



Valid from 28/09/2023 | Price list no. 29a

BRIEF PROFILE

With €uro am Sonntag, Germany's weekly financial newspaper since 1998, investors can always keep an eye on the most important stock market topics of the week.

Magazine format: 230 mm wide, 302 mm high
 Print area: 205 mm wide, 275 mm high
 Print method: Heatset
 No. of pages: 80 pages, average
 Cover price: € 4.90

CIRCULATION (IVW II/2023):		thereof epaper
Printed circulation:	22,412 copies	
Distributed circulation:	20,974 copies	7,473
Sold circulation:	20,780 copies	7,473
Subscription:	10,917 copies	5,479
Newsstand sales:	3,931 copies	206
On board:	143 copies	143
Reader's circle:	0 copies	0
Other sales:	5,789 copies	1,645
Free copies:	194 copies	0

TARGET GROUP (AWA 2023):

- Important and discerning opinion builders, multipliers in the finance and investment market
- Mainly male, 61% aged between 30 and 59, 31% are more than 60 years old
- Well educated, professionally successful, high spending power
- 65% own securities, 35% intend to buy securities
- Above average, high willingness to buy insurance and retirement products
- Disproportionately high share of readers do not only plan to buy exclusive consumer goods but actually do so

AD RATES (price list no. 29a, valid from 28 September 2023):

1/1 page:	9,300.- €
1/2 page:	5,650.- €
1/3 page:	3,890.- €
1/4 page:	3,050.- €

Subject to change. All prices in euros exclusive of statutory value added tax. Additional formats on request.



Business conditions: The publishers General Business Conditions apply to the handling of advertisement orders, special inserts and third-party supplements. Our full General Business Conditions for newspapers and magazines are available at <https://www.boersenmedien.com/medien-agb.html>

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