



Price List No. 24
Valid from 1 January 2018





Portrait

€uro am Sonntag is Germany's leading weekly business and finance magazine. Every weekend, it summarises all relevant political, economic and stock market news, analyses it and looks ahead to the coming week. This makes €uro am Sonntag the **leading specialist for topical financial information** in the German-speaking world.

What opportunities do the markets offer? What investments are best suited to taking advantage of economic developments? In order to judge these issues, investors need well-researched background information, exclusive reports on

companies, comparative analysis, information on risks and opportunities, and specific guidance. €uro am Sonntag provides this crucial information in an **easily comprehensible and clearly presented form**, addressing anyone involved in the world of investment – from first-time investors to professionals.

Since 1998, €uro am Sonntag has reported every week on the latest developments in the German and international **shares markets** and revealed the latest trends for **funds, ETFs, certificates, warrants, bonds** and alternative financial products. In the **private finance** section, €uro am Sonntag readers receive key information on pensions, taxes, insurance and property. To round it all off, the magazine also offers **exclusive product tests**.

This means that €uro am Sonntag combines up-to-the-minute news journalism with in-depth magazine journalism – offering all investors **the best of both worlds**.

Readers of €uro am Sonntag

Important and discerning opinion builders, multipliers in the finance and investment market, predominantly male, well educated, aged between 30 and 59, successful in their professions and with substantial purchasing power. €uro am Sonntag meets the sophisticated needs of its readers with well-researched and reliable information.¹⁾

High investment and business potential

The business potential and financial clout of €uro am Sonntag readers is remarkable! As is their propensity to invest: 74 percent own securities, and 60 percent are considering purchasing them. Their willingness to spend on insurance and old age provision products is above average. Readers not only plan to buy exclusive consumer goods, but actually do so.¹⁾

€uro am Sonntag readers are a coveted clientele! An optimum target group for financial communications, B2B campaigns, and sophisticated, high-level consumer goods.

Intensive use

With an average reading duration of 80 minutes, not a single page goes unnoticed! The intensive use underscores the high priority that €uro am Sonntag enjoys in the investor and business press segment.²⁾

Completely up-to-date advertisements

Only a few hours separate the cut-off time and actually going to press. This makes it possible to insert completely up-to-date advertisements at short notice. This represents a flexibility that no competitor in the investor and business press segment can offer.

Subscription service

€uro am Sonntag is delivered to the readers' homes on Saturday mornings at no additional cost.

Sales outlets

Available at newsagents, train station bookshops, petrol stations, supermarkets and other larger-scale retail outlets.

¹⁾ AWA 2017, ²⁾ Reader survey 2015

Publisher/ advertisements: Finanzen Verlag GmbH
Bayerstrasse 71–73
80335 München, Germany

Telephone: +49 (0) 89/272 64-0 Head office
+49 (0) 89/272 64-139 Advertising sales
+49 (0) 89/272 64-346 Advertising placements

Fax: +49 (0) 89/272 64-198 Advertising sales/placements

Email: anzeigen.eurams@finanzenverlag.de
www.finanzenverlag.de

Production of advertisements: Dierichs Druck und Media GmbH & Co.KG

Telephone: +49 (0) 561/602 80-255 Cornelia Schübler
+49 (0) 561/602 80-256 Joachim Schlewitz

Fax: +49 (0) 561/602 80-279

Email: eurams@ddm.de

Current data and services available at: www.finanzenverlag.de/mediainfo
www.pz-online.de

PZ No.: 530847

Current data and banking details:

Deutsche Bank
Account no.: 036 46 61
Bank code: 100 700 00
IBAN: DE77 1007 0000 0036 4661 00
BIC: DEUTDE33XXX

Payment terms:

Net payment within 14 days of the invoice date, without any discount. Direct debits or payment within 10 days of the invoice date: 2% discount. If older invoices are outstanding, no discount can be granted. In the event of delayed or deferred payment, the usual interest rate on bank overdraft facilities will be charged.

Value added tax:

All prices are quoted in euros, excluding statutory value added tax.

Publication:

Weekly

Day of first sale:

Saturday

Reference to Internet:

The publisher is entitled to also publish advertisements resulting from placement orders for Euro am Sonntag within the scope of its technical and operational facilities in its online media. Reference is made to Items 19 and 22 of the General Business Conditions for newspapers and magazines.

