



## Deutsche Pensions- & Investmentnachrichten

The First Magazine for German Institutional Investors and Asset Managers



dpn – Deutsche Pensions- & Investmentnachrichten was launched in January 2002 and filled the information gap in the German institutional investment market.

The dramatic developments in the pensions and investment industry in recent years have led to the need for an independent specialist magazine. dpn caters for the information needs of an increasingly professional and sophisticated institutional investment community.

dpn provides institutional investors, whether pension fund, insurances, financial institutions, corporate treasury departments or trusts with current news and analyses, competent articles, views and opinions on the pensions industry and asset management.

dpn is the only magazine of its kind providing the pensions and investment industry with monthly news and a comprehensive online archive for research:

### 1. dpn – the magazine

dpn is published every two months (January, March, May, July, September, November). It provides readers with a comprehensive news and analysis section, regular columns, comments and features discussing current topics in detail.



### 2. dpn *brief* – the newsletter

To meet the demand for more and more frequent information we have introduced dpn *brief* last year. It is also published every two months and alternates with dpn (February, April, June, August, October, December). On four pages readers receive concise and current news - hyperlinks give access to optional background information



### 3. dpn-online – the web site

The dpn web site gives ready access to all articles of the current issue. In addition to this it provides registered users with a fully searchable comprehensive archive for research purposes.



Each issue of dpn discusses and analyses current investment trends and developments in the German and European pensions and investment industry. This is complemented by a regular coverage of all topics that are relevant to the industry. In addition to this dpn will run the following special features in 2004:

- January 2004:**
  - Review 2003
  - DC-Strategies
- March 2003:**
  - Investment Strategies for Alternative Investments
  - IAS 19
  - Master KAG
- May 2003:**
  - Investment Strategies for Equities
  - Public Sector Pension Schemes
  - German Pensions Vehicles Survey (The 5 Durchführungswege)
  - Consultants
- July 2003:**
  - Investment Strategies for Fixed Income
  - Mutual Fund – based Models for Occupational Pension Schemes
  - Consultants
- September 2003:**
  - Funds for Institutional Investors (Spezialfonds and Mutual Funds)
  - Asset Allocation Strategies
  - Indices
- November 2003:**
  - Investment Strategies for Money Markets
  - CTA
  - Custody
- Januar 2004:**
  - Review 2004
  - DC - Strategies



\* dpn provides up-to-the-minute information on trends in the marketplace. Therefore the editorial schedule is subject to change.

