



## MEDIA DATA

valid from  
01/01/2024 | Price list no. 54

# PROFILE

€uro is the monthly magazine for business, the stock market and personal finance. €uro combines reports on economic developments with business news, provides well-rounded investment advice and clever tips on tax and insurance issues. This broad coverage of the question “What should I do with my money?” makes €uro Germany’s biggest monthly finance magazine.

Month after month, the readers learn what concerns economic decision-makers have. €uro illustrates the correlations between German economic policy, new strategies, and old problems of DAX companies, as well as exciting international topics. In the big €uro interview, DAX board members, top politicians and celebrities discuss their relationship to money.

The largest section, “Stock Market & Investments” explains and analyzes funds, stocks, bonds, ETFs, certificates, options, commodities, precious metals, and real estate investments. In addition, the editorial team examines the investment strategies of renowned fund and asset managers. The focus is on investing instead of speculating.

Furthermore, €uro readers learn how to optimize their personal finances for tax purposes and which pension products actually make sense. Finally, product tests and rankings of the best insurance companies, banks and asset managers complete the offer.

€uro is precisely tailored to the high demands of private and professional decision-makers who are interested in the economy, business, finance, tax, law, investment, and insurance.

## » €uro monthly magazine – print + ePaper

### NEWS

Selected news from the fields of politics, business and the stock market

### COVER STORY

€uro investment strategies with stocks, funds and real estate – detailed analyses, comprehensive evaluations and real practical value on 20 pages

### POLITICS & ECONOMICS

The world of business and economics explained in detail – correlations, risks, new trends

### STOCK MARKET & INVESTMENTS

Stocks, bonds, funds, ETFs, certificates, options, CFDs, commodities and precious metals – anything that increases returns and reduces risks

### TAX & SAVING

Pure value: tips on tax saving, insurance tests, financial and legal advice on family and home ownership

### MONEY & PLEASURE

Nine-page finale with cars, watches, and travel reports as well as popular iconic brands



# SCOPE AND TARGET AUDIENCE

## Circulation of €uro

Guaranteed sold copies: 27,000  
Calculated print copies: 34,000

(According to section IV 8. of our General Terms and Conditions for advertisements and other promotional media)



## Readership of €uro

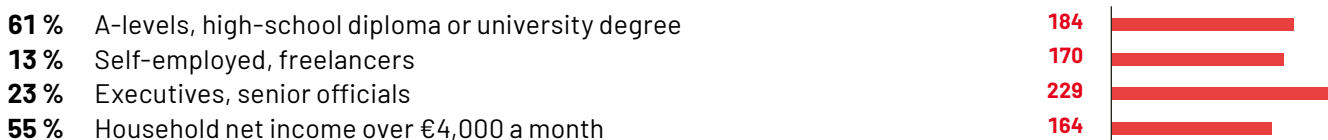
### Gender and age

Index = 100 %



### Education, occupation and income

Index = 100 %



### Target groups / buyer typologies

Index = 100 %



### Asset holdings

Index = 100 %



### Purchase plan

Index = 100 %




















Please find more detailed facts under: [www.boersenmedien.com/mediadaten](http://www.boersenmedien.com/mediadaten)



