

MEDIA DATA

valid from
01.01.2025 | Price list no. 26

CORPORATE AND
TECHNICAL INFORMATION

NEWSLETTER

ADVERTISING FORMS
AND PRICES

RANGE AND
TARGET GROUPS

PORTRAIT

PORTFOLIO

PORTFOLIO



Our digital portfolio at a glance

DER AKTIONÄR

www.deraktionaer.de

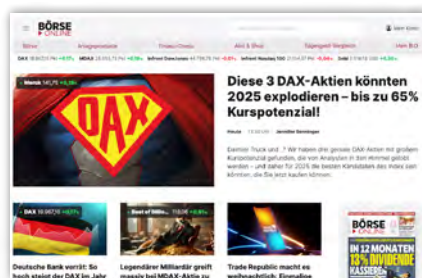
One of the leading stock market portals in Germany – the perfect environment for display campaigns. Comprehensive news, analyses and recommendations on the pulse of the stock market.



BÖRSE ONLINE

www.boerse-online.de

BÖRSE ONLINE provides private and institutional investors with timely, competent and independent commentary on developments on the stock markets and makes specific recommendations.



DER AKTIONÄR TV

www.deraktionaer.tv

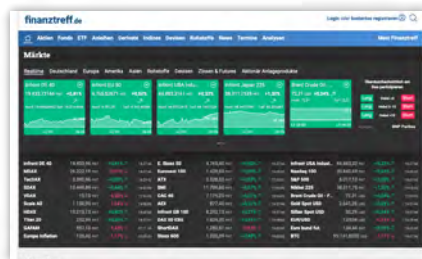
The online platform of the IPTV channel DER AKTIONÄR TV. Livestream and VoD content on current reports, background information and strategies.



finanztreff.de:

www.finanztreff.de

One of the largest bank- and broker-independent financial information portals on the German-speaking Internet with a focus on data-driven usability.



Newsletter

Daily and weekly newsletters from the editorial offices of DER AKTIONÄR and BÖRSE ONLINE.

Apps

In addition to the DER AKTIONÄR and BÖRSE ONLINE websites: current news and watch lists as well as all issues directly on your smartphone.

Social Media

DER AKTIONÄR and BÖRSE ONLINE on Facebook, Twitter, Instagram and LinkedIn.

PORTRAIT

www.deraktionaer.de

The online service www.deraktionaer.de is one of the leading stock market portals in Germany. It focuses on specific investment recommendations as well as commenting on and assessing the latest news. A 20-strong editorial team follows the financial markets, filters out the most important information and then makes it available to its users in a clear, simple and commented form. The social media presence and newsletters provide additional information and services.

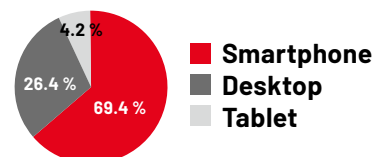
Monthly reach

Page impressions Pls: **30.9 Mio.**
Visits: **12.9 Mio.**
Unique users: **1.8 Mio.**

Social Media

Facebook: **89,049 Fans**
Twitter: **52,673 Follower**
LinkedIn: **13,245 Follower**
Instagram: **254,771 Follower**

Access by end device



www.deraktionaer.tv

The online platform of DER AKTIONÄR TV. The latest market reports, comprehensive analyses, detailed background information and sound strategies from stock market, finance and business experts. Divided into sections and topics or via the 'video search' by WKN, ISIN and keyword, users can find the desired article and other suitable videos on related topics or shares. Current chart and price information round off the video information.

Monthly reach

Page impressions Pls: **0.70 Mio.**
Visits: **0.30 Mio.**
Unique users: **0.11 Mio.**

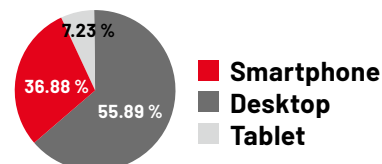
Video views / month

Ø **0.3 million**

Social Media

YouTube: **276,000 Subscribers**

Access by end device



Sources: Customer survey 07/2021, social media statistics, AGOF 03/23, IVW 10/24

www.boerse-online.de

The BÖRSE ONLINE website offers investors all the information they need for a successful investment strategy. Users receive all price-relevant news as soon as it happens as well as a specific categorisation including suitable stock or certificate recommendations from the BÖRSE ONLINE editorial team. In addition, the editorial team presents the latest trends, e.g. in cryptocurrencies and NFTs. The latest and most important news on property and interest rates round off the offering. The newsletter, social media presence and apps provide additional information. This keeps readers up to date at all times.

