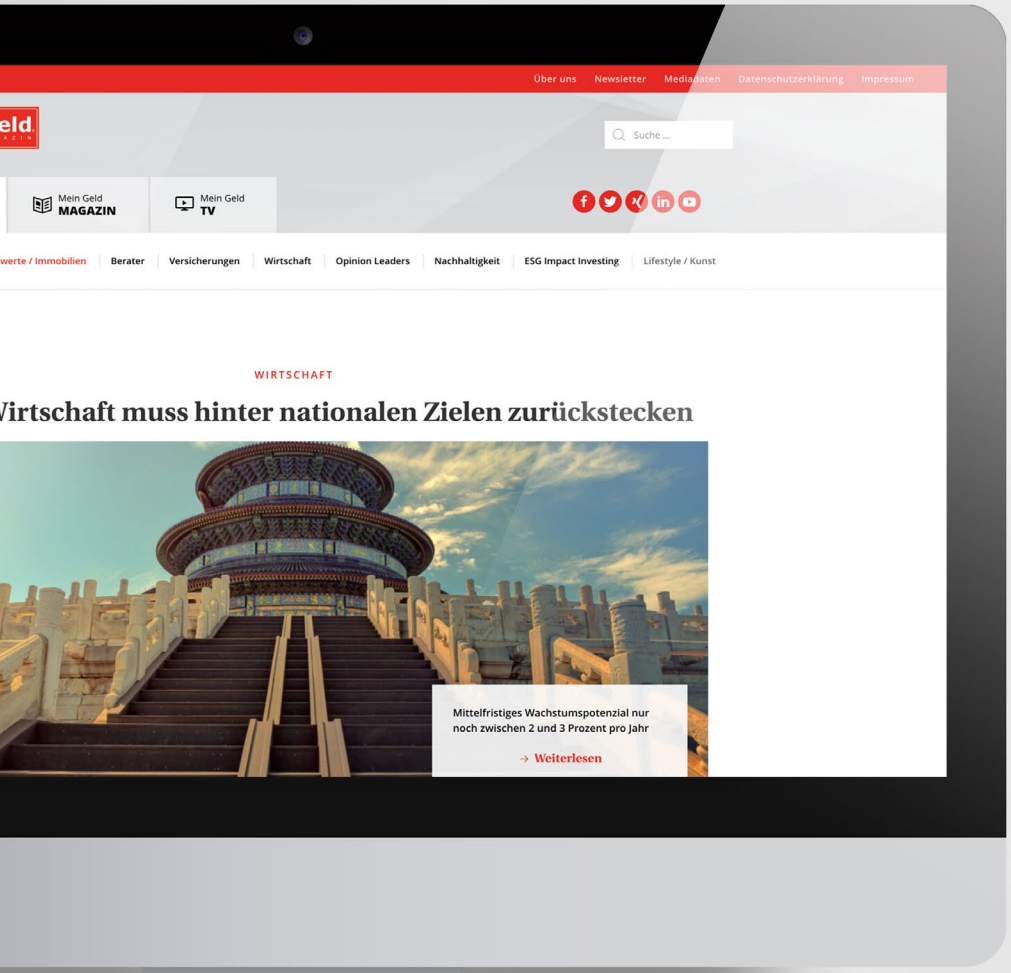



# MEIN GELD MEDIA KIT

## Online 2027

Prices valid from 1 January 2027

# WHY SHOULD YOU WORK WITH MEIN GELD MEDIEN GRUPPE?

## OUR PREMIUM PARTNER FOR PREMIUM TARGET GROUPS

### 01 REACH

We reach more than 200,000 readers a month, online and via print.

### 02 TARGET GROUP

Mein Geld's investment magazine is read by institutional investors, consultants within the German investment industry as well as brokers of the insurance industry.

### 03 OPINION LEADER

Given its investigative approach, Mein Geld's investment magazine is among the most trusted investment magazines in Germany and is also among the magazines longest in business.

### 04 A PROMISE TO KEEP

Mein Geld's investment magazine identifies what drives the investment and insurance industry and selects and recommends critical assets.

**COOPERATIONS WITH**

Handelsblatt

Wirtschafts Woche

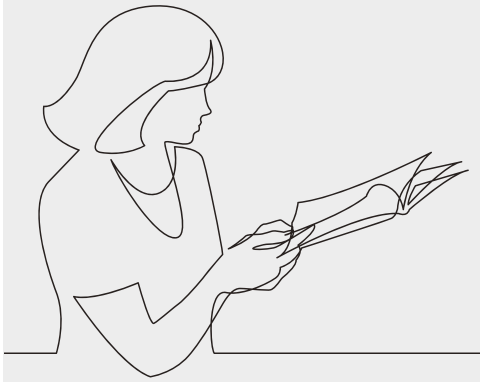
TOP ADRESSE

t-online.

