

Media Kit
From Insight to Impact.

Digital Content and Display Marketing Solutions 2027



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Global Insights. Local Trust.



For more than two decades, e-fundresearch.com has been the independent B2B and B2B2C platform for qualitative fund intelligence in German-speaking markets. With over **56,500 published articles**, exclusive interviews with leading fund managers, and one of the largest professional investor audiences in the DACH region, we rank among the most trusted voices for asset managers, fund selectors, and institutional investors. By combining editorial independence with strong digital reach, we enable brands to demonstrate expertise, strengthen thought leadership, and connect directly with key decision-makers.

Website & Editorial Focus

CREDIBILITY

Independent editorial team with extensive market expertise

ACCESS

Regular interviews with leading fund managers

BENCHMARKING

Peer-group analyses of the top-25 fund categories

AGILITY

Up-to-date market news and statistics

INTELLIGENCE

Comprehensive fund database (Morningstar)



Your Gateway to
the DACH Investment
Community.



Key-Facts & Audience Statistics



Annual Website KPIs

1.4m

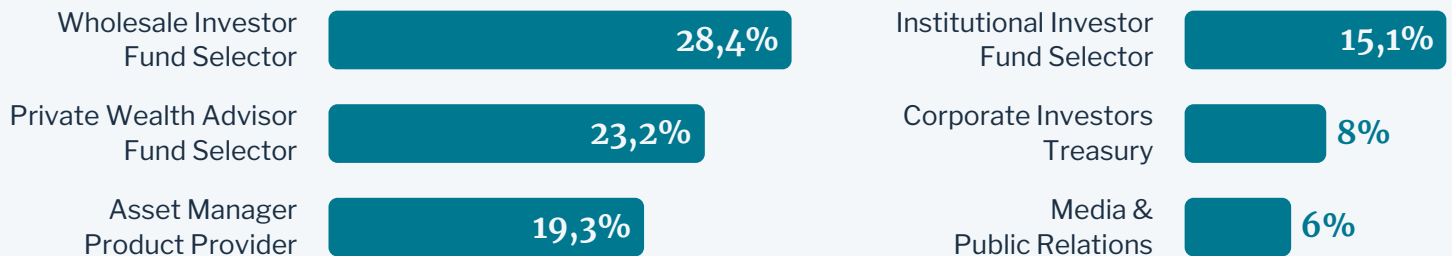
Page Impressions

535k

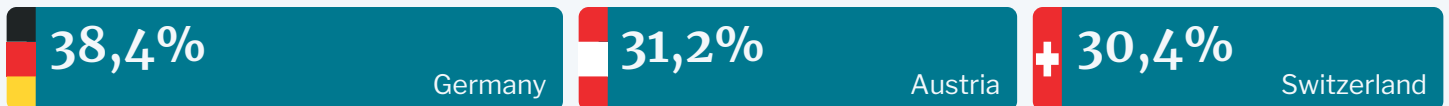
Unique Users

Calendar Year 2025

Audience Breakdown



Unique Users by Country



Our LinkedIn

Audience



as per 31.07.2026

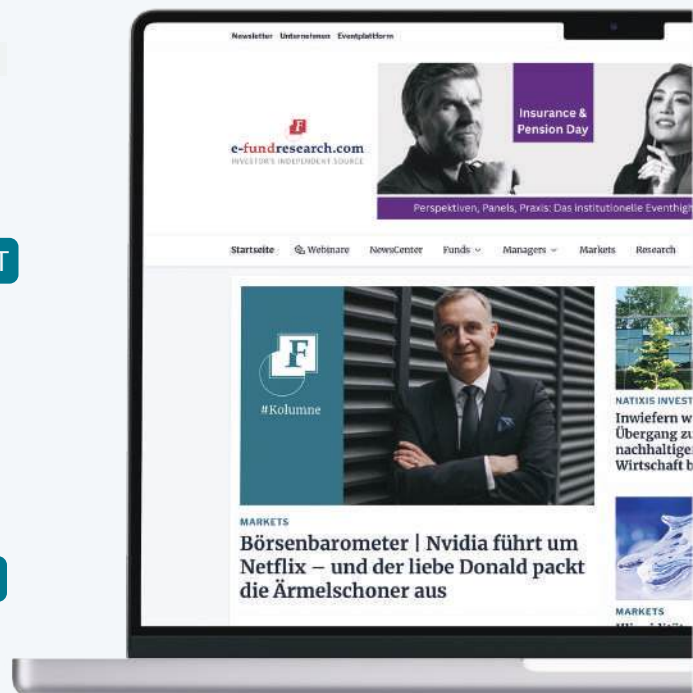
12.615 Followers

coming from

Frankfurt, DE Vienna, AT
Munich, DE Zürich, CH
London, UK & more

working in

Financial Services
Investment Management
Banking & more





NewsCenter

In asset management, visibility is built on expertise. With the e-fundresearch.com NewsCenter, you gain a **flat-rate solution for continuous communication**: unlimited publication of your newsflow, lead generation services, a dedicated client portrait & contact section, plus monthly reporting with anonymous peer comparisons. This makes it the most efficient way to showcase thought leadership, strengthen brand perception, and engage directly with professional investors across the DACH region.

