

THE ASSET MAGAZINE
 THEASSET.NL
 THE ASSET E-MAGAZINE
 THEASSET DAILY

RATE CARD ONLINE 2021

GENERAL INFORMATION 2021

title : The Asset
 subtitle : Magazine for professionals investors
 publisher : **TRIPLE i**
 Financial Content B.V.
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THE ASSET.NL

unique visitors : 15.000 per month
 pageviews : 30.000 per month

THE ASSET DAILY

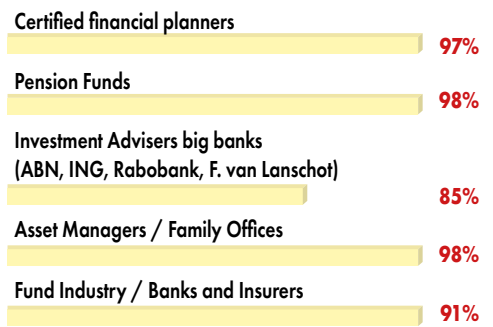
appearance : weekly e-mail newsletter
 subscribers : 7.500

THE ASSET.NL CROSS MEDIA

As the magazine The Asset.nl is filled with different fixed subjects, our website and digital newsletter go beyond that with more up-to-date information and a newsletter with an international nature. 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. Next to the website we have a weekly digital newsletter that is send out personalized to 7.500 subscribers every week.

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.nl is an unique platform for professional investors;
- Cross media platform: magazine, website, digital newsletter;

RATES THEASSET.NL

<i>Advertisement</i>	<i>Size</i>	<i>Costs per week</i>	<i>Costs per month</i>
Billboard	970 x 250 (pixels)	€1.050,-	€ 3.500,-
Rectangle	336x280 (pixels)	€ 750,-	€ 2.500,-
Leaderboard	728 x 90 (pixels)	€ 600,-	€ 2.000,-
Logo link	Text + image	€ 500,-	€ 1.500,-
Advertorial	Text + image	€ 750,-	€ 2.500,-,-
Partnerpage	In consultation	€ 10.000,- per year	

RATES THEASSET DAILY

<i>Advertisement</i>	<i>Size</i>	<i>Costs per week</i>	<i>Costs per month</i>
Logo link	120x90 (pixels)	€ 500,-	€ 1.500,-
Rectangle	336x280 (pixels)	€ 750,-	€ 2.500,-
Advertorial	Text	€ 750,-	€ 2.500,-
Partnermailing	Html	€ 3.000,- per issue	

SUBMITTING MATERIAL

Online material can be delivered in several formats: .gif, .jpg. Material can be delivered at traffic@3xi.nl

CONTACT

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

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