



MEDIA DATA

valid from 01/01/2026
Price list no. 39

PROFILE

DER AKTIONÄR is a well-established name among financial magazines in Germany. First published in 1996, Germany's leading stock market magazine is a must-read at all German stock exchanges, regularly ranking among the best-selling financial magazines.

A key feature of the weekly magazine is the model stock portfolio, which offers investors valuable guidelines. Another key feature is the unique chart check, with the editorial team publishing dozens of updates on current stock picks every week. An extensive statistics section completes the magazine.

Our goal has always been to provide retail investors with solid, financially valuable information. In addition to the print magazine DER AKTIONÄR, we offer the streaming platform DER AKTIONÄR TV as well as other digital formats covering topics such as the stock market, stocks, and investments.

DER AKTIONÄR WEEKLY MAGAZINE – Print + E-Paper + html

deraktionaer.de – online portal and social media

DERAKTIONAER.DE – Video / Media Library / YouTube

STOCKS

Top tips ranging from conservative to speculative, with a close look at individual stocks

DERIVATES

Breaking news about certificates, including a model derivative portfolio

FUNDS & ETFS

Details on the world's most attractive funds

CFDS & FOREX

From strategies to trading recommendations

CRYPTO

Blockchain technology and cryptocurrencies with a focus on Bitcoin

COVER STORY

A weekly analysis of the market's hottest topic

CHART CHECK

An overview of all stock picks

PORTFOLIO & CO

General trading and investment information plus various model portfolios



SCOPE AND TARGET AUDIENCE

Circulation of DER AKTIONÄR

Print run: 33,000 copies
 Subscription run: 23,280 copies (including 13,500 E-papers)

