



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
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On board:	32,905	copies
Reader's circle:	3,087	copies
Other sales:	218	copies
Free copies:	892	copies

Target group (AWA 2018):

- 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. 49, valid from 1 January 2019):

1/1 page 4c:	€ 12,900.00
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For additional formats see price list. All prices are eligible for discounts and agency commission and subject to VAT.

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