

FINANCE

Das Magazin für Finanzchefs

Media information 2019 Print and online

Valid as of January 1, 2019



1. INFORMATION ABOUT THE PUBLISHER

Publisher

FRANKFURT BUSINESS MEDIA GmbH
Der F.A.Z.-Fachverlag
Bismarckstr. 24, 61169 Friedberg
Germany
Phone: +49 6031 7386-0
Fax: +49 6031 7386-20
info@finance-magazin.de
www.finance-magazin.de
www.frankfurt-bm.com

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Ad scheduling

Phone: +49 6031 7386-1712
advertising@frankfurt-bm.com

Years of publication

19th year of publication



Frequency

Six issues per year plus special supplements

Cover price

Annual subscription €44.50
Cover price €8

Bank account information

Frankfurter Volksbank eG
IBAN: DE91 5019 0000 6000 0172 03
BIC: FFVB DE FF

Payment terms

No discount is applied to payments made within 30 days of the billing date. Payments made in advance and through direct debit receive a 2% discount. The discount does not apply if the customer has outstanding bills due.

General terms and conditions

The general terms and conditions apply to the handling of orders. These can be reviewed online at www.frankfurt-bm.com/AGB or obtained from the publisher.

The information provided in the rate list may be updated throughout the year. The latest, binding price list is provided at www.finance-magazin.de/mediadaten/print.

2. EDITORIAL CONCEPT

FRANKFURT BUSINESS MEDIA GmbH, a member of the publishing group Frankfurter Allgemeine Zeitung GmbH, is committed to high-quality standards of journalism and expertise in covering business and finance topics. The same company publishes FINANCE, the magazine for CFOs.

In good times, these executives may lead existences offstage. But when times turn bad, they move to center stage: The CFO frequently has what can possibly be the most exciting job of all. The importance of this job is also bolstered by one other fact: The chief financial officer (CFO) frequently is the person promoted to the CEO position.

FINANCE is a must-read for this target group.

FINANCE provides thought-provoking insights into the world of finance at large companies as well as useful tips for the day-to-day work in these finance departments. FINANCE is divided into three sections. “Companies and Markets” delivers the latest in company developments and financing-market trends. In “Personal & Personnel,” members of the magazine’s editorial staff write profiles of CFOs, report on the comings and goings of CFOs and cover career topics. Then there is the “Strategy & Efficiency” section. It highlights the operational side of CFO tasks, such as controlling, M&A strategy, accounting and treasury. Working closely with discerning CFOs, banks and others in the financial community, the editorial staff at FINANCE represents the highest quality in compelling, informative business reporting.

redaktion@finance-magazin.de



Information about
the publisher

Editorial Concept

Circulation
and readership

Ad formats

Advertising rates
and discounts

Dates and topics

Inserts, bound-in
inserts and glued-
in inserts

Technical
information

3. PRINT: CIRCULATION AND READERSHIP

Circulation (IVW II/2018)

Printed copies: 16,500
Distributed circulation: 16,452

(Current quarterly figures from the IVW – Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V., the German organization that provides advertising performance data – can be obtained at www.finance-magazin.de/mediadaten/print).



Target group

FINANCE is written for financial decision-makers in companies. This group includes CFOs, commercial directors and heads of M&A or business development as well as directors of accounting, controlling and treasury. They all rely on the magazine as a valuable source of information – just like investors, bankers, M&A consultants, private-equity managers, management consultants, IT consultants, human resources consultants, lawyers, tax consultants and auditors.

FINANCE magazine reaches the finance departments of all companies listed on the leading German stock indices (S-DAX, M-DAX and DAX).

(Source: analysis of FINANCE subscribers, September 2016)

Gender

Men		88%
Women		12%

Age

Up to 29 years old		11%
30 to 49 years old		53%
50 to 59 years old		27%
60 years old and older		9%

Education

University degree		73%
Doctorate degree/post doctorate		10%

I read "FINANCE" ...

