



PRINT

MEDIA DATA

valid from 01/01/2023
Price list no. 36

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. This year, DER AKTIONÄR was the only financial magazine to make it into the top 100 of the best-selling magazines at the newsstands.

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

deraktionaer.de – online portal and social media

DER AKTIONÄR TV – Live, VoD, and 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

BONDS

Focusing on the most interesting corporate bonds

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

distributed copies

32.715

subscriptions

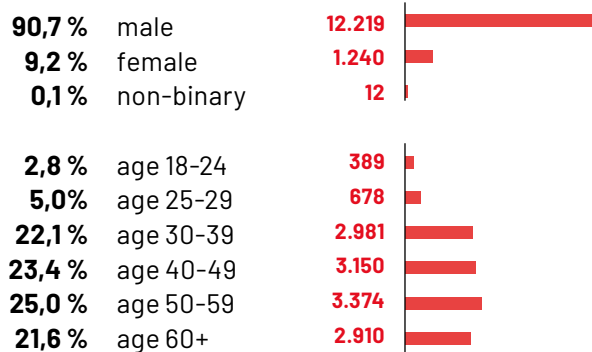
19.710



Readership of DER AKTIONÄR

gender and age

Index = 100 %

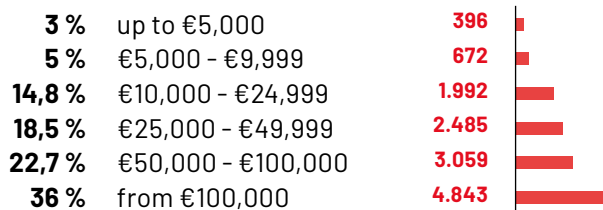


net income/month



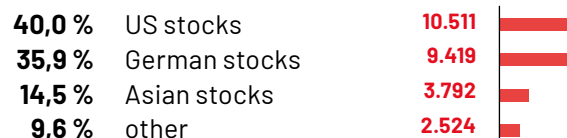
securities portfolio

Index = 100 %



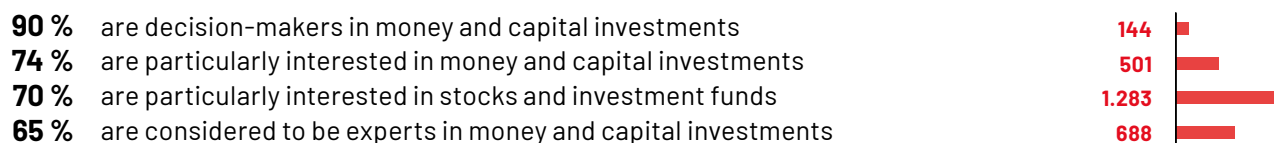
affinities

Index = 100 %



characteristics

Index = 100 %






















Ø number of trades per year



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
	spread 1/1			€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 once again achieved records in the Allensbach market and advertising media analysis in 2023. In the combination of the weekly magazines DER AKTIONÄR, BÖRSE ONLINE and €uro am Sonntag as well as the monthly titles €uro and *einfach börse*, the publications were able to prevail against their competitors, as in the previous year. Börsenmedien AG's brands achieve a net reach of 1.2 percent, which corresponds to 870,000 readers (LpA). You will receive a 20 percent combination discount for ad bookings in the stock media combination. To do this, an advertiser's advertisements with identical products/creations must appear in the same format in all magazines during the same period. You will receive a 15 percent discount when booking 4 titles of the stock market media combination, and a 10 percent discount when booking a combination of 3 titles.

