



valid from
01/01/2025 | Price list no. 40

BRIEF PROFILE

BÖRSE ONLINE is one of the most renowned independent investor magazines in Germany. For more than 35 years, week after week, it has helped investors to reach decisions regarding their investments. BÖRSE ONLINE's information is based primarily on the German benchmark index DAX, second and third tier German stocks, and conservative financial products. BÖRSE ONLINE is aligned to private investors making their own decisions on capital market products as well as institutional readers in banks, insurers and asset management and investment companies as well as.

Magazine format: 210 mm wide, 275 mm high
Print area: 180 mm wide, 232 mm high
Print method: Web offset (heatset), Euroscale
No. of pages: 110 pages, average
Cover price: € 6.80

CIRCULATION (IVW III/2025):

		thereof epaper
Printed circulation:	35,565 copies	
Distributed circulation:	26,896 copies	9,305
Sold circulation:	26,697 copies	9,305
Subscription:	13,681 copies	4,379
Newsstand sales:	8,336 copies	862
On board:	918 copies	918
Reader's circle:	43 copies	0
Other sales:	3,719 copies	3,146
Free copies:	199 copies	0

TARGET GROUP (AWA 2023):

- BÖRSE ONLINE is aligned to private investors making their own decisions on capital market products as well as institutional readers in banks, insurers and asset management and investment companies.
- Mainly male, 67% aged between 30 and 59, 23 % are more than 60 years old
- Well educated, professionally successful, correspondingly high annual income
- 82% own securities, 57% intend to buy securities
- Above average, high willingness to buy insurance and retirement products
- Disproportionately high share of readers do not only plan to buy exclusive consumer goods but actually do so

AD RATES (Price list no. 40 valid from 1 January 2025):

1/1 page:	11,500.- €
1/2 page:	6,900.- €
1/3 page:	4,900.- €
1/4 page:	3,900.- €

Subject to change. All prices in euros exclusive of statutory value added tax. Additional formats on request.



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