

WASSERSTOFF
Unter Druck
Die Wasserstoff-Aktien scheitern
als Liebespaar der Energie?

BITCOIN & CO
Uferlose Gewinne
Bei den Kryptowährungen
explodieren gerade die Kurse

INTERVIEW
Land unter
Aussie und Barack Obama haben
recht: Klimateil über Deutschland

AKTIE: ALLIANZ | APPLE | BAYER | INFINEON | LINDE | NVIDIA | RENAULT | SIEMENS ENERGY | VW

euro am Sonntag

DEUTSCHLANDS FINANZ-WOCHENZEITUNG SEIT 1998

07.11.-23.11.2023 - Nr. 46
www.euro.de
Einzelpreis 4,90 Euro

Preise fallen, Kurse steigen ...

... alles auf Aktien!

BÖRSEN Schlagartig ist der Optimismus an die Märkte zurückgekehrt. Die Wall Street glück die Richtung vor, die Jahresend rally kann kommen

Rückenvind für die Börse kam auch von der Politik. In den USA konnte eine Steuersenkung erreicht werden, die das Land zahlungsfähig gemacht hat. Und auch aus dem weltweit wichtigsten Markt China kamen gute Nachrichten. Dort haben die Einzelhandelsumsätze noch länger Phase wieder an.

Der Fokus lag auf den chinesischen Markt steigungsfragen. Der DAX legte am Dienstag 1,8 Prozent zu und lief nach dem ersten Anstieg seit zwei Monaten. Aktien haben ebenfalls deutliche Kursgewinne verzeichnet.

Aktien allerdings nehmen die Aussicht auf Zinsenkungen höher vorweg. Die Börse zeigt, dass die Kurse für ein sechs Monate anhaltender Zeit wieder senkt.

An der Wall Street erwartet man eine Mehrheit von 80 Prozent bezugs für Immobilien-Na. Die Aussicht auf weitere Zinsenkungen wird dagegen erst null beziffert.

Deals des Superstars

INVESTMENTS
Wieso Warren Buffett Aktienfonds macht, warum Warren Buffett Aktienfonds gemacht hat, Welche Aktien die US-Marktvorteiler fröhlich gekauft hat und wo er ausgeglichen ist

Offene Rechnung BEZAHLEN
Bezahl kommt aus der Mode. Das Release in Aktien von digitalen Bezahlmethoden viele Paypal Schieb geben. Das es über die Welt das in ist und wie es weitergeht

NEU! Euro am Sonntag Update

Sichern Sie sich diese Woche das neue Update als Geschenk!

Einfach anfordern, Passwort eingeben und freischalten
www.euro.de/update

Passwort: 003E

In Kooperation mit BARRONS | THE WALL STREET JOURNAL | FT

490 €
A 11 002
CHARTER

MEDIA DATA

valid from
01/01/2024 | Price list no. 30

PROFILE

With €uro am Sonntag, Germany's weekly financial newspaper since 1998, investors can always keep an eye on the most important topics on the global capital markets.

Just in time for the weekend, €uro am Sonntag summarizes and evaluates all relevant news from business and the stock market. Readers get a review of the week with in-depth background information and exclusive reports, as well as important tips and information specifically for investors.

€uro am Sonntag gives its readers the full economic picture of the week in all its depth and tells them what it means for their money. The coverage is rounded off with regular analyses and assessments of markets and companies. But that's not all: €uro am Sonntag also provides a comprehensive outlook for the coming week and indicates which dates investors need to keep in mind.

In addition, €uro am Sonntag analyzes international capital markets and covers all relevant asset classes: stocks, bonds, funds, ETFs, certificates, call money and time deposits, cryptocurrencies and alternative financial products, and even tax classifications.

€uro am Sonntag thus offers a unique combination of news, background information and services for investors, presented in an easy-to-understand and clear way. On top of that, there is an additional digital weekend update on Sundays with the latest news and updated Friday closing prices of the Frankfurt and New York Stock Exchanges.

