

finanzelle

WEIL GELD SPASS MACHT

Media date 2025/2026

01. Target multipliers with finanzielle

More and more women are discovering the potential and the joy of investing their money profitably. Investments on the capital market, in real estate or other tangible assets such as art and high-quality lifestyle products are of just as much interest as the leap into entrepreneurship, with the number of new shareholders growing by 40% from 2021 to 2022.

According to Deutsches Aktieninstitut, significantly more women than men went public. In 2022, there were 482,000 women compared to 348,000 men. Numerous studies also show that women are more successful on the stock market once they invest. In 2020, McKinsey analyzed that in the next three to five years – i.e. right now! – an unprecedented amount of assets will pass into the hands of women. This is due to women's rising average earnings and the wealth that will be inherited.

With financial you can reach precisely these women with your brand: decision-makers, founders, entrepreneurs, women who take their money into their own hands, who invest in themselves, their careers and the capital market and who like to treat themselves.

Our readers (aged 25–50) are well-educated and maintain an independent lifestyle that includes an interest in finance and career as well as the joy of exciting networks, high-quality fashion, great beauty products, wellness, sustainability and inspiring travel.



02.

Did you know that women are the ones making most of the purchase decisions?!

They decide....

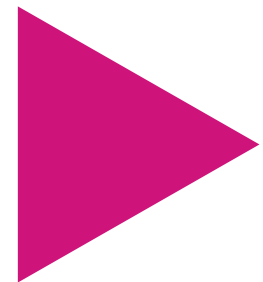
... where to travel for holidays (92%)

... which health insurance will be picked (88%)

... which car will be bought (65%)

... where to open a bank account (89%)

... which real estate will be bought (91%) and how to furnish it (94%)



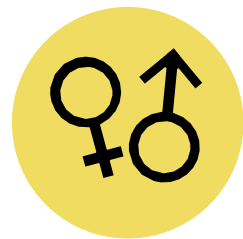
Via finanzielle you reach precisely these decision-makers with your brand: female founders, entrepreneurs, career women, networkers, role models

Demographics



Germany & DACH Region

Gender



Women

Age



25 - 50

Interests in



Finance, Career, Investments, Real Estate, high quality Lifestyle Products, Wellness, Travel, Art & Design

04. Event Opportunities

With finanzielle we bring our wide-reaching network of founders, entrepreneurs, influencers and women from the finance and celebrity scene to you and your brand – with exclusive female finance events to which we invite hand-picked guests (30–80 people).

We also organise larger community events for you and with you, where women from your and our network can be invited, such as (new) customers, employees, followers and readers. You can also benefit from our exciting community (30–200 people).

As part of an event, you can present your brand and your offering. We organise an inspiring programme (e.g. live Q&A, panel talks) with great speakers. You benefit from interesting multipliers from our network, who we bring to you and your brand so that they can spread the word about your topic in their respective communities.

We also offer comprehensive event reporting – with social media postings, newsletter and online integration as well as high-quality follow-up reporting in the finanzielle magazine.

On request, we can take over the complete invitation and guest management and also organise the appropriate location, catering and music.

Price depends on the size of the event and individual wishes.



*05.
Data*

| Issue No. | Publication Date | Booking deadline | Copy deadline |
|------------------|-------------------------|-------------------------|----------------------|
| 01/2025 | 26.11.2024 | 22.10.2024 | 29.10.2024 |
| 02/2025 | 04.03.2025 | 28.01.2025 | 04.02.2025 |
| 03/2025 | 03.06.2025 | 28.04.2025 | 04.05.2025 |
| 04/2025 | 02.09.2025 | 29.07.2025 | 05.08.2025 |
| 01/2026 | 25.11.2025 | 21.10.2025 | 28.10.2025 |
| 02/2026 | 03.03.2026 | 27.01.2026 | 03.02.2026 |

finanzielle is published once a quarter in March, June, September and December. The December issue is published in the last week of November due to the better and longer visibility of Christmas and New Year campaigns.

