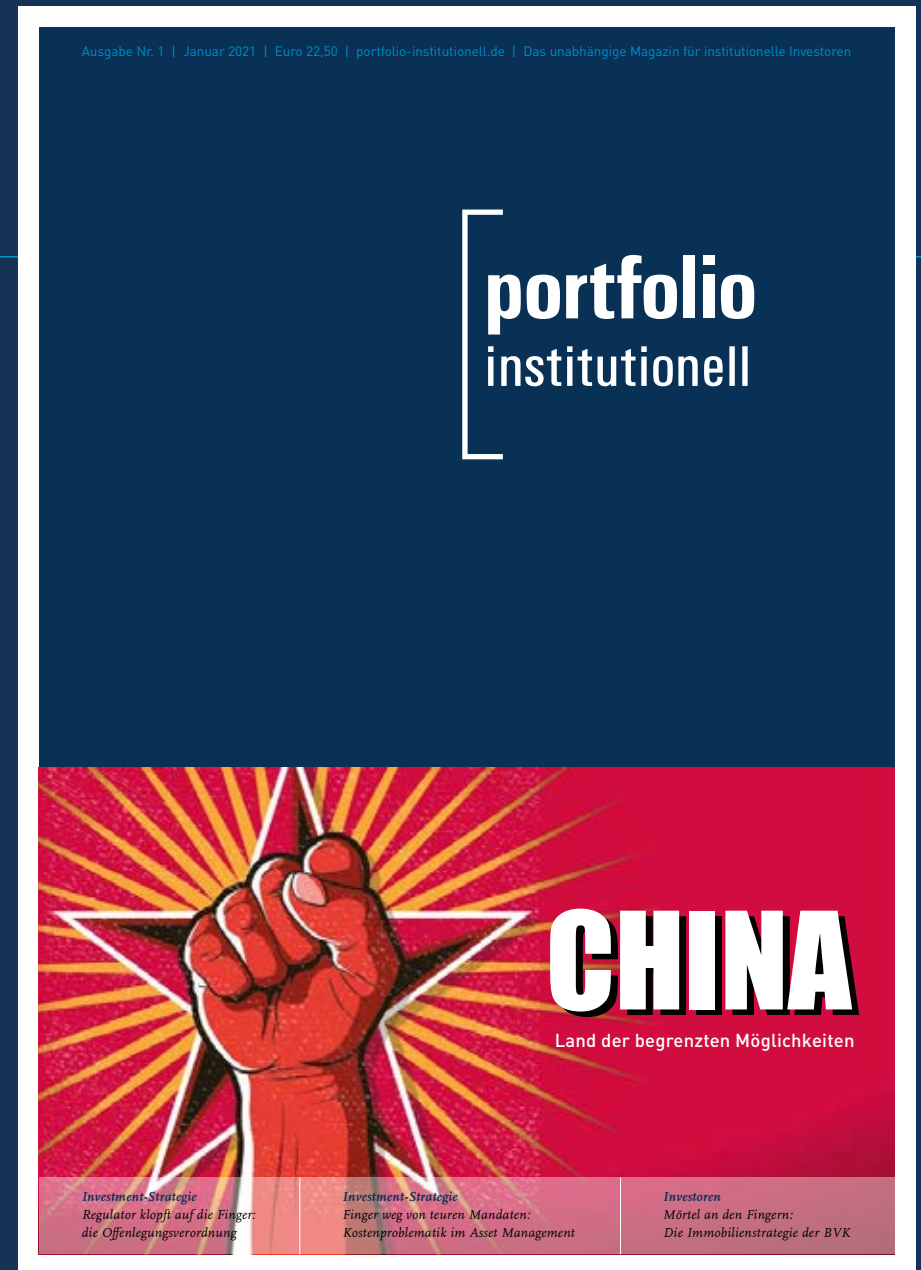


MEDIA KIT 2022

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.

Pricelist effective from 1 January 2022



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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 15 years.