- » 71% ... because it gives me a good overview
- » 64% ... because I find information about important market trends and analyses
- » 59% ... because I learn how other companies solve problems
- » 42% ... because I find information I can find nowhere else

(Source: FINANCE reader survey, September 2016, n = 489)

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3. PRINT: CIRCULATION AND READERSHIP

■ Personal gross annual income

Less than €60,000		9%
€60,000 to €100,000		13%
More than €100,000		35%
Not applicable		43%

■ Area of responsibility

1 st management level		37%
2 nd management level		28%
3 rd management level		18%

■ Category of profession

Corporate employee		56%
Service provider		37%
Investor		7%

■ Number of employees in the company

Up to 99 employees		33%
Up to 99 employees		12%
100 to 2,499 employees		29%
100 to 2,499 employees		42%
2,500 employees and more		37%
2,500 employees and more		49%

■ Company revenue

Up to €50 million		27%
Up to €50 million		13%
€51 million to €250 million		11%
€51 million to €250 million		25%
€251 million to €1 billion		14%
€251 million to €1 billion		23%
More than €1 billion		25%
More than €1 billion		30%
Not applicable		23%
Not applicable		9%

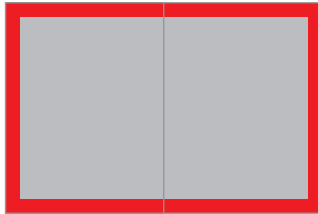
■ Decision-making areas

Financing		45%
Corporate governance/strategy		43%
M&A		33%
Treasury		27%
Controlling		26%
Accounting		26%
Capital market		15%
Finance-related IT		14%
Compliance		13%
Other		21%

(Source: FINANCE reader survey, September 2016, n = 489)

4. PRINT: AD FORMATS

Two full pages

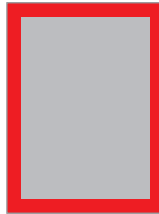


P: 380 x 240 mm
B: 420 x 280 mm

Special supplements

P: 368 x 230 mm
B: 400 x 270 mm

Full page

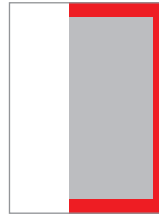


P: 176 x 240 mm
B: 210 x 280 mm

Special supplements

P: 170 x 230 mm
B: 200 x 270 mm

2/3 vertical

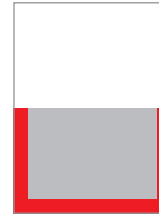


P: 116 x 240 mm
B: 136 x 280 mm

Special supplements

P: 112 x 230 mm
B: 128 x 270 mm

1/2 page horizontal

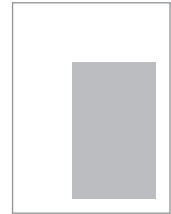


P: 176 x 124 mm
B: 210 x 140 mm

Special supplements

P: 170 x 116 mm
B: 200 x 130 mm

3/6 page two columns

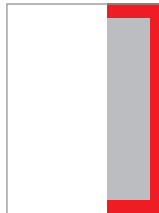


P: 116 x 180 mm
B: -

Special supplements

P: 112 x 170 mm
B: -

1/3 page vertical



P: 56 x 240 mm
B: 76 x 280 mm

Special supplements

P: 54 x 230 mm
B: 70 x 270 mm

1/3 page horizontal



P: 176 x 80 mm
B: 210 x 96 mm

Special supplements

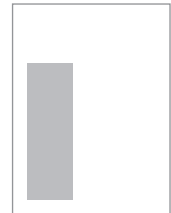
P: 170 x 76 mm
B: 200 x 90 mm

1/4 page horizontal



P: 176 x 60 mm
B: 210 x 76 mm

3/12 page one column



P: 56 x 180 mm
B: -

Bleed sizes:
Bleed margin on all sides is 3 mm

All format information: width x height

5. PRINT: ADVERTISING RATES AND DISCOUNTS

Basic format – magazine format (210 mm x 280 mm)		Print space W x H in mm	Section W x H in mm	Price for 4c, b/w in euro*
Full	page	176 x 240	210 x 280	8,500
3 rd	back cover	–	210 x 280	9,300
4 th	back cover	–	210 x 280	9,900
2-page	spread	380 x 240	420 x 280	17,000
2/3	page vertical	116 x 240	136 x 280	6,500
1/2	page horizontal	176 x 120	210 x 140	4,900
3/6	page, two columns	116 x 180	–	4,900
1/3	page vertical	56 x 240	76 x 280	3,300
1/3	page horizontal	176 x 80	210 x 96	3,300
1/4	page horizontal	176 x 60	210 x 76	2,500
3/12	page, one column	56 x 180	–	2,500

Ad formats for special supplements (magazine format 200 mm x 270 mm)
(See topic overview on page six.)

