


THE ASSET MAGAZINE

THEASSET.NL

THE ASSET E-MAGAZINE

THEASSET DAILY

RATE CARD 2021

GENERAL INFORMATION 2021

title : The Asset
 subtitle : Magazine for professional investors
 publisher : **TRIPLE i**
 Financial Content B.V.
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 1090 GM Amsterdam
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 website: www.theasset.nl

TECHNICAL DATA

printing process : off-set rotation, cover sheets offset
 type of binding : seamless, broached
 paper cover : 300 grams wood free mat
 paper inside : 100 grams wood free mat

 subscription : € 95,- a year
 : € 125,- (outside the Netherlands)

 single edition : € 19,95

frequency : 2 x print and 8 x online

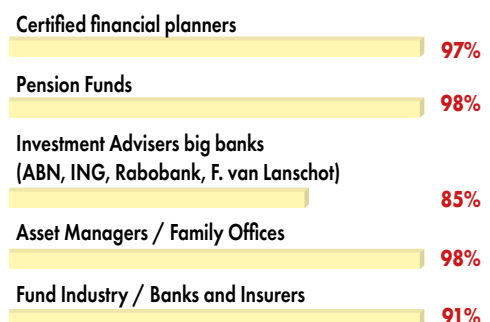
circulation : 18.136 (50% print)

THE ASSET

The Asset is a cross-media platform for professional investors in the Netherlands. The magazine is the source of information for professional investors in defining the asset allocation. It gives them insights about the asset allocation in different asset classes, which they can use during their work. The Asset appears 2 times a year as printed magazine and 8 times online.

TARGET AUDIENCE

With an advertisement in the Asset you will reach a professional, qualitative, highly educated, specific target audience that is working on a daily bases with allocating assets. The Asset is distributed amongst investment advisors working for the big banks in the Netherlands, Certified Financial Planners, Asset Managers and Advisors and Family Offices. With the Asset you will also reach investment analysts, pension funds, fund managers, students in training to become an investment analysts, management from the banking industry and insurance companies. In short, the Asset is written for professional investors only.



MULTICHANNEL PUBLISHER

BENEFITS FOR ADVERTISERS

- The Asset is an unique magazine that is only written for and distributed amongst professional investors;
- The magazine is build up through certain fixed categories in every issue, like regional stories, product news, ETF's, fixed income, sector stories, economical stories and a look at real estate. In every issue we will extract one item as theme of the issue, see the table of appearance.
- Next to the Asset you can also gather attention for your business, product or service through our website theasset.nl and our digital newsletter, The Asset Daily. With all this the Asset is the right cross-media-platform when targeting for professional investors.
- Your advertisement will be included in the print edition of The Asset magazine as well as in the online edition, with an active link to your website;

RATES	1x PRINT & 3x ONLINE	1x PRINT & 1x ONLINE	1x ONLINE
1/1 page	€ 8.950,-	€ 7.850,-	€1.950,-
2/1 page	€14.000,-	€12.500,-	€2.950,-

SURCHARGES

Placement preference	+15%
Back page	+25%
Repetition discount	-10% (CASHCOW.nl Magazine & InFinance)

ADVERTISING FORMATS

	Print space (w x h)	Trim Area (w x h) *
1/4 page	b 95 mm x h 118 mm	
1/2 page	b 195 mm x h 118 mm	
1/1 page		b 230 x h 275 mm
2/1 page		b 460 x h 275 mm

(*) Crop Marks at trim area format plus 5 mm image surround. All prices are excluding 21% VAT.

SUBMITTING MATERIAL

Advertisements can be delivered as certified PDF. Material can send to traffic@3xi.nl. Advertisements should be delivered at least one week before the issue date. Cancellation can be done until four weeks before the issue date.

DATES OF APPEARANCE AND THEMES (EXTRACTED ITEMS)

edition	date of appearance print	theme	date of appearance digital*
1	June	ETF's, Impact investing & Emerging markets	February/ March/ April/ June/
2	December	Outlook 2022	September/ October/ November/ December

CONTACT

For more information on advertising opportunities, rates or bookings please contact:
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