

An editorial supplement independently produced by the financialmedia AG

# Investing with foresight



## Initial situation: quenching a thirst for knowledge

Successful investing can be classified as a science as well as an art form. Experience and a (new) understanding of the operation of finance markets are essential. Today's use of versatile – and sometimes complex – investment forms require a higher level of expertise.

Solid (investment) abilities are more sought after than ever as the new financial order, the higher complexity of global markets and the product diversity demand a new foresight in order to attain income return in the long-run.

Topics with foresight are often lost in the daily (finance) coverage reports. financialmedia AG is aware of this shortcoming and creates a vessel that covers this topic in depth. ■

## Goal: Currentness instead of topicality

An editorial supplement independently produced by financialmedia AG in Finanz u. Wirtschaft (FuW) offers advice to experienced investors twice a year. We give respond to important current matters regarding the worldwide financial markets, support investors in dealing with investment products and raise awareness.

This editorial supplement differentiates itself clearly from conventional finance titles and other inserts. We are interconnected, show strategies within the portfolio context and deliver modern finance journalism. Additionally, the voices of the business (asset managers, private banks, investment banks) are intelligently integrated.

User orientation is one of our main priorities. The texts stand out through informative content and are framed with vivid images as well as significant infographics. ■

## Facts

### Date of publication 2017

|                |           |           |
|----------------|-----------|-----------|
| On-Sale Date   | 4.3.2017  | 30.9.2017 |
| Print Material | 22.2.2017 | 20.9.2017 |
| Ad Deadline    | 20.2.2017 | 18.9.2017 |

- Carrier medium: Finanz u. Wirtschaft
- Readership: 89 000 / Printing: 24 670
- Spread: - 20 to 28 pages
- Publisher: financialmedia AG

## Advertisement rates

Advertising partners may contribute with one booking in each of the issues. Additionally, it is possible to discuss topics with the editors and be included as an expert.

| FuW                               | Width x Height   |         |
|-----------------------------------|------------------|---------|
| 1/1 Page                          | 297 x 440 mm     | 13 440  |
| 1/2 Page (display advert)         | 297 x 220 mm     | 9 650   |
| 1/4 Page (display advert)         | 297 x 110 mm     | 5 890   |
| 2x1/1 Pano                        | 617 x 440 mm     | 28 860  |
| Junior Page (display advert)      | 216 x 310 mm     | 14 190  |
| Center Pano (display advert)      | 254,6 x 220 mm   | 11 490  |
| Mini Junior Page (display advert) | 176,2 x 250 mm   | 8 740   |
| Monolith (display advert)         | 115,8 x 417,4 mm | 6 400   |
| 1/1 Advertorial                   |                  | 13 440* |
| 2 x 1/1 Advertorial               |                  | 28 860* |

BK: 5% (only advert bookings)

\* Layout cost CHF 750.- per page, editorial support on request

## Contact

Editor: Rino Borini, borini@financialmedia.ch

Publisher: Patrick M. Widmer, widmer@financialmedia.ch

Advertising: Stefan Brogli, brogli@financialmedia.ch