

30 JAHRE **BÖRSE**
▶ **ONLINE**

Price List No. 32

Valid from 1 January 2017





Portrait

BÖRSE ONLINE is Germany's longest-established independent magazine for investors. **For over 25 years**, this publication has been helping investors make sound investment decisions week after week.

BÖRSE ONLINE is targeted equally at **institutional readers in banks, insurance companies and asset management and capital investment companies as well as at independent private investors with an interest in capital markets**. BÖRSE ONLINE focuses its reporting on **fundamental market and stock analyses and**

the use of charts, trading strategies and trading models, as well as presenting portraits and interviews with opinion leaders and contrarians alike. BÖRSE ONLINE provides the kind of independent and in-depth information needed to pursue a successful investment strategy, and it also includes **specific investment recommendations**. Moreover, a comprehensive database section shows **detailed performance indicators for about 600 German stocks** and a large number of **foreign titles**. There is also an overview of the leading funds, certificates and bonds.

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 who operate in these market segments**.

The readers of BÖRSE ONLINE

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.

40% of the readers work in executive positions and are therefore independent decision-makers.*

High investment and business potential

90% of the 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".

This makes BÖRSE ONLINE readers the perfect target group for financial information, B2B campaigns and sophisticated consumer products.

Subscription service

Subscribers of BÖRSE ONLINE get their copy delivered to their home on the day of publication, at no additional cost. Also they can get an electronic version.

Sales outlets

BÖRSE ONLINE is available by subscription, and is sold at train station bookshops and selected retailers.

*Reader survey 2013

Publisher:	Finanzen Verlag GmbH Bayerstrasse 71-73 80335 München, Germany www.finanzenverlag.de
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.bo@finanzenverlag.de
Internet:	www.boerse-online.de
Production of advertisements:	Dierichs Druck + Media GmbH & Co. KG (contact see p. 13/copy materials)
Email:	prepress@ddm.de
Current data and services available at:	www.boerse-online.de/mediainfo www.pz-online.de
PZ No.:	569 528

Bank details:	Deutsche Bank Account no.: 0364661 Bank code: 100 70000 IBAN: DE77 1007 0000 0036 4661 00 BIC: DEUTDEBXXX
Payment terms:	Net payment within 14 days net 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 frequency:	Weekly
First day on sale:	Thursday
Reference to Internet:	The publisher is entitled to also publish advertisements resulting from placement orders for BÖRSE ONLINE 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 publishers 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 they can be sent to you on request.

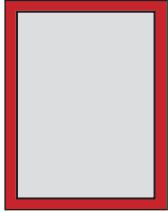


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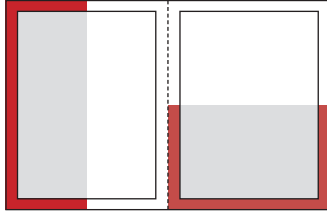
Colour and B/W advertisements:	€ 4,900 1/1 page
Circulation/guaranteed sold print run:	25,000 copies (in acc. with Item 14 of our General Terms and Conditions of Business)
Calculated print run:	40,000 copies
Adv. discounts:	Volume discount
	From 3 pages 3%
	From 5 pages 5%
	From 10 pages 10%
	From 15 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 are quoted in euros, excluding statutory VAT.

Collective advertising:	Only possible subject to special agreement
Magazine format:	212 mm wide, 275 mm high
Type area:	180 mm wide, 246 mm high
Print process:	Web offset (heatset), Euroscale
Process used:	Bound and stitched
Advertising cut-off date and final cancellation date:	Advertisements: 13 days prior to publication Loose inserts: 13 days prior to publication
Copy materials cut-off date and date of delivery:	Advertisements: 6 days prior to publication (Friday of the preceding week) Loose inserts: 8 days prior to publication (Wednesday of the preceding week)

Basic formats

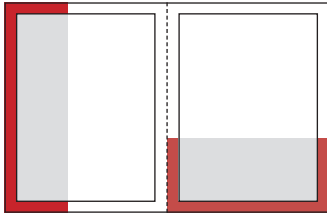


1/1 page
180 x 246 mm
(212 x 275 mm)



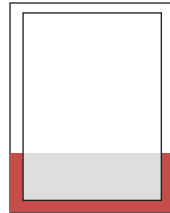
1/2 page portrait 84 x 246 mm
(103 x 275 mm)

1/2 page landscape 180 x 120 mm
(212 x 137 mm)



1/3 page portrait 56 x 246 mm
(75 x 275 mm)

1/3 page landscape 180 x 78 mm
(212 x 95 mm)



1/4 page landscape
180 x 60 mm
(212 x 77 mm)

Formats in bleed section:
Trim margin top and bottom
3 mm, right and left 5 mm.

