



**CASH MAGAZINE**

**E-CASH**

CASHCOW.NL

CASHCOW DAILY

CASH FINANCIAL TABLOID

# RATE CARD 2021

## GENERAL INFORMATION

title : Cash Magazine  
 subtitle : For the enterprising investor  
 publisher : **TRIPLE i**  
 Financial Content B.V.  
 PO box 94533  
 1090 GM Amsterdam  
 phone: +31(0)85 – 273 48 80  
 e-mail: cash@3xi.nl  
 website: www.cashcow.nl

frequency : 4 x print en 12 x online

circulation : 40.105 (50% print)

## TECHNICAL DATA

printing process : off-set rotation, cover sheets offset  
 type of binding : seamless, broached  
 paper cover : 300 grams wood free mat  
 paper inside : 100 grams wood free mat

subscription : € 45,- a year  
 : € 65,- (outside the Netherlands)

single edition : € 4,95

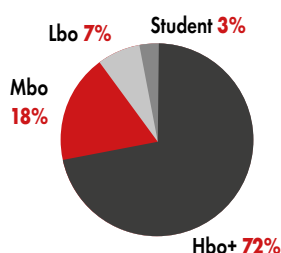
## CASH MAGAZINE

CASHCOW.nl is a multimedia platform for private investors in the Netherlands. This platform gives insights on daily financial news through the website and the daily digital newsletter. Cash magazine will be published 4 times a year as a printed edition and 12 times as a online edition. The magazine offers reviews on the newest financial products and services that are introduced to the market. The magazine is distributed amongst subscribers. In 2021 we will also publish two times the Cash Financial Tabloid as supplement with the biggest newspaper in the Netherlands, de Telegraaf, with a total reach of over 1 million readers.

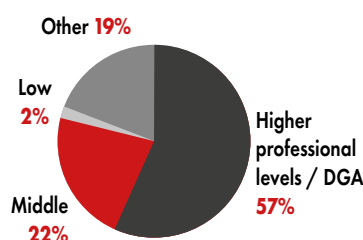
## TARGET AUDIENCE

CASH magazine enables the advertiser to target a very specific audience: highly educated males and females with good careers, above average income and house owners. CASH magazine readers have a long term investment horizon. Our readers are interested in investment funds, asset management, real estate (funds), online brokerage, fiscal investment opportunities and other investment opportunities. Our audience is specifically interested in new investment opportunities.

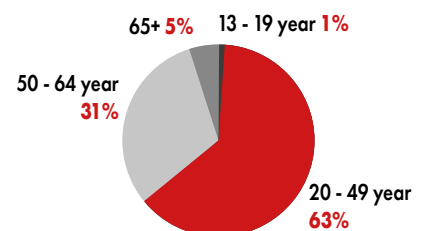
Level of education



Occupational



Age structure



# MULTICHANNEL PUBLISHER

## BENEFITS FOR ADVERTISERS

- Unique position on the Dutch market as this is the only private investors magazine targeting wealthy private investors;
- Cash magazine is highly valued on an editorial level and is read on average for over one hour;
- In every edition there is a section on investment (stock exchange, regions, market segments, funds, trackers, real estate and several more subjects for the enterprising investors). Fixed segments are Highlights, Pensions, active and passive asset management. You can read the opinion of several columnists and residence writers. All themes will be handled broadly;
- Your advertisement will be included in the print edition of Cash magazine as well as the online edition, with an active link to your website;
- Beside the magazine you can also gather attention for your business, product or service through our website cashcow.nl, social media and our digital newsletter, cashcow Daily.

## RATES

	<b>1x PRINT &amp; 3x ONLINE</b>	<b>1x PRINT &amp; 1x ONLINE</b>	<b>1x ONLINE</b>
1/1 page	€ 7.950,-	€ 6.850,-	€ 1.950,-
2/1 page	€ 13.000,-	€ 11.500,-	€ 2.950,-

## SURCHARGES

Placement preference	+15%
Back page	+25%
Repetition discount	-10% (The Asset & InFinance)

## ADVERTISING FORMATS

	<i>Print space (w x h)</i>	<i>Trim Area (w x h)*</i>
1/4 page	b 95 mm x h 118 mm	
1/2 page	b 195 mm x h 118 mm	
1/1 page		b 230 x h 275 mm
2/1 page		b 460 x h 275 mm

(\*) Crop Marks at trim area format plus 5 mm image surround.

All prices are excluding 21% VAT.

## SUBMITTING MATERIAL

Advertisements can be delivered as certified PDF. Material can be delivered via [traffic@3xi.nl](mailto:traffic@3xi.nl). Advertisements should be delivered at least one week before the issue date. Cancellation can be done until four weeks before the issue date.

## DATES OF APPEARANCE AND THEMES (EXTRACTED ITEMS) 2021

<i>edition</i>	<i>date of appearance</i>	<i>theme</i>	<i>date of appearance digital*</i>
1	April 20 <sup>th</sup>	BeleggersFair Update	January, February and March
2	June 29 <sup>th</sup>	Real estate & investing online	April, May and June
3	October 12 <sup>h</sup>	BeleggersFair 2021	July, August and September
4	December 21 <sup>th</sup>	Outlook 2022	October, November and December

\* Appears before each print edition 3 times as online magazine. These are three separate online publications.

## CONTACT

For more information on advertising opportunities, rates or bookings please contact:  
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