The Always-On Thought-Leadership Content Engine

What you get

unlimited publication of client news releases

client portrait & contact section

lead generation services

e-fundresearch.com NewsCenter team support

monthly reporting analytics



Set-up is effortless: once connected, your content is automatically processed, published, and distributed across e-fundresearch.com's platform, newsletter, and LinkedIn, ensuring consistent visibility while you focus on managing assets

NewsCenter: Example Pages



NewsCenter Micro Page



Portrait Section

Content Advertorial



Just want to position a specific message or not ready for a flat rate? Advertorials allow you to highlight news such as a fund award, a new strategy approval or a track record milestone. Each advertorial is published on the e-fundresearch.com homepage for four weeks, included in four different newsletter editions, optionally shared once via LinkedIn and indexed by Google for lasting visibility.



What you get

Homepage visibility for 4 weeks

Newsletter feature

Advertorial performance report

Examples



Average Advertorial KPIs DACH

	Impressions	Clicks	View-Time
Germany	5.222	751	1:58
Austria	2.241	354	2:16
Switzerland	1.364	163	2:19

Pricing

DE: EUR 1.350,- each
 AT: EUR 1.350,- each
 CH: EUR 950,- each
 D/A/CH: EUR 2.250,- each

Digital Display Marketing



Connect with your audience through precision targeting. Our display solutions range from short-term campaigns for new fund launches to long-term branding strategies that enhance awareness and credibility. With regional and asset class targeting, your message is displayed exactly where it is most relevant alongside editorial content consumed by professional investors.

Flexible Asset Class Targeting

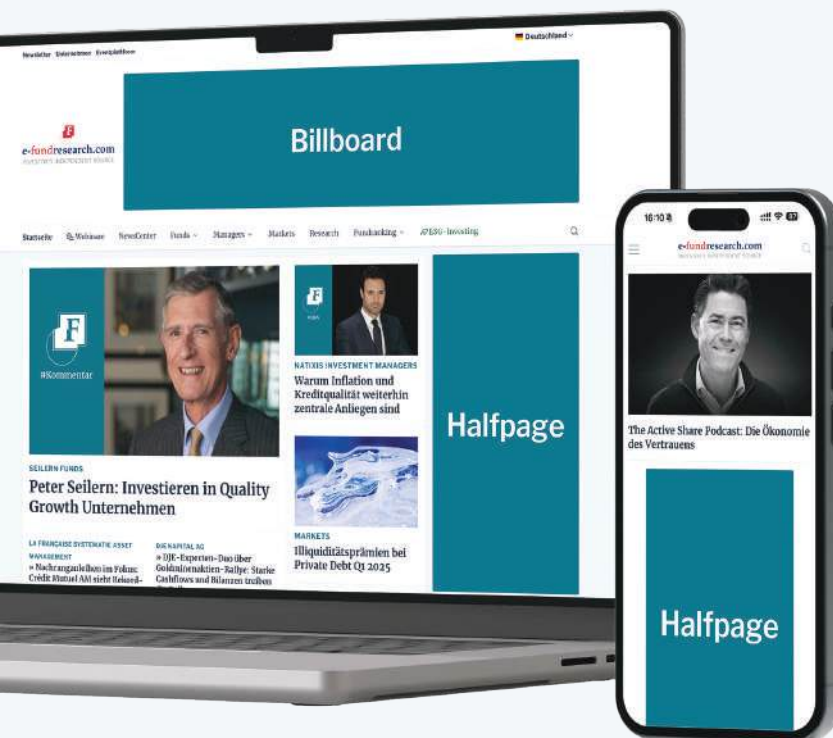
For banner campaigns longer than four weeks, we offer intelligent asset class targeting that places your ads directly alongside relevant editorial content, ensuring precise visibility within your chosen investment segment.