*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	NO.	EVT		BOOKING DEADLINE*	SUBMISSION DEADLINE	FURTHER INFORMATION**
		Print (EV+Abo)	E-Paper (digital)			
1	02/24	Fr 05.01.24	Mi 03.01.24	Mi 27.12.23	Do 28.12.23	
2	03/24	Fr 12.01.24	Mi 10.01.24	Mi 03.01.24	Do 04.01.24	
3	04/24	Fr 19.01.24	Mi 17.01.24	Mi 10.01.24	Do 11.01.24	
4	05/24	Fr 26.01.24	Mi 24.01.24	Mi 17.01.24	Do 18.01.24	PLUS 27.01.2024 BT Dresden
5	06/24	Fr 02.02.24	Mi 31.01.24	Mi 24.01.24	Do 25.01.24	
6	07/24	Fr 09.02.24	Mi 07.02.24	Mi 31.01.24	Do 01.02.24	
7	08/24	Fr 16.02.24	Mi 14.02.24	Mi 07.02.24	Do 08.02.24	
8	09/24	Fr 23.02.24	Mi 21.02.24	Mi 14.02.24	Do 15.02.24	
9	10/24	Fr 01.03.24	Mi 28.02.24	Mi 21.02.24	Do 22.02.24	PLUS 02.03.2024 BT Frankfurt
10	11/24	Fr 08.03.24	Mi 06.03.24	Mi 28.02.24	Do 29.02.24	
11	12/24	Fr 15.03.24	Mi 13.03.24	Mi 06.03.24	Do 07.03.24	PLUS 16.03.2024 Anlegertag München
12	13/24	Fr 22.03.24	Mi 20.03.24	Mi 13.03.24	Do 14.03.24	
13	14/24	Do 28.03.24	Di 26.03.24	Di 19.03.24	Mi 20.03.24	
14	15/24	Fr 05.04.24	Mi 03.04.24	Mi 27.03.24	Do 28.03.24	PLUS 06.04.2024 BT Wien
15	16/24	Fr 12.04.24	Mi 10.04.24	Mi 03.04.24	Do 04.04.24	
16	17/24	Fr 19.04.24	Mi 17.04.24	Mi 10.04.24	Do 11.04.24	
17	18/24	Fr 26.04.24	Mi 24.04.24	Mi 17.04.24	Do 18.04.24	PLUS 26.04. - 27.04.2024 Invest Stuttgart
18	19/24	Fr 03.05.24	Di 30.04.24	Mi 24.04.24	Do 25.04.24	
19	20/24	Fr 10.05.24	Di 07.05.24	Di 30.04.24	Do 02.05.24	
20	21/24	Fr 17.05.24	Mi 15.05.24	Mi 08.05.24	Mi 08.05.24	
21	22/24	Fr 24.05.24	Mi 22.05.24	Mi 15.05.24	Do 16.05.24	
22	23/24	Fr 31.05.24	Di 28.05.24	Di 21.05.24	Mi 22.05.24	
23	24/24	Fr 07.06.24	Mi 05.06.24	Mi 29.05.24	Mi 29.05.24	
24	25/24	Fr 14.06.24	Mi 12.06.24	Mi 05.06.24	Do 06.06.24	
25	26/24	Fr 21.06.24	Mi 19.06.24	Mi 12.06.24	Do 13.06.24	
26	27/24	Fr 28.06.24	Mi 26.06.24	Mi 19.06.24	Do 20.06.24	
27	28/24	Fr 05.07.24	Mi 03.07.24	Mi 26.06.24	Do 27.06.24	
28	29/24	Fr 12.07.24	Mi 10.07.24	Mi 03.07.24	Do 04.07.24	
29	30/24	Fr 19.07.24	Mi 17.07.24	Mi 10.07.24	Do 11.07.24	
30	31/24	Fr 26.07.24	Mi 24.07.24	Mi 17.07.24	Do 18.07.24	
31	32/24	Fr 02.08.24	Mi 31.07.24	Mi 24.07.24	Do 25.07.24	
32	33/24	Fr 09.08.24	Mi 07.08.24	Mi 31.07.24	Do 01.08.24	
33	34/24	Fr 16.08.24	Mi 14.08.24	Mi 07.08.24	Do 08.08.24	
34	35/24	Fr 23.08.24	Mi 21.08.24	Mi 14.08.24	Do 15.08.24	PLUS 24.08.2024 BT Zürich
35	36/24	Fr 30.08.24	Mi 28.08.24	Mi 21.08.24	Do 22.08.24	
36	37/24	Fr 06.09.24	Mi 04.09.24	Mi 28.08.24	Do 29.08.24	PLUS 07.09.2024 BT Berlin
37	38/24	Fr 13.09.24	Mi 11.09.24	Mi 04.09.24	Do 05.09.24	
38	39/24	Fr 20.09.24	Mi 18.09.24	Mi 11.09.24	Do 12.09.24	PLUS 21.09.2024 Aktionärstag
39	40/24	Fr 27.09.24	Mi 25.09.24	Mi 18.09.24	Do 19.09.24	PLUS 28.09.2024 Anlegertag Düsseldorf
40	41/24	Fr 04.10.24	Di 01.10.24	Mi 25.09.24	Do 26.09.24	
41	42/24	Fr 11.10.24	Mi 09.10.24	Mi 02.10.24	Mi 02.10.24	
42	43/24	Fr 18.10.24	Mi 16.10.24	Mi 09.10.24	Do 10.10.24	
43	44/24	Fr 25.10.24	Mi 23.10.24	Mi 16.10.24	Do 17.10.24	
44	45/24	Fr 01.11.24	Mi 30.10.24	Mi 23.10.24	Do 24.10.24	
45	46/24	Fr 08.11.24	Mi 06.11.24	Mi 30.10.24	Mi 30.10.24	
46	47/24	Fr 15.11.24	Mi 13.11.24	Mi 06.11.24	Do 07.11.24	
47	48/24	Fr 22.11.24	Mi 20.11.24	Mi 13.11.24	Do 14.11.24	PLUS 22. - 23.11.2024 WoT Frankfurt
48	49/24	Fr 29.11.24	Mi 27.11.24	Mi 20.11.24	Do 21.11.24	
49	50/24	Fr 06.12.24	Mi 04.12.24	Mi 27.11.24	Do 28.11.24	
50	51/24	Fr 13.12.24	Mi 11.12.24	Mi 04.12.24	Do 05.12.24	
51	52/24 + 01/25	Fr 20.12.24	Mi 18.12.24	Mi 11.12.24	Do 12.12.24	
01	02/25	Fr 03.01.25	Di 31.12.24	Mo 23.12.24	Mo 23.12.24	



Subject to modifications. **PLUS** Greater scope due to display at a trade fair.




