

assets

MEDIAKIT 2016

 **COMMODITIES.** STOCKS. **PROPERTIES.** DERIVATIVES. **INVESTMENT TRUST.** INSURANCES.

GOLD. JEWELS & DIAMONDS. **ASSET MANAGEMENT.** FAMILY OFFICE. **FOUNDATIONS.** BEQUEATHMENT.

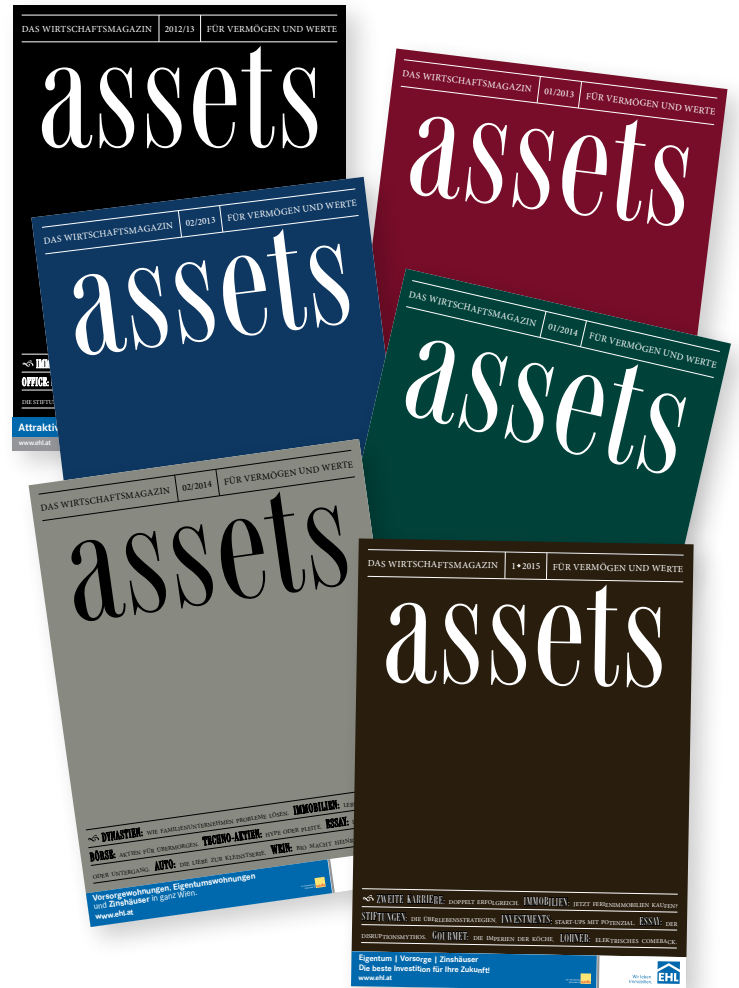
ART. OLD & YOUNG TIMER. **COLLECTIONS.** FAMILY-OWNED ENTERPRISES. **TAXES.** VALUE RETENTION.

The magazine: safety first

Europe's high net worth individuals (with more than 1 m. USD in liquid assets) have 9 trillion dollars at their disposal for investments. But where can you park your money safely? Where can one expect substantial returns? Where do you find low-tax inheritance laws? *assets* shows you where your money is still safe.

The players: banking & investment

assets takes a look behind the curtains of private and family bankers: which assets were they entrusted with? What are their investment strategies? What are their projections for the future? What kind of services has one to expect from future-oriented private banks?



The content: anything that generates money

assets provides long-term trends as well as projections for stocks, bonds, investment trusts, commodities and properties on at least 84 pages. It also includes portraits of the most important players and decision makers of the private banking sector as well as extras including alternative investments – how to increase your wealth with watches, cars, art, wine and jewelry.



The target group: a guide for the wealthy

assets will be launched with a circulation of more than 10,000 in cooperation with data-base specialists of business-assistance.com. It will be sent to family-owned companies, foundations, successful freelancers and top-managers. *assets* targets wealthy clients exclusively – the magazine is not available for sale!