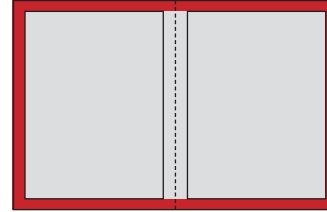
All format details
Width x height.

Other formats on request.

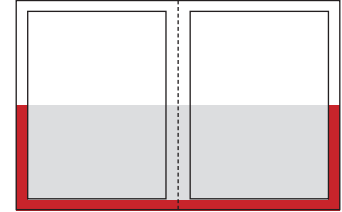
For technical details, see pp.
12 and 13.

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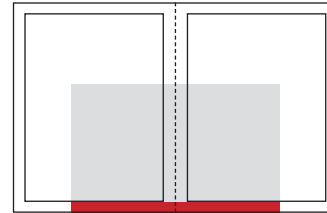
Formats across gutter



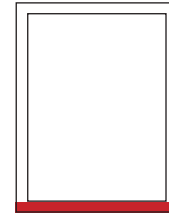
2/1 page
386 x 246 mm (424 x 275 mm)



2 x 1/2 page across gutter, landscape
386 x 120 mm (424 x 137 mm)



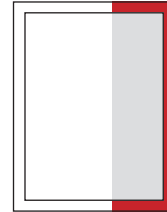
2 x 9/16 page tunnel advert
262 x 148 mm (262 x 165 mm)



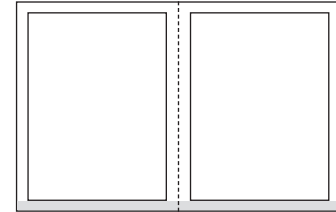
Special format on title page

Title page
(212 x 16 mm)

Special formats in magazine



1/3 page alongside editorial
56 x 246 mm (75 x 275 mm)



Strip advertisement in Prices section
(424 x 15 mm)

Title portrait/ Publishing information	Complete edition/ Format plan	Advertisement formats and prices	Dates	Ad Specials (Loose inserts)	Copy materials	Crossmedia/ Contact
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Basic formats					
Size in page sections	Type area		Bleed ¹⁾		Basic prices Colour and b/w Prices in €
	Width mm	Height mm	Width mm	Height mm	
1/1	180	246	212	275	4,900
1/2 portrait	84	246	103	275	2,800
1/2 landscape	180	120	212	137	2,800
1/3 portrait	56	246	75	275	2,000
1/3 landscape	180	78	212	95	2,000
1/4 landscape	180	60	212	77	1,600
Cover pages					
Size in page sections	Type area		Bleed ¹⁾		Basic prices Colour and b/w Prices in €
	Width mm	Height mm	Width mm	Height mm	
2nd Cover page	180	246	212	275	5,400
3rd Cover page	180	246	212	275	4,900
4th Cover page	180	246	212	275	5,400

BÖRSE ONLINE combination

Get 25 percent discount on your ad in BÖRSE ONLINE in combination with advertisement in €uro, €uro am Sonntag or TIAM.
 The BÖRSE ONLINE combination is an efficient and economical marketing platform designed for decision-makers and high-income opinion leaders. Through this platform, the publisher offers the attractive option of bundling advertisements in an efficient rate combination: a real increase in coverage at an attractive, economical price.

- Preconditions for booking the BÖRSE ONLINE combination:
- Identical format to one of the combination titles, and identical frequency.
 - If the identical format is not available, then the format in BÖRSE ONLINE must be bigger.
 - Same calendar year.
 - If these preconditions cannot be met, the price will be calculated based on the regular, basic rate for BÖRSE ONLINE.



All prices are quoted in euros, excluding statutory value added tax. ¹⁾Trimming margin top and bottom 3 mm, right and left 5 mm. Other formats on request.

Formats across gutter					
Size in page sections	Type area		Bleed ¹⁾		Basic prices Colour and b/w Prices in €
	Width mm	Height mm	Width mm	Height mm	
2/1	386	246	424	275	9,800
2 x 1/2 landscape	386	120	424	137	5,600
Tunnel advertisement	262	148	262	165	3,900
Special placements/formats within the magazine					
Size in page sections	Type area		Bleed ¹⁾		Basic prices Colour and b/w Prices in €
	Width mm	Height mm	Width mm	Height mm	
2nd cover page + page 3 (Opening Spread)	386	246	424	275	10,700
1/3 portrait, alongside editorial	56	246	75	275	2,800
Strip advertisement prices section ²⁾	–	–	424	15	399
Special formats on cover					
Size in page sections	Type area		Bleed ¹⁾		Basic prices Colour and b/w Prices in €
	Width mm	Height mm	Width mm	Height mm	
Title page	–	–	212	16	1,200

The basic prices are eligible for discounts. Ads with a BÖRSE ONLINE combination discount are not eligible for discounts; advertisements on the cover page are not eligible for combination option. For a schedule of dates, see pp. 8 and 9. The format plan is on page 5. Other formats on request.

