



PRINT



MEDIA DATA

valid from
01/01/2025 | Price list no. 55

| | | | | | | | |
|---|--|--------------------------------------|-----------------------|-------------|------------------------------------|---------------------------------|---------|
| PUBLISHER INFOR- MATON & TECHNICAL SPECIFICATIONS | PUBLISHER SUPPLEMENTS / ROUNDTABLE | SUPPLEMENTS, TIP-ONS & INSERTS | DATES AND SPECIALS | AD SPECIALS | TYPES OF ADVERTISING & RATES | SCOPE AND TARGET AUDIENCE | PROFILE |
|---|--|--------------------------------------|-----------------------|-------------|------------------------------------|---------------------------------|---------|

PROFILE

€uro is the monthly magazine for business, the stock market and personal finance. €uro combines reports on economic developments with business news, provides well-rounded investment advice and clever tips on tax and insurance issues. This broad coverage of the question “What should I do with my money?” makes €uro Germany’s biggest monthly finance magazine.

Month after month, the readers learn what concerns economic decision-makers have. €uro illustrates the correlations between German economic policy, new strategies, and old problems of DAX companies, as well as exciting international topics. In the big €uro interview, DAX board members, top politicians and celebrities discuss their relationship to money.

The largest section, “Stock Market & Investments” explains and analyzes funds, stocks, bonds, ETFs, certificates, options, commodities, precious metals, and real estate investments. In addition, the editorial team examines the investment strategies of renowned fund and asset managers. The focus is on investing instead of speculating.

Furthermore, €uro readers learn how to optimize their personal finances for tax purposes and which pension products actually make sense. Finally, product tests and rankings of the best insurance companies, banks and asset managers complete the offer.

€uro is precisely tailored to the high demands of private and professional decision-makers who are interested in the economy, business, finance, tax, law, investment, and insurance.



€uro monthly magazine – print + ePaper

NEWS

Selected news from the fields of politics, business and the stock market

COVER STORY

€uro investment strategies with stocks, funds and real estate – detailed analyses, comprehensive evaluations and real practical value on 20 pages

POLITICS & ECONOMICS

The world of business and economics explained in detail – correlations, risks, new trends

STOCK MARKET & INVESTMENTS

Stocks, bonds, funds, ETFs, certificates, options, CFDs, commodities and precious metals – anything that increases returns and reduces risks

TAX & SAVING

Pure value: tips on tax saving, insurance tests, financial and legal advice on family and home ownership

MONEY & PLEASURE

Nine-page finale with cars, watches, and travel reports as well as popular iconic brands



SCOPE AND TARGET AUDIENCE

Circulation of €uro

Guaranteed sold copies: 27,000
Calculated print copies: 32,000

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



Readership of €uro

Gender and age

Index = 100 %

| | | | | | | | |
|------|--------|-----|--|------|-----------|-----|--|
| 66 % | Male | 143 | | 63 % | Age 30-59 | 132 | |
| 34 % | Female | 67 | | 27 % | Age 60+ | 81 | |

Education, occupation and income

Index = 100 %

| | | | |
|------|--|-----|--|
| 61 % | A-levels, high-school diploma or university degree | 184 | |
| 13 % | Self-employed, freelancers | 170 | |
| 23 % | Executives, senior officials | 229 | |
| 55 % | Household net income over €4,000 a month | 164 | |

Target groups / buyer typologies

Index = 100 %

| | | | |
|------|----------------------------------|-----|--|
| 64 % | Core target group investment | 259 | |
| 34 % | Core target group insurance | 218 | |
| 33 % | Advisor, private pension experts | 467 | |
| 38 % | Quality-oriented consumers | 178 | |
| 31 % | Luxury-oriented consumers | 278 | |
| 29 % | Innovators | 530 | |
| 21 % | Trendsetters | 207 | |

Asset holdings

Index = 100 %

| | | | |
|------|-----------------------|-----|--|
| 75 % | Securities | 223 | |
| 50 % | Stocks | 331 | |
| 3 % | Certificates, options | 324 | |
| 37 % | Funds | 382 | |
| 33 % | ETFs | 508 | |
| 30 % | Luxury watches | 245 | |

