# MEDIA KIT 2024

Pricelist effective from 1 January 2024

portfolio institutionell has been the leading institutional investment title in Germany for over 20 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.

# portfolio institutionell

# Anbieter – Investor Investor – Anbieter

Neue Ansätze und Methoden für eine bessere Verständigung

# 01 OVERVIEW



Overview PRINT-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**

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OVERVIEW MAGAZINE SUPPLEMENTS ONLINE EVENTS



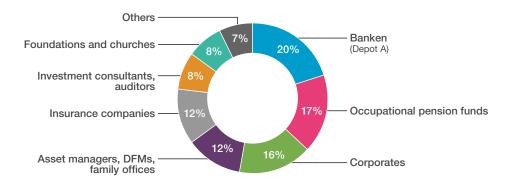


MAGAZINE CIRCULATION

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.

7,800

### READERSHIP BREAKDOWN



# 03 MAGAZINE



OVERVIEW MAGAZINE SUPPLEMENTS ONLINE EVENTS

### **PUBLICATION SCHEDULE**

Issue	Topic	Publication date	Copy deadline
01 January	Impacts	26.01.24	04.01.24
02 February	Fixed Income	20.02.24	29.01.24
03 March	Sustainability	19.03.24	26.02.24
04 April	Alternatives	18.04.24	27.03.24
05 May	Awards & annual conference 2024	31.05.24	06.05.24
06 June	Fixed Income	28.06.24	06.06.24
07 July	SAA, ALM, Risk Management	26.07.24	04.07.24
08 August	Company pension scheme	30.08.24	08.08.24
09 September	Equities	27.09.24	05.09.24
10 October	Real Estate	25.10.24	04.10.24
11 November	Sustainability	22.11.24	31.10.24
12 December	Outlook 2025	18.12.24	27.11.24

**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** 

PRINT RUN

ISSN

12 issues per year

8,000

1613-6772

# 04 ADVERTISING FORMATS



OVERVIEW MAGAZINE SUPPLEMENTS

ONLINE

EVENTS

### **ADVERTISING FORMATS**



**DPS** 

Price: 16,100 EUR

Bleed format: 420 x 297

Full page





Junior Page

Price: 5,300 EUR

Type area format: 119 x 175



1/2 page portrait

Price: 5,600 EUR Bleed format: 100 x 297



### 1/2 page landscape

Price: 5,600 EUR
Bleed format: 210 x 148.5



### 2/3 page portrait

Price: 7,140 EUR
Bleed format: 131 x 297



### 1/3 page portrait

Price: 5,000 EUR Bleed format: 67.5 x 297



### 1/3 page landscape

Price: 5,000 EUR
Bleed format: 210 x 100



### 1/4 page landscape

Price: 4,500 EUR
Bleed format: 210 x 75



### 1/4 page portrait

Price: 4,500 EUR

Type area format: 86.5 x 125.5



### Tunnel ad (large)

Price: 9,100 EUR

Bleed format: 266 x 175



### Tunnel ad (small)

Price: 7,900 EUR

Bleed format: 204 x 130.5

# 05 ADVERTISING FORMATS



OVERVIEW MAGAZINE SUPPLEMENTS ONLINE EVENTS

### **SONDERFORMATE**





### Foldable cover flap

Price: 11,800 EUR

Bleed format: 105 x 297



### 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: 9,200 EUR DPS advertorial: 16,900 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%

# 06 SPONSORED CONTENT



OVERVIEW MAGAZINE SUPPLEMENTS ONLINE EVENTS





ESG SECTION PRICE

Sustainability has many topics – and also perspectives. 1 Month: 6,700 EUR
What is yours? 2 Months: 12,100 EUR
Explain your point of view on a specific sustainability topic 3 Months: 15,700 EUR

in a half-page article with a photo of your expert, your logo and in coordination with our editorial team.

