

New requirements –
Change of printing company

Price List No. 4 Valid from January 1st 2025

Editorial concept
Positioning
Readership and target group data
Advertising formats

TIAM.tiam.fundesearch.de

01 2024

Die besten Fonds 2024

TiAM-Langfristanalyse zeigt die Top-Aktienfonds und ihre Strategie >> 26

06 | Aktienhausse
Jetzt wiederholt sich der Höhenflug der 90er-Jahre

16 | Regulierung
Finanzbranche darf sich 2024 auf Erleichterungen freuen

48 | ELTIF 2.0
Mehr Möglichkeiten für Private-Investment-Fonds

EXPERTEN IN DIESER AUSGABE

M. Avenbeck
Hansainvest
Real Assets

S. Blum
Bellevue-AM

M. Born
Berenberg

F. Dornseifer
BAI

M. Heß
Universal
Investment

T. Romig
Assenagon

G. v. Wallwitz
Eyb & Wallwitz

S. Yakhnouli
FondsConsult

Editorial Concept

- The magazine TiAM – Trends in Asset Management – is published three times a year addresses professional investors in the German-speaking regions. TiAM offers well-researched specialist information first-hand, with experts discussing topics on a professional level. With its unique concept, informative and extremely useful contributions, as well as its focus on the target readers, TiAM holds a special position and enjoys a high standing throughout the business.

- For every issue, the editorial team researches a current key topic and presents a well-researched cover story on this topic, thereby not only viewing it from various perspectives but thinking outside the box. Furthermore, experienced industry insiders provide specialized articles or conduct and give interviews.



- The “Straight Talks” developed especially for the TiAM target group, in which potential investors interview an interesting asset manager and ask critical questions regarding his or her products, is also very popular among the TiAM readers.

- Parallel to the magazine’s print edition, interviews and specialized articles can also be viewed at www.tiam-fundresearch.de and also over LinkedIn taking them to other interested investors. With modules such as these, TiAM offers a multitude of opportunities for cross-media marketing and sales activities.

6 FONDSSZENE



SESSELWECHSEL

Es sind ganz besondere Menschen, die in der Asset-Management-Branche für Dynamik sorgen: Investmentanalysten, Analysten und Anlagenträger. Oft ist ihr Know-how nicht nur in einem Haus gefragt. Erfahren Sie hier, wer sich wie und wohin verändert hat

	Jens Große-Allemann Vorstandesmitglied Shareholder Value Management		Christine Bernhofer CEO Raiffeisen I.S.		Hermann Pfeifer Deutschland-Chef i.O. Münzen Asset Management
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Der Aufsichtsrat der Real I.S. auf Immobilieninvestments spricht sich für den Wechsel von Jens Große-Allemann zur Vorständin aus. Der ehemalige Vermögensberater und Finanzanalyst ist seit 2007 bei der Raiffeisen I.S. tätig. Zudem war er Finanzvorstand einer börsennotierten Tochter des börsennotierten Vermögensberaters Frank Fischer und Großes-Allemann war über viele Jahre Teil der Value-investing-Community und besuchte bengaliweise regelmäßig die Hedgefonds von John Paulson, Baffett, Berkshire Hathaway in Omaha.

4 INHALT

TITEL

24 Der Goldrausch: Die Geschäftswelt der letzten fünf Jahre – und was sie die erfolgreichen Aktienstrategen über das Goldrennen und was an den Märkten weitergehen könnte

FONDSSZENE

6 Dänische Kasse 2024	Eine Party wie in den goldenen 90er-Jahren
8 Fonds	Auf und Umbrüder in der Investitionswelt
10 Neue Fonds	Die ersten Fonds, die angehende Fondsbranche
14 Branchennews	„Börsenmarkt geht – im deutschen Fundmanagement sind Frauen klar unterrepräsentiert“
16 „Kaufhaus-Markt“	BAI-Chef Frank Dommermeyer erwartet in diesem Jahr Drucksteigerungen und Entwicklungsbeschleunigung
18 FIVV AG	„absolute Unabhängigkeit im Denken und Handeln“

