Sonderbeilage
Grüne Finanzierung

Eine Revolution steht bevor
Siemens-Treasurer
Peter Rathgeb im Interview

Schwerpunkt
Grün, digital und günstig: die Trends in der Finanzierung

Karriere
Conti-Treasurer Stefan Scholz über seinen Job als Aufsichtsrat

Organisation
Zalando wird erwachsen und ordnet die Prozesse im Treasury neu

Zahlungsverkehr
So verändert die PSD2 die Spielregeln für Händler und Banken

FRANKFURT BUSINESS MEDIA GMBH – the F.A.Z. special-interest publisher
1. INFORMATION ABOUT THE PUBLISHER AND CONTENT

Publisher
FRANKFURT BUSINESS MEDIA GmbH
Der F.A.Z.-Fachverlag
Bismarckstr. 24,
61169 Friedberg, Germany
Phone: +49 60 31 73 86-0
verlag@frankfurt-bm.com
www.dertreasurer.de
www.frankfurt-bm.com

Management
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Advertising manager
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Sales Director
Phone: (069) 75 91-32 17
dorothee.groove@frankfurt-bm.com

Ad scheduling
Phone: +49 60 31 73 86-17 12
advertising@frankfurt-bm.com

Years of publication: 14

Purchase price: Cover price is €6.00

Frequency of publication
Print edition: four
E-magazine edition: 24

Bank account information
Frankfurter Volksbank eG
IBAN: DE91 5019 0000 6000 0172 03
BIC: FFVB DE FF

Terms of payment
Subscribers: No discount is applied to payments made within 30 days of the billing date.
Advertisers: Payments made in advance and through direct debit receive a 2% discount. No discount will be applied if any outstanding invoices exist.

General terms and conditions
The general terms and conditions apply to the handling of orders. These can be reviewed online at www.frankfurt-bm.com/AGB or obtained from the publisher. The information provided in the price list may be updated throughout the year. The final, binding version of the price list can be found at www.dertreasurer.de/media-kit/.
FRANKFURT BUSINESS MEDIA – the F.A.Z. special-interest publisher stands for high quality standards in journalism and expertise in topics related to finance and economics.

One of the company’s leading publications is “DerTreasurer,” the central communication platform for treasury issues in German-speaking countries.

Profile
Covering all aspects of treasury professionals’ daily work, the well-established magazine provides insightful information in a clear format.

Four print editions a year complement the reporting with background reports, authors’ contributions and comments. In the cover story, the editorial team portrays the work of Treasury-departments and their heads. Reports and analyses from the departments of technology, financing & investment, payment transactions & Cash Management and Career & Organization.

By using the website www.dertreasurer.de, readers can obtain daily news pertinent to treasury issues. Subscribers also receive breaking news about important sector events and developments.

The proven expertise and network of the editors at FINANCE, a publication of FRANKFURT BUSINESS MEDIA GmbH, assure the accuracy of the information and the appeal of the design.

Circulation
The e-magazine is sent every two weeks per e-mail to more than 9,700 subscribers. At this point, it is also available at www.dertreasurer.de.

The print version has a circulation of 10,000 editions.

Readership
The vast majority of the readership comprises professionals from the treasury and finance divisions of large companies (with revenues of more than €100 million). Other subscribers of “DerTreasurer” include financial service providers, bankers and consultants. The number of readers has continuously grown since the magazine was started in January 2007.

“DerTreasurer” is now the medium with the largest reach for this target group.
“DerTreasurer” appears four times a year as a print version that registered subscribers receive for free. In addition to key topical areas, all important trends and subjects crucial to treasurers are addressed, including: cash management, financing, software, personnel and career.

**Frequency of publication:** quarterly

**Printed copies:** about 10,000

**Discounts/frequency discounts**

All discounts apply to each advertiser and business year.

- For two ad placements: 5%
- For four ad placements: 10%

**Technical information**

**Trim size:** 210 mm wide x 280 mm high plus 3 mm trim margin on all sides

**Print area:** is 176 mm wide x 240 mm high.

**Print process:** Sheetfed offset (cover), web offset (content)

**Preparation:** Saddle stitch

**Resolution:** Raster of 70 lines per cm

**Colors:** Euroscale/CMYK

(no special colors such as: Pantone, HKS)

**Profile of cover:** FograProfil ISOcoated_v2_eci.icc

**Profile of content:** FograProfil PSO_LWC_Improved_eci.icc

Both profiles are available at www.eci.org.

