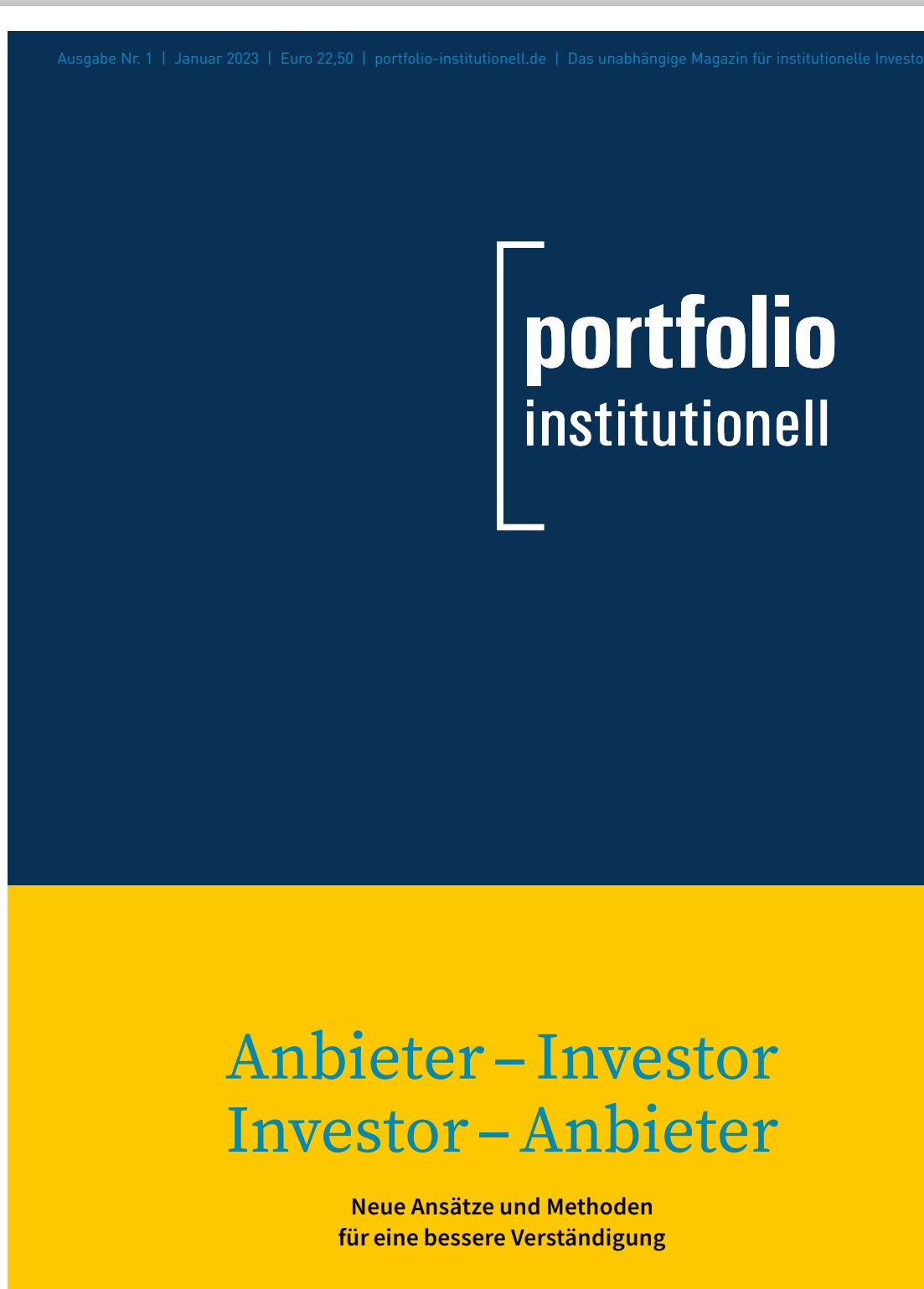
# MEDIA KIT 2024

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.