➤ **€uro am Sonntag weekly magazine – print and ePaper as well as digital updates**

➤ **eurams.de – website and social media**

NEWS

The most important financial news and topics of the week

TOPSTORY

Background articles on the most interesting markets, sectors and companies incl. insightful peer comparisons

EDITOR'S TOPS AND FLOPS

Analyses of the stocks and markets that have performed well or poorly

YOUR MONEY

From stocks, certificates, funds and call money to bonds, currencies, commodities and alternative investments

SECTOR AND INTERVIEW OF THE WEEK

Presentation and analysis of the most exciting sector of the week. Plus, interviews with the most important CEOs and decision-makers, as well as relevant personalities

DATES / SHARE PRICES

Summaries of the most important dates for the upcoming week and a comprehensive share price section with individual stocks, funds, bonds and certificates complete the offer



SCOPE AND TARGET AUDIENCE

Circulation of €uro am Sonntag

Guaranteed sold copies: 16,000
Calculated print copies: 20,000

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



Readership of €uro am Sonntag

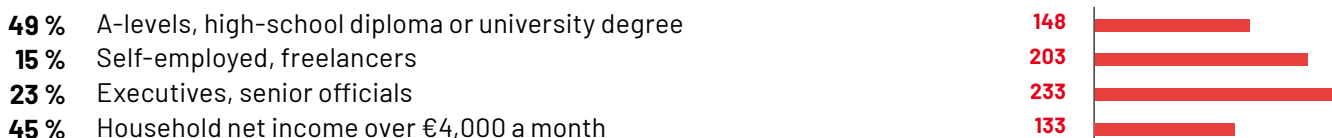
Gender and age

Index = 100 %



Education, occupation and income

Index = 100 %



Target groups / buyer typologies

Index = 100 %



Asset holdings

Index = 100 %



Purchase plan

Index = 100 %











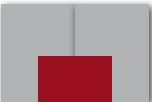






Please find more detailed facts under: www.boersenmedien.com/mediadaten



Source: AWA 2023

TYPES OF ADVERTISING AND RATES

	SIZE In page fractions	TRUNCATED ADS ¹⁾ + 3 mm bleed difference	TYPE AREA	PRICES 4C
	Standard	Width x height in mm	Width x height in mm	
	1/1 page	230 x 302	205 x 275	€9,300.00
	1/2 page portrait	-	111 x 275	€5,650.00
	1/2 page landscape	-	205 x 137.5	
	1/3 page landscape	-	205 x 91.6	€3,890.00
	1/4 page landscape	-	205 x 68.7	€3,050.00
	Corner ad	-	111 x 137.5	€3,050.00
	Margin column ²⁾	-	62 x 275	€4,550.00
Cover pages				
	Cover page 2	230 x 302	205 x 275	€10,300.00
	Cover page 3	230 x 302	205 x 275	€10,300.00
	Cover page 4	230 x 302	205 x 275	€10,300.00
Double-page ads				
	Tunnel ad	-	200 x 137.5	€7,600.00
	Opening spread (cov. 2 + page 3)	460 x 302	432 x 275	€20,500.00
	Spread 2/1	460 x 302	432 x 275	€18,600.00
	Spread 2 x 1/2	-	432 x 137.5	€11,300.00
	Spread 2 x 1/3	-	432 x 91.6	€7,780.00

¹⁾Truncated ads: Only available for 2/1 page or 1/1 page formats.

²⁾Margin column: On a left page, on the outside left; on a right page, on the outside right.
Subject to modifications. All prices are calculated ex VAT. Other sizes on request.

DISCOUNT

COMBINATION DISCOUNT

Börsenmedien 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 magazine €uro outperformed the competition. **The brands of Börsenmedien AG achieved a net circulation of 1.2 percent, which corresponds to 810,000 readers (LpA).**

You will receive a 15% combination discount for ad bookings in the Börsenmedien 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 10% discount for booking 3 publications in the Börsenmedien combination.

