

MEDIA KIT 2026

Pricelist effective from 1 January 2026

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.

Ausgabe Nr. 11 | November 2024 | Euro 22,50 | portfolio-institutionell.de | Das unabhängige Magazin für institutionelle Investoren

portfolio
institutionell

Erneuerbare Energien. *Stand jetzt.*



OVERVIEW

PRINT-MAGAZINE

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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 20 years.

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Germany



OVERVIEW

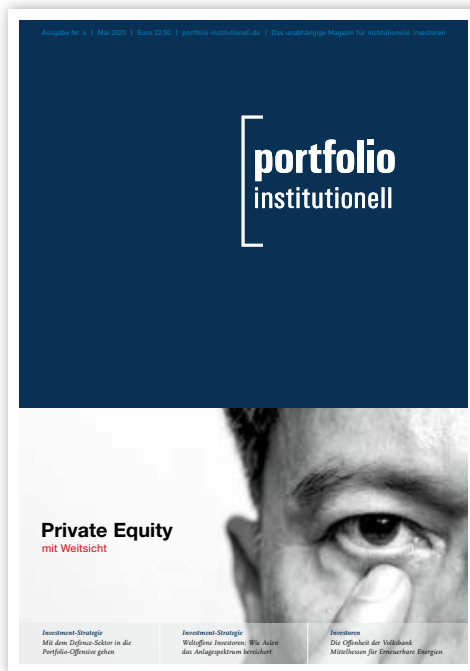
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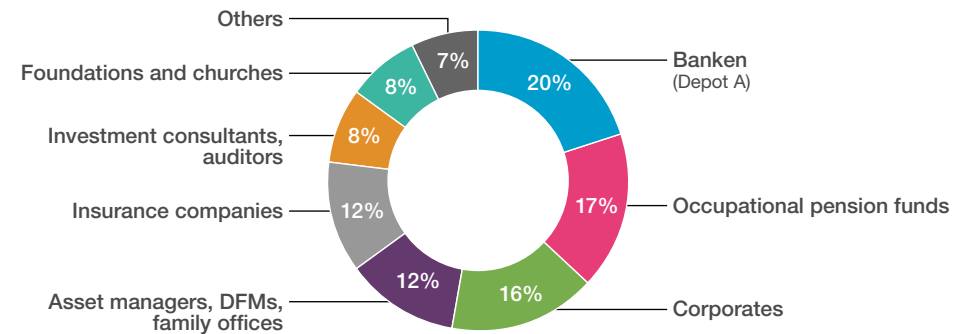
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MAGAZINE

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.

READERSHIP BREAKDOWN



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PUBLICATION SCHEDULE

| Issue | Topic | Publication date | Copy deadline |
|------------------|---------------------------------|------------------|---------------|
| February | Private Debt | 06.02.26 | 16.01.26 |
| March | SAA, ALM, Risk Management | 06.03.26 | 13.02.26 |
| April | Awards & annual conference 2026 | 10.04.26 | 18.03.26 |
| May | Alternatives | 08.05.26 | 16.04.26 |
| June/July | Fixed Income | 12.06.26 | 19.05.26 |
| August | Company pension scheme | 07.08.26 | 17.07.26 |
| September | Equities | 04.09.26 | 14.08.26 |
| October | Real Estate | 02.10.26 | 11.09.26 |
| November | Sustainability | 06.11.26 | 16.10.26 |
| December/January | Private Markets Forum 2026 | 18.12.26 | 27.11.26 |

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

6,800

ISSN

1613-6772

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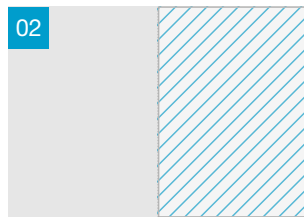
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ADVERTISING FORMATS