06. Advertisement & Advertorials

| Formats | Formats in mm w x h | Rate in EUR |
|-------------------------|--|-----------------------------------|
| 1/1 page | 212 x 280 | 10,200 |
| IFC | 212 x 280 | 12,300 |
| OBC | 212 x 280 | 13,260 |
| 1/2 Page | 99,5 x 280 (vert.) 212 x 137 (horiz.) | 6,300 |
| 1/3 Page | 67,5 x 280 (vert.) 212 x 90 (horiz.) | 4,850 |
| Advertorial 1/1 Page | 212 x 280 | 12,500 (incl. Production cost) |

| Formats DPS | Format in mm | Rate in EUR |
|-------------------------------------|--------------|-------------|
| 2/1 Page (inner side) | 424 x 280 | 19.000 |
| Opening Spread (IFC plus page 3) | 424 x 280 | 25,800 |

| Discount scale | Discount | Discount scale no. Of insertions | Rabatt |
|----------------|----------|----------------------------------|--------|
| Up to 3 pages | 5% | Up to 3 insertions | 3% |
| Up to 6 pages | 8% | Up to 6 insertions | 6% |
| Up to 10 pages | 15% | Up to 10 insertions | 12% |
| Up to 15 pages | 20% | Up to 15 insertions | 18% |

On top for free with your print booking!
Book an ad or advertorial and get an add-on for free! You can choose between a social media post, a social media story (3 slides) or a newsletter integration.

Social Discount

A discount of 35% applies to social ads. This includes advertisements from non-profit organizations, NGOs, aid organizations and donation platforms.

Culture Discount

A discount of 20 % applies to cultural advertisements. This includes advertisements for books, image and sound. This includes advertisements for books, visual and audio media published by the advertiser, as well as art and cultural advertisements (exhibitions, museums).

Special Colours

Special colors or shades that cannot be achieved by printing colors of the scale used together require special agreement. Details on request.

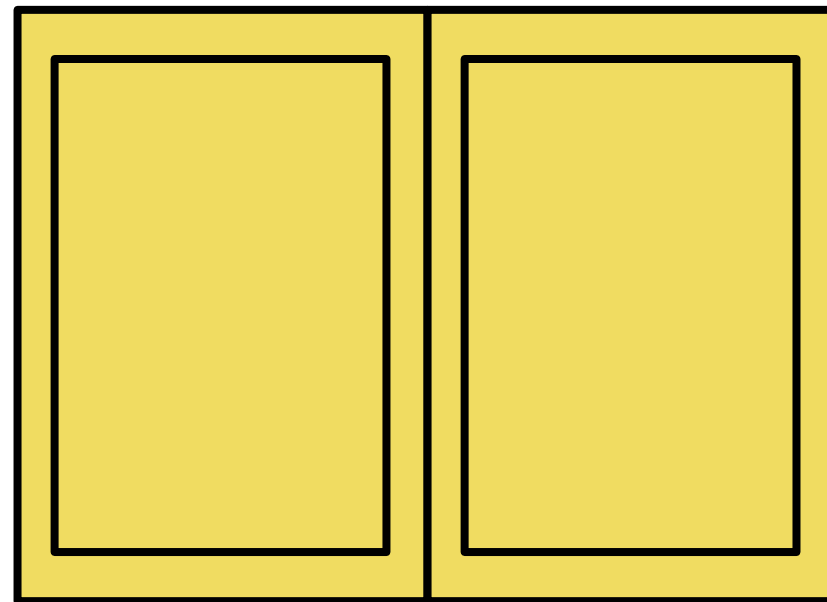
All prices are in EUR. VAT may apply and will be added to the net invoice amount.

* The number of adverts applies to magazine and online adverts as well as adverts in the newsletter. A combined discount on request.