# FOUR CHANNELS. ONE REACH.

## MEIN GELD MEDIEN GRUPPE

**PRINT**

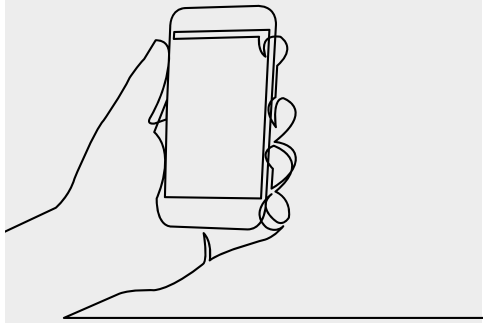


Reach of print

**20.000**

**READERS**

**ONLINE**

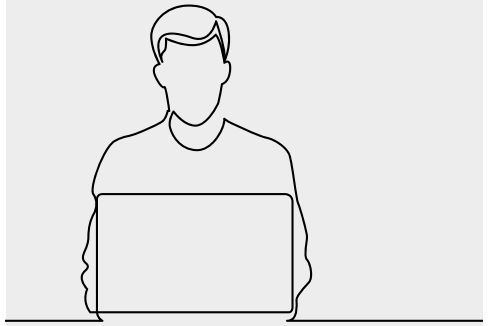


Visitiors per year on homepage

**253.000**

**PAGE IMPRESSIONS**

**TV**



Total reach of our cooperation partners online per year

**60 m.**

**CLICKS**

**EVENTS**

More than

**2,200** **GUESTS**

at various events with cross-media reach

Pictures: www.shutterstock.com / one line man

# SHORT PROFILE

For more than 30 years, Mein Geld embodies independent, first-class journalismus dedicated to investment.

The Mein Geld investment magazine presents interesting investment solutions and relevant first-hand editorial content from the insurance industry, committed to be both informal and precise.

Via various digital platforms, Mein Geld promptly informs about crucial news from the financial and insurance world and provides background information and classification.

Every two months, the magazine reaches more than 20,000 readers.

## PRINT

Type: **Business magazine**

In circulation
**4 countries: Germany, Austria, Switzerland, Luxembourg**

More than **3,000 copies distributed across institutional clients,**
the remaining 17,000 copies go to B2B clients

Issued **5x a year, 5 euro** a copy

## WEBSITE

Unique visitors **23,500**

Page impressions **253,000**

Total reach, including cooperation partners **60 million clicks** per year

## TV

Number of produced TV features:
**More than 800**

Distributed via social media and various financing and insurance platforms

Number of clicks every Roundtable video generates within 3 months (including all links): **10,000**

## EVENTS

Initiatoren-Loge
Assekuranz-Award
Boutiquen-Award
Sachwerte Award
FNG-Siegelverleihung
Lipper Fund-Award

# NOTHING REMAINS IN PRINT

The entire magazine is also available online. In addition to an “online advertorial”, there are other options for implementing your article on different platforms. You can find all variants in the online media data.

## NEWSLETTER WITH CUSTOMIZABLE TARGET GROUPS

Our newsletter reaches **6,000 subscribers.**
Choose from the target groups **Investment, Brokers** and **Real Assets.**

