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01/01/2024 | Price list no. 37

## 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 as well as precious metals, 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/2024\*):  
Printed circulation: 10,000 copies  
Distributed circulation: 25,100 copies  
Sold circulation: 25,100 copies  
Subscription: 23,800 copies  
Newsstand sales: 1,300 copies

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15,100  
15,100  
13,800  
1,300

### TARGET GROUP (AWA 2023 and reader survey 07/21):

- 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. 37, valid from 01/01/2024):

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