

# MEDIAKIT 2018

portfolio institutionell has been the leading institutional investment title in Germany for over 10 years. With independent, expert and critical content on asset allocation, investment strategy and best practice, institutional investors consider this monthly magazine to be their most important information source.

With a circulation of 8,000 copies, portfolio institutionell reaches investment decision makers at:

- Pension funds
- Banks and saving banks
- Corporates
- Insurance companies
- Foundations and churches

Pricelist effective from 1 January 2018



## THE PUBLISHER

### portfolioverlag

From our offices in London and Frankfurt, portfolio Verlag delivers commentary, analysis, and networking for our expanding community of professional investors. We focus on the requirements of professional portfolio management, and maintaining our deep market knowledge and wealth of contacts in both the UK and Germany, painstakingly built up over more than 20 years.

At the core of our product range lie our print magazines for institutional investors, wealth managers, fund selectors and retail distributors. Our range of major investment events and conferences is headlined by our flagship event, the institutional investor awards gala evenings held annually in the UK and Germany. Additional events range from investor breakfasts to allday conferences for fund selectors and wealth managers.

## OVERVIEW OF PRODUCT PALETTE

Publication	Readership	Market	Channels
	<b>Institutional investors</b>	<b>Germany</b>	<b>Print</b> <b>Online</b> <b>Events</b>
<b>pvm</b>	Family offices Fund selectors Wealth managers	Germany Austria Switzerland	Print Online Events
<i>portfolio</i> <b>institutional</b> 	Institutional investors	UK	Print Online

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ausgabe Nr. 71 | Juli 2017 | BarV 22/16 | portfolioinstitutionell.de | Das unabhängige Magazin für institutionelle Investoren

**portfolio  
institutionell**

**Was Sie schon immer über Strategien und Lösungen von Family Offices wissen wollten – und wie Sie diese für sich nutzen können**

**Nachrichten**  
Aufzinsung mit Immobilien:  
Drittel zur Stiftungsberatung

**Investment-Strategie**  
Wertwissen der Administratoren:  
Verwaltung von Alternativen

**Investoren**  
Ratstrogen groß: MärgenDent  
Bayerische kauft Aktien und High Yields

**SCR statt AAA:  
Was zählt in der Return on Solvency Capital**

Ein Bericht über die Auswirkungen der Solvency II-Richtlinie auf die Bewertung von Unternehmen und die Rolle der Return on Solvency Capital (SCR) als zentraler Leistungsindikator für die Solvenz von Versicherungsunternehmen.

**Factor Investing – Modersicherung  
oder Paradigmenwechsel?**

Ein Artikel, der die Vorteile von Faktorinvesting (Factor Investing) im Vergleich zu traditionellen Anlagestrategien analysiert und die Rolle von Modersicherung (Modersicherung) in der Kapitalmarktstrategie diskutiert.

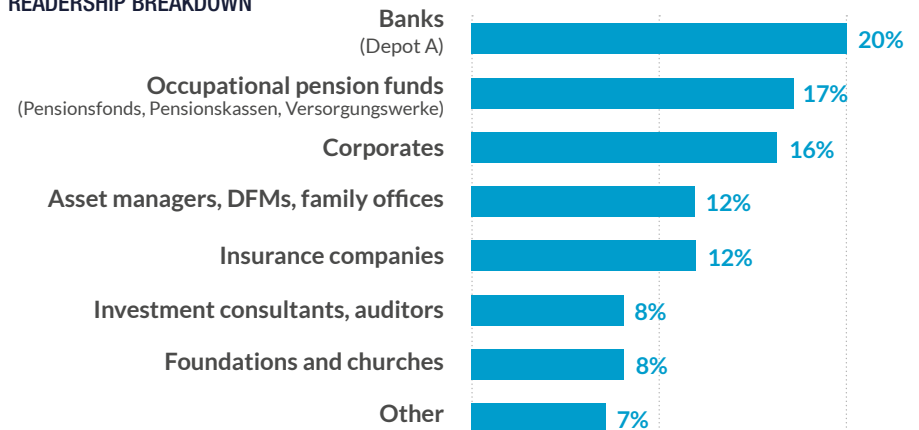
## MAGAZINE

*portfolio institutionell* focuses on topics and requirements specific to institutional investors in Germany. Its journalists search out and select the most in-depth answers to the issues facing investment decision-makers in a wide range of institutions, and critically examine the background and context.