**File format:** Closed documents: high-resolution PDF file (version 1.5)

**Printing data:** Send to advertising@frankfurt-bm.com

Phone: +49 60 31 73 86-17 12

### Publication schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Booking deadline*</th>
<th>Materials deadline</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/2020</td>
<td>Mar 20</td>
<td>Feb 28</td>
<td>Mar 04</td>
<td>Digitalisation of the treasury function</td>
</tr>
<tr>
<td>02/2020</td>
<td>Jun 12</td>
<td>May 19</td>
<td>May 25</td>
<td>Cash Management</td>
</tr>
<tr>
<td>03/2020</td>
<td>Sep 25</td>
<td>Sep 04</td>
<td>Sep 09</td>
<td>Financing &amp; Risk Management</td>
</tr>
<tr>
<td>04/2020</td>
<td>Dec 18</td>
<td>Nov 27</td>
<td>Dec 02</td>
<td>Payment transactions</td>
</tr>
</tbody>
</table>

* The advertising deadline is also the last possible cancellation date.

### Advertising rates

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<th>Trim size (210 mm x 280 mm)</th>
<th>Print area (W x H in mm)</th>
<th>Bleed size** (W x H in mm)</th>
<th>Ad price 4c or b/w in euro*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>176 x 240</td>
<td>210 x 280</td>
<td>8,500</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>–</td>
<td>210 x 280</td>
<td>9,500</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>–</td>
<td>210 x 280</td>
<td>9,300</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>–</td>
<td>210 x 280</td>
<td>9,900</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>392 x 240</td>
<td>420 x 280</td>
<td>17,000</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>176 x 120</td>
<td>210 x 140</td>
<td>4,900</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>176 x 80</td>
<td>210 x 96</td>
<td>3,300</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>176 x 60</td>
<td>210 x 76</td>
<td>2,500</td>
</tr>
</tbody>
</table>

* These rates do not include German value-added tax; agency commission is 15%.

** For bleed ads, please allow for an additional 3 mm margin per side.
Sustainability is a hot topic at the moment: The special supplement “Grüne Finanzierung & Nachhaltige Kapitalanlage” (Green Financing & Sustainable Investment) aims to provide a comprehensive overview of the role that ESG factors (environmental, social, governance) are now playing in the world of companies and institutional investors. In this newly published supplement, experts give valuable advice on how finance departments can best incorporate the topic of sustainability into their own work – from financing through financial investment right up to reporting obligations. Finance executives receive practical tips and the most important information on all aspects of regulatory developments.

The special supplement will be published not only in the 3/2020 issue of DerTreasurer, but also in its prestigious affiliate media FINANCE 5/2020 and dpn 5/2020.

**Current topics**

**Financing**
- ESG-linked loans: A basic instrument for entering the green finance market?
- Premiere: Schuldschein** with an ESG component
- Second volumes on green bond market – how much growth is still possible?
- Rating: Credit and ESG ratings are converging
- Social and governance – the neglected factors
- Bank sustainability tests: How ESG factors can influence credit checks
- The IR challenge: What is the best way to inform investors about one’s own sustainability strategy?

**Asset management**
- Definition issues: Investors first have to define sustainability for themselves
- Best in class is in the ascendant: Investors are looking for the model students
- ESG analyses for smaller companies: How to proceed
- ESG and ETFs – a contradiction in terms?
- ESG and country ratings: What to be aware of
- What next after ESG?
- The regulatory ESG update
- How to define ESG investment guidelines
- Sustainable megatrends in ETF format
- Portfolio decarbonization against the backdrop of climate change

**Regulatory requirements**
- Taxonomy: The key points about the EU’s draft regulation
- Is Germany on the way to becoming the leading location for sustainable finance?
- EU Green Bond Standard: What does the new draft achieve?

* Subject to change
** German promissory note
### Advertising rates

<table>
<thead>
<tr>
<th>Trim size (200 mm x 270 mm)</th>
<th>Print area (W x H in mm)</th>
<th>Bleed size (W x H in mm)</th>
<th>Ad price in euro*</th>
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<tbody>
<tr>
<td>1/2 page horizontal</td>
<td>170 x 116</td>
<td>200 x 130</td>
<td>6,250</td>
</tr>
<tr>
<td>1/1 Full page</td>
<td>170 x 230</td>
<td>200 x 270</td>
<td>10,500</td>
</tr>
<tr>
<td>2. Inside front cover</td>
<td>–</td>
<td>200 x 270</td>
<td>11,500</td>
</tr>
<tr>
<td>3. Inside back cover</td>
<td>–</td>
<td>200 x 270</td>
<td>11,500</td>
</tr>
<tr>
<td>4. Outside back cover</td>
<td>–</td>
<td>200 x 270</td>
<td>12,500</td>
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* These rates do not include German value-added tax.

