



PRINT

MEDIA DATA

valid from
01/01/2024 | Price list no. 39

PUBLISHER INFOR-
MATION & TECHNICAL
SPECIFICATIONS

SUPPLEMENTS,
TIP-ONS & INSERTS

DATES AND
SPECIALS

AD SPECIALS

TYPES OF
ADVERTISING &
RATES

SCOPE AND
TARGET AUDIENCE

PROFILE

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 + ePaper

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



PUBLISHER INFORMATION & TECHNICAL SPECIFICATIONS

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SCOPE AND TARGET AUDIENCE

Circulation of BÖRSE ONLINE

Guaranteed sold copies: 25,000
Calculated print copies: 38,000

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



Readership of BÖRSE ONLINE

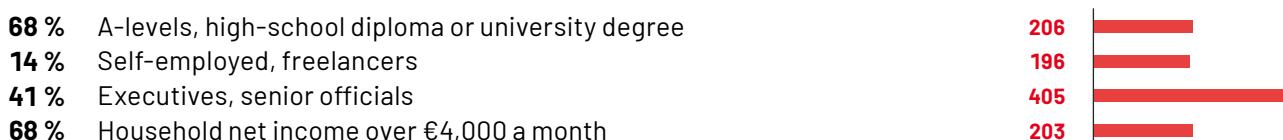
Gender and age

Index = 100 %



Education, occupation and income

Index = 100 %

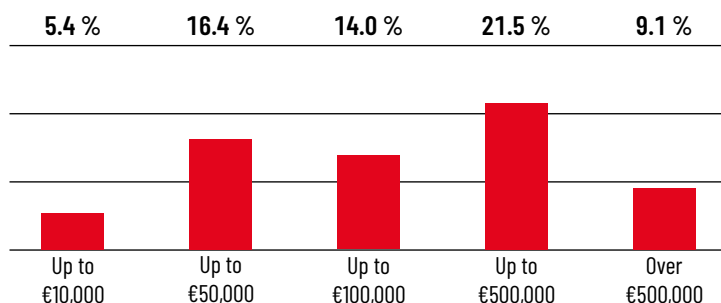


Target groups / buyer typologies

Index = 100 %



Securities portfolio



Investment interests


















Please find more detailed facts under: www.boersenmedien.com/mediadaten



Source: Reader survey 2020, AWA 2023

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	€9,800.00
	1/2 page portrait	102 x 275	84 x 232	€5,900.00
	1/2 page landscape	210 x 137	180 x 120	
	1/3 page portrait	74 x 275	56 x 232	€4,200.00
	1/3 page landscape	210 x 95	180 x 78	
	1/4 page landscape	210 x 77	180 x 60	€3,300.00
	Strip ad Chart section	420 x 15	-	€1,100.00
Cover pages				
	Cover page 2	210 x 275	180 x 232	€11,200.00
	Cover page 3	210 x 275	180 x 232	€11,200.00
	Cover page 4	210 x 275	180 x 232	€11,200.00
Double-page ads				
	Tunnel ad	260 x 165	260 x 148	€8,100.00
	Opening spread (cov. 2 + page 3)	420 x 275	382 x 232	€21,500.00
	Spread 2/1	420 x 275	382 x 232	€19,600.00
	Spread 2 x 1/2	420 x 137	382 x 120	€11,800.00
	Spread 2 x 1/3	420 x 95	382 x 78	€8,400.00

Subject to modifications. All prices are calculated ex VAT.

DISCOUNT



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.

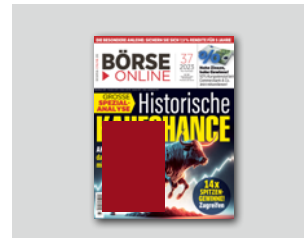
The brands of Börsenmedien AG achieved a net circulation of 1.2 percent, which corresponds to 810,000 readers (LpA).

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.

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! 