## MEIN GELD ONLINE IN FIGURES

**NEWSLETTER**

6.000
**newsletter subscribers**

26,7 %
**opening rate on average**

2,7 %
**click-through rate on average**

**LINKEDIN**

10.500
**follower**

18 Mio.
**reach potential of users in the DACH region**

14.000 bis 22.000
**monthly range**

**INSTAGRAM**

18.000 bis 22.000
**user minimum range**

**FACEBOOK**

20.000 bis 28.000
**user minimum range**

**YOUTUBE**

+ 250.000
**calls**

**80.000**

**TOTAL RANGE**
**NEWSLETTER + LINKEDIN + FACEBOOK**

# SPOTLIGHTS

## SUCCESSFUL DIRECTION OF MEIN GELD MEDIEN GRUPPE

**t-online**
Cooperation with t-online
since 2024

**Assekuranz Award**
Exclusive award for the best
Insurance, products and formats

**Boutiqen Fonds**
Exclusive award for the
best boutiques funds

**Sachwerte Awards**
Exclusive award for the
best real asset investments

**Auszeichnung 2021**
Awarded & recommended by
Firmen-TV, in cooperation with
Handelsblatt and WirtschaftsWoche

**Die Initiatoren-Loge**
We bring together the most
successful providers of real asset
investments with BVI and AfW

**FNG**
Media partnerships of
Mein Geld-Print and Mein Geld-TV
with the FNG since 2015

**Social Media**
Strong social media campaigns
via Instagram, Facebook and
LinkedIn for our clients

**wallstreet:online**
Partner since 2010

**Lipper Partnerschaft**
Media partner Refinitiv since 2011

**Focus Online**
Print articles are distributed
via FOCUS Online

**AfW**
Partner since 2015

**VKS**
Partner since 2022

**DKM**
Media partner of the DKM since 2015

**CHARTA**
Media partnership since 2023

**Finanznachrichten**
Partner since 2010

**Hidden Champions**
We have been a media partner
since 2016 of the Hidden
Champions Tour

**HANSA Champions Tour**
Partner since 2023

**Mixed Champions Tour**
Partner since 2022

**VUV**
Member since January
2020 of the VUV Forum

# BANNER FORMATS

## OVERVIEW

| Display | Banner type | Size (width x height) | Display area (screen width) | File format | Price (per month) |
|---|---|---|---|---|---|
| | Skyscraper | 120 x 600 Pixel | ranging from 1,290 pixels | gif/jpg | 3,115 euro |
| | Large leaderboard | 970 x 90 Pixel | ranging from 1,024 pixels | gif/jpg | 3,115 euro |
| | Expandable superbanner | 728 x 300 Pixel | 768 to 1,023 pixels (tablet only) | gif/jpg | 4,180 euro |
| | Rectangle | 300 x 250 Pixel | Always on display | gif/jpg | 3,740 euro |

All prices plus VAT.

# ONLINE ADVERTORIAL

## YOUR CONTRIBUTION

· Editorial contribution (advertorial) in cooperation with the Mein Geld editorial team

· Unlimited publication on My Money Online

· Placement of a teaser in the Mein Geld newsletter

## PRICE: 2000,- EURO

## ADDITIONAL OPTIONS

· Additional placement in the **newsletter** – **299,- each**

· **Facebook post** with 10,000 ad impressions – **499.00 each**

· **LinkedIn post** with 10,000 ad impressions – **849.00 each**

# OPINION LEADERS

## YOUR OPINION ON CURRENT MARKET DEVELOPMENTS

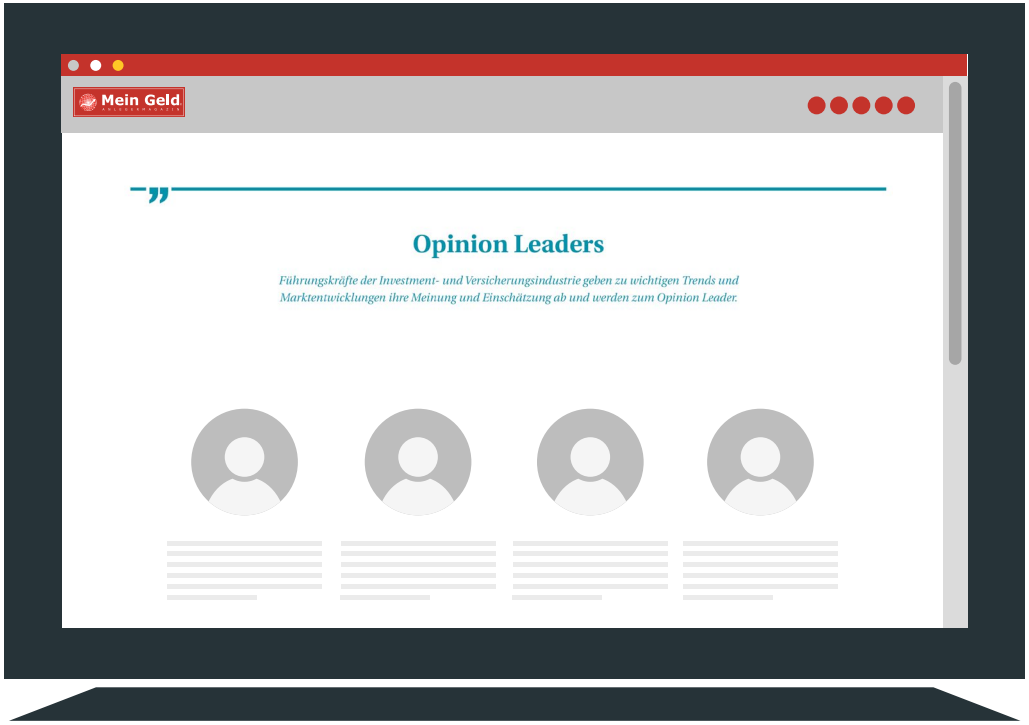
**Executives in the investment and insurance industry share their opinion and assessment on important trends and market developments and become an Opinion Leader.**

Over a period of one year, you will receive a monthly question on a topic of your choice that is up to date and tailored to you.