Desktop

Billboard Banner 970x250 px 220,- CPM
Half Page 300x600 px 150,- CPM

Super Banner (Header) 728x90 px 150,- CPM

Medium Rectangle 300x250 px 120,- CPM



Mobile

Mobile Leaderboard 300x50/100px 120,- CPM

Medium Rectangle 300x250 px 190,- CPM

Half Page 300x600 px 190,- CPM

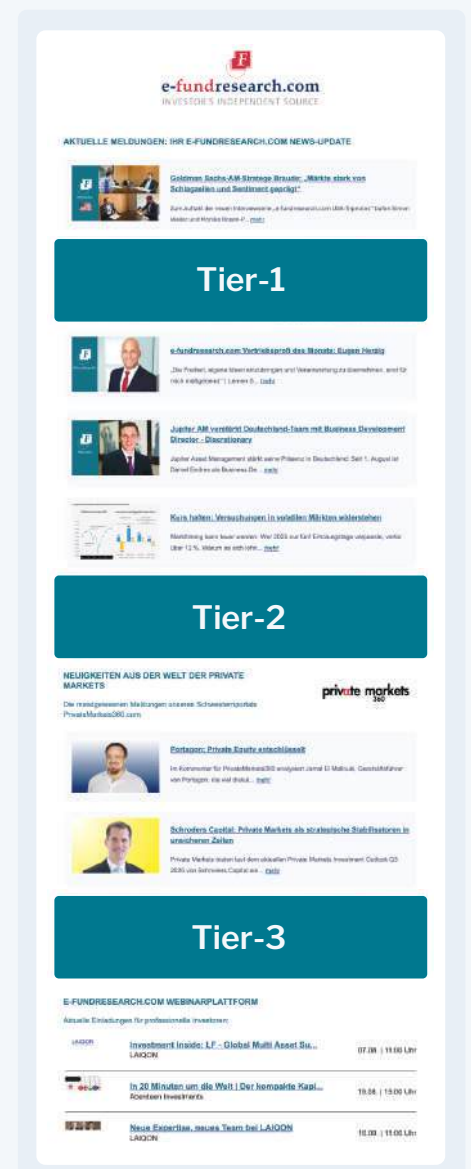
Newsletter Banner

Tier-1 Visibility Banner 350,- per Newsletter

Tier-2 Visibility Banner 250,- per Newsletter

Tier-3 Visibility Banner 150,- per Newsletter

Please note: A minimum gross booking volume of EUR 1.000, - applies to all digital display & newsletter marketing campaigns.



LinkedIn.

For Fundleaders.