SALES PACKAGES

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

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
1	01/2024	04/01/24	27/12/23	29/12/23	
2	02/2024	11/01/24	03/01/24	05/01/24	
3	03/2024	18/01/24	10/01/24	12/01/24	
4	04/2024	25/01/24	17/01/24	19/01/24	PLUS 27/01/2024 Börsentag Dresden
5	05/2024	01/02/24	24/01/24	26/01/24	
6	06/2024	08/02/24	31/01/24	02/02/24	
7	07/2024	15/02/24	07/02/24	09/02/24	
8	08/2024	22/02/24	14/02/24	16/02/24	
9	09/2024	29/02/24	21/02/24	23/02/24	
10	10/2024	07/03/24	28/02/24	01/03/24	
11	11/2024	14/03/24	06/03/24	08/03/24	PLUS 16/03/2024 Anlegertag München
12	12/2024	21/03/24	13/03/24	15/03/24	
13	13/2024	28/03/24	20/03/24	22/03/24	
14	14/2024	04/04/24	27/03/24	28/03/24	
15	15/2024	11/04/24	03/04/24	05/04/24	
16	16/2024	18/04/24	10/04/24	12/04/24	
17	17/2024	25/04/24	17/04/24	19/04/24	PLUS 26 - 27/04/2024 Invest
18	18/2024	02/05/24	24/04/24	26/04/24	
19	19/2024	08/05/24	30/04/24	03/05/24	
20	20/2024	16/05/24	08/05/24	10/05/24	
21	21/2024	23/05/24	15/05/24	17/05/24	
22	22/2024	29/05/24	22/05/24	24/05/24	
23	23/2024	06/06/24	29/05/24	31/05/24	
24	24/2024	13/06/24	05/06/24	07/06/24	
25	25/2024	20/06/24	12/06/24	14/06/24	
26	26/2024	27/06/24	19/06/24	21/06/24	
27	27/2024	04/07/24	26/06/24	28/06/24	
28	28/2024	11/07/24	03/07/24	05/07/24	
29	29/2024	18/07/24	10/07/24	12/07/24	
30	30/2024	25/07/24	17/07/24	19/07/24	
31	31/2024	01/08/24	24/07/24	26/07/24	
32	32/2024	08/08/24	31/07/24	02/08/24	
33	33/2024	14/08/24	07/08/24	09/08/24	
34	34/2024	22/08/24	14/08/24	16/08/24	
35	35/2024	29/08/24	21/08/24	23/08/24	
36	36/2024	05/09/24	28/08/24	30/08/24	PLUS 07/09/2024 Börsentag Berlin
37	37/2024	12/09/24	04/09/24	06/09/24	
38	38/2024	19/09/24	11/09/24	13/09/24	PLUS 21/09/2024 Aktionärstag Kulmbach
39	39/2024	26/09/24	18/09/24	20/09/24	
40	40/2024	02/10/24	25/09/24	27/09/24	
41	41/2024	10/10/24	02/10/24	04/10/24	
42	42/2024	17/10/24	09/10/24	11/10/24	
43	43/2024	24/10/24	16/10/24	18/10/24	
44	44/2024	31/10/24	23/10/24	25/10/24	PLUS 02/11/2024 Börsentag Hamburg
45	45/2024	07/11/24	30/10/24	31/10/24	
46	46/2024	14/11/24	06/11/24	08/11/24	
47	47/2024	21/11/24	13/11/24	15/11/24	
48	48/2024	28/11/24	20/11/24	22/11/24	
49	49/2024	05/12/24	27/11/24	29/11/24	
50	50/2024	12/12/24	04/12/24	06/12/24	
51-52	51-52/2024	19/12/24	11/12/24	13/12/24	



Subject to modifications. **PLUS** Greater scope due to display at a trade fair.
The editorial team reserves the right to change publication dates or specials due to current events.

SUPPLEMENTS, TIP-ONS, AND INSERTS

SUPPLEMENTS

are loose inserts added to the magazine.

		TOTAL
Prices: <i>(per thsnd.)</i>	• Up to 25 grams:	€200
	• Per 5-gram increment:	€10
Sizes: <i>(w x h)</i>	• Minimum size:	105 x 148 mm
	• Maximum size:	192 x 255 mm
	• Oversized:	on request
Other:	• 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
Prices: <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>	€9,800
Sizes: <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
Prices: <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



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BANK DETAILS

Deutsche Bank
IBAN DE 77 1007 0000 0036 4661 00
BIC DEUTDE33XXX

TAX ID NUMBER **CHECK DIGIT**
DE198205675 569528

FREQUENCY OF PUBLICATION

weekly

ON-SALE DATE

Thursday

PRICE PER COPY

€6,30 (print)
€5.90 (digital)

IVW

Member of the "Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern", the German Audit Bureau of Circulation

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>

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 5 mm from the magazine's format definition.

DATA TRANSFER/DELIVERY

Data transfer: FTP on request
File name: bo_issue no._customer name_motif

FILE FORMATS

Standard: With genuine transparencies
Comp: PDF 1.3 and 1.4
Fonts: Embed all
Resolution: 300 dpi, line drawing: 1,200 dpi
Overall color application: (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.

Color profile cover: **ISO Coated v2 (Fogra 39)**
Color profile content: **PSO LWC Standard (Fogra 46)**

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CONTACT



CONTACT

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