finanzielle The Financial Advisor For Women

finanzielle

WEIL GELD SPASS MACHT

Rate card 2026/27

finanzielle
WEIL GELD SPASS MACHT

01.
Target multipliers with finanzielle

More and more women are building capital. They invest in securities, real estate and companies, and in themselves. Career and wealth building matter to them just as much as travel, health, fashion, beauty, art and design.
finanzielle and health & wealth reach well-educated women aged 25 to 50 in print and digital. They manage their money deliberately, invest and actively shape a healthy future.
For brands, this creates a credible environment for important financial, health and personal decisions.

REGULAR ISSUES



SPECIAL ISSUE



HEALTH & WEALTH
by finanzielle



NEW

finanzielle
WEIL GELD SPASS MACHT

02.
Did you know that women are the ones making most of the purchase decisions?!

They decide….

... where to travel for holidays

... which health insurance is chosen

... which car is bought

... where to open a bank account

... which property is bought and how it is furnished

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

Demographics	Gender	Age	Interests in
			
Germany & DACH Region	Women	25 - 50	Finance & Investments, Career & Business, Real Estate & Living, Health & Beauty, Travel & Lifestyle, Fashion & Design

03.
Money talk!

- Financial topics need trust. finanzielle combines journalistic substance with a premium environment and high brand compatibility. Brands reach an audience that expects quality, relevance and strong aesthetics.
- Women are becoming an increasingly important economic target group. In Europe, they already hold 38 percent of investable assets. By 2030, this share could rise to 47 percent.*
- One idea, many touchpoints: we extend campaigns from print to online, newsletter, social media, podcasts, workshops and events. Content, format and channels are tailored to the brand and the campaign goal.

*McKinsey, "The new face of wealth: the rise of the female investor"

STARTE DURCH (GET STARTED)


STARTE DURCH

Für erklärt

BÖRSE TO GO

... vor 16 Jahren eine Aktie von Apple gekauft statt ein iPhone

Smarte Ziele

Alpha im Blick

Schufa-Eintrag löschen


STARTE DURCH

Das Geld muss Heimat bei dir finden

Wenn du dein Geld mit Fonds- und ETF-Sparplänen rentabel anlegen willst, benötigst du ein Depot. Am günstigsten sind Onlinebroker und Fondsbanken. Hier ein Überblick, wie du das passende Angebot für dich findest

Wie funktionieren Sparpläne auf Fonds oder auf ETFs?

Weshalb braucht es bei Sparplaninvestments Onlinebroker und Fondsbanken?

Wie wird ein Depot bei einer Fondsbank eröffnet?

Welche Unterschiede gibt es zwischen Onlinebrokern und Fondsbanken?

Mit welchen Kosten ist für Depot und Verrechnungskonto zu rechnen?

SPRICH ÜBER GELD (TALK ABOUT MONEY)


Sprich über Geld

Das ist Isabella und ...

... das sind ihre Finanzen

Monatliche Einnahmen

Persönliche Ausgaben pro Monat

SPARPOTENZIAL 144 EURO

SEI MUTIG (BE BRAVE)


SEI MUTIG

„Mehr Vielfalt durch vielfältige Förderer“

Weltenbummlerin

Morphais – die Idee

MACH MEHR DRAUS (MAKE MORE OF IT)


Investiere smart

Dein Geld kann mehr als ETFs

Stehen deine Finanzen auf solidem Grund, kannst du weiterdenken – und höher hinaus. Und mit Anlagebausteinen für Fortgeschrittene Tagesgeldzins erzielen. Für wen sich P2P-Kredite, Optionen, Krypto oder Start-up-Invests eignen. Und wo es riskant wird


MACH MEHR DRAUS

Bunt gemischt

Wer breit investiert, streut die eigenen Risiken. Diesen Ansatz fahren auch Mischfonds. Damit können Anleger*innen in mehrere Anlageklassen gleichzeitig investieren – und die individuelle Risikobereitschaft abbilden

