



Media Information for 2024

Print and online

VALID AS OF JANUARY 1, 2024



1. INFORMATION ABOUT THE PUBLISHER AND CONTENT

PUBLISHER

F.A.Z. BUSINESS MEDIA GmbH –
Ein Unternehmen der F.A.Z.-Gruppe
Pariser StraÙe 1, 60486 Frankfurt am Main, Germany
Verlag@faz-bm.de
www.dpn-online.com
www.faz-bm.de

MANAGEMENT

Dominik Heyer
Hannes Ludwig

ADVERTISING

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

23

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.

2. EDITORIAL CONCEPT



ABOUT dpn

Dear Customer,

In times of crisis, it is more important than ever for investors to have specialised information, clean data, precise analyses, and appropriate strategies. Investors need the right set of tools to make their portfolios weatherproof. At dpn, we offer you exclusive information and placement opportunities through our editorial, digital and event formats, enabling you to reach topflight decision makers from the world of institutional capital investment. Through our media, you will additionally gain access to news and ideas on all aspects of your capital investment and on handling pension liabilities. And we are inviting you to become part of our high-calibre network.

dpn takes a critical look at current and perennial topics on all aspects of capital investment and provides you with the information you need for your daily business. We address issues surrounding asset management and company pension schemes – and always from the practitioner's perspective. In 2024, we will focus as always on the key topics that our readers stated in the most recent survey – because that is where their greatest interest lies. Alongside our magazine in print and digital format, we also provide our subscribers with newsletters and digital formats.

We are currently expanding our range of events to serve as meeting and information points for the institutional investment community. Apart from the dpn ASSETS & LIABILITIES CONVENTION, the dpn Roundtable and dpn webinars, we now also hold the dpn ALTERNATIVE CAMPUS. This is how we want to be leaders in relevance in the institutional investment market – and we would like you to join us.

Wishing you smart decisions!

Dr. Guido Birkner

Editor-in-Chief

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3. PRINT: CIRCULATION AND READERSHIP

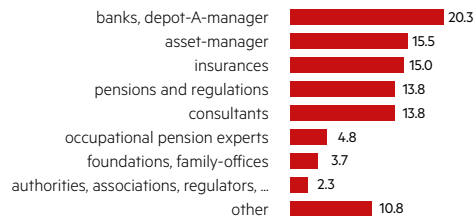
Printed circulation: 6,500

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



I read dpn magazine because it offers the following:

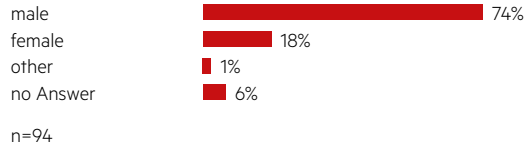
- 28%** ... exclusive information
- 48%** ... best-practice-examples
- 76%** ... a good overview
- 80%** ... key institutional industry trends and analysis
- 26%** ... support in decision making

I read dpn newsletter because it offers the following:

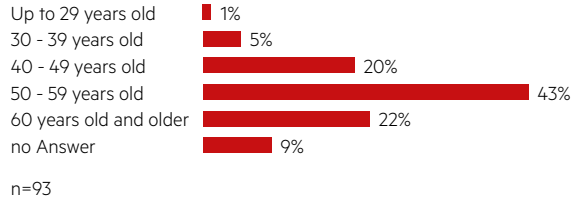
- 36%** ... exclusive information
- 42%** ... best-practice-examples
- 84%** ... a good overview
- 73%** ... key institutional industry trends and analysis
- 34%** ... support in decision making

3. PRINT: CIRCULATION AND READERSHIP

Gender



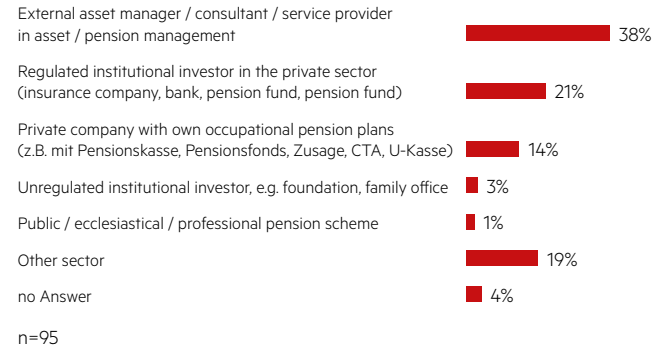
Age



Management responsibility



Company sector



3. PRINT: CIRCULATION AND READERSHIP

How interesting are the following topics for you?

