

TIAM

TiAM Magazine Profile

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Editorial Concept

Since January 2015, this quarterly trade magazine for institutional portfolio managers “TiAM – Trends in Asset Management” has been published by Finanzen Verlag, Munich (also publishers of Euro, Euro am Sonntag, BÖRSE ONLINE, Euro fondsxpress, 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 institutional 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.

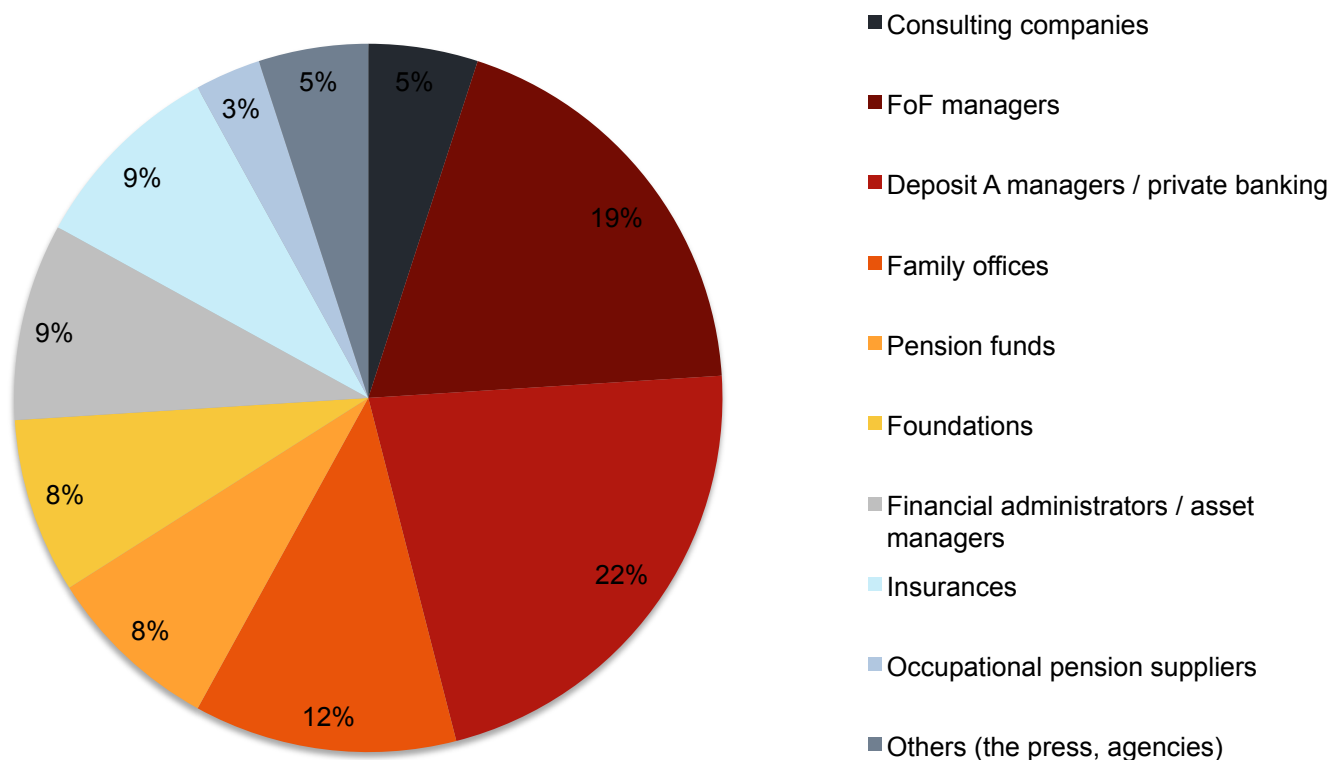
Parallel to the print edition in the magazine, interviews and specialist articles can also be viewed on the Finanzen Verlag’s websites www.fondspress.de and www.boerse-online.de as well as the portals of the cooperation partners and are thus made available to other interested investors. With modules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



- Founded: 2008, by FWW GmbH
- Circulation: approx. **10,000 copies**
- Readership: Institutional investors in Germany, Austria and Switzerland
- Market position: established magazine, currently ranks seventh in the HBS-study 2015 with the interview group fund-of-fund (FoF) managers
- Publication dates: end of March, June, September and mid-December 2016
- Categories: News, At a Glance, Cover Story, Investments, Point of View, Against the Grain
- www.tiam-magazin.de



The Readership: Institutional Investors in Germany, Austria and Switzerland



Source : FWW evaluation 2014

The Readership: Detailed List of Institutional Investors in Germany

Country	Circulation	Target groups
Germany	7,340	<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- Occupational pension suppliers- Others (the press, agencies)

Quelle : FWW-Auswertung 2014

The Readership: Detailed List of Institutional Investors in Austria, Switzerland and Luxembourg

Country	Circulation	Target groups
Austria	350	<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	1,205	<ul style="list-style-type: none"> - Deposit A managers / private banking - Pension funds - Financial administrators / asset managers - Insurances - Others (the press, agencies)
Luxembourg	187	<ul style="list-style-type: none"> - Deposit A managers / private banking - FoF managers - Financial administrators / asset managers - Others (the press, agencies)

Quelle : FWW-Auswertung 2014

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	€ 3,600

All rates include the agency commission, but exclude VAT.

Sample Advertisements



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 Euro

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:	Euroskala/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

Institutional investors conduct an exclusive interview with a target fund manager for TiAm.

Choice of investor/guest interviewer	Arrangement between TiAM and the client. 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	May be taped live on-site (and then transcribed by the TiAM editorial team) 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

All rates include the agency commission, but exclude VAT.