Gestreute Auswahl treffen

Keine einlegende Weltmilchsau

Verschiedene Investmentstile

finanzielle
WEIL GELD SPASS MACHT

04.
Event Opportunities

finanzielle brings your brand together with a curated network of founders, entrepreneurs, experts, creators and public figures. For exclusive female finance events, we invite hand-picked guests to a setting made for exchange, networking and personal encounters (30-80 guests).
For larger community events, we combine your network with ours. Customers, prospects, employees, followers and readers can be invited. We develop content and format to fit your brand, topic and communication goal (30-200 guests).
Panels, talks, live Q&As and selected speakers make the event memorable. On request, we bring in relevant multipliers who carry the topic into their own communities.
The event does not end with the last guest: finanzielle extends its presence across social media, newsletter and online, and in the magazine on request. On request, we also handle invitations, guest management, venue, catering, music and programme.
Pricing on request, depending on format, scope and individual services.





04b.

Cover Series 2027

4 issues. 4 cover women. 4 special evenings.

finanzielle brings your brand together with a curated network of founders, entrepreneurs, experts, creators and public figures, linking content, community and personal encounters.

What the partner receives

4 x presenting partnership of the Cover Events

4 x guest allocation for the partner

4 x individual brand activation on site

4 x branding and integration during the evening

4 x social media story

4 x newsletter integration

4 x print integration for each event

Event content for finanzielle channels

Industry exclusivity and individual coordination of all activations

THE COVER SERIES 2027

from 25,000 EUR

Optional: reel, online advertorial, special event edition, additional social media integration

05a.

Dates: Regular Issues

Issue	Publication date	Booking deadline	Material deadline
01/2027	01.12.2026	29.10.2026	04.11.2026
02/2027	02.03.2027	04.02.2027	11.02.2027
03/2027	01.06.2027	04.05.2027	11.05.2027
04/2027	07.09.2027	31.07.2027	06.08.2027
01/2028	07.12.2027	01.11.2027	10.11.2027



05b.

Dates: Health & Wealth issues and special issue

Issue	Publication date	Booking deadline	Material deadline
H&W01/2027	04.05.2027	06.04.2027	13.04.2027
H&W02/2027	02.11.2027	05.10.2027	08.10.2027
Special Edition	04.01.2028	07.12.2027	14.12.2027





06.
Advertisement & Advertorials

Formats	Format in mm (w x h)	Rates in EUR
1/1 page	212 x 280	11,200
2nd cover (U2)	212 x 280	13,300
4th cover (U4)	212 x 280	14,400
1/2 page	99,5 x 280 (vert.) 212 x 137 (horiz.)	6,700
1/3 page	67,5 x 280 (vert.) 212 x 90 (horiz.)	5,200
Advertorial 1/1 page	212 x 280	10,800 plus 2,600 production costs

Formate DPS	Format in mm	Rate in EUR
2/1 pages (inner side)	424 x 280	19,600
Opening spread (2nd cover + page 3)	424 x 280	27,300

Discount scale	Discount	Discont scale no. of insertions*	Discount
Up to 3 pages	5%	Up to 3 inserations	3%
Up to 6 pages	8%	Up to 6 inserations	6%
Up to 10 pages	15%	Up to 10 inserations	12%
Up to 15 pages	20%	Up to 15 inserations	18%

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.

07.

Loose & Bound-in inserts

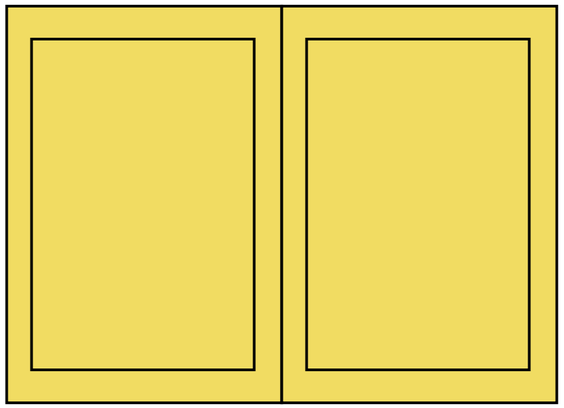
Rates for loose or bound-in inserts per 1,000 copies

