



Valid from  
01/01/2024 | Price list no. 39

## BRIEF PROFILE

BÖRSE ONLINE is one of the most renowned independent investor magazines in Germany. For more than 35 years, week after week, it has helped investors to reach decisions regarding their investments. BÖRSE ONLINE's information is based primarily on the German benchmark index DAX, second and third tier German stocks, and conservative financial products. BÖRSE ONLINE is aligned to private investors making their own decisions on capital market products as well as institutional readers in banks, insurers and asset management and investment companies as well as.

Magazine format: 210 mm wide, 275 mm high  
Print area: 180 mm wide, 232 mm high  
Print method: Web offset (heatset), Euroscale  
No. of pages: 110 pages, average  
Cover price: € 6.30

### CIRCULATION (IVW II/2024):

		thereof epaper
Printed circulation:	41,283 copies	
Distributed circulation:	30,340 copies	8,260
Sold circulation:	29,994 copies	8,260
Subscription:	13,764 copies	3,384
Newsstand sales:	11,214 copies	562
On board:	642 copies	642
Reader's circle:	44 copies	0
Other sales:	4,330 copies	3,672
Free copies:	346 copies	0

### TARGET GROUP (AWA 2023):

- BÖRSE ONLINE is aligned to private investors making their own decisions on capital market products as well as institutional readers in banks, insurers and asset management and investment companies.
- Mainly male, 67% aged between 30 and 59, 23 % are more than 60 years old
- Well educated, professionally successful, correspondingly high annual income
- 82% own securities, 57% 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. 39 valid from 1 January 2024):

1/1 page:	9,800.- €
1/2 page:	5,900.- €
1/3 page:	4,200.- €
1/4 page:	3,300.- €

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>

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