

# MEDIA DATA 2024

Austrian issue

**FONDS**  
exklusiv



The High-Quality  
Investment Magazine



Investment Funds | Insurance & Pension Provision | Alternative Investments | Closed Funds | Private Banking

# The High-Quality Investment Magazine

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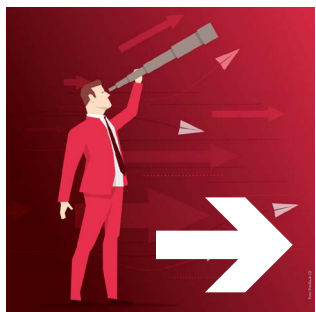


## POSITION & BENEFITS

**FONDS exklusiv** gives you profound information 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.



**FONDS exklusiv GIVES YOUR MESSAGES  
EXACTLY TO YOUR PREFERRED TARGET GROUPS!**

# The High-Quality Investment Magazine

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## EDITORS TEAM



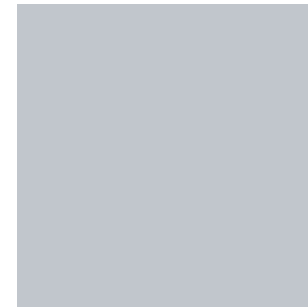
### **Chief Editor**

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, Mag. Linda Benkö,  
Mag. Thomas Riemer

### **Real Estate & Alternative Investments**

Dipl.-Volkswirt Kay Schelauske, Beatrix Boutonnet, Mag. Linda Benkö

### **Investment Funds**

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

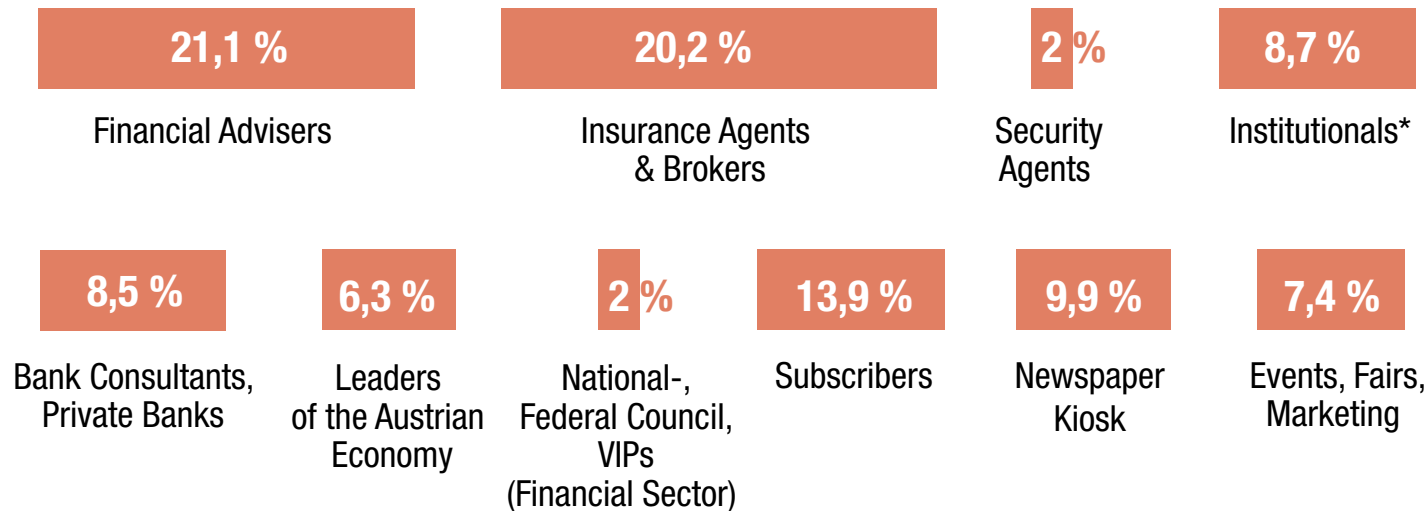
# The High-Quality Investment Magazine

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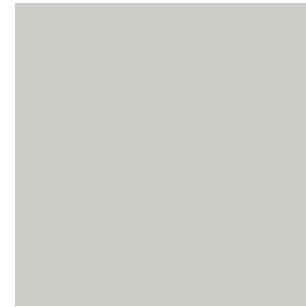
## READERS' TARGET GROUP / CIRCULATION