### Publication dates and print runs

<table>
<thead>
<tr>
<th>Publication date</th>
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<td>Sep 25</td>
</tr>
<tr>
<td>FINANCE</td>
<td>Sep 04</td>
</tr>
<tr>
<td>dpn</td>
<td>Sep 04</td>
</tr>
</tbody>
</table>

| Booking deadline* | July 24, 2020 |

* The advertising deadline is also the last possible cancellation date.
The e-magazine “DerTreasurer” is the central communication platform for treasury professionals and service providers. The magazine provides treasurers with authoritative news about all aspects of their daily work. To achieve this, the editorial staff compiles news relevant to treasury professionals and presents the information in a concise, appealing form every two weeks.

**Technical information**
High-resolution PDF file (version 1.5). Convert special colors into Eurocolor scale, include fonts when sending or convert into paths. When creating a PDF with Adobe InDesign, please check the PDF in Acrobat for the presence of Identity-H encoding and convert any of these fonts into paths.

**Booking deadline**
Because advertising space is limited, we urge you to contact us as early as possible, but at the latest 7 working days before publication date. The advertising deadline is also the last possible cancellation date.

**Materials deadline**
Five working days before publication date, please send your printing data to advertising@frankfurt-bm.com.

**Publication schedule**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Issue</th>
<th>Publication date</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/2020</td>
<td>Jan 16</td>
<td>13/2020</td>
<td>Jul 02</td>
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<tr>
<td>02/2020</td>
<td>Jan 30</td>
<td>14/2020</td>
<td>Jul 16</td>
</tr>
<tr>
<td>03/2020</td>
<td>Feb 13</td>
<td>15/2020</td>
<td>Aug 13</td>
</tr>
<tr>
<td>04/2020</td>
<td>Feb 27</td>
<td>16/2020</td>
<td>Aug 27</td>
</tr>
<tr>
<td>05/2020</td>
<td>Mar 12</td>
<td>17/2020</td>
<td>Sep 10</td>
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<tr>
<td>06/2020</td>
<td>Mar 26</td>
<td>18/2020</td>
<td>Sep 24</td>
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<tr>
<td>07/2020</td>
<td>Apr 09</td>
<td>19/2020</td>
<td>Oct 08</td>
</tr>
<tr>
<td>08/2020</td>
<td>Apr 23</td>
<td>20/2020</td>
<td>Oct 22</td>
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<tr>
<td>09/2020</td>
<td>May 07</td>
<td>21/2020</td>
<td>Nov 05</td>
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<td>10/2020</td>
<td>May 20</td>
<td>22/2020</td>
<td>Nov 19</td>
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<td>11/2020</td>
<td>Jun 04</td>
<td>23/2020</td>
<td>Dec 03</td>
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<tr>
<td>12/2020</td>
<td>Jun 18</td>
<td>24/2020</td>
<td>Dec 17</td>
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**Advertising rates**

<table>
<thead>
<tr>
<th>Ad formats</th>
<th>Format (W x H in mm)</th>
<th>Price of 4c in euro*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>190 x 275</td>
<td>3,500</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>190 x 130</td>
<td>1,800</td>
</tr>
</tbody>
</table>

* These rates do not include German value-added tax; agency commission is 15%.
WEBSITE
The website www.dertreasurer.de informs daily updates on the most important treasury news with background reports, WebTV interviews, White papers and webinars.

NEWSLETTER
The bi-weekly newsletter delivers beside the current e-magazine the most important news for treasurers formulated on the Point.

JOB ADVERTISEMENTS
Place your job ad in the DerTreasurer career listing section of our website. Here you can reach the target group of treasurers and managers Finances without wastage.

SPECIAL AD FORMS
— Microsite

Reach, August 2019
Source: Google Analytics

Unique Visitors 20,876
Visits 28,326
Page Views 49,059
## 7. ONLINE ADVERTISING: WEBSITE AND MOBILE

