



Valid from  
01/01/2023 | Price list no. 29

## BRIEF PROFILE

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.

Magazine format: 230 mm wide, 302 mm high  
Print area: 205 mm wide, 275 mm high  
Print method: Heatset  
No. of pages: 88 pages, average  
Cover price: € 4.90

### CIRCULATION (IVW II/2023):

		thereof epaper
Printed circulation:	22,412 copies	
Distributed circulation:	20,974 copies	7,473
Sold circulation:	20,780 copies	7,473
Subscription:	10,917 copies	5,479
Newsstand sales:	3,931 copies	206
On board:	143 copies	143
Reader's circle:	0 copies	0
Other sales:	5,789 copies	1,645
Free copies:	194 copies	0

### TARGET GROUP (AWA 2023):

- Important and discerning opinion builders, multipliers in the finance and investment market
- Mainly male, 61% aged between 30 and 59, 31% are more than 60 years old
- Well educated, professionally successful, high spending power
- 65% own securities, 35% intend to buy securities
- Above average, high willingness to buy insurance and retirement products
- Disproportionately high share of readers do not only plan to buy exclusive consumer goods but actually do so

### AD RATES (price list no. 29, valid from 1 January 2023):

1/1 page:	9,300.- €
1/2 page:	5,650.- €
1/3 page:	3,890.- €
1/4 page:	3,050.- €

Subject to change. All prices in euros exclusive of statutory value added tax. Additional formats on request.



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