Media Information for 2022
Print and online

VALID AS OF JANUARY 1, 2022
1. INFORMATION ABOUT THE PUBLISHER AND CONTENT

PUBLISHER
F.A.Z. BUSINESS MEDIA GmbH –
Ein Unternehmen der F.A.Z.-Gruppe
Frankenallee 71-81, 60327 Frankfurt am Main, Germany
Verlag@faz-bm.de
www.dpn-online.com
www.faz-bm.de

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Hannes Ludwig

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eve.buckland@faz-bm.de

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advertising@faz-bm.de

YEARS OF PUBLICATION
21

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.
Dear Sir or Madam:

are you looking for trendsetting ideas and business insights on how to invest in promising asset classes, develop your pension fund wisely and expand your risk management efficiently and transparently? Or are you looking for selective investors who disclose their strategy and success secrets? If so, then dpn is the right place for you.

dpn - Deutsche Pensions & Investmentnachrichten - is the magazine for German institutional investors, which gives you exclusive access to all the topics that move institutional investors and which are of central importance for institutional asset management and occupational pension schemes in Germany.

In addition, the dpn and ALC newsletters keep subscribers informed about news from institutional investors and the occupational pension sector. They call attention to central developments in institutional asset management as well as important industry dates.

Last but not least, dpn stands for a series of events such as roundtable discussions, the dpn awards, the ASSETS & LIABILITIES Convention, the German Investor Conference (DIK) or targeted cooperation with F.A.Z.-Konferenzen.

The mission of dpn is to be the leader in relevance for institutional investors, in print, digital and live.

Sincerely,

Michael Lennert
Editor-in-Chief
3. PRINT: CIRCULATION AND READERSHIP

**Printed circulation:** 6,750

**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 authorities, associations, regulators, ...: 3.7%
- other: 2.3%
- others: 10.8%

**READERSHIP BY REGION**

- Germany: 89.5%
- United Kingdom: 2.4%
- Austria: 2.7%
- Switzerland: 3.2%
- Others: 2.2%
3. PRINT: CIRCULATION AND READERSHIP

I read dpn magazine because it offers the following:

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 it offers the following:

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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>79%</td>
</tr>
<tr>
<td>female</td>
<td>14%</td>
</tr>
<tr>
<td>other</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 29 years old</td>
<td>1%</td>
</tr>
<tr>
<td>30 - 39 years old</td>
<td>8%</td>
</tr>
<tr>
<td>40 - 49 years old</td>
<td>30%</td>
</tr>
<tr>
<td>50 - 59 years old</td>
<td>44%</td>
</tr>
<tr>
<td>60 years old and older</td>
<td>11%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than €60,000</td>
<td>2%</td>
</tr>
<tr>
<td>€60,000 to €100,000</td>
<td>10%</td>
</tr>
<tr>
<td>€100,000 to €150,000</td>
<td>17%</td>
</tr>
<tr>
<td>€150,000 to €200,000</td>
<td>14%</td>
</tr>
<tr>
<td>€200,000 to €500,000</td>
<td>11%</td>
</tr>
<tr>
<td>€500,000 to €750,000</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Management responsibility</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st management level</td>
<td>43%</td>
</tr>
<tr>
<td>2nd management level</td>
<td>23%</td>
</tr>
<tr>
<td>3rd management level</td>
<td>11%</td>
</tr>
<tr>
<td>no management responsibility</td>
<td>17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutioneller Investor</td>
<td>22%</td>
</tr>
<tr>
<td>Asset Manager</td>
<td>28%</td>
</tr>
<tr>
<td>Custodian/Administrator</td>
<td>9%</td>
</tr>
<tr>
<td>Association/Regulator</td>
<td>1%</td>
</tr>
<tr>
<td>Consultant/Advisor</td>
<td>26%</td>
</tr>
<tr>
<td>Family Offices</td>
<td>5%</td>
</tr>
<tr>
<td>no reply</td>
<td>9%</td>
</tr>
</tbody>
</table>
4. 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>9,500</td>
</tr>
<tr>
<td>1/1 Inside front cover</td>
<td>176 x 240</td>
<td>210 x 280</td>
<td>10,900</td>
</tr>
<tr>
<td>1/1 Inside back cover</td>
<td>176 x 240</td>
<td>210 x 280</td>
<td>9,500</td>
</tr>
<tr>
<td>1/1 Outside back cover</td>
<td>176 x 240</td>
<td>210 x 280</td>
<td>10,900</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>6,300</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.
## 5. 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>01/2022</td>
<td>Feb 18</td>
<td>Jan 25</td>
<td>Jan 28</td>
<td>Impact Investing / Salary / Diversity in Assets Management</td>
<td></td>
</tr>
<tr>
<td>02/2022</td>
<td>Apr 8</td>
<td>Mar 15</td>
<td>Mar 18</td>
<td>Master KVG/Alternative investment strategies</td>
<td></td>
</tr>
<tr>
<td>03/2022</td>
<td>May 20</td>
<td>Apr 25</td>
<td>Apr 28</td>
<td>Spezial edition bAV (occupational pensions) ALM at pension institutions</td>
<td></td>
</tr>
<tr>
<td>04/2022</td>
<td>Jul 1</td>
<td>Jun 7</td>
<td>Jun 10</td>
<td>Real Estate / ETF / ESG</td>
<td></td>
</tr>
<tr>
<td>05/2022</td>
<td>Sep 16</td>
<td>Aug 23</td>
<td>Aug 26</td>
<td>Administration / Custody / ESG</td>
<td></td>
</tr>
<tr>
<td>06/2022</td>
<td>Oct 14</td>
<td>Sep 20</td>
<td>Sep 23</td>
<td>Risk Management in Institutional Asset Management</td>
<td></td>
</tr>
<tr>
<td>08/2022</td>
<td>Dec 23</td>
<td>Nov 29</td>
<td>Dec 2</td>
<td>Insurance / Emerging Markets</td>
<td></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.
# 6. PRINT: TECHNICAL INFORMATION

<table>
<thead>
<tr>
<th>Trim size:</th>
<th>210 x 280 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print process:</td>
<td>Sheet offset (cover), Web offset (inside)</td>
</tr>
<tr>
<td>Content (100g/m²) cover (170g/m²)</td>
<td>wood-free white matt coated paper</td>
</tr>
<tr>
<td>Cover with protective coatinging</td>
<td></td>
</tr>
<tr>
<td>Preparation:</td>
<td>Saddle stitch</td>
</tr>
<tr>
<td>Resolution:</td>
<td>70 raster</td>
</tr>
<tr>
<td>Colors:</td>
<td>Euroscale/CMYK</td>
</tr>
<tr>
<td></td>
<td>(no special colors such as: Pantone, HKS, etc.)</td>
</tr>
<tr>
<td>Profile of cover:</td>
<td>ISO-coated v2</td>
</tr>
<tr>
<td>Profile of content:</td>
<td>ISO Coated v2 300%</td>
</tr>
<tr>
<td>File format:</td>
<td>Read-only documents: PDF/X-1a</td>
</tr>
<tr>
<td>Printing data:</td>
<td>Send to <a href="mailto:advertising@faz-bm.de">advertising@faz-bm.de</a></td>
</tr>
<tr>
<td></td>
<td>Phone: +49 69 75 91 - 26 28</td>
</tr>
<tr>
<td>Proof (optional):</td>
<td>Send to:</td>
</tr>
<tr>
<td></td>
<td>Westdeutsche Verlags- und Druckerei GmbH</td>
</tr>
<tr>
<td></td>
<td>Warenannahme Akzidenz</td>
</tr>
<tr>
<td></td>
<td>Kurhessenstraße 4-6, 64546 Mörfelden</td>
</tr>
<tr>
<td></td>
<td>Germany</td>
</tr>
<tr>
<td></td>
<td>with reference to magazine, issue, customer.</td>
</tr>
</tbody>
</table>