At e-fundresearch.com, **LinkedIn is more than just a distribution channel.** It's a strategic amplifier, perfectly woven into the core of our content ecosystem. With a highly curated network of **12.600+** fund professionals across the DACH region and key international markets, including institutional selectors, gatekeepers, portfolio strategists, and product decision-makers, we offer exclusive LinkedIn campaign services that connect your message with the audience that drives fund flows. Whether as a standalone LinkedIn promotion or integrated into broader campaigns, we use our channel to extend the reach of your NewsCenter content, interviews, advertorials, or webinars far beyond the platform and into the feeds of the people who matter most.

as per 31.07.2026

12.615
Followers



LinkedIn Audience Demographics

Top 5 Locations

Frankfurt, DE	19%
Vienna, AT	16%
Munich, DE	7%
Zurich, CH	6%
London, UK	6%

Top 3 Industries

Financial Services	20%
Investment Management	18%
Banking	13%

Sponsored Posts

starting at **890,-**

From one-off posts to fully tailored multi-channel campaigns, we design LinkedIn activations and content solutions precisely around your goals, ensuring your message reaches the right decision-makers with maximum efficiency

Inbox-Impact: Our Emailing Power



With **over 12,000 GDPR-compliant subscribers**, our email database is one of the most qualified and industry-specific lists in the DACH fund universe. Clients benefit from email marketing that goes beyond newsletters, with content distributed to a curated audience of fund selectors, institutional investors, and product decision-makers. Email is a key pillar in our multi-channel content strategy and is closely connected to other touchpoints like the NewsCenter, interviews, webinars, and LinkedIn amplification.

12.412

GDPR-compliant
Newsletter Subscriptions

as per 31.07.2026

42,36%

Standalone Open-Rate

Calendar Year 2025 average

Standalone Mailings

We offer **exclusive standalone mailings** that put full focus on your message. Ideal for fund launches, whitepapers, events, or updates, each campaign is customized, regionally targetable, and delivered with detailed performance reporting.

Pricing starting at EUR **1,50** per contact



Standalone by COMGEST



Video-Interview Services



Present your expertise with lasting effect. Our custom video-advertorials turn your insights into premium content that informs, engages and builds trust. Whether recorded remotely, in our Vienna studio or on-site at your office or event, we create the right environment to deliver your message authentically and with authority.

3 Questions + 10 Minutes = Maximum Impact.

In a concise, professionally edited 10-minute interview, you answer three tailored questions that highlight your expertise leadership and strengthen your brand positioning. Each video is published on e-fundresearch.com, featured in our newsletter and shared on LinkedIn, guaranteeing targeted visibility within the professional investor community. Full replication rights and a detailed KPI report make your results both transparent and measurable.



Lansdowne Endowment Fonds Manager Friedrich: „Private Equity war zuletzt kein Vorteil – im Gegenteil“

Volatile Märkte, unerwartete Favoriten und ein starker Rebound europäischer Aktien: Im Interview spricht Martin Friedrich, Portfolio Manager bei Lansdowne Partners Austria, über die Entwicklung im ersten Halbjahr 2025, die strategischen Grundprinzipien seiner Endowment-Strategie sowie die jüngsten Anpassungen der langfristigen Allokation – inklusive Einordnung der Rolle von Private Equity, Frontier Markets und Katastrophenanleihen.

MARKETS

10.08.2025 10:45 Uhr



Martin Friedrich
Lansdowne Partners



Roland Kaufmann
Reichmuth Infrastructure



Uta Fehm
UBS Asset Management

Your Interview

e-fundresearch.com Newsletter

e-fundresearch.com Website

e-fundresearch.com LinkedIn

Pricing

D/A/CH: EUR 1.250,-

Recorded remotely, in our studio in Vienna, online or on the sidelines of physical live events. Up to three tailored questions. Professionally edited 10-minute interview. Published on e-fundresearch.com, in our newsletter and on LinkedIn. Full usage rights and KPI report included.

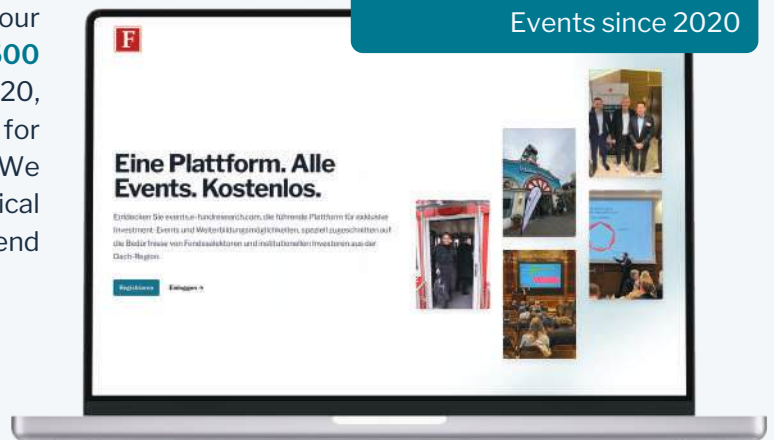
Digital Event Marketing: Qualified Attention.



