

**PRINT**

**UMSCHULBUNG**  
**Zinsen und Risiko**  
Die neuen Aktien der Finanzinvestoren sind sehr beliebt

**AKTIENKAUF**  
**Die Italiener kommen**  
Ursächlich macht es bei der Konzernbilanz kräftig mit

**STABESTRAFE**  
**Apple glanzlos**  
Die Aktie sinkt, weil die Produkte nicht so gut wie früher sind

**AKTIEN: ALIBABA | BASF | BEYOND MEAT | BMW | DELL | DEUTSCHE TELEKOM | PALANTIR | SAP**

## Sonntag

DEUTSCHLANDS FINANZ-WOCHENZEITUNG SEIT 1998

ISSN - 2492024 - N° 37 www.euroam.de Das Heft kostet € 9,90 Euro

### EZB senkt Zinsen Aktien steigen

**GELDPOLITIK** Die EZB lockert die Leitzinsen wie erwartet. Nun richten sich die Börsen auf die Sitzung der US-Notenbank Fed in der kommenden Woche.

**Der DAX hat am Freitag weiter zugelegt und seine Erholung von Nordafrika fortgesetzt. Am Donnerstag hat die Europäische Zentralbank (EZB) ein Leitzins- als eines der wichtigsten Elemente der Geldpolitik um 0,25 Prozent gesenkt. EZB-Chair Christine Lagarde begründete das auch mit der rückläufigen Inflation, während sich bei der schwachen Kerninflation im Juli ein weiterer Anstieg im Vergleich zu den weiteren Zinssenkungen in den vergangenen Monaten zeigte. Die Fed wird in der kommenden Woche weitere Zinssenkungen erwarten, die den DAX weiter stärken werden, da die Notenbank sich von den Auswirkungen der Zinssenkungen der EZB erholen wird.**

**Optimal anlegen**  
**TIMING** Die 200 Tage, die es dauert, bis die Aktienmärkte sich von den Auswirkungen der Zinssenkungen erholen, sind ein wichtiger Indikator. Aber nicht alle Anleger sind sich bewusst, dass es eine optimale Zeit für den Kauf von Aktien gibt.

**Düstere Zeiten**  
**CHECK** Die Krise bei VW wird zunehmend für eine strategische Krise, unter der die Konzernbilanz leidet. Dennoch gibt es Aktien im DAX, die gerade jetzt spannend sind.

**MARKTQUOTE**

- ▲ **DAX** 10.100,00 (+0,1%)
- ▲ **Euro Stoxx 50** 4.243,99 (+0,1%)
- ▲ **FTSE 100** 7.512,17 (+0,1%)
- ▼ **Nikkei** 33.100,00 (-0,1%)
- ▼ **Hong Kong** 20.100,00 (-0,1%)
- ▲ **Commodities** 100,00 (+0,1%)
- ▲ **Energie** 100,00 (+0,1%)
- ▼ **Gold** 1.900,00 (-0,1%)
- ▼ **Währungen** 100,00 (-0,1%)
- ▼ **Werte** 100,00 (-0,1%)
- ▼ **Werte** 100,00 (-0,1%)

**euro Sonntag Update**

- Topaktuell am Wochenende  
- Breaking News  
- Aktuelles Schachereien

Erhalten Sie Updates  
via QR-Code  
www.euroam.de/subscribe

KOSTENLOS  
DAILY-APP

In Kooperation mit **FT FINANZEN** **ETDES**

LÖWE A.B.C. & CO. GEDRUCKT IN DEUTSCHLAND

PUBLISHER INFORMATION & TECHNICAL SPECIFICATIONS

SUPPLEMENTS, TIP-ONS & INSERTS

DATES AND SPECIALS

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SCOPE AND TARGET AUDIENCE

PROFILE

# 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

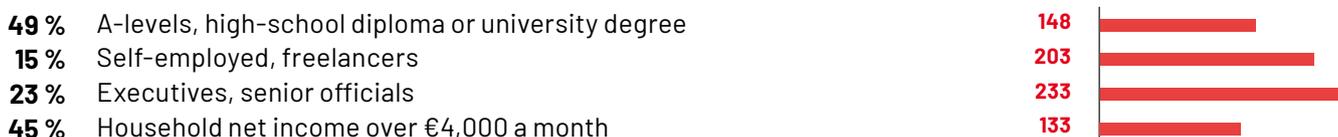
### Gender and age

Index = 100 %



### Education, occupation and income

Index = 100 %



### Target groups / buyer typologies

Index = 100 %



### Asset holdings

Index = 100 %



### Purchase plan

Index = 100 %

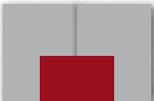


Please find more detailed facts under: [www.boersenmedien.com/mediadaten](http://www.boersenmedien.com/mediadaten)



Source: AWA 2023

# TYPES OF ADVERTISING AND RATES

	SIZE In page fractions	TRUNCATED ADS <sup>1)</sup> + 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 <sup>2)</sup>	-	62 x 275	€4,550.00
<b>Cover pages</b>				
	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
<b>Double-page ads</b>				
	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

