Media Information for 2021
Print and online

VALID AS OF JANUARY 1, 2021
1. INFORMATION ABOUT THE PUBLISHER AND CONTENT

PUBLISHER
Frankenallee 71-81, 60327 Frankfurt am Main, Germany
Verlag@faz-bm.de
www.dpn-online.com
www.faz-bm.de

MANAGEMENT
Dominik Heyer
Hannes Ludwig

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Eve Buckland
Sales Director
Phone: +49 69 75 91 - 28 08
eve.buckland@faz-bm.de

AD SCHEDULING
Phone: +49 69 75 91 - 26 28
advertising@faz-bm.de

YEARS OF PUBLICATION
20

FREQUENCY OF PUBLICATION
8 print editions (of which 2 are special editions)
Weekly newsletter

PURCHASE PRICE
Cover price is € 8.00

BANK ACCOUNT INFORMATION
Frankfurter Volksbank eG
IBAN: DE91 5019 0000 6000 0172 03
BIC: FFVB DE FF

TERMS OF PAYMENT
No discount is applied to payments made within 30 days of the billing date.
Payments made in advance and through direct debit receive a 2% discount.
No discount will be applied if any outstanding invoices exist.

GENERAL TERMS AND CONDITIONS
The general terms and conditions apply to the handling of orders. These can be reviewed online at http://www.faz-bm.de/AGB or obtained from the publisher.
ABOUT dpn

Dear Sir or Madam:

dpn – Deutsche Pensions- & Investmentnachrichten – is the specialist magazine for German institutional investors. dpn provides exclusive access to all the topics which are of interest to German institutional investors and which are also critical to institutional asset management and company pension schemes (bAV) in Germany. The hallmarks of dpn and www.dpn-online.de are in-depth insights into the institutional investment sector, critical analyses and articles, as well as well-researched specialist articles written by a team of experienced journalists that put our readers in a position to make wise decisions. In addition, every week in the dpn newsletter, subscribers receive information about current news from institutional investors and company pension schemes, are apprised of developments in institutional asset management and made aware of key sector dates. Lastly, dpn stands for a raft of events, including roundtable discussions, the institutional assets AWARDS or targeted cooperation agreements with FAZ Conferences. As a member of the renowned F.A.Z. publishing group, dpn is committed to high journalistic standards. Its declared mission is to be a leader in relevance among institutional investors – whether in print, digitally or live.


Sincerely,

Michael Lennert
Editor-in-Chief
TARGET GROUP

Investment officers at pension funds, staff pension funds, benevolent funds, company pension systems, insurance companies, banks/church banks, own investment holding managers, corporates, ctas as well as specialists at custodians/administrators, alternative investment providers, (private equity companies, hedge funds, etc.), asset management firms, capital management companies, occupational pensions specialists, associations/regulators (BVI, aba, bafin, etc.), consultants, sovereign wealth funds, foundations and family offices.

79 percent of the leading German pension funds receive dpn.

READER IN PERCENT

banks, depot-A-manager: 20.3%
asset-manager: 15.5%
insurances: 15.0%
pensions and regulations: 13.8%
consultants: 13.8%
occupational pension experts: 4.8%
foundations, family-offices: 3.7%
authorities, associations, regulators, ...: 2.3%
other: 10.8%
4. PRINT: CIRCULATION AND READERSHIP

I read dpn magazine because...

42% ... exclusive information
40% ... best-practice-examples
74% ... a good overview
80% ... key institutional industry trends and analysis
1% ... support in decision making

I read dpn newsletter because...

35% ... exclusive information
31% ... best-practice-examples
79% ... a good overview
76% ... key institutional industry trends and analysis
12% ... support in decision making

Gender

- Male: 79%
- Female: 14%
- Other: 3%

Age

- Up to 29 years old: 1%
- 30 - 39 years old: 8%
- 40 - 49 years old: 30%
- 50 - 59 years old: 44%
- 60 years old and older: 11%

Income

- Less than €60,000: 2%
- €60,000 to €100,000: 10%
- €100,000 to €150,000: 17%
- €150,000 to €200,000: 14%
- €200,000 to €500,000: 11%
- €500,000 to €750,000: 3%

Management responsibility

- 1st management level: 43%
- 2nd management level: 23%
- 3rd management level: 11%
- No management responsibility: 17%

