

## Price list online 2022

[www.springerprofessional.de](http://www.springerprofessional.de)
**Finance + Banking**


### Basic information:

#### Usage data:

 Page impressions: 74,447 | users: 35,583  
 (Ø Oct. 2020 - Sept. 2021)

Source: Google Analytics



#### Recipients:

 Banking 9,125 | Finance 8,312  
 (September 2021, current number of recipients on request)

#### Frequency:

 Banking: weekly, every Tuesday  
 Finance: 2x per month, every 1<sup>st</sup> and 3<sup>rd</sup> Wednesday

**89% decision-makers #**

Web formats	pixel (w x h)	kb	cpm
Fullsize banner	468 x 60	max. 120	€ 100
Superbanner (big size)	728 x 90	max. 120	€ 100
Skyscraper	120 / 160 x 600	max. 120	€ 110
Wide skyscraper	200 x 600	max. 120	€ 110
Medium rectangle	300 x 250	max. 120	€ 100
Wallpaper (super-banner + skyscraper)	728 x 90 + 120 x 600	max. 120	€ 180
Billboard	770 x 250	max. 120	€ 180
Half page	300 x 600	max. 120	€ 180

Newsletter formats	pixel (w x h)	kb	fixed price
Text ad small + logo / picture (gif / jpeg) *	pic 140 x 100 text 300 characters **	max. 45	€ 550 <sup>1</sup> € 650 <sup>2</sup>
Text ad large + logo / picture (gif / jpeg) *	pic 140 x 100 text 650 characters **	max. 45	€ 650 <sup>1</sup> € 750 <sup>2</sup>
Fullsize banner (gif / jpeg) *	468 x 60	max. 45	€ 650 <sup>1</sup> € 750 <sup>2</sup>
Rectangle (gif / jpeg) *	300 x 250	max. 45	€ 650 <sup>1</sup> € 750 <sup>2</sup>
Premium banner (gif / jpeg) *	600 x 315	max. 45	€ 750 <sup>1</sup> € 850 <sup>2</sup>

\* not animated files | \*\* incl. spaces

<sup>1</sup> Finance newsletter | <sup>2</sup> Banking newsletter

### Payment conditions | data delivery

Valid for Germany: additional VAT applies to all prices listed; payment within 10 days with 2% discount, net within 30 days after invoice date; 15% agency commission; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH, Deutsche Bank Berlin, Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300 | Swift/BIC: DEUTDEBB

IBAN: DE09 1007 0000 0069 7003 00

 Delivery deadline: up to 5 business days before placement to: [banner-wiesbaden@springernature.com](mailto:banner-wiesbaden@springernature.com)

 You can find our specification for online advertising at: [www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery](http://www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery)

 You can find our general terms and conditions at: [www.springerfachmedien-wiesbaden.de/en/media-sales/gtc](http://www.springerfachmedien-wiesbaden.de/en/media-sales/gtc)

### Target group:

Decision-makers in the banking and financial sector: bank management, financial managers, bank-, investment- and financial advisors, persons in management positions of banking institutions, C-level in the credit economy + top decision-makers in controlling, CFOs, controlling managers, manager with responsibility for controlling, tax specialists and financial auditors.

### Brief description:

Our excellent editorial staff selects and summarises the latest news in the areas controlling, accounting, taxes, business law, cash management, financing, auditing as well as the financial industry.

**Newsletter Banking:** The newsletter keeps decision-makers in the banking and financial sector up to date on the fields banking strategy, products & investments, banking, politics & oversight and banking IT.

**Newsletter Finance + Controlling:** The newsletter offers decision-makers in controlling the latest news on controlling, accounting, taxation, business law, bookkeeping & IFRS, finance & investment and cost management, along with a clear and concise overview of key developments.

# 89% of the users are either decision-makers or consultants in the investment process, thereof 55% are direct decision-makers.

Source: user survey July/August 2016.

### CONTACT

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