



Valid from
01/01/2025 | Price list no. 38

BRIEF PROFILE

DER AKTIONÄR has been one of Germany's most popular financial magazines for more than 25 years. Every week, DER AKTIONÄR provides extensive background information about the stock market and financial investments, explains and analyzes stocks, funds, ETFs, certificates, options, commodities, precious metals as well as cryptocurrencies, and presents successful investment ideas. In addition, the editorial team highlights investment strategies of well-known stock market experts and develops its own trading strategies.

Magazine format: 210 mm wide, 280 mm high
Type area: 190 mm wide, 256 mm high
Print method: reel-fed offset printing
Number of pages: 124 pages
Price per copy: €7.80

CIRCULATION (I/2025*):

		thereof ePaper
Printed circulation:	37,273 copies	
Sold circulation:	32,412 copies	14,867
Subscription:	23,781 copies	13,238
Newsstand sales:	8,631 copies	1,629

TARGET GROUP (AWA 2023 and reader survey 07/23):

- Opinion leaders and disseminators in the financial and investor market
- Predominantly male, 62% aged between 30 and 59, 23% aged over 60
- Well educated, professionally successful, high purchasing power
- 87% own securities, 59% own securities portfolios worth more than €50,000
- Above-average willingness to invest in insurance and pension products
- Disproportionately high percentage of readers planning to buy exclusive consumer goods

AD RATES (Price list no. 38, valid from 01/01/2025):

1/1 page:	€14,800
1/2 page:	€8,500
1/3 page:	€6,000
1/4 page:	€5,500

Subject to modifications. All prices are calculated ex VAT. Additional formats on request.



* Publisher information
Terms of business: Orders are executed according to the publisher's terms of payment and business, which can be found at <https://www.boersenmedien.com/medien-agb.html>

CONTACT

Jacek Majewski
Head of Sales
☎ +49 9221 90 51-500
@j.majewski@boersenmedien.de

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

Stefanie Brendel
Ad processing
☎ +49 9221 90 51-202
@s.brendel@boersenmedien.de