Source: AWA 2023

# TYPES OF ADVERTISING AND RATES

SIZE In page fractions	TRUNCATED ADS + 3 mm bleed difference	TYPE AREA	PRICES 4C
Standard	Width x height in mm	Width x height in mm	
 1/1 page	213 x 275	171 x 226	€13,500.00
 2/3 page portrait	130 x 275	108 x 226	€10,650.00
 1/2 page landscape	213 x 130.5	171 x 110.5	€8,100.00
 1/3 page portrait	71 x 275	49 x 226	€5,650.00
 1/3 page landscape	213 x 92	171 x 72	
 1/4 page landscape	213 x 73	171 x 53	€4,580.00
 Corner ad	-	108 x 110.5	€5,950.00
 Special format	-	108 x 56.5	€3,260.00
<b>Cover pages</b>			
 Cover page 2	213 x 275	171 x 226	€16,200.00
 Cover page 3	213 x 275	171 x 226	€16,200.00
 Cover page 4	213 x 275	171 x 226	€16,200.00
<b>Double-page ads</b>			
 Tunnel ad	245 x 138	245 x 118	€10,900.00
 Opening spread (cov. 2 + page 3)	426 x 275	382 x 226	€30,820.00
 Spread 2/1	426 x 275	382 x 226	€27,000.00
 Spread 2 x 1/2	426 x 130,5	382 x 110.5	€16,200.00
 Spread 2 x 1/3	426 x 92	382 x 72	€11,300.00
 Spread 2 x 1/4	426 x 73	382 x 53	€9,160.00

Subject to modifications. All prices are calculated ex VAT. Other sizes on request.

# DISCOUNT

## COMBINATION DISCOUNT

Börsenmedien AG has once again achieved top marks in the surveys of the "Allensbacher Markt- und Werbeträgeranalyse 2023" (Allensbach Market and Advertising Media Analysis 2023). As in the previous year, the combination of the weekly magazines DER AKTIONÄR, BÖRSE ONLINE and €uro am Sonntag as well as the monthly magazine €uro outperformed the competition.

**The brands of Börsenmedien AG achieved a net circulation of 1.2 percent, which corresponds to 810,000 readers (LpA).**

**You will receive a 15% combination discount for ad bookings in the Börsenmedien combination.** To qualify, an advertiser's ads with an identical product/creation must appear in the same format in all magazines during the same period. You will receive a 10% discount for booking 3 publications in the Börsenmedien combination.

# AD SPECIALS

## ADVERTORIAL



## COVER POSTCARD

## GATEFOLDER

(COVER 2 + FOLDABLE AD PAGE 1/1 OR 1/2)



## FLAP



## BOOKLET TIP-ON

**CONCEPT + OFFER** and other specials on request!

## SALES PACKAGES

We would be happy to create an individual offer together with you – just contact us!

Subject to modifications.  
Additional sizes and layouts of the advertorials on request.  
All prices are calculated ex VAT.

# DATES

ISSUE	ON-SALE DATE	BOOKING DEADLINE	SUBMISSION DEADLINE	FURTHER INFORMATION
02/2024	20/01/24	29/12/23	05/01/24	<b>PLUS</b> 27/01/2024 Börsentag Dresden
03/2024	17/02/24	26/01/24	02/02/24	
04/2024	16/03/24	23/02/24	01/03/24	<b>PLUS</b> 16/03/2024 Anlegertag München
€uro extra	16/03/24	30/01/24	13/02/24	
05/2024	13/04/24	22/03/24	28/03/24	<b>PLUS</b> 26 - 27/04/2024 Invest
06/2024	18/05/24	26/04/24	03/05/24	
07/2024	15/06/24	24/05/24	31/05/24	
08/2024	13/07/24	21/06/24	28/06/24	
09/2024	17/08/24	26/07/24	02/08/24	<b>PLUS</b> 07/09/2024 Börsentag Berlin
10/2024	21/09/24	30/08/24	06/09/24	<b>PLUS</b> 21/09/2024 Aktionärstag Kulmbach
11/2024	19/10/24	27/09/24	04/10/24	<b>PLUS</b> 02/11/2024 Börsentag Hamburg
12/2024	16/11/24	25/10/24	31/10/24	
01/2025	14/12/24	22/11/24	29/11/24	



Subject to modifications. **PLUS** Greater scope due to display at a trade fair.  
The editorial team reserves the right to change publication dates or specials due to current events.

# SUPPLEMENTS, TIP-ONS, AND INSERTS

## SUPPLEMENTS

are loose inserts added to the magazine.

