

Süddeutsche Zeitung

G.ELD,-

**G.ELD,-**

the SZ investment magazine

**SZ**  
Media

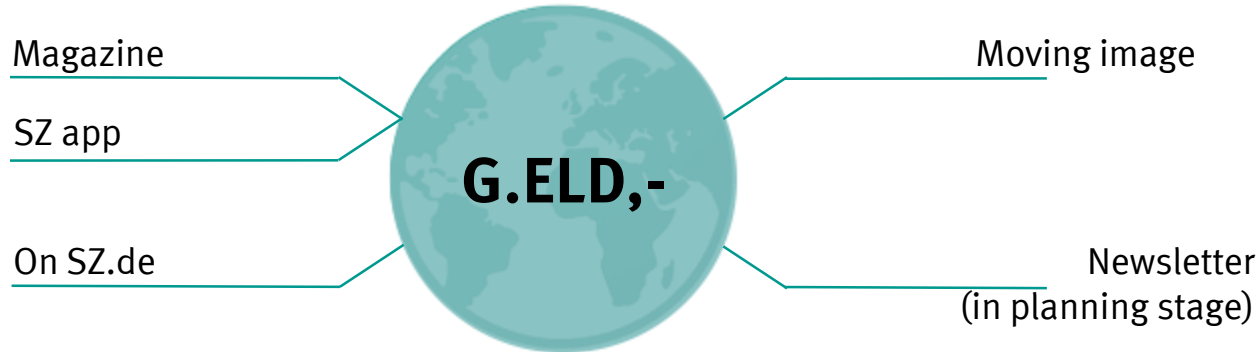
# All about G.ELD,-

## The topic focus

After the successful publication of our first issue the second magazine will be dedicated to inheritance and bequest.

In Germany billions are bequeathed every year. Time and again this leads to disputes within families. Those who have been affected tell their inheritance and bequest stories.

Our **G.ELD,-** magazine gives practical advice on how to avoid disputes related to heritage.



# Preview of topics

G.ELD,- | SZ Special

## Sustainable financial investments

- What does “sustainable” mean in the first place?
- Who are the available providers?
- How can sustainable savings be made with investment funds? (Tables show the performance of the relevant funds and ETFs.)
- How sustainably do churches, insurance companies and pension funds manage their customers' money?

## Your wallet and purse

A series of images with entertaining texts about people and their wallet or purse.

## Insurance

Term life insurance policies are little known but highly important, especially for families with children or those who take out a mortgage to purchase a home. What to consider when concluding a policy, with a tabular comparison of the available offers.

## Property

The rise in property prices has led to the fact that home builders and purchasers are taking on debt to an ever-increasing level, especially in urban areas. So how risky is this? When could such financing be on shaky ground, especially if interest rates sooner or later rise again? How can I minimise my risk as a borrower? With tips from the experts.

Deadline for ads	Deadline for copy
15/09/20	16/10/20

# G.ELD,- the magazine

## Advertising Rates

### Formats

1/1 page (T: W 191 / H 246.5 | B: W 215 / H 274)

1/2 page horizontal (T: W 191 / H 122 | B: W 215 / H 139.5)

1/2 page vertical (T: W 94 / H 246.5 | B: W 105 / H 274)

2/1 vertical (T: W 408 / H 246.5 B: W 430 / H 274)

### Rates Mon.-Fri.

€ 21,500.00

€ 12,600.00

€ 12,600.00

€ 43,000.00

### Issue 2/2020 - dates

- ▶ Date of publication: 14/11/20
- ▶ Advertising deadline: 15/09/20
- ▶ Copy deadline: 16/10/20

Please note that the prices quoted are only valid for this magazine. The terms and conditions of our advertising price list No. 82 of 01 October 2019 apply. All prices are quoted in euros and are subject to the applicable rate of VAT. The stated prices are eligible for agency commission at the rate of: 15%. Distribution: complete country-wide issue. Technical note on advertising formats: T = type area size; B = bleed format For bleed formats please add 5mm bleed margin.



# SZ.de Online Special

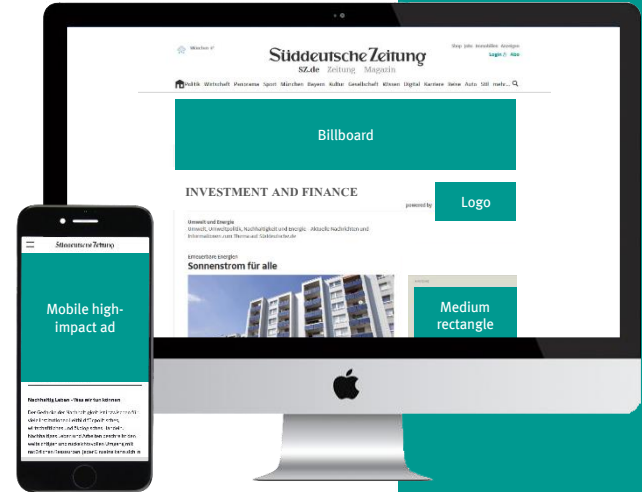
Your digital advertising platform



For **four weeks you can exclusively present** the topic "Investment and finance" on [SZ.de/thema/geldanlage\\_und\\_finanzen](https://www.sz.de/thema/geldanlage_und_finanzen) and benefit from the positive image transfer and high level of visibility.

Formats	Placement	Reach
Billboard and mobile high impact ad (online & mobile)	Fixed placement in the topic special and in all associated articles	120,000 Ad Impressions*
Medium rectangle (online)	Fixed placement in the topic special and in all associated articles	On top**
Your logo in the "powered by" sponsorship bar (online)	Fixed placement in the topic special	On top**
Medium rectangle (online & mobile)	In the entire SZ.de object	80,000 AIs*

Rate: € 11,200\*\*\*



\* The reach applies for a period of four weeks.

\*\* No guarantee of reach.

\*\*\* All prices are quoted in euros and are subject to the applicable rate of VAT; price list No. 82 dated 1.10.2019 applies; agency commission 15%.