CONTACT US

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portfolio Verlagsgesellschaft mbH
Kleine Hochstr. 9–11
60313 Frankfurt am Main
Germany

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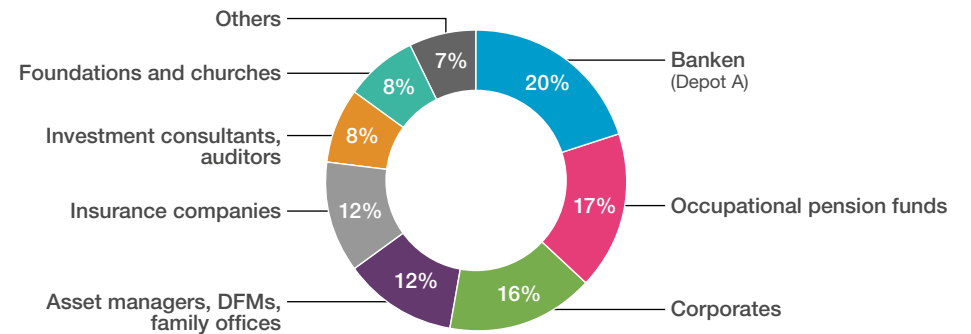
MAGAZINE

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



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PUBLICATION SCHEDULE

Issue	Topic	Publication date	Copy deadline
01 January	Impacts	28.01.22	06.01.22
02 February	Sustainability	25.02.22	03.02.22
03 March	Real Assets	25.03.22	03.03.22
04 April	Alternatives	26.04.22	04.04.22
05 May	20 years portfolio institutionell	27.05.22	05.05.22
06 June	Fixed Income	24.06.22	01.06.22
07 July	Awards 2022	29.07.22	07.07.22
08 August	Annual conference 2022	26.08.22	04.08.22
09 September	Equities	23.09.22	01.09.22
10 October	Real Estate	28.10.22	06.10.22
11 November	Sustainability	25.11.22	03.11.22
12 December	Outlook 2023	21.12.22	01.12.22

FORWARD FEATURES

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

FREQUENCY

12 issues per year

PRINT RUN

8,000

ISSN

1613-6772

04 ADVERTISING FORMATS

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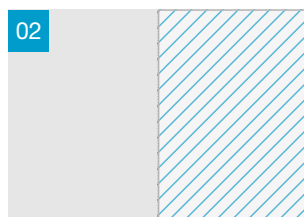
EVENTS

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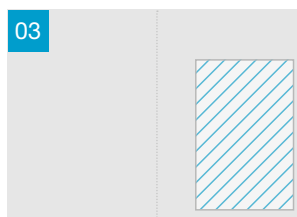
DPS

Price: 14,200 EUR
Bleed format: 420 x 297



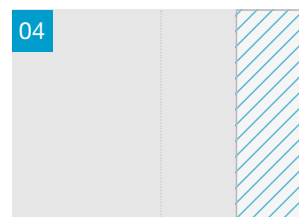
Full page

Price: 7,800 EUR
Bleed format: 210 x 297



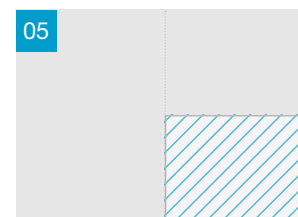
Junior Page

Price: 4,900 EUR
Type area format: 119 x 175



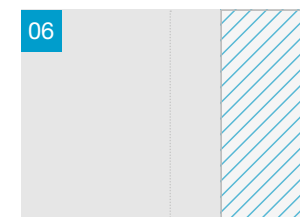
1/2 page portrait

Price: 5,200 EUR
Bleed format: 100 x 297



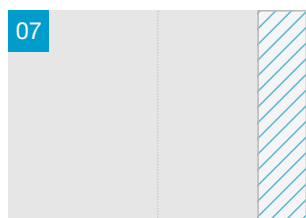
1/2 page landscape

Price: 5,200 EUR
Bleed format: 210 x 148.5



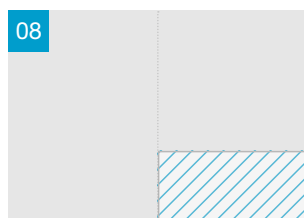
2/3 page portrait

Price: 6,600 EUR
Bleed format: 131 x 297



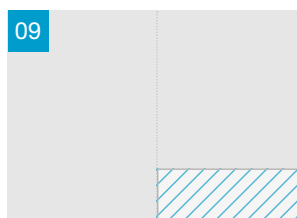
1/3 page portrait

Price: 4,600 EUR
Bleed format: 67.5 x 297



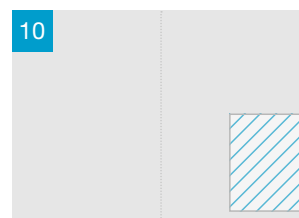
1/3 page landscape

Price: 4,600 EUR
Bleed format: 210 x 100



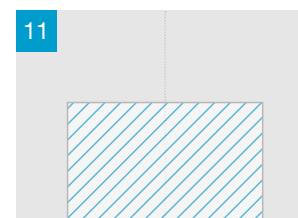
1/4 page landscape

Price: 4,100 EUR
Bleed format: 210 x 75



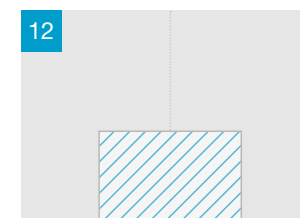
1/4 page portrait

Price: 4,100 EUR
Type area format: 86.5 x 125.5



Tunnel ad (large)

