

MEDIAKIT 2021

portfolio
institutionell

portfolio institutionell has been the leading institutional investment title in Germany for over 15 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 2021



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.

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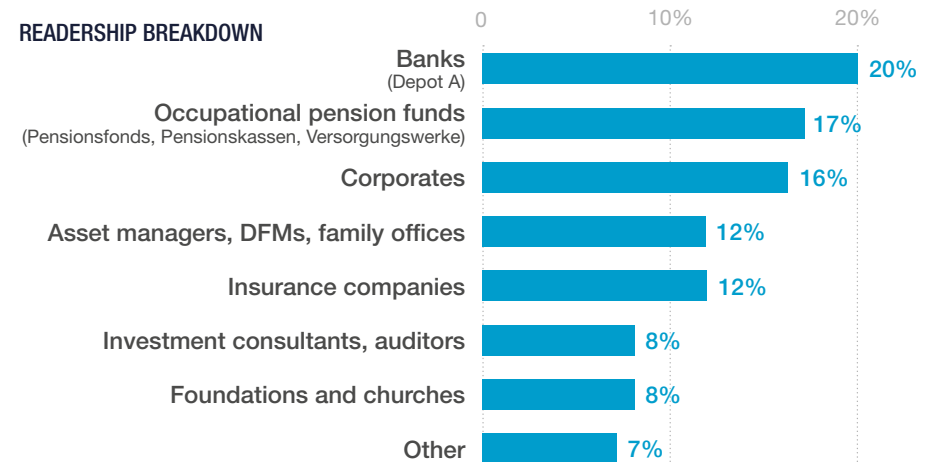
MAGAZINE

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	Topics	Publication date	Booking deadline	Copy deadline
01 January	Infrastruktur (EK+ Private Debt)	28.01.21	04.01.21	08.01.21
02 February	Risikomanagement	26.02.21	01.02.21	05.02.21
03 March	Liquide Alternatives, Real Estate/Logistics	26.03.21	01.03.21	05.03.21
04 April	Altersvorsorge/Pensions	27.04.21	01.04.21	09.04.21
05 May	Fixed Income (Corporate Bonds, Loans, Convertibles)	26.05.21	03.05.21	07.05.21
06 June	Nischeninvestments/ Themeninvestments, ESG	25.06.21	31.05.21	04.06.21
07 July	Aktien, Multi Asset	29.07.21	05.07.21	09.07.21
08 August	Administration	27.08.21	02.08.21	06.08.21
09 September	tbd	24.09.21	06.09.21	10.09.21
10 October	tbd	22.10.21	04.10.21	08.10.21
11 November	tbd	25.11.21	01.11.21	05.11.21
12 December	tbd	23.12.21	29.11.21	03.12.21

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



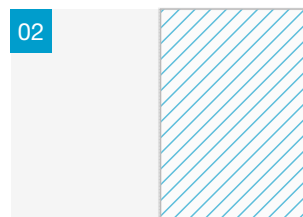
01

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



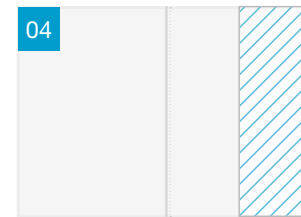
03

Junior page

Price: 4,900 EUR

Bleed format: -

Type area format: 122 x 175



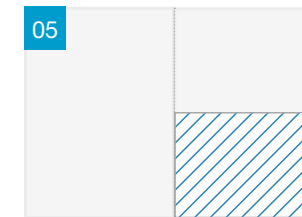
04

1/2 page portrait

Price: 5,200 EUR

Bleed format: 100 x 297

Type area format: 90 x 255



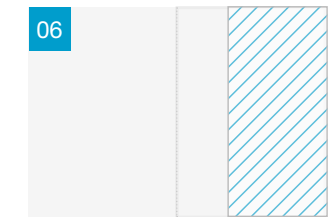
05

1/2 page landscape

Price: 5,200 EUR

Bleed format: 210 x 148.5

Type area format: 192 x 129



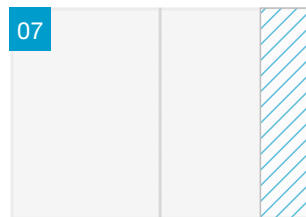
06

2/3 page portrait

Price: 6,600 EUR

Bleed format: 132 x 297

Type area format: 122 x 255



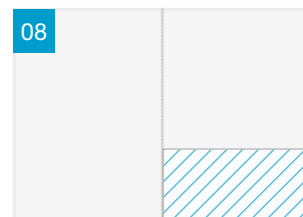
07

1/3 page portrait

Price: 4,600 EUR

Bleed format: 67 x 297

Type area format: 57 x 255



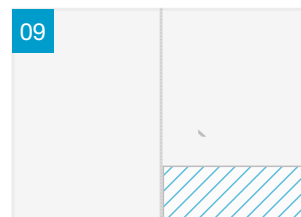
08

1/3 page landscape

Price: 4,600 EUR

Bleed format: 210 x 100

Type area format: 192 x 80



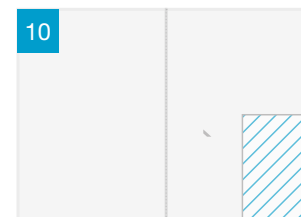
09

1/4 page landscape

Price: 4,100 EUR

Bleed format: 210 x 75

Type area format: 192 x 55



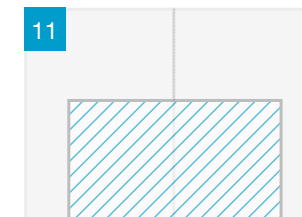
10

1/4 page portrait

Price: 4,100 EUR

Bleed format: -

Type area format: 89 x 114



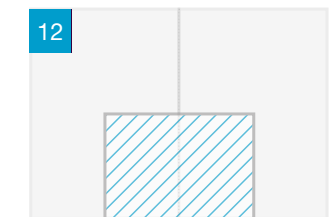
11

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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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 POSITIONING