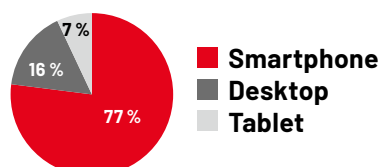
Monthly reach

Page impressions Pls: **9.8 Mio.**
Visits: **5.5 Mio.**
Unique users: **1.5 Mio.**

Social Media

Facebook: **33,682 Fans**
Instagram: **70,000 Follower**
Twitter: **34,063 Follower**
LinkedIn: **4,454 Follower**
YouTube: **23,300 Subscribers**

Access by end device



Sources: google analytics, social media statistics, AGOF 03/23, IVW 10/24

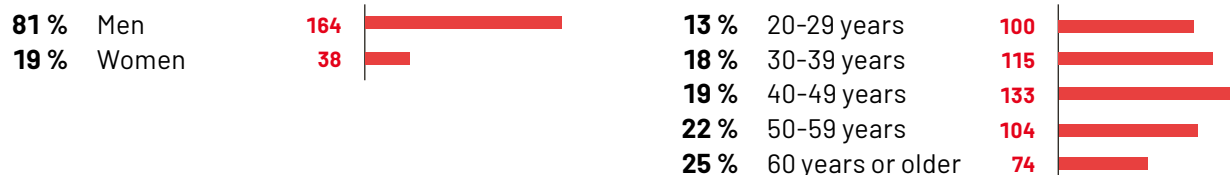
DISSEMINATION AND TARGET GROUP



Reader structure combination (DER AKTIONÄR, BÖRSE ONLINE, finanztreff)