Asset Management



Pensions Management



Alternative Investments



Asset Servicing, Custody



ESG / Sustainability / Impact Investing



Digital Assets



Company pension scheme



Liquide Asset-Classes



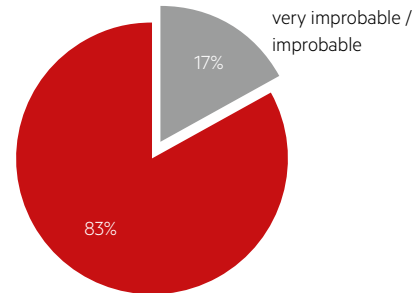
Personnel reports



Private Markets



How likely are you to recommend dpm to a friend or colleague?



very probable / probable

4. PRINT: ADVERTISING FORMATS AND RATES

Trim size (210 x 280 mm)		Print area W x H in mm	Bleed size W x H in mm*	Ad price 4c or b/w in euro**
1/1	Full page	176 x 240	210 x 280	9,900
U2	Inside front cover	176 x 240	210 x 280	12,000
U3	Inside back cover	176 x 240	210 x 280	10,400
U4	Outside back cover	176 x 240	210 x 280	12,000
1/2	page horizontal	176 x 120	210 x 140	6,900

* 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 6

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 € 16,300 plus VAT.

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5. PRINT: DATES AND TOPICS

Issue	Publication date	Booking deadline	Materials deadline	Topics	Events
01/2024	Feb 16	Jan 23	Jan 26	Macroeconomic outlook for 2024	
02/2024	Apr 5	Mar 13	Mar 18	Commodities	Alternative Campus
03/2024	May 17	Apr 22	Apr 25	De-risking of pension commitments through pension buy-out	F.A.Z.-Konferenz Nachhaltigkeit & Kapitalanlage
04/2024	Jun 28	Jun 4	Jun 7	Liquid Assets	Alternative Campus FINANCE Transformation
05/2024	Aug 16	Jul 23	Jul 26	Admin & Custody	ASSETS & LIABILITIES Convention
06/2024	Oct 11	Sep 17	Sep 20	Real estate and infrastructure	
07/2024	Nov 15	Oct 21	Oct 24	Special edition: Pension management: The institutional portfolio of the future	20. Structured FINANCE
08/2024	Dec 20	Nov 26	Nov 29	Private Markets	

- 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

Trim size:	210 x 280 mm
Print process:	Sheet offset (cover), Web offset (inside)
	Content (100g/m ²) cover (170g/m ²) wood-free white matt coated paper Cover with protective coating
Preparation:	Saddle stitch
Resolution:	70 raster
Colors:	Euroscale/CMYK (no special colors such as: Pantone, HKS, etc.)
Profile of cover:	FograProfil ISOcoated_v2_eci.icc
Profile of content:	ISOcoated_v2_300_eci.icc
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 Kurahessenstraße 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.

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: € 10,500

2 page Price: € 18,000

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: € 18,000

3 page Price: € 22,000

crossmedial: € 21,500

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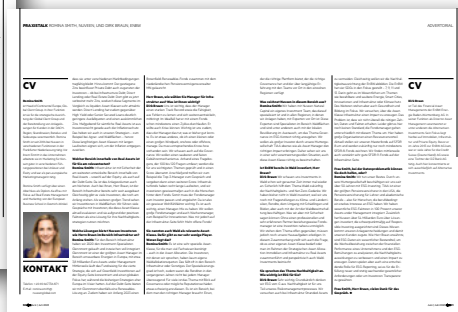
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8. PRINT: CONTENT FORMATS – SPONSORING

„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 € 21,000

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.

