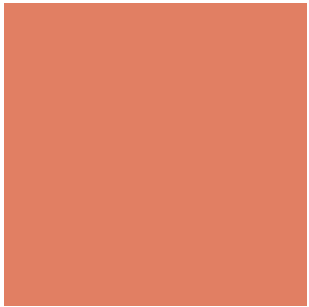


# MEDIA DATA 2024

German issue

**FONDS**  
exklusiv



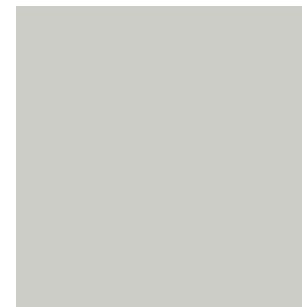
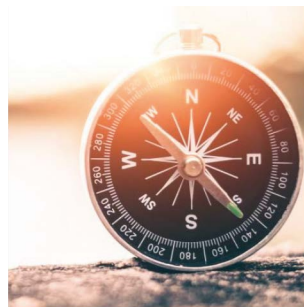
The High-Quality  
Investment Magazine



For higher transparency in the spheres of Mutual Investment Funds | Insurance & Pension Provision | Closed Funds | Certificates

# The High-Quality Investment Magazine

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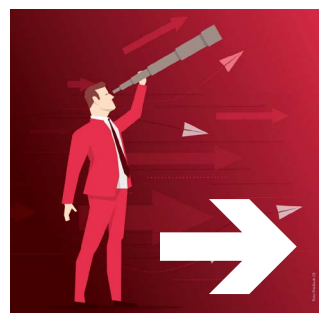


## POSITION & BENEFITS

**FONDS exklusiv** reports about mutual funds, insurance & pension provision, closed funds and investment trends.

**FONDS exklusiv** provides you with customized and comprehensive communications services in the fields of the entire insurance and financing industry.

**FONDS exklusiv** reports substantiated and opinionated at a high level - based on its independent and qualified editorial team - about current topics, that move the finance sector.



**INVESTORS:** high net worth individuals willing to invest on a large-scale

**FINANCIAL ADVISERS:** experts with high and growing customer base, which give the clients a good understanding of the financial products presented in the magazine

**INSTITUTIONALS:** expert investors who read the magazine to gain new insights of the financial world

# The High-Quality Investment Magazine

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## EDITORS TEAM



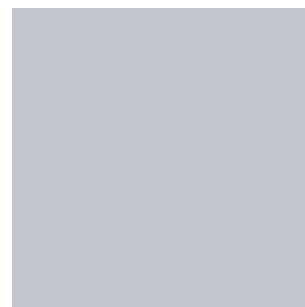
### **Chief Editor**

Dipl.-Volkswirt  
Kay Schelauske



### **Leading Online-Editor**

Mag. Raja Korinek



### **Private Banking, Gold, ETF & Certificates**

Mag. Raja Korinek

### **Insurance & Pension Provision**

Dipl.-Volkswirt Kay Schelauske, Uwe Schmidt-Kasperek, Michael Glück

### **Closed Funds**

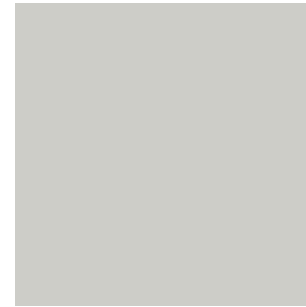
Beatrix Boutonnet, Wolfgang Regner

### **Investment Funds**

Wolfgang Regner, Mag. Raja Korinek, Dipl.-Volkswirt Kay Schelauske

# The High-Quality Investment Magazine

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## PRINTED CIRCULATION (TOTAL)

**30.000 copies**

### Circulation Allocation

14.200	Subscribers
10.800	Newspaper Kiosk
5.000	Adviser Pools & Institutionals (Financial Advisers, Asset Managers, Fund Managers, Banks & Savings Institutions)

### Audience Analysis

data according to subscribers and data base addresses

**79% of readers are male**

**21% of readers are female**



### Age groups

up to 30 years	11 %
30-40 years	21 %
40-50 years	31 %
50-60 years	25 %
over 60 years	12 %

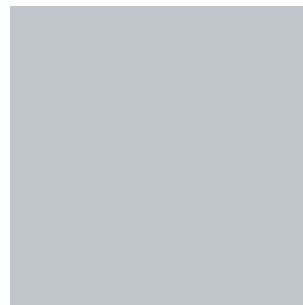
### Annual income

up to 30.000 Euro	5 %
30.000 – 50.000 Euro	13 %
50.000 – 80.000 Euro	22 %
80.000 – 120.000 Euro	29 %
more than 120.000 Euro	31 %

source: reader survey

# The High-Quality Investment Magazine

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## **DATES OF PUBLICATION\***

