



## MEDIA DATA

valid from  
01/01/2026 | Price list no. 41

PROFILE

SCOPE AND  
TARGET AUDIENCE

TYPES OF  
ADVERTISING &  
RATES

AD SPECIALS

DATES AND  
SPECIALS

SUPPLEMENTS,  
TIP-ONS & INSERTS

PUBLISHER INFOR-  
MATION & TECHNICAL  
SPECIFICATIONS

# PROFILE

BÖRSE ONLINE is the most renowned independent investor magazine in Germany. For more than 35 years, it has been helping investors make their investment decisions week after week.

BÖRSE ONLINE mainly provides information on the German benchmark index DAX, second and third tier German stocks, and conservative financial products. It focuses on fundamental market and stock analyses, chart analysis, trading strategies and trading models.

BÖRSE ONLINE provides independent and in-depth information for a successful investment strategy, evaluates opportunities, and risks, and highlights the best investment ideas. A comprehensive statistics section also provides detailed key figures on around 600 German stocks and a large number of foreign stocks. It also includes an overview of the most important ETFs, funds, and bonds, as well as regularly published profiles and interviews with influential leaders and corporate executives.

BÖRSE ONLINE addresses independent private investors interested in capital markets as well as institutional readers at banks, insurance companies, asset management companies and capital investment companies.

➤➤ **BÖRSE ONLINE weekly magazine – print + E-paper**

➤➤ **boerse-online.de – online portal and social media**

## MARKETS

Financial news plus market indicators and market outlook

## COVER STORY

Comprehensive analysis of investment topics and stock market strategies, opportunities and risks

## STOCKS

Stock ideas for industries and countries as well as special stocks for conservative and speculative investors

## STRATEGIES

Investment strategies for all types of investors as well as options, certificates, funds, cryptocurrencies, chart analysis and model portfolios

## STATISTICS

Specific key figures, dividend, and earnings estimates for around 600 stocks, overview of the most important funds and bonds

## MONEY

The best overnight and fixed deposit interest rates as well as real estate financing, tax advice, book recommendations, tangible assets and collectibles



# SCOPE AND TARGET AUDIENCE

## Circulation of BÖRSE ONLINE

Print run: 35,500 copies  
 Subscription run: 13,600 copies (including 4,300 E-papers)

(According to section IV 8. of our General Terms and Conditions for advertisements and other promotional media)



## Readership of BÖRSE ONLINE

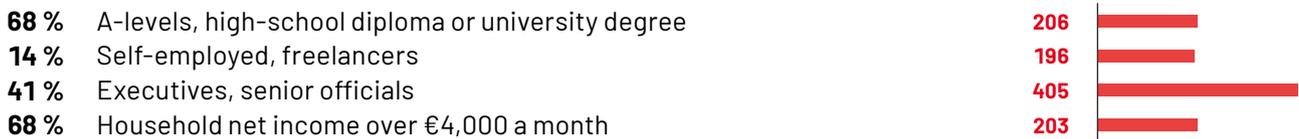
### Gender and age

Index = 100 %



### Education, occupation and income

Index = 100 %

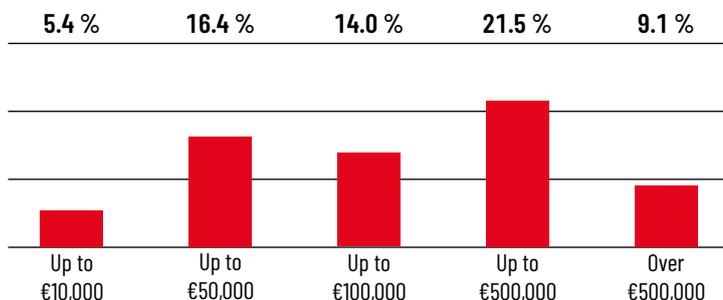


### Target groups / buyer typologies

Index = 100 %



### Securities portfolio



### Investment interests

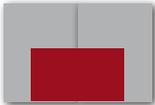


Please find more detailed facts under: [www.boersenmedien.com/mediadaten](http://www.boersenmedien.com/mediadaten)



