



Valid from  
01/01/2025

## BRIEF PROFILE – BÖRSEN MEDIEN 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, 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/2024)	DerAktionär*	BÖRSE ONLINE	Euro	Euro am Sonntag	Total
Printed circulation:	13.068	37.702	30.717	17.618	99.105
Distributed circulation:	24.860	28.192	31.032	15.378	99.462
Sold circulation:	24.860	27.995	30.811	15.233	98.899
Subscription:	23.311	13.603	17.428	10.019	64.361
Newsstand sales:	1.549	9.711	7.432	3.561	22.253
In-flight copies:	0	986	2.574	53	3.613
Reader's circle:	0	46	1.232	0	1.278
Other sales:	0	3.649	2.145	1.600	7.394
Free copies:	0	197	221	145	563

\* Publisher information

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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### 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

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	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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