		TOTAL
<b>Prices:</b> <i>(per thsnd.)</i>	• Up to 25 grams:	€200
	• Per 5-gram increment:	€10
<b>Sizes:</b> <i>(w x h)</i>	• Minimum size:	105 x 148 mm
	• Maximum size:	193 x 255 mm
	• Oversized:	On request
<b>Other:</b>	• Positioning <i>in magazine</i> :	Undefined position
	• Allocation:	Total circulation
	• Printed matter:	Must close parallel to the filing margin
	• Volume:	Up to 8 pages, larger volume on request

## TIP-ONS

are attached to a standard ad so that they can be removed and used by the reader.

		TOTAL
<b>Prices:</b> <i>(per thsnd.)</i>	• Up to 10 grams:	€110
	• Up to 20 grams:	€120
	• Up to 30 grams:	€130
	+ Standard ad <i>(1/1 page):</i>	€13,500
<b>Sizes:</b> <i>(w x h)</i>	• Minimum size:	60 x 75 mm
	• Maximum size:	200 x 210 mm
<b>Other:</b>	• Positioning <i>in magazine</i> :	As per technical possibilities
	• Positioning <i>tip-on</i> :	Min. 45 mm spacing to gutter, 20 mm* to edges
	• Allocation:	Total circulation
	• Printed matter:	Must close parallel to the filing margin

\*min. for booklets: 60 mm

## BOUND INSERTS

are attached to the magazine.

		TOTAL
<b>Prices:</b> <i>(per thsnd.)</i>	• 4 pages:	€220
	• 8 pages:	€230
	• 12 pages:	€240
	• 16 pages:	€250
<b>Sizes:</b> <i>(w* x h)</i>	• Minimum size:	105 x 148 mm
	• Maximum size:	205 x 275 mm
*plus 5 mm gripper fold		
<b>Other:</b>	• Positioning <i>in magazine</i> :	As per technical possibilities
	• Allocation:	Total circulation

### DELIVERY ADDRESS

Will be sent to you with the order confirmation.

### LABELLING OF THE PALLETS

Sender and recipient  
Euro, issue number, product name and quantity per pallet, total quantity, number of pallets and weight per pallet

### GENERAL

Please indicate size, grammage, and weight when booking. Total price per thousand, including postage. Printing on request. For availability reasons, we recommend booking as soon as possible.

Submission of a binding sample (PDF) is required for the order to be accepted and executed.

### CALCULATION BASIS

Calculation basis is the calculated print circulation.

### CIRCULATION ADJUSTMENT

Minor deviations from the agreed distribution area might occur due to sales-related reasons. In order to react to circulation fluctuations at short notice, it is best to consult the publisher again before printing.

### DELIVERY DATE

Delivery date for supplements, tip-ons, and inserts  
16 working days before on-sale date at the latest.

### GUIDELINES

Other specifications on request.

5 samples  
bindingly required when  
placing the order

Subject to modifications. All prices are calculated ex VAT and are not discountable.

# PUBLISHER SUPPLEMENTS/ROUNDTABLE

Under the brand €uro, we publish various supplements as well as the exclusive €uro roundtable.

## » €URO BEST-BUY

€uro Best-Buy is the magazine within the magazine for collectors and is included in the monthly magazine €uro. The comprehensive statistics are unique in Germany:

**Funds** – commented fund statistics with more than 2,000 funds in the monthly check incl. the €uro fund note.

**Stocks** – all stocks in the DAX, MDAX and SDAX.

**Certificates** – more than 150 listed index certificates, bonds, currencies – treasury and corporate bonds of various credit ratings.



## €URO EXTRA

€uro extra is the publisher's own publication on special topics, which is inserted in the magazines €uro, €uro am Sonntag and BÖRSE ONLINE and also distributed digitally.

Special topics such as the publisher's annual awards "Goldene Bullen" and "Grünes Geld" create an ideal environment for your ads.