*Advance bookings must be made by these dates. After that, any reservations held available will expire on these dates without replacement.

**The editorial team reserves the right to change publication dates or specials due to current events.

SUPPLEMENTS, TIP-ONS & INSERTS




SUPPLEMENTS

are loose inserts added to the magazine.

		TOTAL	SUBSCR.	PART.
 Prices: (per thsnd.)	• up to 25 grams:	€500	€700	€650
	• per 5-gram increment:	€10	€10	€10
 Sizes: (w x h)	• minimum size:	100 x 120 mm		
	• maximum size:	200 x 270 mm		
	• overlapping:	200 x 310 mm (+ €3,000)		
 Other:	• positioning <i>in magazine</i> :	undefined position		
	• allocation:	total/subscr./part. circulation		
	• min. quantity:	10,000 copies		
	• printed matter:	must close parallel to the filing margin		

TIP-ONS




are attached to a standard ad so that they can be removed and used by the reader.

		TOTAL
 Prices: (per thsnd.)	• up to 10 grams:	€350
	• per 5-gram increment:	€10
	+ standard ad (1/1page):	€7,900
 Sizes: (w x h)	• minimum size:	80 x 60 mm
	• maximum size:	150 x 250 mm
 Other:	• positioning <i>in magazine</i> :	as per technical possibilities
	• positioning <i>tip-on</i> :	min. spacing to gutter + edges: 30 mm*
	• allocation:	total circulation
	• printed matter:	must close parallel to the filing margin

*min. for booklets: 60 mm

BOUND INSERTS

are attached inside the magazine.

		TOTAL	SUBSCRIPTION
 Prices: (per thsnd.)	• up to 25 grams:	€700	€950
	• per 5-gram increment:	€20	€20
 Sizes: (w*x h)	• minimum size:	105 x 100 mm	
	• maximum size:	210 x 280 mm	
	• overlapping:	210 x 310 mm (+ €5,000)	
		*plus 10 mm gripper fold	
 Other:	• positioning <i>in magazine</i> :	as per technical possibilities	
	• allocation:	total/subscription circulation	

GENERAL

Please indicate size, grammage, and weight when booking. Price per thousand, including postage. Printing on request. For reasons of availability, 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 print circulation according to the quarterly IVW reports available on the date of order confirmation.

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 6 working days before on-sale date at the latest.

GUIDELINES

Other specifications on request.

DELIVERY ADDRESS

Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akzidenz
Kurahessenstr. 4-6, 64546 Mörfelden-Walldorf

LABELLING OF THE PALLETS

sender and recipient
DER AKTIONÄR, issue number and quantity per pallet
total number, number of pallets and weight per pallet

+ 10 samples of
the special print to:

Börsenmedien AG
Ute Leidhold
Am Eulenhof 14
95326 Kulmbach

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.

Börsenbuch  **verlag**

BOOKS4  **SUCCESS**

PLASSEN
BUCHVERLAGE

Börsenbuchverlag
since 1989






specialist books about money, the economy, and investments

Books4Success
since 2006

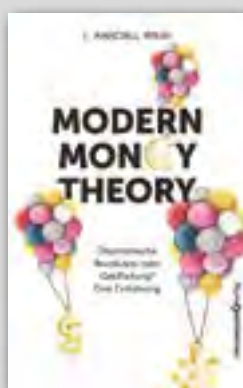
guidebooks about motivation, coaching, career and management, nutrition and health

Plassen Verlag
since 2012

popular non-fiction books, well-known authors, exciting topics

TYPES OF ADVERTISING	DETAILS	PRICES 4C
	branding	in your corporate design on request
	cover ad	format as agreed (buttons, eye-catchers) €1.50
	supplements	flyer, postcard, brochure, bookmark €1.50
	sponsoring	mention on the cover €1.50
	banderole	wrapped around the book €1.50

Ideal as a gift for customers and employees!



PUBLISHER INFORMATION

ADDRESS

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✉ info@boersenmedien.de
www.deraktionaeer.de

BANK DETAILS

Commerzbank AG
IBAN DE 98 7714 0061 0140 8822 00
BIC COBADEFFXXX

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.

MARKETING

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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

e-mail: anzeigen@boersenmedien.de
FTP server: request access data +49 9221 9051 132

FILE FORMATS

standard: with genuine transparencies
comp: PDF 1.5
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.

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.

Color profile cover: ISO Coated v2 (ECI)
Color profile content: PSO LWC Standard

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

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