

Advertising information

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Brief description

Professional, practical and independent, Insight provides information monthly about Corporate Governance events in Germany. Insight shows whether and how companies comply with models of good corporate governance in their behaviour. Insight provides information on the latest developments in the political and academic debate. And Insight is a platform for contributions to the discussion as for opinions on corporate governance.



The **Core** of Insight is the survey produced by AfU Investor Research GmbH of stock based financial transactions, directors' dealings, changes in holdings and changes on management and supervisory boards in DAX, MDAX and TECDEX companies.

There are also corporate announcements, reports from politics and business, an events diary and reading tips.



Expert Guest Authors

provide informed, high-quality journalistic essays on all aspects of corporate governance. The authors are well-known lawyers and partners from national and international firms as well as guest authors from industry, science and politics.

Here is a selection:

Christian Strenger, Mitglied der Regierungskommission Deutscher Corporate Governance Kodex und Präsident der International Corporate Governance Network (ICGN)
Prof. Dr. Rüdiger von Rosen, Deutsches Aktieninstitut e.V.
Dr. Dietmar Hexel, Vorstand des Deutschen Gewerkschaftsbundes
Dr. Stephan Howaldt, Chief Executive Hermes Focus Asset Management Europe Ltd.
Dr. Florian Schilling, Board-Consultants International
Dr. Stefan Simon, Kanzlei Flick Gocke Schaumburg u.v.a.

Audience

Financial sector	Institutional investors, including those abroad, interested in the German stock markets, banks and insurance companies
Company bodies	Board and supervisory board members and managing directors of listed German companies
Advisers	Lawyers, accountants, M&A advisers, auditors, CFOs, Compliance Officers and IR Managers
Shareholders and shareholder representatives	attentive to the issue of corporate governance
Foundations	and their heads, bodies and committees
Scientists and politicians	who have their eye on the of topic Corporate Governance.

Distribution

Insight is distributed in electronic form as a pdf.

The German version of Insight reaches 13.000 qualified decision-makers each month, among them:

- 1.200 board and IR managers of listed German companies
- 930 executives and IR managers of listed international companies
- 800 private-equity managers and service providers (lawyers, etc.)
- 2500 managers in asset management and family offices
- 300 managers of investment companies
- 6000 institutional investors, shareholders and shareholder representatives
- 1000 members of relevant Foundation boards and internal bodies
- 270 media representatives, scientists

The English version is monthly sent to a total of 40,000 e-mail addresses (Europe and worldwide).

The addresses are all professional decision-makers - CEOs, CFOs, and from the fields of investor relations, Asset Management, CSR, accountability, finance, organization and management of general meetings and voting rights, universities (faculties of Economics / Political Science / Sociology, with a Corporate Governance interest) as well as legal, auditing and consulting services. The continuously maintained and updated address information can be categorized as follows:

- 8.600 Institutional investors
- 6.900 Issuers
- 6.300 Banking / Insurance
- 5.200 Investors
- 4.500 Consulting
- 3.100 Politics
- 3.700 Press
- 2.200 Other

Ad formats and prices in Euro

Format		Width x Height in mm	coloured
1/1 page	Ad	210 x 297	2.000,-
1/2 page horizontal	Ad	170 x 124	1.500,-
1/3 page horizontal	Display in AfU-tables	170 x 83	1.000,-
1/3 page horizontal/high	Ad	170 x 83 / 54 x 248	800,-
2/1 page	Expert Alerts	2 columns, 8.000 characters with photo	3.000,-

All prices are exclusive of VAT.

Discounts

On purchase within 12 months (insertion year) of:

from 3 pages	10%
from 5 pages	20%
from 10 pages	35%

Format

210 mm wide, 297 mm high (DIN A 4)

Type area

170 mm wide, 248 mm high – 3 columns each 54 mm wide

Frequency and closing

Published monthly, in German and English, see Schedule

2010 Schedule

Issue	Release schedule	Ad closure*
February	8.2.	4.2.
March	8.3.	4.3.
April	6.4.	31.3.
May	10.5.	6.5.
June	7.6.	2.6.
July	12.7.	8.7.
August	9.8.	5.8.
September	6.9.	2.9.
October	11.10.	7.10.
November	8.11.	4.11.
December	6.12.	2.12.
January	3.1.	29.12.

*This date is also the delivery date for all printing materials / data transmission and the last possible withdrawal date for all orders.



Technical Data

Publication date	End of the first full week in the month
Size	at least 40 pages
Colour ads	Four-colour process (CMYK colour model)
Resolution	at least 200 dpi
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