Gramm/ page numbers	Rates
Up to 20g	160 Euro
Up to 30g	185 Euro
Up to 16 pages	210 Euro
Up to 20 pages	220 Euro

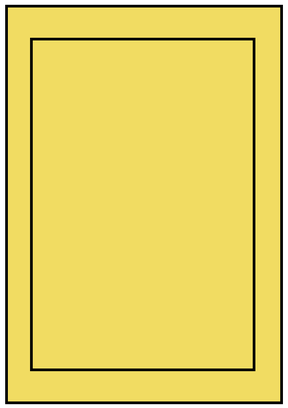
Only available in the full circulation (30,000 copies); no splits
Further options on request

08.
Ad Formats Print

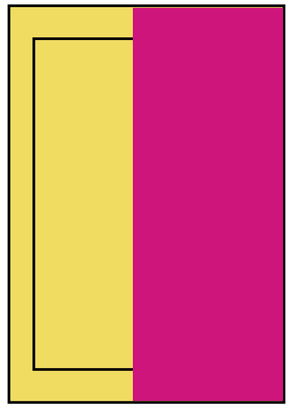
Page size (bleed)	212 x 280 mm
Type Area	173 x 238.5 mm
Trim necessary for bleed size :	3 mm all around



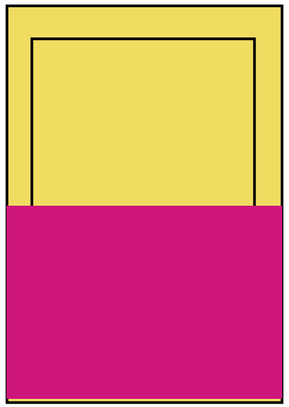
2/1 page
424 x 280 mm Margins
On top 21.5 mm
Bottom 20 mm
inner side 20 mm
outer side 19 mm



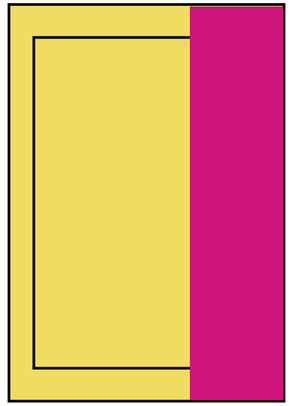
1/1 page
212 x 280 mm Margins
On top 21.5 mm
Bottom 20 mm
inner side 20 mm
outer side 19 mm



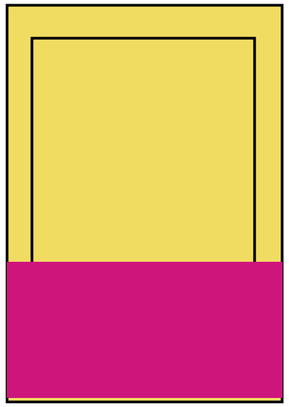
½ page vertical
99.5 x 280 mm



½ page horizontal 212 x
137 mm



1/3 page vertical 67.5
x 280 mm



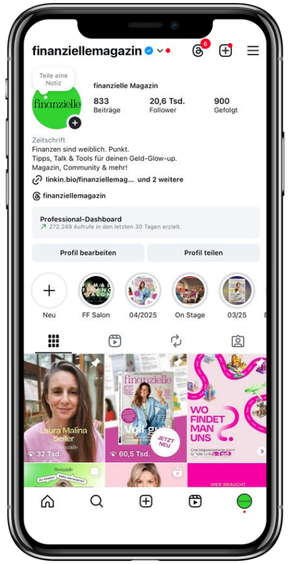
1/3 page horizontal 212 x
90 mm

09.

