



Valid from
28/09/2023

BRIEF PROFILE – BÖRSEN MEDIEN COMBINATION

Börsenmedien AG is a leading media company for value-oriented financial information in the German-speaking market and has continuously brought innovation to the market since its founding. In 2021, Börsenmedien AG acquired Finanzen Verlag, expanding its portfolio. With the brands DER AKTIONÄR, BÖRSE ONLINE, einfach börse, €uro and €uro am Sonntag, it has become the largest publisher of financial information in Germany.

Der Aktionär has been one of Germany's most popular business publications for more than 25 years. Every week, DER AKTIONÄR explains and analyzes stocks, funds, ETFs, certificates, options, commodities, precious metals, and presents successful investment ideas.

BÖRSE ONLINE is one of 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.

The monthly magazine „**einfach börse**“ by DER AKTIONÄR provides comprehensive basic knowledge about the stock market, finance and investing.

€uro is Germany's biggest monthly magazine for business, politics, the stock market, and private finance. €uro combines reports on economic policy developments with reports on companies, gives investment advice and clever tips on tax and insurance issues.

With **€uro am Sonntag**, Germany's weekly financial newspaper since 1998, investors can always keep an eye on the most important stock market topics of the week.

CIRCULATION

(IVW II/2023)	Der Aktionär	BÖRSE ONLINE	einfach börse	€uro	€uro am Sonntag	Total
Printed circulation:	33,456	37,094	16,771	32,567	22,412	142,300
Distributed circulation:	32,901	26,975	9,278	30,182	20,974	120,310
Sold circulation:	32,488	26,727	9,149	29,657	20,780	118,801
Subscription:	20,089	14,598	2,921	19,793	10,917	68,318
Newsstand sales:	6,847	7,618	3,835	4,929	3,931	27,160
In-flight copies:	0	650	0	1,511	143	2,304
Reader's circle:	43	41	0	1,649	0	1,733
Other sales:	5,509	3,820	2,393	1,775	5,789	19,286
Free copies:	413	248	129	525	194	1,509

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>

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TARGET GROUP (AWA 2023):

- Private and professional decision makers
- Mainly male, 63 % aged between 30 and 59, 25 % are more than 60 years old
- Well educated, working in management positions, accordingly high net household income
- 77 % own securities, 51 % intend to buy securities
- Disproportionately high percentage of readers planning to buy exclusive consumer goods
- Low readership overlap among publications

AD RATES

(valid from 01/01/2023)

	Der Aktionär	BÖRSE ONLINE	einfach börse	€uro	€uro am Sonntag
1/1 page	14.800 €	9.800 €	6.900 €	13.500 €	9.300 €
1/2 page	8.500 €	5.900 €	4.500 €	8.100 €	5.650 €
1/3 page	6.000 €	4.200 €	2.800 €	5.650 €	3.890 €

Subject to modifications. All prices are calculated ex VAT. Additional formats on request.

COMBINATION DISCOUNT

Börsemedien AG has once again achieved top marks in the surveys of the "Allensbacher Markt- und Werbeträgeranalyse 2023" (Allensbach Market and Advertising Media Analysis 2023). As in the previous year, the combination of the weekly magazines DER AKTIONÄR, BÖRSE ONLINE and €uro am Sonntag as well as the monthly magazines €uro and einfach börse outperformed the competition. **The brands of Börsemedien AG achieved a net circulation of 1.2 percent, which corresponds to 870,000 readers (LpA).**

You will receive a 20% combination discount for ad bookings in the Börsemedien combination. To qualify, an advertiser's ads with an identical product/creation must appear in the same format in all magazines during the same period. You will receive a 15% discount for booking 4 publications in the Börsemedien combination, and a 10% discount for booking 3 publications in the combination.

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