derivativepartners

MEDIA KIT 2020

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payoff

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payoff.ch

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Derivative Partners is the leading independent supplier of investment solutions of Switzerland. It provides solutions for structured products, ETFs, but also for active investment funds. Our media products influence decisions of private investors, bank advisors, asset managers, and other financial professionals.

Our information is sound, independent and easy to understand. We provide the transparency investors and advisors need for making the right investment decisions.

Our best-known flagships are the online information platform ***www.payoff.ch*** and the monthly periodical ***payoff***. As part of our cooperation with ***Tages-Anzeiger*** and ***Tribune de Genève*** we publish «Investments & Savings», in which we regularly inform about modern investment products and retirement solutions.

Thank you very much for your interest!

Serge Nussbaumer
Editor-in-Chief

all about investment products

payoff

payoff is the leading periodical on Structured Products and ETFs in Switzerland. It is well respected and read by more than 17,000 investors, bankers, investment managers and private investors. ***payoff*** is published monthly and available as a print version as well as a PDF version. It offers the interested investor expert independent information on all types of securitised derivatives. Furthermore, it enables market players to find their way more easily in the stock exchange world.

DISTRIBUTION

Frequency of publication	12x a year in print- and PDF format first Thursday of every month
Print run	approx. 1,000
PDF circulation	approx. 17,000
Single issue price	CHF 12.50
Annual subscription	CHF 129.–

TARGET GROUP

- Private investors
- Consultants
- Investment advisor
- Financial experts
- Financial Market professionals

BENEFITS

- Specific targeting and a very high level of affinity due to specialised interest
- Direct contact with potential clients from the finance and stock exchange sectors
- Cross-media approach with ***payoff.ch***
- Flexible advertising throughout the whole periodical.

SECTIONS payoff

FOCUS ARTICLE

Comprehensive reports on investment topics in the field of Structured Products and ETFs.

PMMI

Quality assessment of Market Makings.

BLOCKCHAIN REPORT

Broad information all about this megatrend.

INTERVIEWS

Discussions of current topics with prominent figures from the world of investment.

PRODUCT NEWS

Exciting, newly issued products.

MARKET MONITOR

Lists of the most widely traded leverage products, investment products and forthcoming attractive new issues.

SHORT CUTS

A summary of highlights from the world of derivatives and global financial markets.

LEARNING CURVE

Background knowledge concerning Structured Products as well as the associated modes of operation.

STATISTICS

Monthly performance review.

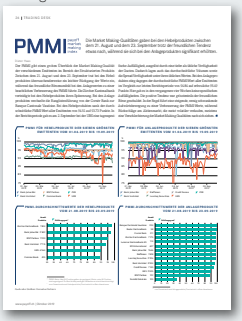
ADVERTORIALS

Advertorials by a range of issuers.

Focus Article

Interview

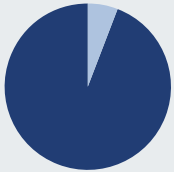
Trading Desk



Short Cuts

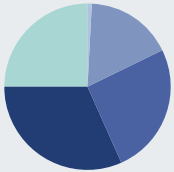
Learning Curve

SEX



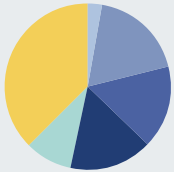
Male	94 %
Female	6 %

AGE



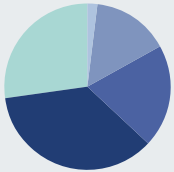
under 30	2 %
30–39 years	9 %
40–49 years	21 %
50–64 years	30 %
over 64 years	38 %

HOUSEHOLD INCOME



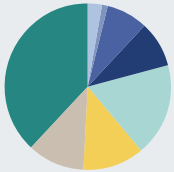
less than CHF 4,000	4 %
CHF 4,000 – 8,000	16 %
CHF 8,000 – 10,000	17 %
CHF 10,000 – 15,000	12 %
over CHF 15,000	6 %
not specifed	45 %

TYPE OF PROFESSION



Housewife/Houseman	1 %
Self-employed	16 %
Employee without management role	21 %
Employee with management role	35 %
Retired/ Early Retirement	27 %

FIELD OF ACTIVITY



University/school	4 %
Insurance	3 %
Investment banking	10 %
Retail banking	6 %
Non-financial company	11 %
Instit. AM/IAM	11 %
Private banking	17 %
Private	38 %

OWNERSHIP OF ASSETS

Bonds	31 %
Precious metals	36 %
Options/structured leverage products	36 %
Investment funds	55 %
Property	43 %
Structured investment products	54 %
ETFs	71 %
Shares	92 %

