

MEDIA KIT 2023

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 2023



OVERVIEW

MAGAZINE

SUPPLEMENTS

ONLINE

EVENTS

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

Oneeba Sammi

Senior Sales & Relationship Manager

E: o.sammi@portfolio-verlag.com

T: +49 (0)69 8570 8152

portfolio Verlagsgesellschaft mbH

Kleine Hochstr. 9–11

60313 Frankfurt am Main

Germany



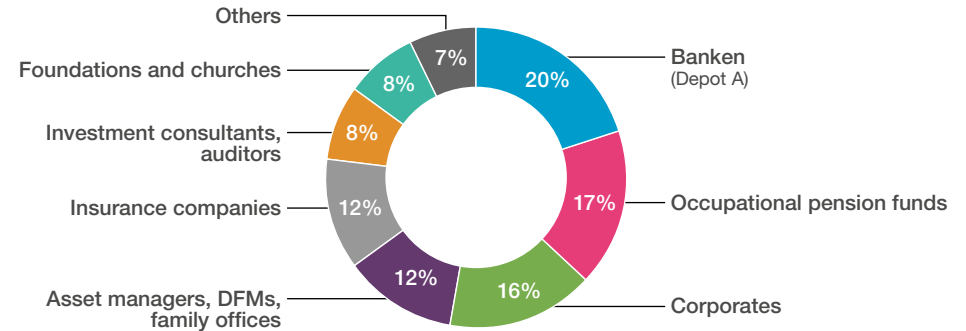
MAGAZINE

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



OVERVIEW

MAGAZINE

SUPPLEMENTS

ONLINE

EVENTS

PUBLICATION SCHEDULE

Issue	Topic	Publication date	Copy deadline
01 January	Impacts	27.01.23	05.01.23
02 February	Fixed Income	24.02.23	02.02.23
03 March	Sustainability	24.03.23	03.03.23
04 April	Alternatives	28.04.23	04.04.23
05 May	SAA, ALM, Risk Management	26.05.23	03.05.23
06 June	Fixed Income	23.06.23	01.06.23
07 July	Awards 2023	28.07.23	06.07.23
08 August	Annual conference 2023	25.08.23	03.08.23
09 September	Equities	29.09.23	07.09.23
10 October	Real Estate	27.10.23	05.10.23
11 November	Sustainability	24.11.23	02.11.23
12 December	Outlook 2023	22.12.23	01.12.23

