

MEDIA DATA

valid from
01.01.2026 | Price list no. 27

PORTFOLIO

PORTRAIT

RANGE AND
TARGET GROUPS

ADVERTISING FORMS
AND PRICES

CORPORATE AND
TECHNICAL INFORMATION

PORTFOLIO

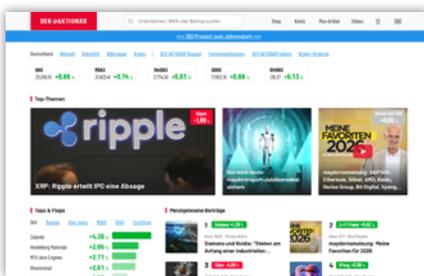


Our digital portfolio at a glance



www.deraktionaer.de

One of the leading stock market portals in Germany – the perfect environment for display campaigns. Comprehensive news, analyses and recommendations on the pulse of the stock market.



www.boerse-online.de

BÖRSE ONLINE provides private and institutional investors with timely, competent and independent commentary on developments on the stock markets and makes specific recommendations.



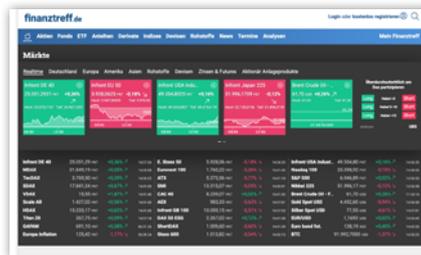
www.eurams.de

€uro am Sonntag brings together selected news related to investing and puts it into context – concise, easy to understand, and with a clear focus on the opportunities and risks for investors.



www.finanztreff.de

One of the largest bank- and broker-independent financial information portals on the German-speaking Internet with a focus on data-driven usability.



Newsletter

In addition to the daily and weekly newsletters and the websites DER AKTIONÄR, BÖRSE ONLINE, and €uro am Sonntag, you receive up-to-date news, watchlists, and all issues directly on your smartphone.

Social media



PORTRAIT

www.deraktionaer.de

The online service www.deraktionaer.de is one of the leading stock market portals in Germany. It focuses on specific investment recommendations as well as commenting on and assessing the latest news. A 20-strong editorial team follows the financial markets, filters out the most important information and then makes it available to its users in a clear, simple and commented form. The social media presence and newsletters provide additional information and services.

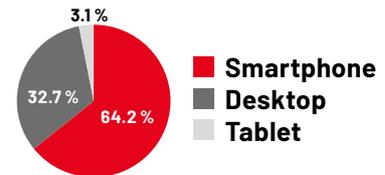
Monthly reach

Page impressions Pls: **22.5 Mio.**
Visits: **10.2 Mio.**

Social Media

Facebook: **128,300 Fans**
X: **62,500 Followers**
LinkedIn: **33,600 Followers**
Instagram: **296,000 Followers**

Access by end device



www.boerse-online.de

The BÖRSE ONLINE website offers investors all the information they need for a successful investment strategy. Users receive all price-relevant news as soon as it happens as well as a specific categorisation including suitable stock or certificate recommendations from the BÖRSE ONLINE editorial team. In addition, the editorial team presents the latest trends, e.g. in cryptocurrencies and NFTs. The latest and most important news on property and interest rates round off the offering. The newsletter, social media presence and apps provide additional information. This keeps readers up to date at all times.

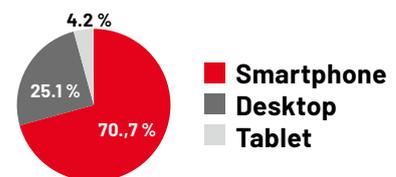
Monthly reach

Page impressions Pls: **6.1 Mio.**
Visits: **3.6 Mio.**

Social Media

Facebook: **50,500 Fans**
Instagram: **36,400 Followers**
X: **13,300 Followers**
LinkedIn: **87,800 Followers**
YouTube: **42,900 Subscribers**

