



MEDIA DATA

valid from
01/01/2025 | Price list no. 40

PROFILE

BÖRSE ONLINE is 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. It focuses on fundamental market and stock analyses, chart analysis, trading strategies and trading models.

BÖRSE ONLINE provides independent and in-depth information for a successful investment strategy, evaluates opportunities, and risks, and highlights the best investment ideas. A comprehensive statistics section also provides detailed key figures on around 600 German stocks and a large number of foreign stocks. It also includes an overview of the most important ETFs, funds, and bonds, as well as regularly published profiles and interviews with influential leaders and corporate executives.

BÖRSE ONLINE addresses independent private investors interested in capital markets as well as institutional readers at banks, insurance companies, asset management companies and capital investment companies.

BÖRSE ONLINE weekly magazine – print + ePaper

boerse-online.de – online portal and social media

MARKETS

Financial news plus market indicators and market outlook

COVER STORY

Comprehensive analysis of investment topics and stock market strategies, opportunities and risks

STOCKS

Stock ideas for industries and countries as well as special stocks for conservative and speculative investors

STRATEGIES

Investment strategies for all types of investors as well as options, certificates, funds, cryptocurrencies, chart analysis and model portfolios

STATISTICS

Specific key figures, dividend, and earnings estimates for around 600 stocks, overview of the most important funds and bonds

MONEY

The best overnight and fixed deposit interest rates as well as real estate financing, tax advice, book recommendations, tangible assets and collectibles



SCOPE AND TARGET AUDIENCE

Circulation of BÖRSE ONLINE

Guaranteed sold copies: 26,000
Calculated print copies: 38,000

(According to section IV 8. of our General Terms and Conditions for advertisements and other promotional media)



Readership of BÖRSE ONLINE

Gender and age

Index = 100 %

89 %	Male	180		67 %	Age 30-59	141	
11 %	Female	22		23 %	Age 60+	69	

Education, occupation and income

Index = 100 %

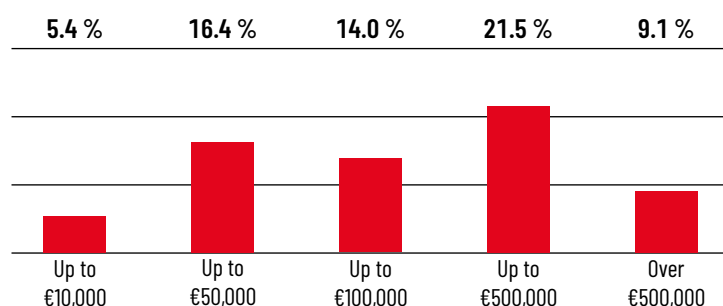
68 %	A-levels, high-school diploma or university degree	206	
14 %	Self-employed, freelancers	196	
41 %	Executives, senior officials	405	
68 %	Household net income over 4,000 a month	203	

Target groups / buyer typologies

Index = 100 %

70 %	Core target group investment	286	
36 %	Core target group insurance	231	
38 %	Advisor, private pension experts	539	
48 %	Quality-oriented consumers	244	
39 %	Luxury-oriented consumers	345	
33 %	Innovators	606	
28 %	Trendsetters	270	

Securities portfolio



Investment interests

97 %	Stocks
63 %	ETFs
60 %	Bonds & interest rates
59 %	Certificates
58 %	Funds
46 %	Options
22 %	CFDs



Please find more detailed facts under: www.boersenmedien.com/mediadaten



Source: Reader survey 2020, AWA 2023

Types of Advertising and Rates

	SIZE in page fractions	TRUNCATED ADS + 3 mm bleed difference	TYPE AREA	PRICES 4C
	Standard	Width x height in mm	Width x height in mm	
	1/1 page	210 x 275	180 x 232	€ 11.500,00
	1/2 page portrait	102 x 275	84 x 232	€ 6.900,00
	1/2 page landscape	210 x 137	180 x 120	
	1/3 page portrait	74 x 275	56 x 232	€ 4.900,00
	1/3 page landscape	210 x 95	180 x 78	
	1/4 page landscape	210 x 77	180 x 60	€ 3.900,00
	Strip ad Chart section	420 x 15	-	€ 1.300,00
Cover pages				
	Cover page 2	210 x 275	180 x 232	€ 13.100,00
	Cover page 3	210 x 275	180 x 232	€ 13.100,00
	Cover page 4	210 x 275	180 x 232	€ 13.100,00
Double-page ads				
	Tunnel ad	260 x 165	260 x 148	€ 9.500,00
	Opening spread (cov. 2 + page 3)	420 x 275	382 x 232	€ 25.000,00
	Spread 2/1	420 x 275	382 x 232	€ 23.000,00
	Spread 2 x 1/2	420 x 137	382 x 120	€ 13.800,00
	Spread 2 x 1/3	420 x 95	382 x 78	€ 9.800,00

Subject to modifications. All prices are calculated ex VAT.

