



Valid from  
01/01/2025

## BRIEF PROFILE – BÖRSENMEDIENTEN 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 as well as cryptocurrencies, 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 III/2025)

|                          | DerAktionär* | BÖRSE<br>ONLINE | Euro   | Euro am<br>Sonntag | Total   |
|--------------------------|--------------|-----------------|--------|--------------------|---------|
| Printed circulation:     | 36,395       | 35,565          | 30,787 | 16,042             | 118,789 |
| Distributed circulation: | 32,177       | 26,896          | 31,325 | 14,395             | 104,793 |
| Sold circulation:        | 32,177       | 26,697          | 31,156 | 14,277             | 104,307 |
| Subscription:            | 23,843       | 13,681          | 16,424 | 9,810              | 63,758  |
| Newsstand sales:         | 8,334        | 8,336           | 8,298  | 3,085              | 28,053  |
| In-flight copies:        | 0            | 918             | 2,505  | 54                 | 3,477   |
| Reader's circle:         | 0            | 43              | 1,111  | 0                  | 1,154   |
| Other sales:             | 0            | 3,719           | 2,818  | 1,328              | 7,865   |
| Free copies:             | 0            | 199             | 169    | 118                | 486     |

\* Publisher information I/2025

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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## BRIEF PROFILE – BÖRSENMEDIENTEN COMBINATION

### 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

(valid from 01/01/2025)

|          | Der Aktionär | BÖRSE ONLINE | €uro     | €uro am Sonntag |
|----------|--------------|--------------|----------|-----------------|
| 1/1 page | 14,800 €     | 11,500 €     | 13,500 € | 9,300 €         |
| 1/2 page | 8,500 €      | 6,900 €      | 8,100 €  | 5,650 €         |
| 1/3 page | 6,000 €      | 4,900 €      | 5,650 €  | 3,890 €         |

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

### COMBINATION DISCOUNT

Börsenmedien AG achieves consistently high coverage in the Allensbacher Markt- und Werbeträgeranalyse (AWA) surveys. With the publications DER AKTIONÄR, BÖRSE ONLINE, €uro am Sonntag and the monthly magazine €uro, the media company successfully sets itself apart from its competitors. In the AWA 2023, the Börsenmedien AG brands achieved a net reach of 1.2 per cent, which corresponds to 810,000 readers per issue.

**You receive a 15% combination discount for ad bookings in the Börsenmedien combination.** The adverts of one advertiser must appear for the same product and in the same format in all titles at the same time.  
**If you book 3 titles in the Börsenmedien combination, you will receive a 10% discount.**

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