Access by end device



Quelle: Google Analytics/own count, Ø 2025

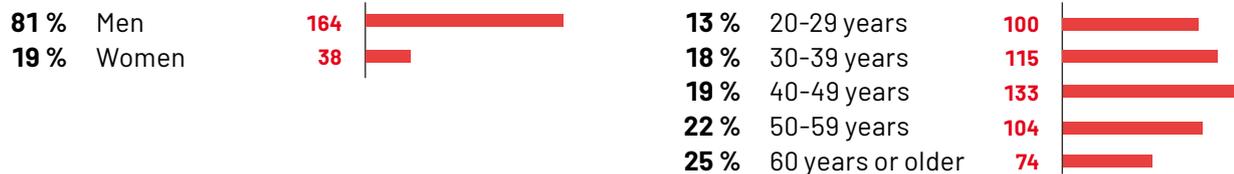
DISSEMINATION AND TARGET GROUP



Reader structure combination (DER AKTIONÄR, BÖRSE ONLINE, finanztreff)

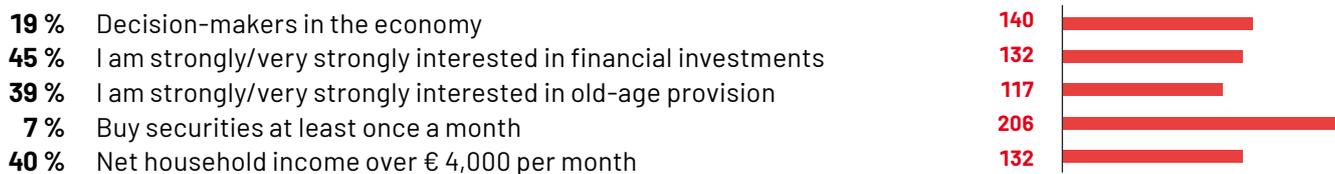
Gender and age

Index = 100 %



Characteristics

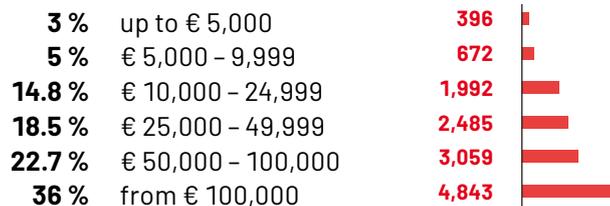
Index = 100 %



DER AKTIONÄR

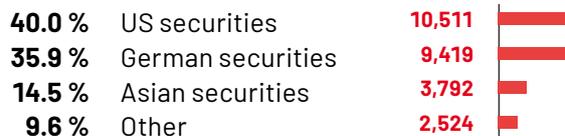
Securities assets

Index = 100 %



Affinities

Index = 100 %



Ø number of trades per year



BÖRSE ONLINE

Securities assets

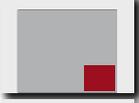
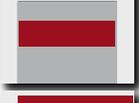
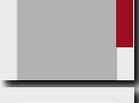
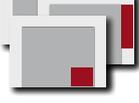


Investment interests



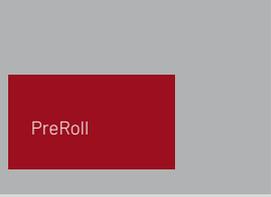
Sources: Customer survey 07/21, reader survey 2020, AGOF 03/23, b4p 12/22

ADVERTISING FORMATS AND PRICES

ADVERTISING FORM	FORMAT	PRICE
Standard	Width x height in pixels	CPT
 Superbanner stationary/mobile	728/980 x 90/110	€ 40.00
 Skyscraper	120/160 x 600/800	€ 40.00
 Rectangle stationary/mobile	300 x 250	€ 40.00
 Wallpaper	728/980 x 90/110 + 120/160 x 600/800	€ 70.00
 Billboard	950 x 200	€ 70.00
 Fireplace	120/160 x 600/800 + 1440 x 90/110 + 120/160 x 600/800	€ 120.00
 Half Page Ad	300 x 600	€ 50.00
 Stage Ad	on request	€ 150.00
 Ad Bundle	Superbanner, Skyscraper, Rectangle	€ 40.00
Native	Description	
Advertorial	Integration of video or text	on request

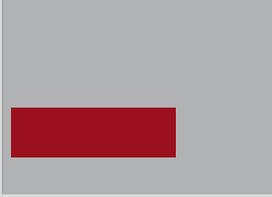
PREROLL-AD

80 €/CPT up to 15 sec.
110 €/CPT up to max. 24 sec



NEWSLETTER

on request



SOCIAL MEDIA

  on request

Other formats as well as category bookings and presenting on request.
Subject to change without notice.
All prices quoted are subject to VAT.