Business conditions:

The publisher's 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 www.finanzenverlag.de/agb or will be sent to you on request.

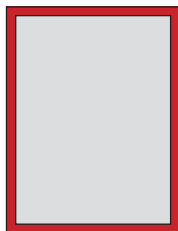


Title portrait/ publishing information	Total issue/ Format plan	Advertising formats and prices	Deadlines and topics	Ad Specials (inserts)	Print records	Commodities Special/ Contact
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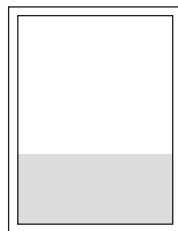
Colour and B&W advertisements:	€ 10,500.– 1/1 page
Circulation/guaranteed, sold circulation:	65,000 copies (as per Item 14 of our General Business Conditions)
Calculated print run:	70,000 copies
Adv. discounts:	Volume discount
	From 3 pages 3%
	From 5 pages 5%
	From 10 pages 10%
	From 15 pages 15%
	From 20 pages 20%
	Series discount
	From 3 advertisements 3%
	From 6 advertisements 5%
	From 13 advertisements 10%
	From 26 advertisements 15%
	From 52 advertisements 20%
	Only one of the two forms of discount can be used
	All prices in euros excluding of statutory value added tax

Collective advertising:	Only possible subject to special agreement
Magazine format:	230 mm wide, 302 mm high
Type area:	205 mm wide, 275 mm high
Print process:	Roll offset (heatset)
Process used:	Gutter stitching
Advertising cut-off date and final cancellation date:	Advertisement: 8 days prior to publication (Friday of the previous week) Loose inserts: 9 days prior to publication (Thursday, previous week) Jacket, flying pages: on request
Cut-off date for print records and delivery date:	Advertisement: 4 days prior to publication (Tuesdays) Loose inserts: 5 days prior to publication (Mondays) Jacket, flying pages: on request

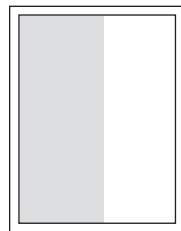
Basic formats



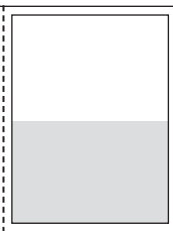
1/1 page
205 x 275 mm
(230 x 302 mm)



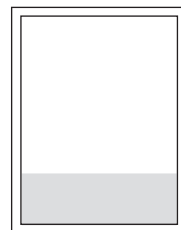
1/3 page landscape
205 x 91,6 mm



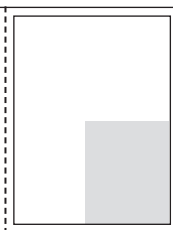
1/2 page portrait
111 x 275 mm



1/2 page landscape
205 x 137,5 mm

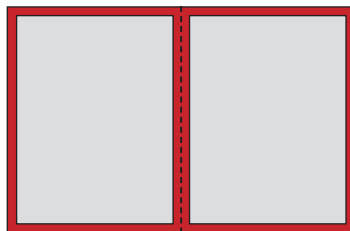


1/4 page landscape
205 x 68,7 mm

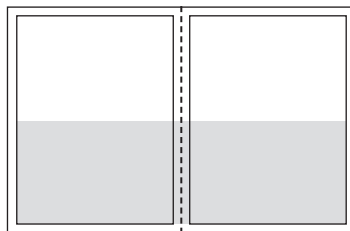


1/4 page corner
111 x 137,5 mm

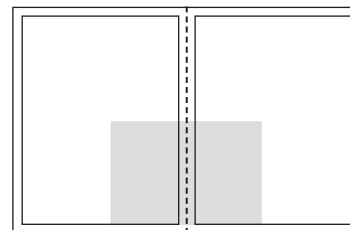
Formats across gutter



2/1 page
432 x 275 mm (460 x 302 mm)