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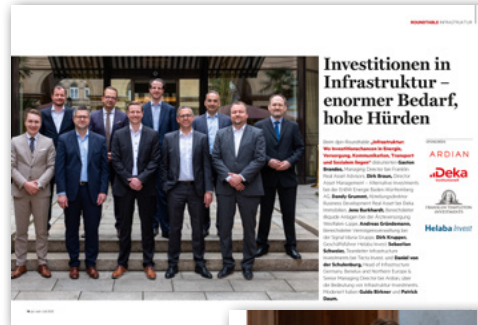
RESEARCH

9. 360° – CONTENT, BRANDING & DIGITAL

dpn-ROUNDTABLE PACKAGE

- One expert from the sponsoring company participates in a roundtable discussion
- Up to 15- to 20-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 € 9,900 (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: € 19,500
Exclusive Roundtable: Price on demand



10. ROUNDTABLE

Roundtable	Report in Issue
Emerging Markets	dpn 01/2024 February/March on February 16, 2024
Digital Assets	dpn 02/2024 April/May on April 5, 2024
De-risking of pension commitments through pension buy-out	dpn 03/2024 Special Supplement Pensions Management on May 17, 2024
Infrastructure - new opportunities for investors	dpn 04/2024 June/July on June 28, 2024
Admin & Custody	dpn 05/2024 August/September on August 18, 2024
Fixed Income / Natural Capital	dpn 06/2024 October/November on October 11, 2024
The institutional portfolio of the future: sustainability in the field of tension between ESG, return and risk	dpn 07/2024 Special Supplement Pensions Management on November 15, 2024
Alternative Investments	dpn 08/2024 December/January on December 20, 2024

Further potential roundtable topics include:

- Shares
- Real Estate
- Investment Strategies
- Risk Management
- Commodities
- Single Family Offices
- Social partnership model
- Insurance

Subject to confirmation and possible change.

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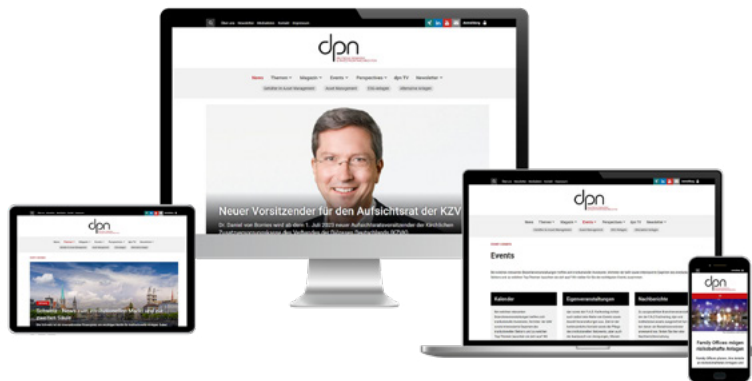
11. ONLINE REACH

Thoroughly researched and right up to date, dpn-Online is the leading web portal for institutional investors and asset managers. The **newsletters “dpn” and “dpn Assets & Liabilities Update”** deliver all the important news directly to your inbox every week.

REACH WEBSITE PER MONTH



REACH NEWSLETTER AND SOCIAL MEDIA PER MONTH



Reach, August 2023

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11 A. 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.