Source: Reader survey 2024, IVF, AWA

# TYPES OF ADVERTISING AND RATES

	SIZE in page fractions	TRUNCATED ADS + 3 mm bleed difference	TYPE AREA	PRICES 4C
	Standard	Width x height in mm	Width x height in mm	
	1/1 page	210 x 275	180 x 232	€ 11,500.00
	1/2 page portrait	102 x 275	84 x 232	€ 6,900.00
	1/2 page landscape	210 x 137	180 x 120	
	1/3 page portrait	74 x 275	56 x 232	€ 4,900.00
	1/3 page landscape	210 x 95	180 x 78	
	1/4 page landscape	210 x 77	180 x 60	€ 3,900.00
	Strip ad Chart section	420 x 15	-	€ 1,300.00
<b>Cover pages</b>				
	Cover page 2	210 x 275	180 x 232	€ 13,100.00
	Cover page 3	210 x 275	180 x 232	€ 13,100.00
	Cover page 4	210 x 275	180 x 232	€ 13,100.00
<b>Double-page ads</b>				
	Tunnel ad	260 x 165	260 x 148	€ 9,500.00
	Opening spread (cov, 2 + page 3)	420 x 275	382 x 232	€ 25,000.00
	Spread 2/1	420 x 275	382 x 232	€ 23,000.00
	Spread 2 x 1/2	420 x 137	382 x 120	€ 13,800.00
	Spread 2 x 1/3	420 x 95	382 x 78	€ 9,800.00

Subject to modifications. All prices are calculated ex VAT.

# AD SPECIALS

## ADVERTORIAL



## COVER POSTCARD

## GATEFOLDER

(COVER 2 + FOLDABLE AD PAGE 1/1 OR 1/2)



## TRUNCATED COVER UP



## BOOKLET TIP-ON

### CONCEPT + OFFER

and other specials on request!

**INSERTS, ONSETS, AND SUPPLEMENTS** available on request!

### SALES PACKAGES

We would be happy to create an individual offer together with you – just contact us!

# 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.**

Subject to modifications.  
Additional sizes and layouts of the advertorials on request.  
All prices are calculated ex VAT.