Total printed circulation: 13.500 copies



# The High-Quality Investment Magazine

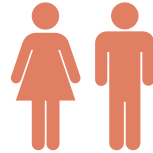
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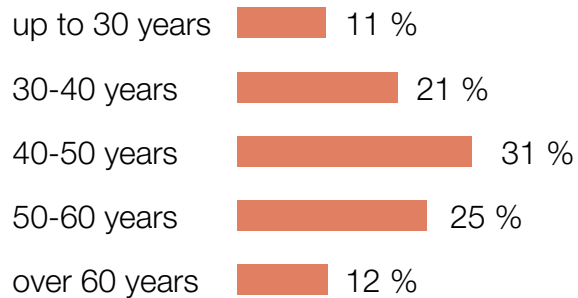
## AUDIENCE ANALYSIS

data according to subscribers and data base addresses

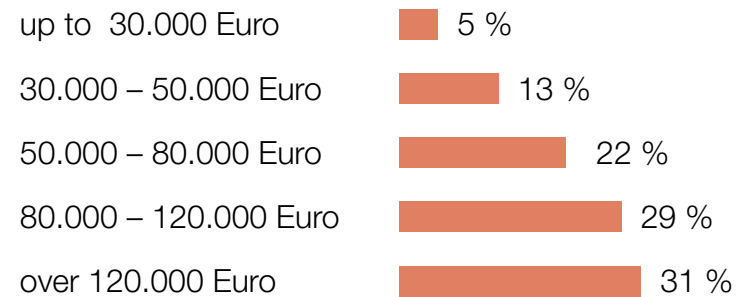
**79% of readers are male**  
**21% of readers are female**



### Age groups



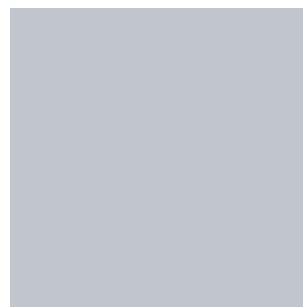
### Annual income



source: reader survey

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## **DATES OF PUBLICATION\***

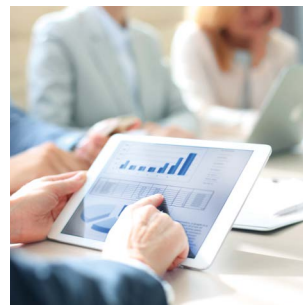
	<b>Ads closing date</b>	<b>Closing date of printing templates</b>	<b>Date of publication</b>
<b>Issue 01/2024</b>	23.02.2024	04.03.2024	22.03.2024
<b>Issue 02/2024</b>	24.05.2024	03.06.2024	21.06.2024
<b>Issue 03/2024</b>	23.08.2024	02.09.2024	20.09.2024
<b>Issue 04/2024</b>	08.11.2024	18.11.2024	06.12.2024

Company presentations 3 days before closing date of printing templates

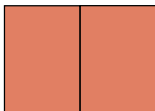
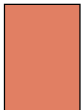

\* Dates Subject to minor changes

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## INVESTMENT BREAK-DOWN

Advert		Page Size	Prices in Euro (€)
	2/1	format (420x297)	9.900,--
	1/1	format (210x297)	5.500,--
	1/2	format (210x148), (105x297)	3.500,--



**Total printed  
circulation:**  
13.500 copies

All prices excl. VAT and  
compulsory advertising tax

Special means 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 | **Internet:** www.fondsexklusiv.at

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## TECHNICAL DATA

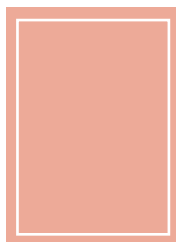
**Magazine format:** 210 mm width x 297 mm height (A4) **Finishing:** adhesive binding, **Printing process:** Offset printing

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

### CUT

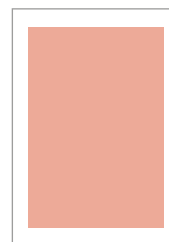
(+ 3 mm for cutting)

	width x height
1/1	210 x 297 mm
1/2 vertical	105 x 297 mm
1/2 horizontal	210 x 148 mm



### TYPE AREA

	width x height
1/1	166 x 270 mm
1/2 vertical	82 x 270 mm
1/2 horizontal	166 x 135 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



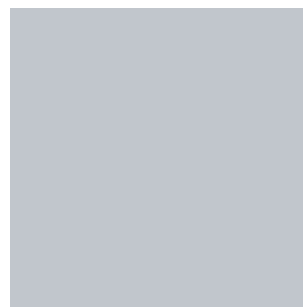
#### Double paged

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



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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

### AUSTRIAN ISSUE

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

### Delivery address for proof and disk

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