Type of ad		Price (plus German value-added tax, agency commission 10%)	Technical specifications (format in pixels [W x H], file size and format)
Wallpaper		CPM: € 180	Top: 728 x 90, Right: 160 x 600 JPEG, PNG, GIF, RichMedia max. 80 KB
Billboard		CPM: € 180	930 x 250 JPEG, PNG, GIF, RichMedia max. 80 KB
Half Page		CPM: € 180	300 x 600 JPEG, PNG, GIF, RichMedia max. 80 KB
(Wide) Skyscraper		CPM: € 140	120 (Wide: 160) x 600 JPEG, PNG, GIF, RichMedia max. 40 KB
(Wide) Superbanner		CPM: € 140	728 (Wide: 800) x 90 JPEG, PNG, GIF, RichMedia max. 40 KB
Advertorial Desktop + Mobile		CPM: € 130	picture: 140 x 190, JPEG, PNG, max. 80 KB Headline: max 50 characters (incl. spaces), Text: max. 320 characters (incl. spaces)

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 dorotheegroove@faz-bm.de.

11 B. 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

Type of ad	Format in pixels (W x H)	Price per placement in euro*
Header Banner**	728 x 90	1,650
Superbanner***	728 x 90	1,650
Advertorial****	224 x 115	1,650

* 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 image shows three examples of advertising placements within the DPN newsletter layout. Each example is framed with a red header and footer. The top example is a 'Headerbanner' featuring a large photograph of a castle and the headline 'Schlösser und Burgen sind hoch im Kurs'. The middle example is a 'Superbanner' with the title 'dpn-News' and two short news snippets, one about a new head of clients and another about Swiss investors. The bottom example is an 'Advertorial' with a purple product image and the headline 'Os si ut lacereiumqui to veligen'.

11 C. ONLINE ADVERTISING: NEWSLETTER ASSETS & LIABILITIES UPDATE

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	1,650
Superbanner***	728 x 90	1,650
Advertorial****	224 x 115	1,650

* 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

ASSETS & LIABILITIES UPDATE

Siehe gesamte Cover- und Themen-
in den vergangenen Jahren werden die
Leistungsfunktionen immer häufiger regu-
liert in der deutschen Rechtsprechung
Geld - um mit D&L das mal wieder mal ein
sicheres Basis-Management wieder eine mal
offenbar nicht seine. Auch über die Positionen
der Rechtssysteme wurde diskutiert.

Unter dieser Cover-11 gibt es mit dem
Thema (E) für den Ausnahmefall. Dafür
sind wir an der Spitze des Themenkomplexes
ARD-Funktionssystem und Verwaltungsstruktur
des Nationalen und des Europäischen im
Gesicht der Funktionsweise und der
Positionen der Arbeitsgruppen und
Rechtsprechung in den öffentlich-rechtlichen
Rundfunkanstalten.

Dieser Artikel auch in die für die Sprache
sehen ist, das so manche
Länder und Anstalten in den letzten
Wochen mit einer, der eigenen Lage in, die
einen viel und keine, haben zu Anstalten der
die Interessen der Beteiligten zu verstehen hat.
Auch in den letzten Entscheidungen auf dem
Nationalen und in den öffentlich-rechtlichen
Ländern Sie selbst.

Ein schönes Wochenende!

Dr. Guido Böhm
Chefredakteur der dpn - Deutschen Pensionen und
Investmentnachrichten

ARD

„Fusionierte Anstalten haben tendenziell eine höhere Belastung“

Der Bundespräsident der ARD-Funktionssystem und Verwaltungsstruktur des DLR,
anlässlich der Zusammenführung der öffentlich-rechtlichen und öffentlich-rechtlichen
Rundfunkanstalten und Pensionssysteme in den öffentlich-rechtlichen Rundfunkanstalten.
www.dpn.de

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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: € 7,750 plus statutory VAT

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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: € 26,250 plus statutory VAT