Investor group

- Pension funds: 12%
- Pensionskasse: 24%
- Vorsorgewerk: 15%
- Insurance: 12%
- Bank/Church Bank: 9%
- Corporate: 15%
- Foundation: 15%
## 5. PRINT: ADVERTISING FORMATS AND RATES

<table>
<thead>
<tr>
<th>Trim size (210 x 280 mm)</th>
<th>Print area W x H in mm</th>
<th>Bleed size W x H in mm*</th>
<th>Ad price 4c or b/w in euro**</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Full page</td>
<td>176 x 240</td>
<td>210 x 280</td>
<td>9,450</td>
</tr>
<tr>
<td>1/1 Inside front cover</td>
<td>176 x 240</td>
<td>210 x 280</td>
<td>10,700</td>
</tr>
<tr>
<td>1/1 Inside back cover</td>
<td>176 x 240</td>
<td>210 x 280</td>
<td>9,950</td>
</tr>
<tr>
<td>1/1 Outside back cover</td>
<td>176 x 240</td>
<td>210 x 280</td>
<td>10,700</td>
</tr>
<tr>
<td>2/1 page</td>
<td>392 x 240</td>
<td>420 x 280</td>
<td>17,000</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>176 x 120</td>
<td>210 x 140</td>
<td>6,150</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>56 x 240</td>
<td>76 x 280</td>
<td>4,350</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>176 x 80</td>
<td>210 x 96</td>
<td>4,350</td>
</tr>
</tbody>
</table>

* Bleed sizes: Bleed margin on all sides is 3 mm
** These rates do not include German value-added tax.

Advertising formats identical for dpn special editions
- Binding placement requests subject to a 5% surcharge
- Additional formats available upon request

Please also observe the important information in Section 9. TECHNICAL INFORMATION.

Reach institutional investors, single family offices and wealthy entrepreneurial families:
Ad presence in “dpn” and “wir” magazine - The combined 1/1 ad at the special rate of € 14,500 plus VAT.
(The advertisements must be placed within the same quarter, otherwise the list rates for the specific magazines will apply.)
### 6. PRINT: DATES AND TOPICS

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Booking deadline</th>
<th>Materials deadline</th>
<th>Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/2021</td>
<td>Feb 19</td>
<td>Jan 26</td>
<td>Jan 29</td>
<td>ESG / Impact Investing</td>
<td></td>
</tr>
<tr>
<td>02/2021</td>
<td>Apr 16</td>
<td>Mar 23</td>
<td>Mar 26</td>
<td>Alternative investment strategies / Multi Asset / Master KVGen</td>
<td>4. Institutional assets Awards</td>
</tr>
<tr>
<td>04/2021</td>
<td>Jul 02</td>
<td>Jun 08</td>
<td>Jun 11</td>
<td>Real Estate / ETF Smart Beta / Foundations</td>
<td>8. Cash Management Campus</td>
</tr>
<tr>
<td>05/2021</td>
<td>Sep 17</td>
<td>Aug 25</td>
<td>Aug 27</td>
<td>Admin/Custody / Special Supplement Green Finance</td>
<td></td>
</tr>
<tr>
<td>06/2021</td>
<td>Oct 15</td>
<td>Sep 21</td>
<td>Sep 24</td>
<td>Risk Management / Absolute Return</td>
<td></td>
</tr>
<tr>
<td>07/2021</td>
<td>Nov 19</td>
<td>Oct 26</td>
<td>Oct 29</td>
<td>Special Supplement Real Estate</td>
<td></td>
</tr>
<tr>
<td>08/2021</td>
<td>Dec 24</td>
<td>Nov 30</td>
<td>Dec 03</td>
<td>Emerging Markets /Versicherungen / Family Offices</td>
<td>17. Structured FINANCE</td>
</tr>
</tbody>
</table>

- The booking deadline is also the cancellation deadline. Subject to confirmation and possible change. Special forms of advertising (sponsoring, advertorials, etc.) will be finalized in consultation with the editorial team.
- Please send advertisements to advertising@faz-bm.de
- Please send material for special forms of advertising 10 days before the booking deadline, referencing dpn, to redaktion@faz-bm.de
7. SURVEYS