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

<sup>2)</sup>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 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.**

# 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
01/2025	03/01/25	20/12/24	20/12/24	
02/2025	10/01/25	02/01/25	03/01/25	
03/2025	17/01/25	09/01/25	13/01/25	
04/2025	24/01/25	16/01/25	20/01/25	<b>PLUS</b> 25.01.2025 Börsentag Dresden
05/2025	31/01/25	23/01/25	27/01/25	
06/2025	07/02/25	30/01/25	03/02/25	
07/2025	14/02/25	06/02/25	10/02/25	<b>PLUS</b> 15.02.2025 Börsentag Frankfurt
08/2025	21/02/25	13/02/25	17/02/25	
09/2025	28/02/25	20/02/25	24/02/25	
10/2025	07/03/25	27/02/25	03/03/25	
11/2025	14/03/25	06/03/25	10/03/25	
12/2025	21/03/25	13/03/25	17/03/25	<b>PLUS</b> 22.03.2025 Börsentag kompakt Köln
13/2025	28/03/25	20/03/25	24/03/25	
14/2025	04/04/25	27/03/25	31/03/25	<b>PLUS</b> 05.04.2025 Anlegertag München
15/2025	11/04/25	03/04/25	07/04/25	
16/2025	17/04/25	10/04/25	14/04/25	
17/2025	25/04/25	17/04/25	17/04/25	
18/2025	02/05/25	24/04/25	28/04/25	
19/2025	09/05/25	30/04/25	05/05/25	<b>PLUS</b> 09.-10.05.2025 Invest Stuttgart
20/2025	16/05/25	08/05/25	12/05/25	
21/2025	23/05/25	15/05/25	19/05/25	
22/2025	30/05/25	22/05/25	26/05/25	
23/2025	06/06/25	28/05/25	02/06/25	
24/2025	13/06/25	05/06/25	06/06/25	
25/2025	20/06/25	12/06/25	16/06/25	
26/2025	27/06/25	18/06/25	23/06/25	
27/2025	04/07/25	26/06/25	30/06/25	
28/2025	11/07/25	03/07/25	07/07/25	
29/2025	18/07/25	10/07/25	14/07/25	
30/2025	25/07/25	17/07/25	21/07/25	
31/2025	01/08/25	24/07/25	28/07/25	
32/2025	08/08/25	31/07/25	04/08/25	
33/2025	14/08/25	07/08/25	11/08/25	
34/2025	22/08/25	14/08/25	18/08/25	
35/2025	29/08/25	21/08/25	25/08/25	
36/2025	05/09/25	28/08/25	01/09/25	<b>PLUS</b> 06.09.2025 Anlegertag Düsseldorf
37/2025	12/09/25	04/09/25	08/09/25	
38/2025	19/09/25	11/09/25	15/09/25	<b>PLUS</b> 20.09.2025 Aktionärstag Kulmbach
39/2025	26/09/25	18/09/25	22/09/25	
40/2025	02/10/25	25/09/25	29/09/25	
41/2025	10/10/25	02/10/25	06/10/25	
42/2025	17/10/25	09/10/25	13/10/25	<b>PLUS</b> 18.10.2025 Börsentag Berlin
43/2025	24/10/25	16/10/25	20/10/25	
44/2025	31/10/25	23/10/25	27/10/25	
45/2025	07/11/25	30/10/25	03/11/25	<b>PLUS</b> 07.-08.11.2025 World of Trading 2025
46/2025	14/11/25	06/11/25	10/11/25	
47/2025	21/11/25	13/11/25	17/11/25	
48/2025	28/11/25	20/11/25	24/11/25	
49/2025	05/12/25	27/11/25	01/12/25	
50/2025	12/12/25	04/12/25	08/12/25	
51-52/2025	19/12/25	11/12/25	15/12/25	
01/2026	02/01/26	19/12/25	19/12/25	

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
<b>Prices:</b> <i>(per thsnd.)</i>	• Up to 25 grams:	€200
	• Per 5-gram increment:	€10
<b>Sizes:</b> <i>(w x h)</i>	• Minimum size:	105 x 148 mm
	• Maximum size:	210 x 282 mm
	• Oversized:	On request
<b>Other:</b>	• 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
<b>Prices:</b> <i>(per thsnd.)</i>	• Up to 10 grams:	€110
	• Up to 20 grams:	€120
	• Up to 30 grams:	€130
	+ Standard ad <i>(1/1 page):</i>	€9,300
<b>Sizes:</b> <i>(w x h)</i>	• Minimum size:	90 x 70 mm
	• Maximum size:	195 x 195 mm

**Positioning:** On request

## BOUND INSERTS

are attached to the magazine.

	Total
<b>Prices:</b> <i>(per thsnd.)</i>	• 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

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[www.boersenmedien.com/mediadaten](http://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

€5.40 (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  
@ prepress@ddm.de

## 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.) 260%

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: **PSO INP (48L)**

## CONTACT

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

# CONTACT



## CONTACT

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