

TIAM

Magazine Profile TiAM 2018

(valid from July 2018)

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Editorial Concept

Since January 2015, this quarterly trade magazine for professional portfolio managers “TiAM – Trends in Asset Management” has been published by Finanzen Verlag, Munich (also publishers of Euro, Euro am Sonntag, BÖRSE ONLINE, Tichys Einblick, Euro fondsxpess, Artcollector, www.boerse-online.de). FWW Media, which has published TiAM since 2008, will remain as a cooperation partner.

Uli Kühn and Ronny Kohl, both with more than 20 years of experience in financial journalism, are the editors-in-chief.

The quarterly print magazine TiAM - Trends in Asset Management - addresses professional investors in the German-speaking regions. TiAM offers well-researched specialist information first hand, with experts discussing topics at eye level. With its unique concept, informative and extremely useful contributions, and its focus on the target readers, TiAM occupies a special position and enjoys a high standing throughout the business.



For every issue, the editorial team researches a current key issue and presents a well-researched cover story on this, thereby not only viewing it from various perspectives but thinking outside the box. Furthermore, experienced branch insiders provide specialist articles or conduct and give interviews. The “straight talks” developed especially for the TiAM target group, in which potential investors interview an interesting asset manager and critically question his or her products, is also very popular among the TiAM readers.

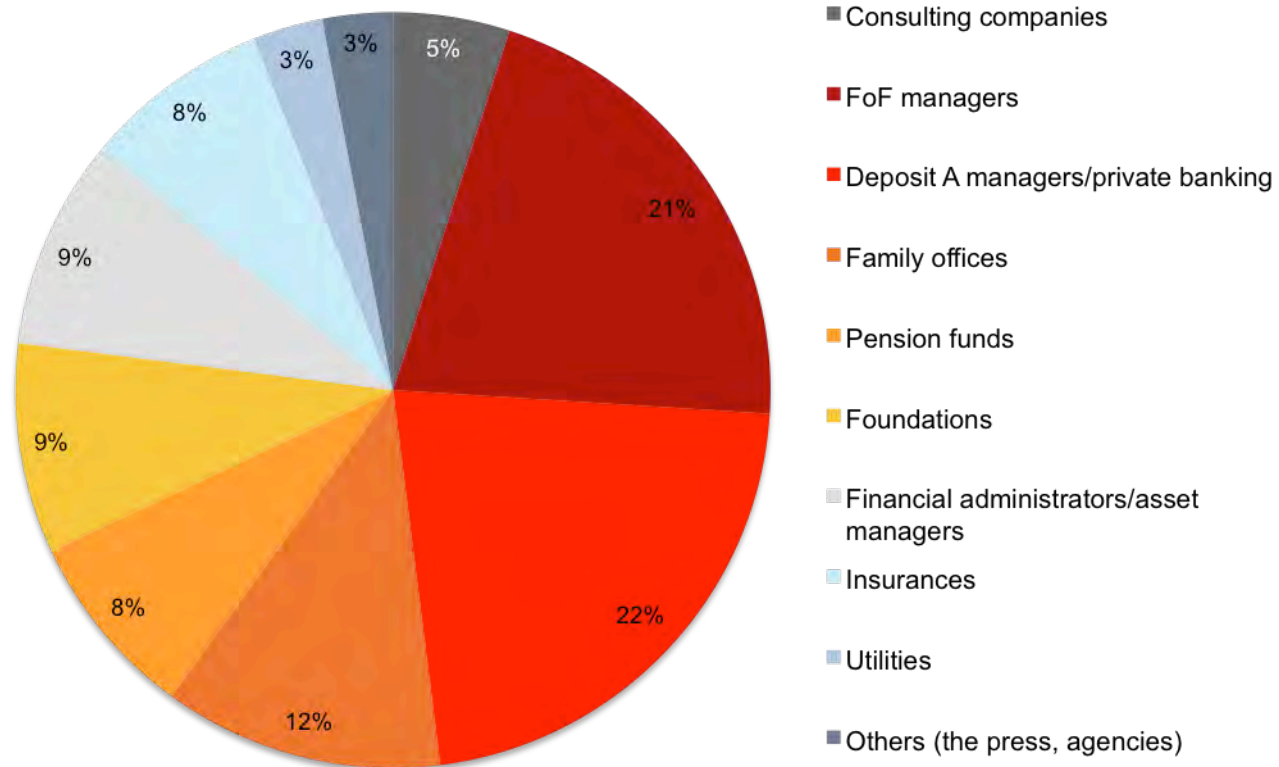
Parallel to the print edition in the magazine, interviews and specialist articles can also be viewed on the Finanzen Verlag’s websites www.fondspress.de and www.boerse-online.de as well as the portals of the cooperation partners and are thus made available to other interested investors. With modules such as these, TiAM offers a multitude of opportunities for crossmedia marketing and sales activities.