Purchase plan

Index = 100 %

| | | | |
|------|-------------|-----|--|
| 46 % | Securities | 427 | |
| 24 % | Insurance | 209 | |
| 13 % | Real estate | 177 | |
| 6 % | New car | 265 | |














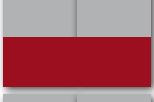
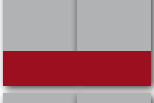



Please find more detailed facts under: www.boersenmedien.com/mediadaten



Source: 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 | 213 x 275 | 171 x 226 | €13,500.00 |
|  | 2/3 page portrait | 130 x 275 | 108 x 226 | €10,650.00 |
|  | 1/2 page landscape | 213 x 130.5 | 171 x 110.5 | €8,100.00 |
|  | 1/3 page portrait | 71 x 275 | 49 x 226 | €5,650.00 |
| | 1/3 page landscape | 213 x 92 | 171 x 72 | |
|  | 1/4 page landscape | 213 x 73 | 171 x 53 | €4,580.00 |
|  | Corner ad | - | 108 x 110.5 | €5,950.00 |
|  | Special format | - | 108 x 56.5 | €3,260.00 |
| Cover pages | | | | |
|  | Cover page 2 | 213 x 275 | 171 x 226 | €16,200.00 |
|  | Cover page 3 | 213 x 275 | 171 x 226 | €16,200.00 |
|  | Cover page 4 | 213 x 275 | 171 x 226 | €16,200.00 |
| Double-page ads | | | | |
|  | Tunnel ad | 245 x 138 | 245 x 118 | €10,900.00 |
|  | Opening spread (cov. 2 + page 3) | 426 x 275 | 382 x 226 | €30,820.00 |
|  | Spread 2/1 | 426 x 275 | 382 x 226 | €27,000.00 |
|  | Spread 2 x 1/2 | 426 x 130,5 | 382 x 110.5 | €16,200.00 |
|  | Spread 2 x 1/3 | 426 x 92 | 382 x 72 | €11,300.00 |
|  | Spread 2 x 1/4 | 426 x 73 | 382 x 53 | €9,160.00 |

Subject to modifications. All prices are calculated ex VAT. Other sizes on request.

DISCOUNT

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COMBINATION DISCOUNT

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



COVER POSTCARD <<

>>

GATEFOLDER

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



FLAP <<



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

| ISSUE | ON-SALE DATE | BOOKING DEADLINE | SUBMISSION DEADLINE | FURTHER INFORMATION |
|---------|--------------|------------------|---------------------|--|
| 02/2025 | 18/01/25 | 19/12/24 | 19/12/24 | PLUS 25/01/2025 Börsentag Dresden |
| 03/2025 | 15/02/25 | 24/01/25 | 30/01/25 | PLUS 15/02/2025 Börsentag Frankfurt |
| 04/2025 | 15/03/25 | 21/02/25 | 27/02/25 | PLUS 22/03/2025 Börsentag kompakt Köln 05/04/2025 Anlegertag München |
| 05/2025 | 12/04/25 | 21/03/25 | 27/03/25 | PLUS 09-10/05/2025 Invest Stuttgart |
| 06/2025 | 17/05/25 | 25/04/25 | 02/05/25 | |
| 07/2025 | 14/06/25 | 23/05/25 | 28/05/25 | |
| 08/2025 | 12/07/25 | 20/06/25 | 26/06/25 | |
| 09/2025 | 16/08/25 | 25/07/25 | 31/07/25 | PLUS 06/09/2025 Anlegertag Düsseldorf |
| 10/2025 | 20/09/25 | 29/08/25 | 04/09/25 | PLUS 27/09/2025 Aktionärstag Kulmbach |
| 11/2025 | 18/10/25 | 26/09/25 | 02/10/25 | PLUS 18/10/2025 Börsentag Berlin 07-08/11/2025 World of Trading 2025 |
| 12/2025 | 15/11/25 | 24/10/25 | 30/10/25 | |
| 01/2026 | 13/12/25 | 21/11/25 | 27/11/25 | |

