

RATE CARD 2018



GLOBAL INVESTOR

magazine for professional
and semiprofessional
investors

4x annually!

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professional authors world wide
direct connection to the markets

PROFILE

GLOBAL INVESTOR - Cash.'s latest magazine - offers outstanding opportunities to place your media-activities in an editorial environment that consists of "100 % investment funds".

The innovative concept of GLOBAL INVESTOR observes financial markets worldwide, spots market trends and is incessantly forward-looking, constantly focusing on investment funds. A global network of expert technical authors ensures maximum editorial quality and authenticity via the direct connection to the respective markets.

GLOBAL INVESTOR

THEMATIC FOCAL POINTS

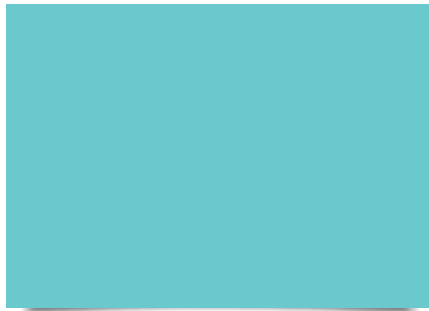
Issue	Topic	
2/18 Sale Date 8/3/2018	<ul style="list-style-type: none"> • Scandinavia • Vietnam • infrastructure • demography • nutrition 	<ul style="list-style-type: none"> • behavioral finance • multi asset • regulation (investment tax reform)
3/18 Sale Date 24/5/2018	<ul style="list-style-type: none"> • Australia • France • automotive industry • education 	<ul style="list-style-type: none"> • raw materials • IT G-compliant investments • quantitative investments • ETFs
4/18 Sale Date 6/9/2018	<ul style="list-style-type: none"> • Chile • USA • virtual reality • smart home 	<ul style="list-style-type: none"> • monetary policy • fixed income • hedge funds • large caps
1/19 Sale Date 22/11/2018	<ul style="list-style-type: none"> • Spain • China • biotechnology • internet of things 	<ul style="list-style-type: none"> • smart cities • small caps • value investing • forecasting techniques

SCHEDULE

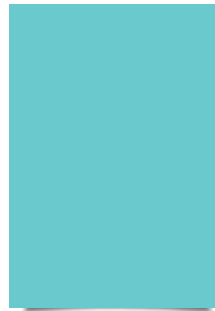
Issue	Sale Date	Ad closing	Ad copy date
02/2018	15/3/2018	21/2/2018	23/2/2018
03/2018	24/5/2018	2/5/2018	4/5/2018
04/2018	6/9/2018	15/8/2018	17/8/2018
01/2019	22/11/2018	31/10/2018	2/11/2018

frequency of publication: 4 x annually
total circulation: 15.000 copies

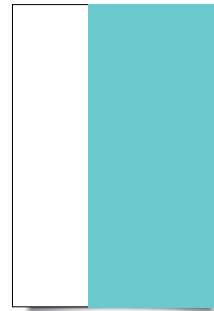
AD FORMATS



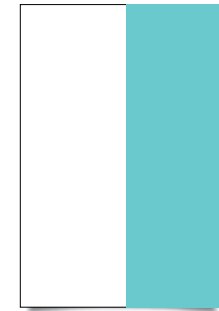
2/1 Page



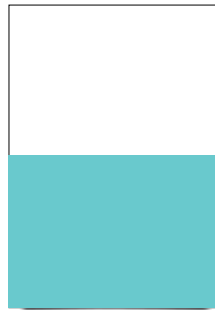
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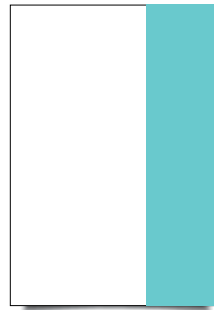
2/3 Page



1/2 Page vertical



1/2 Page horizontal



1/3 Page vertical



1/3 Page horizontal

other formats on demand

ADVERTISING RATES AND DISCOUNTS

ad format	size in type area	bleed (+3 mm bleed difference)	price 4c
2/1	390 x 233	420 x 280	17.000,-
1/1	175 x 233	210 x 280	8.500,-
2/3	116 x 233	134 x 280	6.400,-
Junior Page	118 x 175		6.290,-
1/2 vertical		102 x 280	5.200,-
1/2 horizontal	175 x 116,5	210 x 138	5.200,-
1/3 vertical	58 x 233	73 x 280	4.000,-
1/3 horizontal	175 x 78	210 x 93	4.000,-
2. Cover Page	175 x 233	210 x 280	10.500,-
3. Cover Page	175 x 233	210 x 280	9.900,-
4. Cover Page		210 x 280	10.500,-

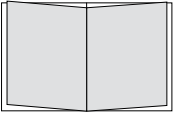

frequency discount*	quantity discount*
2 x	3 %
4 x	5 %
6 x	7 %

* only one scale of discount can be applied

agency commission: 15%

other formats on demand

AD SPECIALS + TECHNICAL DATA

Bound-in Supplements 	4 Pages 8 Pages 12 Pages	up to 4 pages: € 175,- per thousand copies. up to 8 pages: € 205,- per thousand copies. up to 12 pages: € 235,- per thousand copies.	
Loose Supplements 	up to 25 g	€ 175,-	Reprints on request; Oversize-Supplements € 220,- per thousand copies.