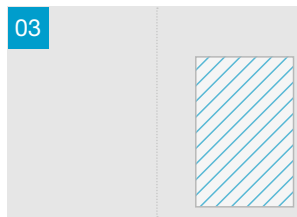
DPS

Price: 16,100 EUR
Bleed format: 420 x 297



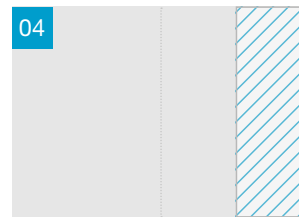
Full page

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



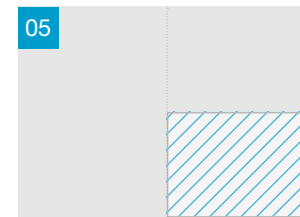
Junior Page

Price: 5,300 EUR
Type area format: 119 x 175



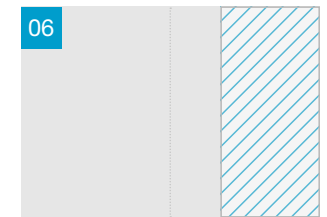
1/2 page portrait

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



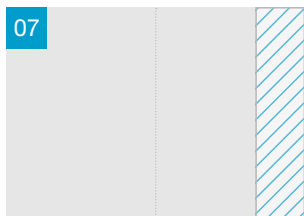
1/2 page landscape

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



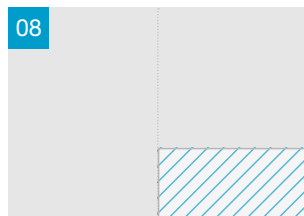
2/3 page portrait

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



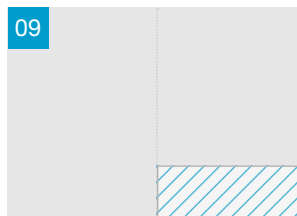
1/3 page portrait

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



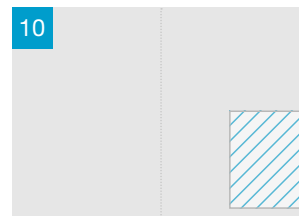
1/3 page landscape

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



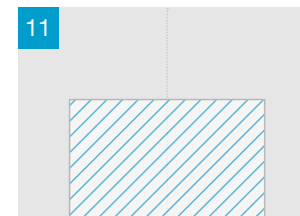
1/4 page landscape

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



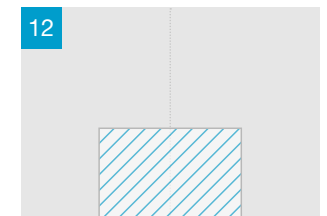
1/4 page portrait

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

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Foldable cover flap

Price: 11,800 EUR

Bleed format: 105 x 297



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

DISCOUNTS

Agency commission: 15%

Cross media: 5%

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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.

PRICE

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

| Issue | Topic | Publication date | Copy deadline |
|------------------|-------------------------------|------------------|---------------|
| February | Digital infrastructure | 06.02.26 | 16.01.26 |
| March | Green/Social Transition Bonds | 06.03.26 | 13.02.26 |
| April | Private Debt | 10.04.26 | 18.03.26 |
| May | Engagements | 08.05.26 | 16.04.26 |
| June/July | Infrastructure | 12.06.26 | 19.05.26 |
| August | Impact Investing | 07.08.26 | 17.07.26 |
| September | Real Assets/Real Estate | 04.09.26 | 14.08.26 |
| October | Biodiversity | 02.10.26 | 11.09.26 |
| November | Renewables Reloaded | 06.11.26 | 16.10.26 |
| December/January | Climate/Decarbonisation | 18.12.26 | 27.11.26 |

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EXPERT INTERVIEW

Straight from the practice of capital investment: An asset 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

Price available upon request



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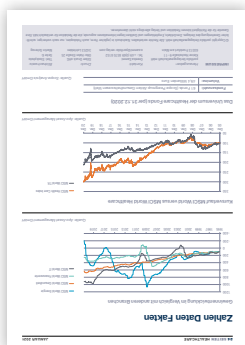
24 SEITEN