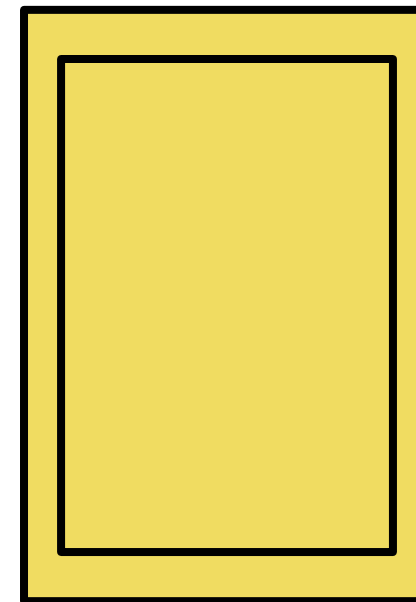
08. Ad Formats Print

Page size (bleed) 212 x 280 mm
 Type Area 173 x 238.5 mm

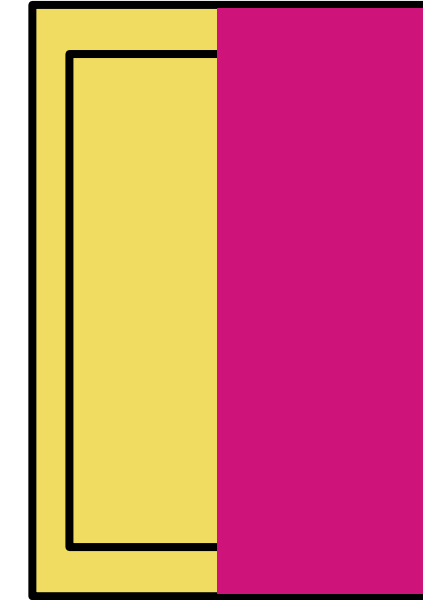
Trim necessary for bleed size : 3 mm all around



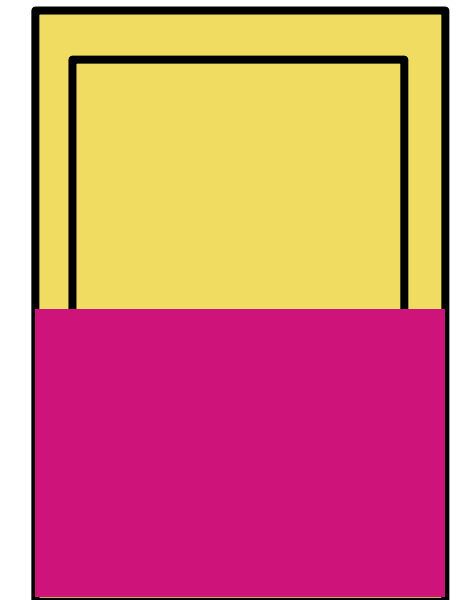
2/1 Page
 424 x 280 mm
 Margins
 On top 21.5 mm
 Bottom 20 mm
 inner side 20 mm
 outer side 19 mm



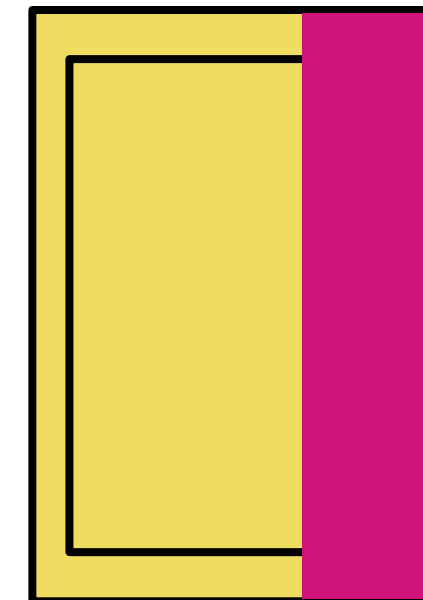
1/1 Page
 212 x 280 mm
 Margins
 On top 21.5 mm
 Bottom 20 mm
 inner side 20 mm
 outer side 19 mm



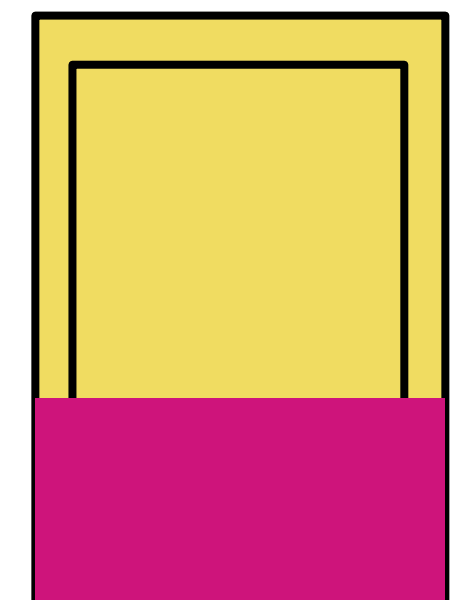
1/2 Page vertical
 99.5 x 280 mm



1/2 Page horizontal
 212 x 137 mm



1/3 Page vertical
 67.5 x 280 mm



1/3 Page horizontal
 212 x 90 mm

07.

