MEDIA KIT 2025

Pricelist effective from 1 January 2025

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



01 OVERVIEW



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE ROUNDTABLE 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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portfolio Verlagsgesellschaft mbH Kleine Hochstr. 9–11 60313 Frankfurt am Main Germany

02 MAGAZINE



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE ROUNDTABLE EVENTS



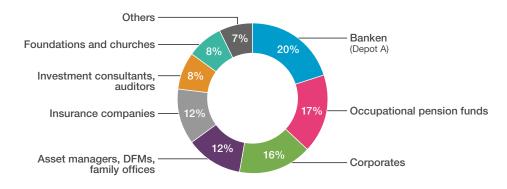


MAGAZINE CIRCULATION

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 PRINT-MAGAZINE SUPPLEMENTS ONLINE ROUNDTABLE EVENTS

PUBLICATION SCHEDULE

Issue	Topic	Publication date	Copy deadline
01 February	Fixed Income	28.02.25	07.02.25
02 March	SAA, ALM, Risk Management	27.03.25	07.03.25
03 April	Awards & annual conference 2025	25.04.25	02.04.25
04 May	Alternatives	23.05.25	02.05.25
05 June	Fixed Income	27.06.25	05.06.25
06 July/August	Company pension scheme	29.08.25	08.08.25
07 September	Equities	26.09.25	05.09.25
08 October	Real Estate	24.10.25	02.10.25
09 November	Sustainability	21.11.25	31.10.25
10 December/January	Impacts	19.12.25	28.11.25

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

10 issues per year

PRINT RUN

8,000

ISSN

1613-6772

04 ADVERTISING FORMATS



OVERVIEW

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ADVERTISING FORMATS



DPS

Price: 16,100 EUR

Bleed format: 420 x 297

Full page

Price: 8,700 EUR Bleed format: 210 x 297



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

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SPECIAL FORMATS





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 PRINT-MAGAZINE SUPPLEMENTS ONLINE ROUNDTABLE EVENTS





ESG- & PRIVATE MARKETS SECTION

Sustainability and Private Markets have many topics – and also perspectives.

What is yours?

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

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

Issue	Topic	Publication date	Copy deadline
01 February	Digital infrastructure	28.02.25	07.02.25
02 March	Green/Social Transition Bonds	27.03.25	07.03.25
03 April	Private Debt	25.04.25	02.04.25
04 May	Engagements	23.05.25	02.05.25
05 June	Infrastructure	27.06.25	05.06.25
06 July/August	Diversity	29.08.25	08.08.25
07 September	Real Assets/Real Estate	26.09.25	05.09.25
08 October	Biodiversity	24.10.25	02.10.25
09 November	Renewables Reloaded	21.11.25	31.10.25
10 December/January	Climate/Decarbonisation	19.12.25	28.11.25

07 SPONSORED CONTENT



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE ROUNDTABLE EVENTS





EXPERT INTERVIEW

Straight from the practice of capital investment: An asset 19,800 EUR manager 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 and on Linkedin

portfolio-institutionell.de / Media kit 2025

PRICE

08 STATEMENT



OVERVIEW

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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.

09 STATEMENT



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE ROUNDTABLE EVENTS

TOPIC SUGGESTIONS FOR 2025:

- 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

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	Ø
Distribution of the supplement with portfolio institutionell	Ø
Free use of the supplement as a PDF	Ø
Online Presence	Statement online on our website
Customized PDF with solely your article and logo	•
Price excl. VAT	16,600 EUR

10 PORTRAIT



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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

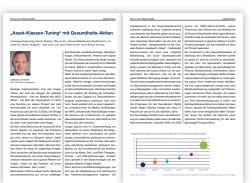
Price available upon request

11 24 SEITEN



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE ROUNDTABLE 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.



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EXKLUSIVE SPONSORING-PACKAGE:

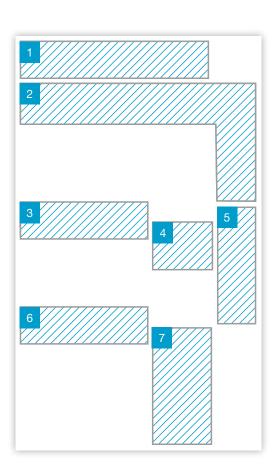
- Complete production (text and layout, printing and shipping)
- Scope of 12 pages including an advert and cover
- Dissemination with portfolio institutionell
- Online publication on portfolio-institutionell.de and in the newsletter
- Up to 100 printed copies possible
- High-resolution PDF file for free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

Price available upon request

12 WEBSITE



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE ROUNDTABLE 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
1. Superbanner	1,440 EUR	970 x 220	Cross media 5 %
2. Wallpaper	1,650 EUR	970 x 110 and 200 x 600	Agency commission 15 %
3. Text Ad	1,650 EUR	Text only, max. 280 characters	
4. Medium Rectangle	980 EUR	300 x 250	
Skyscraper	1,210 EUR	200 x 600	
6. Stop-Content-Banner	1,210 EUR	515 x 180	
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 ROUNDTABLE EVENTS

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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.

2,900

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 %

14 ROUNDTABLE



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







ROUNDTABLE PRICE

Our new format will bring sponsors and investors together at one table. An experienced moderator will guide the discussion, stimulate engaging conversations, and ensure that all relevant aspects are addressed. This format provides you with the opportunity to gain valuable insights in a short amount of time and exchange ideas with experts.

Additionally, we offer a comprehensive sponsorship package that includes exclusive benefits and visibility.

PLANNED TOPICS FOR 2025:

- Fixed Income
- Alternatives
- Passive Investment

SPONSORSHIP PACKAGE:

- Six-page write-up (narrative text) in portfolio institutionell
- Full-page advertisement
- Logo inclusion
- Online publication on portfolio-institutionell.de, in the newsletter, and on LinkedIn
- PDF for free use

Price available upon request!

17.800 Euro

15 AWARDS



OVERVIEW PRINT-MAGAZINE **SUPPLEMENTS** ONLINE ROUNDTABLE **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

27.03.2025

LOCATION

Berlin

PARTICIPANTS ARE INVESTMENT DECISION-MAKERS FROM

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

16 PRIVATE MARKETS FORUM



OVERVIEW PRINT-MAGAZINE SUPPLEMENTS ONLINE ROUNDTABLE EVENTS











PRIVATE MARKETS FORUM

In the current market environment, institutional investors face both challenges and exciting opportunities in the private markets. Our forum invites you to explore forward-thinking strategies together and unlock the full potential of equity and debt capital.

In a changing market landscape, opportunities arise to enhance investment performance and manage risks wisely. Engaging with leading experts provides valuable insights and strengthens your portfolio for the years to come.

Join us and help shape the future of private markets!

DATE

Q4 2025

LOCATION

Düsseldorf

PARTICIPANTS

- Pension Funds and Pension Schemes
- Insurance Companies
- Foundations
- Banks (Proprietary Investment)

THE SPONSORSHIP PACKAGE INCLUDES:

- 2 tickets
- 1 panel slot
- 1/1 page advert
- Logo presence
- Follow-up reporting in the magazine and website
- Meet & Greet with the asset owners during the conference and afterwards (drinks & dinner)

Price upon request!