Digital Opportunities

finanzielle is wherever our readers are every day: online, on social media, in streaming and in their inbox. Our particular strength is storytelling. For every partner, we develop an individual idea that brings together brand, message and target group, and we adapt that story precisely for website, social media, podcast and newsletter.







Format	No.	Rates
Themenspecial (2 editorial articles + 1 client advertorial)	1	from 9,900 / First Mover 7,200
Digital advertorial	1	from 4,000
Digital interview advertorial	1	from 4,500
Social media post	1	2,500
Social media story	1	1,800
Social media reel (In-house production, up to 30 seconds*) *longer reels available on request	1	3,500
Social media reel (Reel to be provided)	1	2,600
Newsletter integration	1	from 1,990
Podcast integration	1 Episode 3 Episodes	from 2,500 from 7,000
Workshops (live or 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.
New: Themenspecial with a 20% First Mover discount on bookings until March 1, 2027.

09b.

Digital Packages

iq media

Three packages, one goal: reach the right women digitally.

	S: FIRST DATE	M: LET'S TALK MONEY	L: GO BIG!
Idea	The smart entry point into the finanzielle community. For brands that want to place a topic or product with our readers.	More touchpoints for more attention. For brands that want to extend their story beyond finanzielle.de.	The big stage for brands. For partners who want to make a strong story visible across several channels for longer.
Content	1 online advertorial 1 newsletter integration 1 social media story	1 online advertorial 1 newsletter integration 1 social media post 1 social media story	1 online advertorial 1 social media reel (in-house production) 1 social media post 2 social media stories 2 newsletter integrations
Single price	from 7,790 EUR	from 10,790 EUR	from 18,580 EUR
Package price	from 6,900 EUR	from 9,500 EUR	from 15,900 EUR

New: 20% First Mover discount on bookings until March 1, 2027.

09c.

Academy Partnership

The new finanzielle Academy teaches financial knowledge in video courses: clear, well-founded and step by step. Accompanying workpapers help participants apply what they learn. For partners, this creates several touchpoints along the learning journey, from the course video to the download to the newsletter.

COURSE PARTNER

from 9,900 EUR

Presence around one selected module of the video course for 6 months:

- Mention in the course intro
- Advertising clip within the video course
- Partner logo on the Academy homepage
- Presence in the members' area
- 1 newsletter integration

ACADEMY 360° PARTNER

from 14,900 EUR

All Course Partner services for 6 months, plus:

- Exclusive partner integration in the accompanying workpaper
- Ad integration in the workpaper
- Additional newsletter integration
- 1 social media post

New: 20% First Mover discount on bookings until March 1, 2027.

10.
At a Glance

Regular Issue



Copy price: 6.90 EUR
Frequency: 4x a year
Print circulation: 30,000 copies
Magazine size: 210 x 280 mm

Publication date
01/27 - 01.12.2026
02/27 - 02.03.2027
03/27 - 01.06.2027
04/27 - 07.09.2027

H&W and special issue



Copy price: 7.90 EUR
Frequency: 2x a year
Print circulation: 20,000 copies
Magazine size: 210 x 280 mm

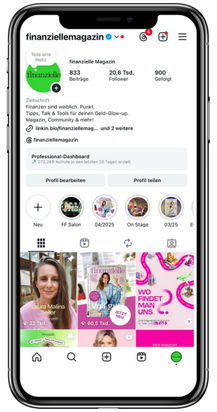
Publication date
H&W01/2027 - 04.05.2027
H&W02/2027 - 02.11.2027
Special Edition - 04.01.2028

Digital



Impressions: 824 thous.*
Dwell time: 2:50 min

Instagram



Followers: 24.9 thous.*
Impressions: 219,652 thous.

Newsletter



Subscribers: 5.5 thous.*
Opening rate: more than 45%
Click-through rate: more than 15%

* Current figures. Our community is growing continuously, and we will be happy to provide an update at any time.

finanzielle WEIL GELD SPASS MACHT

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

DUON-Portal

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



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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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DELIVERING VALUE

IQMEDIA.DE/INTERNATIONAL-PAGE