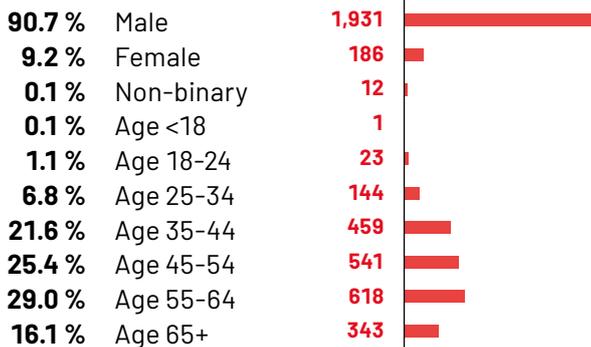
Source: Internal count



Readership of DER AKTIONÄR

Gender and age

Index = 100 %

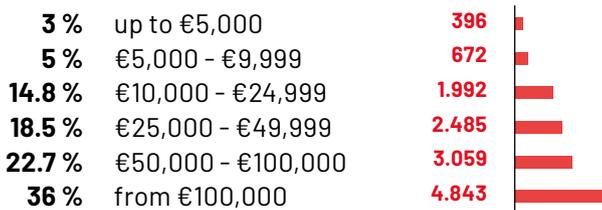


Net income/month



Securities portfolio

Index = 100 %



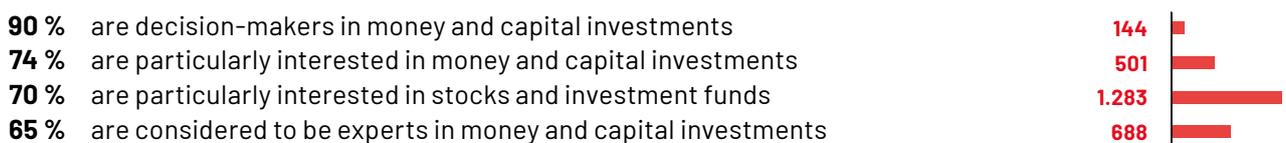
Affinities

Index = 100 %



Characteristics

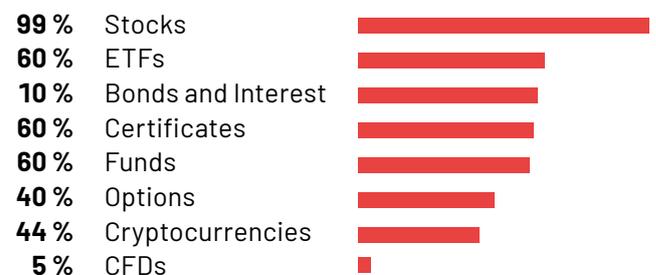
Index = 100 %



Ø number of trades per year



Investment interests



For more detailed figures, please visit BOERSEN MEDIEN.DE/SALES/MEDIEN.HTML



TYPES OF ADVERTISING AND RATES

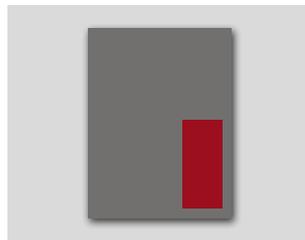
	SIZE in page fractions	TRUNCATED ADS + 5 mm bleed difference	TYPE AREA	PRICES 4C
	standard	width x height in mm	width x height in mm	
	1/1 page	210 x 280	180 x 233	€14,800.00
	2/3 page portrait	136 x 280	121 x 233	€10,900.00
	1/2 page portrait	102 x 280	90 x 233	€8,500.00
	1/2 page landscape	210 x 133	180 x 119.5	
	1/3 page portrait	70 x 280	58 x 233	€6,000.00
	1/3 page landscape	210 x 95	180 x 81.5	
	1/4 page portrait	102 x 133	90 x 119.5	€5,500.00
	1/4 page landscape	210 x 73	180 x 59.5	
	junior page	136 x 182	121 x 168.5	€9,000.00
	island ad	-	56.5 x 25 to 100	€50/mm
cover pages				
	cover ad	210 x 35	-	€14,800.00
	cover page 2/3/4	210 x 280	-	€16,000.00
	cover page 5/6	120 x 280 (cover page 4 needs to be adjusted to 208 x 280 mm)	-	on request
double-page ads				
	panorama ad	420 x 95	-	€15,000.00
	tunnel ad	264 x 170	-	€15,000.00
	opening spread (cov. 2 + page 3)	420 x 280	390 x 233	€27,000.00 €25,000.00
	spread 1/2	420 x 133	390 x 119.5	€15,500.00
	spread 1/3	420 x 95	390 x 81.5	€11,000.00

Subject to modifications. All prices are calculated ex VAT.

AD SPECIALS

SIZE in page fractions	TRUNCATED ADS + 5 mm bleed difference	NUMBER OF CHARACTERS	TYPE AREA	PRICES 4C
advertorials	width x height in mm		width x height in mm	
1/1 page	210 x 280	2,500 - 3,000 characters with picture	180 x 233	€16,500.00
1/2 page landscape	210 x 133	1,500 - 1,800 characters with picture	180 x 119.5	€9,500.00
island ad	-		56.5 x 25 to 100	€100/mm
licensing rights	delivery		licensing period	
per page	via PDF		12 months	€500.00

DATE ANNOUNCEMENT



COVER POSTCARD

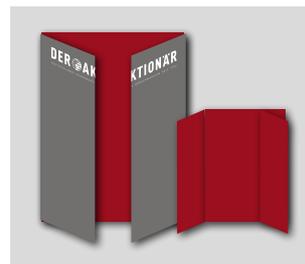
COLUMN SPONSORSHIPS

TIP:
Additional scope with
sponsoring on TV and online



COVER-UP*

CONCEPT + OFFER
and other specials on request!



GATE FOLD

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

COMBINATION DISCOUNT*

Börsenmedien AG achieves consistently high coverage in the Allensbacher Markt- und Werbeträgeranalyse (AWA) surveys. With the publications DER AKTIONÄR, BÖRSE ONLINE, Euro am Sonntag and the monthly magazine Euro, 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.

*DER AKTIONÄR logo: When occupying the retail sales circulation, an area of 11 mm x 46 mm in the top left corner of the 1st cover page must be kept empty.