STRATEGIE

22 Auf einen Blick	Was Investmentstrategie jetzt Potential erkennen
26 Die besten Aktienfonds der vergangenen fünf, zehn und 15 Jahre	„Kaufhaus-Markt“
32 „KI hilft in Research und Portfolienmanagement“	„Kaufhaus-Markt“
34 Von Schimpfes Ebenen bis zum Himmel	Nico Bauer erklärt, wie und wo sie KI nutzen
36 Multi-Asset in die Auswärts	Von Schimpfes Ebenen bis zum Himmel
38 Beliebte Manager erläutern seine freiheitliche Investmentstrategie	„schöpferischer Zentralrat“ im Asset-Management
40 Transakt! Warum indischen Anleihen jetzt endlich ein Platz im Portfolio finden	„Beliebte Manager“ Stefan Blatt erklärt, wie der technologische Wandel die Branche verändert

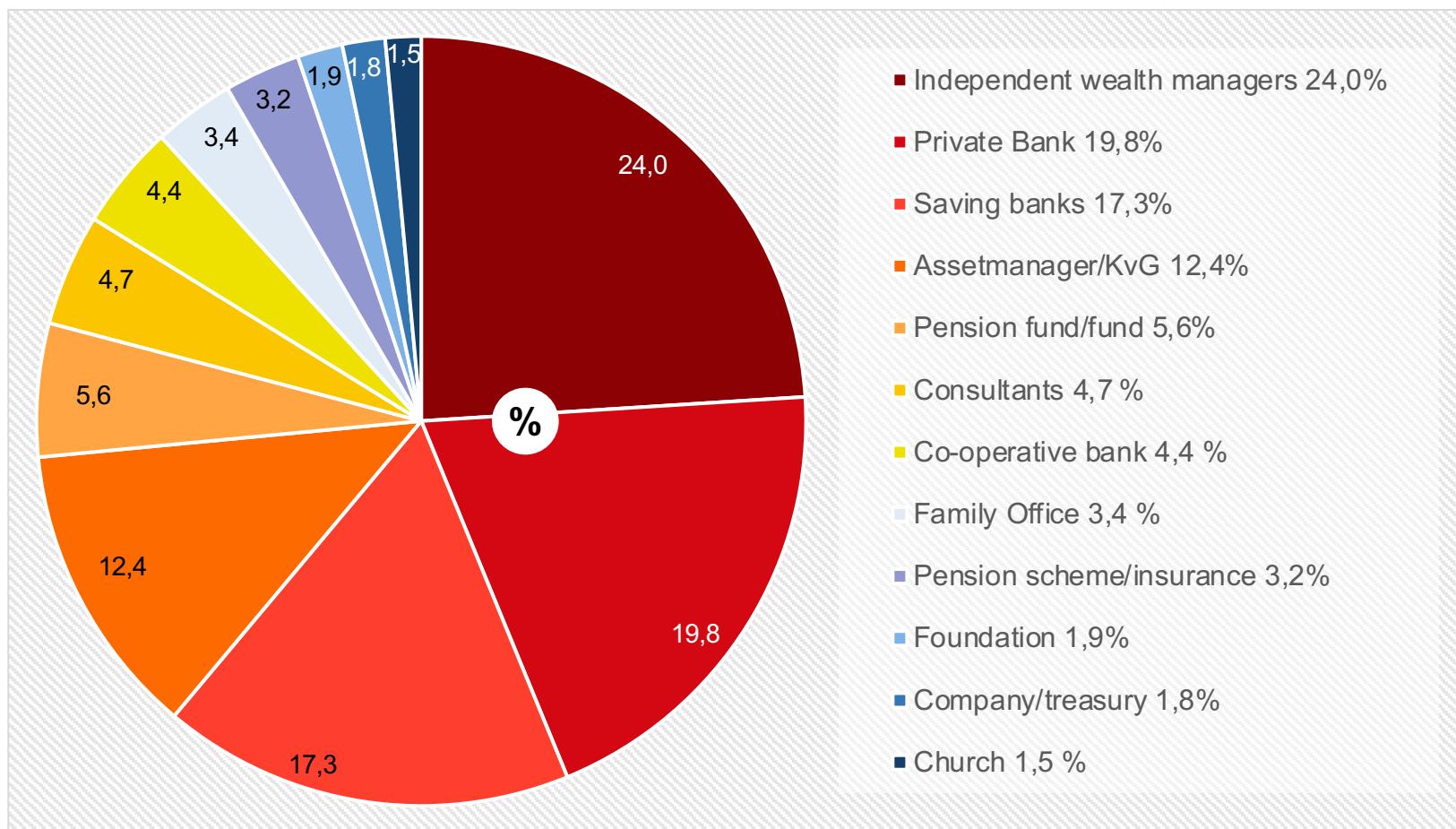
TIAM 01/2024

Circulation, Target Group, Dates, Rubriken

- Circulation (print and digital): approx. 10,000 copies
- Main readership: Professional investors in Germany, Austria and Switzerland
- Publication dates:
May, September and December 2025
(Dates overview see page 22)
- Categories: Fund Scene, Strategy, Analysis, Private Wealth, Events
- www.tiam-fundresearch.de

The image shows a double-page spread of the TIAM magazine. The left page features a world map at the top, followed by the title "KAPITALMÄRKTE AUS DER SICHT DER PROFIS". Below the title is a sub-headline: "Markte, Branchen, Trends: Im großen Anlegersumversum eröffnen sich immer wieder kurz- und langfristige Chancen. Lesen Sie im Folgenden die spannendsten Einschätzungen und Empfehlungen von Anlagestrategen, Fondsmanagern und anderen Investmentpraktikern". The right page is titled "Neue Fonds und Strategien" and includes a sub-headline: "Wechselnde Trends an den Finanzmärkten erfordern angemessene Reaktionen von Investoren und Fondsbetreibern – in Form von geänderten Strategien oder ganz neuen Konzepten. Auf den folgenden Seiten lesen Sie, welche Neuerungen die Fondshäuser jetzt für Investoren im Angebot haben". Both pages contain several columns of text and small images of professionals.