- Circulation: approx. **10,000 copies**
- Main readership: professional investors in Germany, Austria and Switzerland
- Founded: 2008, by FWW GmbH
- Market position: established magazine, currently ranks seventh in the HBS-study 2017 with the interview group fund-of-fund (FoF) managers
- Publication dates: end of March, June, September and mid-December 2018
- Categories: News, At a Glance, Cover Story, Investments, Point of View, Against the Grain
- www.tiam-magazin.de



The main readership: professional investors in Germany, Austria and Switzerland



Source: Finanzen Verlag 2017

The main readership: detailed list of professional investors in Germany

Country	Circulation	Target groups
Germany	7,750	<ul style="list-style-type: none">- Consulting companies- FoF managers- Deposit A managers / private banking- Family offices- Pension funds- Foundations- Financial administrators / asset managers- Insurances- Utilities- Others (the press, agencies)

Source: Finanzen Verlag 2017

**The main readership:
detailed list of professional investors in Austria, Switzerland
and Luxembourg**

Country	Circulation	Target groups
Austria	425	<ul style="list-style-type: none">- Deposit A managers / private banking- Financial administrators / asset managers- FoF managers- Asset managers- Pension funds- Insurances- Others (the press, agencies)
Switzerland	1,230	<ul style="list-style-type: none">- Deposit A managers / private banking- Pension funds- Financial administrators / asset managers- Insurances- Others (the press, agencies)
Luxembourg	170	<ul style="list-style-type: none">- Deposit A managers / private banking- FoF managers- Financial administrators / asset managers- Others (the press, agencies)

Source: Finanzen Verlag 2017

Advertisements

TIAM primarily offers full-page advertising. Other formats are available on request.

Width in mm	210
Height in mm	297
Format	DIN A4
Trim	3 mm on all sides

Rate inner part	€ 3,600
Rate cover pages	€ 4,600

All rates include the agency commission, but exclude VAT.

Sample Advertisements

WENN DIE FLÄCHE DER VERWALTETEN IMMOBILIEN MEHR ALS 2000 FUSSBALLFELDER UMFASST

DAS IST ASSET MANAGEMENT

Wir mischen Ihr Depot auf!

D.I.E. - Zins & Dividende - der Realität Maschke

Lauf weiter mit der richtigen Mischung aus Aktien und Anleihen in Zinsen und Wertpapiermärkten

DIE ERSTE ADRESSE FÜR KREATIVE FONDSGESTALTUNG

IPConcept

SEHEN, WAS WERT IST

Metzler

Themenorientiert investieren. Sollten Trends des 21. Jahrhunderts nicht auch für Sie ein Thema sein?

Pictet-Digital

Globale Schwellenländer. Wir haben den Blick fürs Ganze.