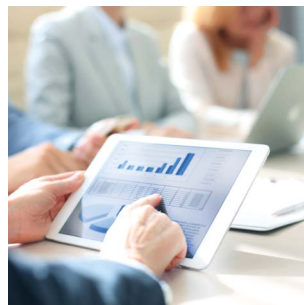
	<b>Ads closing date</b>	<b>Closing date of printing templates</b>	<b>Date of publication</b>
<b>Issue 01/2024</b>	16.02.2024	23.02.2024	15.03.2024
<b>Issue 02/2024</b>	17.05.2024	24.05.2024	14.06.2024
<b>Issue 03/2024</b>	09.08.2024	16.08.2024	13.09.2024
<b>Issue 04/2024</b>	18.10.2024	25.10.2024	22.11.2024

Company presentations 3 days before closing date of printing

\* Dates Subject to minor changes

# The High-Quality Investment Magazine

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## INVESTMENT BREAK-DOWN

Advert		Page Size	Prices in Euro (€)
	2/1	format (420x297)	11.990,--
	1/1	format (210x297)	6.990,--
	1/2	format (210x148), (105x297)	4.590,--
	1/3	format (210x99), (70x297)	3.590,--



**Total printed  
circulation:**  
30.000 copies

All prices excl. VAT and  
compulsory advertising tax

Special forms of advertising (Supplements,  
Banners, Frontgatefolders etc.) by request

**FONDSMAGAZIN Verlagsgesellschaft m.b.H.**

Donaufelder Straße 247 | A-1220 Wien

Tel.: +43-(0)1-713 70 50 | Fax: +43-(0)1-713 70 50-40

E-Mail: [office@fondsverlag.com](mailto:office@fondsverlag.com) | Internet: [www.fondsexklusiv.de](http://www.fondsexklusiv.de)

# The High-Quality Investment Magazine



## TECHNICAL DATA

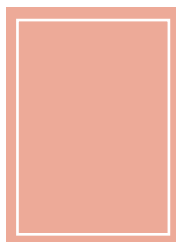
**Magazine format:** 210 mm width x 297 mm height (A4) **Finishing:** adhesive binding, **Printing process:** Offset printing

**Content:** 60-fold-raster screen, **Cover:** 80-fold raster **Coloured printing ink:** 4c, **Colour scheme:** Euro scheme

### CUT

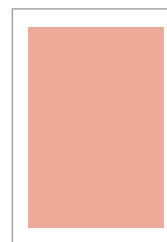
(+ 3 mm for cutting)

	width x height
<b>1/1</b>	210 x 297 mm
<b>1/2 vertical</b>	105 x 297 mm
<b>1/2 horizontal</b>	210 x 148 mm
<b>1/3 vertical</b>	70 x 297 mm
<b>1/3 horizontal</b>	210 x 99 mm



### TYPE AREA

	width x height
<b>1/1</b>	166 x 270 mm
<b>1/2 vertical</b>	82 x 270 mm
<b>1/2 horizontal</b>	166 x 135 mm
<b>1/3 vertical</b>	52 x 270 mm
<b>1/3 horizontal</b>	166 x 90 mm



### ADVERTORIAL / COMPANY PRESENTATION

#### Single page

Number of characters incl. blank spaces according to printed pattern ca. 3.300 + contact info – number of characters may vary according to size and number of photos



**Please provide photo data and logo in printable quality (300 dpi)**

**Please provide double pages in the form of 2 single pages**

**Banner (Fund table)** 187 x 20 mm

Technical data of special means of advertising (Supplements, Banners, Frontgatefolders etc.) by request

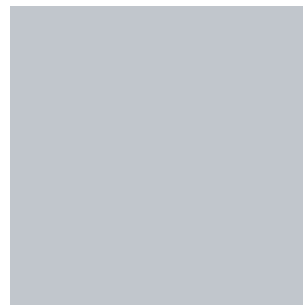


#### Double paged

Number of characters incl. blank spaces according to printed pattern ca. 6.500 incl. contact info

# The High-Quality Investment Magazine

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## THE MAKING OF ADVERTISEMENT SUJETS (SUBJECTS)

Exclusively printable PDF/X-Files

Embed fonts and pictures

PDF with no layers

Image resolution 300 dpi

Color profiles

Cover ISO Coated v2 - Fogra 39

Content PSO LWC Improved (ECI) - Fogra 46

All files should be delivered in CMYK  
with no RGB or device



Please include a 3 mm bleed on each side of your artwork that needs trimming.

Detailed technical information:  
<https://www.berger.at/services>

## DELIVERY ADDRESS

### GERMAN ISSUE

E-Mail: [de-ausgabe@fondsverlag.com](mailto:de-ausgabe@fondsverlag.com)

### Delivery address for proof and disk

FONDSMAGAZIN Verlagsgesellschaft m.b.H.,  
Donaufelder Straße 247, A-1220 Wien