READERS' SURVEY 2018

Figures in %

Evaluation payoff magazins	
very good	23
good	63
satisfactory	11
moderate	3

Influence on investment decisions by the payoff magazine	
often	7
casual	57
sporadic	30
never	6

Source of information	
Internet	76
Trade magazines	47
Newspaper, magazines	52
Customer consultant	15

Recommendation of payoff magazins	
very high	17
high	57

1/1 PAGE

Price:* **CHF 4,025.–**
Bleed off: 210 x 280 mm + 3 mm bleed

1/2 PAGE HORIZONTAL

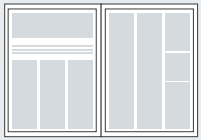
Price:* **CHF 2,400.–**
Print space: 186 x 118 mm

1/3 PAGE HORIZONTAL

Price:* **CHF 1,875.–**
Print space: 186 x 75 mm

1/3 PAGE VERTICAL

Price:* **CHF 1,875.–**
Print space: 59 x 227 mm



2/1 PAGE ADVERTORIAL

An excellent supplement to classic forms of advertising. In an advertorial, we present your product or service in the editorial environment of our *payoff magazine*. You have the choice of writing your own article or passing it on to our *payoff* editorial staff. We provide the layout and design

Price:* **CHF 6,500.–**
Print space: 210 x 280 mm

1/1 PAGE INVESTMENT IDEA

This is another alternative to classic advertising. We publish your product advertising text in the form of a report in our ***payoff magazine*** and on ***payoff.ch***. This is an ideal way of introducing your investment ideas to our readers.

Price:* **CHF 3,000.–**
Print space: 210 x 280 mm

*all prices excl. VAT.

Issue	Release	Adrvertising Deadline	Topic
01/2020	09.01.2020	19.12.2019	ESG - Sustainability
02/2020	06.02.2020	30.01.2020	Crypto Assets - Hype or real
03/2020	05.03.2020	27.02.2020	Woman and Finance
04/2020	02.04.2020	26.03.2020	Cyber Security
05/2020	07.05.2020	30.04.2020	Stock Market Russia
06/2020	04.06.2020	28.05.2020	Food Industry - Beyond Meat vs. Nestlé
07/2020	02.07.2020	25.06.2020	Strategy Indices e.g. Nasdaq Smart Beta Indices
08/2020	06.08.2020	30.07.2020	Currencies as an Asset Class
09/2020	03.09.2020	27.08.2020	Stock Market France
10/2020	01.10.2020	24.09.2020	US-Election - Trump over?
11/2020	05.11.2020	29.10.2020	Demography
12/2020	03.12.2020	26.11.2020	Nasdaq-100
01/2020	07.01.2021	23.12.2020	Outlook 2021

MAGAZINE FORMAT

Width x Height	210 x 280 mm
Untrimmed	216 x 286 mm
Print space	186 x 231 mm
	3 columns à 59 mm width

PDF PRESETS

- Print-ready PDF X4 (or X3)
- 3 mm bleed
- All fonts must be embedded
- CMYK (no RGB- or spot colors)
- 300 dpi resolution
- Clear file name
  (Customer_Subject_Format_Edition-No.)

DELIVERY TO

Sibylle Walther
sibylle.walther@derivativepartners.com

payoff.ch

As the leading specialised portal for Structured Products, ETFs and Indexing Solutions, ***payoff.ch*** is an important information platform for private investors, bankers, asset managers and even institutional investors. On ***www.payoff.ch***, investors are informed daily about the state of the financial industry, new products and investment ideas. An essential feature of payoff.ch is the first class product search engine for structured products and ETFs. Investors will find the right investment products in no time with ***payoff.ch***.

DISTRIBUTION

Unique User	approx. 15,000
Visits	approx. 25,000
Page Impressions	approx. 150,000

USER PROFILE

94 % are male
30 % are between 30 and 49 years old
80 % have a high level of education
18 % have a gross household income of more than CHF 10,000

TARGET GROUP

- Private investors
- Consultants
- Investment advisor
- Financial experts
- Financial Market Professionals

BENEFITS

- Dynamic storytelling
- Measurable success
- Cost-effective form of direct advertising

DATA INFORMATION

Campaign name
Advertising format
Desired Link[1]
Booking period
Contact person

DEADLINE

3 working days before online activation/display[2]

FILE SIZE (MAX.)

10,24 MB (per file)

FILE TYPE

swf / gif / Iframes
for banner: HTML5 (AdServer Adition)

FONTS

The upload of fonts in EOT- or TTF-format is not possible. They might be used only with an external link.