Engage directly with fund selectors through our established digital event formats. With **more than 1.500 promoted and hosted webinars** since 2020, e-fundresearch.com is one of the leading platforms for virtual fund buyer events in the DACH region. We support you from promoting your event to technical hosting and moderation, providing an end-to-end solution tailored to your needs.

1.500+

Events since 2020



30 Minutes with ...

Our most exclusive format with one sponsor. Includes free topic choice, flexible scheduling, and exposure to 45+ qualified fund selectors. Comes with moderation, full promotion (website, newsletter, LinkedIn), and a replay file.

starting at **2.950,-**

Drei Jahre Modern Value: Qualität trifft Effizienz im ETF-Format
30 Minuten mit Shareholder Value Management
Event-Replay vom 09.07. | 11:00 Uhr



Virtual Fund Selector Forum

starting at **2.450,-**

Multi-manager format with 3 sponsors, each presenting one asset class. Includes promotion, 75+ leads, and replay access.

Virtual Fund Selector Forum
Emerging Markets
Event-Replay vom 27.11. | 10:00 Uhr



Teilnahmezertifikat & Online-Wissenstests
Sollten Sie das Webinar vollständig mitverfolgt haben, steht Ihnen im Teilnehmerzertifikat nach Abschluss einer kurzen Wissensabfrage Zertifikat unter "Meine Zertifikate" in Ihrem e-fundresearch.com Eventaccount zu finden. [Klicken Sie hier, um das Zertifikat zu erhalten.](#)

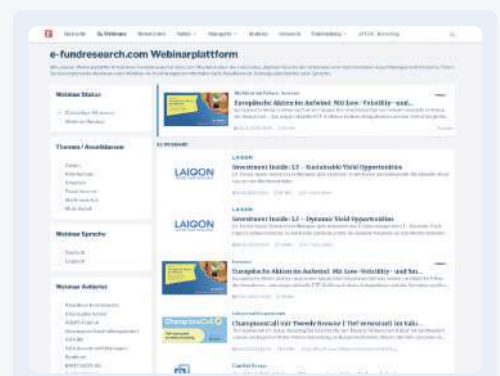
Every webinar appears on e-fundresearch.com and in our newsletter with **at least 500 guaranteed impressions**. Custom formats from single and multi-manager sessions to digital roadshows put your brand at the center of the fund selector community.

500

Minimum
Guaranteed Impressions

Webinar Listing Prices

Webinar Listing **Austria** **250,-** per Listing
Webinar Listing **Germany** **250,-** per Listing
Webinar Listing **Switzerland** **250,-** per Listing



Content Creation Services



In addition to our established advertising and advertorial formats, the e-fundresearch.com editorial and multimedia team also offers **dedicated content creation services** on a fee basis. These services can be booked either as standalone solutions or as add-ons to our existing media offerings – depending on the individual needs of our partners.



Our Range of

Content Creation Capabilities includes:

Professional translation of financial and investment-related texts into German

Complete ghostwriting of advertorial articles tailored to your communication objectives

Concise executive summaries of white papers and research reports

Remote or in-studio video interviews with portfolio managers and executives

Design and wording of LinkedIn postings, newsletters, and event invitations

With many years of editorial expertise in the asset management industry, our team is well-positioned to support asset managers who seek to increase their visibility and thought leadership in the German-speaking market but may not have the in-house resources for professional content creation in German. Our solutions are designed to be fact-based, industry-appropriate, and fully aligned with compliance requirements – a process we have already successfully implemented with numerous clients.

