



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

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

CIRCULATION (IVW IV/2024):

		thereof epaper
Printed circulation:	38,276 copies	
Distributed circulation:	29,071 copies	9,116
Sold circulation:	28,783 copies	9,116
Subscription:	13,510 copies	3,689
Newsstand sales:	10,244 copies	1,043
On board:	1,091 copies	986
Reader's circle:	45 copies	0
Other sales:	3,893 copies	3,293
Free copies:	288 copies	0

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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