



Valid from
01/01/2024

BRIEF PROFILE – BÖRSEN MEDIEN COMBINATION

Börsenmedien AG is a leading media company for value-oriented financial information in the German-speaking market and has continuously brought innovation to the market since its founding. In 2021, Börsenmedien AG acquired Finanzen Verlag, expanding its portfolio. With the brands DER AKTIONÄR, BÖRSE ONLINE, €uro and €uro am Sonntag, it has become the largest publisher of financial information in Germany.

Der Aktionär has been one of Germany's most popular business publications for more than 25 years. Every week, DER AKTIONÄR explains and analyzes stocks, funds, ETFs, certificates, options, commodities, precious metals, and presents successful investment ideas.

BÖRSE ONLINE is one of 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.

€uro is Germany's biggest monthly magazine for business, politics, the stock market, and private finance. €uro combines reports on economic policy developments with reports on companies, gives investment advice and clever tips on tax and insurance issues.

With **€uro am Sonntag**, Germany's weekly financial newspaper since 1998, investors can always keep an eye on the most important stock market topics of the week.

CIRCULATION

(IVW I/2024)	DerAktionär*	BÖRSE ONLINE	Euro	Euro am Sonntag	Total
Printed circulation:	10,000	41,283	32,873	24,190	108,346
Distributed circulation:	25,100	30,340	32,401	18,393	106,234
Sold circulation:	25,100	29,994	31,794	18,173	105,234
Subscription:	23,800	13,764	18,215	10,530	66,309
Newsstand sales:	1,300	11,214	7,596	4,557	24,667
In-flight copies:	0	642	2,031	54	2,727
Reader's circle:	0	44	1,459	0	1,503
Other sales:	0	4,330	2,493	3,032	9,855
Free copies:	0	346	607	220	1,173

* Publisher information

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>

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TARGET GROUP (AWA 2023):

- Private and professional decision makers
- Mainly male, 63 % aged between 30 and 59, 25 % are more than 60 years old
- Well educated, working in management positions, accordingly high net household income
- 78 % own securities, 51 % intend to buy securities
- Disproportionately high percentage of readers planning to buy exclusive consumer goods
- Low readership overlap among publications

AD RATES

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	Der Aktionär	BÖRSE ONLINE	€uro	€uro am Sonntag
1/1 page	14,800 €	9,800 €	13,500 €	9,300 €
1/2 page	8,500 €	5,900 €	8,100 €	5,650 €
1/3 page	6,000 €	4,200 €	5,650 €	3,890 €

Subject to modifications. All prices are calculated ex VAT. Additional formats on request.

COMBINATION DISCOUNT

Börsenmedien AG has once again achieved top marks in the surveys of the "Allensbacher Markt- und Werbeträgeranalyse 2023" (Allensbach Market and Advertising Media Analysis 2023). As in the previous year, the combination of the weekly magazines DER AKTIONÄR, BÖRSE ONLINE and €uro am Sonntag as well as the monthly magazine €uro outperformed the competition. **The brands of Börsenmedien AG achieved a net circulation of 1.2 percent, which corresponds to 810,000 readers (LpA).**

You will receive a 15% combination discount for ad bookings in the Börsenmedien combination. To qualify, an advertiser's ads with an identical product/creation must appear in the same format in all magazines during the same period. You will receive a 10% discount for booking 3 publications in the Börsenmedien combination.

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