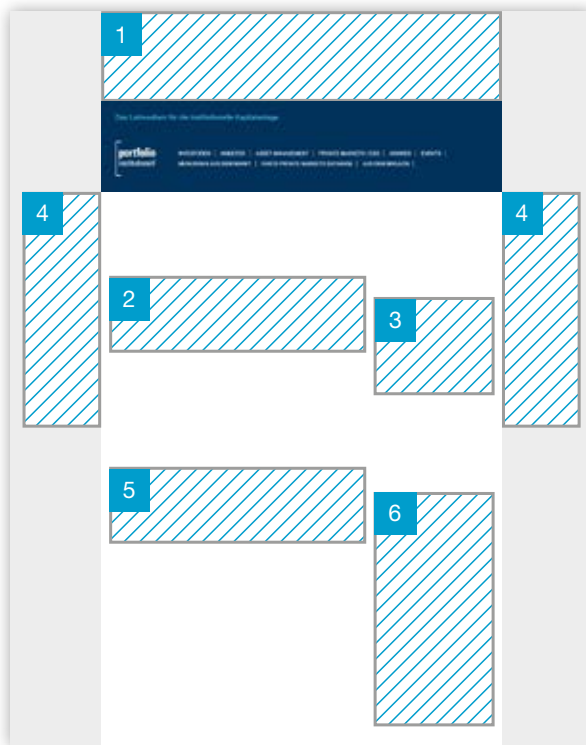
Our monothematic format presents an asset class/topic from both your and our editorial point of view. 24 pages offer an extraordinary appearance and a top position on the front page of *portfolio institutionell*. The supplement consists of a 12-page company section, which you can fill with your content, 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 | 1,650 EUR | 970 x 220 | Cross media 5 % |
| 2. Text Ad | 1,300 EUR | Text only, max. 280 characters | Agency commission 15 % |
| 3. Medium Rectangle | 980 EUR | 300 x 250 | |
| 4. Skyscraper | 1,300 EUR | 200 x 600 | |
| 4. Double-Skyscraper | 1,950 Euro | 200 x 600 | |
| 5. Stop-Content-Banner | 1,210 EUR | 515 x 180 | |
| 6. 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

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ONLINE ADVERTORIAL – WEBSITE

Exclusive online format to showcase your content on portfolio-institutionell.de.

Optional Multichannel Effect:

As a newsletter combination: Your advertorial is teased as a text ad in the newsletter, directing readers straight to the website for additional reach.

PRICE/WEEK

- Website only: 2,500 EUR
- Website + Newsletter: 3,500 EUR

Das Leitmedium für die institutionelle Kapitalanlage

portfolio
institutionell

INVESTIEREN | ANLEIHEN | ASSET MANAGEMENT | PRIVATE MARKETS / ESG | AWARDS | EVENTS |
MEINUNGEN AUS DEM MARKT | EUROPEAN PRIVATE MARKETS GATEWAY | AUS DEM MAGAZIN |

Home » Meinungen aus dem Markt » Advertorial » Schwellenländer-Anleihen:
Entwicklung, Merkmale, Perspektiven

Advertorial 28. April 2025



**Schwellenländer-Anleihen:
Entwicklung, Merkmale,
Perspektiven**

In einer Welt traditioneller
Anleihemärkte bieten Schwellenländer-
Anleihen eine häufig unterschätzte
Renditequelle. Entdecken Sie, warum sie
als strategische Beimischung immer
relevanter werden.

VanEck®
Access the opportunities.

Moritz Henkel, VanEck

Schwellenländer-Anleihen im Globalen Markt Portfolio

Anleihen aus Schwellenländern sind in den globalen Anlageportfolios trotz ihrer wachsenden wirtschaftlichen Bedeutung deutlich unterrepräsentiert. Dies geht aus der jüngsten Ausgabe der wiederkehrenden Studie „Global Market Portfolio 2024“ hervor.¹ Das Globale Markt Portfolio (GMP) wird auf rund 175 Billionen Dollar geschätzt, stellt den Gesamtmarkt aller investierbaren Vermögenswerte dar und dient somit als natürlicher Maßstab für die strategische Vermögensallokation. Anleihen der Industrieländer, einschließlich Staatsanleihen und Unternehmensanleihen mit Investment-Grade-Rating machen hier den größten Teil der festverzinslichen Anlagen aus, mit über 30% Anteil am GMP. Der Anteil der Schwellenländer-Anleihen liegt bei 3,9 % – eine für uns noch unverhältnismäßig niedrige Allokation.