The core readership: Professional investors in Germany, Austria and Switzerland



The core readership:
**Detailed list of professional investors in Germany, Austria,
Switzerland and Luxembourg**

Country	In percent
Germany	89,0%
Austria	4,0%
Switzerland	5,3%
Luxembourg	1,7%

Source: Evaluation September 2024

Advertisements

TiAM primarily offers full-page ads. Other formats are available on request.

Width in mm 210

Height in mm 280

Trim 3 mm on all sides

Rate for inner part € 3,900

Rate for cover pages € 4,900

All prices are quoted in euros; prices are exclusive of agency commission (if applicable) and VAT.

Sample advertisements



Advertisement – special formats

Cover – advertisement

Width in mm	97
Height in mm	97
Trim	3 mm right und below
Price	€ 2,000

Exact format information on request

Table of content – advertisement

Width in mm	85
Height in mm	110
Price	€ 1,250



All prices are quoted in euros; prices are exclusive of agency commission (if applicable) and VAT.

Promotional advertisements / Advertorials

Brief profile

Promotional advertisements / advertorials are pages with editorial content, that are submitted by a client (text, layout etc.).

Fixed TIAM components, such as the logo, section bars, the TiAM fonts, TiAM standard colours and editorial text boxes may not be used.

The promotional pages must be submitted in binding form to the publisher for information and approval before printing. These pages will be clearly marked as an "advertisement". The publisher reserves the right to reject promotional pages containing dubious content.

Typography

Use of typography in the TIAM style is permitted.

Layout editing

The publisher may edit the layout. The associated costs will be invoiced separately according to the expenditure incurred.