DATES

CW	ISSUE	ON-SALE DATE		BOOKING DEADLINE*	SUBWEDSSION DEADLINE*	FURTHER INFORMATION**
		Print (EV+Abo)	ePaper (digital)			
1	02/2026	Fri 02.01.26	Tue 30.12.25	Mon 22.12.25	Mon 22.12.25	
2	03/2026	Fri 09.01.26	Wed 07.01.26	Tue 30.12.25	Tue 30.12.25	
3	04/2026	Fri 16.01.26	Wed 14.01.26	Wed 07.01.26	Thu 08.01.26	
4	05/2026	Fri 23.01.26	Wed 21.01.26	Wed 14.01.26	Thu 15.01.26	
5	06/2026	Fri 30.01.26	Wed 28.01.26	Wed 21.01.26	Thu 22.01.26	31.01.2026 Börsentag Dresden [+]
6	07/2026	Fri 06.02.26	Wed 04.02.26	Wed 28.01.26	Thu 29.01.26	
7	08/2026	Fri 13.02.26	Wed 11.02.26	Wed 04.02.26	Thu 05.02.26	
8	09/2026	Fri 20.02.26	Wed 18.02.26	Wed 11.02.26	Thu 12.02.26	21.02.2026 Börsentag Frankfurt [+]
9	10/2026	Fri 27.02.26	Wed 25.02.26	Wed 18.02.26	Thu 19.02.26	
10	11/2026	Fri 06.03.26	Wed 04.03.26	Wed 25.02.26	Thu 26.02.26	
11	12/2026	Fri 13.03.26	Wed 11.03.26	Wed 04.03.26	Thu 05.03.26	14.03.2026 Börsentag Wien [+]
12	13/2026	Fri 20.03.26	Wed 18.03.26	Wed 11.03.26	Thu 12.03.26	
13	14/2026	Fri 27.03.26	Wed 25.03.26	Wed 18.03.26	Thu 19.03.26	28.03.2026 Anlegertag München [+]
14	15/2026	Thu 02.04.26	Tue 31.03.26	Tue 24.03.26	Wed 25.03.26	
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	Thu 09.04.26	17.04.-18.04.2026 Invest Stuttgart [+]
17	18/2026	Fri 24.04.26	Wed 22.04.26	Wed 15.04.26	Thu 16.04.26	
18	19/2026	Thu 30.04.26	Tue 28.04.26	Tue 21.04.26	Wed 22.04.26	
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	Thu 07.05.26	
21	22/2026	Fri 22.05.26	Wed 20.05.26	Wed 13.05.26	Wed 13.05.26	
22	23/2026	Fri 29.05.26	Wed 27.05.26	Wed 20.05.26	Thu 21.05.26	30.05.2026 BT kompakt Köln [+]
23	24/2026	Fri 05.06.26	Tue 02.06.26	Wed 27.05.26	Thu 28.05.26	
24	25/2026	Fri 12.06.26	Wed 10.06.26	Wed 03.06.26	Wed 03.06.26	
25	26/2026	Fri 19.06.26	Wed 17.06.26	Wed 10.06.26	Thu 11.06.26	
26	27/2026	Fri 26.06.26	Wed 24.06.26	Wed 17.06.26	Thu 18.06.26	
27	28/2026	Fri 03.07.26	Wed 01.07.26	Wed 24.06.26	Thu 25.06.26	
28	29/2026	Fri 10.07.26	Wed 08.07.26	Wed 01.07.26	Thu 02.07.26	
29	30/2026	Fri 17.07.26	Wed 15.07.26	Wed 08.07.26	Thu 09.07.26	
30	31/2026	Fri 24.07.26	Wed 22.07.26	Wed 15.07.26	Thu 16.07.26	
31	32/2026	Fri 31.07.26	Wed 29.07.26	Wed 22.07.26	Thu 23.07.26	
32	33/2026	Fri 07.08.26	Wed 05.08.26	Wed 29.07.26	Thu 30.07.26	
33	34/2026	Fri 14.08.26	Wed 12.08.26	Wed 05.08.26	Thu 06.08.26	
34	35/2026	Fri 21.08.26	Wed 19.08.26	Wed 12.08.26	Thu 13.08.26	
35	36/2026	Fri 28.08.26	Wed 26.08.26	Wed 19.08.26	Thu 20.08.26	
36	37/2026	Fri 04.09.26	Wed 02.09.26	Wed 26.08.26	Thu 27.08.26	
37	38/2026	Fri 11.09.26	Wed 09.09.26	Wed 02.09.26	Thu 03.09.26	12.09.2026 Anlegertag Düsseldorf [+]
38	39/2026	Fri 18.09.26	Wed 16.09.26	Wed 09.09.26	Thu 10.09.26	19.09.2026 Aktionärstag Kulmbach [+]
39	40/2026	Fri 25.09.26	Wed 23.09.26	Wed 16.09.26	Thu 17.09.26	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	Thu 24.09.26	
41	42/2026	Fri 09.10.26	Wed 07.10.26	Wed 30.09.26	Thu 01.10.26	10.10.2026 BT Berlin [+]
42	43/2026	Fri 16.10.26	Wed 14.10.26	Wed 07.10.26	Thu 08.10.26	
43	44/2026	Fri 23.10.26	Wed 21.10.26	Wed 14.10.26	Thu 15.10.26	24.10.2026 BT kompakt Nürnberg [+]
44	45/2026	Fri 30.10.26	Wed 28.10.26	Wed 21.10.26	Thu 22.10.26	
45	46/2026	Fri 06.11.26	Wed 04.11.26	Wed 28.10.26	Thu 29.10.26	
46	47/2026	Fri 13.11.26	Wed 11.11.26	Wed 04.11.26	Thu 05.11.26	
47	48/2026	Fri 20.11.26	Wed 18.11.26	Wed 11.11.26	Thu 12.11.26	21.11.2026 BT Hamburg [+]
48	49/2026	Fri 27.11.26	Wed 25.11.26	Wed 18.11.26	Thu 19.11.26	
49	50/2026	Fri 04.12.26	Wed 02.12.26	Wed 25.11.26	Thu 26.11.26	
50	51/2026	Fri 11.12.26	Wed 09.12.26	Wed 02.12.26	Thu 03.12.26	
51	52+53/2026	Fri 18.12.26	Wed 16.12.26	Wed 09.12.26	Thu 10.12.26	
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.