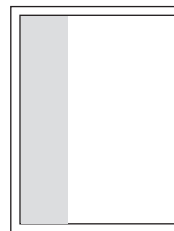


2 x 1/2 page via gutter, landscape
432 x 137,5 mm

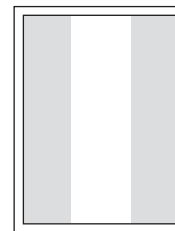


Tunnel advertisement
200 x 137,5 mm

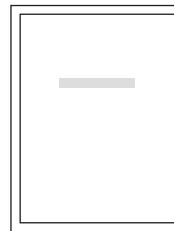
Special formats in magazine



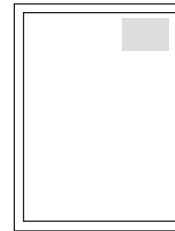
Margin column left (table of contents)
62 x 275 mm



Margin column
62 x 275 mm
Left page: left, outside
Right page: right, outside



Logo in the market rates section
100 x 12 mm



Text section advertisement, top funds
61 x 43 mm

Formats in bleed section:
Only possible for the formats 2/1 page or 1/1 page.
Trimming margin on all pages 3 mm, no brands.

All format details width x height
Other formats on request.

For technical details, see pp. 12 and 13.

1/3 page in the fonds/ETFs section
205 x 91,6 mm

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Basic formats					
Size in page sections	Type area		Bleed ¹⁾		Prices Colour, b/w in €
	Width mm	Height mm	Width mm	Height mm	
1/1	205	275	230	302	10,500.–
1/2 landscape	205	137,5	–	–	6,300.–
1/2 portrait	111	275	–	–	6,300.–
1/3 landscape	205	91,6	–	–	4,300.–
1/4 landscape	205	68,7	–	–	3,400.–
1/4 corner	111	137,5	–	–	3,400.–
Cover pages					
Size in page sections	Type area		Bleed ¹⁾		Prices Colour, b/w in €
	Width mm	Height mm	Width mm	Height mm	
2nd cover page	205	275	230	302	11,700.–
3rd cover page	205	275	230	302	10,500.–
4th cover page	205	275	230	302	11,700.–

Formats across gutter					
Size in page sections	Type area		Bleed ¹⁾		Prices Colour, b/w in €
	Width mm	Height mm	Width mm	Height mm	
2/1	432	275	460	302	21.000.–
2 x 1/2 landscape	432	137,5	–	–	12.600.–
Tunnel advertisement	200	137,5	–	–	8.500.–

Special formats: Available on request

Type costs: A surcharge of 25% applies to advertisements designed in-house

¹⁾**Advertisements in gutter:** Only possible for the formats 2/1 page or 1/1 page. Trimming margin on all pages 3 mm, no brands.



*See Price List BÖRSE ONLINE no. 33 from 1 January 2018 available on request.

Special formats in magazine					
Size in page sections	Type area		Bleed ¹⁾		Prices Color, b/w in €
	Width mm	Height mm	Width mm	Height mm	
2 nd cover page + page 3 (opening spread)	432	275	460	302	23,000.–
Page 4 (table of contents, left margin column)	62	275	–	–	6,000.–
Marginal column ²⁾	62	275	–	–	5,300.–
Funds window ³⁾ (standard)	235	113	–	–	3,700.–

Special formats and placements in prices section					
Size in page sections	Type area		Bleed ¹⁾		Prices Color, b/w in €
	Width mm	Height mm	Width mm	Height mm	
Logo in price section ⁴⁾	100	12	–	–	390.–
Equity prices A-Z	205	91,6	–	–	4,300.–
Text section advertisement for top funds	61	43	–	–	1,050.–

¹⁾Advertisements in bleed section: only possible for the formats 2/1 page or 1/1 page. Trimming margin on all pages 3 mm. No brands. ²⁾ Marginal column: on a left-hand side, left outside, right-hand side, right outside. ³⁾ Excluding advertising agency commission, no discounts available; text, logo, photo, chart from customer, adjustment by publisher. ⁴⁾ Logo in price section: only bookable quarterly or for at least 13 issues.


All prices in euros exclusive of statutory value added tax.

Special format on title page:	Available on request
Other special formats:	Available on request
Type costs:	A surcharge of 25% applies for advertisements designed in-house.