Advertising sizes & prices



ADVERTISEMENT 2/1

FORMAT 420 x 280 (3 mm bleed)

PRICE € 12,900 (excl. fees & taxes)



ADVERTISEMENT 1/1

FORMAT 280 x 280 (3 mm bleed)

PRICE € 7,900 (excl. fees & taxes)



ADVERTISEMENT ½

FORMAT 210 x 135 (3 mm bleed) for landscape

FORMAT 100 x 280 (3 mm bleed) for portrait

PRICE € 4,500 (excl. fees & taxes)

Package 2016

20% discount on every format if you book ads for both issues.

Your contact

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Data publication dates

10,000 magazines, personally addressed to high net worth individuals

Publication dates

May and October 2016

Terms and Conditions

PLACING OF ORDER

1. Orders are subject to the general terms and conditions, the currently valid rate card for advertisements and the respective order confirmation. No other terms and conditions shall be accepted and such terms may be contradicted in relation to points that do not contradict these Terms and Conditions. The following applies to consumers in accordance with § 1 KSchG (Consumer Protection Act): if individual provisions in these Terms and Conditions are or become invalid in whole or in part, they shall be replaced by lawful provisions; the remaining provisions of these Terms and Conditions remain unaffected thereby.
2. The publisher reserves the right to reject advertising orders – including individual advertisements during the terms of an order – at its own discretion without giving any reason.
3. Orders shall be placed in written form. Verbal agreements that are not confirmed in written form shall not be binding for the publisher.
4. Side agreements that are considered part of the order shall require written form.

ORDER PROCESSING

5. Advertisement orders shall be processed within one year.
6. The discounts mentioned in the current rate card shall only be granted for advertisements published within one calendar year.
7. The client shall only be granted discounts if he placed an order in advance that entitles him to discounts. If an annual order is not fulfilled due to no fault of the publisher, the client must reimburse the publisher for the difference between the discount granted and the discount actually accepted. Entitlements to retroactive discounts shall lapse if they are not claimed within one month after the expiration of the respective year. In case of settlement or bankruptcy all discounts shall be cancelled.
8. No guarantee shall be given for the placement of advertisement in specific places of an issue.
9. Competitive exclusion shall not be agreed by the publisher. Exclusions can only be agreed to in written form for two opposite pages.
10. Text advertisements and advertisement which are not recognisable as advertising shall be marked by the publisher in accordance with § 26 MedienG (Media Law).
11. The publisher assumes no liability for the correctness of changes requested and orders placed by telephone.
12. The publisher reserves the right to accept printing data only in digital form.
13. The client shall be responsible for providing the respective printing data in a timely manner. The publisher only guarantees the correct reproduction of the advertisement if proper printing data is provided, for which the client is exclusively responsible. The publisher shall not be obliged to warn the client about these conditions.
14. Printing errors that do not substantially compromise the advertisement shall not justify any compensation claims towards the publisher. Incorrectly printed control data shall not justify any claims of the client. The publisher shall accept no liability for possible damages that may occur due to the non-publication of an order on a specific day or due to printing errors. The publisher is only liable in case of wilful