Price: 8,400 EUR
Bleed format: 266 x 175



Tunnel ad (small)

Price: 7,400 EUR
Bleed format: 204 x 130.5

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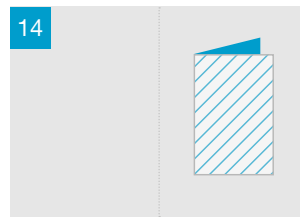


Foldable cover flap

Price: 11,300 EUR

Bleed format: 105 x 297

14



Loose insert

Pricing upon request



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: **9,800 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%

Cross media: 5%

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ESG SECTION

Sustainability has many topics – and also perspectives.

What is yours?

Explain your point of view on a specific sustainability topic in a half-page article with a photo of your expert, your logo and in coordination with our editorial team.

PRICE

1 Month:	6,400 EUR
2 Months:	11,600 EUR
3 Months:	15,000 EUR

Issue	Topic	Publication date	Copy deadline
01 January	Taxonomy	28.01.22	06.01.22
02 February	Biodiversity	25.02.22	03.02.22
03 March	Social Sustainability	25.03.22	03.03.22
04 April	Risk Management or Green Bubble?	26.04.22	04.04.22
05 May	Green Bonds, Social Bonds, Transition Bonds	27.05.22	05.05.22
06 June	Real Assets	24.06.22	01.06.22
07 July	Impact Investing/SDG17	29.07.22	07.07.22
08 August	Implementation Options	26.08.22	04.08.22
09 September	Sustainable Mobility	23.09.22	01.09.22
10 October	Emerging Markets	28.10.22	06.10.22
11 November	Climate/Decarbonisation	25.11.22	03.11.22
12 December	Diversity	21.12.22	01.12.22

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EXPERT INTERVIEW

Straight from the practice of capital investment: A service provider and an investor discuss a topic of your choice from different perspectives in an interview with our editorial team.

PRICE

18,900 EUR



EXKLUSIVE SPONSORING-PACKAGE:

- Four page write-up
- Standalone Logo
- Online publication on portfolio-institutionell.de and promotion in our Newsletter

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PORTFOLIO STATEMENT

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

Each issue of this special publication gives the readers of *portfolio institutionell* a 360-degree view of an important topic in the field of institutional investment. As 'thought leadership content', your article will be incorporated 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
01 January	—	—	—
02 February	Fixed Income	25.02.22	25.01.22
03 March	Absolute Return	25.03.22	22.02.22
04 April	Factor Investing	26.04.22	28.03.22
05 May	Alternatives	27.05.22	27.04.22
06 June	ESG	24.06.22	23.05.22
07 July	Emerging Markets	29.07.22	28.06.22
08 August	—	—	—
09 September	Real Estate	23.09.22	23.08.22
10 October	ESG	28.10.22	27.09.22
11 November	Equities	25.11.22	25.10.22
12 December	—	—	—

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PORTFOLIO STATEMENT SPONSORSHIP PACKAGES

	Basic sponsoring	Premium sponsoring
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	100 copies	100 copies
Logo placement	✓	✓
Distribution of the supplement with portfolio institutionell	✓	✓
Free use of the supplement as a PDF	✓	✓
Online Presence	—	Statement online on our homepage (worth 3,000 Euro)
Customized PDF with solely your article and logo	—	✓
Price excl. VAT	10,200 EUR	14,500 EUR

FREQUENCY

10 issues per year

CIRCULATION

7,800

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PORTFOLIO PORTRAIT

This is a high-quality exclusive print supplement about the sponsor portraying its expertise, history 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 while *portfolio institutionell* takes over the entire execution including design, layout, photo shoot, writing and editing and of course printing.

The supplement is distributed inside *portfolio institutionell* to its readers in the issue preferred by the client.