Your answer will appear on the Mein Geld website and you will benefit from our traffic – 253,000 page impressions and 23,500 unique visitors per month.

The "Opinion Leaders" section is also advertised in the Mein Geld newsletter with 6,000 email addresses and an opening rate of 26.7 percent.

**5700,- EURO**



# LINKEDIN CAMPAIGN

## PROMOTED POST

Promoted and highlighted editorial post on the LinkedIn company page of Mein Geld.

· Content: Headline, image or video, appropriate teaser texts.
· Link to website on Mein Geld
· Guaranteed reach: 5,000 - 10,000 from the Mein Geld target groups

(only in connection with an existing Mein Geld online booking) booking such as article, video, newsletter content, etc.)

## LINKEDIN AD

Promoted LinkedIn ad in one of the appropriate LinkedIN ad formats (both as well as moving image possible).

· Content: Headline, image or video, call-to-action text.
· Content is coordinated with the client (short texts, landing page, etc.)
· Guaranteed reach: 5,000 - 10,500 from the Mein Geld target groups

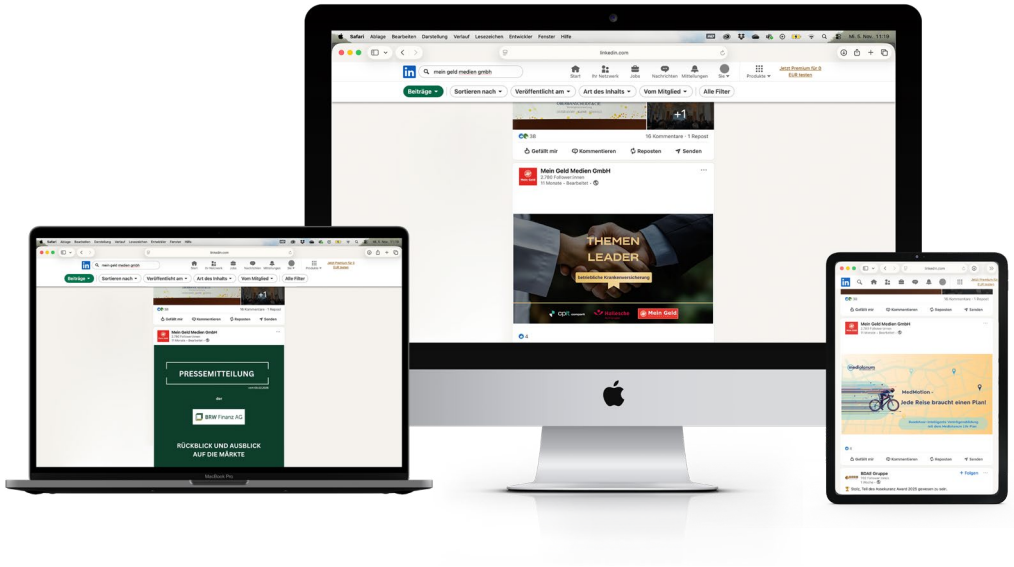
(can also be booked without an existing Mein Geld online booking)

**LINKEDIN CAMPAIGN**

10.500

**monthly range**

# MINI VIDEO CONCEPT




## CONCEPT

With the new **Mein Geld mini-videos**, insurers and product providers present their rates or awards in just **10 to 15 seconds** – compact, professional, and tailored to the target audience.
**Target audience:** Brokers, consultants, insurers, and decision-makers.
**Format:** Editorially prepared short videos with logo, photo, and core message of the company.

## SIMPLE PROCESS

**The customer provides:**
· Logo
· Photo of the desired person
· Brief tariff or product information

**Mein Geld Medien takes care of:**
· Editing & layout in the corporate design
· Production of the license-free short video
· Publication and campaign management

**= The customer only gives the go-ahead – Mein Geld takes care of everything else.**

## REACH & DISTRIBUTION

Multichannel campaign across all channels:
· Website: 250,000 visitors
· Online: 253,000 page impressions / 23,500 unique visitors per month
· Newsletter: 6,000 recipients (average open rate 26.7%)
· social media: LinkedIn (8,000 followers), Instagram, Facebook

## POSSIBLE USES

· Tariff or product launches
· Tariff awards
· Image campaigns
· Roadshows or social media formats
License-free use – also for your own communication channels.

