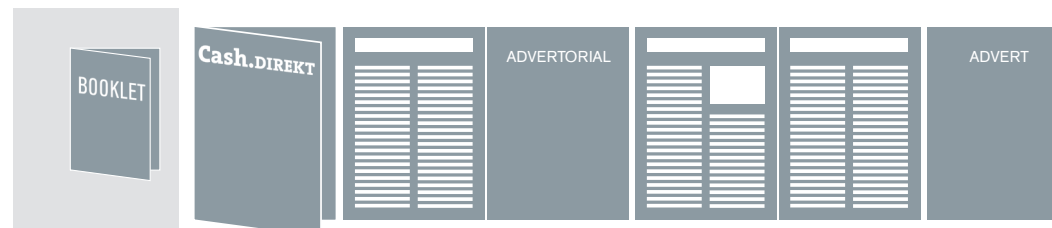
**1/3 Editorial**  
73 x 280 mm  
+ 3 mm bleed  
**4,700 Euros**



**1/3 Table of content**  
73 x 280 mm  
+ 3 mm bleed  
**4,700 Euros**



**Oversize-insert**  
190 x 305 mm  
**250 Euros per 1,000**

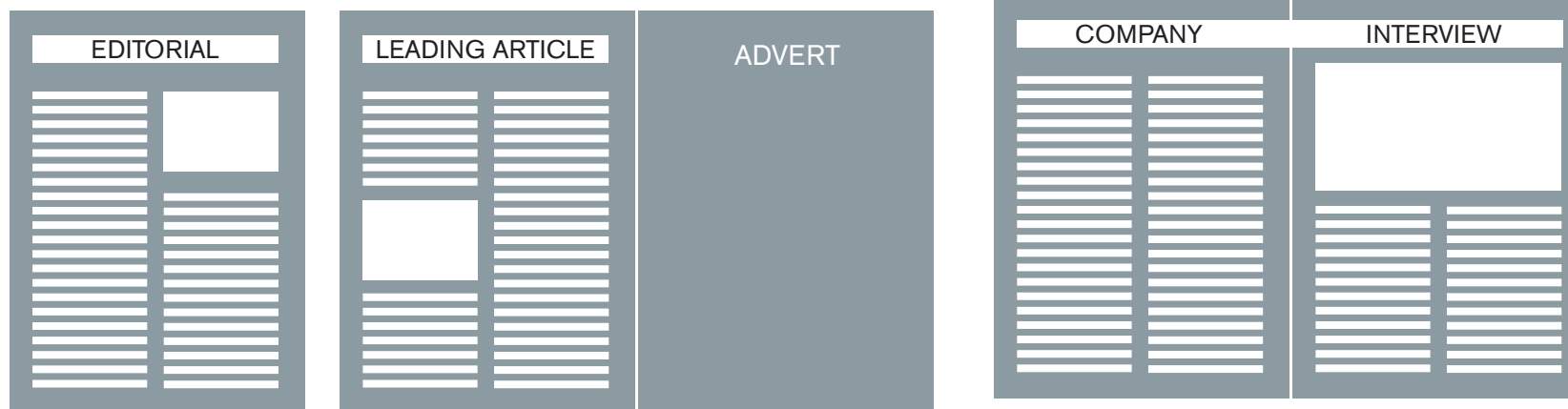


**Title cover booklet**  
110 x 150 mm  
**22,000 Euros (min. 16 pages)**

## CONTENT FORMATS

**CASH. EXKLUSIV**

Published individually on different topics. Distributed and advertised via print magazine and all digital channels (such as website [www.cash-online.de](http://www.cash-online.de), newsletter, social media).