INDEPENDENT SURVEYS

<table>
<thead>
<tr>
<th>FEB.–MAR.</th>
<th>APR.</th>
<th>MAY</th>
<th>JUN.–JUL.</th>
<th>AUG.–SEP.</th>
<th>OCT.</th>
<th>NOV.</th>
<th>DEC.–JAN.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master KVG</td>
<td></td>
<td></td>
<td>Real Estate KVG</td>
<td>Admin/Custody</td>
<td></td>
<td></td>
<td>Special Edition PD*: Nov. 19</td>
</tr>
<tr>
<td>Special Edition PD*: May. 21</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Advertising options in the topic area of the surveys:

- Spotlight advertorial
- Fund Focus
- Meet the Manager

* Publication date
7. PRINT: CONTENT FORMATS – SPONSORING

SPOTLIGHT SPONSORED ARTICLE

VERSICHERER SETZEN AUF ESG-ETFS

Invesco Asset Management Leiterin Versicherungskunden

2- or 3-page article on a topical theme of the customer’s choice, including contact details and logo.

2 page Price: € 17,000
3 page Price: € 25,000

These rates do not include German value-added tax.

Please send material for special forms of advertising 10 days before the booking deadline with reference to dpn to redaktion@faz-bm.de

dpn “MEET THE MANAGER” SPONSORSHIP

DIVERSIFIKATOR FÜRS INSTITUTIONNELLE PORTFOLIO

Invesco Asset Management

Topic to be suggested by the customer (editor’s discretion)

3–5 questions from a dpn editor to an expert at the sponsor’s company

Questions to cover products and strategy, as well as investment philosophy and outlook

2-page article overall in the dpn magazine, incl. Caricature drawing of the expert, company profile and corporate logo

2 page Price: € 17,000
3 page Price: € 25,000
7. PRINT: CONTENT FORMATS – SPONSORING

dpn “FUND FOCUS” SPONSORSHIP

- 2-page article about one of the sponsor’s products or asset classes
- Expert and investor in discussion with the editors
- 5–6 questions about the sponsor’s product or asset class
- Product information and graphics
- Corporate logo
- Other potential content: Development and outlook as well as investment strategy

**Price: € 17,000**

„PRAXIS TALK”

- 2-page article overall in the dpn magazine, incl.
- Caricature drawing of the experts, corporate logo and company profile
- 3–6 questions from a dpn editor
- Questions to cover products and strategy, as well as investment philosophy
- Topic to be suggested by the customer (editor’s discretion)

**Price from € 20,000**

These rates do not include German value-added tax.

Please send material for special forms of advertising 10 days before the booking deadline with reference to dpn to redaktion@faz-bm.de
Sustainability is a hot topic at the moment: The special supplement “Grüne Finanzierung & Nachhaltige Kapitalanlage” (Green Financing & Sustainable Investment) aims to provide a comprehensive overview of the role that ESG factors (environmental, social, governance) are now playing in the world of companies and institutional investors. In this newly published supplement, experts give valuable advice on how finance departments can best incorporate the topic of sustainability into their own work – from financing through financial investment right up to reporting obligations. Finance executives receive practical tips and the most important information on all aspects of regulatory developments.

The special supplement will be published not only in the 5/2020 issue of FINANCE, but also in its prestigious affiliate media DerTreasurer 3/2020 and dpn 5/2020.
8. SPECIAL SUPPLEMENT: “GRÜNE FINANZIERUNG & NACHHALTIGE KAPITALANLAGE” (GREEN FINANCING & SUSTAINABLE INVESTMENT)

- How to define ESG investment guidelines
- Sustainable megatrends in ETF format
- Portfolio decarbonization against the backdrop of climate change

REGULATORY REQUIREMENTS
- Taxonomy: The key points about the EU’s draft regulation
- Is Germany on the way to becoming the leading location for sustainable finance?
- EU Green Bond Standard: What does the new draft achieve?

* Subject to change
** German promissory note

ADVERTISING FORMATS/RATES

<table>
<thead>
<tr>
<th>Basic format (200 mm x 270 mm)</th>
<th>Print space W x H in mm</th>
<th>Section W x H in mm</th>
<th>Advertising rate* in euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page horizontal</td>
<td>170 x 116</td>
<td>200 x 130</td>
<td>6,400</td>
</tr>
<tr>
<td>1/1 Full page</td>
<td>170 x 230</td>
<td>200 x 270</td>
<td>10,700</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>–</td>
<td>200 x 270</td>
<td>11,700</td>
</tr>
<tr>
<td>Inside back page</td>
<td>–</td>
<td>200 x 270</td>
<td>11,700</td>
</tr>
<tr>
<td>Back page</td>
<td>–</td>
<td>200 x 270</td>
<td>12,700</td>
</tr>
</tbody>
</table>

