

ADVERTISEMENT RATE CARD NO. 11 • valid from 1<sup>st</sup> Jan. 2019

# ETF Magazin



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## MAGAZINE PROFILE



## The ETF magazine – Germany’s first print medium for Exchange Traded Funds

ETF magazine focuses on Exchange Traded Funds (ETFs) and is the valuable guide for asset allocation with ETFs.

ETF magazine is aimed at the premium target group of decision-makers for institutional investors such as insurance companies, pension funds, banks, savings banks, foundations, asset managers, utilities and municipalities.

## FACTS AND FIGURES

### Frequency

Quarterly

### Price per copy

€ 5 per issue

### Run

Print: approx. 2,000 copies

E-paper: approx. 5,700 copies

### Target group

Institutional investors

### 1/1 advert page

€ 19,700

### Price enquiry

Elisabeth Fey

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E [anzeigen@focus.de](mailto:anzeigen@focus.de)

### Bank accounts

Commerzbank AG, Munich

IBAN: DE54 6808 0030 0723 4120 00

BIC: DRES DEFF 680

UniCredit Bank AG, Munich

IBAN: DE19 7002 0270 0015 0249 05

BIC: HYVEDEMMXXX

### Payment conditions

Payment net within 30 days of date of invoice. The publisher shall grant a 2 % discount for advance

payments that are received by the publisher by the first day of sale of the issue of ETF magazine in which the advert is published, providing no previous invoices are overdue. Should the payment deadline be exceeded, interest on arrears in acc. with Para 11 of the General Terms and Conditions of 5 % above the respective base interest rate pursuant to Section 1, Para 1 of the Discount Rate Transition Act (DÜG) will be charged. All prices are net. VAT will be added. Bank collection procedure is accepted.

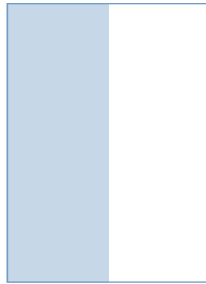
### General Terms and Conditions

All advert orders are executed exclusively according to the General Terms and Conditions of the publisher. These can be found on the Internet at [bcn.burda.de/service/download-center](http://bcn.burda.de/service/download-center)

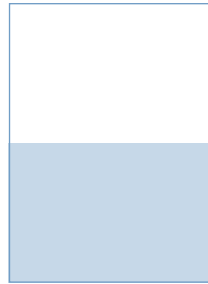
## FORMATS, PRICES AND KEY DATA



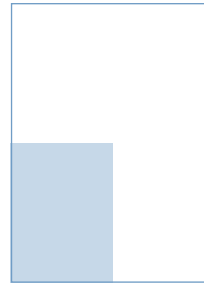
1/1 page  
210 x 297 mm  
(width x height)  
**€ 19,700**



1/2 page upright  
102 x 297 mm  
(width x height)  
**€ 11,820**



1/2 page across  
210 x 148 mm  
(width x height)  
**€ 11,820**



1/4 page  
102 x 148 mm  
(width x height)  
**€ 6,160**

### Magazine format

DIN A4 (210 mm width x 297 mm height)

### Magazine volume

Approx. 60 pages

### Printing process

Offset print

### Paper quality

200 g cover, 115 g inner pages

### Processing

Perfect binding

### Planning

AdTech Factory GmbH & Co. KG

Hauptstraße 127

77652 Offenburg, Germany

T +49 (0)781 84 37 56

E orders@adtechfactory.com

Text or picture elements that may be affected by the bleed should be moved 5 mm inwards from the trimmed final format (210 x 297 mm) to account for possible bleed tolerances. Advert format plus 4 mm bleed difference Other formats upon request. Information on ad specials at [www.burdanews.de/etf/adspecials](http://www.burdanews.de/etf/adspecials)

### Cooperative advertising supplement

Cooperative advertising is defined as joint adverts made by two or more advertisers within one advert or special campaign or by brand customers who include one or more traders in their advertisement. The fixed cooperative advertising supplement is 20% of the tariff rate.

## SCHEDULE 2019

No.	Calendar week	First date of sale	Advert deadline	Printing materials deadline
1	10	04.03.19	05.02.19	12.02.19
2	25	03.06.19	07.05.19	14.05.19
3	36	02.09.19	06.08.19	13.08.19
4	49	02.12.19	05.11.19	12.11.19

The editorial team reserves the right to alter deadlines in light of current events.

## DISCOUNTS

### Volume discount

From 2 pages	2 %
From 4 pages	4 %

Discounts and agency rate reductions may be applied to all adverts.

All prices are subject to statutory VAT.

## BRAND PORTFOLIO

### Strong brands for successful communication

The BurdaNews portfolio includes strong media brands that are amongst the leading titles in their segments. BurdaNews uses cross-medial channels to reach **36.63 million readers/users\*** and is indispensable for the **direct address of high-quality target groups:** These readers have above average income and education levels.

**BurdaNews comprises:**

#### cinema

The largest film magazine on sale in Germany combines film and lifestyle in a unique editorial concept every single month.



Since 1994, FIT FOR FUN has discussed FITNESS, FOOD and LIFESTYLE on a daily basis and it is the largest, widest-reach brand in this segment.



Like no other news magazine, FOCUS talks about a whole range of topics that are relevant to society, including politics and the economy!



#### DIABETES

Each issue provides in-depth information and specific tips for a healthy and enjoyable lifestyle – with diabetes.



#### GESUNDHEIT

The magazine brings the world of medicine closer to readers interested in health issues. The physician lists name Germany's top medics ordered by speciality.



The modern business and finance magazine offers a unique mix of topics aimed at decisionmakers in business and society.



#### SPEZIAL

This single-topic series offers utility journalism with a professional advisory role on the areas of expertise presented by the media brand FOCUS.



#### BUSINESS

The monothematic magazine focuses on topics concerning business, careers and the modern world of work.



Read, discover and experience! Adventure still exists! FREE MEN'S WORLD is unique and ground-breaking.



Das weltweit erfolgreichste Premium-Lifestyle-Magazin bietet alles, was Männer lieben – und überzeugt mit Vielseitigkeit, Anspruch und seiner crossmedialen Präsenz.



TV and puzzle fun: TV SCHLAU is the monthly listings magazine for the active middle-ground audience. From a diverse range of programmes, TV SCHLAU compiles the hits of the month in a 4-week TV planner.



With their highly frequented online and mobile platforms, TV SPIELFILM and TV TODAY make up the 360° media brand TV SPIELFILM plus – one of the most successful crossmedia brands for intelligent and innovative brand presentations on the market.

\*Source, b4p 2017 III

For the latest information on BurdaNews, log on to [bcn.burda.de](http://bcn.burda.de)

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