**5 pages**

**13,900 Euros** (no further discounts / no commissions)

**Including:**

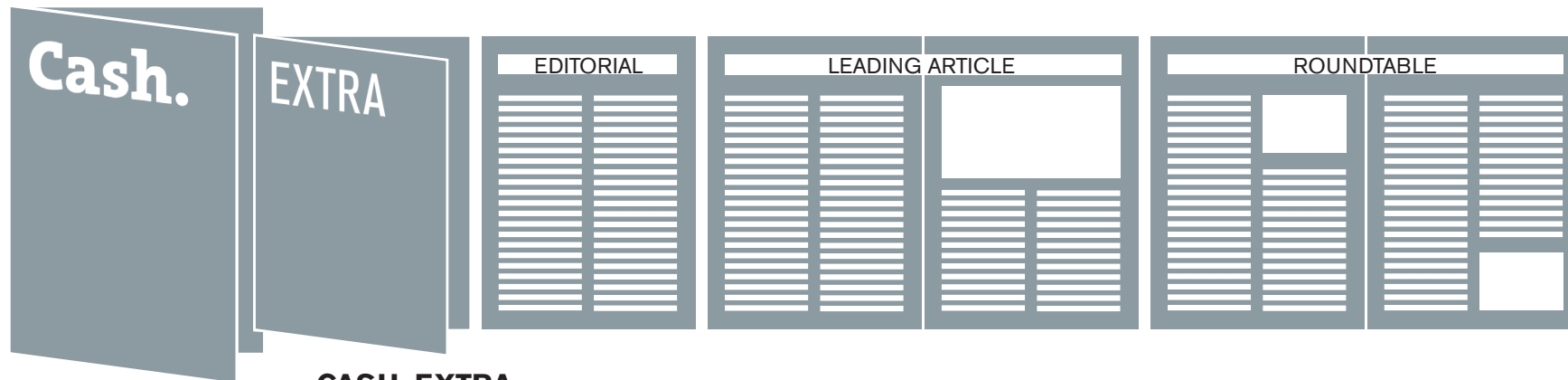
- Editorial and article created by Cash.
- Interview on 2 pages
- Publishing via print magazine
- 200 free issues of the magazine on demand
- PDF including usage rights
- Publishing as microsite on Cash. Online
- 1/1 advert
- Online promotion Cash. EXKLUSIV with
  - 40.000 Ad Impressions
  - 3 x in Cash. 5vor5 Newsletter
  - 2 x in Cash. OnVista Newsletter
- Promotion on all social media channels
- Customer-specific video produced in our professional greenscreen studio. The distribution will be attention-grabbing through Cash's website, in the newsletters Cash. 5vor5 and Cash.OnVista and all social media channels



## CONTENT FORMATS

**CASH. EXTRA**

Published on different key topics and over the entire circulation of the print issue (as a special section within the respective Cash. Issue). Promoted via all digital channels (website, newsletter, social media) of Cash. Online.

**CASH. EXTRA**

189 x 265 mm

**15,900 Euros** (approx. 20 pages / no further discounts / no commissions)

**Including:**

- Participation in the roundtable discussion
- Print publication
- 200 free issues of the magazine on demand
- PPDF including usage rights
- 1/1 page advert
- 1/1 page advertorial
- EXTRA gets published as a microsite on Cash. Online
- Online promotion Cash. EXTRA with
  - 40.000 Ad Impressions
  - 3 x in Cash. 5vor5 Newsletter
  - 2 x in Cash. OnVista Newsletter
- Promotion on all social media channels
- Individual online advertorial with
  - 40.000 Ad Impressions
  - 3 x in Cash. 5vor5 Newsletter
  - 2 x in Cash. OnVista Newsletter
- In the case of an in-person event: Customer-specific video produced in our professional greenscreen studio, along with a best-of video from each roundtable. The distribution will be attention-grabbing through Cash's website, the newsletters Cash. 5vor5 and Cash.OnVista and all social media channels.
- For virtual events, the aforementioned best-of video mentioned in the in-person event is not included.

# CONTENT FORMATS

## **CASH. ADVERTORIALS**

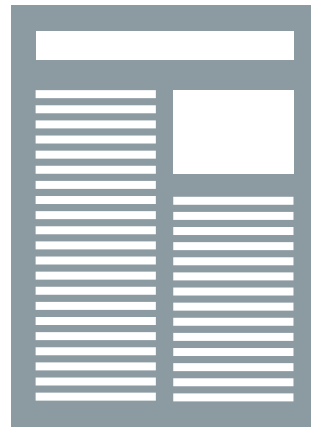
Present your product, market or company strategy on a double page (or 1/1 page) – exclusively for the publication of your content. We take care of the layout work for you.