Sponsored content

Sample TiAM Straight Talks

STABILER ERTRAG DANK SYSTEMATISCHEM ANSATZ

TIAM TACHELES
von Christoph Kersch

LUIS TACHELES
CEO, TACHELES INVESTMENT MANAGEMENT

MICHAEL TACHELES
CEO, TACHELES INVESTMENT MANAGEMENT

LUIS TACHELES
CEO, TACHELES INVESTMENT MANAGEMENT

MICHAEL TACHELES
CEO, TACHELES INVESTMENT MANAGEMENT



„Einmal jährlich sind Aktienmärkte gefragt“

„Wie lang werden die Aktienmärkte noch dauern?“

„Wie lang werden die Aktienmärkte noch dauern?“

„Wie lang werden die Aktienmärkte noch dauern?“

„Geld ist, wenn systematische Strategien die Lösung sind“

„Unser Ziel ist es, langfristig zu gewinnen, auch wenn das kurzfristig wenig bringt“



EFMD NORTH INDEX

Das EFMD North Index zeigt die Entwicklung des Aktienmarktes in Nordamerika über die letzten Jahre. Der Index ist gestiegen und zeigt eine positive Entwicklung.

Index	Wert	Veränderung
DAX	10.000	+10%
NASDAQ	15.000	+15%
S&P 500	12.000	+12%

„Wir sind überzeugt, dass die Aktienmärkte langfristig zu gewinnen sind“

TiAM Specialist Article

An asset manager submits a guest article

Photos	Are provided or a photo appointment is arranged by TiAM.
Text	Is edited by the editorial team and agreed before publication.
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 Euro

All rates include the agency commission, but exclude VAT.

Sample TiAM Specialist Article

18 WIRTSCHAFTS ZEITUNG

NOCH IMMER BESTE PERSPEKTIVEN

In den Zinsenwart schreit Hochhausmarkt wieder auf dem Mars: viele Renditehoffnungen zerfallen - kein Grund angedrückt den Fokus zugunsten dieser Papiere, sagt Jochen von Löwenstein. In High Yield Bonds besonders relevant, weil der Inflationsrisiko-Index (HPI)...

Im Jahr 2010 erzielten Hochhausinvestoren Rendite von 12,5 Prozent. In den darauffolgenden Jahren...

Fondsinfo

Kategorie	Investment
Währung	USD
ISIN	US0001101010
Wettbewerbsvorteil	...
Wettbewerbsnachteil	...
Wettbewerbsvorteil	...
Wettbewerbsnachteil	...
Wettbewerbsvorteil	...
Wettbewerbsnachteil	...

Wird die Rendite...

Die Rendite wird sich in den nächsten Jahren...

Wie liegen die Rendite...

Die Rendite liegt bei 10 Prozent...

Wird die Rendite...

Die Rendite wird sich in den nächsten Jahren...

Wird die Rendite...

Die Rendite wird sich in den nächsten Jahren...

Wird die Rendite...

Die Rendite wird sich in den nächsten Jahren...



STIFTUNGEN IM KAMPF MIT DEM NIEDRIGZINS

Stiftungen stehen vor der Herausforderung, den Niedrigzins zu bewältigen...

Alte...

Die Stiftung...

Die Stiftung...

Die Stiftung...

Die Stiftung...

Die Stiftung...

Alte...

Die Stiftung...

Die Stiftung...

Die Stiftung...

Die Stiftung...

Die Stiftung...

WERDEN STIFTUNGEN HANDLUNGSUNFÄHIG?

Die Stiftung...

Die Stiftung...

Die Stiftung...

Die Stiftung...

Die Stiftung...

Die Stiftung...



Thomas...

Die Stiftung...

Die Stiftung...

Die Stiftung...

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 (and then transcribed by the TiAM editorial team) 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) may be covered.
Rate	€ 6,000 Euro

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Sample TiAM Interview



IT-ANWENDER
Wirtschaftsprüfung 1/16

IT-ANWENDER
Wirtschaftsprüfung 1/16

IT-ANWENDER
Wirtschaftsprüfung 1/16

IT-ANWENDER
Wirtschaftsprüfung 1/16

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Wirtschaftsprüfung 1/16

IT-ANWENDER
Wirtschaftsprüfung 1/16

IT-ANWENDER
Wirtschaftsprüfung 1/16

TIAM License of an original article

Layout / content of an off-print

- Cover adapted to content with logo
- Advertising page (if the magazine volume allows for this)

License fee / print costs

on request

All rates exclude VAT.

Dates

	TiAM 01/2016	TiAM 02/2016	TiAM 03/2016	TiAM 04/2016
Cut-off dates	16.02.2016	17.05.2016	16.08.2016	01.11.2016
Handing of text formats	09.02.2016	10.05.2016	09.08.2016	25.10.2016
Submission of advertisements	10.03.2016	09.06.2016	08.09.2016	24.11.2016
Publication dates	29.03.2016	28.06.2016	27.09.2016	13.12.2016

References

Allianz Global Investors	F&C Asset Management	M&G
AmpegaGerling Investment	FRANKFURT-TRUST	Man
AXA Investment Managers	GAM	MFS Investment Management
Bellevue Asset Management	Henderson Global Investors	Morgan Stanley
BARING Asset Management	Hypo Vereinsbank (UniCredit Group)	METROPOLE Gestion
BlackRock	ING Investment Management	Nordea
Credit Suisse (Deutschland)	INVESCO Asset Management	Petercam
COMGEST Deutschland	J.P. Morgan Asset Management	PICTET
Dexia Asset Management	Kames Capital	PEH Asset Management
Deutsche Bank London	LBBW Asset Management	Robert Beer Investment
Delta Lloyd Vertriebs	LBB Invest	Schroders
DNB Asset Management	Legg Mason Global Asset Management	Veritas Investment
		West LB Mellon Asset Management

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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.