

FINANZIELLE

2024 media kit



FINANZIELLE – AN OVERVIEW

More and more women understand the importance of long-term financial security and are discovering the potential and enjoyment of investing their money and becoming independent financial actors. They are just as interested in investing in their own “human capital” as well as in the capital market, real estate or other assets like art and high-quality lifestyle products as they are in making the leap to starting their own business.

finanzielle closes the “gender gap in financial literacy” and supports these women on their own terms when it comes to taking responsibility for building their own asset base and making sustainable, long-term investments.



Daniela Meyer and Astrid Zehbe, business journalists and founders of finanzielle

2021

Founding of the finanzielle finance brand for women

2023

Founding of Fresh & Furious Publishing

FINANZIELLE – FEMALE FINANCIAL EMPOWERMENT

The multichannel brand revolving around the topic of finance - Because money is fun!

Our readership:

Core target group:
Women aged
20 to 55 years

Interests:
Finance, wealth
building, career,
luxury

Significant to them:
Equal rights,
Diversity,
Independent
lifestyle

Consider when consuming:
Quality, high
value,
sustainability



*Daniela Meyer and Astrid Zehbe,
economic journalists and founders
of finanzielle*



ATTRACTING NEW TARGET GROUPS

finanzielle builds bridges between companies who are aware of the relevance of female empowerment and potential female customers. We make the commitment of our cooperation partners and advertising clients visible to a high-income target group which is important to them and helps them to gain and keep loyal customers and loyal employees.

Copy price
Publication rhythm
1/1 Page costs
Print circulation
Magazine format

6.90€
4x a year
10,200€
30,000 copies
212 mm x 280 mm



Ad – visualisation example

Advertorial – visualisation example

DATES AND SUPPLEMENTS

Publication date Ad booking deadline

Mar 5, 2024	Jan 30, 2024
Jun 4, 2024	Apr 7, 2024
Sep 3, 2024	Jul 29, 2024
Nov 26, 2024	Oct 22, 2024

Supplements

30.000 copies

Cost per Mille

up to 20g	120 €
up to 30g	140 €
up to 40g	160 €
up to 50g	175 €

finanzielle magazine is published quarterly in March, June, September and December.

The December issue is published in the last week of November to ensure improved and longer visibility of Christmas and New Year campaigns.

2024 AD RATES

Basic formats



1/1 page
10,200€
212mmx280mm



1/2 page
6,300€
212mmx137mm (horiz.)
99.5mmx280mm (vert.)



1/3 page
4,850€
212mmx90xx (horiz.)
67.5mmx280mm (vert.)

Premium positions



Opening spread
25,800€
Double page
19,000€
424mmx280mm



Back cover (C4)
13,260€
212mmx280mm



Inside cover (C2)
12,300€
212mmx280mm

Page size: 212x280mm
Type area: 173x238.5mm
Trim allowance of 3 mm on all sides for bleed formats

TECHNICAL SPECIFICATIONS

Delivery of copy/artwork

Copy/Artwork is to be delivered only via the central digital “Duon-Portal” copy/artwork acceptance point with integrated technical review of copy/artwork.

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

Support: support@duon-portal.de

Telephone hotline: +49 40 37 41 17 50

Monday to Friday, 9 am to 5 pm



You can find a rapid primer on the Duon-Portal at:

<https://duon.zendesk.com/hc/de/articles/9050254331292--DE-Quick-StartGuide>

You can find all the updated and binding technical specs for finanzielle at:

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

Magazine specs

Copy price 6.90 euros

Publication rhythm 4x a year

Print circulation 30,000 copies

Length at least 100 pages

Magazine format 212 mm x 280 mm

Delivery conditions for bound-in inserts, loose inserts etc.:

[Anlieferungshinweise_Sonderinsertionen_neu.pdf \(schaffrath.de\)](#)

Delivery of insertion-ready bound-in inserts, loose inserts etc. to the printer:

At the earliest 10 working days, at the latest based on the deadline set by the publisher

PUBLISHER INFORMATION

Publisher

Fresh & Furious Publishing GmbH & Co. KG
Danziger Straße 112
10405 Berlin
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Website

<https://finanzielle.de/>

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Conditions of payment

Payment immediately after receipt of invoice with 2% early payment discount or net by the first day of sale at the latest. No early payment discount after this date. No early payment discount on special discounts. Direct debit can be arranged. If the target date for payment is missed, all other outstanding invoiced amounts will become due immediately, irrespective of previously granted payment targets. In line with the applicable terms and conditions of business, default interest will be charged at the customary bank interest rates for overdraft facilities.

Terms of business

Handling of orders is subject to the conditions of payment and the terms and conditions of business of Fresh & Furious Publishing GmbH & Co. KG. To ensure compliance with the relevant tax regulations, please state your tax no. and/or VAT ID no. when placing orders.

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