



FONDSFORUM

MAGAZIN

The trade magazine for the institutional property industry

MEDIA DATA

03.2026





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The **FondsForumMagazin** is one of the leading trade media for institutional real estate and fund topics. It specifically reaches decision-makers with high-quality content and a modern design – making it the ideal advertising medium for providers in the real estate sector.

Target Group & Reach

- Over 3,800 professional readers: executives and senior managers from insurance companies, pension funds, banks, asset managers, foundations, etc.
- No scattering loss: clear focus on relevant decision-makers.
- Publication frequency: 10 issues per year as a digital magazine internationally; issue 10 is additionally published in print.

Editorial Content & Added Value

- Specialist articles & expert interviews on institutional real estate investments.
- Short, well-founded market analyses that support decision-making processes.
- Long-term visibility through forwarding & archiving of the magazine.



YOUR ADVANTAGES OF PLACING AN AD

- 100% target audience, 0% scattering loss
- High decision-making competence among readers
- Credible environment thanks to high-quality content
- Optimal visibility due to a limited number of ad placements
- Attractive conditions & combined offers







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Advertising Opportunities & Prices

Flexible formats available for every strategy:

Format	Tower	1/3 page	1/2 page	Full-page
				
Size (W×H mm)	57.5 × 231	185.0 × 77.0	210 × 148.5	210 × 297
Prize (EUR per issue)	390	420	790	1.490

All prices are net. Before discounts and agency fees, plus VAT; Issue 10/2026: +20% (will be printed and mailed).

Technical requirements

Final format (actual size):	W 57.5 x H 231.0 mm	W 185.0 x H 77.0 mm	W 210.0 x H 148.5 mm	W 210.0 x H 297.0 mm
File format*:	W 63.5 x H 237.0 mm	W 191.0 x H 83.0 mm	W 216.0 x H 154.5 mm	W 216.0 x H 303.0 mm
Safety margin from the edge:	6 mm			
File type:	PDF X (3 or higher)			
Color mode, color profile:	CMYK, Farbprofil FOGRA27 oder ISO Coated V2			
Image resolution:	minimum 300 dpi			


* The file format refers to the format in which your print data should be prepared. This format includes a 3 mm bleed on all sides. This bleed will be trimmed by us. Please always extend backgrounds and objects that run to the edge up to the edge of the file format to avoid white margins.

Discount options for multiple placements:

- 5% from 3 placements
- 10% from 5 placements
- 15% from 10 placements

Your Contact for Inquiries:

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