## 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.
7. SURVEYS

### INDEPENDENT SURVEYS

<table>
<thead>
<tr>
<th>Period</th>
<th>Issue</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB.-MAR.</td>
<td>01/2022</td>
<td>Feb. 18</td>
</tr>
<tr>
<td></td>
<td>Master-KVG</td>
<td></td>
</tr>
<tr>
<td>APR.</td>
<td>02/2022</td>
<td>Apr. 4</td>
</tr>
<tr>
<td>JUN.-JUL.</td>
<td>04/2022</td>
<td>Jul. 1</td>
</tr>
<tr>
<td></td>
<td>Real Estate-KVG</td>
<td></td>
</tr>
<tr>
<td>AUG.-SEP.</td>
<td>05/2022</td>
<td>Sep. 16</td>
</tr>
<tr>
<td></td>
<td>Admin/Custody</td>
<td></td>
</tr>
<tr>
<td>OCT.</td>
<td>06/2022</td>
<td>Oct. 14</td>
</tr>
<tr>
<td>NOV.</td>
<td>Special Edition</td>
<td>Nov. 18</td>
</tr>
<tr>
<td>DEC.-JAN.</td>
<td>08/2022</td>
<td>Dec. 23</td>
</tr>
</tbody>
</table>

**Emerging Markets**

As part of the dpn Emerging-Markets-Survey, dpn awards the following winners’ seals (3 categories):

- Emerging Markets total
- Emerging Markets debt
- Emerging Markets shares

### Advertising options in the topic area of the surveys:

- Spotlight advertorial
- Meet the Manager

* Publication date
8. PRINT: CONTENT FORMATS – SPONSORING

SPOTLIGHT SPONSORED ARTICLE

• article on a topical theme of the customer’s choice, including contact details and logo.

  1 page Price: € 9,750
  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

• 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
  crossmedia: € 19,500
8. PRINT: CONTENT FORMATS – SPONSORING

„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.
9. 360° – CONTENT, BRANDING & DIGITAL

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 or advertorial in the dpn magazine in the value of € 9,500 (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
10. **ROUNDTABLE: DATES AND TOPICS**

<table>
<thead>
<tr>
<th>Roundtable</th>
<th>Termin</th>
<th>Berichterstattung in Ausgabe</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Big Picture / Makro 2022</strong></td>
<td>January 2022</td>
<td>1/2022 February/March on 18. February 2022</td>
</tr>
<tr>
<td><strong>Impact Investing / Private Markets</strong></td>
<td>March 2022</td>
<td>2/2022 April/May on 8. April 2022</td>
</tr>
<tr>
<td><strong>Serving Obligations, hedging risks, investing successfully – Asset liability management as a success factor for institutional investors</strong></td>
<td>April 2022</td>
<td>3/2022 Sonderbeilage bAV May on 20 May 2022</td>
</tr>
<tr>
<td><strong>Real Estate / Insurances</strong></td>
<td>May 2022</td>
<td>4/2022 June/July on 1. July 2022</td>
</tr>
<tr>
<td><strong>Admin &amp; Custody / Alternative Investments</strong></td>
<td>July 2022</td>
<td>5/2022 August/September on 16. September 2022</td>
</tr>
<tr>
<td><strong>Digitalization</strong></td>
<td>September 2022</td>
<td>6/2022 October/November on 14. October 2022</td>
</tr>
<tr>
<td><strong>ESG between regulation and return: How sustainability is shaping the institutional portfolio of the future</strong></td>
<td>October 2022</td>
<td>7/2022 Sonderbeilage bAV November on 18. November 2022</td>
</tr>
<tr>
<td><strong>Investing successfully in the emerging markets of the future / Real Assets</strong></td>
<td>November 2022</td>
<td>8/2022 December/January on 23. December 2022</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
- Factor Investing
- Fiduciary Management
- Themed Investing
- Cryptocurrencies
- ETFs/Smart Beta
- New Asset-Classes in the Institutional Asset Management