Width in mm 210

Height in mm 280

Price € 3,900

Copy materials

New requirements –
change of printing company

Magazine format:	width 210 mm x height 280 mm	Trim:	Please prepare the documents including trim. The trim allowances in the inside/cover are 3 mm. Design elements of the ad that are not to be cut must have a distance of at least 5 mm from the format limit of the booklet.
Paper:	Cover: image printing 200g/m ² Contents: 70g/m ²		
Printing process:	Cover: sheet-fed offset, contents: web offset Perfect binding		
Printing colors:	Euroscale/CMYK (no special colors such as Pantone, HKS, etc.)	Fonts:	Positive fonts from 6 point semi-bold Negative fonts from 7 point semi-bold, sans serif Fonts and lines must have a line width of at least 0.25 point. Be careful when using serif fonts!
Digital Print templates:	Data by email. Please note that the publisher cannot accept any claims for compensation for incorrect color reproduction in the case of color advertisements without the delivery of a color-binding proof.	Line width:	Positive lines at least 0.25 point Negative lines at least 0.3 point
	Printer profile for proof creation: Color profile for cover advertisements: Color profile ISO Coated-V2 300 (Fogra 39)	Address for print documents and proofs:	Holderstock Media GmbH Advertising production TiAM Seidlstr. 26 80335 Munich
	Color profile for content advertisements: PSO_LWC_Improved (Fogra 45L)	Delivery of digital print materials:	anzeigen@holderstock-media.de
	The profiles are available for free download at www.eci.org	Contact:	Astrid Larsen, Telephone +49 (0) 89/6931 946 16
		Folder name:	TiAM_issue number_customer name_motiv
Technical requirements for producing advertisements		Disclaimer:	Technical design, quality and resolution of the files are the responsibility of the customer. Advertisements must be technically flawless. If this is not the case, the publisher will not accept any liability for incorrect publication. Only proofs on newsprint are accepted as color-binding sample templates. The publisher accepts no liability for advertisements that have to be converted due to file errors or color profile errors.
Screen width:	70s grid		
Image resolution:	300 dpi, line drawing 1200 dpi at 1:1 size		
Scaling:	Size of the advertisement and ad elements to 100%		

TiAM Straight Talk

Professional investors conduct an exclusive interview with a target fund manager for TiAM

Choice of investor	As agreed by TiAM and the client (target fund manager). The precondition is that the investor/guest interviewer would invest in such a product or is already doing so.
Photo shoots	Are preferably organised by TiAM in Frankfurt or Munich. Additional costs will be incurred if the photographer has to travel to locations outside these cities.
Interview	May be taped live on-site or written down. Whichever option is chosen, this must be agreed beforehand with the investor/guest interviewer.
Volume	<ul style="list-style-type: none">- Images- Charts/graphs of the product- Approx. 2,800 characters per page- Max. 4 pages (i.e. 11,200 characters)
Rate	€ 6,900 incl. PDF-version from the magazine excl. image rights of a third party
Premium-PDF	Prepared incl. TiAM-logo, without page numbers etc. Processing fee: € 150 excl. image rights of a third party

All prices are quoted in euros; prices are exclusive of agency commission (if applicable) and VAT, excluding processing fee.

Sample TiAM Straight Talk

TiAM Specialist Article

4-page guest article of an asset manager

Text	The submitted specialist article will be edited by the editorial team. The final version will be approved by the client before publication.
Photos	Usually provided by the client. If needed, TiAM can organize a photo session.
Volume / Content	<ul style="list-style-type: none">- Images- Charts/graphs of the products- Approx. 2,800 characters per page- max. 4 pages (i.e. 11,200 characters)
Rate	€ 6,900 incl. PDF of the magazine version excl. third party image rights
Premium PDF	Prepared incl. TiAM-logo, without page numbers, etc. Processing fee: € 150 excl. third party image rights

All prices are quoted in euros; prices are exclusive of agency commission (if applicable) and VAT, excluding processing fee.

TiAM Specialist Article

2-page guest article of an asset manager

Text	The submitted specialist article will be edited by the editorial team. The final version will be approved by the client before publication.
Photos	Usually provided by the client. If needed, TiAM can organize a photo session.
Volume / Content	<ul style="list-style-type: none">- Images- Charts/graphs of the products- Approx. 2,800 characters per page- max. 2 pages (i.e. 5,600 characters)
Rate	€ 3,900 incl. PDF of the magazine version excl. third party image rights
Premium-PDF	Prepared incl. TiAM-logo, without page numbers, etc. Processing fee: € 150 excl. third party image rights

All prices are quoted in euros; prices are exclusive of agency commission (if applicable) and VAT, excluding processing fee.