**2/1 pages**

**19,000 Euros**

plus 1,350 Euros for layout



**1/1 page**

**9,500 Euros**

plus 900 Euros for layout

## DATES

Issue	On-Sale Date	Ad Closing	Ad Copy Date	Delivery Inserts
02-2024	08.02.2024	17.01.2024	19.01.2024	15.01.2024
03-2024	07.03.2024	14.02.2024	16.02.2024	15.02.2024
<b>Special Sustainability</b>	<b>07.03.2024</b>	<b>14.02.2024</b>	<b>16.02.2024</b>	<b>15.02.2024</b>
04-2024	28.03.2024	06.03.2024	08.03.2024	07.03.2024
<b>Special Digitisation</b>	<b>28.03.2024</b>	<b>06.03.2024</b>	<b>08.03.2024</b>	<b>07.03.2024</b>
05-2024	25.04.2024	03.04.2024	05.04.2024	04.04.2024
<b>Special Real Estate/Tangible Assets</b>	<b>25.04.2024</b>	<b>03.04.2024</b>	<b>05.04.2024</b>	<b>04.04.2024</b>
06-2024	30.05.2024	08.05.2024	10.05.2024	06.05.2024
07-2024	04.07.2024	12.06.2024	14.06.2024	20.06.2024
<b>Special Investment Funds</b>	<b>04.07.2024</b>	<b>12.06.2024</b>	<b>14.06.2024</b>	<b>20.06.2024</b>
08-2024	01.08.2024	10.07.2024	12.07.2024	11.07.2024
09-2024	22.08.2024	31.07.2024	02.08.2024	01.08.2024
10-2024	19.09.2024	28.08.2024	30.08.2024	29.08.2024
11-2024	24.10.2024	02.10.2024	04.10.2024	02.10.2024
<b>Special Insurance</b>	<b>28.10.2024</b>	<b>07.10.2024</b>	<b>09.10.2024</b>	<b>09.10.2024</b>
12-2024	28.11.2024	06.11.2024	08.11.2024	07.11.2024
01-2025	19.12.2024	27.11.2024	29.11.2024	28.11.2024



## MAIN TOPICS INVESTMENT FUNDS

**Issue Investment Funds**

**02-2024 ESG and impact investing**  
It's not just the fight against climate change that drives performance for sustainability funds

**03-2024 Trend Thematic ETFs**  
Why ETFs can better implement certain investment themes

**04-2024 Emerging Markets**  
Which countries and regions are particularly in demand this year

**05-2024 Germany funds**  
Are German companies on the rise again after the recession?

**06-2024 Cash. Special Investment Funds**

**07-2024 Crypto funds**  
Are Bitcoin, Ethereum and Co. a substantial investment?

**Issue Investment Funds**

**08-2024 Infrastructure Fund**  
Bridges, roads, telecommunications – how investors can benefit from the billion-dollar market

**09-2024 Pharma and biotech**  
What potential the segments offer for controlling demographic change

**10-2024 Battle of the giants**  
USA versus China – which economic power is ahead

**11-2024 Fixed income**  
Government bonds, corporate bonds or high yield? Which bond funds have the greatest return potential

**12-2024 Gold, silver, platinum**  
Are precious metal funds still a buy?

**01-2025 Investment trends 2025**  
What opportunities the investment professionals see in the different investment segments

## MAIN TOPICS INSURANCE

Issue	Insurances
02-2024	<b>Company pension scheme</b> As an add-on in the “War for Talents” and with new sales approaches, the company pension plan is now set to take off.
03-2024	<b>Income protection</b> BU, BBU, GFV: Which products and strategies insurers are now using to sensitize customers to the topic.
04-2024	<b>Fund Policies</b> Flexibility, opportunities, transparency and sustainability: Are fund policies experiencing a boom - despite high interest rates?
05-2024	<b>Company health insurance</b> Finding and retaining employees: bKV is booming. It now also helps nursing care insurance emerge from its niche.
06-2024	<b>Cyber insurance</b> Billions in damages from cyber attacks. Sensitivity grows. However, more education and advice is needed.
07-2024	<b>Private property insurance</b> Household contents & residential buildings: More and more houses are being sustainably renovated. But do the policies still fit? There is high cross-selling potential for intermediaries.