## CIRCULATION

# 7,800

## READERSHIP BREAKDOWN



FREQUENCY

**12 issues**  
per year

PRINT RUN

**8,000**

ISSN

**1613-6772**

## PUBLICATION SCHEDULE

Issue	Publication date	Booking deadline	Copy deadline
01 January	19.01.2018	28.12.2017	03.01.2018
02 February	23.02.2018	31.01.2018	07.02.2018
03 March	23.03.2018	28.02.2018	07.03.2018
04 April	20.04.2018	28.03.2018	04.04.2018
05 May	18.05.2018	25.04.2018	02.05.2018
06 June	22.06.2018	30.05.2018	06.06.2018
07 July	20.07.2018	27.06.2018	04.07.2018
08 August	17.08.2018	25.07.2018	01.08.2018
09 September	21.09.2018	29.08.2018	05.09.2018
10 October	19.10.2018	27.09.2018	03.10.2018
11 November	23.11.2018	26.10.2018	07.11.2018
12 December	14.12.2018	21.11.2018	28.11.2018

## FORWARD FEATURES

To ensure the publication is as up-to-date as possible, a detailed editorial schedule for each issue is published 2 weeks before the booking deadline.

*The publisher reserves the right to make changes to this schedule.*

## ADVERTISING FORMATS



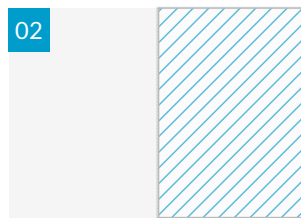
01

### DPS

Price: 14,200 EUR

Bleed format: 420 x 297

Type area format: -



02

### Full page

Price: 7,800 EUR

Bleed format: 210 x 297

Type area format: 192 x 255



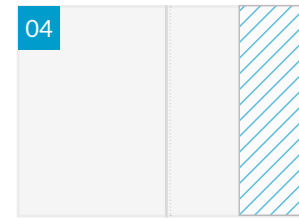
03

### Junior page

Price: 4,900 EUR

Bleed format: -

Type area format: 122 x 175



04

### 1/2 page portrait

Price: 5,200 EUR

Bleed format: 100 x 297

Type area format: 90 x 255



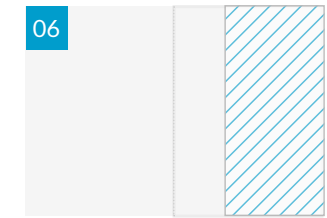
05

### 1/2 page landscape

Price: 5,200 EUR

Bleed format: 210 x 148.5

Type area format: 192 x 129



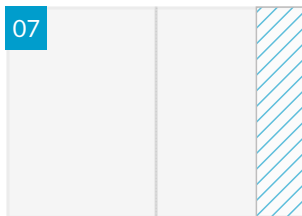
06

### 2/3 page portrait

Price: 6,600 EUR

Bleed format: 132 x 297

Type area format: 122 x 255



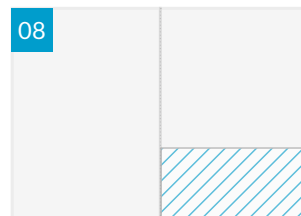
07

### 1/3 page portrait

Price: 4,600 EUR

Bleed format: 67 x 297

Type area format: 57 x 255



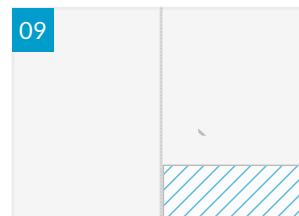
08

### 1/3 page landscape

Price: 4,600 EUR

Bleed format: 210 x 100

Type area format: 192 x 80



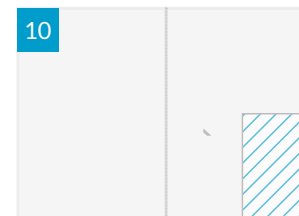
09

### 1/4 page landscape

Price: 4,100 EUR

Bleed format: 210 x 75

Type area format: 192 x 55



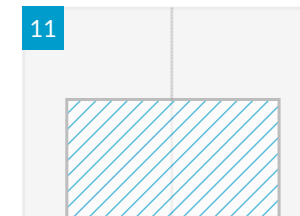
10

### 1/4 page portrait

Price: 4,100 EUR

Bleed format: -

Type area format: 89 x 114



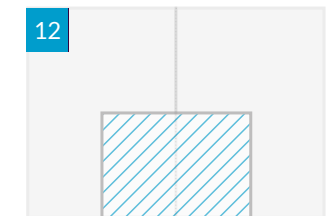
11

### Tunnel ad (large)

Price: 8,400 EUR

Bleed format: 260 x 175

Type area format: -



12

### Tunnel ad (small)

Price: 7,400 EUR

Bleed format: 196 x 128

Type area format: -

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**Total Return Management in Zeiten der Zinswende**

**Bayern Invest**

## ADVERTORIAL

This format enables advertisers to showcase their in-house expertise in an editorial environment. Advertorials are labelled “Advertisement” in portfolio institutionell. Please contact the team for information about creating advertorials.

