

## FEMALE FINANCIAL EMPOWERMENT

More and more women realize the importance of safeguarding their financial assets lastingly. They want to learn how to let their money work for them.

### SUBSTANTIAL GROWTH OF FEMALE FINANCIAL POWER

The McKinsey report 2020 states that during the next 3 to 5 years the industrial countries will witness more financial assets pass into the hands of women than ever before. This is due not only to rising average earnings but also to assets inherited.

Finanzielle closes the „gender gap in financial literacy“ and accompanies women in mastering the administration of their own capital responsibly and invest lastingly. We encourage women to take their finances into their own hands and develop a fascination for investing.

### TARGET GROUPS

- **Young professionals** – earning their first salary and starting to contemplate insurance and provision
- **High income and/or wealthy women** - who want to develop their money potential
- **Female founders and entrepreneurs** – looking for ideas or companies to invest in



### PUBLICATION DATES 2022

No.	Publication date	Copy deadline	Deadline printing materials
01/22	09.02.2022	23.12.2022	17.01.2022
02/22	11.05.2022	24.03.2022	14.04.2022
03/22	17.08.2022	07.07.2022	25.07.2022
<b>WORKBOOK</b>	12.10.2022	01.09.2022	16.09.2022
04/22	09.11.2022	29.09.2022	14.10.2022



### BASICS

Copy price 6,90 €

Frequency quarterly

Printing run 80.000

### RATES

1/1 page 9.900 €

1/2 page 6.100 €

1/3 page 4.700 €

### PREMIUM PLACEMENT

Opening spread 25.000 €

Back cover 16.000 €

Inside front cover 11.000 €

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MONEY

EMPOWERMENT

JOB



## DIGITAL MARKETING WITH FINANZIELLE

Under the umbrella of EMOTION.DE evolves a digital financial cosmos with the fee-based community **finanzielle for me**, the Finanzielle **newsletter**, digital events and webinars. We also develop individual concepts for brand integration across channels.

### EXAMPLE: NATIVE ARTICLE

Your topics and messages - processed by our editors in a native article which will be conceived individually for you in Finanzielle's look & feel. High-performance teasers on EMOTION.DE, in the newsletter and on Finanzielle's Instagram channel refer your target group to the article.

Advantages:

- Authentic integration in a favorable environment
- High credibility through native integration of the brand or product message
- On request: link to your homepage



### Native Article

In Finanzielle's look & feel, 6 weeks running time, guaranteed coverage 5.000 visits

**Rate: 5.000 € (net/net) plus 1.200 € design cost** (non-discountable)

Expandable with additional content elements to a **Content Special** according to your wishes

### Optional additions:

- **Social Branding** with guaranteed coverage
- Activation of the **EMOTION.community** with upwards of 100.000 members
- **Product tests and promotions**