# DATES

CW	ISSUE	ON-SALE DATE		BOOKING DEADLINE*	SUBMISSION DEADLINE*	FURTHER INFORMATION**
		Print (EV+Abo)	ePaper (digital)			
1	02/2026	Fri 02.01.26	Tue 30.12.25	Thu 18.12.25	Fri 19.12.25	
2	03/2026	Fri 09.01.26	Wed 07.01.26	Mo 29.12.25	Mo 29.12.25	
3	04/2026	Fri 16.01.26	Wed 14.01.26	Wed 07.01.26	Fri 09.01.26	
4	05/2026	Fri 23.01.26	Wed 21.01.26	Wed 14.01.26	Fri 16.01.26	
5	06/2026	Fri 30.01.26	Wed 28.01.26	Wed 21.01.26	Fri 23.01.26	31.01.2026 Börsentag Dresden [+]
6	07/2026	Fri 06.02.26	Wed 04.02.26	Wed 28.01.26	Fri 30.01.26	
7	08/2026	Fri 13.02.26	Wed 11.02.26	Wed 04.02.26	Fri 06.02.26	
8	09/2026	Fri 20.02.26	Wed 18.02.26	Wed 11.02.26	Fri 13.02.26	21.02.2026 Börsentag Frankfurt [+]
9	10/2026	Fri 27.02.26	Wed 25.02.26	Wed 18.02.26	Fri 20.02.26	
10	11/2026	Fri 06.03.26	Wed 04.03.26	Wed 25.02.26	Fri 27.02.26	
11	12/2026	Fri 13.03.26	Wed 11.03.26	Wed 04.03.26	Fri 06.03.26	14.03.2026 Börsentag Wien [+]
12	13/2026	Fri 20.03.26	Wed 18.03.26	Wed 11.03.26	Fri 13.03.26	
13	14/2026	Fri 27.03.26	Wed 25.03.26	Wed 18.03.26	Fri 20.03.26	28.03.2026 Anlegertag München [+]
14	15/2026	Thu 02.04.26	Tue 31.03.26	Wed 25.03.26	Fri 27.03.26	
15	16/2026	Fri 10.04.26	Wed 08.04.26	Wed 01.04.26	Thu 02.04.26	
16	17/2026	Fri 17.04.26	Wed 15.04.26	Wed 08.04.26	Fri 10.04.26	17.04.-18.04.2026 Invest Stuttgart [+]
17	18/2026	Fri 24.04.26	Wed 22.04.26	Wed 15.04.26	Fri 17.04.26	
18	19/2026	Thu 30.04.26	Tue 28.04.26	Wed 22.04.26	Fri 24.04.26	
19	20/2026	Fri 08.05.26	Wed 06.05.26	Wed 29.04.26	Thu 30.04.26	
20	21/2026	Fri 15.05.26	Tue 12.05.26	Wed 06.05.26	Fri 08.05.26	
21	22/2026	Fri 22.05.26	Wed 20.05.26	Wed 13.05.26	Fri 15.05.26	
22	23/2026	Fri 29.05.26	Wed 27.05.26	Wed 20.05.26	Fri 22.05.26	30.05.2026 BT kompakt Köln [+]
23	24/2026	Fri 05.06.26	Tue 02.06.26	Wed 27.05.26	Fri 29.05.26	
24	25/2026	Fri 12.06.26	Wed 10.06.26	Wed 03.06.26	Fri 05.06.26	
25	26/2026	Fri 19.06.26	Wed 17.06.26	Wed 10.06.26	Fri 12.06.26	
26	27/2026	Fri 26.06.26	Wed 24.06.26	Wed 17.06.26	Fri 19.06.26	
27	28/2026	Fri 03.07.26	Wed 01.07.26	Wed 24.06.26	Fri 26.06.26	
28	29/2026	Fri 10.07.26	Wed 08.07.26	Wed 01.07.26	Fri 03.07.26	
29	30/2026	Fri 17.07.26	Wed 15.07.26	Wed 08.07.26	Fri 10.07.26	
30	31/2026	Fri 24.07.26	Wed 22.07.26	Wed 15.07.26	Fri 17.07.26	
31	32/2026	Fri 31.07.26	Wed 29.07.26	Wed 22.07.26	Fri 24.07.26	
32	33/2026	Fri 07.08.26	Wed 05.08.26	Wed 29.07.26	Fri 31.07.26	
33	34/2026	Fri 14.08.26	Wed 12.08.26	Wed 05.08.26	Fri 07.08.26	
34	35/2026	Fri 21.08.26	Wed 19.08.26	Wed 12.08.26	Fri 14.08.26	
35	36/2026	Fri 28.08.26	Wed 26.08.26	Wed 19.08.26	Fri 21.08.26	
36	37/2026	Fri 04.09.26	Wed 02.09.26	Wed 26.08.26	Fri 28.08.26	
37	38/2026	Fri 11.09.26	Wed 09.09.26	Wed 02.09.26	Fri 04.09.26	12.09.2026 Anlegertag Düsseldorf [+]
38	39/2026	Fri 18.09.26	Wed 16.09.26	Wed 09.09.26	Fri 11.09.26	19.09.2026 Aktionärstag Kulmbach [+]
39	40/2026	Fri 25.09.26	Wed 23.09.26	Wed 16.09.26	Fri 18.09.26	25.09.-26.09.2026 WOT, 26.09.2026 Zürich [+]
40	41/2026	Fri 02.10.26	Wed 30.09.26	Wed 23.09.26	Fri 25.09.26	
41	42/2026	Fri 09.10.26	Wed 07.10.26	Wed 30.09.26	Fri 02.10.26	10.10.2026 BT Berlin [+]
42	43/2026	Fri 16.10.26	Wed 14.10.26	Wed 07.10.26	Fri 09.10.26	
43	44/2026	Fri 23.10.26	Wed 21.10.26	Wed 14.10.26	Fri 16.10.26	24.10.2026 BT kompakt Nürnberg [+]
44	45/2026	Fri 30.10.26	Wed 28.10.26	Wed 21.10.26	Fri 23.10.26	
45	46/2026	Fri 06.11.26	Wed 04.11.26	Wed 28.10.26	Fri 30.10.26	
46	47/2026	Fri 13.11.26	Wed 11.11.26	Wed 04.11.26	Fri 06.11.26	
47	48/2026	Fri 20.11.26	Wed 18.11.26	Wed 11.11.26	Fri 13.11.26	21.11.2026 BT Hamburg [+]
48	49/2026	Fri 27.11.26	Wed 25.11.26	Wed 18.11.26	Fri 20.11.26	
49	50/2026	Fri 04.12.26	Wed 02.12.26	Wed 25.11.26	Fri 27.11.26	
50	51/2026	Fri 11.12.26	Wed 09.12.26	Wed 02.12.26	Fri 04.12.26	
51	52+53/2026	Fri 18.12.26	Wed 16.12.26	Wed 09.12.26	Fri 11.12.26	
53	01/2027	Thu 31.12.26	Tue 29.12.26	Tue 22.12.26	Wed 23.12.26	

