



Valid from  
01/01/2024 | Price list no. 54

## BRIEF PROFILE

€uro is the monthly magazine for business, politics, stock market and private finance. €uro brings together reports about business policy developments with company reports and presents balanced investment advice and intelligent tips on tax and insurance issues.

Magazine format: 213 mm wide, 275 mm high  
 Print area: 171 mm wide, 226 mm high  
 Print method: Web offset; Cover: sheet offset; Euroscale  
 Number of pages: 140 pages, average  
 Cover price: € 9.80

### CIRCULATION (IVW I/2024):

		thereof epaper
Print run:	32,873 copies	
Distributed circulation:	32,401 copies	12,856
Sold circulation:	31,794 copies	12,856
Subscription:	18,215 copies	8,323
Newsstand sales:	7,596 copies	309
On board:	2,031 copies	2,031
Reader's circle:	1,459 copies	0
Other sales:	2,493 copies	2,193
Free copies:	607 copies	0

### TARGET GROUP (AWA 2024):

- Private and professional decision makers
- Mainly male, 62% aged between 30 and 59, 27 % are more than 60 years old
- Well educated, senior management positions, correspondingly high annual income
- 75% own securities, 46% intend to buy securities
- Willingness to buy insurance and retirement products is above average
- Disproportionately high share of readers plan to buy exclusive consumer goods and actually do so thanks to their high financial flexibility

### AD RATES (price list no. 54, valid from 1 January 2024):

1/1 page:	13,500.- €
1/2 page:	8,100.- €
1/3 page:	5,650.- €
1/4 page:	4,580.- €

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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