The screenshot shows the DPN website interface. At the top, there is a navigation bar with links for 'Über uns', 'Newsletter', 'Medienan', 'Kontakt', and 'Impressum'. The main header features the DPN logo and the tagline 'DEUTSCHE PENSION- & INVESTMENTNACHRICHTEN'. Below the header, there is a secondary navigation bar with categories like 'News', 'Themen', 'Magazin', 'Events', 'Perspectives', 'dpn TV', and 'Newsletter'. A sub-navigation bar lists 'Gehälter im Asset Management', 'Asset Management', 'ESG Anlagen', and 'Alternative Anlagen'. The main content area displays a featured article with a large image of a sailboat on the ocean under a dramatic, cloudy sky. The article title is 'Vier zentrale Fragen für Anleger in turbulenten Zeiten'. Below the title, there is a short introductory paragraph, the author's name '12. Juli 2023, von Michael Taylor', and a bio for Michael Taylor, Investmentmanager bei Baillie Gifford. The article text begins with 'Wie bei jeder Anlage ist das Kapital einem Risiko ausgesetzt. Wenn etwas leicht verfügbar ist, ist die Versuchung groß, darauf zurückzugreifen, ob es nun der Sache dienlich ist oder nicht.'

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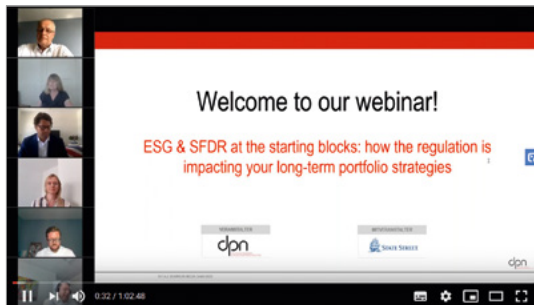
RESEARCH

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.

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: € 13,000 plus statutory VAT

Webinars that have already been held can be accessed here:

<https://www.dpn-online.com/events/eigenveranstaltungen/webinare-uebersicht/>

14. 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

Attractive advertising space, advertorials, special forms of advertising in the dpn newsletter.

www.dpn-online.com



DPN TV

dpn TV is the video channel run by dpn – Deutsche Pensions- & Investmentnachrichten, the specialist magazine for institutional investors. dpn TV provides interesting discussions and interviews on those topics which occupy the minds of pension fund and investment managers in their day-to-day jobs, and which are vitally important for institutional asset management and company pension schemes (bAV). The video channel carries exclusive interviews with experts from the world of institutional investment.



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

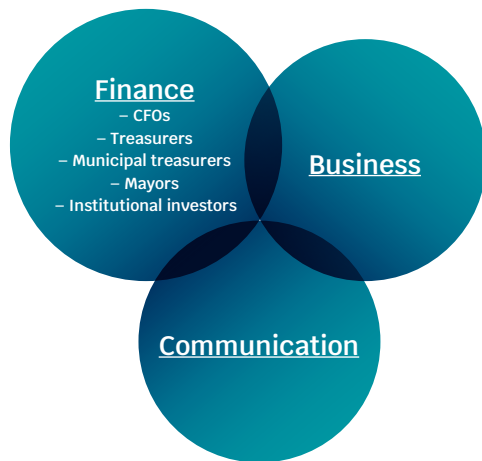
dpn events focus on highly topical, practical content and offer numerous opportunities to network with institutional investors

- Structured FINANCE
- Cash Management Campus
- ALTERNATIVES CAMPUS
- ASSET & LIABILITIES Convention & dpn Awards

Further conferences and roundtables

- Webinars
- Made-to-order events

When it comes to our **premium B2B studies**, our preferred approach is to join forces: With dpn and our studies editors at **F.A.Z. BUSINESS MEDIA | research**, you have two strong partners by your side. Together, we implement your study project: **tailor-made for your target group**.



We support you from **concept & study design** through **conducting the survey** right up to **communicating the results**. This allows you to create numerous valuable opportunities for dialogue and interaction with your stakeholders.

Our full service for you:

- We know your target group
- We facilitate exclusive access to decision makers
- We enhance your reach
- We guarantee excellent communication of results
- We position you as an opinion leader

What can we do for you? We would be happy to advise you.



Contact:

Jacqueline Preußer (Head of research)
jacqueline.preusser@faz-bm.de

Overview of our services:

<https://research.faz-bm.de/leistungen>

Für kluge
Entscheidungen.



Ein Unternehmen der F.A.Z.-Gruppe

A selection of our brand portfolio