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: | €200 |
| • Per 5-gram increment: | €10 |
| Sizes: (w x h) | |
| • Minimum size: | 105 x 148 mm |
| • Maximum size: | 193 x 255 mm |
| • Oversized: | On request |
| Other: | |
| • Positioning <i>in magazine</i> : | Undefined position |
| • Allocation: | Total circulation |
| • Printed matter: | Must close parallel to the filing margin |
| • Volume: | Up to 8 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: | €110 |
| • Up to 20 grams: | €120 |
| • Up to 30 grams: | €130 |
| + Standard ad (1/1 page): | €13,500 |
| Sizes: (w x h) | |
| • Minimum size: | 60 x 75 mm |
| • Maximum size: | 200 x 210 mm |
| Other: | |
| • Positioning <i>in magazine</i> : | As per technical possibilities |
| • Positioning <i>tip-on</i> : | Min. 45 mm spacing to gutter, 20 mm* to edges |
| • Allocation: | Total circulation |
| • Printed matter: | Must close parallel to the filing margin |

*min. for booklets: 60 mm



BOUND INSERTS

are attached to the magazine.

| | TOTAL |
|------------------------------------|--------------------------------|
| Prices: (per thsnd.) | |
| • 4 pages: | €220 |
| • 8 pages: | €230 |
| • 12 pages: | €240 |
| • 16 pages: | €250 |
| Sizes: (w* x h) | |
| • Minimum size: | 105 x 148 mm |
| • Maximum size: | 205 x 275 mm |
| *plus 5 mm gripper fold | |
| Other: | |
| • Positioning <i>in magazine</i> : | As per technical possibilities |
| • Allocation: | Total circulation |

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 16 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
Euro, 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 SUPPLEMENTS/ROUNDTABLE

Under the brand €uro, we publish various supplements as well as the exclusive €uro roundtable.

» €URO BEST-BUY

€uro Best-Buy is the magazine within the magazine for collectors and is included in the monthly magazine €uro. The comprehensive statistics are unique in Germany:

Funds – commented fund statistics with more than 2,000 funds in the monthly check incl. the €uro fund note.

Stocks – all stocks in the DAX, MDAX and SDAX.

Certificates – more than 150 listed index certificates, bonds, currencies – treasury and corporate bonds of various credit ratings.



€URO EXTRA



€uro extra is the publisher's own publication on special topics, which is inserted in the magazines €uro, €uro am Sonntag and BÖRSE ONLINE and also distributed digitally.

Special topics such as the publisher's annual awards "Goldene Bullen" and "Grünes Geld" create an ideal environment for your ads.



Contact:

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» €URO SPEZIAL

€uro spezial is a special issue covering a value-oriented topic that is produced by one or more companies in cooperation with the editorial team.

There are various distribution options in the print publications €uro, €uro am Sonntag and BÖRSE ONLINE. In addition, €uro spezial can also be distributed digitally.



€URO ROUNDTABLE



The roundtable discussion can take place live or digitally. Product managers, country heads or executives provide their input. A total of four to six partners discuss and evaluate current financial topics. It is published in €uro and €uro am Sonntag on an 8- to 10-page spread.



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PUBLISHER INFORMATION



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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 528151

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

monthly

ON-SALE DATE

Saturday

PRICE PER COPY

€9.80 (print)

€8.90 (digital)

IVW

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

MARKETING

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TECHNICAL SPECIFICATIONS

DETAILS

Magazine format: 213 x 275 mm + 3 mm bleed difference
Type area: 171 x 226 mm
Bleed safety: 6 mm*
Grid: 60
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 6 mm from the magazine's format definition.

DATA TRANSFER/DELIVERY

E-mail: du.euro.muenchen@boersenmedien.de
File name: Euro_on-sale date_customer name

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: 280%

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:

ISOcoated_v2_300_eci (Fogra 39L)

Color profile content and magazine within magazine:

PSO_LWC_Improved_eci (Fogra 45L)

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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