



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

## 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: 80 pages, average  
 Cover price: € 4.90

### CIRCULATION (IVW III/2023):

		thereof epaper
Printed circulation:	22,245 copies	
Distributed circulation:	20,457 copies	7,270
Sold circulation:	20,343 copies	7,270
Subscription:	10,591 copies	5,455
Newsstand sales:	3,983 copies	180
On board:	98 copies	98
Reader's circle:	0 copies	0
Other sales:	5,671 copies	1,537
Free copies:	114 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. 30, valid from 01/01/2024):

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.



Business conditions: The publishers General Business Conditions apply to the handling of advertisement orders, special inserts and third-party supplements. Our full General Business Conditions for newspapers and magazines are available at <https://www.boersenmedien.com/medien-agb.html>

### CONTACT

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@finanzenverlag.de

Silke Weiner  
 Ad processing  
 ☎ +49 89 272 64-346  
 @silke.weiner@finanzenverlag.de