<table>
<thead>
<tr>
<th>Type of ad</th>
<th>Price (plus German value-added tax, agency commission 15%)</th>
<th>Technical specifications (format in pixels [W x H], file size and format)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>CPM: €100 Fixed positioning incl. Super banner: €3,500</td>
<td>Top: 728 x 90, right: 160 x 600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>JPEG, PNG, GIF, RichMedia max. 80 KB</td>
</tr>
<tr>
<td>Billboard</td>
<td>CPM: €100 Fixed positioning: €3,500</td>
<td>930 x 250</td>
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<tr>
<td></td>
<td></td>
<td>JPEG, PNG, GIF, RichMedia max. 80 KB</td>
</tr>
<tr>
<td>Half page</td>
<td>CPM: €100 Fixed positioning: €3,500</td>
<td>300 x 600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>JPEG, PNG, GIF, RichMedia max. 80 KB</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>CPM: €75 Fixed positioning: €3,500</td>
<td>300 x 250</td>
</tr>
<tr>
<td></td>
<td></td>
<td>JPEG, PNG, GIF, RichMedia max. 80 KB</td>
</tr>
<tr>
<td>(Wide) skyscraper</td>
<td>CPM: €75 Fixed positioning: €3,500</td>
<td>120 (width: 160) x 600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>JPEG, PNG, GIF, RichMedia max. 40KB</td>
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<tr>
<td>(Wide) Super banner</td>
<td>CPM: €75 Fixed positioning: €3,500</td>
<td>728 (width: 800) x 90</td>
</tr>
<tr>
<td></td>
<td></td>
<td>JPEG, PNG, GIF, RichMedia max. 40KB</td>
</tr>
<tr>
<td>Video ad</td>
<td>CPM: €75 Fixed positioning: €3,500</td>
<td>640 x 360</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video: MOV, preview image: JPEG, max. 80 KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Actual size of the video: 300 x 169 (right column, preview); 640 x 360 (landing page)</td>
</tr>
<tr>
<td>Flying Carpet Package: Desktop + Mobile</td>
<td>CPM: €100 Fixed positioning: €2,500</td>
<td>Desktop: Size: 600 x 1,024, Display: 600 x 300, max. 80 KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mobile: Size: 300 x 600, Display: 300 x 300, max. 40 KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>JPEG, PNG, GIF, RichMedia</td>
</tr>
</tbody>
</table>

Please note: Fixed positioning: Subject to availability, 30,000 AIs (Flying Carpet: 20,000 AIs) guaranteed per month. URL of the landing page must be provided.

Our Medium Rectangle online offer automatically includes a free of charge mobile extension. For full information on available mobile formats (e.g. Adhesion Banner, Leaderboard) please contact dorothee.groove@frankfurt-bm.com
8. ONLINE ADVERTISING: NEWSLETTER

In addition to the latest edition of the e-magazine including PDF download (see point 4), the biweekly newsletter concisely reports on the latest news affecting treasurers. The newsletter’s high level of credibility and the extensive interest it has generated in its target group, a fact that is reflected in part by above-average open and click rates, create an ideal setting for your advertisement.

About 9,700 Subscribers

Advertising rates

<table>
<thead>
<tr>
<th>Type of ad</th>
<th>Formal in pixels (W x H)</th>
<th>Rate per ad placement in euros*</th>
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</thead>
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<tr>
<td>Medium rectangle</td>
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<tr>
<td>Advertorial**</td>
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</tr>
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</table>

* These rates do not include German value-added tax; agency commission is 15%.
** Headline: max. 50 characters (including spaces), text: max. 320 characters (including spaces)

Printing material/technical information

File format: JPEG, PNG
File size: max. of 40 KB
Provide URL of the landing page.
One week before publication, send to advertising@frankfurt-bm.com.

Discounts/frequency discounts

All discounts apply to each advertiser and business year.
For five ad placements: 5%
For 10 ad placements: 10%

*These rates do not include German value-added tax; agency commission is 15%.*

**Headline: max. 50 characters (including spaces), text: max. 320 characters (including spaces)
9. SPECIAL ADVERTISING FORM: MICROSITE

A microsite gives you an opportunity to present your content under the brand “DerTreasurer”. In this advertising form, your content is placed on its own subpage. To promote the microsite, the “DerTreasurer” newsletter and native advertising on the website are used. The following Options are available:

Option 1
Creation of a microsite including hosting on the FBM website
The “TheTreasurer” team will handle the design and programming of the microsite. Only the content (article, texts, photos) has to be delivered. The microsite will have the look and feel of “TheTreasurer”. A monthly report will inform you about the click rate and dwell time.

Option 2
Creation of a microsite as iFrame Redirect
A square area (or iFrame) will be placed on the right-hand side of a microsite. The customer’s content will be placed in it and can be accessed (in short: an advertorial). Hosting and tracking are done by the customer. The typical navigation elements of “TheTreasurer” will be placed outside the iFrame (header, footer, navigation, etc.). The customer will provide the content.

Price: from € 5.000 per month

Technical information
We will be happy to provide you with the technical information upon request.
One job ad, three media channels and a single rate!
By placing a job ad in “DerTreasurer,” you will speak directly to the target group of treasurers and CFOs.