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

OVERVIEW

MAGAZINE

SUPPLEMENTS

ONLINE

EVENTS

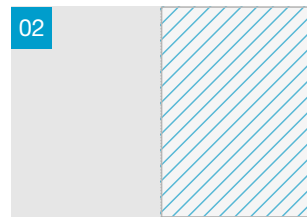
ADVERTISING FORMATS



DPS

Price: 15,400 EUR

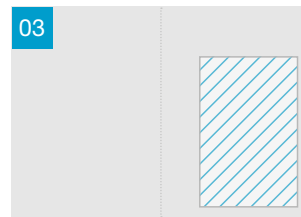
Bleed format: 420 x 297



Full page

Price: 8,100 EUR

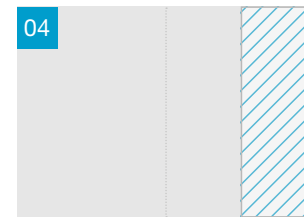
Bleed format: 210 x 297



Junior Page

Price: 5,100 EUR

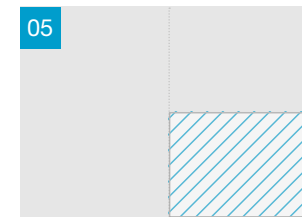
Type area format: 119 x 175



1/2 page portrait

Price: 5,400 EUR

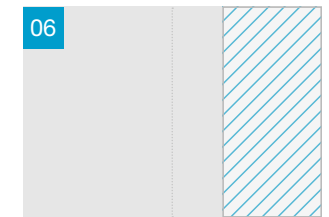
Bleed format: 100 x 297



1/2 page landscape

Price: 5,400 EUR

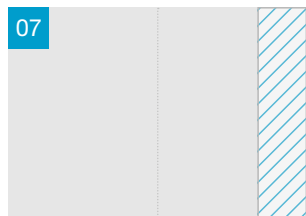
Bleed format: 210 x 148.5



2/3 page portrait

Price: 6,800 EUR

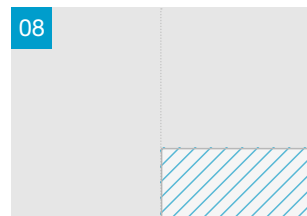
Bleed format: 131 x 297



1/3 page portrait

Price: 4,800 EUR

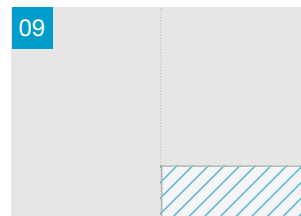
Bleed format: 67.5 x 297



1/3 page landscape

Price: 4,800 EUR

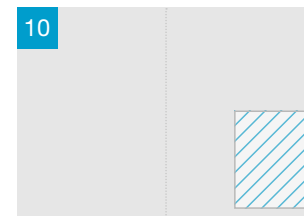
Bleed format: 210 x 100



1/4 page landscape

Price: 4,300 EUR

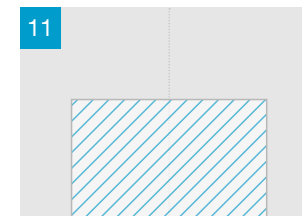
Bleed format: 210 x 75



1/4 page portrait

Price: 4,300 EUR

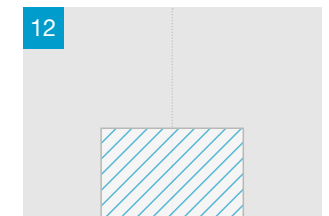
Type area format: 86.5 x 125.5



Tunnel ad (large)

Price: 8,600 EUR

Bleed format: 266 x 175



Tunnel ad (small)

Price: 7,600 EUR

Bleed format: 204 x 130.5

05 ADVERTISING FORMATS

OVERVIEW

PRINT-MAGAZIN

SUPPLEMENTS

ONLINE

EVENTS

SPECIAL FORMATS

13

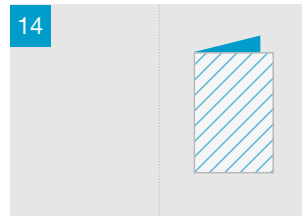


Foldable cover flap

Price: 11,800 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: **8,700 EUR**

DPS advertorial: **15,900 EUR**

SPECIAL POSITIONING

IFC: **10,200 EUR**

IBC: **9,700 EUR**

OBC: **10,200 EUR**

Page 4: **9,700 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%

#esg

Dekarbonisierung bleibt essenziell

Die Green Finance zeigt, wie wichtig es Unternehmen ist, ihre Klimastrategie zu kommunizieren. Doch die Dekarbonisierung ist ein langfristiger Prozess, der nicht über Nacht gelöst werden kann. Die Green Finance zeigt, wie wichtig es Unternehmen ist, ihre Klimastrategie zu kommunizieren. Doch die Dekarbonisierung ist ein langfristiger Prozess, der nicht über Nacht gelöst werden kann.

Paris umsetzen, Risiken minimieren: Dekarbonisierung von Investmentportfolios

Neue Perspektiven einer nachhaltigen Finanzwirtschaft

Die Rubrik der Meinungsführer

#esg

Debatte über die Klimawandelrisikoprüfung

Die Green Finance zeigt, wie wichtig es Unternehmen ist, ihre Klimastrategie zu kommunizieren. Doch die Dekarbonisierung ist ein langfristiger Prozess, der nicht über Nacht gelöst werden kann. Die Green Finance zeigt, wie wichtig es Unternehmen ist, ihre Klimastrategie zu kommunizieren. Doch die Dekarbonisierung ist ein langfristiger Prozess, der nicht über Nacht gelöst werden kann.

#esg

Keine Frage mehr des Ob, sondern des Wie!

Die Green Finance zeigt, wie wichtig es Unternehmen ist, ihre Klimastrategie zu kommunizieren. Doch die Dekarbonisierung ist ein langfristiger Prozess, der nicht über Nacht gelöst werden kann. Die Green Finance zeigt, wie wichtig es Unternehmen ist, ihre Klimastrategie zu kommunizieren. Doch die Dekarbonisierung ist ein langfristiger Prozess, der nicht über Nacht gelöst werden kann.