AD SPECIALS

ADVERTORIAL



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

ISSUE	ON-SALE DATE	BOOKING DEADLINE	SUBMISSION DEADLINE	FURTHER INFORMATION
01/2024	05/01/24	28/12/23	29/12/23	
02/2024	12/01/24	04/01/24	08/01/24	
03/2024	19/01/24	11/01/24	15/01/24	
04/2024	26/01/24	18/01/24	22/01/24	PLUS 27/01/2024 Börsentag Dresden
05/2024	02/02/24	25/01/24	29/01/24	
06/2024	09/02/24	01/02/24	05/02/24	
07/2024	16/02/24	08/02/24	12/02/24	
08/2024	23/02/24	15/02/24	19/02/24	
09/2024	01/03/24	22/02/24	26/02/24	
10/2024	08/03/24	29/02/24	04/03/24	
11/2024	15/03/24	07/03/24	11/03/24	PLUS 16/03/2024 Anlegertag München
12/2024	22/03/24	14/03/24	18/03/24	
13/2024	28/03/24	21/03/24	25/03/24	
14/2024	05/04/24	28/03/24	28/03/24	
15/2024	12/04/24	04/04/24	08/04/24	
16/2024	19/04/24	11/04/24	15/04/24	
17/2024	26/04/24	18/04/24	22/04/24	PLUS 26 - 27/04/2024 Invest
18/2024	03/05/24	25/04/24	29/04/24	
19/2024	10/05/24	02/05/24	06/05/24	
20/2024	17/05/24	08/05/24	13/05/24	
21/2024	24/05/24	16/05/24	17/05/24	
22/2024	31/05/24	23/05/24	27/05/24	
23/2024	07/06/24	29/05/24	03/06/24	
24/2024	14/06/24	06/06/24	10/06/24	
25/2024	21/06/24	13/06/24	17/06/24	
26/2024	28/06/24	20/06/24	24/06/24	
27/2024	05/07/24	27/06/24	01/07/24	
28/2024	12/07/24	04/07/24	08/07/24	
29/2024	19/07/24	11/07/24	15/07/24	
30/2024	26/07/24	18/07/24	22/07/24	
31/2024	02/08/24	25/07/24	29/07/24	
32/2024	09/08/24	01/08/24	05/08/24	
33/2024	16/08/24	08/08/24	12/08/24	
34/2024	23/08/24	14/08/24	19/08/24	
35/2024	30/08/24	22/08/24	26/08/24	
36/2024	06/09/24	29/08/24	02/09/24	PLUS 07/09/2024 Börsentag Berlin
37/2024	13/09/24	05/09/24	09/09/24	
38/2024	20/09/24	12/09/24	16/09/24	PLUS 21/09/2024 Aktionärstag Kulmbach
39/2024	27/09/24	19/09/24	23/09/24	
40/2024	04/10/24	26/09/24	30/09/24	
41/2024	11/10/24	02/10/24	07/10/24	
42/2024	18/10/24	10/10/24	14/10/24	
43/2024	25/10/24	17/10/24	21/10/24	
44/2024	31/10/24	24/10/24	28/10/24	PLUS 02/11/2024 Börsentag Hamburg
45/2024	08/11/24	31/10/24	04/11/24	
46/2024	15/11/24	07/11/24	11/11/24	
47/2024	22/11/24	14/11/24	18/11/24	
48/2024	29/11/24	21/11/24	25/11/24	
49/2024	06/12/24	28/11/24	02/12/24	
50/2024	13/12/24	05/12/24	09/12/24	
51-52/2024	20/12/24	12/12/24	16/12/24	



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:	210 x 282 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):	€9,300
Sizes: (w x h)	
• Minimum size:	90 x 70 mm
• Maximum size:	195 x 195 mm

Positioning: On request

BOUND INSERTS

are attached to the magazine.

	Total
Prices: (per thsnd.)	
• 4 pages:	€220
• 8 pages:	€230
• 12 pages:	€240
• 16 pages:	€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 7 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 am Sonntag, 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.BOERSEN MEDIEN.COM



MARKETING

Börsenmedien AG
Munich office
Bayerstraße 71-73
80335 München
F: +49 89 27264-198

Jacek Majewski
Head of Sales
☎ +49 9221 9051-500
@ j.majewski@boersenmedien.de

Maria Schmid
Key Account Manager
☎ +49 89 27264-293
@ maria.schmid@finanzenverlag.de

Silke Weiner
Ad processing
☎ +49 89 27264-346
@ silke.weiner@finanzenverlag.de

ADDRESS

Börsenmedien AG
Am Eulenhof 14
95326 Kulmbach

Munich office
Bayerstraße 71-73
80335 München

☎ +49 89 27264-0

@ anzeigen@finanzenverlag.de

www.boersenmedien.com/mediadaten

BANK DETAILS

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

TAX ID NUMBER **CHECK DIGIT**
DE198205675 530847

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

Friday

PRICE PER COPY

€5.90 (print)
€4.49 (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: 230 x 302 mm + 3 mm bleed difference
Type area: 205 x 275 mm
Bleed safety: 3 mm*
Grid: 80 / 200 lpi
Print method: Reel-fed offset (heatset)
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: Eurams_issue no._customer name_motif

FILE FORMATS

Standard: with genuine transparencies
Comp: PDF 1.3 and 1.4
Fonts: embed all
Resolution: 300 dpi, line drawing: 1,200 dpi
Overall color application: (max.) 300%

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

Subject to modifications.

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

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: **PSO INP (48L)**

CONTACT

Tanja Rüth
☎ +49 89 27264-162
@ tanja.rueth@finanzenverlag.de

CONTACT



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Jacek Majewski
Head of Sales

☎ +49 9221 90 51-500

@ j.majewski@boersenmedien.de

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