Full	page	170 x 230	200 x 270	8,500
2 nd	front cover	–	200 x 270	9,500
3 rd	back cover	–	200 x 270	9,300
4 th	back cover	–	200 x 270	9,900
2-page	spread	368 x 230	400 x 270	17,000
2/3	page vertical	112 x 230	128 x 270	6,500
1/2	page horizontal	170 x 116	200 x 130	4,900
3/6	page, two columns	112 x 170	–	4,900
1/3	page vertical	54 x 230	70 x 270	3,300
1/3	page horizontal	170 x 76	200 x 90	3,300

- » Binding placement requests subject to a 5% surcharge.
- » Additional sizes upon request
- » Agency commission 15%
- » Please specify special colors with the colors of the Euroscale.
- » The advertising conditions specified here also apply to employment ads.

Discounts

Quantity discounts

2 and more pages	5%
4 and more pages	10%
5 and more pages	15%
8 and more pages	20%

Frequency discounts

2 and more ads	4%
4 and more ads	8%
6 and more ads	12%
8 and more ads	16%

All discounts apply to each advertiser and business year.
Advertising customers may qualify for only one type of discount.

6. PRINT: DATES AND TOPICS

Issue	Publication date	Advertising deadline	Materials deadline	Topics	Events
FINANCE 01/2019	Jan 25	Jan 04	Jan 09	M&A 2019: Awards, Players, Trends	
FINANCE 02/2019	Mar 08	Feb 15	Feb 20	Acquisition financing	
Special supplement 02/2019	Mar 08	Feb 07	Feb 14	Germany's top law firms	
FINANCE 03/2019	May 05	Apr 11	Apr 16	Restructuring	16. Deutsche Investorenkonferenz Spring 2019, Villa Kennedy, Frankfurt am Main 13. Deutsche Distressed-Assets-Konferenz Spring 2019, Villa Kennedy, Frankfurt am Main
FINANCE 04/2019	Jul 12	Jun 19	Jun 25	Trends in auditing/auditor rotation	
FINANCE 05/2019	Sep 06	Aug 16	Aug 21	Trends in Controlling	
FINANCE 06/2019	Nov 08	Oct 18	Oct 23	Digitization of the Finance Department	15th Structured FINANCE November 27-28, 2019 Congress Center Stuttgart
Special supplement 06/2019	Nov 08	Oct 10	Oct 17	Structured FINANCE 2019	

The advertising deadline is also the cut-off date for cancellations. Subject to change. Supplements and special publications are produced by the FINANCE editorial staff.

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7. PRINT: INSERTS, BOUND-IN INSERTS AND GLUED-IN INSERTS

Inserts

Inserts are printed materials loosely enclosed within the magazine.

- » Price for up to 25 grams when included in the total print run: €260* per 1,000 issues
- » Price per additional 1 gram: €1* per 1,000 issues
- » Inserts must be delivered in orderly packaging and be suitable for mechanical processing – that is, bound at the spine.
- » Minimum size: 105 mm wide by 148 mm high
- » Highest format: Main magazine: 200 mm wide by 270 mm high, special supplements: 190 mm wide by 260 mm high
- » Minimum weight: Two pages: min. 115 g/m² max. 250 g/m²
Four to six pages: min. 80 g/m²
Eight or more pages: min. 50 g/m²
- » Partial distribution can be requested

Bound-in inserts

Bound-in inserts are printed materials that are bound inside the magazine.

- » Price for up to four pages: €280* per 1,000 issues
- » Price per additional two pages: €10* per 1,000 issues
- » Bound-in inserts that cannot be identified as advertisements because of their format have to include the word “Advertisement” in semi-bold, 9 pt. font.
- » Bound-in inserts must be delivered in orderly packaging, each folded and in an uncut format.
- » Format: width = 210 mm + 4 mm face trimming + 10 mm fold height = 280 mm + 4 mm head and 4 mm foot trimming
- » Minimum weight: 115 g/m²

Glued-in inserts

Glued-in inserts include postcards stuck onto a base advertisement in such a manner that they can be easily removed and used by interested readers.

- » Price for up to a maximum of 25 grams per issue: €160* per 1,000 issues
- » Minimal size of ad: Full page (calculated per price list)
- » Rates for booklets available upon request
- » Glued-in inserts must be delivered in orderly packaging in their final format and bound at the sticking edge.
- » Minimum size: 60 mm wide by 80 mm high
- » Minimum weight for post cards: 150 g/m²
- » Positioning of glued-in inserts: at least 20 mm from the top, bottom and bound edges of the page

Appropriate postal charges will be added. Postal charges are not subject to discounts or commissions.