HERMES

INNOVATION ERFAHRUNG

ALI

FLEXIBEL

Flexibel den Anleihemärkten begegnen

	ALF	ALB	ALC	ALD
Laufende Rendite	4,47	4,48	4,49	4,50
Laufende Rendite nach Steuern	3,47	3,48	3,49	3,50
Laufende Rendite nach Steuern und Abzug des Vermögensverlustes	2,47	2,48	2,49	2,50

JUPITER Asset Management

FLEXIBILITÄT ZAHLT SICH AUS

CARMIGNAC

Beim Investieren geht es um Kontinuität.

COLUMBIA THREADNEEDLE

Promotional advertisements / advertorials

Brief profile

Promotional advertisements / advertorials are pages with editorial content, that are submitted by a client (text, layout etc.).

The fixed components of TiAM, such as the logo, the sections bar, the TiAM fonts, TiAM standard colours and editorial text boxes may not be used.

The promotional pages must be submitted in binding form to the publisher for its information and approval before printing. The pages will be clearly marked as an "advertisement". The publisher reserves the right to reject promotional pages containing dubious content.

Typography

Use of typography in the style of TiAM is permitted.

Layout editing

The publisher may edit the layout itself. The associated costs will be invoiced separately according to the expenditure incurred.

Width in mm	210
Height in mm	297
Format	DIN A4
Price	€ 3,600

All rates include the agency commission, but exclude VAT.

Copy materials

Magazine format:	Width 210 mm x height 297 mm
Paper:	Cover: Illustration printing paper, 200g/sqm Content: 100g/sqm
Print process:	Cover: Sheetfed offset; content: Web offset Perfect binding
Print colours:	Eurokala/CMYK (no special colours like Pantone, HKS, etc.)
Digital print templates:	Electronic data storage media (CD) or send data by e-mail or FTP. Printer profile for the production of proofs: Colour profile for cover advertisements: Colour profile ISO Coated-V2 300 (Fogra 39) Colour profile for content advertisements: PSO_LWC_Improved (Fogra 45L) These profiles are available for download free of charge at www.eci.org
Files formats:	PDF files (according to CTP guidelines) Only PDF 1.3 and 1.4 are permitted. (Please reduce transparencies already in the originating application.) All fonts must be embedded; do not generate OPI information. Create double pages as single pages.

Disclaimer:	The customer is responsible for the technical execution, quality and resolution of the files. Advertisements must be technically unobjectionable. If this is not the case, no liability shall be assumed by the publisher for incorrect appearance. Only proofs printed on newsprint are accepted as binding colour samples. The publisher assumes no guarantee for advertisements that need to be converted owing to file or colour profile errors!
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Technical requirements for the production of advertisements

Screen ruling:	80 lines/cm
Resolution:	300 dpi, line drawing 1200 dpi at scale 1:1
Scale:	Set dimensions of advertisement and ad elements at 100%
Trimming:	Please create documents including trimming. The trimming margins inside/cover amount to 3 mm. Design elements in the advertisement that must not be trimmed must maintain a distance of at least 5 mm to the edge of the magazine page.
Typefaces:	Positive typefaces 6 points or larger, semi-bold Negative typefaces 7 points or larger, semi-bold, sans serif. Line thicknesses of typefaces and lines must be at least 0.25 points. Caution is advised when using typefaces with prominent serifs!
Line thickness:	Positive lines at least 0.25 points Negative lines at least 0.3 points
Production of advertisements:	Telephone 0561/60 280-255 Cornelia Schüßler Telephone 0561/60 280-256 Joachim Schlewitz Fax 0561/60 280-279 prepress@ddm.de
Address for copy materials and proofs:	Dierichs Druck + Media GmbH & Co. KG Anzeigenproduktion TiAM Frankfurter Str. 168 34121 Kassel
Data transmission:	FTP access details provided on request.
Folder name:	tiam_issue No._customer name_motif

TiAM Straight Talks

Professional investors conduct an exclusive interview with a target fund manager for TiAM.