Sample TiAM Specialist Article

TiAM Interview

TiAM editor interviews a fund manager, 4 pages

Photos	Usually provided by the customer. If needed, TiAM can organize a photo session.
Photos shoots	Preferably arranged by TiAM in Frankfurt or Munich. Additional costs may arise if the photographer must travel from elsewhere.
Interview	May be taped live on-site or written down
Volume	<ul style="list-style-type: none">- Images- Charts/graphs of the product- Approx. 2,800 characters per page- max. 4 pages (i.e. 11,200 characters)
Rate	€ 6,900 incl. PDF of the magazine version excl. third party image rights
Premium-PDF	Prepared incl. TiAM logo, without page numbers etc. Processing fee: € 150 excl. third party image rights

All prices are quoted in euros; prices are exclusive of agency commission (if applicable) and VAT, excluding processing fee.

TiAM Interview

TiAM editor interviews a fund manager, 2 pages

Photos	Usually provided by the customer. If needed, TiAM can organize a photo session.
Photos shoots	Preferably arranged by TiAM in Frankfurt or Munich. Additional costs may arise if the photographer must travel from elsewhere.
Interview	May be taped live on-site or written down
Volume	<ul style="list-style-type: none">- Images- Charts/graphs of the product- Approx. 2,800 characters per page- max. 2 pages (i.e. 5,600 characters)
Rate	€ 3,900 incl. PDF of the magazine version excl. third party image rights
Premium PDF	Prepared incl. TiAM logo, without page numbers etc. Processing fee: € 150 excl. third party image rights

All prices are quoted in euros; prices are exclusive of agency commission (if applicable) and VAT, excluding processing fee.

TiAM Exclusive: Let us produce a professional article or interview for you!

“Basic” content package

- A. TiAM (2 pages - professional article or interview)
 - B. Extension of the article on TiAM FundResearch
- Rate: € 4,900**

Optional modules

1. **Social media integration** (LinkedIn) of TiAM article
Rate: € 990
2. **Extension published in bi-weekly TiAM**
FundResearch newsletter
Rate: € 1,200
3. **Exclusive-mailing**
Rate: € 3,900

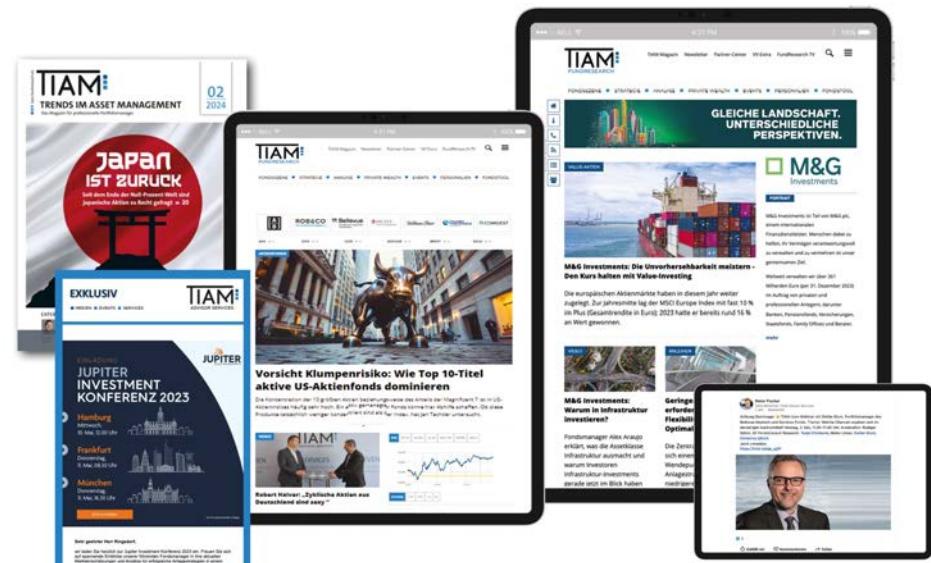
Discounts

Basic Content Package + one additional module:
3 % special discount

Basic Content Package + two additional modules:
5 % special discount

Basic Content Package + all optional modules:
10 % special discount

All prices are quoted in euros; prices are exclusive of agency commission (if applicable) and VAT.