Deliveries and important notification

Deliveries must arrive no earlier than 10 days and no later than seven days prior to the publishing date to: Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz, Kurhessenstr. 4-6, 64546 Mörfelden, Germany. Each delivery should include the name of the publication and the issue number. You are required to send a proof to the publishing company in advance. In the event of processing difficulties, completion of the magazine’s publishing will take priority over the insert, bound-in insert or glued-in insert.

*These rates do not include German value-added tax; the agency commission is 15%.

8. PRINT: TECHNICAL INFORMATION

Magazine format	210 mm wide by 280 mm high (print space: 176 mm wide by 240 mm high, bleed: 216 mm wide by 286 mm high)
Print process	Sheetfed offset (cover); Web offset (inside)
Binding	Saddle stitch
Resolution	70 raster
Colors	Euroscale/CMYK (no special colors like Pantone, HKS, etc.)
Profile cover	Fogra Profil ISOcoated_v2_eci.icc
Profile inside	Fogra Profil PSO_LWC_Improved_eci.icc Both profiles are available at www.eci.org .
File formats	Read-only documents: high-resolution PDF file (version 1.5)
Printing data	Send to: advertising@frankfurt-bm.com Telephone: +49 (0) 6031 7386-1712
Proofs	Send to: Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz Kuh Hessenstr. 4-6, 64546 Mörfelden, Germany

Please note

- » The format of the ad copy must correspond to the ad.
- » Please allow for an additional 3 mm margin per side for bleed ads.
- » For bleed ads, important images and text elements must be placed 10 mm from the trim edges!
- » Orientation crosshairs and format corners have to be positioned with sufficient distancing (12 pt.).
- » Without exception, special colors must be broken down into Euroscale colors!
- » Fonts should be converted into vector paths or included with the data file. If this is not possible, fonts – just as with embedded photos and images – should be sent with the file. Please do not use modified or TrueType fonts.
- » When creating a PDF with Adobe InDesign, please check the PDF in Acrobat for the presence of Identity-H encoding and convert any of these fonts into paths.
- » When compressing files, please only use file compression types that unpack themselves, such as Stuffit or ZipIt.
- » No corrections will be made in delivered data files. If corrections need to be made or if a problem is discovered in the delivered print files, please resend the data files.

9. ONLINE ADVERTISING

WEBSITE

FINANCE online is, by far, the leading web portal for CFOs and the corporate finance community in Germany, Austria and Switzerland. At FINANCE online, CFOs, their employees and their advisers find the most important news about the business and financial world each day – and it is always tailored to the CFO's perspective.

NEWSLETTER

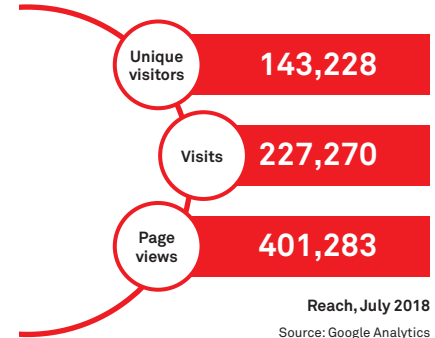
FINANCE Daily is the leading newsletter for CFOs and the corporate finance community in Germany, Austria and Switzerland. More than 10,000 subscribers receive the most important corporate finance news each and every business day – in an eye-catching package delivered to their mailboxes.

JOB ADS

Place your job ad in the FINANCE career listings section of our website. You and job hunters will find positions with financial responsibilities here.