Example of standard format funds window (specification in footnote 3)

Fonds-Fenster

An dieser Stelle präsentieren Fondsgesellschaften ausgewählte Anlageideen



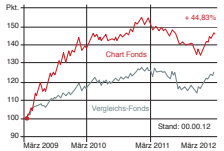
Max Mustermann Hier dolum quod situr aperitur accipitae consequatur

Bindtext it dem Onserias picient landunt, quis porpora cunquasi bleat laut verum laut min erspererovid enihitiam, quis maximi, comit veribus esciam, totatur mi, iuscim volupta turepudam quam quae acet, quatusa ndistio nseque inulparcia aut etus modis penatorem eius quae volupta fusandi gendae et id et etur sus et idusantiora sundunt, odio volest venimos nones atum, sit voluptae quant pra quam voluptam et imi-

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Fondsname: Xxxxx XXXXXX Fonds
ISIN: LU0000000000

Chart Beispiel



Stand: 00.00.12

Fonds	ISIN	Auflage des Fonds	Fondsvolumen per 00.00.00	Gebührenstruktur	Internet/Telefon
Firmen Logo					
Fondsname	LU0000000000	00.00.2000	0,00 Mio	AAG:00%, Mgmt: 0.0%; Depotbank: 0.0%	www.name.de 04000.000000

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Issue no.	Publication date	Cut-off and cancellation dates for advertisements	Cut-off date for print materials	Special topic
1	05.01.2018	28.12.2017	29.12.2017	Product strategies 2018
2	13.01.2018	05.01.2018	09.01.2018	Bonds
3	20.01.2018	12.01.2018	16.01.2018	ETFs
4	27.01.2018	19.01.2018	23.01.2018	Investment funds
5	03.02.2018	26.01.2018	30.01.2018	CFDs
6	10.02.2018	02.02.2018	06.02.2018	Direct banks/discount brokers part I
7	17.02.2018	09.02.2018	13.02.2018	Direct banks/discount brokers part II
8	24.02.2018	16.02.2018	20.02.2018	ETFs
9	03.03.2018	23.02.2018	27.02.2018	Derivatives
10	10.03.2018	02.03.2018	06.03.2018	Investment funds
11	17.03.2018	09.03.2018	13.03.2018	CFDs
12	24.03.2018	16.03.2018	20.03.2018	Bonds
13	31.03.2018	23.03.2018	26.03.2018	Raw material investments
14	07.04.2018	29.03.2018	03.04.2018	ETFs
15	14.04.2018	06.04.2018	10.04.2018	CFDs
16	21.04.2018	13.04.2018	17.04.2018	Derivatives
17	28.04.2018	20.04.2018	24.04.2018	Investments in emerging markets
18	05.05.2018	27.04.2018	01.05.2018	Dividend strategies
19	12.05.2018	04.05.2018	07.05.2018	ETFs
20	19.05.2018	11.05.2018	15.05.2018	Interest products
21	26.05.2018	18.05.2018	22.05.2018	Asset managers for everyone
22	02.06.2018	25.05.2018	29.05.2018	Derivatives
23	09.06.2018	01.06.2018	05.06.2018	Raw material investments
24	16.06.2018	08.06.2018	12.06.2018	1x1 of provisioning

25	23.06.2018	15.06.2018	19.06.2018	CFDs
26	30.06.2018	22.06.2018	26.06.2018	Sustainability
27	07.07.2018	29.06.2018	03.07.2018	Half-year report and outlook: funds, equities
28	14.07.2018	06.07.2018	10.07.2018	Derivatives
29	21.07.2018	13.07.2018	17.07.2018	Insurances for everyone
30	28.07.2018	20.07.2018	24.07.2018	Robo-Adviser
31	04.08.2018	27.07.2018	31.07.2018	Direct banks/discount brokers part I
32	11.08.2018	03.08.2018	07.08.2018	Direct banks/discount brokers part II
33	18.08.2018	10.08.2018	14.08.2018	1x1 of financial investments
34	25.08.2018	17.08.2018	21.08.2018	Building societies
35	01.09.2018	24.08.2018	28.08.2018	CFDs
36	08.09.2018	31.08.2018	04.09.2018	Raw material investments
37	15.09.2018	07.09.2018	11.09.2018	Old age provisioning with investmentfunds
38	22.09.2018	14.09.2018	18.09.2018	Derivatives
39	29.09.2018	21.09.2018	25.09.2018	ETFs
40	06.10.2018	28.09.2018	02.10.2018	Investments in emerging markets
41	13.10.2018	05.10.2018	09.10.2018	Gold/gold shops
42	20.10.2018	12.10.2018	16.10.2018	CFDs
43	27.10.2018	19.10.2018	23.10.2018	The best markets
44	03.11.2018	26.10.2018	30.10.2018	The best multi-asset funds
45	10.11.2018	02.11.2018	06.11.2018	ETFs
46	17.11.2018	09.11.2018	13.11.2018	Derivatives
47	24.11.2018	16.11.2018	20.11.2018	Bonds
48	01.12.2018	23.11.2018	27.11.2018	CFDs
49	08.12.2018	30.11.2018	04.12.2018	Investment funds
50	15.12.2018	07.12.2018	11.12.2018	Call money and fixed-term deposit providers
51/52	22.12.2018	14.12.2018	18.12.2018	Asset building/Investment strategies