HTML

Include Javascript and CSS in the HTML-file (do not reference in an external file). Do not use <body> tag and CSS-links to it.

LIBRARIES

Avoid using libraries like Google Swiffy or Adobe Edge. These might decrease considerably the performance of the advertisement.

RESPONSIBILITIES

The data providing customer, respectively its agency, is responsible for the performance of the advertisement (loading time, playback).

DELIVERY TO

Sibylle Walther
sibylle.walther@derivativepartners.com

[1] URL can be integrated in the file or externaly specified.

[2] In some exceptional cases deadline can be delayed, but there is no guarantee of the activation of the advertisement at 8.00 a.m.

1 MAXIBOARD (max. file size: 70 KB)

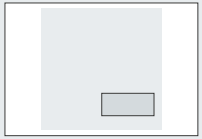
Price:*	**CHF 120.– / CPT**
Format Desktop:	994 x 118 px
Format Tablet:	720 x 118 px

2 WIDEBOARD (max. file size: 70 KB)

Price:*	**CHF 130.– / CPT**
Format Desktop:	994 x 250 px
Format Tablet:	720 x 250 px

3 HALFPAGE (max. file size: 70 KB)

Price:*	**CHF 140.– / CPT**
Format:	300 x 600 px



4 RECTANGLE (max. file size: 70 KB)

Price:*	**CHF 120.– / CPT**
Format:	300 x 250 px

5 POSTER AD[1] (max. file size: 70 KB)

Price:*	**CHF 150.– / CPT**
Desktop:	994 x 320 px
Tablet:	720 x 232 px
Mobile:	300 x 250 px

OTHER

A supplement of 20% per CPT is charged per capping.

INTEGRATION

Additionally, There are plenty opportunities to create integrations on ***payoff.ch***. We are glad to guide you and provide specific advice.

Price:* **on request**

Special formats available on request

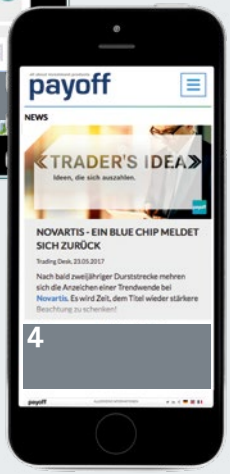
[1] The Advertisement musst end on the top and the bottom in a single colour surface, corresponding to the background of the advertisement.

*all prices excl. VAT.

1 & 2
3
6
payoff
NEWS PRODUKTE ANLEGEN MÄRKTE PARTNER

1 & 2
6
5
payoff
NEWS PRODUKTE ANLEGEN MÄRKTE PARTNER

payoff
5


payoff
NEWS
TRADER'S IDEA
NOVARTIS - EIN BLUE CHIP MELDET SICH ZURÜCK
4

Become a Thought Leader with *payoff.ch*

In our new section «Opinion Leaders» , we present industry experts' thoughts and strategic insights about markets and investments. All articles will be presented on the front page of payoff.ch and are available within the section «News» afterwards.

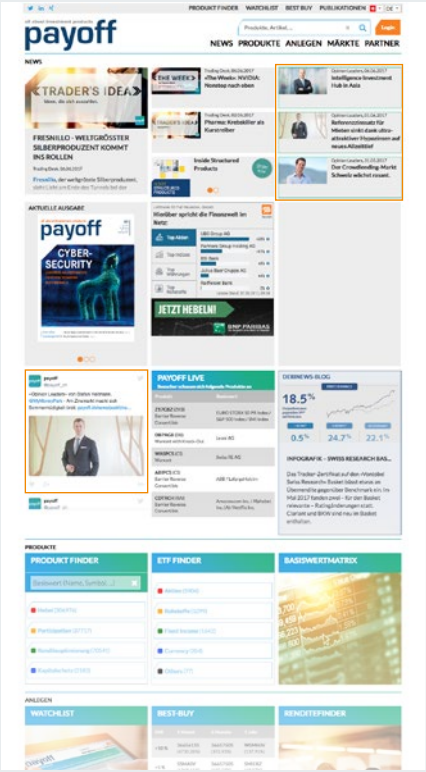
Make your content available to a broad reach and become an opinion leader on ***payoff.ch***!

