



Valid from
01/01/2023 | Price list no. 3

BRIEF PROFILE

The monthly magazine "einfach börse" by DER AKTIONÄR provides comprehensive basic knowledge about the stock market, finance and investing. The editorial team of DER AKTIONÄR explains investment opportunities in stocks, ETFs, funds, and cryptocurrencies in a simple and understandable way, offering even inexperienced investors an easy way to get started on the stock market.

Magazine format: 200 mm wide, 265 mm high
 Type area: 170 mm wide, 218 mm high
 Print method: reel-fed offset printing
 Number of pages: 124 pages
 Price per copy: €5.00

CIRCULATION (IVW II/2023):

		thereof ePaper
Printed circulation:	16,771 copies	
Distributed circulation:	9,278 copies	3,372
Sold circulation:	9,149 copies	3,372
Subscription:	2,921 copies	757
Newsstand sales:	3,835 copies	365
In-flight copies:	0 copies	0
Reader's circle:	0 copies	0
Other sales:	2,393 copies	2,250
Free copies:	129 copies	0

TARGET GROUP (Reader survey 8/21):

- Trading newcomers
- Predominantly male, 87.3%
- 53.8% have less than 5 years of stock market experience, 11.7% between 5 and 10 years
- 20.1% of readers have securities portfolios of more than €25,000 up to €49,999
 21.3% of more than €50,000 to €100,000
 32.2% of more than €100,000

AD RATES (Price list no. 3, valid from 01/01/2023):

1/1 page:	€6,900
1/2 page:	€4,500
1/3 page:	€2,800

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CONTACT

Jacek Majewski
 Head of Sales
 ☎ +49 9221 9051-500
 @ j.majewski@boersenmedien.de

Maria Schmid
 Key Account Manager
 ☎ +49 89 272 64-293
 @ maria.schmid@finanzenverlag.de

Stefanie Brendel
 Ad processing
 ☎ +49 9221 9051-202
 @ s.brendel@boersenmedien.de