

# rendite – Issue October 2020

Place your ad in rendite – the investment magazine of the Börsen-Zeitung.



Börsen-Zeitung

# Your Ad in rendite Magazine

## Focus Topics of October 20 issue

**Factor and smart beta ETFs.** The merits of factor, smart beta ETFs and ETF funds. What are these merits based on? When do which factors (and which not) perform well on the stock market?

Among others quality, growth, value, low volatility, size and multi factor products.

**High flyer Tech. Technology funds, tech ETFs and tech shares.** How do technology and cloud profit from the software growth market? How should shares like Microsoft, SAP, Google, Apple and Amazon be assessed? With which technology funds and ETFs can investors access this market? What are the pitfalls of tech investments?

## Topics

**Investment in the future technology hydrogen.** What hydrogen shares are there and what are their chances and risks? What products (certificates and funds) are available on the hydrogen subject?

**Lessons from Wirecard.** What can equity and certificate

investors learn from accounting fraud and insolvency?

**What does the US presidential election mean for investors?** What consequences would a victory for Biden have for the markets? What are the consequences if Trump wins again?

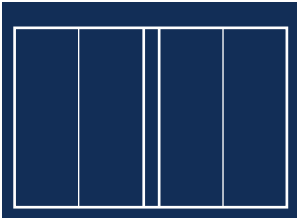
## Advertising Rates

rendite in  
Magazine Size

Type Area:  
170mm w x 244mm d

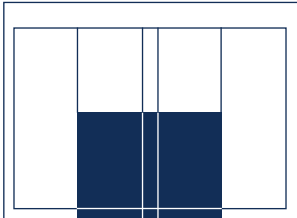
Bleed Size Advertisement:  
210mm w x 297mm d

Cutting Allowance:  
4mm around outer edges



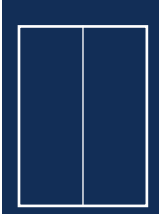
**Panorama Page**  
420mm w x 297mm d

4c €24,970.00



**Tunnel Ad**  
200mm w x 148mm d

4c €5,990.00




**1/1 Page**  
210mm w x 297mm d

4c €12,485.00

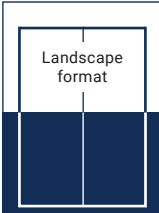
**2nd or 3rd Title page**  
4c €13,690.00

**4th Title page**  
4c €14,740.00

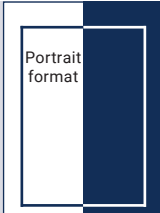


**1/3 Page**  
210mm w x 99mm d

4c €4,230.00




**1/2 Page**  
210mm w x 148mm d  
(Landscape format)



105mm w x 297mm d  
(Portrait format)

4c €6,240.00



**Stripe advertisement**  
65mm w x 297mm d

4c €3,970.00

### Advertorials:

Advertorials in rendite 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: 02.10.20  
Copy Deadline: 25.09.20  
Closing Date: 04.09.20