



SCHWABE, LEY & GREINER

Financial managers on the spot achieve

TreasuryLog – 40,000 readers per issue



Benefit from our special discounts for exhibitors at the Finance Symposium!

THE specialist magazine for treasurers and Financial managers since 1991

TreasuryLog is the leading trade magazine for treasurers and financial managers in the German-speaking world.

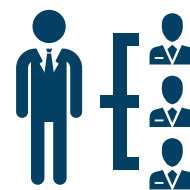
57 % of the readers of TreasuryLog are executives, a further 35 % are specialists and specialists from the finance and treasury sector.

83 % of our readers work in industrial, service and trading companies as well as in the public sector. Within this group, an average of seven out of ten people work in financial management, two in accounting and one in controlling. Banks employ 17 % of our readers.

Our readers are multipliers: About half of the 18,000 copy circulation is read by two to three people, 5% of the circulation is read by multipliers with more than five readers per copy. In total, this results in a qualified cumulative readership of around 40,000 people.

You simply cannot advertise more efficiently!

Reader structure



57 % Executive staff







83 % Corporates



40.000 Reader

Advertisements in “TreasuryLog” magazine

Prices/formats for advertisements and advertorials

Prices/formats for advertisements and advertorials					
Double page		Single page			
	Format (in mm)		Format (in mm)		
	type area		355 x 241	type area	162 x 241
	dropping		420 x 297	dropping	210 x 297
	4c		EUR 8.000,-	4c	EUR 5.000,-
Half page		Third page			
	Format (in mm)		Format (in mm)		
	type area		162 x 120	type area	54 x 241
	dropping		210 x 140	dropping	70 x 297
	4c		EUR 3.000,-	4c	EUR 1.900,-

Placement surcharges

- ▲ U2 + 20 %
- ▲ U3 + 15 %
- ▲ U4 + 25 %
- ▲ others + 15 %



Discounts		
	Exhibitor at the Finance Symposium	Other
Individual advert	5 %	-
2 adverts	20 %	15 %
4 adverts	25 %	20 %

All prices plus 5 % advertising tax and value added tax.; Special formats such as inserts, banderoles, bound-in inserts, tip-on cards on request.

Issue date			
TreasuryLog 1/2024		TreasuryLog 2/2024	
Closing date:	09 February 2024	Closing date:	06 May 2024
Print close:	12 February 2024	Print close:	10 May 2024
Issue date:	CW 10	Issue date:	CW 24
TreasuryLog 3/2024		TreasuryLog 4/2024	
Closing date:	09 August 2024	Closing date:	29 October 2024
Print close:	12 August 2024	Print close:	05 November 2024
Issue date:	CW 37	Issue date:	CW 49

Advertising in the “SLG-News”

High reach advertising in the newsletter

SLG-News receives 18,000 treasurers and financial managers in the D-A-CH region every month. The advantage for you: You can book the newsletter exclusively for your advertising, i.e. you are the only advertising customer in the newsletter!

The following advertising formats are available:

Banner

- ▲ Size: 620px x 130px
- ▲ File format: jpg, png

Advertorial

- ▲ Text: max. 300 characters (incl. spaces)
- ▲ Picture: 300px x 300px

Costs per booking

EUR 1.250,-

dieser Ausgabe, worauf es ankommt. Neues gibt es auch aus dem Bankkonten-Management: Lesen Sie, wie weit Digitalisierung dort möglich ist.

[mehr erfahren](#)

auch: wir simulieren Attacken auf Ihre Abläufe und IT und stellen Ihre Sicherheitsmaßnahmen wie im Ernstfall auf die Probe. Lesen Sie, wie wir das in einem (anonymen) Fall gemacht haben.

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Entgeltliche Anzeige

Instimatch Global

FinTech-Unternehmen revolutionieren die Art und Weise, wie Finanzdienstleistungen heute erbracht werden. Dennoch ist die Welt der institutionellen Geldmärkte bisher von neuen Lösungen relativ unberührt geblieben. Instimatch Global CEO Daniel Sandmeier teilt seine Vision für die Entwicklung eines neuen digitalen Netzwerks für den Geldhandel in Europa.

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