### Contact:

Maria Schmid

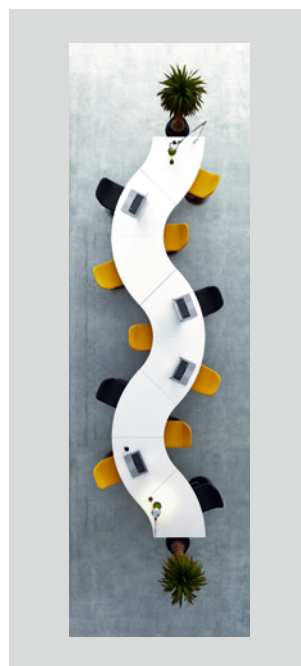
+49 89 272 64-293

@ maria.schmid@finanzenverlag.de

## » €URO SPEZIAL

€uro spezial is a special issue covering a value-oriented topic that is produced by one or more companies in cooperation with the editorial team.

There are various distribution options in the print publications €uro, €uro am Sonntag and BÖRSE ONLINE. In addition, €uro spezial can also be distributed digitally.



## €URO ROUNDTABLE

The roundtable discussion can take place live or digitally. Product managers, country heads or executives provide their input. A total of four to six partners discuss and evaluate current financial topics. It is published in €uro and €uro am Sonntag on an 8- to 10-page spread.

### Contact:

Andreas Willing

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@ andreas.willing@finanzenverlag.de



# PUBLISHER INFORMATION



WWW.BOERSENMEDIEN.COM



## MARKETING

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Silke Weiner  
Ad processing  
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@ silke.weiner@finanzenverlag.de

## ADDRESS

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[www.boersenmedien.com/mediadaten](http://www.boersenmedien.com/mediadaten)

## BANK DETAILS

Deutsche Bank  
IBAN DE 77 1007 0000 0036 4661 00  
BIC DEUTDE33XXX

**TAX ID NUMBER**    **CHECK DIGIT**  
DE198205675    528151

## FREQUENCY OF PUBLICATION

monthly

## ON-SALE DATE

Saturday

## PRICE PER COPY

€8.90 (print)  
€7.99 (digital)

## IVW

Member of the "Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern", the German Audit Bureau of Circulation

## 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>

Due to tax regulations we ask you to state your tax number and/or VAT registration number.

The specifications indicated in this price list can be updated at any time during the year. The most recent and binding advertising rates can be found [here](#).

# TECHNICAL SPECIFICATIONS

## DETAILS

Magazine format: 213 x 275 mm + 3 mm bleed difference  
Type area: 171 x 226 mm  
Bleed safety: 6 mm\*  
Grid: 60  
Print method: Cover: sheet-fed offset  
Content: reel-fed offset with saddle stitch  
Print colors: Euroscale (cyan, magenta, yellow, black)

\*Design elements of the advertisement that are not to be trimmed must have minimum spacing of 6 mm from the magazine's format definition.

## DATA TRANSFER/DELIVERY

E-mail: du.euro@finanzenverlag.de  
File name: Euro\_on-sale date\_customer name

## FILE FORMATS

Standard: With genuine transparencies  
Comp: PDF 1.3 and 1.4  
Fonts: Embed all  
Resolution: 300 dpi, line drawing: 1,200 dpi  
Overall color application: (max.) cover: 320% / content: 280%

The quality of JPEG-compressed images is determined by the deliverer.

## COLOR ADS

Any omission of base color in designing colored ads will not affect the ad calculation.

For custom colors that cannot be created by combining colors from the used color scale a separate agreement is required. Minor deviations in tonal values are due to the production print's tolerance range. No sending of proofs.

Color profile cover:  
**ISOcoated\_v2\_300\_eci (Fogra 39L)**  
Color profile content and magazine within magazine:  
**PSO\_LWC\_Improved\_eci (Fogra 45L)**

## CONTACT

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Subject to modifications.  
Claims due to incorrect printing material cannot be accepted by the publisher.

# CONTACT



## CONTACT

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