



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 IV/2024):

| | | thereof epaper |
|--------------------------|---------------|----------------|
| Print run: | 30,874 copies | |
| Distributed circulation: | 31,171 copies | 13,957 |
| Sold circulation: | 31,062 copies | 13,957 |
| Subscription: | 16,848 copies | 8,106 |
| Newsstand sales: | 7,448 copies | 599 |
| On board: | 2,743 copies | 2,743 |
| Reader's circle: | 1,212 copies | 0 |
| Other sales: | 2,811 copies | 2,509 |
| Free copies: | 109 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>

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