



valid from
01/01/2025 | Price list no. 31

BRIEF PROFILE

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.

Magazine format: 230 mm wide, 302 mm high
 Print area: 205 mm wide, 275 mm high
 Print method: Heatset
 No. of pages: 80 pages, average
 Cover price: € 4.90

CIRCULATION (IVW III/2024):

		thereof epaper
Printed circulation:	17,618 copies	
Distributed circulation:	15,378 copies	7,389
Sold circulation:	15,233 copies	7,389
Subscription:	10,019 copies	5,507
Newsstand sales:	3,561 copies	321
On board:	53 copies	53
Reader's circle:	0 copies	0
Other sales:	1,600 copies	1,508
Free copies:	145 copies	0

TARGET GROUP (AWA 2023):

- Important and discerning opinion builders, multipliers in the finance and investment market
- Mainly male, 61% aged between 30 and 59, 31% are more than 60 years old
- Well educated, professionally successful, high spending power
- 65% own securities, 35% 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. 31, valid from 01/01/2025):

1/1 page:	9,300.- €
1/2 page:	5,650.- €
1/3 page:	3,890.- €
1/4 page:	3,050.- €

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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