TiAM RoundTable “products” and „trends“

TiAM Advisor Services arranges a roundtable for up to five asset managers on the topic of „These products are beating the market“ and „These trends are changing the world“. The sales/country managers exchange views on attractive products and strategies.

“Special” media package:

- A. TiAM coverage (up to 6 pages of general reporting, including one fund portrait per partner)
- B. Extension article online
- C. Social media extension per partner
- D. 14-daily-newsletter

Package rate per issue: € 7,450

Dates “These products are beating the market”

23/04/2025

Moderation: Said Yakhloifi, FondsConsult

18/06/2025

Moderation: Dieter Fischer, TiAM

15/10/2025

Moderation: Ferenc von Kacsóh (PARITER|fortis)

Dates „These trends are changing the world“

Global trends such as demographic change, ecology, space travel, new energy, biotec, AI, digitalization, mobility, security and the right products.

14/02/2025

15/05/2025

29/09/2025

All prices are quoted in euros; prices are exclusive of agency commission (if applicable) and VAT.

Dates

	TiAM 01/2025	TiAM 02/2025	TiAM 03/2025
Cut-off dates	26.03.2025	28.07.2025	03.11.2025
Handling of text formats	19.03.2025	21.07.2025	27.10.2025
Submission of advertisements	09.04.2025	11.08.2025	17.11.2025
Publication dates	08.05.2025	04.09.2025	11.12.2025
Planned topics include*	<p>ELTIF or Alternatives: Which offers investors more</p> <p>The best active fund providers: Mountain-View Data and TiAM test the providers in D/A/CH</p> <p>Fixed Income: Offers that are currently convincing</p> <p>Emerging Markets: Which strategies do investors prefer now?</p>	<p>Value and growth funds: Which approaches are worthwhile</p> <p>Quality champions: Mountain View Data tests the ESG strategies of KVGs</p> <p>Special Artificial Intelligence: Which funds are top class</p> <p>Service KVGs for institutional investors: These are the top providers</p> <p>ESG-Roundtable: What really matters for investors</p>	<p>Trends 2026: Which asset classes are in focus</p> <p>Exclusive investments: art, jewelry, penthouses + co.</p> <p>Real estate investments: what the market currently offers</p> <p>Best service KVG for fund initiators: Exclusive survey by SWI</p> <p>Alternatives: Which approaches are worthwhile?</p>

*The editorial team reserves the right to make changes in the light of current events

References

AB Europe	Deka Institutionell	LOYS
Aberdeen Standard Investments	DJE	Lupus Alpha
Acatis	DWS	M&G Investments
Amundi Asset Management	DZ PRIVATBANK	Metzler Asset Management
Aviva Investors	Fidelity International	MFS Investment Management
AXA Investment Managers	Franklin Templeton	Natixis
Baillie Gifford	Global X	Neuberger Berman Group
Bank J. Safra Sarasin	Hansainvest	ODDO BHF Asset Management
BayernInvest	Hauck Aufhäuser Lampe	Pictet Asset Management
Bellevue Asset Management	Huber, Reuss & Kollegen	Robeco Deutschland
Berenberg Bank	Insight Investment	Schroder Investment Management
BlackRock / iShares	Invesco Asset Management	StarCapital
Blue Bay	IP Concept	State Street Global
BNP Paribas Investment	J.P. Morgan Asset Management	T. Rowe Price
BNY Mellon	Jupiter Asset Management	UBS Asset Management
Candriam Asset Management	Kames Capital	Vanguard Asset Management
Columbia Threadneedle	Landesbank Berlin	u.v.m.
Carmignac Asset Management	Lloyd Fonds	

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Further offers/possibilities within
the TiAM-family
upon request.



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