## CONDITIONS

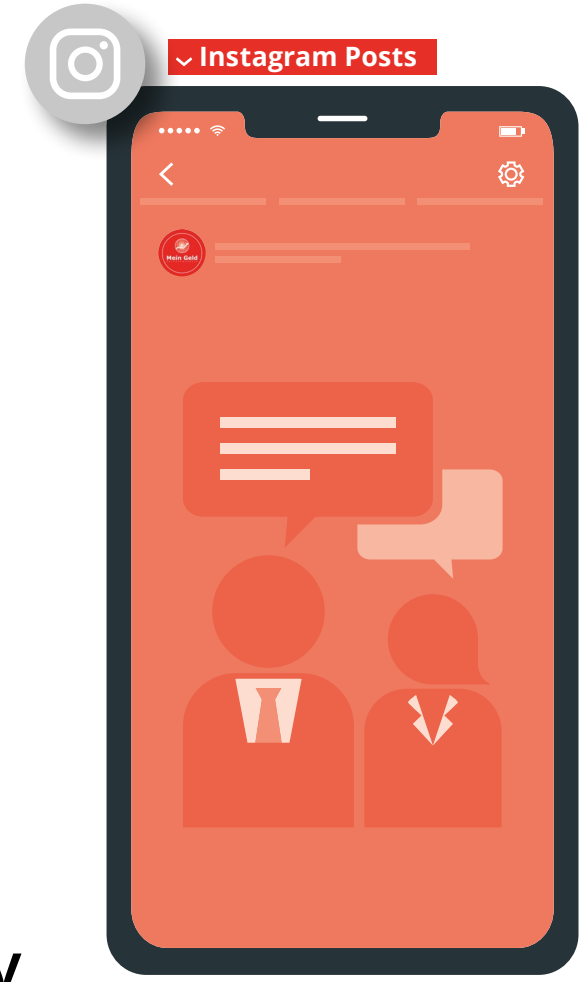
Service package per mini video:
· Editing & video production
· Layout in corporate design
· Publication on all channels
· Royalty-free use

## PRICE: ON REQUEST

# INSTAGRAM PUBLICATIONS

## INSTAGRAM POSTS

- Content: Image/text or video
- Link to Mein Geld website
- Guaranteed reach: 5,000 - 10,000 from the Mein Geld target groups and contacts
- Content can be delivered or, if desired, created together with the Mein Geld editorial team




**INSTAGRAM**

**18.000 bis 22.000**

**user minimum range**

**Permanently**

**visible in the Instagram timeline of Mein Geld**

# FACEBOOK CAMPAIGN

## PROMOTED POST

Promoted and highlighted editorial post
on the Facebook company page of Mein Geld.

· Content: Headline, image or video, appropriate teaser texts.
· Link to website on Mein Geld
· Guaranteed reach: 50,000 users in the Mein Geld target groups

(only in connection with an existing Mein Geld online booking)
booking such as article, video, newsletter content, etc.)

## FACEBOOK AD

Promoted Facebook ad in one of the appropriate
Facebook advertising formats. Both as an image and as a moving
image possible.

· Content: Headline, image or video, call-to-action text.
· Content is agreed with the customer (short texts,
landing page, etc.)
· Guaranteed reach 50,000 users of the Mein Geld
target groups

**FACEBOOK CAMPAIGN**

# 20.000 bis 28.000

**user minimum range**

# 12 hours

**in 1st place on the Mein Geld page**

# MEIN GELD TV

## ONE-ON-ONE – EXPERT TALK

Mein Geld TV conducts interviews with experts on various topics in the financial sector at congresses, trade fairs or other venues.

The interviews are shared via social media platforms such as Facebook, YouTube, LinkedIn, Instagram, as well as cooperation platforms and published on Mein Geld's website.

**ONE-ON-ONE**

| Where | How | Usage |
|---|---|---|
| Studio | Featuring experts | Image campaign |
| Trade fairs | Branded content | Road show |
| Road show | Alongside Mein Geld editorial staff | Facebook campaign |
| Conventions | | Investor education |
| | | Broker education |
| | | Company presentation |
| | | Series campaign |

**More than**

**700** **ONE-ON-ONES PRODUCED**

**More than**

**1000** **CLIPS PRODUCED**

One-on-One + Roundtable

# MEIN GELD TV

## FRANKFURTER KREIS – FINANCE EXPERT TALK

Mein Geld TV conducts exclusive roundtable discussions with video recordings at the VuV Academy in Frankfurt am Main. The aim of these roundtable discussions is a constructive exchange of experiences with critical statements from different perspectives.

**Modern format:** Stage with studio atmosphere and professional video production

**Video packages include:** group video, one-on-one interview, and social media clip—royalty-free for your own use

**High reach:** Presence on leading financial platforms, LinkedIn (8,000+ followers), newsletter (6,000 recipients), and print magazine Mein Geld (20,000 circulation, Germany, Austria, Switzerland, Luxembourg)

**Additional advertising service:** One page advertisement or text contribution in an issue of your choice in 2027

**Significant benefits for brokers and insurers:** visibility among relevant brokers and decision-makers, modern presentation, multichannel distribution, and optimal cost-benefit ratio.

