

MathFinance Newsletter Media Kits 2010

Publisher and Administration Office

Ansua Dutta-Wystup
ansua.dutta@mathfinance.com
MathFinance AG
Schiesshohl 19
65529 Waldems (Germany)

Phone/Fax: +49 700 MATHFINANCE (62843462)
Internet: <http://www.mathfinance.com>

Editorial Board

Prof. Dr. Uwe Wystup, Editor

MathFinance AG
Mainluststraße 4
60329 Frankfurt am Main (Germany)

Phone: +49 69 37403500

Edition Schedule

11th Year / appearing fortnightly on Tuesdays every alternate week

Language

Mostly English, sometimes with advertisements in German, French or Spanish.

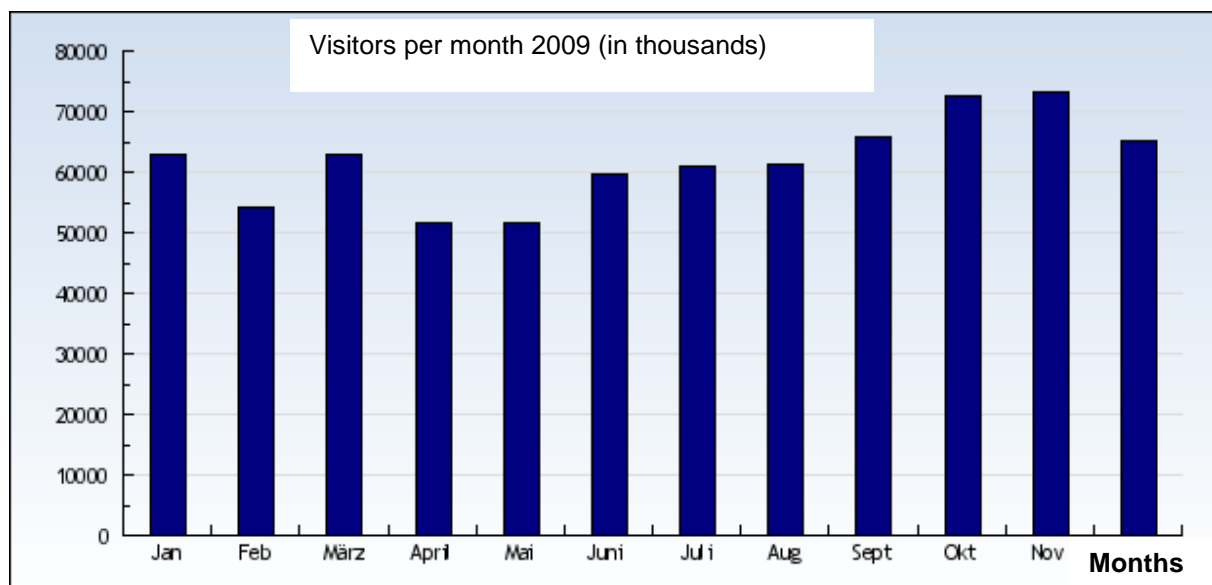
Readership

Financial Engineers, Traders, Product Developers, University Faculty and students, consultants in the area of Investment Banking, Risk Management, Risk Controlling, IT

Analysis of Readers

9,000 Subscribers of the electronic distribution list

1,500 visitors of the webpage per day on average since its introduction in October 1999



Distribution

Global

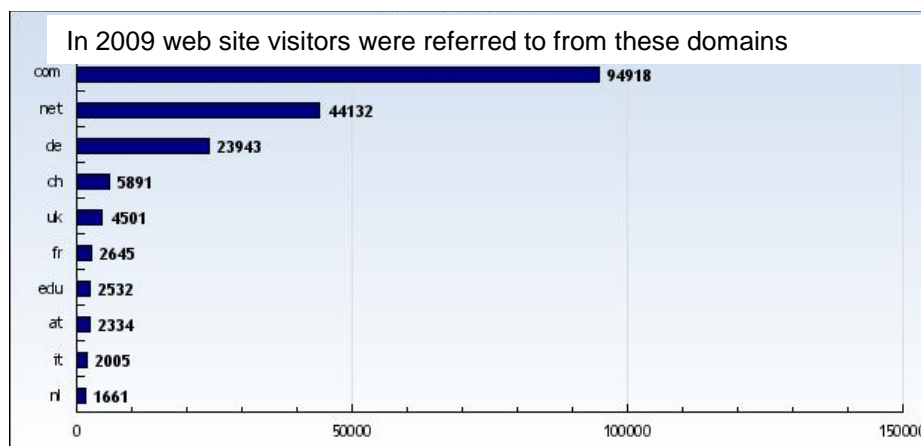
Pages called

1,940,668 (2009)

1,701,406 (2008)

1,589,061 (2007)

1,531,689 (2006)



Short Description of Contents

Short notes on available positions, workshops, seminars, conferences, publication of new books, articles and websites, book reviews, attention to useful links. The topics comprise Computational Finance, Quantitative Finance, Asset Management, Derivatives Valuation and Hedging, Risk Management, Numerical Mathematics, Computer Implementation of Financial Market Models, surveys and reports about new developments in financial markets, study programs software reviews.

Delivery of Advertisements

The advertisement text must be submitted by e-mail in editable format (i.e. in .doc, .html, .txt, .tex, no .pdf) to the administration office. They should contain a title and contact information and can contain links. For banners please use a .gif file of the size 170x57 pixel. An accepted advertisement will be confirmed by e-mail. Submission deadline is Wednesday in even weeks. An invoice is sent by e-mail after the ad has appeared.

Advertisement Prices

Single ad: 155. - EUR

Repeated ad: 85. - EUR

Special Edition: 285. - EUR

Ad in the Frankfurt distribution list: 155. - EUR

Annual contract with up to 3 ads per edition: 1,550. - EUR

Banner ad: 395. - EUR per quarter

Box number ad: 380. - EUR

VAT (19%) will have to be added to all prices for all orders from Germany. Companies within the European Union can be exempt from VAT if they provide their VAT-ID number along with their order. Orders outside the European Union are exempt from VAT. There are no discounts for academic institutions as we charge only for our production cost, which is the same for all.

Production

MathFinance AG

Headquarter: Waldems

Registration Number at the company registration office in
Wiesbaden: HRB 21 000

Tax ID: 040 239 04511

VAT ID: DE232881528

Board of Managing Directors: Prof. Dr. Uwe Wystup,
Ansua Dutta-Wystup

Chairman of the Supervisory Board: Hans Georg Fitzky

Payment Policy

Invoices are due on publication of the advertisement. Direct transfer is preferred to checks. We do not pay the fees of other banks for transferring. Credit card payments can be made through paypal. Cancellation Policy: Confirmed advertisements can be cancelled until the seventh day before publication.