EXKLUSIVE SPONSORSHIP:

- Entire production (text and layout, printing, distribution) of a 12-page supplement
- 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

Price available upon request

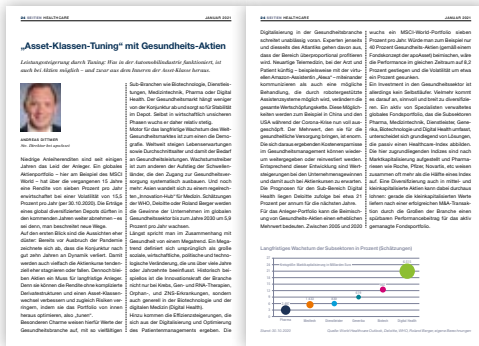
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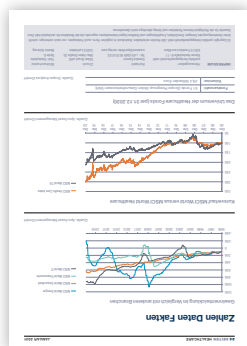
24 SEITEN

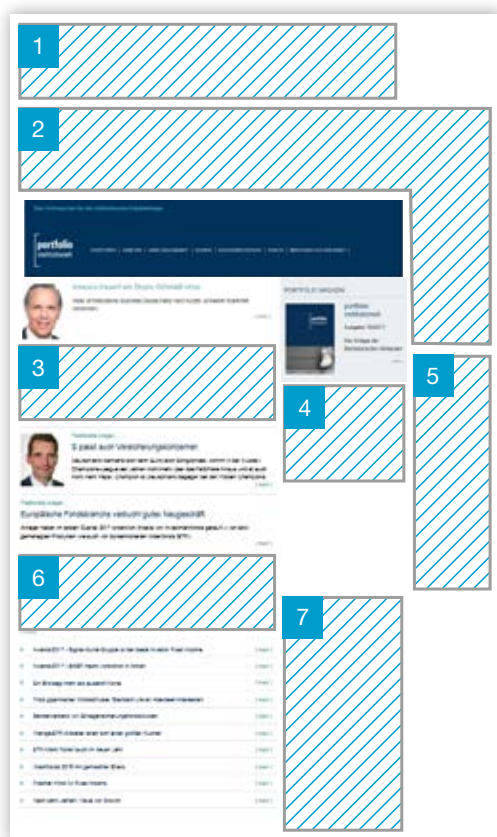
Our new monothematic format presents an asset class/topic from both your and our editorial point of view. 24 pages offer an extraordinary appearance and a top position on the front page of *portfolio institutionell*. The supplement consists of a 12-page company section, which you can fill with your content, and a 12-page editorial section.

EXKLUSIVE SPONSORING-PACKAGE:

- Complete production (text and layout, printing and shipping)
- Scope of 12 pages including an advert and cover
- Dissemination with *portfolio institutionell*
- Online publication on portfolio-institutionell.de and in the newsletter
- Up to 100 printed copies possible
- High-resolution PDF file for free use

Price 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 announcements, as well as content and reports on our institutional events and specials.

FORMAT	PRICE/WEEK	SIZE IN PIXEL	DISCOUNTS
1. Superbanner	1,100 EUR	970 x 220	Cross media 5 % Agency commission 15 %
2. Wallpaper	1,400 EUR	970 x 110 and 200 x 600	
3. Text Ad	1,500 EUR	Text only, max. 280 characters	
4. Medium Rectangle	720 EUR	300 x 250	
5. Skyscraper	1,000 EUR	200 x 600	
6. Stop-Content-Banner	1,000 EUR	515 x 180	
7. Half Page	900 EUR	300 x 600	

You have the opportunity to place your content on our homepage. We are happy to advise. For more information please contact o.sammi@portfolio-verlag.com



NEWSLETTER

The Newsflash is sent 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

1,290

FORMAT

PRICE/WEEK

SIZE IN PIXEL

- | | | |
|--------------------|-----------|--------------------------------|
| 1. Text ad | 1,100 EUR | Text only, max. 280 characters |
| 2. Fullsize-Banner | 1,000 EUR | 780 x 100 |
| 3. Superbanner | 1,200 EUR | 780 x 100 |

DISCOUNTS

Cross media 5 %
Agency Commission 15 %



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 14 categories in which awards are conferred. As a result, you will be part of a group of only 14 investment companies that have exclusive access to the event and feel involved with the fundamental idea behind the awards encouraging professionalism, transparency and excellence in German investment management.

The *portfolio institutionell* annual conference takes place before the gala night. 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.

A limited number of sponsoring packages for the annual conference and the awards are available. Information and price upon request.

DATE

30.6.2022

LOCATION

Berlin

PARTICIPANTS ARE INVESTMENT DECISION-MAKERS FROM

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