



Valid from  
01.01.2023 | Price list no. 38

## BRIEF PROFILE

BÖRSE ONLINE is one of the most renowned independent investor magazines in Germany. For more than 35 years, week after week, it has helped investors to reach decisions regarding their investments. BÖRSE ONLINE's information is based primarily on the German benchmark index DAX, second and third tier German stocks, and conservative financial products. BÖRSE ONLINE is aligned to private investors making their own decisions on capital market products as well as institutional readers in banks, insurers and asset management and investment companies as well as.

Magazine format: 210 mm wide, 275 mm high  
Print area: 180 mm wide, 232 mm high  
Print method: Web offset (heatset), Euroscale  
No. of pages: 110 pages, average  
Cover price: € 5.80

### TARGET GROUP (reader survey 2013):

- BÖRSE ONLINE is aligned to private investors making their own decisions on capital market products as well as institutional readers in banks, insurers and asset management and investment companies.
- Mainly male, 70 % aged between 30 and 59
- Well educated, professionally successful, correspondingly high annual income
- 90% of our readers are stockholders and plan to buy further stocks in the next two years,
- Readers of BÖRSE ONLINE love to invest in luxury and leisure, They spend above average on consumer sectors like holidays & travel and food & beverage

### CIRCULATION (IVW I/2023):

		thereof epaper
Printed circulation:	39,591 copies	
Distributed circulation:	28,775 copies	6,783
Sold circulation:	28,318 copies	6,783
Subscription:	14,370 copies	2,414
Newsstand sales:	9,059 copies	401
On board:	497 copies	497
Reader's circle:	40 copies	0
Other sales:	4,352 copies	3,471
Free copies:	457 copies	0

### AD RATES (Price list no. 38 valid from 1 January 2023):

1/1 page:	9,800.- €
1/2 page:	5,900.- €
1/3 page:	4,200.- €
1/4 page:	3,300.- €

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



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