PUBLISHER INFORMATION

ADDRESS

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BIC COBADEFFXXX

UST-ID DE 198205675

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IVW

Member of the Information Society for the Determination of the Distribution of Advertising Media

TERMS AND CONDITIONS

The payment and business conditions of the publisher/sender apply to the processing of orders. These can be found at <https://www.boersenmedien.com/medien-agb.html>.

Due to tax regulations, we ask you to provide your tax number and/or VAT ID when placing an order.

The information contained in this price list may be updated during the year. The latest binding version of the media data can be found here.



WWW.BOERSENMEDIEN.COM



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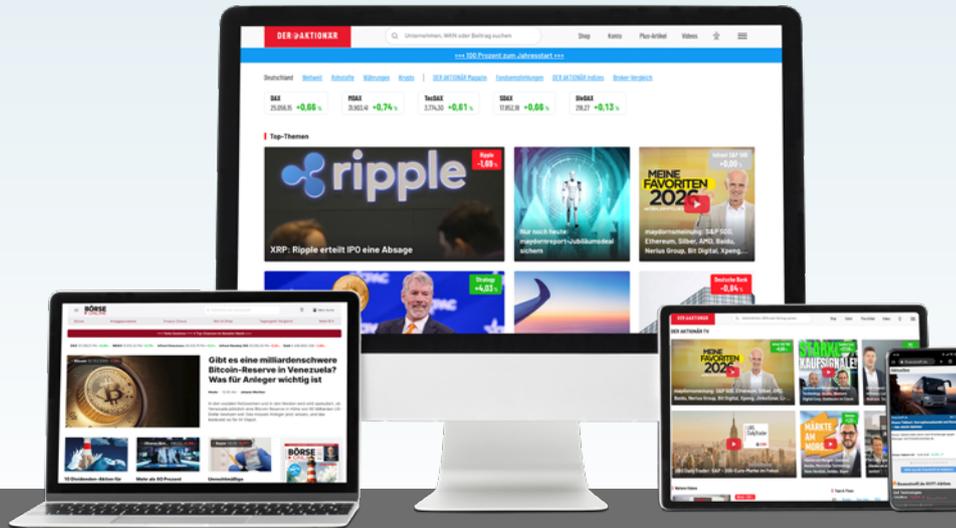
Download the current media data:
deraktionaer.de
boerse-online.de
eurams.de
finanztreff.de

TECHNICAL DATA

ADVERTISING MATERIALS	FORMAT	SIZE
Online	www.deraktionaer.de	
Superbanner	jpg, gif, png, swf, html5	max. 30 KB
Skyscraper	jpg, gif, png, swf, html5	max. 30 KB
Rectangle	jpg, gif, png, swf, html5	max. 30 KB
Wallpaper	jpg, gif, png, swf, html5	max. 50 KB
Billboard	jpg, gif, png, swf, html5	max. 40 KB
Fireplace	jpg, gif, png, swf, html5	max. 110 KB
Half Page Ad	jpg, gif, png, swf, html5	max. 30 KB
Stage Ad	jpg, gif, png, swf, html5	max. 150 KB
Text Ad	Text	260 characters
Newsletter banner	jpg, png	max. 15 KB
PreRoll-Ad	–	–
Spot/video format	max. 15 Sek.	–
Cut in	max. 10 Sek.	–
Mobile	DER AKTIONÄR App	
Interstitial	jpg, gif	–

Creation of advertising formats on request. Subject to change without notice.
All prices quoted are subject to VAT.

CONTACT



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