Loose & Bound-in inserts

Rates for loose or bound-in inserts per 1,000 copies

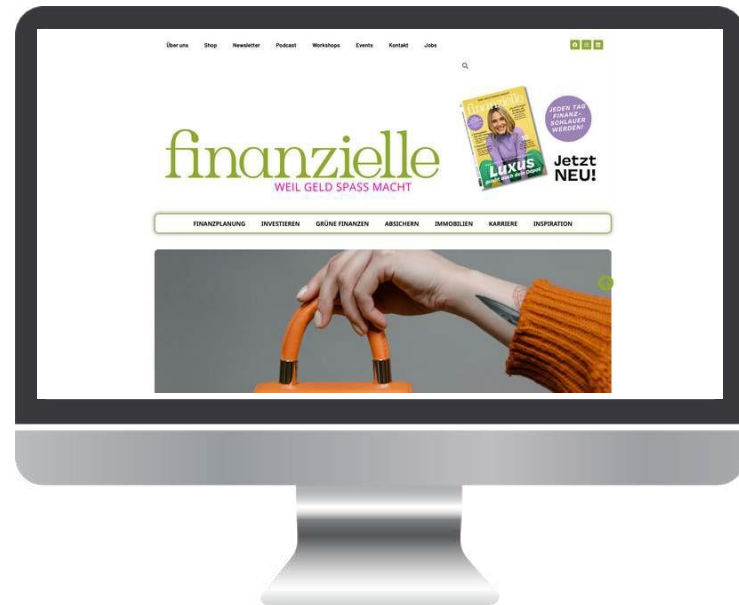
| Gramm/ Page numbers | Rate in EUR |
|----------------------------|--------------------|
| Up to 20g | 145 Euro |
| up to 30g | 165 Euro |
| Up to 16 pages | 190 Euro |
| Up to 20 pages | 200 Euro |

Only available in the full circulation (30,000 copies); no splits
Further options on request

09. Digital Opportunities

Our website www.finanzielle.de, our social media channels and our newsletter offer the ideal opportunity to disseminate your information and your message quickly and digitally. We offer a variety of ways to integrate your company or your product digitally – as an individual booking or as an add-on* to an event and/or advert booking, for example.

We also design and produce podcast and workshop episodes and series for you and integrate your company and your expertise.



Gucci schon ab 25 Euro? Kein Problem! Lies die neue finanzielle und erfahre wie das gelingt!

Liebe Jeniffer,
Ab jetzt findest du die brandneue Ausgabe unseres finanziellen Magazins wieder am Kiosk, in Supermärkten, im Bahnhofsbuchhandel. Oder du bestellst deine neue Ausgabe ganz easy hier in unserem Shop!

| Format | No. | Rate in EUR |
|---|---------------------|--------------------------|
| Online Advertorial | 1 | from 3,500 |
| Online-Interview-Advertorial | 1 | from 4,000 |
| Social Media Post + 1Story free of charge | 1 3 | 2,600 7,200 |
| Social Media Reel + 1Story free of charge (In-house production, 1min) | 1 | 3,500 |
| Social Media Reel + 1Story free of charge (Reel to be provided) | 1 | 2,600 |
| Newsletter Integration + 1 Story free of charge | 1 3 | from 1,900 from 5,000 |
| Podcast Integration | 1 Folge 3 Folgen | from 2,500 from 7,000 |
| Workshops (Live oder Digital) | 1 | from 2,500 |

* As an add-on to an event or print booking, we grant discounts on digital services (NL, social, online) or offer these as a free additional service, depending on the scope of the booking.