## 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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T: +49 (0)69 5899 6799

portfolio Verlagsgesellschaft mbH
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60313 Frankfurt am Main
Germany



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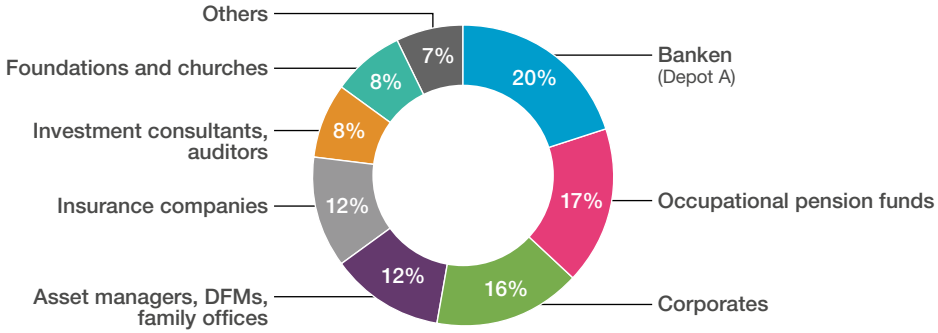

## MAGAZINE

*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 | 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**

12 issues per year

**PRINT RUN**

8,000

**ISSN**

1613-6772

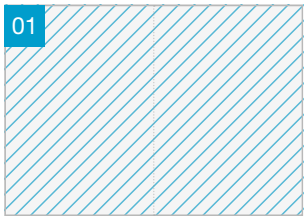


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# 04 ADVERTISING FORMATS



## ADVERTISING FORMATS




**DPS**

Price: 16,100 EUR

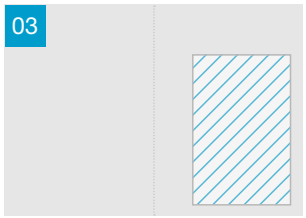
Bleed format: 420 x 297




**Full page**

Price: 8,700 EUR

Bleed format: 210 x 297




**Junior Page**

Price: 5,300 EUR

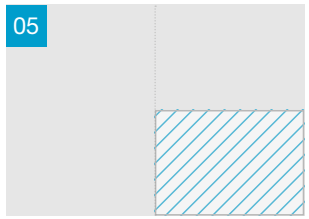
Type area format: 119 x 175




**1/2 page portrait**

Price: 5,600 EUR

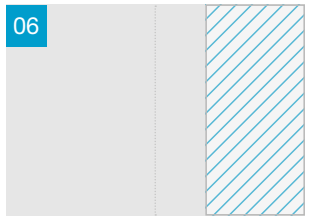
Bleed format: 100 x 297




**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

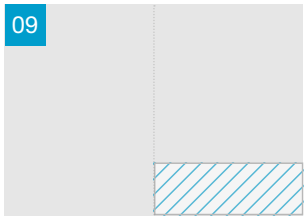
Bleed format: 67.5 x 297




**1/3 page landscape**

Price: 5,000 EUR

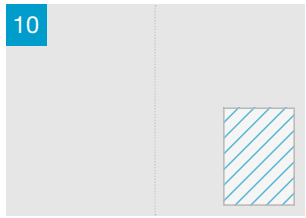
Bleed format: 210 x 100




**1/4 page landscape**

Price: 4,500 EUR

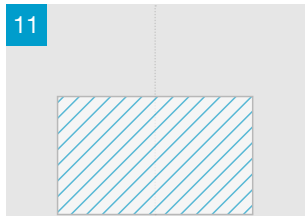
Bleed format: 210 x 75




**1/4 page portrait**

Price: 4,500 EUR

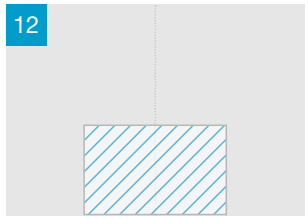
Type area format: 86.5 x 125.5




**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



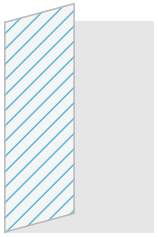
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# 05 ADVERTISING FORMATS



## SONDERFORMATE

13

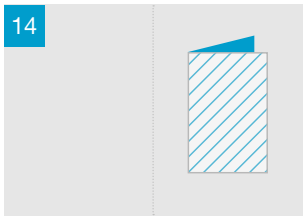


**Foldable cover flap**

Price: 11,800 EUR

Bleed format: 105 x 297

14



**Loose insert**

Pricing upon request



Anzeige

**Total Return Management in Zeiten der Zinswende**

*„Zur Optimierung einer konkreten Multi Asset Allokation in einem Total Return Ansatz gibt es zahlreiche Methoden. Die Bayernlnvest hat ein Verfahren auf der Basis von Korrelationsmatrizen entwickelt, das auf eine maximale Portfolio-Diversität zielt"*

Bayern Invest

## 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%



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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 |
|---|---|---|---|
| 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 | Energy storage | 18.04.24 | 27.03.24 |
| 05 May | Green/Social Transition Bonds | 31.05.24 | 06.05.24 |
| 06 June | Transition: How real assets contribute to the energy transition | 28.06.24 | 06.06.24 |
| 07 July | Biodiversität | 26.07.24 | 04.07.24 |
| 08 August | Sustainable mobility/the electrification of the transport infrastructure | 30.08.24 | 08.08.24 |
| 09 September | Climate/Decarbonisation | 27.09.24 | 05.09.24 |
| 10 October | Digital infrastructure | 25.10.24 | 04.10.24 |
| 11 November | Renewables Reloaded | 22.11.24 | 31.10.24 |
| 12 December | Energy renovations | 18.12.24 | 27.11.24 |



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ESG-Indizes adressieren materielle Risiken

„Versicherer und PKs schätzen bei ESG-Investments geringe Tracking Errors. Man will nachhaltig investieren, aber nicht zu weit weg von der Benchmark sein."