**The Roundtable clearly stands out from the market:** the participating brokers are young, digitally savvy, and highly skilled.

They contribute their experience from daily consulting and thus discuss products, marketing, and sales on an equal footing.

**This creates real added value for companies:** Through direct dialogue with these hands-on professionals, you receive authentic, honest feedback on product design, communication, and customer experience. The result: You gain a unique insight into the needs and expectations of your customers and can develop new products and services that meet their expectations.

**Brokers bring information from insurers into the broker market.**

## NEW FORMAT & SETTING

- Modern design with **stage and seating area**
- **High-quality studio atmosphere** for professional video recordings
- **Large-scale media concept**

# MEIN GELD TV

## VIDEO PRODUCTION

3 high-quality, royalty-free videos including production:
· 1 group video with all participants
· 1 one-on-one video (content in consultation with the customer)
· 1 Instagram format video for social media

## REACH & DISTRIBUTION

**Publication via financial platforms**
· e.g. Wallstreet Online, FinanzNachrichten.de, etc.

**LinkedIn reach**
Over 8,000 followers on two platforms

**Newsletter dispatch**
· 6,000 qualified recipients (GDPR compliant)
· Average open rate: 28%, click rate: 2%

**Print magazine "Mein Geld"**
· Circulation: 20,000 copies
· Publication of roundtable feedback including QR code
· Distribution in Germany, Austria, Switzerland, and Luxembourg

## ADDITIONAL ADVERTISING SERVICE

· 1 full-page advertisement or one page of text in an issue of your choice in 2027

## PRICE ON REQUEST

**More than**

**300** **ROUNDTABLES RECORDED**

**10,000** **CLICKS**

**per video within three months including all links**

## HIGHLIGHTS & TOPICS

### Highlights

· Maximum visibility among relevant broker decision-makers
· Multichannel distribution: Digital, social media, and print
· High-quality content, e.g., rates, services, broker support in professional videos, modern studio atmosphere
· Efficient cost-benefit ratio: Roundtable included
· Royalty-free material for personal use

### Topics

1. **Babyboomer** (new RT): One-time payment, reinvestment, death benefit, daily nursing care allowance insurance, etc...
2. **PKV**
3. **BKV**
4. **Altersvorsorge**
5. **Komposit**
6. **AKS** (labor force protection)
7. **BAV**

# MEIN GELD EVENTS

The gathering of the key players in the finance, insurance and tangible assets industry rightly is an irreplaceable experience of great and lasting value. It is a must for a success-oriented network and a concise market presence.

**Our award events**
· Assekuranz-Award
· Boutiquen-Award
· Sachwerte Awards
· FNG Siegelverleihung
· Initiatoren-Loge
· Lipper Fund Award

As an organiser and media partner, we reach the who's who of the investment, insurance, underwriting, real estate and sustainability industries. We bring together all the key personalities to match the event.

