



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/2024):

		thereof epaper
Printed circulation:	37,702 copies	
Distributed circulation:	28,192 copies	8,595
Sold circulation:	27,995 copies	8,595
Subscription:	13,603 copies	3,649
Newsstand sales:	9,711 copies	919
On board:	986 copies	986
Reader's circle:	46 copies	0
Other sales:	3,649 copies	3,041
Free copies:	197 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.- €

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