Issue	Topic	Publication date	Copy deadline
01 January	Transitions	26.01.24	04.01.24
02 February	Risk Management or Green Bubble?	20.02.24	29.01.24
03 March	Real Estate Developments	19.03.24	26.02.24
04 April	Green/Social/Transition Bonds	18.04.24	27.03.24
<b>05</b> May	Impact Investing/SDG17	31.05.24	06.05.24
06 June	Climate/Decarbonisation	28.06.24	06.06.24
07 July	Sustainable Mobility	26.07.24	04.07.24
08 August	Biodiversity	30.08.24	08.08.24
09 September	Sustainable Financing	27.09.24	05.09.24
10 October	Engagements	25.10.24	04.10.24
11 November	Renewables Reloaded	22.11.24	31.10.24
12 December	Diversity	18.12.24	27.11.24

# 07 SPONSORED CONTENT



OVERVIEW MAGAZINE SUPPLEMENTS ONLINE EVENTS





### EXPERT INTERVIEW PRICE

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.

### **EXKLUSIVE SPONSORING-PACKAGE:**

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

portfolio-institutionell.de / Media kit 2024

The publisher reserves the right to make changes

19,800 EUR

# 08 STATEMENT



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE EVENTS





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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.

### **TOPIC SUGGESTIONS FOR 2024:**

- ESG
- Emerging Markets
- Real Estate
- ALM
- Pension Scheme
- Factor Investing
- Alternatives
- Multi Asset
- Fixed Income

If you are intersted in any topic, please contact o.sammi@portfolio-verlag.com

# 09 STATEMENT



OVERVIEW PRINT-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	16,600 EUR

### **FREQUENCY**

9 issues per year

**CIRCULATION** 

7,800

# 10 PORTRAIT



OVERVIEW PRINT-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:**

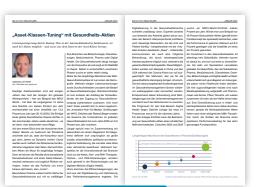
- Entire production (text and layout, printing, distribution) of a 12-page supplement
- Two full-page display advertisements (IFC & OBC)
- Distribution inside portfolio institutionell magazine
- Digital downloadable version on portfolio-institutionell.de
- Up to 2,000 hard copies for sponsor's own distribution
- High-res pdf with full syndication rights for clients own marketing purposes

Price available upon request



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE EVENTS









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.



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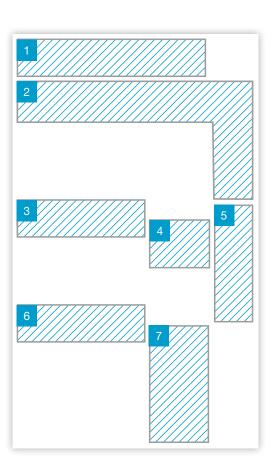
### **EXKLUSIVE SPONSORING-PACKAGE:**

- 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



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE EVENTS



### 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
<ol> <li>Superbanner</li> <li>Wallpaper</li> <li>Text Ad</li> <li>Medium Rectangle</li> <li>Skyscraper</li> <li>Stop-Content-Banner</li> </ol>	1,440 EUR 1,650 EUR 1,650 EUR 980 EUR 1,210 EUR 1,210 EUR	970 x 220 970 x 110 and 200 x 600 Text only, max. 280 characters 300 x 250 200 x 600 515 x 180	Cross media 5 % Agency commission 15 %
7. Half Page	1,100 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

# 13 NEWSLETTER



OVERVIEW PRINT-MAGAZINE **SUPPLEMENTS** ONLINE **EVENTS** 



**NEWSLETTER NEWSLETTER RECIPIENTS** 

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.

FORMAT	PRICE/WEEK	SIZE IN PIXEL
1. Text ad	1,550 EUR	Text only, max. 280 characters
2. Fullsize-Banner	1,420 EUR	780 x 100
3. Superbanner	1,540 EUR	780 x 100

### DISCOUNTS

Cross media 5 % Agency Commission 15 %

1,450



**OVERVIEW** PRINT-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

18.04.2024

LOCATION



### PARTICIPANTS ARE INVESTMENT DECISION-MAKERS FROM

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