Etablierung von Schwellenländer-Anleihen



In den letzten zwei Jahrzehnten haben sich
die Märkte für Schwellenländer-Anleihen
stark gewandelt. Früher als risikoreiche

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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

3,000

FORMAT

PRICE/WEEK

SIZE IN PIXEL

- | | | |
|--------------------|-----------|--------------------------------|
| 1. Text ad | 1,600 EUR | Text only, max. 280 characters |
| 2. Fullsize-Banner | 1,450 EUR | 780 x 100 |
| 3. Superbanner | 1,560 EUR | 780 x 100 |

SOLUS E-MAIL

Reach the subscribers of the portfolio institutionell newsletter directly and exclusively with your own Solus E-Mail – no distractions, no competition. Whether it's an event invitation, product update, or study release, your message will be sent in your own design and branding to a highly qualified audience of institutional investors, foundations, banks, and pension funds.

PREIS

2.500 Euro per mailing

SPECIFICATIONS:

- Exclusive mailing to newsletter subscribers
- Dispatch date upon agreement

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STATEMENT

Exclusive online format for thought-leadership articles and interviews on current topics in institutional investment.

PRICE

7,500 Euro

PLACEMENT:

- prominently on portfolio-institutionell.de
- additionally in our newsletter and on LinkedIn

TOPICS:

- Fixed Income
- Alternatives
- Multi Asset
- Emerging Markets
- Real Estate
- Sustainability
- Risk Management
- Factor Investing
- ALM
- Occupational Pensions (bAV)

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SPOTLIGHT

Spotlight gives companies the opportunity to present their profile and range of services to the readers of *portfolio institutionell* in a detailed and differentiated way. Specializations, strengths, and the company's current positioning can be showcased at a sophisticated level.

PRICE

9,500 Euro

SERVICES:

- Publication on portfolio-institutionell.de (duration: 1 month)
- Up to 5 manual links from thematically related content possible
- Exclusive solus email: one-time distribution to our newsletter subscribers

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ROUNDTABLE

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.



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!



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PORTFOLIO
INSTITUTIONELL
AWARDS
2026



PORTFOLIO INSTITUTIONELL AWARDS AND ANNUAL CONFERENCE

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

11.03.2026

LOCATION

Berlin

PARTICIPANTS ARE INVESTMENT DECISION-MAKERS FROM

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

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PRIVATE MARKETS FORUM

portfolio
institutionell



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!

Sponsorship packages and pricing available upon request

DATE

24.11.2026

LOCATION

Düsseldorf

PARTICIPANTS

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

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PVM CONFERENCE

The PVM Conference 2026 is designed for single family offices, foundations and high-net-worth individuals who are seeking an exchange on practical strategies and innovative investment ideas.

The Private Wealth Conference focuses on private markets and equities, sustainable investment strategies such as impact investments, risk management (with a particular emphasis on inflation protection), wealth administration, and generation management.

Engage in discussions with experienced asset owners, family office representatives, and managing directors to explore current opportunities and risks, and gain insights into how investors can access the most attractive strategies – while actively contributing your own perspective.

TOPICS INCLUDE:

- Private Equity, Small Caps, Micro Caps: Equity strategies for entrepreneurial wealth
- Real Estate: Taking advantage of the cycle
- Impact Investments: Delivering returns with responsibility
- Controlling & Reporting: Best practice in wealth management
- Generation Management: Values, participation, inheritance tax

Sponsorship packages and pricing available upon request

DATE

16.06.2026

LOCATION

Frankfurt am Main