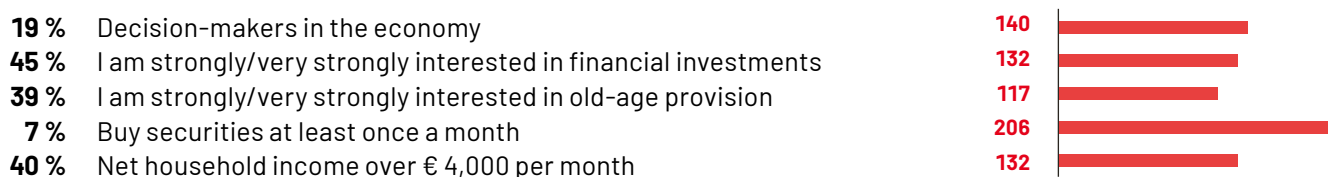
Gender and age

Index = 100 %



Characteristics

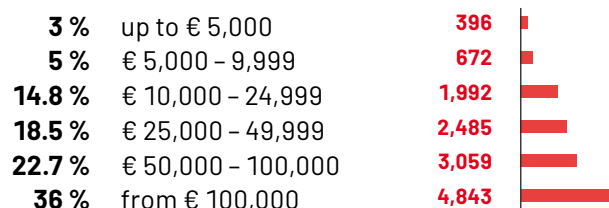
Index = 100 %



DER AKTIONÄR

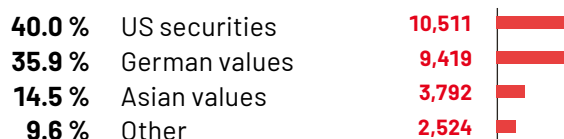
Securities assets

Index = 100 %



Affinities

Index = 100 %

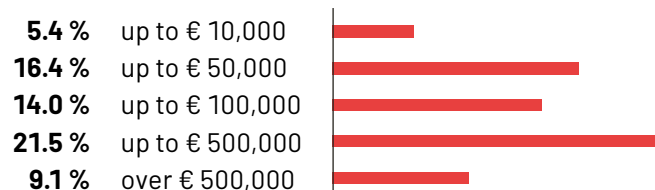


Ø number of trades per year

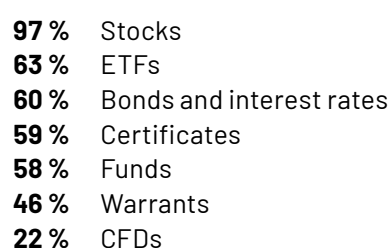


BÖRSE ONLINE

Securities assets












Investment interests



Sources: Customer survey 07/21, reader survey 2020, AGOF 03/23, b4p 12/22

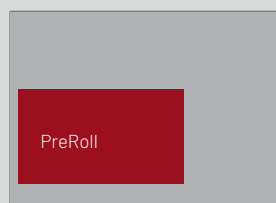
ADVERTISING FORMATS AND PRICES

ADVERTISING FORM	FORMAT	PRICE
Standard	Width x height in pixels	CPT
 Superbanner stationary/mobile	728/980 x 90/110	€ 40.00
 Skyscraper	120/160 x 600/800	€ 40.00
 Rectangle stationary/mobile	300 x 250	€ 40.00
 Wallpaper	728/980 x 90/110 + 120/160 x 600/800	€ 70.00
 Billboard	950 x 200	€ 70.00
 Fireplace	120/160 x 600/800 + 1440 x 90/110 + 120/160 x 600/800	€ 120.00
 Half Page Ad	300 x 600	€ 50.00
 Stage Ad	on request	€ 150.00
 Ad Bundle	Superbanner, Skyscraper, Rectangle	€ 40.00
Native	Description	
Advertorial	Integration of video or text	on request



PREROLL-AD

€ 80/CPT up to 15 sec.
€ 110/CPT up to max. 24 sec.








DISCOUNT STAFF

Turnover in €	in %
from € 5,000	5 %
from € 10,000	10 %
from € 12,000	15 %



SOCIAL MEDIA

Image/text posting   on request
Video post   on request
Story  on request

Other formats as well as category bookings and presenting on request.
Subject to change without notice.
All prices quoted are subject to VAT.

NEWSLETTER

ADVERTISER	ADVERTISING MATERIALS	FORMAT	PRICE
	Standard	Width x height in pixels	CPT
BÖRSEN.BRIEFING	Text Ad	max. 260 characters incl. link	on request
BÖRSEN.BRIEFING	Banner	600 x 70	on request
DER AKTIONÄR weekly	Banner	600 x 70	on request
BÖRSE ONLINE DAILY	Text Ad	max. 260 characters incl. link	on request
BÖRSE ONLINE DAILY	Banner	600 x 70	on request
BÖRSE ONLINE WEEKLY	Text Ad	max. 260 characters incl. link	on request
BÖRSE ONLINE WEEKLY	Banner	600 x 70	on request



Börsen.Briefing.

Daily newsletter with comments and assessments on current market events.



Subscribers: 48,026



Published once every trading day



Ø opening rate: 37.4 %



DER AKTIONÄR weekly

The top topics in the new issue.



Subscribers: 21,057



Published on Wednesdays



Ø opening rate: 56.3 %



BÖRSE ONLINE DAILY

The free daily BÖRSE ONLINE DAILY provides users with the most important reports and news from the world of finance and business.



Subscribers: 11,831



Frequency: 1x every trading day



Ø opening rate: 39 %



BÖRSE ONLINE WEEKLY

The weekly newsletter BÖRSE ONLINE WEEKLY, which is also free of charge, provides a preview of the current issue of the investor magazine BÖRSE ONLINE.



Subscribers: 11,500



Frequency: 1x weekly



Ø opening rate: 34.3 %

Subject to change without notice.
All prices quoted are subject to VAT.

Source: own measurement

PUBLISHER INFORMATION

ADDRESS

Börsenmedien AG
Am Eulenhof 14
95326 Kulmbach

+49 9221 90 51 0
info@boersenmedien.de
www.deraktionaer.de

BANK CONNECTION

Commerzbank AG
IBAN DE 98 7714 0061 0140 8822 00
BIC COBADEFFXXX

UST-ID DE 198205675

ADDRESS

Aktionär TV GmbH
Am Eulenhof 14
95326 Kulmbach

+49 9221 90 51 600
info@deraktionaer.tv
www.deraktionaer.tv

BANK CONNECTION

Commerzbank AG
IBAN DE 98 7714 0061 0140 8822 00
BIC COBADEFFXXX

UST-ID DE 238059179

ADDRESS

Börsenmedien AG
Munich Branch
Bayerstrasse 71-73
80335 Munich

+49 89 272 64-0
anzeigen.muenchen@boersenmedien.de
www.boerse-online.de

IVW

Member of the Information Society for the Determination of the Distribution of Advertising Media

TERMS AND CONDITIONS

The payment and business conditions of the publisher/sender apply to the processing of orders. These can be found at <https://www.boersenmedien.com/medien-agb.html>.

Due to tax regulations, we ask you to provide your tax number and/or VAT ID when placing an order.

The information contained in this price list may be updated during the year. The latest binding version of the media data can be found here.