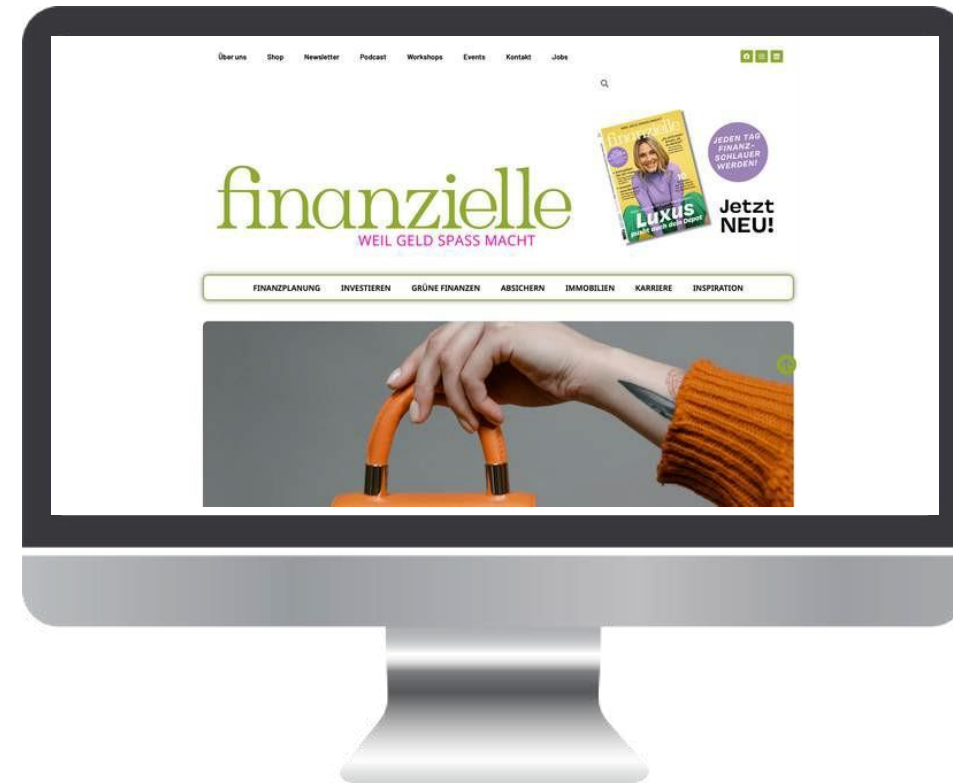
10. At a Glance

Print



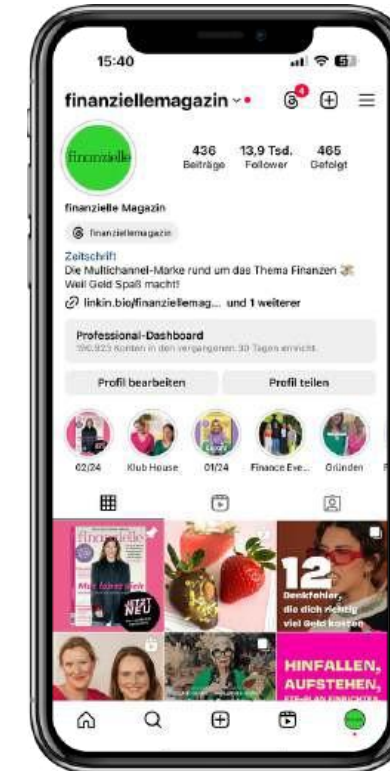
| | |
|---------------------|------------------|
| Copyprice | 6.90 Euro |
| Frequency | 4x a year |
| Printed Circulation | 30,000 Exemplare |
| Magazine size | 210 mm x 280 mm |

Online-Magazine



| | |
|-------------|-------------|
| Impressions | 600 thous.* |
| Dwell time | 2:50 min |

Instagram



| | |
|-------------------|----------|
| Follower | 16,500 * |
| Impressions | 518,302 |
| Targeted accounts | 194,721 |

Newsletter



| | |
|--------------------|---------------|
| Subscribers | 4,2 thous.* |
| Opening Rate | More than 45% |
| Click-Through-Rate | More than 15% |

* As of 11 September 2024. As our community is developing rapidly and our numbers are constantly increasing, we will be happy to provide you with an update at any time.

11. Technical Details

Delivery print material

The delivery of print documents takes place exclusively via the central digital print material acceptance system 'Duon Portal' with an integrated technical check of the print material.

<https://www.duon-portal.de/>

Support: support@duon-portal.de

Telephone-Hotline: +49 40 37 41 17 50

Mo-Fr. 9am to 5 pm



All technical details available on <https://www.duon-portal.de/>



13.

Publishers Detail

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Terms of payment

Payment immediately after receipt of invoice with deduction of 2% discount, net by the first day of sale at the latest. Thereafter, no discount will be granted. No discount is granted for special discounts. Direct debit is agreed. If the payment term is exceeded, all further outstanding invoices shall become due immediately, irrespective of the payment terms previously granted. In accordance with the applicable General Terms and Conditions, interest on arrears shall be charged at the usual bank interest rate for overdraft facilities.

Terms and Conditions

The terms and conditions of payment and business of the publisher, Fresh & Furious Publishing GmbH & Co. KG. Due to tax regulations, we ask you to state your tax number and / or VAT ID when placing an order.

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