Full page advertorial: **8,300 EUR**  
DPS advertorial: **15,200 EUR**

## SPECIAL FORMATS

**13**

**Foldable cover flap**

**14**

**Stick-on**

**15**

**Cover sleeve**

**16**

**Loose insert**

**17**

**Cover belly band**

**18**

**Bound-in insert**

Pricing and specs available upon request

### SURCHARGE

IFC:	2,000 EUR
IBC:	2,000 EUR
OBC:	2,000 EUR
Page 4:	1,500 EUR
Guaranteed	
page:	1,500 EUR

### FREQUENCY DISCOUNT

3 or more insertions:	4%
6 or more insertions:	8%
9 or more insertions:	12%
12 insertions:	16%

### COMBI DISCOUNT

Activity in 2 magazines: 5%

### OTHER DISCOUNTS

Agency commission: 15%

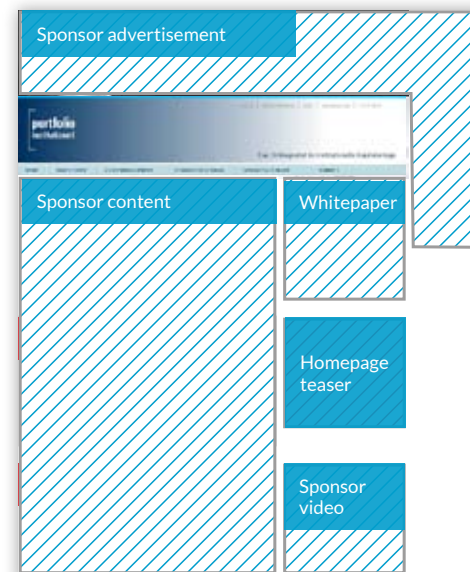


### PORTFOLIO INSTITUTIONELL WEBSITE

In addition to the magazine, portfolio-institutionell.de has established itself as the leading quality online portal among the target group of institutional investors. News, charts and data on institutional business; opinions and commentary; and analysis and strategy, all grouped together on a single site, provide readers with all the information they need on institutional investment.

The site also includes various event notifications, as well as content and reports on our institutional events and specials.

FORMAT	RATE/WEEK	SIZE IN PIXEL
1. Wallpaper	950 EUR	796 x 110 and 200 x 600 or up to
2. Superbanner	700 EUR	796 x 90
3. Half Page	700 EUR	300 x 90
4. Premium Superbanner	700 EUR	970 x 600
5. Skyscraper	600 EUR	120 x 600 up to 200 x 600
6. Medium Rectangle	600 EUR	300 x 250
7. Stop-Content-Banner	600 EUR	515 x 180



### PORTFOLIO PARTNER SITE

We have made room for you to have your own exclusive partner website on the portfolio-institutionell.de website. You send us the material and we will put the content online for you. We will jointly discuss the intended content and format of your site with you. The heading is labelled "powered by". Specialist articles, studies and research material are examples of the content you might use. It is also possible to work with images, graphics etc. In any case, you should ensure the content is updated on a weekly basis in order to achieve the desired attractiveness to the reader.

**Options:** White papers, specialist articles, interviews, brochures to download, videos, advertising banners

*Price on request*

SPECIAL FORMATS	RATE/WEEK
1. Sticky skyscraper	800 EUR
3. Expandable MPU	700 EUR

### DISCOUNTS

Cross-media: 5%  
Agency discount: 15%

### PARTNER PACKAGES

### MINIMUM TERM

4 6 months



## NEWSLETTER

The *portfolio institutionell* newsletter Newsflash comes out twice a week with news and industry insights. The topicality and relevance of its content makes it second-to-none for decision makers in the institutional investment industry.

## NEWSLETTER RECIPIENTS

4,200

### FORMAT

FORMAT	RATE/CPM	SIZE IN PIXELS
1. Skyscraper	850 EUR	200 x 600
2. Full size banner	800 EUR	468 x 60
3. Text ad	900 EUR	Text only, max. 280 characters

### DISCOUNTS

Cross-media: 5%  
Agency commission: 15%



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**STATEMENT**

Fixed-Income-Anleger finden in den USA und auf globaler Ebene interessante Opportunitäten.

Quoniam | MACQUARIE CAPITAL GROUP | MFS | portfolio institutionell

20-jährige Erfolgsbilanz: Der Markt ist mit zum Erfolg

Wachstums- und Risikopräferenzen: Die Rolle von ESG-Faktoren

Neue Wachstumschancen durch ESG-Kommunikation

## PORTFOLIO STATEMENT

As a supplement to *portfolio institutionell* magazine, portfolio statement reaches the target group with a circulation of 7,800.

