

# €uro

## Brief Profile



€uro is the monthly magazine for business, politics, stock market and private finance. €uro brings together reports about business policy developments with company reports and presents balanced investment advice and intelligent tips on tax and insurance issues.

Magazine format: 213 mm wide, 275 mm high  
Print area: 171 mm wide, 241 mm high  
Print method: Web offset; Cover: sheet offset; Euroscale  
Number of pages: 140 pages, average  
Cover price: € 8,00

### Circulation (IVW III/2017):

Print run:	106,013	copies
Distributed circulation:	81,302	copies
Sold circulation:	80,291	copies
Subscription:	34,295	copies
Newsstand sales	4,604	copies
On board:	37,905	copies
Reader circle:	3,286	copies
Other sales:	201	copies
Free copies:	1,011	copies

### Target group (AWA 2017):

- Private and professional decision makers
- Mainly male, aged between 30 and 59
- Well educated, senior management positions, correspondingly high annual income
- 69% own securities, 45% intend to buy securities
- Willingness to buy insurance and retirement products is above average
- Disproportionately high share of readers plan to buy exclusive consumer goods and actually do so thanks to their high financial flexibility

### Ad rates

(Price list No. 48, valid from 1 January 2018):

1/1 page 4c:	€ 12,900.00
1/2 page 4c:	€ 7,740.00
1/4 page 4c:	€ 4,354.00

For additional formats see price list. All prices are eligible for discounts and agency commission and subject to VAT.

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