Subject to modifications. [+] Greater scope due to display at a trade fair.

\* Reservations made in advance must be booked by these dates. After that, the reserved slots will expire without replacement.

\*\* The editorial team reserves the right to change the publication date and the design of the themed specials due to current event.

# 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:	192 x 255 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 6 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>	€11,500
<b>Sizes:</b> <i>(w x h)</i>	• Minimum size:	120 x 90 mm
	• Maximum size:	210 x 275 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 9 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  
BÖRSE ONLINE, 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.BOERSENMEDIEN.COM



## MARKETING

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Munich office  
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Stefanie Brendel  
Ad management  
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✉ [s.brendel@boersenmedien.de](mailto:s.brendel@boersenmedien.de)

## ADDRESS

Boersenmedien AG  
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95326 Kulmbach

Munich office  
Bayerstraße 71-73  
80335 München

☎ +49 9221 9051-0  
✉ [anzeigen@boersenmedien.de](mailto:anzeigen@boersenmedien.de)  
[www.boersenmedien.com/mediadaten](http://www.boersenmedien.com/mediadaten)

## BANK DETAILS

Boersenmedien Aktiengesellschaft  
IBAN: DE02 7712 0073 0003 4230 00  
BIC: HYVEDEMM289 (Unicredit Bank GmbH)

**TAX ID NUMBER**    **CHECK DIGIT**  
DE198205675    569528

## 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

€6,80 (print)  
€5.80 (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: 210 x 275 mm + 3 mm bleed difference  
Type area: 180 x 232 mm  
Bleed safety: 3 mm\*  
Grid: 80  
Print method: Cover: sheet-fed offset  
Content: Reel-fed offset with saddle stitch  
Print colors: Euroscale (cyan, magenta, yellow, black)

\* Design elements of the advertisement that are not to be trimmed must have minimum spacing of 3 mm from the magazine's format definition.

## DATA TRANSFER/DELIVERY

File name: BO\_issue no.\_customer name\_motif

## FILE FORMATS

Standard: With genuine transparencies  
Comp: PDF X-3 and X-4  
Fonts: Embed all  
Resolution: 300 dpi, line drawing: 1,200 dpi  
Overall color application: (max.) cover: **300%** / content: **270%**

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 cover: **ISO Coated v2 300-Fogra 39**  
Color profile content: **PS0 LWC Standard-Fogra 46**

## CONTACT

[anzeigen@boersenmedien.de](mailto:anzeigen@boersenmedien.de)

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

# CONTACT



## CONTACT

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