

Content Marketing: Columns

Do you have current opinions on topics such as the current market situation, on various assets or others? Then columns are the right way for you. Give your experts a voice at finanzen.net.

Required material

- Short text about the author ("Profile"):
 - Length max. of 300 characters
 - Image of the author (660x303 px)
 - Standard image is used for changing authors
 - Profile is set and cannot be changed for each column. If the columns are written by different authors, we recommend a more general text.
- Column
 - Name of the column, max. of 28 characters
 - Column title and teaser for each column
 - No limit regarding the length of the column but recommendation to focus on the essentials
 - Direct links to external pages are not allowed but can be mentioned
 - Three images are possible as .jpg or .gif with max. width of 475 px
 - Columns are to be sent as a Word document to kolumnen@finanzen.net, images should be attached to the e-mail

The screenshot shows a webpage from finanzen.net. The main header reads 'Kurswechsel in der Geldpolitik - Banken hoffen auf endlich steigende Zinsen'. Below this is a section for the author, 'KOLUMNE', featuring a photo of a man and a link to 'Zum Profil'. The main content area displays a list of articles, including 'Das Jahresende hat es noch einmal in sich...' and 'Inbetriebnahme als komplexe Angelegenheit...'. The sidebar on the right contains a 'NEWSUCHE' search bar, a 'FONDSFINDER' section with various filters, and a 'FONDS KATEGORIEN UND KVGs' section listing different fund categories.

Your contacts: Jacqueline Lampert / Christina Lienhart; **Mail:** kolumnen@finanzen.net;
Phone: +49 (0)721 16 17 66 – 110 / +49 (0)721 16 17 66 – 111