DISCOUNT

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COMBINATION DISCOUNT

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Börsenmedien AG achieves consistently high coverage in the Allensbacher Markt- und Werbeträgeranalyse (AWA) surveys. With the publications DER AKTIONÄR, BÖRSE ONLINE, €uro am Sonntag and the monthly magazine €uro, the media company successfully sets itself apart from its competitors. In the AWA 2023, the Börsenmedien AG brands achieved a net reach of 1.2 per cent, which corresponds to 810,000 readers per issue.

You receive a 15% combination discount for ad bookings in the Börsenmedien combination. The adverts of one advertiser must appear for the same product and in the same format in all titles at the same time. **If you book 3 titles in the Börsenmedien combination, you will receive a 10% discount.**

AD SPECIALS

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ADVERTORIAL

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GATEFOLDER

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(COVER 2 + FOLDABLE AD PAGE 1/1 OR 1/2)



TRUNCATED
COVER UP



BOOKLET
TIP-ON

CONCEPT + OFFER and other specials on request!

SALES PACKAGES

We would be happy to create an individual offer together with you – just contact us!

Subject to modifications.
Additional sizes and layouts of the advertorials on request.
All prices are calculated ex VAT.

DATES

CW	ISSUE	ON-SALE DATE	BOOKING DEADLINE	SUBMISSION DEADLINE	FURTHER INFORMATION
1	01/2025	02.01.25	20.12.24	20.12.24	
2	02/2025	09.01.25	30.12.24	03.01.25	
3	03/2025	16.01.25	08.01.25	10.01.25	
4	04/2025	23.01.25	15.01.25	17.01.25	PLUS 25.01.2025 Börsentag Dresden
5	05/2025	30.01.25	22.01.25	24.01.25	
6	06/2025	06.02.25	29.01.25	31.01.25	
7	07/2025	13.02.25	05.02.25	07.02.25	PLUS 15.02.2025 Börsentag Frankfurt
8	08/2025	20.02.25	12.02.25	14.02.25	
9	09/2025	27.02.25	19.02.25	21.02.25	
10	10/2025	06.03.25	26.02.25	28.02.25	
11	11/2025	13.03.25	05.03.25	07.03.25	
12	12/2025	20.03.25	12.03.25	14.03.25	PLUS 22.03.2025 Börsentag kompakt Köln
13	13/2025	27.03.25	19.03.25	21.03.25	
14	14/2025	03.04.25	26.03.25	28.03.25	PLUS 05.04.2025 Anlegertag München
15	15/2025	10.04.25	02.04.25	04.04.25	
16	16/2025	17.04.25	09.04.25	11.04.25	
17	17/2025	24.04.25	16.04.25	17.04.25	
18	18/2025	30.04.25	23.04.25	25.04.25	
19	19/2025	08.05.25	30.04.25	02.05.25	PLUS 09.-10.05.2025 Invest Stuttgart
20	20/2025	15.05.25	07.05.25	09.05.25	
21	21/2025	22.05.25	14.05.25	16.05.25	
22	22/2025	28.05.25	21.05.25	23.05.25	
23	23/2025	05.06.25	28.05.25	30.05.25	
24	24/2025	12.06.25	04.06.25	06.06.25	
25	25/2025	18.06.25	11.06.25	13.06.25	
26	26/2025	26.06.25	18.06.25	20.06.25	
27	27/2025	03.07.25	25.06.25	27.06.25	
28	28/2025	10.07.25	02.07.25	04.07.25	
29	29/2025	17.07.25	09.07.25	11.07.25	
30	30/2025	24.07.25	16.07.25	18.07.25	
31	31/2025	31.07.25	23.07.25	25.07.25	
32	32/2025	07.08.25	30.07.25	01.08.25	
33	33/2025	14.08.25	06.08.25	08.08.25	
34	34/2025	21.08.25	13.08.25	14.08.25	
35	35/2025	28.08.25	20.08.25	22.08.25	
36	36/2025	04.09.25	27.08.25	29.08.25	PLUS 06.09.2025 Anlegertag Düsseldorf
37	37/2025	11.09.25	03.09.25	05.09.25	
38	38/2025	18.09.25	10.09.25	12.09.25	
39	39/2025	25.09.25	17.09.25	19.09.25	PLUS 27.09.2025 Aktionärstag Kulmbach
40	40/2025	02.10.25	24.09.25	26.09.25	
41	41/2025	09.10.25	01.10.25	02.10.25	
42	42/2025	16.10.25	08.10.25	10.10.25	PLUS 18.10.2025 Börsentag Berlin
43	43/2025	23.10.25	15.10.25	17.10.25	
44	44/2025	30.10.25	22.10.25	24.10.25	
45	45/2025	06.11.25	29.10.25	31.10.25	PLUS 07.-08.11.2025 World of Trading 2025
46	46/2025	13.11.25	05.11.25	07.11.25	
47	47/2025	20.11.25	12.11.25	14.11.25	
48	48/2025	27.11.25	19.11.25	21.11.25	
49	49/2025	04.12.25	26.11.25	28.11.25	
50	50/2025	11.12.25	03.12.25	05.12.25	
51-52	51-52/2025	18.12.25	10.12.25	12.12.25	
01	01/2026	02.01.26	19.12.25	19.12.25	

Subject to modifications. **PLUS** Greater scope due to display at a trade fair.
 The editorial team reserves the right to change publication dates or specials due to current events.