* These rates do not include German value-added tax.
9. PRINT: TECHNICAL INFORMATION

**Trim size:** 210 x 280 mm

**Print process:**
- Sheet offset ISO 12647-2 PSO certified, paper grades #1-5
- Content (100g/m²) cover (170g/m²) “lumisilk” wood-free white matt coated paper
  Cover with protective coating

**Preparation:** Saddle stitch

**Resolution:** 300 dpi

**Colors:**
- Euroscale/CMYK
- (no special colors such as: Pantone, HKS, etc.)

**Profile of cover:** ISO-coated v2

**Profile of content:** ISO Coated v2

**File format:** Read-only documents: PDF/X-1a

**Printing data:**
Send to advertising@faz-bm.de
Phone: +49 69 75 91 - 26 28

**Proof (optional):**
Send to:
Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akzidenz
Kurhessenstraße 4-6, 64546 Mörfelden
Germany
with reference to magazine, issue, customer.

**PLEASE NOTE**
- The format of the ad copy must correspond to the ad.
- Please allow for an additional 3 mm margin per side for bleed ads.
- For bleed ads, important text and image elements must be placed at least 10 mm from the trim edges!
- Orientation crosshairs and format corners must be positioned with sufficient distancing (12 pt.).
- Special colors must be converted into Eurocolor scale!
- Fonts should be converted into vector paths included in the data file. If this is not possible, the fonts – just as for embedded photos or graphics – should be sent with the file. Please do not use modified or truetype fonts.
- When creating a PDF with Adobe indesign, please check the PDF in Acrobat for the presence of Identity-H encoding and convert any of these fonts into paths.
- When compressing files, please only use file compression programs that unpack themselves, such as stuffit or zipit.
- No corrections will be made to delivered files. If corrections are necessary or incorrect printing data are sent, please resend the files.
**dpn-ROUNDTABLE PACKAGE**

- One expert from the sponsoring company participates in a roundtable discussion
- Up to 10- to 12-page roundtable article in the dpn magazine (print and ePaper)
- Consultation on selection of participants
- Incorporation of company logo at the beginning of the roundtable article
- Networking/lunch following the roundtable discussion
- one full-page advertisement in the dpn magazine (print and ePaper)
- PDF of the roundtable article for sponsoring company’s own marketing purposes
- Online reporting in the dpn newsletter, on the website as well as in Social Media

**Package price per sponsor: € 18,500**

**Exclusive Roundtable: Price on demand**

**DIGITAL dpn-ROUNDTABLE**

If requested, we are happy to hold roundtable events also online. Please contact us

**Price on demand**

These rates do not include German value-added tax.
## 10. ROUNDTABLE: DATES AND TOPICS

<table>
<thead>
<tr>
<th>Roundtable</th>
<th>Report In Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Makro Outlook 2021</td>
<td>01/2021 February/March on 19 February 2021</td>
</tr>
<tr>
<td>ESG/Impact Investing</td>
<td>02/2021 April/May on 16 April 2021</td>
</tr>
<tr>
<td>Private Markets</td>
<td></td>
</tr>
<tr>
<td>Management – Asset Liability Management (ALM)</td>
<td>03/2021 May (special edition) on 21 May, 2021</td>
</tr>
<tr>
<td>Real Estate</td>
<td></td>
</tr>
<tr>
<td>Multi Assets</td>
<td>04/2021 June/July on 2 July, 2021</td>
</tr>
<tr>
<td>Admin/Custody</td>
<td>05/2021 August/September on 17 September, 2021</td>
</tr>
<tr>
<td>Risk Management</td>
<td>06/2021 October/November on 15 October, 2021</td>
</tr>
<tr>
<td>Digitalisation</td>
<td></td>
</tr>
<tr>
<td>ESG and Institutional Portfolio</td>
<td>07/2021 November (special edition) on 19 November, 2021</td>
</tr>
<tr>
<td>Emerging Markets</td>
<td></td>
</tr>
<tr>
<td>Real Assets</td>
<td>08/2021 December/January on 24 December, 2021</td>
</tr>
</tbody>
</table>

Further potential roundtable topics include:

- Investments in Megatrends
- Absolute-Return-Strategies
- Natural Resources. The raw materials of the future?
- Multi-Asset-Strategies
- Faktor Investing
- ETFs.smart Beta
- Digital systems
- New Asset-Classes in the Institutional Asset Management
- Fiduciary Management

Subject to confirmation and possible change.
### 11. ONLINE ADVERTISING: WEBSITE AND MOBILE

**Focusing particularly on institutional investors in Germany.** Every month, dpn-online reaches more than 4,700 institutional investors, consultants, regulators and bav (occupational pensions) experts. It is an ideal channel for addressing this exclusive niche audience directly with no scattering loss.