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: 6,700 EUR
2 Months: 12,100 EUR
3 Months: 15,700 EUR

Issue	Topic	Publication date	Copy deadline
01 January	Taxonomy	27.01.23	05.01.23
02 February	Biodiversity	24.02.23	02.02.23
03 March	Social Sustainability / Social Bonds	24.03.23	03.03.23
04 April	Risk Management or Green Bubble?	28.04.23	04.04.23
05 May	Implementation Options	26.05.23	03.05.23
06 June	Real Assets	23.06.23	01.06.23
07 July	Impact Investing / SDG17	28.07.23	06.07.23
08 August	Green Bonds, Social Bonds, Transition Bonds	25.08.23	03.08.23
09 September	ESG Data	29.09.23	07.09.23
10 October	Emerging Markets	27.10.23	05.10.23
11 November	Climate / Decarbonisation	24.11.23	02.11.23
12 December	Diversity	22.12.23	01.12.23

07 SPONSORED CONTENT

OVERVIEW

MAGAZINE

SUPPLEMENTS

ONLINE

EVENTS

ESG-Indizes adressieren materielle Risiken

Private Investment und das Investment gefolgt, auch und eine nachhaltige Anlage. Eine Studie von der Universität von Cambridge (UK) bestätigt, dass die Investoren, die ESG-Kriterien berücksichtigen, langfristig höhere Renditen erzielen. Die Studie zeigt, dass ESG-Kriterien nicht nur die Rendite, sondern auch das Risiko des Scheiterns reduzieren können. Dies ist ein wichtiger Aspekt für die langfristige Wertentwicklung von Unternehmen.

Wie wird die ESG-Bewertung?
Die ESG-Bewertung erfolgt durch verschiedene Anbieter, die auf Basis von öffentlich verfügbaren Informationen und durch direkte Kommunikation mit den Unternehmen. Die Bewertung erfolgt auf Basis von ESG-Kriterien, die in den ESG-Richtlinien des Anlegers festgelegt sind.

Wie wird die ESG-Bewertung genutzt?
Die ESG-Bewertung wird genutzt, um die Risikopräferenz des Anlegers zu berücksichtigen. Dies ermöglicht es dem Anleger, die ESG-Risiken des Unternehmens zu verstehen und diese in seine Investitionsentscheidungen zu integrieren.

Wie wird die ESG-Bewertung genutzt?
Die ESG-Bewertung wird genutzt, um die Risikopräferenz des Anlegers zu berücksichtigen. Dies ermöglicht es dem Anleger, die ESG-Risiken des Unternehmens zu verstehen und diese in seine Investitionsentscheidungen zu integrieren.

Alk langfristiger Investor im Auftrag unserer Kunden steht der Dialog mit den Unternehmen für uns an erster Stelle.

Die langfristige Wertentwicklung ist ein zentrales Anliegen für unsere Kunden. Wir verstehen, dass dies nur durch einen kontinuierlichen Dialog mit den Unternehmen erreicht werden kann. Unsere ESG-Bewertung ist ein wesentlicher Bestandteil dieses Dialogs und ermöglicht es unseren Kunden, die ESG-Risiken des Unternehmens zu verstehen und diese in ihre Investitionsentscheidungen zu integrieren.

Wie wird die ESG-Bewertung genutzt?
Die ESG-Bewertung wird genutzt, um die Risikopräferenz des Anlegers zu berücksichtigen. Dies ermöglicht es dem Anleger, die ESG-Risiken des Unternehmens zu verstehen und diese in seine Investitionsentscheidungen zu integrieren.

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

19,800 EUR

EXKLUSIVE SPONSORING-PACKAGE:

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

- OVERVIEW
- MAGAZINE
- SUPPLEMENTS
- ONLINE
- EVENTS



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	Absolute Return	24.02.23	24.01.23
03 March	Factor Investing	24.03.23	21.02.23
04 April	Fixed Income	28.04.23	23.03.23
05 May	ESG	26.05.23	21.04.23
06 June	Alternatives	23.06.23	23.05.23
07 July	Emerging Markets	28.07.23	27.06.23
08 August	—	—	—
09 September	Real Estate	29.09.23	29.08.23
10 October	Equities	27.10.23	25.09.23
11 November	ESG	24.11.23	24.10.23
12 December	—	—	—