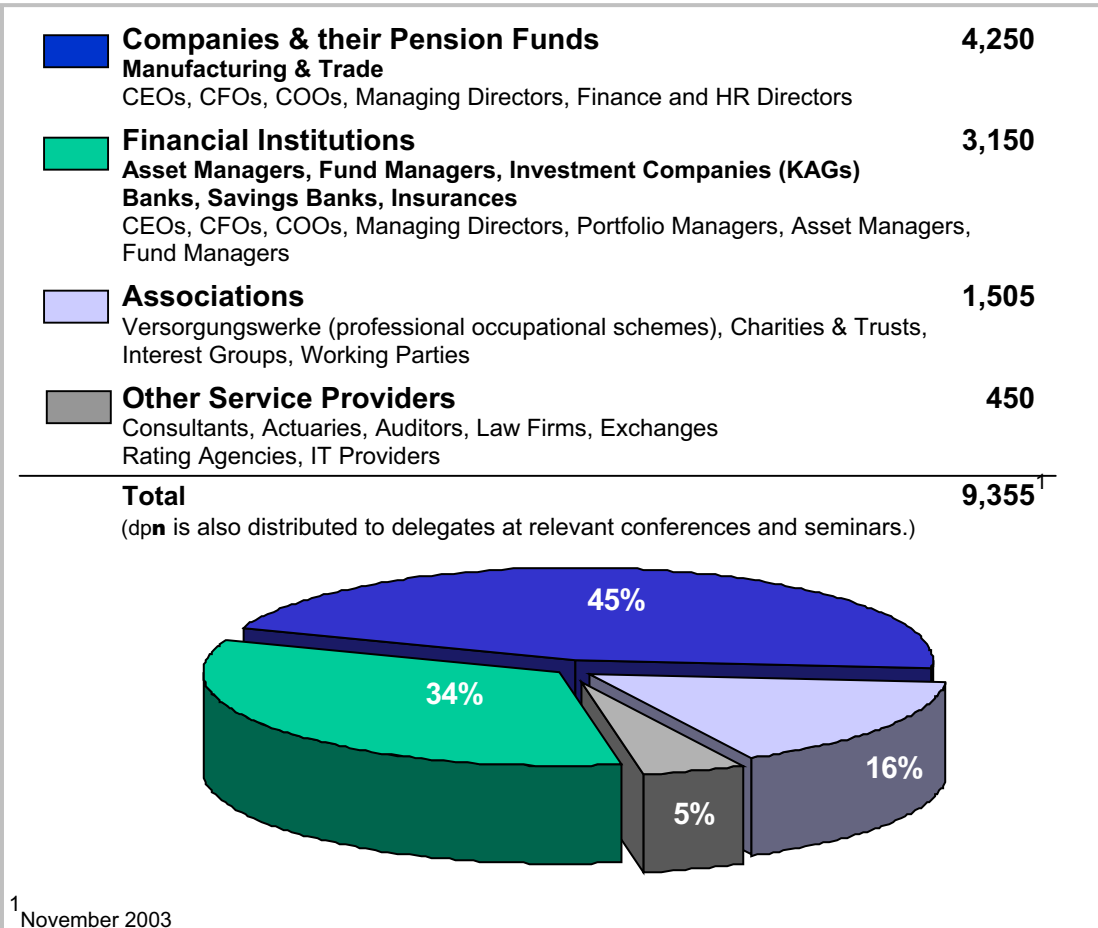


With a free controlled circulation of more than 9,300 copies dpn not only reaches the decision makers in the German institutional investment industry, but also select senior professionals in Austria and Switzerland.

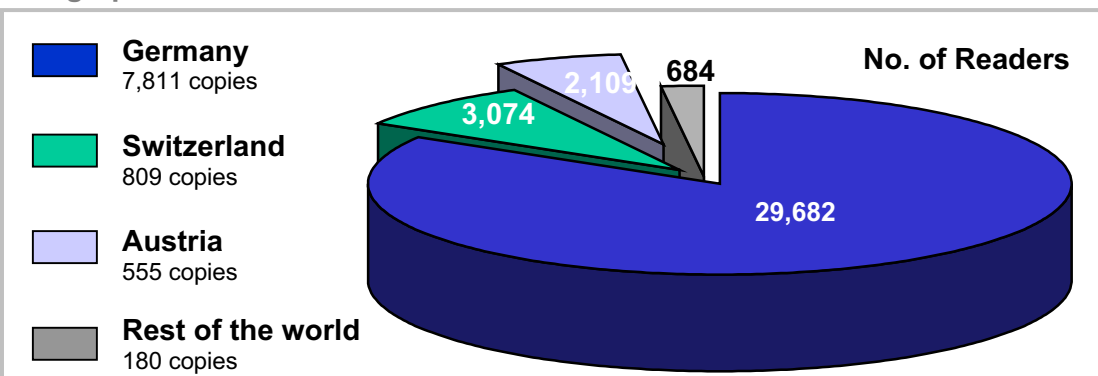


Audited circulation: 9,823 - IVW IV/2003 (German audit bureau of circulation).

## Demographic Distribution Profile



## Geographic Distribution Profile



## Why should you use dpn as a marketing medium?\*

### Exceptional market penetration

- **80%** of our clients pass their copies on to colleagues.
- On average each copy of dpn is read by 3.8 people.  
This gives you a captive audience of **34,000 readers**.

### Senior Professionals

- **67%** are in **senior management**  
(Managing Director of Pensionskassen, CIO, CFO, Finance and HR Directors, etc.),
- **33%** are in **middle management**  
(Department Heads Consultants, etc.)
- Respondents **manage** an average of **€533m** within their role.

### Purchasing Power

- **76%** are **institutional investors**.
- **82%** are involved in the **appointment** of asset managers, third party senior service providers or advisors.

