



Valid from
01/01/2025 | Price list no. 55

BRIEF PROFILE

€uro is the monthly magazine for business, politics, stock market and private finance. €uro brings together reports about business policy developments with company reports and presents balanced investment advice and intelligent tips on tax and insurance issues.

Magazine format: 213 mm wide, 275 mm high
 Print area: 171 mm wide, 226 mm high
 Print method: Web offset; Cover: sheet offset; Euroscale
 Number of pages: 140 pages, average
 Cover price: € 9.80

CIRCULATION (IVW III/2024):

		thereof epaper
Print run:	30,717 copies	
Distributed circulation:	31,032 copies	13,347
Sold circulation:	30,811 copies	13,347
Subscription:	17,428 copies	8,272
Newsstand sales:	7,432 copies	470
On board:	2,574 copies	2,574
Reader's circle:	1,232 copies	0
Other sales:	2,145 copies	2,031
Free copies:	221 copies	0

TARGET GROUP (AWA 2024):

- Private and professional decision makers
- Mainly male, 62% aged between 30 and 59, 27 % are more than 60 years old
- Well educated, senior management positions, correspondingly high annual income
- 75% own securities, 46% intend to buy securities
- Willingness to buy insurance and retirement products is above average
- Disproportionately high share of readers plan to buy exclusive consumer goods and actually do so thanks to their high financial flexibility

AD RATES (price list no. 55, valid from 1 January 2025):

1/1 page:	13,500.- €
1/2 page:	8,100.- €
1/3 page:	5,650.- €
1/4 page:	4,580.- €

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>

CONTACT

Jacek Majewski
 Head of Sales
 ☎ +49 9221 90 51-500
 @j.majewski@boersenmedien.de

Maria Schmid
 Key Account Manager
 ☎ +49 89 272 64- 293
 @maria.schmid@boersenmedien.de

Silke Weiner
 Ad processing
 ☎ +49 89 272 64- 346
 @silke.weiner@boersenmedien.de