

Ausgabe 3/2025 www.boerse-online.de

euro
DAS MAGAZIN FÜR WIRTSCHAFT UND GELD



**SINNS FAKTEN
für Ihr GELD**
Deutschlands Top-
Ökonom im Interview:
über Rente, Wirtschaft,
Wahlen, Wohlstand,
Euro & Inflation

IHR LEBENSLANGES DIVIDENDEN EINKOMMEN

Alle
5 Jahre
doppeltes
Gehalt



Bis zu
17%
Dividende

2000 €
und mehr
aufs
Konto

**Die sichersten,
am schnellsten wachsenden Dividenden der Welt: 14,8% Rendite**

PLUS: Dividendenkalender mit allen Terminen

ISSN 1614-6620 | Deutschland € 6,90
A 4 700/11 € 7,20
DK 12,00 DKK



MEDIA DATA

valid from
01/01/2026 | Price list no. 56

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

Print run: 30,700 copies
 Subscription run: 31,325 copies (including 14,400 E-papers)

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



Readership of €uro

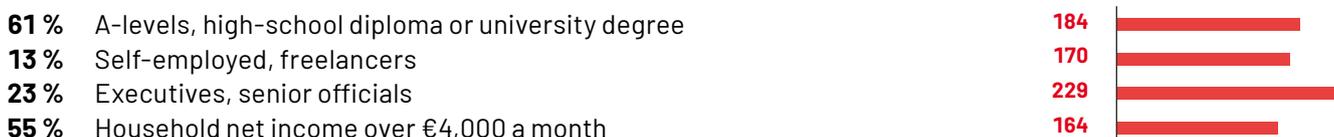
Gender and age

Index = 100 %



Education, occupation and income

Index = 100 %



Target groups / buyer typologies

Index = 100 %



Asset holdings

Index = 100 %



Purchase plan

Index = 100 %



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



Source: Reader survey 2024, IVF, AWA

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.

AD SPECIALS

ADVERTORIAL



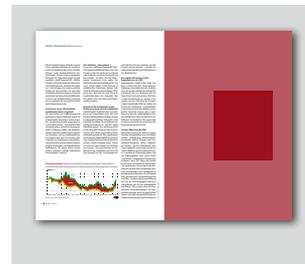
COVER POSTCARD

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!

DISCOUNT

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.**

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

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

CW	ISSUE	ON-SALE DATE		BOOKING DEADLINE*	SUBMISSION DEADLINE*	FURTHER INFORMATION**
		Print (EV+Abo)	ePaper (digital)			
3	02/2026	Sat 17.01.26	Wed 14.01.26	Thu 18.12.25	Thu 18.12.25	31.01.2026 Börsentag Dresden [+]
7	03/2026	Sat 14.02.26	Wed 11.02.26	Fri 23.01.26	Thu 29.01.26	21.02.2026 Börsentag Frankfurt [+]
11	04/2026	Sat 14.03.26	Wed 11.03.26	Fri 20.02.26	Thu 26.02.26	14.03.2026 Börsentag Wien, 28.03.2026 Anlegertag München [+]
15	05/2026	Sat 11.04.26	Wed 08.04.26	Fri 20.03.26	Thu 26.03.26	17.04.-18.04.2026 Invest Stuttgart [+]
20	06/2026	Sat 16.05.26	Wed 13.05.26	Fri 24.04.26	Thu 30.04.26	30.05.2026 BT kompakt Köln [+]
24	07/2026	Sat 13.06.26	Wed 10.06.26	Fri 22.05.26	Thu 28.05.26	
28	08/2026	Sat 11.07.26	Wed 08.07.26	Fri 19.06.26	Thu 25.06.26	
33	09/2026	Fri 14.08.26	Wed 12.08.26	Fri 24.07.26	Thu 30.07.26	12.09.2026 Anlegertag Düsseldorf [+]
38	10/2026	Sat 19.09.26	Wed 16.09.26	Fri 28.08.26	Thu 03.09.26	19.09.2026 Aktionärstag Kulmbach, 25.09.-26.09.2026 WOT, 26.09.2026 Zürich, 10.10.2026 BT Berlin [+]
41	11/2026	Sat 17.10.26	Wed 14.10.26	Fri 25.09.26	Thu 01.10.26	24.10.2026 BT kompakt Nürnberg [+]
46	12/2026	Sat 14.11.26	Wed 11.11.26	Fri 23.10.26	Thu 29.10.26	21.11.2026 BT Hamburg [+]
50	01/2026	Sat 12.12.26	Wed 09.12.26	Fri 20.11.26	Thu 26.11.26	

Subject to modifications. [+] Greater scope due to display at a trade fair.

* Reservations made in advance must be booked by these dates. After that, the reserved slots will expire without replacement.

** The editorial team reserves the right to change the publication date and the design of the themed specials due to current event.

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

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

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.

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

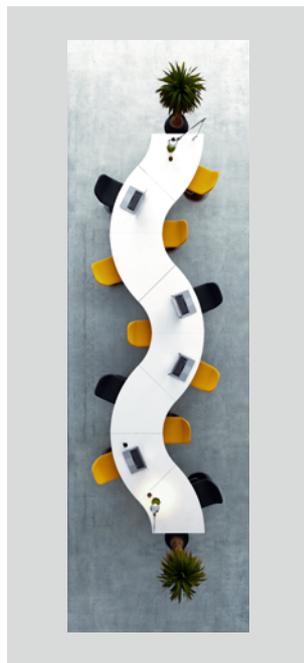
€uro extra is the publisher's own publication on special topics, which is inserted in the magazines €uro, €uro am Sonntag and BÖRSE ONLINE and also distributed digitally.

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

» €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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BANK DETAILS

Börsenmedien Aktiengesellschaft
IBAN: DE02 7712 0073 0003 4230 00
BIC: HYVEDEMM289 (Unicredit Bank GmbH)

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

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: 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

File name: EM_issue no._customer name_motif

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

anzeigen@boersenmedien.de

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

PROFILE

SCOPE AND
TARGET
AUDIENCE

TYPES OF
ADVERTISING &
RATES

AD SPECIALS

DATES AND
SPECIALS

SUPPLEMENTS,
TIP-ONS &
INSERTS

PUBLISHER
SUPPLEMENTS /
ROUNDTABLE

PUBLISHER INFOR-
MATION & TECHNICAL
SPECIFICATIONS

CONTACT



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