



Valid from 01/01/2024

BRIEF PROFILE – BÖRSEN MEDIEN COMBINATION

Börsenmedien AG is a leading media company for value-oriented financial information in the German-speaking market and has continuously brought innovation to the market since its founding. In 2021, Börsenmedien AG acquired Finanzen Verlag, expanding its portfolio. With the brands DER AKTIONÄR, BÖRSE ONLINE, €uro and €uro am Sonntag, it has become the largest publisher of financial information in Germany.

Der Aktionär has been one of Germany's most popular business publications for more than 25 years. Every week, DER AKTIONÄR explains and analyzes stocks, funds, ETFs, certificates, options, commodities, precious metals, and presents successful investment ideas.

BÖRSE ONLINE is one of the most renowned independent investor magazine in Germany. For more than 35 years, it has been helping investors

make their investment decisions week after week. BÖRSE ONLINE mainly provides information on the German benchmark index DAX, second and third tier German stocks, and conservative financial products.

€uro is Germany's biggest monthly magazine for business, politics, the stock market, and private finance. €uro combines reports on economic policy developments with reports on companies, gives investment advice and clever tips on tax and insurance issues.

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.

CIRCULATION

(IVW III/2023)	Der Aktionär	BÖRSE ONLINE	€uro	€uro am Sonntag	Total
Printed circulation:	32,360	35,311	31,583	22,245	121,499
Distributed circulation:	33,128	25,735	29,171	20,457	108,491
Sold circulation:	32,715	25,528	29,057	20,343	107,643
Subscription:	19,710	14,181	19,055	10,591	63,537
Newsstand sales:	6,960	6,810	5,256	3,983	23,009
In-flight copies:	0	587	1,350	98	2,035
Reader's circle:	34	40	1,596	0	1,670
Other sales:	6,011	3,910	1,800	5,671	17,392
Free copies:	413	207	114	114	848

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 9051-500
 @ j.majewski@boersenmedien.de

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

Silke Weiner
 Ad processing
 +49 89 272 64-346
 @ silke.weiner@finanzenverlag.de



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TARGET GROUP (AWA 2023):

- Private and professional decision makers
- Mainly male, 63 % aged between 30 and 59, 25 % are more than 60 years old
- Well educated, working in management positions, accordingly high net household income
- 78 % own securities, 51 % intend to buy securities
- Disproportionately high percentage of readers planning to buy exclusive consumer goods
- Low readership overlap among publications

AD RATES

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	Der Aktionär	BÖRSE ONLINE	€uro	€uro am Sonntag
1/1 page	14,800 €	9,800 €	13,500 €	9,300 €
1/2 page	8,500 €	5,900 €	8,100 €	5,650 €
1/3 page	6,000 €	4,200 €	5,650 €	3,890 €

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

COMBINATION DISCOUNT

Börsenmedien AG has once again achieved top marks in the surveys of the "Allensbacher Markt- und Werbeträgeranalyse 2023" (Allensbach Market and Advertising Media Analysis 2023). As in the previous year, the combination of the weekly magazines DER AKTIONÄR, BÖRSE ONLINE and €uro am Sonntag as well as the monthly magazine €uro outperformed the competition. **The brands of Börsenmedien AG achieved a net circulation of 1.2 percent, which corresponds to 810,000 readers (LpA).**

You will receive a 15% combination discount for ad bookings in the Börsenmedien combination. To qualify, an advertiser's ads with an identical product/creation must appear in the same format in all magazines during the same period. You will receive a 10% discount for booking 3 publications in the Börsenmedien combination.

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

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Key Account Manager
☎ +49 89 272 64-293
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