



RATECARD 03/2011

Alternative News

- **Alternative News** is a German-language publication focusing on Alternative Investments.
- **Our Readers** are primarily **institutional** and **semi-institutional Investors**.

Publication frequency

Alternative News is published at least 10 times per year. It is the official publication for the Hedgework community (www.hedgework.de). The "Hedgework" seminar series provides in-depth information on Alternative Investment-related topics, featuring a different speaker each month.

We are also happy to organize **Hedgework Special** events for individual companies.

For these events, **Alternative News Special** issues are published.

Distribution

Alternative News is distributed in PDF format via e-mail.

Volume

Each issue has 16 pages minimum.

Structure

Alternative News uses a modular concept. Each issue features the categories

Editorial, Market report, Interview, Law, Product check, Advertorial/sponsored article, Events.

Circulation

Every edition of Alternative News is sent out to around 1,500 registered Hedgework members and about 11,000 registered institutional investors. Key target groups are asset managers, fund distributors, institutional investors and lawyers.

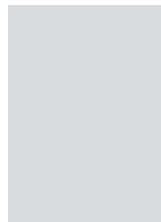
Publication

Issue	Publication date	Material due date (ads)
11/2011	09.11.2011	01.11.2011
12/2011	07.12.2011	29.11.2011
01-02/12	07.02.2012	31.01.2012
03/2012	06.03.2012	28.02.2012
04/2012	03.04.2012	27.03.2012
05/2012	08.05.2012	01.05.2012
06/2012	05.06.2012	29.05.2012
07/2012	03.07.2012	26.06.2012
08-09/2012	11.09.2012	04.09.2012



RATECARD 03/2011

Standard display ad formats and rates (excl. VAT)



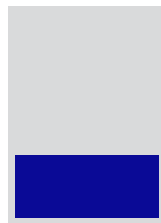
Full page

width 210 mm
height 297 mm
cost 1,200.00 €
discount:
6x 1,000.00 €
10x 900.00 €



1/2 page

width 190 mm
height 123 mm
cost 700.00 €
discount:
6x 600.00 €
10x 500.00 €



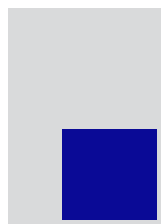
1/3 page

width 190 mm
height 82 mm
cost 500.00 €
discount:
6x 400.00 €
10x 300.00 €



1/3 page

width 60 mm
height 250 mm
cost 500.00 €
discount:
6x 400.00 €
10x 300.00 €



corner ads

width 125 mm
height 120 mm
cost 500.00 €
discount:
6x 400.00 €
10x 300.00 €



1/4 page

width 190 mm
height 61 mm
cost 500.00 €
discount:
6x 400.00 €
10x 300.00 €

Specials and reprints: on request

File formats

- File format for ads: PDF
- Fonts: embedded or text converted to vector path
- Resolution: 150 dpi
- File size: 250 KB max.
- Colours: RGB
- If ad-link is requested: please advise by e-mail
- Delivery: e-mail to kohl@gfd-finanzkommunikation.de

Contact

Ronny Kohl, phone: +49/89-2189 7088, e-mail: kohl@gfd-finanzkommunikation.de