- misconduct and gross negligence. In any case the liability shall be limited to the amount charged for the respective order. In case of a warranty claim, the publisher shall be entitled to free himself from the reduction or repayment of said amount by including the advertisement in proper quality in an upcoming issue at a point in time that shall be agreed upon with the client.
15. The client shall be exclusively liable for typographical errors and other deficiencies of the materials provided by the client.
 16. If these deficiencies are not immediately recognisable and therefore only detectable during the printing process, the client shall not be entitled to any claims regarding unsatisfactory print results.
 17. Proofs shall only be provided on request. The client is responsible for the correctness of the returned proofs. If the client does not return proofs, that were sent to him in due time, until the publisher's deadline or another date that the publisher agreed to, the proofs shall be deemed approved for print. The client shall bear any costs for substantial changes to the originally agreed upon advertisement as well as costs for the delivery of copies created by the publisher as well as films and graphics works.
 18. The obligation to hold printing material in safekeeping shall expire three months after the publication of the last advertisement.
 19. Objections of any kind must be reported within eight days after the publication date of the advertisement.
 20. The client guarantees that the advertisement does not violate any legal provisions and that no rights of third parties are violated. The client shall hold the publisher and his employees harmless from and against any claim or cause of action arising out of the published advertisement (for example when they are claimed by the publisher's competitors, such as advertising fees for judicially ordered counter statements) and make full amends for any disadvantages that they suffer. The publisher and its staff shall not be obliged to check the advertisement or counterstatements. They are, however, entitled to make legally necessary changes of advertisements without prior consultation with the client.
 21. The publisher is only liable for damages incurred by gross negligence or wrongful intent of himself or his agents. The publisher shall not be liable for consequential damages and lost profits, particularly in case of positive contractual malperformance. The publisher shall not be liable for damaged or lost data or files.
 22. The publisher shall not be liable for operational disturbances or force majeure and shall be entitled to full payment of the advertisement if the advertisement is published in due time after the removal of the malfunction or interference.
- ## CHARGING AND PAYMENT
23. The invoice shall be payable within 30 days net.
 24. Invoice claims shall be asserted in writing within 2 weeks after the issue date.
 25. Under important circumstances the publisher shall be entitled to make the publication of further advertisements subject to the settlement of outstanding invoices, prepayment of the respective amount or payment of open invoices, also during the term of an advertising order and regardless of an originally agreed term of payment, without creating any claims of the client against the publisher.

26. Statutory default interests in accordance with § 133 section 2 of the Austrian civil code shall be charged in case of delayed payment or failure to pay. The publisher reserves the right to charge for advertising taxes that have not been charged before, if the tax authority claims said taxes. Costs incurred by judicial and extrajudicial proceedings shall be borne by the debtor. The publisher shall be entitled to postpone the fulfillment of the order until payment.
27. In the event of changes to the rate card, the new conditions also have immediate validity for contracts which are already in force, unless a different agreement has been explicitly agreed upon in writing.
28. Costs for lithographs and the transmission of digital data via ISDN shall be borne by the client.
29. Advertisements may be produced without the base colour black; this does not affect the calculation of the costs of the advertisement. If printing materials for colour advertisements consist of more than three colour elements the additional production costs for every additional colour image shall be charged separately.
30. The costs of final artworks or other printing materials shall be borne by the client.
31. The client shall bear any additional costs incurred by late delivery of printing materials (three weeks before publication date).
32. Incurred production costs (lithographs, photos, settings) shall be charged at cost price.

CANCELLATIONS

33. Notice of cancellation must be given by a registered letter that has to reach the publisher four weeks prior to the respective advertisement's deadline in which case there shall be no payment obligation for the client (cancellation charge). Cancellations that reach the publisher after said cancellation deadline shall be paid in full.

GENERAL

34. The place of contractual fulfillment and court of jurisdiction is Vienna.
35. In case of operational disturbances or force majeure the publisher is entitled to full payment of the advertisements published if 75 percent of the print run assured for the advertising order is met. For lower percentages, payment per thousand shall be calculated accordingly.
36. Declaration of consent for advertising information: the client expressly agrees to the storage and processing of his transmitted data as well as the transmission of advertising material in form of bulk mailings (via e-mail, phone, text message, MMS services) by PG – The Corporate Publishing Group GmbH about its products and campaigns as well as planned magazines, newsletters or other media products. This agreement can be revoked at any time.
37. Austrian law shall be applied exclusively to this contractual agreement and any legal disputes arising from this agreement under exclusion of the UN Convention on the International Sale of Goods and the IPR rules of conflict of laws.
38. In case of discrepancies between this English version and the German version of these Terms and Conditions the German version is the authoritative one and supersedes this English version.