Choice of investor/guest interviewer	Arrangement between TiAM and the client (target fund manager). The condition is that the investor would invest into such a product or is already doing so.
Photo shoots	Are preferably organised by TiAM in Frankfurt or Munich. Additional costs will be incurred if the photographer has to travel to locations outside those cities.
Interview	Maybe taped live on-site or written down. Whichever option is chosen, it must be agreed beforehand with the investor/guest interviewer.
Volume	<ul style="list-style-type: none">- Images- Charts/graphs of the product- approx. 3,000 characters per page- max. 4 pages (i.e. 12,000 characters) are permitted.
Rate	€ 6,000.- incl. PDF-version from the magazin excl. image rights of a third party
Premium-PDF	Prepared incl. TiAM-logo, without page number etc. Processing fee: € 150.- excl. image rights of a third party

All prices are eligible for agency commission (except processing fee) and subject to VAT.

TiAM Specialist Article

Guest article of an asset manager

Text	The text will be edited by the editorial team. The client will be able to approve the final version before publication.
Photos	Have to be provided; alternatively a photo appointment is arranged by TiAM.
Volume / Content	<ul style="list-style-type: none">- Images- Charts/graphs of the products- approx. 3,000 characters per page- max. 4 pages (i.e. 12,000 characters) may be covered.
Rate	€ 6,000.- incl. PDF-version from the magazin excl. image rights of a third party
Premium-PDF	Prepared incl. TiAM-logo, without page number etc. Processing fee: € 150.- excl. image rights of a third party

All prices are eligible for agency commission (except processing fee) and subject to VAT.

TiAM Interview

TiAM editor interviews the fund manager

Photos shoots	Are preferably organised by TiAM in Frankfurt or Munich. Additional costs are incurred if the photographer has to travel to places outside these cities.
Interview	May be taped live on-site or written down.
Volume	<ul style="list-style-type: none">- Images- Charts/graphs of the product- approx. 3,000 characters per page- max. 4 pages (i.e. 12,000 characters) may be covered.
Rate	€ 6,000.- incl. PDF-version from the magazin excl. image rights of a third party
Premium-PDF	Prepared incl. TiAM-logo, without page number etc. Processing fee: € 150.- excl. image rights of a third party

All prices are eligible for agency commission (except processing fee) and subject to VAT.

Sample TiAM Interview



„UNSERE STRATEGIE IST PERFEKT FÜR DIE ZINSWENDE“

Dr. Ulrich Gerhardt ist Leiter High Yield bei Insight Investment in London, einer Tochter von BNY Mellon AG. Im Interview erklärt der permanente Chairman und Mitglied des Aufsichtsrats nicht nur sein BNY Mellon Global Short-Dated High Yield Bond Fund manches anders macht – und was Fondmanager von Bienen lernen können.

Interview
Ulrich Gerhardt

TIAM: Wie sieht es sich heute bei Deutschen in London? Können Sie sich Ihre persönliche Einschätzung?

Ulrich Gerhardt: Ich habe keine großen Probleme. Zwar kann es sich natürlich in Veränderungsbereitschaft, doch muss man sich dieser Herausforderungen annehmen. Die Zahlen hier stehen für die Branche. Das Deutsche ist ein wichtiger Markt für die Branche. Die Deutsche ist ein wichtiger Markt für die Branche. Die Deutsche ist ein wichtiger Markt für die Branche.

TIAM: Welche Eigenheiten der Branche für die Mäcker haben Sie? Wie sieht es mit der Mäcker aus?

Ulrich Gerhardt: Die Mäcker sind ein wichtiger Markt für die Branche. Die Mäcker sind ein wichtiger Markt für die Branche. Die Mäcker sind ein wichtiger Markt für die Branche.

TIAM: Was sind die größten Herausforderungen für die Mäcker?

