

Wealth Management & Private Banking

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Börsen-Zeitung SPEZIAL
Verlagsbeilage zur Börsen-Zeitung · 6. Mai 2020 · Nr. 86
www.boersen-zeitung.de

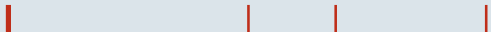
Wealth Management & Private Banking

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Your Ad in the Topic Environment on Wealth Management & Private Banking

According to the Börsen-Zeitung of 16 June 2020, wealth management is becoming more and more important for banks in the course of the Corona pandemic. In 2013, only 28% of the market value of banks was accounted for by their wealth management activities, compared to 36% currently.

However, the crisis is impacting on the assets of clients. Before the crisis, it was assumed that assets under management would grow by 6% in 2020, now a decline of 4% is expected. An aggravating factor in this situation is also

that direct banks and robo-advisors are now competing for wealthy customers as well.

The buzzwords here are AI and algorithms for optimizing asset allocation and cost transparency. These appear to appeal to the not-so-small group of customers who have so far refused to take advantage of traditional consulting services. The industry is in upheaval. In our Börsen-Zeitung SPEZIAL Wealth Management & Private Banking, to be published on 18 November 2020, we will report on these issues.

Advertising Rates

Type Area:

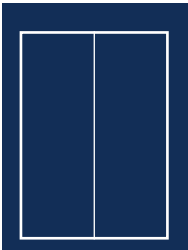
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Bleed Size Advertisement:

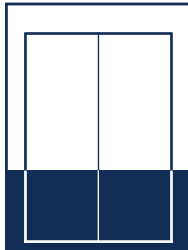
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Cutting Allowance:

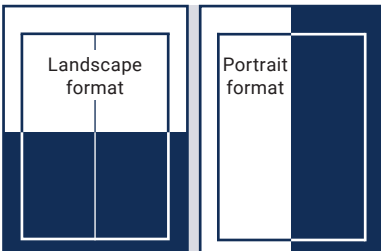
4mm around outer edges



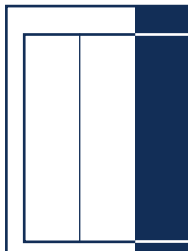
1/1 Page 210mm w x 297mm d 4c	€12,044.00
2nd or 3rd Title page 4c	€13,264.00
4th Title page 4c	€14,364.00



1/3 Page 210mm w x 99mm d 4c	€4,220.00
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1/2 Page 210mm w x 148mm d (Landscape format) 105mm w x 297mm d (Portrait format) 4c	€6,200.00
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Stripe advertisement 65mm w x 297mm d 4c	€4,000.00
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Advertorials:

Advertorials in Börsen-Zeitung SPEZIAL are basically possible. They are printed in a different font, framed by a box, and the word 'Advertisement' appears next to the content. Their prices and formats are identical to the ones for ads.

All prices are subject to VAT (if applicable).

Special advertising formats on request.

Contact

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Dates

Publication Date: 18.11.20

Copy Deadline: 06.11.20

Closing Date: 19.10.20