

## Financial managers on the spot achieve

TreasuryLog – 40,000 readers per issue

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

herheit

## 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



REAS

lärkte in Bew

151

e Kontrolle

**57 %** Executive staff



83 % Corporates



**40.000** Reader