Ulrich Gerhardt: Die Mäcker sind ein wichtiger Markt für die Branche. Die Mäcker sind ein wichtiger Markt für die Branche. Die Mäcker sind ein wichtiger Markt für die Branche.

TIAM

Auch bei Finanzprodukten...
Ulrich Gerhardt

DIE EINE-BILLION-EURO-MARKE IM VISIER

Herrmann Pfeiffer zählt zu den besten Kennern des europäischen ITF-Markts. Der Deutsche ITF-Chef der französischen Amundi erklärt, weshalb sich der ITF-Markt verdoppeln dürfte. Anleger stellen auf Risikopräferenz achten sollen und Faktor ETFs so besorgt sind.

Interview
Ulrich Gerhardt

TIAM: Sie sind seit mehr als einem Jahrzehnt am ITF-Chefposten. Was ist die größte Herausforderung für Sie?

Ulrich Gerhardt: Die größte Herausforderung ist die Integration von ITF und ETFs. Die Integration ist ein wichtiger Schritt für die Branche.

TIAM: Wie sehen Sie die Zukunft des ITF-Markts?

Ulrich Gerhardt: Der ITF-Markt wird sich verdoppeln. Die Integration von ITF und ETFs ist ein wichtiger Schritt für die Branche.

TIAM



Interview
Ulrich Gerhardt

TIAM: Welche Investitionen stehen Ihnen bevor?

Ulrich Gerhardt: Die Investitionen in ITF und ETFs sind ein wichtiger Schritt für die Branche.

TIAM: Wie profitieren Sie von den Herausforderungen?

Ulrich Gerhardt: Die Herausforderungen sind ein wichtiger Schritt für die Branche.

TIAM: Sind Sie noch in der Branche?

Ulrich Gerhardt: Ja, ich bin noch in der Branche.

TIAM: Was ist die größte Herausforderung für Sie?

Ulrich Gerhardt: Die größte Herausforderung ist die Integration von ITF und ETFs.

Dates

	TiAM 01/2018	TiAM 02/2018	TiAM 03/2018	TiAM 04/2018
Cut-off dates	15.02.2018	17.05.2018	16.08.2018	02.11.2018
Handing of text formats	08.02.2018	10.05.2018	09.08.2018	25.10.2018
Submission of advertisements	12.03.2018	11.06.2018	10.09.2018	26.11.2018
Publication dates	29.03.2018	28.06.2018	27.09.2018	13.12.2018

References

AB Europe	Deutsche Asset Management	inprimo invest	Metzler Asset Management
Amundi Asset Management	DJE	Invesco Asset Management	NN Investment Partners
AXA Investment Managers	DZ PRIVATBANK	Invest in Visions	Pictet & Cie
Baring Asset Management	First Trust	J.P. Morgan Asset Management	Robeco Deutschland
BayernInvest	Frankfurt Trust	Jupiter Asset Management	SOLUTION
Bellevue Asset Management	Franklin Templeton	Kames Capital	Standard Life Investments
Berenberg Bank	Greiff capital management	Landesbank Berlin	T. Rowe Price
BNP Paribas Investment	gonetto	Legg Mason	Tungsten Capital
BNY Mellon	Hauck & Aufhäuser	LOYS	vwd Vereinigte Wirtschaftsdienste
Carmignac Gestion	Huber, Reuss & Kollegen	Lupus Alpha	WAVE Management
Columbia Threadneedle	Hermes Investment Management	M&G Investments	Werthstein

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Note on internet use: The publishing house is entitled to publish the advertisements placed in TiAM on its online media within the scope of its technical and business possibilities. Reference is made to Articles 19 and 22 of the General Terms and Conditions for newspapers and magazine publications.

General Terms and Conditions of Business: The publishing house's General Terms and Conditions of Business apply to the handling of orders for advertisements, special inserts and third-party supplements. Our full General Terms and Conditions for newspapers and magazine publications can be viewed at <http://www.tiam-magazin.de> or sent to you on request.