

Financial Communication 2008 with GoingPublic Media AG Media data and rate card

There is an amount of IPOs coming up in Germany for 2008.

Use the online marketing possibilities with the websites of GoingPublic Media AG for your communication purposes: with online advertising on GoingPublic Online you can address the major target group of the German financial community without leakage. All necessary multipliers for a successful IR campaign make use of the GoingPublic Media websites.



GoingPublic Online - Market segment special interest "business/finance/stock markets"

Web-address (URL): <http://www.goingpublic.de>

Content description and summary

GoingPublic Online is the internet platform of the GoingPublic Magazine, the leading financial markets magazine for professionals.

GoingPublic Online stands for the premier league of the corporate finance business:

Daily market reports and special features ("Smart Investor Weekly", "Biotech-Flash" etc.) with a firstclass individualized newsletter service for IPO-candidates complete the online offering.

Target group

GoingPublic Online is browsed by CEOs, board members and other managing directors as well as by investor relations managers of publicly held companies, future IPO-candidates and investment professionals. These are in details both fund managers, financial advisors, the corporate finance community and consultants, lawyers, tax advisors, accountants, financial analysts, IR-/PR agencies and investment bankers.

Reach about 1 Mio. ad impressions per month

Creative formats

Fullsize banner 468 x 60 Pixel GIF, JPG, HTML - CPM 20,00 EUR
Halfsize banner 234 x 60 Pixel GIF, JPG, HTML - CPM 15,00 EUR
Skyscraper 120 x 600 Pixel GIF, JPG, HTML - CPM 28,00 EUR
Content ad 300 x 250 Pixel GIF, JPG, HTML - CPM 28,00 EUR
Superbanner/bigsize 728 x 90 Pixel GIF, JPG, HTML - CPM 28,00 EUR

Other formats like Java, and DHTML on demand

AdServer on all GoingPublic Media websites: ADTECH Helios System with regional targeting!

Newsletter

Banner (468x60 Pixel) - CPM 25,00 EUR

Text ad (max. 80 words) - CPM 25,00 EUR



Web-Adresse (URL): <http://www.vc-magazin.de>

Content description and summary

VC Magazin Online is the internet platform of the VC Magazine, the leading financial markets magazine for investors and entrepreneurs. This editorial offering addresses (semi-) professional users in the field of investors and entrepreneurs. The site also provides an online event calendar and a huge link list for Private Equity/Venture Capital and founding.

Target group

VentureCapital Online focuses on CEOs and other board members, investor relations managers, consultants, lawyers, accountants and tax advisors, financial analysts, IR-/PR-agencies and investment bankers and of course investors und entrepreneurs.

Creative formats

Fullsize banner 468 x 60 Pixel GIF, JPG, HTML - CPM 20,00 EUR
 Halfsize banner 234 x 60 Pixel GIF, JPG, HTML - CPM 15,00 EUR
 Skyscraper 120 x 600 Pixel GIF, JPG, HTML - CPM 28,00 EUR



Web-Adresse (URL): <http://www.smartinvestor.de>

Content description and summary

Smart Investor Online is the internet platform of the Smart Investor Magazine, the magazine for the critical investor. This website contains complete information on derivatives, commodities, small & mid caps and much more.

While the magazine *Smart Investor* delivers a long term market analysis and background coverage the free online service *Smart Investor Weekly* (every Tuesday) focuses on short term market changes.

Creative formats

Fullsize banner 468 x 60 Pixel GIF, JPG, HTML - CPM 30,00 EUR
 Halfsize banner 234 x 60 Pixel GIF, JPG, HTML - CPM 20,00 EUR
 Skyscraper 120 x 600 Pixel GIF, JPG, HTML - CPM 28,00 EUR
 Newsletter Text ad (max. 80 words) - CPM 30,00 EUR

Other formats like Java, and DHTML on demand

All prices are exclusive VAT.

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