SUPPLEMENTS, TIP-ONS, AND INSERTS

SUPPLEMENTS

are loose inserts added to the magazine.

		TOTAL
Prices: (per thsnd.)	- Up to 25 grams: - Per 5-gram increment:	€200 €10
Sizes: (w x h)	- Minimum size: - Maximum size: - Oversized:	105 x 148 mm 192 x 255 mm on request
Other:	- Positioning <i>in magazine</i>: - Allocation: - Printed matter: - Volume:	Undefined position Total circulation Must close parallel to the filing margin Up to 6 pages, larger volume on request

TIP-ONS

are attached to a standard ad so that they can be removed and used by the reader.

		TOTAL
Prices: (per thsnd.)	- Up to 10 grams: - Up to 20 grams: - Up to 30 grams: + Standard ad (1/1 page):	€110 €120 €130 €11,500
Sizes: (w x h)	- Minimum size: - Maximum size:	120 x 90 mm 210 x 275 mm

Positioning: On request

BOUND INSERTS

are attached to the magazine.

		TOTAL
Prices: (per thsnd.)	4 pages: 8 pages: 12 pages: 16 pages:	€220 €230 €240 €250

Sizes and positionings on request.

GENERAL

Please indicate size, grammage, and weight when booking. Total price per thousand, including postage. Printing on request. For availability reasons, we recommend booking as soon as possible.

Submission of a binding sample (PDF) is required for the order to be accepted and executed.

CALCULATION BASIS

Calculation basis is the calculated print circulation.

CIRCULATION ADJUSTMENT

Minor deviations from the agreed distribution area might occur due to sales-related reasons. In order to react to circulation fluctuations at short notice, it is best to consult the publisher again before printing.

DELIVERY DATE

Delivery date for supplements, tip-ons, and inserts 9 working days before on-sale date at the latest.

GUIDELINES

Other specifications on request.

DELIVERY ADDRESS

Will be sent to you with the order confirmation.

LABELLING OF THE PALLETS

Sender and recipient
BÖRSE ONLINE, issue number, product name and quantity per pallet, total quantity, number of pallets and weight per pallet

5 samples
bindingly required when
placing the order

Subject to modifications. All prices are calculated ex VAT and are not discountable.

PUBLISHER INFORMATION



WWW.BOERSENMEDIEN.COM



ADDRESS

Börsenmedien AG
Am Eulenhof 14
95326 Kulmbach

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Bayerstraße 71-73
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www.boersenmedien.com/mediadaten

BANK DETAILS

Deutsche Bank
IBAN DE 77 1007 0000 0036 4661 00
BIC DEUTDE33XXX

TAX ID NUMBER CHECK DIGIT

DE198205675 569528

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>

FREQUENCY OF PUBLICATION

weekly

ON-SALE DATE

Thursday

PRICE PER COPY

€6,80 (print)

€5.80 (digital)

IVW

Member of the "Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern", the German Audit Bureau of Circulation

MARKETING

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Due to tax regulations we ask you to state your tax number and/or VAT registration number.

The specifications indicated in this price list can be updated at any time during the year. The most recent and binding advertising rates can be found [here](#).

TECHNICAL SPECIFICATIONS

DETAILS

Magazine format: 210 x 275 mm + 3 mm bleed difference
Type area: 180 x 232 mm
Bleed safety: 3 mm*
Grid: 80
Print method: Cover: sheet-fed offset
Content: Reel-fed offset with saddle stitch
Print colors: Euroscale (cyan, magenta, yellow, black)

* Design elements of the advertisement that are not to be trimmed must have minimum spacing of 5 mm from the magazine's format definition.

DATA TRANSFER/DELIVERY

Data transfer: FTP on request
File name: bo_issue no._customer name_motif
@anzeigenpruefung@pmgi.de
Frau Deimel: +49 2385 931-236
Frau Huneke: +49 2385 931-219

FILE FORMATS

Standard: With genuine transparencies
Comp: PDF X-3 and X-4
Fonts: Embed all
Resolution: 300 dpi, line drawing: 1,200 dpi
Overall color application: (max.) cover: **320%** / content: **270%**

The quality of JPEG-compressed images is determined by the deliverer.

COLOR ADS

Any omission of base color in designing colored ads will not affect the ad calculation.

For custom colors that cannot be created by combining colors from the used color scale a separate agreement is required. Minor deviations in tonal values are due to the production print's tolerance range. No sending of proofs.

Color profile cover: **ISO Coated v2 (Fogra 39)**

Color profile content: **SC Paper (Fogra 40)**

CONTACT

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Subject to modifications.

Claims due to incorrect printing material cannot be accepted by the publisher.

CONTACT



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