

ADVERTISEMENT RATE 9 • Valid from Jan. 1st 2017

ETF Magazin



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Facts and figures

1

Formats and dates

2

Your Personal Contacts

3



ETF Magazin – Germany’s first print medium on exchange traded funds

ETF Magazin focuses on exchange traded funds (ETFs) and is the invaluable guide to asset allocation with ETFs.

ETF Magazin addresses the premium target group of decision makers with institutional investors such as insurance companies, pension funds, banks, savings banks, foundations, wealth managers, utility companies, and communes.

FACTS AND FIGURES

Frequency of publication:

Quarterly

Copypreis

5,00 euro per issue

Circulation

Print: ca. 2,000 copies

E-Paper: ca. 5,700 copies

Target group

Institutional investors

1/1 ad-page

18,992 euro

burdanews.de

Rates request

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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

Terms of payment

Invoices must be paid within 30 days of the invoice date, without deduction. The publisher offers a discount of 2% for payment in advance, provided the

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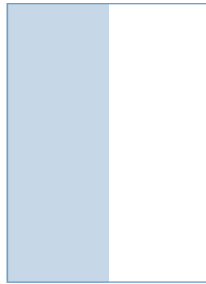
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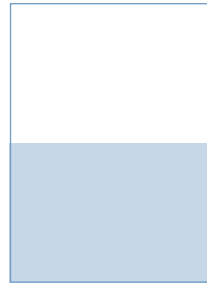
FORMATS, PRICES AND KEY FIGURES



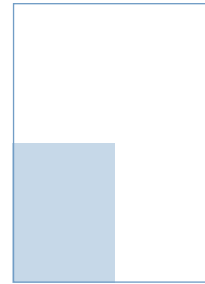
1/1 page
210 x 297 mm
(width x height)
€ 18,992



1/2 page upright
102 x 297 mm
(width x height)
€ 11,393



1/2 page across
210 x 148 mm
(width x height)
€ 11,393



1/4 page
102 x 148 mm
(width x height)
€ 5,936

Text or image elements close to the bleed line should have a minimum gap of 5 mm from the side of the final cut format (210 x 297 mm) towards the centre for potential bleed tolerances. Advertisement format plus 4 mm bleed difference. Other formats on request. For information on ad specials, please go to www.burdanews.de/etf/adspecials

Co-advertising supplement

A co-advertising supplement will be charged for adverts and special ad formats run by more than one advertiser. This applies to joint projects involving two or more advertisers, and to adverts/special advertising by brand customers that incorporate one or more distributors. The supplement represents 20% of the listed rate.

SCHEDULE 2017

No.	Calendar week	First day of sale	Closing date	Copy date for printer's copy
1	10	06.03.2017	07.02.2017	14.02.2017
2	24	12.06.2017	16.05.2017	23.05.2017
3	36	04.09.2017	08.08.2017	14.08.2017
4	49	05.12.2017	07.11.2017	14.11.2017

The editorial team reserves the right to change the publication date as dictated by current events.

Publication format

DIN A4 (210 mm wide x 297 mm high)

Pages

approx. 60 pages

Printing process

Offset printing

Paper quality

200 g cover, 115 g inside

Getup

Adhesive binding

Disposition

AdTech Factory GmbH & Co. KG

Hauptstraße 127

77652 Offenburg

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DISCOUNTS

By volume	
from 2 pages	2 %
from 4 pages	4 %

Space brokerage and discounts are available for all ads. All prices are excl. of VAT.

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