Flexible and professional Execution

Whether as an extension of your ongoing media strategy with e-fundresearch.com or as a one-off project, our editorial and multimedia team ensures high-quality execution that meets the standards of a professional investor audience. Thanks to our established processes and experience, compliance checks are straightforward and unproblematic.



Let's discuss your requirements!
We'll be glad to provide a tailored solution.

What our Clients say



Feedback from leading asset managers highlights the impact of our solutions, with testimonials underscoring measurable results in visibility, lead generation, and investor engagement across the DACH region.

”

Our collaboration with e-fundresearch.com is defined by the highest level of professionalism and reliability. The events provide access to qualified investors from all regions of Austria and stand out for their excellent organization, creativity, and attention to detail. Simon Weiler succeeds in creating an inspiring environment that enables networking and professional exchange at the highest level.



Caroline Wirth
HEAD BUSINESS DEVELOPMENT, AQUIS

”

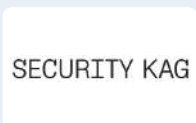
As a 'new' asset manager in the market, you need strong partners you can rely on! We truly value our collaboration with e-fundresearch and look forward to what lies ahead.



Maximilian Seim
COUNTRY HEAD GERMANY & AUSTRIA, ROTHSCHILD & CO.

”

Our collaboration with e-fundresearch.com is highly professional and characterized by a very pleasant, personal exchange. In particular, the diverse formats, services, and networking events provide us with valuable added benefits and help us to expand our reach in a targeted way.



Daniel Kupfner
CLIENT RELATIONS & BUSINESS DEVELOPMENT LEAD, SECURITY KAG

”

Whether it's roadshows, expert interviews, or ad-hoc announcements – e-fundresearch is always right at the pulse of the market. The publication of relevant market commentaries and product news is consistently state-of-the-art. Many thanks for the excellent and professional collaboration.



Christian Petter
HEAD OF SALES AUSTRIA, J. SAFRA SARASIN

Trusted by the Industry



A selection of our content and advertising partners includes global players, boutiques and regional market leaders who rely on e-fundresearch.com for visibility and engagement within the DACH investment community.

Seilern
Funds

Invesco

COLUMBIA
THREADNEEDLE
INVESTMENTS

CAPITAL
GROUP™

M&G
Investments

GUINNESS
GLOBAL INVESTORS

LA FRANÇAISE
Credit Mutuel Alliance Fédérale

KATHREIN
PRIVATBANK

DJE

Janus Henderson
INVESTORS

Bellevue
Excellence in Specialty
Investments

DNB

CARMIGNAC
INVESTING IN YOUR INTEREST

[A
B]
ALLIANCEBERNSTEIN®

KEPLER
FONDS

hanetf

3BG 3 Banken-Generali
Investment-Gesellschaft m.b.H.

Raiffeisen
Capital Management

VAN LANSCHOT
KEMPEN

COMGEST

First Sentier
Group

BARINGS

aberndeen
Investments

SHARE
HOLDER
VALUE

William Blair

STATE STREET
INVESTMENT MANAGEMENT

GENERALI
INVESTMENTS

NEUBERGER BERMAN

Investment
Managers PART OF
BNP PARIBAS
GROUP

Union
Investment

Goldman Sachs Asset
Management

PEH

PICTET
Asset Management

J. Safra Sarasin

T.Rowe Price

NATIXIS
INVESTMENT MANAGERS

PGIM

assenagon

EYB & WALLWITZ
INTELLIGENT INVESTIEREN

Fidelity
INTERNATIONAL

Contact & Team



Interested in the NewsCenter, our event formats, or a tailored solution?

Get in touch — we're happy to explore how we can support your goals with a strategy that fits.



Simon Weiler M.A.

CEO & MANAGING PARTNER

weiler@e-fundresearch.com

+43 1 533 344 423

For content marketing and digital campaigns,
please contact:

Claudia Weckowska

TEAMLEAD DIGITAL MARKETING

weckowska@e-fundresearch.com

For event formats and webinar opportunities,
please reach out to:

Sophie Clara Mair

TEAMLEAD EVENTS

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