IFC: 9,500 EUR
IBC: 9,300 EUR
OBC: 9,800 EUR
Page 4: 9,300 EUR

FREQUENCY DISCOUNT

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

OTHER DISCOUNTS

Agency commission: 15%
Crossborder Discount: 5%

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



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.

Issue	Topic	Publication date	Copy deadline
January	—	—	—
February	Fixed Income	26.02.21	01.02.21
March	Convertible Bonds	26.03.21	26.02.21
April	Factor Investing	27.04.21	02.04.21
May	ESG	26.05.21	29.04.21
June	Emerging Markets	25.06.21	31.05.21
July	Risk Management/Absolute Return	29.07.21	02.07.21
August	—	—	—
September	Real Estate	24.09.21	03.09.21
October	ESG	22.10.21	30.09.21
November	Equities	25.11.21	29.10.21
December	—	—	—

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

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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	✓	✓
Online Presence	–	✓
Customized PDF with your article and logo	–	✓
Price excl. VAT	10,200 EUR	14,500 EUR

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PORTFOLIO PORTRAIT

This is a high-quality exclusive print supplement about the sponsor portraying its expertise, heritage and future outlook written by a portfolio institutionell journalist.

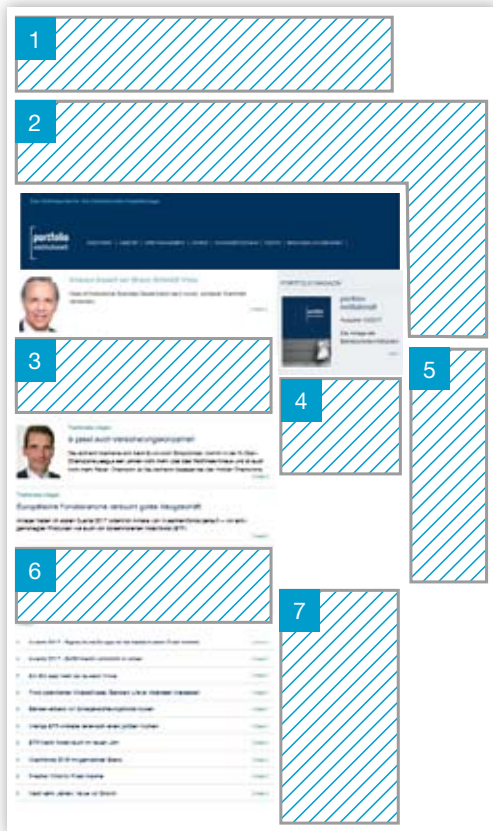
The journalist will be briefed by the sponsor's communications team on the key messages and ideas for the content, and will develop a concept as a proposal, which may include interviews with the sponsor's leading portfolio manager, a profile of the CEO, or articles on key products/ strategies. The sponsor has full content control and the last word on the sign-off, while portfolio institutionell takes over the entire execution including design, layout, photo shoot, writing and editing and of course printing.

The best part of the deal for the sponsor is that this final supplement is distributed inside *portfolio institutionell* to its readership in the issue preferred by the client (min. 3 months booking notice).

EXCLUSIVE SPONSORSHIP:

- Entire production (text and layout, printing, distribution) of a 12-page supplement
- Final content sign-off by sponsor
- Two full-page display advertisements (IFC & OBC)
- Distribution inside portfolio institutionell magazine
- Digital downloadable version on portfolio-institutionell.de
- Up to 2.000 hard copies for sponsor's own distribution
- High-res pdf with full syndication rights for clients own marketing purposes

Rate available upon request



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. Superbanner	1,100 EUR	970 x 220
2. Wallpaper	1,400 EUR	796 x 110 and 200 x 600 or up to 970 x 110 and 200 x 600
3. Stop-Content-Banner	1,000 EUR	515 x 180
4. Medium Rectangle	720 EUR	300 x 250
5. Skyscraper	1,000 EUR	120 x 600 up to 200 x 600
6. Text Ad	1,500 EUR	Text only, max. 280 characters
7. Half Page	900 EUR	300 x 600



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

1.240

FORMAT

FORMAT	RATE/WEEK	SIZE IN PIXEL
1. Text Ad	1,100 EUR	Text only, max. 280 characters
2. Fullsize Banner	1,000 EUR	780x 100
3. Superbanner	1.200 Euro	780 x 100

DISCOUNTS

Cross-media: 5%
Agency Commission: 15%

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PORTFOLIO
INSTITUTIONELL
AWARDS
2021

**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

14

DATE

17.6.2021

LOCATION

Berlin