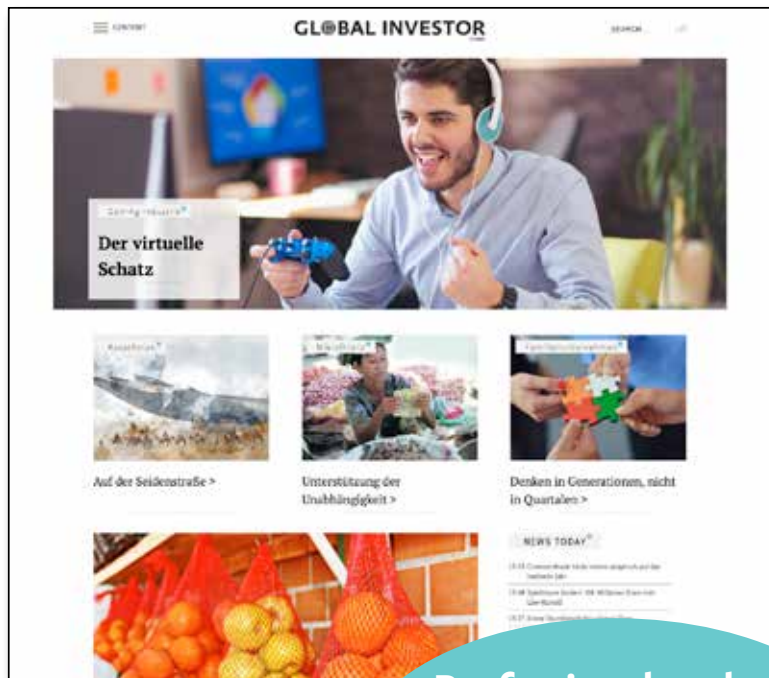
Magazine format: 210 mm width x 280 mm height
 Bleed margin: + 3 mm all around
 Type area: 175 mm width x 233 mm height

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WWW.GLOBALINVESTOR.DE



Professional authors
world wide

Direct connection
to the markets

PORTRAIT

www.globalinvestor.de is addressed to professional and semiprofessional investors and observes financial markets and investment regions worldwide.

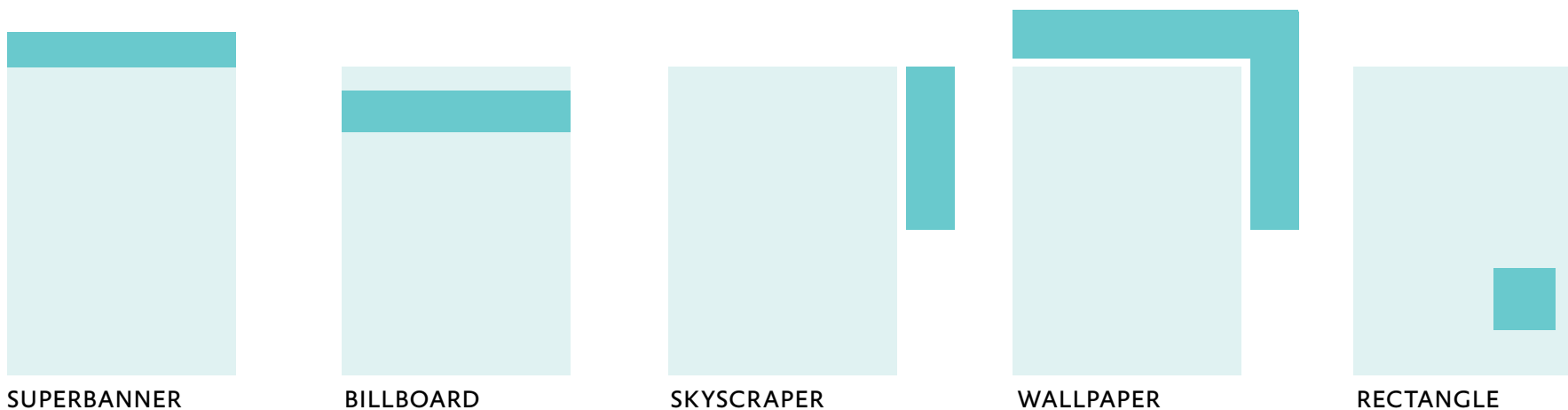
A global network of expert authors provides maximum editorial quality and authenticity via the direct connection to the respective markets.

The main target groups of www.globalinvestor.de are:

- professional investors
- institutional investors
- investment companies
- private banking
- family offices
- asset managers
- foundations
- pension funds
- KVGs and fund boutiques
- independent agents

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PROFILE FORMATS



Banner type	Size (width x height)	File format	max. file size	Price per month
Superbanner	728 x 90 Pixel	jpg, gif, html, swf	70 KB	1.100 Euro
Billboard	1000 x 180 Pixel	jpg, gif, html, swf	120 KB	1.100 Euro
Skyscraper	160 x 600 Pixel	jpg, gif, html, swf	90 KB	1.100 Euro
Wallpaper	individual	jpg, gif, html, swf	120 KB	1.500 Euro
Rectangle	300 x 250 Pixel	jpg, gif, html, swf	60 KB	1.100 Euro
Advertorial*				1.500 Euro
Global Investor Partner*				3 month: 500 Euro 6 month: 850 Euro

*these and other formats on demand

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