SPECIAL AD FORMS

- » Theme page sponsoring
- » Microsite
- » Digital storytelling



Online advertising

Website

Newsletter










Special ad forms

Microsite

Digital storytelling

The product family

10. WEBSITE: AD FORMATS AND RATES

Type of ad	Price (plus German value-added tax, agency commission 15%)	Technical specifications (format in pixels [W x H], file size and format)
Wallpaper 	CPM: €100 Fixed positioning: €18,000	Top: 728 x 90, right: 160 x 600 JPEG, PNG, GIF, RichMedia max. 80 KB
Billboard 	CPM: €100 Fixed positioning: €18,000	930 x 250 JPEG, PNG, GIF, RichMedia max. 80 KB
Half page 	CPM: €100 Fixed positioning: €18,000	300 x 600 JPEG, PNG, GIF, RichMedia max. 80 KB
Medium rectangle 	CPM: €75 Fixed positioning: €15,000	300 x 250 JPEG, PNG, GIF, RichMedia max. 40KB
(Wide) skyscraper 	CPM: €75 Fixed positioning: €15,000	120 (width: 160) x 600 JPEG, PNG, GIF, RichMedia max. 40KB
(Wide) Super banner 	CPM: €75 Fixed positioning: €15,000	728 (width: 800) x 90 JPEG, PNG, GIF, RichMedia max. 40KB
Video ad All functionalities, including hosting, are handled by FBM. 	CPM: €75	640 x 360 Video: MOV, preview image: JPEG, max. 80 KB Actual size of the video: 300 x 169 (right column, preview); 640 x 360 (landing page)
Flying Carpet Package: Desktop + Mobile The Flying Carpet is displayed in the opposite direction when scrolling.  	CPM: €100 Fixed positioning: €18,000	Desktop: Size: 600 x 1.024, Display: 600 x 300, max. 80 KB Mobile: Size: 300 x 600, Display: 300 x 300, max. 40 KB JPEG, PNG, GIF, RichMedia

Please note

Fixed positioning: Subject to availability, 200,000 AIs (Flying Carpet: 150,000 AIs) guaranteed per month. URL of the landing page must be provided.

Our Medium Rectangle online offer automatically includes a free of charge mobile extension. For full information on available mobile formats (e.g. Adhesion Banner, Leaderboard) please contact bjoern.kring@frankfurt-bm.com

Online advertising

Website

Newsletter






Special ad forms

Microsite

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11. NEWSLETTER: AD FORMATS AND RATES

Type of ad	Rate per placement	Technical specifications (format in pixels [W x H], file size and format)
<p>Fireplace The Fireplace wraps around the newsletter in the form of an upside-down “U.” It consists of an enlarged super banner and a skyscraper placed on the right- and left-hand sides.</p> 	€590	Top: 738 x 90, right/left: 120/160 x 600 JPEG, PNG max. 120 KB Please deliver all data (top, right, left) as separate graphic.
<p>Super banner Depending on availability, the placement may be made above the newsletter’s headers or within the newsletter.</p> 	€490	728 x 90 JPEG, PNG max. 40KB
<p>Medium rectangle The placement is made within the newsletter.</p> 	€390	300 x 250 JPEG, PNG max. 40KB
<p>Advertorial An advertorial is something like a news brief. It consists of a photo element and text containing a link to the desired target site. Advertorials are labeled as advertising.</p> 	€490	224 x 115 JPEG, PNG, max. 40 KB Headline: max. 50 characters (including spaces) Text: max. 320 characters (including spaces)
<p>JOB ADS Your job ad will appear for 30 days on www.finance-magazin.de/jobs and will be published once in the FINANCE Daily Newsletter as an additional service.</p> 	Starting at €490	You can post job ads directly online here: www.finance-magazin.de/jobs/online-inserieren

Please note

The URL of the landing page must be provided.

Materials deadline: 5 working days before publication date

Discounts

8 and more ads 4%
12 and more ads 8%
20 and more ads 12%
24 and more ads 16%

All rates plus German value-added tax; agency commission 15%

You will find the latest newsletter at www.finance-magazin.de/newsletter/

Online advertising

Website

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12. SPECIAL ADVERTISING FORM: THEME PAGE SPONSORING

Overview of services

1. Exclusive sponsor of an online thematic page

- » Prominent logo placement in the thematic segment including the words “Thematic page sponsored by ...”

2. Option of including a teaser text

- » Inclusion of the teaser text for all thematic stories that will be posted when the sponsoring period starts (labeled as advertising).

3. Available thematic pages (excerpt)

- » Company financing
- » FINANCE adviser
- » Human resources
- » Private equity
- » Factoring

Additional thematic pages upon request.

Rate: €6,000 per year

Bookable as modules

- » Native advertising: inclusion of an entire article with a news box on the thematic page
- » 12 articles inclusions in the FINANCE Newsletter (labeled as an advertorial)

Rate: €5,000 per year

13. SPECIAL ADVERTISING FORM: THEME PAGE SPONSORING

Sponsor field for thematic page



Overall field

Width: max. 441 px

Sponsor's logo

Width: max. 88 px

Height: max. 88 px

File format: Vector graphic as a EPS file

File size: max. of 40 KB

Sponsor's text

Length: max. 200-250 characters
(including spaces)

Note:

Please remember that the FINANCE website is responsive. The actual height and width of website elements depend on the available viewport.