WWW.BOERSENMEDIEN.COM



MARKETING

Börsenmedien AG
Munich Branch
Bayerstrasse 71-73
80335 Munich
+49 89 272 64-198

Jacek Majewski
Head of Sales
+49 9221 90 51-500
j.majewski@boersenmedien.de

Maria Schmid
Key Account Manager
+49 89 272 64-293
maria.schmid@boersenmedien.de

Stefanie Brendel
Advertising Management
+49 9221 90 51-202
s.brendel@boersenmedien.de

CO-MARKETING

Business Advertising GmbH
Tersteegenstr. 30
40474 Düsseldorf
+49 211 179 347-50
+49 211 179 347-57
werbung@businessad.de

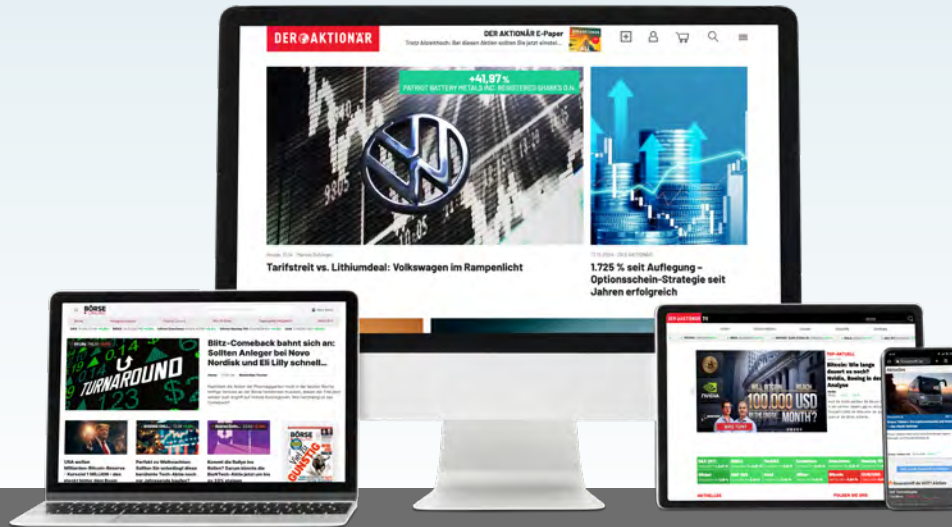
Download the current media data:
deraktionaer.de
deraktionaer.tv
boerse-online.de
finanztreff.de

TECHNICAL DATA

ADVERTISING MATERIALS	FORMAT	SIZE	DELIVERY	FORMAT	SIZE	DELIVERY
Online	www.deraktionaer.de			www.deraktionaer.tv		
Superbanner	jpg, gif, png, swf, html5	max. 30 KB	at least 3 working days before start	jpg, gif, png, swf, html5	max. 30 KB	at least 3 working days before start
Skyscraper	jpg, gif, png, swf, html5	max. 30 KB	at least 3 working days before start	jpg, gif, png, swf, html5	max. 30 KB	at least 3 working days before start
Rectangle	jpg, gif, png, swf, html5	max. 30 KB	at least 3 working days before start	jpg, gif, png, swf, html5	max. 30 KB	at least 3 working days before start
Wallpaper	jpg, gif, png, swf, html5	max. 50 KB	at least 3 working days before start	jpg, gif, png, swf, html5	max. 50 KB	at least 3 working days before start
Billboard	jpg, gif, png, swf, html5	max. 40 KB	at least 3 working days before start	jpg, gif, png, swf, html5	max. 40 KB	at least 3 working days before start
Fireplace	jpg, gif, png, swf, html5	max. 110 KB	at least 5 working days before start	-	-	-
Half Page Ad	jpg, gif, png, swf, html5	max. 30 KB	at least 5 working days before start	-	-	-
Stage Ad	jpg, gif, png, swf, html5	max. 150 KB	at least 5 working days before start	-	-	-
Text Ad	Text	260 characters	at least 3 working days before start	-	-	-
Newsletter banner	jpg, png	max. 15 KB	at least 3 working days before start	-	-	-
PreRoll-Ad	-	-	-	Spot/Video format	max. 15 sec.	at least 5 working days before start
Mobile	DER AKTIONÄR App					
Interstitial	jpg, gif	-	at least 5 working days before start	-	-	-

Creation of advertising formats on request. Subject to change without notice.
All prices quoted are subject to VAT.

CONTACT



CONTACT PERSON

Jacek Majewski
Head of Sales

☎ +49 9221 9051-500

@ j.majewski@boersenmedien.de

Maria Schmid
Key Account Manager

☎ +49 89 272 64-293

@ maria.schmid@boersenmedien.de

Stefanie Brendel
Advertising Management

☎ +49 9221 9051-202

@ s.brendel@boersenmedien.de