Boutiquen Awards 2023

**Assekuranz-Award**
A gathering of the insurance industry's who's who

**Boutiquen-Award**
A get-together of institutional investment firms

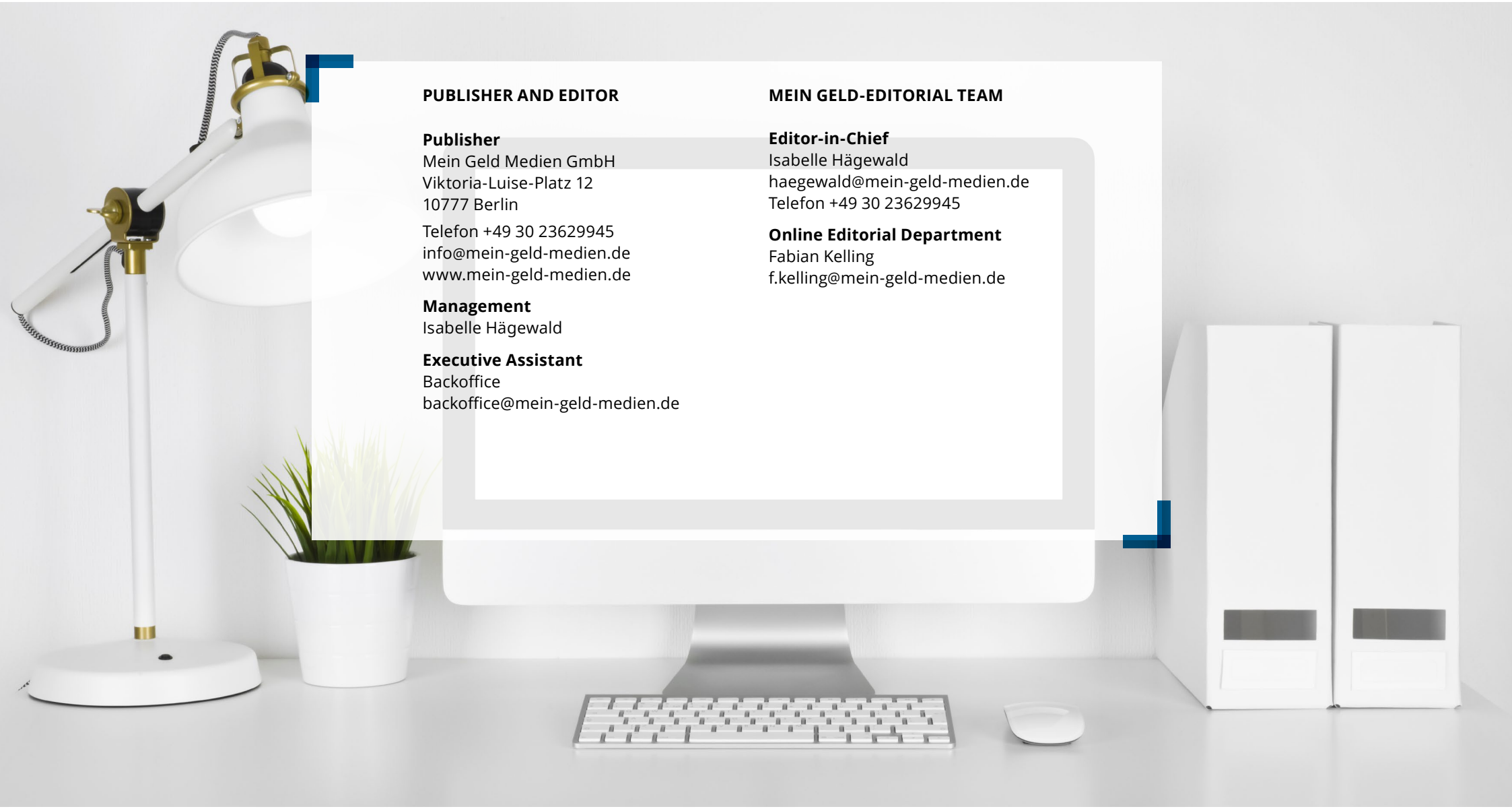
**Sachwerte-Awards**
Honouring of the best tangible assets

**FNG-Siegelverleihung**
Forum Nachhaltige Geldanlagen awards its seal

**Initiatoren-Loge**
A meet-up of the most successful suppliers of tangible assets

**Lipper Fund-Award**
The investment industry comes together with the best fund managers

# CONTACT



## PUBLISHER AND EDITOR

**Publisher**
Mein Geld Medien GmbH
Viktoria-Luise-Platz 12
10777 Berlin

Telefon +49 30 23629945
info@mein-geld-medien.de
www.mein-geld-medien.de

**Management**
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**Executive Assistant**
Backoffice
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## MEIN GELD-EDITORIAL TEAM

**Editor-in-Chief**
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haegewald@mein-geld-medien.de
Telefon +49 30 23629945

**Online Editorial Department**
Fabian Kelling
f.kelling@mein-geld-medien.de

# TERMS AND CONDITIONS

**A**

1. By placing an advertising order, the client acknowledges the General Terms and Conditions and the currently valid price list of the contractor ("MeinGeld") as binding. An "advertising order" within the meaning of the following General Terms and Conditions is the contract for the publication of one or more advertisements or other advertising materials (hereinafter collectively referred to as "advertisements") by an advertiser or other client (hereinafter collectively referred to as "advertiser") in "MeinGeld" for the purpose of distribution. These General Terms and Conditions shall apply exclusively to the processing of advertising orders. Deviating terms and conditions of the client shall not apply, even if the publisher does not expressly object to them in individual cases.

2. An advertising order may include all advertisements published within one year. The term of the advertising order begins with the publication of the first advertisement. Placement instructions by the client shall only be valid if confirmed in writing by the contractor.

3. If an order is not fulfilled for reasons for which the publisher is not responsible, the client shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the granted discount and the discount corresponding to the actual volume purchased. Reimbursement shall not apply if the non-fulfillment is due to force majeure within the publisher's sphere of risk.

4. Advertisements in the business magazine "MeinGeld" shall only be published in specific issues and at specific positions if the client and publisher have agreed that the advertisements will appear in certain issues and at certain positions. In the case of online advertisements, the publisher reserves the right to implement a rotation system for advertising banners due to space constraints.