Please note: special topics comprise at least two pages. The editorial team reserves the right to make changes in the light of current events.

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	Loose inserts
Prices per thousand copies	Circulation excluding subscriptions: up to 25 g € 130.–. Each additional 5g or part thereof : € 3.– Subscriptions only: up to 25 g € 150.–. Each additional 5g € 3.–
Discounts	None
Postal charges	Weight-dependent postal charges incurred for arranging the subscription run are included in these prices. Prices are quoted exclusive of advertising agency commission.
Run options	Total circulation; partial and subscription circulation on request.
Formats	Minimum format 105 mm x 148 mm – maximum format 210 mm x 282 mm Larger formats may be inserted if they can be folded to maximum format size.
Number of pages	Up to 8 pages; larger scale on request. All multipage loose inserts must be folded on the long side.
Paper weight	Maximal 50 g/copy (other weights on request).
Delivery volume	To take account of fluctuations in print runs, please request volume of loose inserts actually needed.
Order/cancellation date	10 days prior to publication (Thursday of the preceding week).
Liability	Compensation is payable for any damages caused to the publishing house due to non-observance of the technical conditions. In the event of any processing difficulties, priority must be given to completing the circulation run.
Delivery	Free to print shop, only on euro pallets. Layers must not be arranged crosswise. Each layer must be provided with a separator sheet with a thickness of at least 2 mm. Consignment notes must state the following information: Magazine, issue no., name of product Number of copies per pallet Number of pallets, total number in consignment Sender and recipient

All prices quoted in euros exclusive of statutory value added tax.

	Loose inserts
Delivery address	Will be supplied with the order confirmation. No inspection of incoming goods takes place in the bookbinding shop.
Delivery date	5 days prior to publication (Monday before going on sale)
Sample	When placing an order, a binding specimen or sample is necessary (5-fold). The order becomes final and binding for the publishing house only once the specimen has been presented and approved. Clearance by the print shop may be dependent on a trial run. In this case, the customer needs to make 1,000 original samples available free of charge.
Right to move or postpone articles to subsequent issues	When setting deadlines, the publishing house reserves the right to move or postpone loose inserts for sets of the circulation in favour of loose inserts for the total circulation and larger run units.
Shared advertising	Loose inserts combining offers of several advertisers on the same topic (shared advertising) are possible by special agreement. Prices will be furnished on request.
Reference to loose inserts	A reference to loose inserts cannot be published for technical reasons.
Print product	Your loose insert order is reported as a third-party insert by us. However, as Deutsche Post AG no longer charges for certain inserted print products as a chargeable insert but has treated them as a press shipment since 1 January 2004 (in particular if a dedicated "ZKZ" exists with Deutsche Post AG for the print product), when making settlement via Deutsche Post AG this may result in substantially higher charges, which we have to pass on to you. As a rule, higher prices are not charged if the insert is designated in print on the title page as an "advertisement", "advertising supplement", "reading sample" or "special publication".
Other notes	Loose inserts must be printed and delivered ready for processing by the customer. The calculated print run serves as the basis for calculation purposes. Prices may increase if the properties of the products render processing more difficult. Other ad specials are available. Please request our Price List for ad specials.