**Subject to confirmation and possible change.**

- Investments in Megatrends
- Absolute-Return-Strategies
- Natural Resources. The raw materials of the future?
### 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</th>
<th>Technical specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(plus German value-added tax, agency commission 10%)</td>
<td>(format in pixels [W x H], file size and format)</td>
</tr>
<tr>
<td><strong>Wallpaper</strong></td>
<td>CPM: € 160</td>
<td>Top: 728 x 90, Right: 160 x 600, JPEG, PNG, GIF, RichMedia, max. 80 KB</td>
</tr>
<tr>
<td><strong>Billboard</strong></td>
<td>CPM: € 160</td>
<td>930 x 250, JPEG, PNG, GIF, RichMedia, max. 80 KB</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>CPM: € 160</td>
<td>300 x 600, JPEG, PNG, GIF, RichMedia, max. 80 KB</td>
</tr>
<tr>
<td><strong>(Wide) Skyscraper</strong></td>
<td>CPM: € 120</td>
<td>120 (Wide: 160) x 600, JPEG, PNG, GIF, RichMedia, max. 40 KB</td>
</tr>
<tr>
<td><strong>(Wide) Superbanner</strong></td>
<td>CPM: € 120</td>
<td>728 (Wide: 800) x 90, JPEG, PNG, GIF, RichMedia, max. 40 KB</td>
</tr>
<tr>
<td><strong>Advertorial Desktop + Mobile</strong></td>
<td>CPM: € 120</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:
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.
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 2,750**

<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>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
**WEEKLY NEWSLETTER**

**dpn Assets & Liabilities Update** is the free fortnightly newsletter from **www.dpn-online.com** on pension management - in the private and public sector, on occupational pension and insurance companies. As a subscriber you will receive news about occupational pension schemes, obligations and investments in institutional pension management, regulatory and actuarial news as well as details of specialist conferences.

**Subscribers: around 1,500**

**Type of ad** | **Format in pixels (W x H)** | **Price per placement in euro***
--- | --- | ---
Header Banner** | 728 x 90 | 1,500
Superbanner*** | 728 x 90 | 1,500
Advertorial**** | 224 x 115 | 1,500

* 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
12. SPECIAL FORMS OF ADVERTISING: SPONSORED POST

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 (3 insertions)
- Integration into www.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: € 7,000 plus statutory VAT
12. SPECIAL FORMS OF ADVERTISING: BUSINESS PERSPECTIVES

BUSINESS PERSPECTIVES – WWW.DPN-ONLINE.COM/PERSPECTIVES/

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 website slider 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 for 12 months: € 25,000 plus statutory VAT
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.

**Short concept**
- Design of the content concept by our specialist editorial team in consultation with the customer
- Moderation of the approx. 60-minute webinar by a "dpn" editor
- The focus is on a case study
- Topic area: individual agreement, final topic agreement at least four weeks before the date of the event
- Conduct of flash polls incl. real-time evaluation as well as live chat with participants possible

**Your added value**
- Complete support including technical infrastructure and technical support
- Media support in the run-up to and after the webinar
- Recruitment of participants through "dpn" and other media markets of the publishing house (e.g. FINANCE, Der Neue Kämmerer, DerTreasurer)
- Personalized address of the target group via e-mail + invitation mailings incl. integration of the sponsor logo List of participants in the follow-up (according to DSGVO after opt-in)
- Project documentation
- Secondary exploitation rights

**Price: € 12,500 plus statutory VAT**
Webinars that have already been held can be accessed here: https://www.dpn-online.com/events/eigenveranstaltungen/webinare-uebersicht/
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
Attractive advertising space, advertorials, special forms of advertising in the dpn newsletter. www.dpn-online.com

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.

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 brand portfolio