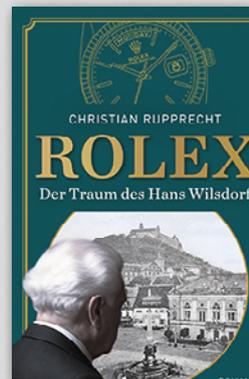
** The editorial team reserves the right to change the publication date and the design of the themed specials due to current event.

Under the umbrella brand PLASSEN Buchverlage, we publish specialist books, non-fiction, and guidebooks under three different brands, with our clear focus ensuring an ideal target group approach.

		
<p>Börsenbuchverlag since 1989</p> <p>specialist books about money, the economy, and investments</p>	<p>Books4Success since 2006</p> <p>guidebooks about motivation, coaching, career and management, nutrition and health</p>	<p>Plassen Verlag since 2012</p> <p>popular non-fiction books, well-known authors, exciting topics</p>

TYPES OF ADVERTISING	DETAILS	PRICES
branding	in your corporate design	on request
cover ad	format as agreed (buttons, eye-catchers)	€5,800
supplements	flyer, postcard, brochure, bookmark	€4,900
sponsoring	mention on the cover	€5,800
banderole	wrapped around the book	€5,800

Ideal as a gift for customers and employees!



PUBLISHER INFORMATION

ADDRESS

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BANK DETAILS

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

TAX ID NUMBER CHECK DIGIT

DE198205675 585231

TERMS OF BUSINESS

Orders are executed according to the publisher's terms of payment and business, which can be found at www.boersenmedien.com/medien-agb.html

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.

FREQUENCY OF PUBLICATION

weekly

ON-SALE DATE

Friday

PRICE PER COPY

€7.80 (print + digital)

TERMS OF PAYMENT

Payable strictly net within 14 days of invoice date. For payments received within 10 days after invoice date, we grant a discount of 2%. www.boersenmedien.com/medien-agb.html

If there are still outstanding invoices, no discount can be granted. New customers can only make bookings against payment in advance.

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www.boersenmedien.com/medien-agb.html



TECHNICAL SPECIFICATIONS

DETAILS

magazine format: 210 x 280 mm + 5 mm bleed difference
type area: 190 x 256 mm
bleed safety: 5 mm*
number of columns: text part: 3/58 mm
grid: 70
print method: reel-fed offset printing 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 5 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 x3 and X4
fonts: embed all
resolution: 350 dpi
overall color applic.: (max.) cover: 320% / content: 280%

The quality of JPEG-compressed images is determined by the deliverer.

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

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.

Claims are only accepted if a proof with binding colors was included in delivery.

Up to issue 4/26

Color profile cover: **ISO Coated v2 300-Fogra 39**
Color profile content: **PSO INP-Fogra 48**

From issue 5/26:

Color profile cover: **ISO Coated v2 300-Fogra 39**
Color profile content: **PSO LWC Improved-Fogra 45**

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