<table>
<thead>
<tr>
<th>Type of ad</th>
<th>Price (plus German value-added tax, agency commission 10%)</th>
<th>Technical specifications (format in pixels [W x H], file size and format)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>CPM: € 150 Fixed positioning including Superbanner: € 4,000</td>
<td>Top: 728 x 90, Right: 160 x 600 JPEG, PNG, GIF, RichMedia max. 80 KB</td>
</tr>
<tr>
<td>Billboard</td>
<td>CPM: € 150 Fixed positioning: € 4,000</td>
<td>930 x 250 JPEG, PNG, GIF, RichMedia max. 80 KB</td>
</tr>
<tr>
<td>Half Page</td>
<td>CPM: € 150 Fixed positioning: € 4,000</td>
<td>300 x 600 JPEG, PNG, GIF, RichMedia max. 80 KB</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>CPM: € 110 Fixed positioning: € 3,000</td>
<td>300 x 250 JPEG, PNG, GIF, RichMedia max. 40 KB</td>
</tr>
<tr>
<td>(Wide) Skyscraper</td>
<td>CPM: € 110 Fixed positioning: € 3,000</td>
<td>120 (Wide: 160) x 600 JPEG, PNG, GIF, RichMedia max. 40 KB</td>
</tr>
<tr>
<td>(Wide) Superbanner</td>
<td>CPM: € 110 Fixed positioning: € 3,000</td>
<td>728 (Wide: 800) x 90 JPEG, PNG, GIF, RichMedia max. 40 KB</td>
</tr>
<tr>
<td>Advertorial Desktop + Mobile</td>
<td>CPM: € 110 Fixed positioning: € 4,000</td>
<td>picture: 140 x 190 JPEG, PNG, max. 80 KB Headline: max 50 characters (incl. Spaces), Text: max. 320 characters (incl. Spaces)</td>
</tr>
</tbody>
</table>

**Please note:**

Fixed positioning: Subject to availability. URL of the landing page must be provided. Our Medium Rectangle online offer automatically includes a free of charge mobile extension. For full information on available mobile formats (e.g. Adhesion Banner, Leaderboard) please contact dorothee.groove@faz-bm.de
11. ONLINE ADVERTISING: NEWSLETTER

WEEKLY NEWSLETTER

This weekly newsletter delivers a concise summary of the most important news to institutional investors. The newsletter’s excellent reputation and the high level of interest among the target group in this newsletter, which is also reflected in the above-average open rates and click rates, create an ideal channel environment to position your advertising.

Subscribers: around 2,500

<table>
<thead>
<tr>
<th>Type of ad</th>
<th>Format in pixels (W x H)</th>
<th>Price per placement in euro*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Banner**</td>
<td>728 x 90</td>
<td>1,500</td>
</tr>
<tr>
<td>Superbanner***</td>
<td>728 x 90</td>
<td>1,500</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>1,000</td>
</tr>
<tr>
<td>Advertorial****</td>
<td>224 x 115</td>
<td>1,500</td>
</tr>
</tbody>
</table>

* These rates do not include German value-added tax.
** Bookable only once per newsletter
*** Placement by editorial office in the editorial area
**** Headline: max. 50 characters (incl. Spaces), Text: max. 320 characters (incl. Spaces)

Printing material/technical information

File format: JPEG, PNG
File size: max. 40 KB
Please provide URL of the landing page.
One week before publication, please send to advertising@faz-bm.de
The Sponsored Post enables you to present your individual content in the perfect setting. We ensure optimum awareness directly in the context of our editorial content. Your Sponsored Post will be embedded in a prominent position in our editorial environment as well as on the landing page. All you have to do is provide us with texts, images and multimedia content such as videos and our editorial team will implement your wishes for you.

TECHNICAL INFORMATION
We will be happy to send you the technical information upon request.