Sponsor field for article page



Overall field

Width: max. 621 px

Sponsor's logo

Width: max. 88 px

Height: max. 88 px

File format: Vector graphic as a EPS file

File size: max. of 40 KB

Sponsor's text

Length: max. 200-250 characters
(including spaces)

Note:

Please remember that the FINANCE website is responsive. The actual height and width of website elements depend on the available viewport.

Sponsor field for news box



News image

Width: 620 px

Height: 270 px

News headline

Length: max. 80 characters
(including spaces)

News text

Length: max. 250-260 characters
(including spaces)

Note:

Please remember that the FINANCE website is responsive. The actual height and width of website elements depend on the available viewport.

14. SPECIAL ADVERTISING FORM: MICROSITE

A microsite gives you an opportunity to present your content under the FINANCE brand name. In this advertising form, your content is placed on its own subpage. It will be promoted with a button that is prominently placed on all pages and featured once a week in the FINANCE Daily newsletter. The following options are available:

Option 1

Creation of a microsite including hosting on the FBM website

The FINANCE team will handle the design and programming of the microsite. Only the content (article, texts, photos) has to be delivered. The microsite will have the look and feel of FINANCE. A monthly report will inform you about the click rate and dwell time.

Option 2

Creation of a microsite as iFrame Redirect

A square area (or iFrame) will be placed on the right-hand side of a microsite. The customer's content will be placed in it and can be accessed (in short: an advertorial). Hosting and tracking are done by the customer. The typical navigation elements of FINANCE will be placed outside the iFrame (header, footer, navigation, etc.). The customer will provide the content.

Rate: €5,000 per month for each



Technical information

We will be happy to provide you with the technical information upon request.

Online advertising

Website

Newsletter

Special ad forms

Microsite

Digital storytelling

The product family

15. SPECIAL ADVERTISING FORM: DIGITAL STORYTELLING



The job of storytelling involves presenting complex information in an easy-to-understand way and recounting tales in an emotional and exciting manner – about your company, your issues, your products, your employees. The text will draw on a range of digital options – moving images, photography, animated graphics and interactive interaction opportunities.

Digital storytelling uses the entire range and integrates it into a multimedia product that appeals to your target group.

We offer and provide the following services that you can use to perfectly tell your story:

- » Technical concept
 - » Design*
 - » Programming**
 - » SEO
 - » Project management
 - » Inclusion on finance-magazin.de for three months, including 120,000 teaser AIs (medium rectangle/button) and 12 newsletter ads
 - » Usage rights for inclusion on your own websites
- * Supply of all design elements (graphics, text, moving pictures, audio) by the customer. Implementation will be done in coordination with the customer and according to his or her instructions.
- ** For implementation in WordPress, Typo3 or Drupal. Inclusion in the website of the customer is a possible option.

Rate: **Starting at €15,000**

Optional: An additional month on finance-magazin.de
Rate: €2,500

16. THE PRODUCT FAMILY

FINANCE offers comprehensive information services on the market for company holdings and corporate financing. **FINANCE** magazine is the core of our product family that is complemented by various projects, services and events.



Print

Attention-grabbing ads, advertorials and special advertising formats in

- » FINANCE – the magazine for CFOs
- » FINANCE – special publications

www.finance-magazin.de



Online

Online campaigns and eye-catching special advertising forms, individual positioning through customer microsites and digital storytelling solutions

- » www.finance-magazin.de

Attractive advertising space, advertorials, special forms of advertising and job ads in newsletters and e-magazines.

- » FINANCE Daily

www.finance-magazin.de

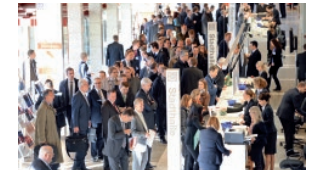


Research

Confidential market analyses, panels or studies with media impact, including:

- » CFO Panel
- » M&A Panel
- » Private Equity Panel

www.finance-magazin.de/research/



Events

FINANCE events offer up-to-date and practical content as well as numerous networking opportunities with financial decision-makers

- » [Structured FINANCE – the flagship event for CFOs and treasurers](#)
- » [German Distressed Assets Conference](#)
- » [German Investor Conference](#)

- » More meetings and roundtable discussions
- » Webinars
- » Made-to-order events

www.finance-magazin.de/events/



A selection of our key media



Affiliated companies