Newspaper format:	Width 230 mm x height 302 mm
Type area:	Width 205 mm x height 275 mm, 4 columns
Paper quality:	52 g/sqm
Print process:	Roll offset (heatset). For colour adjustment purposes, please use colour profile PSO LWC Standard (46L). Gutter stitched
Print colours:	Euroscale/CMYK (no special colours like Pantone, HKS, etc.). European colour scale ISO 2846-1 for offset printing. Note: shades that cannot be achieved with the colours of Euroscale and low hue tolerances are due to the tolerance range of the circulation print run. Black tones: Please mix solid black backgrounds with 50 % cyan or 30 % of all three colour shades.
Digital print templates:	€uro am Sonntag is a fast, up-to-the-minute medium. The magazine is produced completely in digital format. For this reason, please send us electronic data storage media (CDs) or submit your data by email or FTP.
File formats:	PDF files (according to CTP guidelines) PDF 1.3 and PDF 1.4 are permitted. Please ensure transparencies are already reduced in the original application. Embed all fonts, do not create OPI information. Produce double pages as single pages.

Technical requirements for production of advertisements

Screen ruling:	80 lines /cm (200 lpi).
Resolution:	min. 250 dpi, lines: max. 1.200 dpi (no JPEG compression)
Scale:	Set size of advertisements and ad elements at 100 %
Trimming:	Please create documents including trimming margins. The inside/outside trimming margins are 3 mm. For advertisements in the bleed section, 5 mm must remain free for net formatting of text and image elements.
Tonal value:	Printable tonal value from 3% to 97%
Tonal value increase:	50% tone in template increases by approx. 21% in newspaper offset printing.
Screen angle:	Cyan = 15°; Magenta = 75°; Yellow = 0°; Black = 45°
4 colours:	ISO 2846-1
Excess filling:	> 0.18 mm (register tolerance approx. 0.18 mm)

Fonts:	Positive fonts min. 6 points semi-bold Negative fonts min. 7 points semi-bold, sansserif
	Fonts and lines must have a line width of at least 0.25 mm. Be careful when using fonts with prominent serifs!
Line width:	Positive lines at least 0.1 mm Negative lines at least 0.1 mm
Advertisement production:	Cornelia Schübler Telephone +49 (0) 561/60 280-255
	Joachim Schlewitz Telephone +49 (0) 561/60 280-256
	Fax +49 (0) 561/60 280-279 eurams@ddm.de
Address for print templates:	Dierichs Druck + Media GmbH & Co.KG Frankfurter Straße 168 34121 Kassel, Germany
Data transmission:	FTP access data available on request.
Folder name:	Eurams_issue No._customer name_motif

Disclaimer:

The customer is responsible for technical execution, quality and resolution of the files. Advertisements must be technically unobjectionable. If this is not the case, no liability shall be assumed by the publisher for incorrect appearance. Only prints on newspaper will be recognised as binding colour templates.

The publisher assumes no liability for advertisements that need to be converted owing to file or colour profile errors!

Colour deviations from one printing location to another as well as within production at one and the same location are process-related and do not justify any claims for compensation or replacement. Slight register differences may occur.

Brief profile

No matter whether metals, oil, gas, gold, sugar or wheat – commodities are vital. In its “Commodities Special”, Euro am Sonntag provides comprehensive basic fundamental, extensive analyses and precise product checks.



Other focal topics:

- Industry segments impacted by climate change
- Fresh opportunities for private investors
- Bio, solar, wind, etc. (certificates, funds, equities)
- Nuclear energy, water, geothermal energy
- Sustainable investments, climate bonds

Booking:

Total circulation

Formats and prices:

See pages 5, 6, 7

Contact:

Nikos Koloutsos
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23	09.06.2018	01.06.2018	05.06.2018
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41	13.10.2018	05.10.2018	09.10.2018

Please note: the editors reserve the right to make changes as necessary.

All prices in euros excluding statutory value added tax.



Short profile

Euro am Sonntag ETF-Express is a stock market brief by the Euro am Sonntag editorial team, which is exclusively sent to Euro am Sonntag subscribers once a week. It focuses on exchange traded funds (ETFs) and other exchange traded products (ETPs) from the currency and raw materials sectors. Each issue presents the most important fresh issues. An “ETF of the week” and “ETP of the week” are analysed in detail. The content is supplemented by three sample ETF portfolios for different types of investor and extensive statistics on all the main ETFs and ETPs.

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