5. Advertisements that are not recognizable as such due to their editorial design will be clearly marked by the publisher with the word "Advertisement."

6. The publisher reserves the right not to accept advertising orders or to reject individual advertisements within the scope of an advertising order (withdrawal) if their content violates laws, official regulations, or public morals, conflicts with the publisher's uniform principles due to their content, origin, or technical format, or if their publication is unreasonable for the publisher. In the case of PR texts, the publisher reserves the right to make formal changes, for example to font type and size, in order to comply with layout requirements. Orders for inserts and supplements shall only become binding for the publisher upon submission and approval of a sample. Rejection of an order shall be communicated to the client without delay.

7. The client is responsible for the timely delivery of the advertisement text and flawless print materials or inserts. The publisher shall immediately request replacement for obviously unsuitable or damaged print materials. The publisher guarantees the print quality customary for the booked title within the limits imposed by the submitted print materials.

8. In the event of wholly or partially illegible, incorrect, or incomplete printing of the advertisement, the client shall be entitled to a reduction in payment or to a flawless replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired within the guaranteed sold circulation. If the publisher fails to meet a reasonable deadline set for remedy, or if the replacement advertisement is again defective, the client shall be entitled to a reduction in payment or cancellation of the order. Claims for damages against the publisher arising from breach of contractual obligations, fault at the time of contract conclusion, and/or tort are excluded – including in cases of telephone or electronic order placement. Claims for damages due to impossibility of performance or delay are limited to compensation for foreseeable damage and to the remuneration payable for the respective advertisement or insert. This shall not apply in cases of intent or gross negligence by the publisher, its legal representatives, or its agents. In such cases, liability is limited to foreseeable damage and to the fee payable for the advertisement. Complaints must be asserted within four weeks after publication of the advertisement, unless hidden defects are involved.

9. In the case of contracts covering multiple advertisements, a claim for price reduction due to a decrease in circulation may only be derived if a specific circulation has been guaranteed and this falls by more than 20%. Furthermore, claims for price reduction are excluded if the publisher has informed the client of the decrease in circulation in sufficient time for the client to withdraw from the contract before publication.

10. The client is responsible for the correctness of returned proofs or print approvals and any corrections noted therein. If the client does not return the proof within the specified deadline, approval for printing shall be deemed granted.

11. Invoices are due for payment immediately upon receipt. A 2% cash discount shall be granted for payments made within three days, provided no older invoices remain outstanding.

12. In the event of default in payment or deferment, interest and collection costs shall be charged. In case of payment default, the publisher may suspend further execution of the current order until payment is made and may demand advance payments for the remaining advertisements. If there are justified doubts regarding the client's ability to pay, the publisher is entitled, even during the term of an advertising agreement, to make the publication of further advertisements dependent on advance payment of the amount and settlement of outstanding invoice amounts, regardless of the originally agreed payment terms.

13. Costs for significant changes to an originally agreed execution and for the delivery of ordered print materials shall be borne by the client.

14. The place of performance and jurisdiction shall be the registered office of the publisher, unless mandatory law provides otherwise.

# TERMS AND CONDITIONS

**B**

a) The contractor's General Terms and Conditions shall apply mutatis mutandis to orders for special prints, inserts, glued inserts, technical special executions, and other cooperations (e.g., round tables).

b) If the advertising price list is amended, the new conditions shall come into force immediately, even for ongoing advertising orders. Prices, surcharges, and discounts shall be calculated uniformly for all clients. The publisher shall grant the discounts specified in the advertising price list for all advertisements of an advertiser published within one year.

c) After the advertisement deadline, suspensions, changes in size or format, and color changes are no longer possible. For advertisements placed or corrections given by telephone, the contractor shall not be liable for the correctness of reproduction. The publisher shall also not assume liability if defects in the original only become apparent during reproduction or printing. In the event of insufficient printing quality, the advertiser shall have no claims. Any additional costs incurred shall be charged.

d) Advertisements that refer in image, text, or design to "MeinGeld" may generally not be accepted by the publisher.
e) The client shall indemnify the publisher against damages arising from third-party claims based on press law or other statutory provisions (e.g., publication of a counterstatement).
f) At the beginning of a new business relationship, the publisher reserves the right to require advance payment up to the advertisement deadline.

g) The publisher's discount for advertisements for books published by the advertiser's own publishing house shall be 10%.

h) Advertising agencies and intermediaries are obliged to base their offers, contracts, and invoices on the publisher's valid price list. The intermediary commission granted by the publisher may not be passed on in whole or in part to clients.

Status: January 2016