KEY DATA

Heading	max. 50 characters
Lead–Text	max. 270 characters
Fliesstext	max. 2,700 characters max. four paragraphs min. three paragraphs
Image	Each contributor must send a picture • JPEG or PNG • min. 150 dpi • landscape
Charts	We recommend two charts or diagrams

BENEFITS

- Broad reach of your content
- High visibility on the front page of ***payoff.ch***
- SEO optimized and high ranking on search engines
- Articles are archived on ***payoff.ch/news***
- Personal touch through author photo
- Deep link to corporate website
- Post on ***payoff_ch*** Twitter channel (ca. 700 followers)



WEEKLY POST

- Placement on front page of ***payoff.ch***
- Post on ***payoff*** Twitter channel
- max. 1 article per week

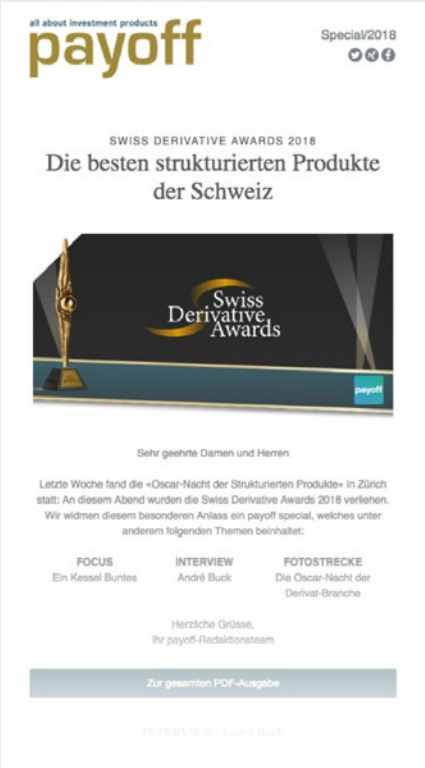
Price:* **CHF 300.– / month**

MONTHLY POST

- Placement on front page of ***payoff.ch***
- Post on ***payoff*** Twitter channel
- max. 1 article per month

Price:* **CHF 150.– / month**

*all prices excl. VAT.



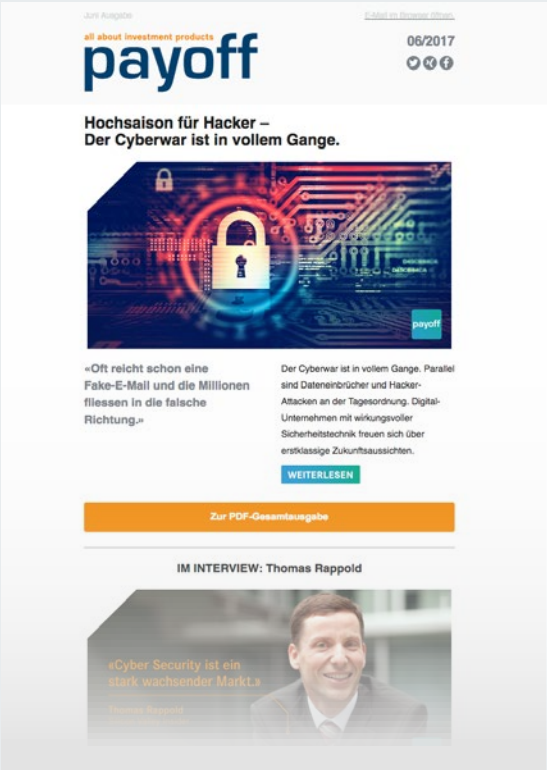
NEWSLINE

The ***Newsline*** is a customized newsletter created inline with your corporate design guidelines. It will be distributed to more than 5,900 subscribers of payoff.ch, which explicitly opted-in to receive news updates about product launches and similar information. The advertiser has to deliver the HTML file turn-key-ready. In case you don't have the capability for deliver the HTML file to us, our design and marketing team is glad to create the HTML file individually on your behalf.

- approx. 5,900 receivers
- Release/Distribution by common agreement

Price:*	**CHF 4'000.–**
Format:	HTML

*all prices excl. VAT.



COVERMAIL *payoff magazine*

A covering e-mail is sent out with the ***payoff magazine*** readers are provided with a short summary of the contents of the current issue.

- approx. 17,000 recipients
- Email transmittion every first Thursday of month

1 SQUARE + TEXT (max. file size: 70 KB)

Price:*	**CHF 3,000.–**
Pixel format:	261 x 240 px

2 SMALL SQUARE (max. file size: 70 KB)

Price:*	**CHF 2,500.–**
Pixel format:	261 x 240 px

3 SKYSCRAPER (max. file size: 70 KB)

Price:*	**CHF 4,000.–**
Pixel format:	300 x 600 px

4 BANNER (max. file size: 70 KB)

Price:*	**CHF 3,500.–**
Pixel format:	554 x 180 px

*all prices excl. VAT.

CONTACT

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