

# BÖRSE ▶ ONLINE

## Brief Profile



BÖRSE ONLINE is a well-established independent magazine for investors in Germany. For more than 25 years now, it has given investors week-by-week support for their investment decisions. BÖRSE ONLINE fills the gap created by the disregard of institutional researchers for small and mid-caps and is therefore increasingly an absolute must for all investors and asset managers active in these market segments.

Magazine format: 212 mm wide, 275 mm high  
 Print area: 180 mm wide, 246 mm high  
 Print method: Web offset (heatset), Euroscale  
 No. of pages: 76 pages, average  
 Cover price: € 4.50

### Circulation (IVW I/2017):

Printed circulation: 39,907 copies  
 Distributed circulation: 25,155 copies  
 Sold circulation: 24,761 copies  
 Subscription: 15,663 copies  
 Newsstand sales: 7,193 copies  
 Reader circle: 41 copies  
 Other sales: 1,864 copies  
 Free copies: 394 copies

### Target group: (Reader survey 2013)

- BÖRSE ONLINE is aligned to institutional readers in banks, insurers and asset management and investment companies as well as private investors making their own decisions on capital market products.

- BÖRSE ONLINE readers are primarily male, aged between 30 and 59, well educated and have correspondingly high incomes.
- 90% of our readers are stockholders and plan to buy further stocks in the next two years.
- Readers of BÖRSE ONLINE love to invest in luxury and leisure. They spend above average on consumer sectors like holidays & travel and food & beverage.

### Ad rates (Price list No. 32, valid from 1 January 2017)

1/1 page 4c: € 4,900  
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▶ **ONLINE**

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