PACKAGE OVERVIEW
- Insertion on the landing page and in a suitable topic environment
- Insertion on our social media channels
- Integration into the “dpn” newsletter via banners and advertorials (4 insertions)
- Integration into dpn-online.com for one month via banners and advertorials
- Change requests can be implemented in a correction loop

YOUR BENEFITS
- Presentation has the “look and feel” of “dpn”
- Presence on all channels
- SEO-optimised insertion
- Performance monitoring included in the cost

YOUR INTEGRATION OPTIONS
- Advertorial teaser
- Article: max. 3,500 characters incl. spaces
- Whitepaper
- Integration of video and audio files and links (e.g. YouTube) possible via iFrame-Code

Running time: from 1 month
Package price: € 6,000 plus statutory VAT
BUSINESS PERSPECTIVES – www.dpn-online.com

We combine complex storytelling with creation of content, distribution, analysis and optimization of your campaign within the relevant brand environment of your leads. Business Perspectives is your content marketing solution to reach new customers thanks to efficient communication on the relevant trade media or content platforms.

Develop your own Content Hub for your experts and your content. The Business Perspectives are integrated as a separate section in the navigation. Business Perspectives articles get their own widget on our homepage.

The own landing page offers the partner the optimal appearance for his own content.

Download elements offer the possibility to generate leads through studies, whitepapers or other elements.

Price on demand
WEBINARS
Institutional investors are always on a tight schedule. Thus a webinar is the perfect solution for them: It enables them to participate online in a seminar, with experts who are renowned in their field, without additional travel time and travel costs. Webinar sponsors thus receive an attractive opportunity to generate valuable contacts at low cost and in a short time.

dpn-WEBINARS: KNOWLEDGE EXCHANGE IN THE WORKPLACE
- Lively: Video transmission, lecture and presentation, elaboration of topics on a whiteboard
- Interactive: Chat, participant survey, panel discussion, telephone and video conference
- Simple: Even customers without a computer headset/VoIP can participate.
- We will be happy to send you further details about the webinars upon request.

Price on demand
MARKET ANALYSES AND PANELS

Confidential market analyses or headline-generating panel discussions: Put your faith in the experienced dpn research team. We offer the specialist expertise of our editorial staff combined with sound research skills.

Quality and quantity: No matter whether you are interested in a representative survey or in-depth interviews – we are experts in the appropriate methodology. Thanks to our extensive special-interest media work in and with our target groups, we enjoy above-average response rates.

High-impact positioning as the co-publisher of a study: The execution of a study is supported by intensive marketing and active PR support. The range extends from ads in the dpn product line, press releases and news conferences to roundtable discussions with representatives of your target group. Take advantage of this opportunity to communicate your expertise internally and externally and gain new insights into your target markets.

We will be glad to provide you with information about the various study options.
**16. THE PRODUCT LINE**

**dpn** is a provider of comprehensive information services in the market for all institutional investors, consultants, regulators and bAV (occupational pensions) experts. The dpn – Deutsche Pensions- & Investmentnachrichten – magazine is at the core of the product line and is complemented by various projects, services and events.

**PRINT**

Attention-grabbing advertisements, advertorials
- dpn – Deutsche Pensions- & Investmentnachrichten

**ONLINE**

Online campaigns and attention-grabbing special forms of advertising, individual positioning with customer microsites on [www.dpn-online.com](http://www.dpn-online.com)

Attractive advertising space, advertorials, special forms of advertising in the dpn newsletter.
[www.dpn-online.com](http://www.dpn-online.com)

**RESEARCH**

Confidential market analyses, panel discussions or headline-generating studies

**INSTITUTIONAL ASSETS**

institutional Assets is the future-oriented community of interest for modern asset management and is also the dpn umbrella brand. Whether digitally or during live events, the platform offers institutional investors relevant contacts, high-level knowledge exchange and, in collaboration with dpn, independent and essential sector information to put our participants and readers in a position to make wise decisions.

3 & 4/3/2021 Academy & Awards
16 & 17/9/2021 ALC
October 2021 SPF

**EVENTS**

dpn events focus on highly topical, practical content and offer numerous opportunities to network with institutional investors
- Institutional assets Awards
- Structured FINANCE
- Cash Management Campus
- F.A.Z. Conference on Sustainability and Capital Investment

Further conferences and roundtables
- Webinars
- Made-to-order events
A selection of our media brands

FÜR KLUGE
Entscheidungen.

Affiliated companies