Services provided for the one-time placement of a premium job ad:
— Premium job ad in the e-magazine (including logo, brief description of the position and the company)
— Inclusion in the e-mail including link to the landing page
— Appearance for 30 days in the job portal of dertreasurer.de/jobs
Rate: €1,035 plus VAT
Additional option: Print job ad

Technical information
High-resolution PDF file (version 1.5). Convert special colors into Eurocolor scale, include fonts when sending or convert into paths.
When creating a PDF with Adobe InDesign, please check the PDF in Acrobat for the presence of Identity-H encoding and convert any of these fonts into paths.
Cash Management Campus

The Cash Management Campus is based on the concept of the Cash Management University, an annual conference that BNP Paribas and selected cosponsors have conducted in Paris since 2008. BNP Paribas designed the Cash Management Campus in Germany with the help of the editorial staff of “DerTreasurer” and has been successfully conducting it here since 2013 as a way of promoting discussions between corporate treasurers and cash managers. We will be glad to talk with you about positioning options. Just ask.

April 22 in Cologne

Structured FINANCE

This is a discussion platform for modern company financing – for the avant-garde of issues between equity and the tried-and-true loan. Financial decision-makers in companies meet with their peers and providers of modern financing products.

On the evening of the first conference day, two award ceremonies will be held as part of the absorbing evening event. The CFO of the Year will be recognized for exceptionally successful and innovative finance management. In addition, the Treasury of the Year award will be presented to a game-changing project conducted by a treasury department. We will be glad to talk with you about positioning options. Just ask.

November 25-26 in Stuttgart
Webinars
Treasurers are pressed for time. That makes a webinar the perfect solution: It gives them a chance to attend an online seminar with highly respected subject-matter experts without spending any time or money on travel. Sponsors of a webinar have an attractive opportunity to generate valuable contacts in a low-cost, time-saving manner.

“DerTreasurer” webinars: discussions on the job
— Lively: video transmission, talk and presentation, discussion of issues on a whiteboard
— Interactive: chats, participant surveys, discussion groups, phone and video conference
— Simple: customers who do not have a computer headset or VoIP can still attend

We will be glad to provide you with information about webinars. Just ask.
Market analyses – panel discussions or studies
Confidential market analyses, panel discussions or headline-generating studies: Put your faith in the experienced FINANCE research team. We offer the expertise of our editorial staff combined with sound research skills.

Quality and quantity: No matter whether you are interested in a representative survey or in-depth interviews – we are experts in the appropriate methodology. Thanks to our extensive special-interest media work in and with our target groups, we enjoy above-average response rates.

High-impact positioning as the copublisher of a study: The execution of a study is supported by intensive marketing and active PR support. The range extends from ads in the FINANCE product line, press releases and news conferences to roundtable discussions with representatives of your target group. Take advantage of this opportunity to internally and externally communicate your expertise and learn something more about your target markets.

We will be glad to provide you with information about study options. Just ask.
14. THE PRODUCT LINE

Print
Attention-grabbing advertisements, advertorials
— “DerTreasurer” – the resource for the finance department
— FINANCE – the magazine for CFOs
www.dertreasurer.de
www.finance-magazin.de

Online
Online campaigns and attention-grabbing special forms of advertising, individual positioning with customer microsites.
www.dertreasurer.de
www.finance-magazin.de
Attractive advertising space, advertorials, special forms of advertising and job ads in newsletters and e-magazines.
“DerTreasurer” FINANCE Daily
www.dertreasurer.de
www.finance-magazin.de

Research
Confidential market analyses, panels and headline-generating studies. DerTreasurer Panel, including
— A new focus for financing strategy and risk management
— Currency markets
— Digitalisation of the treasury function
www.dertreasurer.de/panels

Events
“DerTreasurer” events focus on current, practical issues. A large number of opportunities to network with financial decision-makers and makers and company treasurers.
— Structured FINANCE – the leading conference for CFOs and treasurers
— Cash Management Campus
Events and roundtable discussions
— Webinars
— Made-to-order events
www.dertreasurer.de/events
A selection of our flagship media

**FINANCE**
Das Magazin für Finanzberufe

**Markt und Mittelstand**

**DIE STIFTUNG**
Magazin für Stiftungsräte und Pflegeräte

**Der Treasurer**

**Frankfurter Allgemeine Personaljournal**

**Der Neue Kämmerer**

**TOTAL REWARDS**

**dpn**

Affiliated companies

**EAZ- INSTITUT**

**FÜR GRÜNDER**