Each issue of this special publication gives the readership of *portfolio institutionell* a 360-degree view of an important topic in the field of institutional investment. As 'thought leadership content', your article will blend into a multifaceted context that focuses on the particular topic. Investor interviews and other editorial contributions illuminate the investor's view, and macro-economic reviews, studies and analyses from well-known consultancies round off this specialist publication.

## PLANNED TOPICS

Emerging markets

ETFs/Smart Beta

FX/ Währungsmanagement  
(Managing Currency)

Global Real Estate

Emerging Markets Debt

Global Fixed Income

Dividend Strategies

Themed Investment Strategies

Convergence in Treasury and  
Pension Management

ESG

Artificial Intelligence and Investing

- Tail-Risk-Hedging

- Global Custody

*Subject to change by the publisher. We would also be pleased to discuss any suggestions for individual topics with you.*

## PORTFOLIO STATEMENT SPONSORSHIP PACKAGES

	Basic sponsorship	Premium sponsorship
Article	2-page article	2-page article
Interview	-	1-page interview
Ad in the supplement	Single page	Single page
Copies of the supplement for own use	200 copies	200 copies
Logo placement	✓	✓
Distribution of the supplement with portfolio institutionell	✓	✓
Free use of the supplement as a PDF	✓	✓
Price excl. VAT	9,500 EUR	12,500 EUR

Tell us your topic and we will execute it together with you and other interested parties. In principle, exclusive sponsorship of the publication is also possible, as is the integration of the publication with a roundtable discussion or interview.

**SOLD OUT**  
APPLY FOR 2019

PORTFOLIO  
INSTITUTIONELL  
AWARDS  
2018



## PORTFOLIO INSTITUTIONELL ANNUAL CONFERENCE AND AWARDS

This annual event is the most important accolade for institutional investors in Germany and the only one where more than 190 key decision makers from the institutional investment industry come together. Every year, institutional investors are awarded for their professionalism and excellent investment performance. As a sponsor of the *portfolio institutionell* annual conference and awards, you can support one of the 13 categories in which awards are conferred. As a result, you will be part of a group of only 13 investment companies that have exclusive access to the event and feel involved with the fundamental idea behind the awards encouraging professionalism, are transparency and excellence in German investment management.

The *portfolio institutionell* annual conference takes place before the gala evening. This provides investors with the perfect environment to foster an exchange of knowledge with other investors at the highest level and to come away with food for thought for their daily business and beyond. There are further sponsorship opportunities at this.

### CONCEPT

The annual conference and awards gala are closed-shop events. Only institutional investors and 14 sponsors are given a personal invitation to attend.

### PARTICIPANTS ARE INVESTMENT DECISION-MAKERS FROM

- Insurance companies
- Pension funds
- Corporate treasury
- Foundations
- Churches and municipal establishments
- Banks (treasury)

*Price on request*

### SPONSORSHIP PACKAGES

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DATE

12.04.2018

LOCATION

Berlin

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## TECHNICAL DATA - PRINT

Size of magazine:	210 mm x 297 mm	Data carrier:	CD-ROM, CD-RW, DVD-ROM, DVD-RW	Artwork: please provide in digital format to: <a href="mailto:r.rose@portfolio-verlag.com">r.rose@portfolio-verlag.com</a>
Type area format:	192 x 255	Resolution:	70 l/cm (177 l/in)	
Type area format:	3mm	Colours:	Euroscale	
Binding::	Perfect bound	File format:	PDF X3	
Printing process::	Sheet-fed offset ISO Coated, FOGRA 39			

## TECHNICAL DATA - ONLINE

Website file formats:	redirects, swf, gif, jpg
Newsletter file formats:	gif (non-animated!), Word
Max. file size:	70 KB
Data delivery:	By email no later than 3 working days before publication

Delivery address: [online@portfolio-verlag.com](mailto:online@portfolio-verlag.com), stating the client's name, advertising medium, booking unit, term and contact

## BANKING DETAILS

Bank:	Commerzbank AG
Account no:	0091694800
Bank code:	50080000
SWIFT-BIC:	COBADEFFXXX
IBAN:	DE60 5008 0000 0091 6948 00

## STANDARD TERMS AND CONDITIONS

The publisher's standard terms and conditions of business apply to the processing of orders. These can be found at:  
[www.portfolio-verlag.com/verlag-mediadaten](http://www.portfolio-verlag.com/verlag-mediadaten)

## TERMS OF PAYMENT

Payments are due 7 days after receipt of invoice. Invoices will be sent out on the relevant publishing date. A 2% discount will be given for prepayments or payments received prior to the relevant publishing date, providing this is advised and agreed when making this booking and no previous invoices remain unpaid. It is not possible to pay by direct debit or cheque.

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