OVERVIEW

MAGAZINE

SUPPLEMENTS

ONLINE

EVENTS

PORTFOLIO STATEMENT SPONSORSHIP PACKAGE

Article	2-page article
Interview	1-page interview
Ad in the supplement	Single page
Copies of the supplement for own use	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
Customized PDF with solely your article and logo	✓
Price excl. VAT	15,200 EUR

FREQUENCY

9 issues per year

CIRCULATION

7,800

OVERVIEW

MAGAZINE

SUPPLEMENTS

ONLINE

EVENTS



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

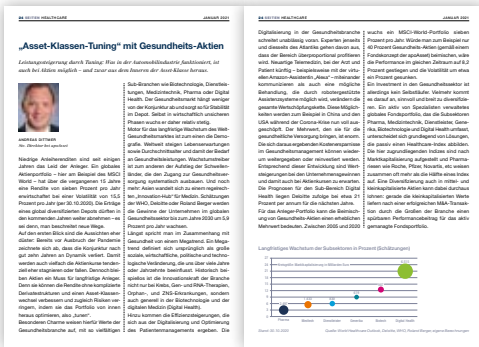
OVERVIEW

MAGAZINE

SUPPLEMENTS

ONLINE

EVENTS



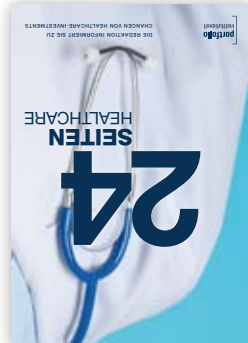
24 SEITEN

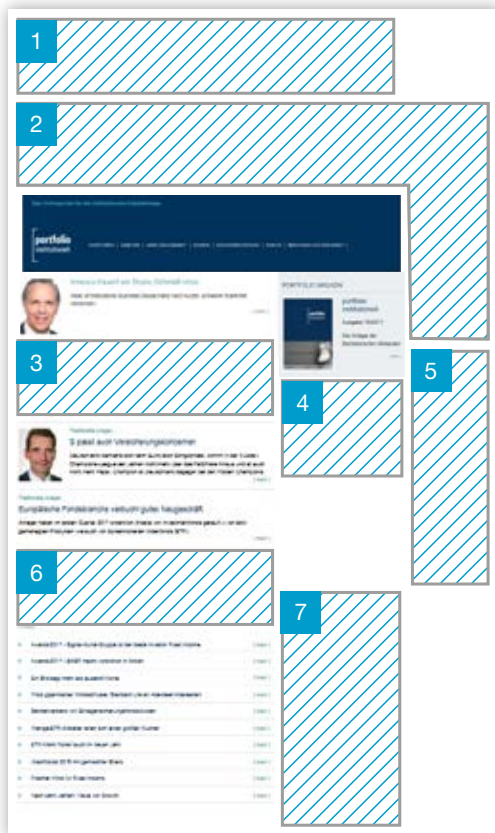
Our new monothematic format presents an asset class/topic from both your and our editorial point of view. 24 pages offer an extraordinary appearance and a top position on the front page of *portfolio institutionell*. The supplement consists of a 12-page company section, which you can fill with your content,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

1. Superbanner
2. Wallpaper
3. Text Ad
4. Medium Rectangle
5. Skyscraper
6. Stop-Content-Banner
7. Half Page

PRICE/WEEK

- 1,200 EUR
- 1,500 EUR
- 1,600 EUR
- 820 EUR
- 1,100 EUR
- 1,100 EUR
- 1,000 EUR

SIZE IN PIXEL

- 970 x 220
- 970 x 110 and 200 x 600
- Text only, max. 280 characters
- 300 x 250
- 200 x 600
- 515 x 180
- 300 x 600

DISCOUNTS

- Cross media 5 %
- Agency commission 15 %

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

1,360

FORMAT

PRICE/WEEK

SIZE IN PIXEL

- | | | |
|--------------------|-----------|--------------------------------|
| 1. Text ad | 1,300 EUR | Text only, max. 280 characters |
| 2. Fullsize-Banner | 1,200 EUR | 780 x 100 |
| 3. Superbanner | 1,400 EUR | 780 x 100 |

DISCOUNTS

- Cross media 5 %
- Agency Commission 15 %

OVERVIEW

MAGAZINE

SUPPLEMENTS

ONLINE

EVENTS



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

22.6.2023

LOCATION

Berlin

PARTICIPANTS ARE INVESTMENT DECISION-MAKERS FROM

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