

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 US-Aktie verliert nach der Produktpräsentation



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



DEUTSCHLANDS FINANZ-WOCHENZEITUNG SEIT 1998

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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.

Die EZB hat am Freitag weiterngeht und seine Leitzinsung von Null auf 0,10 Prozent angehoben. Am Donnerstag hatte die Europäische Zentralbank (EZB) ein Leitzins, also das Disagregat für die Geldpolitik, von 0,10 Prozent auf 0,15 Prozent angehoben. Die EZB hat die Leitzinsung von 0,10 Prozent auf 0,15 Prozent angehoben, was die Leitzinsung von 0,10 Prozent auf 0,15 Prozent angehoben hat. Die EZB hat die Leitzinsung von 0,10 Prozent auf 0,15 Prozent angehoben, was die Leitzinsung von 0,10 Prozent auf 0,15 Prozent angehoben hat.

Optimal anlegen
TIMING Die 200 Tage Regel ist in der Teststrategie Analyse ein sehr wichtiger Indikator. Aber mit der Anlage wird nicht, das optimale Timing für Trades zu finden?

Düstere Zeiten
CHECK Die Krise bei VW wird zunehmend für eine strategische Krise, unter der viele Krisenherde, obwohl es in Aktien, die die große Preisgewinnverhältnisse sind

MARKTQUOTE

- 1. DAX +0,1% (10.000,00)
- 2. EURO STOXX 50 +0,2% (4.000,00)
- 3. Nikkei 225 +0,1% (30.000,00)
- 4. S&P 500 +0,1% (4.500,00)
- 5. Gold +0,1% (2.000,00)
- 6. Öl +0,1% (80,00)
- 7. Eurozone +0,1% (100,00)
- 8. China +0,1% (100,00)
- 9. Japan +0,1% (100,00)
- 10. Russland +0,1% (100,00)

euro Sonntag Update

- Topaktuell am Wochenende
- Breaking News
- Akt. Schwachturen

Erhalten Sie Updates von
www.euroam.de/updates

In Kooperation mit FT FINANZEN | FT | FT | FT

LÖWE
A.B.C. & C. | C. & C. | C. & C.



MEDIA DATA

valid from
01/01/2025 | Price list no. 31

PUBLISHER INFORMATION & TECHNICAL SPECIFICATIONS

SUPPLEMENTS, TIP-ONS & INSERTS

DATES AND SPECIALS

AD SPECIALS

TYPES OF ADVERTISING & RATES

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

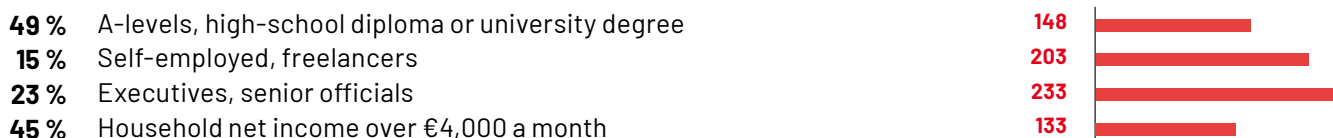
Gender and age

Index = 100 %



Education, occupation and income

Index = 100 %



Target groups / buyer typologies

Index = 100 %



Asset holdings

Index = 100 %



Purchase plan

Index = 100 %











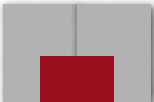






Please find more detailed facts under: www.boersenmedien.com/mediadaten



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 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	PLUS 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	PLUS 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	PLUS 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	PLUS 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	PLUS 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	PLUS 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	PLUS 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	PLUS 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	PLUS 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
Prices: <i>(per thsnd.)</i>	• Up to 25 grams:	€200
	• Per 5-gram increment:	€10
Sizes: <i>(w x h)</i>	• 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: <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
Sizes: <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
Prices: <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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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: **PS0 INP (48L)**

CONTACT

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

CONTACT



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