### Reach

dpn is the **most effective** medium to reach your target groups.  
No other specialist publication gives you better access to this niche market:  
Read regularly by dpn clients:

- BetrAV (house magazine of aba)	73%
- Handelsblatt	61%
- FT Deutschland	29%
- Börsenzeitung	25%
- EPN	16%
- IPE	16%
- FT	12%
- Portfolio Institutionell	12%

### Authoritative

dpn is valued for its editorial content and has established itself as an authoritative information source for the industry.

- **41%** consider the editorial quality to be **very good/excellent**,  
**51%** consider it to be **good**.

- Sections read
 

Trends & Analysis	100%
Special Features/Spotlights	94%
Interview	75%
Comments/Guest Columns	75%
Roundtable	73%
European View	63%
Research	53%

### Effective Sponsoring

- **94%** read the spotlights
- **84%** value spotlights for providing additional in-depth information

### Long Shelf Life

- **45%** file their copy for future reference

\* Source for all data: Market Management Research Ltd. dpn readership survey January 2003

dpon offers you the ideal platform to promote your products and services. The media data illustrate that dpon is an ideal marketing medium to reach your target groups cost effectively and in a relevant context.

dpon's special focus allows you for the first time to exclusively reach the institutional market. You avoid the drawbacks of using newspapers or general finance titles (wrong audiences and higher costs).

You can choose between advertisements and participation in our exclusive spotlights. You will find more information about these you find on the following pages.

If you are interested in bespoke marketing campaigns, we are more than happy to discuss options with you that reflect your individual requirements.

An extract from our client list:

- *Activest Investmentgesellschaft mbH*
- *Allianz HFP*
- *Bank of Ireland Asset Management*
- *Bank Sarasin & Cie AG*
- *Barclays Global Investors*
- *Baring Asset Management*
- *BHW Invest GmbH*
- *BNP Paribas Securities Services*
- *Cor AG Insurance Technologies*
- *Deutsche Asset Management*
- *Deutsche Bank*
- *Deutsche Börse*
- *Dr. Dr. Heissmann GmbH*
- *EIM*
- *Eurex*
- *Euroforum*
- *HDI Pension Strategy & Management GmbH*
- *Indexchange Investment AG*
- *Invesco Asset Management*
- *LGT Capital Partners*
- *Lombard Odier Darier Hentsch & Cie*
- *MEAG Munich Ergo KAG*
- *Morgan Stanley Investment Management*
- *PensionConsult Beratungsgesellschaft für Altersvorsorge mbH*
- *Pensor*
- *Pictet Asset Management*
- *RMF Investment Management*
- *SEB Invest GmbH*
- *Siemens Financial Services*
- *Standard & Poor's*
- *State Street Bank GmbH*
- *Stoxx*
- *T Rowe Price*
- *The Bank of New York*
- *Threadneedle Investments*
- *UBS Global Asset Management*
- *Union Investment Institutional GmbH*
- *WinExpertisa Gesellschaft zur Förderung beruflicher Vorsorge mbH*
- *etc..*



## Streiflichter (Spotlights)



In each issue of dpm we publish a maximum of three 'Streiflichter' (Spotlights). Each spotlight discusses a product, a management style or an investment strategy in depth.

Each spotlight is compiled in association with one exclusive sponsor. This makes it the ideal medium to illustrate in detail your expertise on a particular aspect of the investment industry to the readership of dpm.

The sponsorship package includes:

- **Objective editorial contribution (approx. 15,000 characters = 3 pages)**
- **1 display ad**
- **500 additional copies of the magazine for your internal marketing purposes**
- **Branding of the article with your corporate logo**
- **Sponsorship cost: €15.000,-**

The topic is to be agreed with the editor. The article is written by yourself. However, our editorial team can assist in the compilation of the article. In either case the final editorial control rests with Financial Times Business.

### Your benefits:



**Free Marketing Tools** – You will receive 500 copies of the magazine for your own marketing use. These make excellent marketing tools.

**Exklusivität** – In each issue there is only a maximum of three spotlights. Each topic is only covered once a year.

**Market Access** – dpm is the first magazine that writes exclusively for German institutional investors and asset managers.