Dr. Guido Giese, MSCI



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

Victoria Arnold, BlackRock

## 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

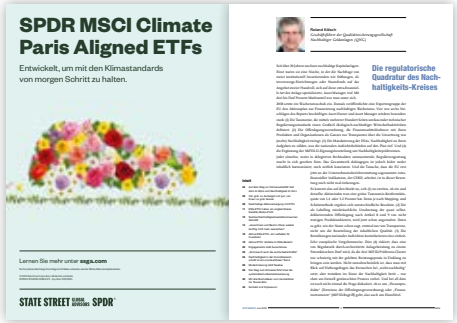
## EXKLUSIVE SPONSORING-PACKAGE:

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



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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



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## 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



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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:

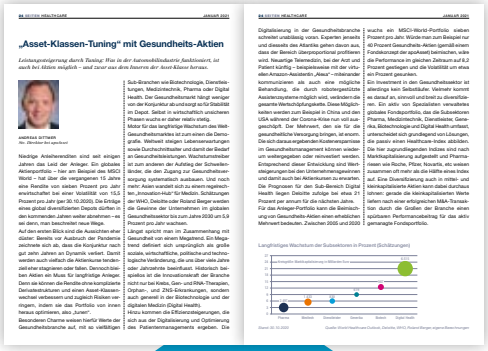
- Entire production (text and layout, printing, distribution) of a 12-page supplement
- Two full-page display advertisements (IFC & OBC)
- Distribution inside *portfolio institutionell* magazine
- Digital downloadable version on portfolio-institutionell.de
- Up to 2,000 hard copies for sponsor's own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

*Price available upon request*

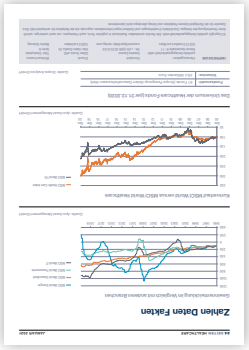


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„Asset-Klassen-Tuning" mit Gesundheits-Aktien






Gesundheitsbranche Zahlenbr




## 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.

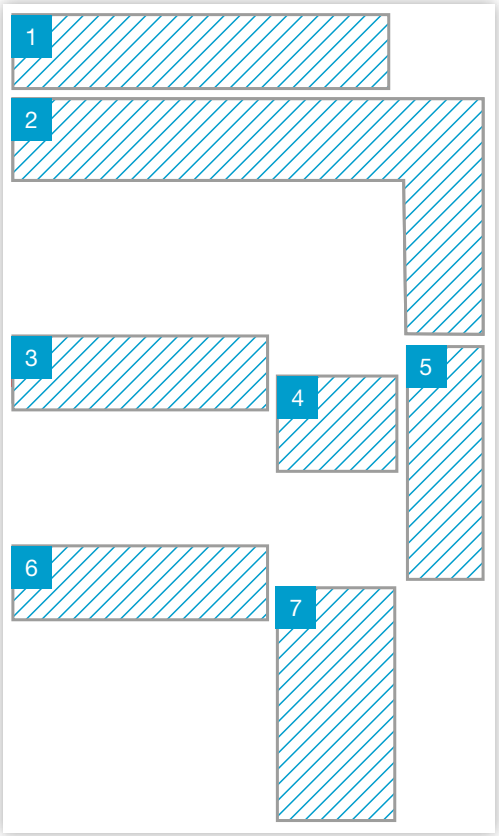
## EXKLUSIVE SPONSORING-PACKAGE:

- 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*



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## 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 |
|---|---|---|
| 1. Superbanner | 1,440 EUR | 970 x 220 |
| 2. Wallpaper | 1,650 EUR | 970 x 110 and 200 x 600 |
| 3. Text Ad | 1,650 EUR | Text only, max. 280 characters |
| 4. Medium Rectangle | 980 EUR | 300 x 250 |
| 5. 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 |

## 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



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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

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 %



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## 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**

Berlin

## PARTICIPANTS ARE INVESTMENT DECISION-MAKERS FROM

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



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