Issue	Insurances
08-2024	<b>Private health insurance</b> JAEG continues to rise. Does citizen insurance come through the back door? Which products and strategies make private health insurers future-proof?
09-2024	<b>Commercial insurance</b> The market is lucrative but complex. But commercial insurance has a lot of potential for intermediaries.
10-2024	<b>Pet insurance</b> New pet insurance business is booming. Insurers are discovering a lucrative market. Products, trends and strategies.
11-2024	<b>Nursing care insurance</b> Why long-term care insurance should be an integral part of holistic advice. And what opportunities the bKV offers here.
12-2024	<b>Sustainable insurance</b> Which products and strategies life, health and property insurers are using to address the issue.
01-2025	<b>Digitalization</b> How digitalization is changing the market. Products, trends and strategies.s

# DISCOUNTS

## FREQUENCY DISCOUNT\*

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

## VOLUME DISCOUNT\*

Volume	Discount
3 pages	5 %
6 pages	8 %
9 pages	12 %
12 pages	15 %

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

AC: 15 %

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

Discounts/price reductions (within one insertion year)

# INSERTS / BOUND-IN INSERT

	STICKER INSERTS	INSERTS	BOUND-IN INSERT
<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

	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: 190 Euros per 1,000 copies. Oversize inserts: 250 Euros per 1,000 copies. Additional weight: 4,40 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: 185 Euros up to 8 pages: 220 Euros up to 12 pages: 255 Euros up to 16 pages: 280 Euros Further volumes on request Prices plus VAT and postage*.</p>
<b>Samples and delivery for inserts/sticker inserts for U1</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>ahland Dienstleistungs GmbH · Herr Uwe Wirtz Am Pannofen 25 · 47608 Geldern</p> <p><b>Samples only:</b> Cash. Media Group GmbH · Advertisement administration Kleine Seilerstraße 1 · 20359 Hamburg</p>		
<b>Samples and delivery for other sticker inserts/ bound-in inserts</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>Severotisk v areálu North Videa · Frau Katerina Bezlojova/Herr Rainer Folz · Mezní 3430/3a 400 11 Ústí nad Labem · Czech Republic</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

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. Media Group GmbH, Advertising Disposition  
 Kleine Seilerstraße 1  
 20359 Hamburg  
 Phone: 040/51444-164  
 Fax: 040/51444-269  
 Sevil Babur  
 E-Mail: babur@cash-online.de  
 E-Mail: verkauf@cash-online.de

Circulation: 31,000 copies



\* IVW 3/2023

# CONTACTS

## HEAD OF MEDIA SALES

### Andreas Rullmann

Tel.: 069/348683-701  
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## SENIOR KEY ACCOUNT MANAGEMENT MEDIASALES PRINT + ONLINE

### Anya Geest

Tel.: 040/51444-195  
Fax: 040/51444-120  
E-Mail: geest@cash-online.de

## KEY ACCOUNT MANAGEMENT MEDIASALES PRINT + ONLINE

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Fax: +49 40/51444-120  
E-Mail: radeke@cash-online.de

## ONLINE-MANAGEMENT

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E-Mail: a.zimmermann@cash-online.de

### Ulli Zimmermann

Tel.: +49 40/51444-301  
Fax: +49 40/51444-120  
E-Mail: u.zimmermann@cash-online.de

## MANAGING DIRECTOR

### Gerhard Langstein

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Fax: 040/51444-120  
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## DISPOSITION

### Sevil Babur

Tel.: 040/51444-164  
Fax: 040/51444-120  
E-Mail: babur@cash-online.de

## PUBLISHER

Cash. Media Group GmbH  
Kleine Seilerstraße 1  
20359 Hamburg  
Tel.: 040/51444-0  
Fax: 040/51444-120  
E-Mail: info@cash-online.de  
Internet: www.cash-online.de

## BANK ACCOUNT

HypoVereinsbank AG  
Acc.-Nr. 6 305 460  
BLZ 200 300 00  
IBAN: DE89200300000006305460  
BIC: HYVEDEMM300  
USt-ID-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)