All prices are quoted in euros, excluding statutory value added tax. ¹⁾Trimming margin top and bottom 3 mm, right and left 5 mm. Other formats on request. ²⁾Logo in prices section: can only be booked for a whole quarter, at for at least 13 issues.

Price List No. 32, valid from 1 January 2017

Title portrait/
Publishing information

Complete edition/
Format plan

Advertisement formats
and prices

Dates

Ad Specials
(Loose inserts)

Copy materials

Crossmedia/
Contact

Issue no.	Publication date	Cut-off and cancellation dates for advertisements	Cut-off date for print materials
1	05.01.17	23.12.16	30.12.16
2	12.01.17	30.12.16	05.01.17
3	19.01.17	05.01.17	13.01.17
4	26.01.17	13.01.17	20.01.17
5	02.02.17	20.01.17	27.01.17
6	09.02.17	27.01.17	03.02.17
7	16.02.17	03.02.17	10.02.17
8	23.02.17	10.02.17	17.02.17
9	02.03.17	17.02.17	24.02.17
10	09.03.17	24.02.17	03.03.17
11	16.03.17	03.03.17	10.03.17
12	23.03.17	10.03.17	17.03.17
13	30.03.17	17.03.17	24.03.17
14	06.04.17	24.03.17	31.03.17
15	13.04.17	31.03.17	07.04.17
16	20.04.17	07.04.17	13.04.17
17	27.04.17	13.04.17	21.04.17
18	04.05.17	21.04.17	28.04.17
19	11.05.17	28.04.17	05.05.17
20	18.05.17	05.05.17	12.05.17
21	24.05.17	12.05.17	19.05.17
22	01.06.17	19.05.17	26.05.17
23	08.06.17	26.05.17	02.06.17
24	14.06.17	02.06.17	09.06.17
25	22.06.17	09.06.17	16.06.17
26	29.06.17	16.06.17	23.06.17

Issue no.	Publication date	Cut-off and cancellation dates for advertisements	Cut-off date for print materials
27	06.07.17	23.06.17	30.06.17
28	13.07.17	30.06.17	07.07.17
29	20.07.17	07.07.17	14.07.17
30	27.07.17	14.07.17	21.07.17
31	03.08.17	21.07.17	28.07.17
32	10.08.17	28.07.17	04.08.17
33	17.08.17	04.08.17	11.08.17
34	24.08.17	11.08.17	18.08.17
35	31.08.17	18.08.17	25.08.17
36	07.09.17	25.08.17	01.09.17
37	14.09.17	01.09.17	08.09.17
38	21.09.17	08.09.17	15.09.17
39	28.09.17	15.09.17	22.09.17
40	05.10.17	22.09.17	29.09.17
41	12.10.17	29.09.17	06.10.17
42	19.10.17	06.10.17	13.10.17
43	26.10.17	13.10.17	20.10.17
44	02.11.17	20.10.17	27.10.17
45	09.11.17	27.10.17	03.11.17
46	16.11.17	03.11.17	10.11.17
47	23.11.17	10.11.17	17.11.17
48	30.11.17	17.11.17	24.11.17
49	07.12.17	24.11.17	01.12.17
50	14.12.17	01.12.17	08.12.17
51/52	21.12.17	08.12.17	15.12.17

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Volume paper weight/ quality placement	Volume up to 6 pages; higher volumes only on request.	4-page inserts: 100 – 170 g/sqm 8-page inserts: 70 – 160 g/sqm 12-page inserts: 70 – 155 g/sqm 16-page inserts: 65 – 135 g/sqm Placement in accordance with technical feasibility.	Postcards: 150 – 170 g/sqm Maximum weight for postcards: 10 g Maximum weight for filled envelopes: 13 g Maximum thickness: 1 mm Other printed matter: by prior agreement Placement of referring advertisement in accordance with technical feasibility. Position of the glued insert: Centred on the page, both horizontally and vertically. The product must be closed parallel to the edge of the magazine. The method of processing leads to slight variations in positioning.
Delivery volume	To allow for fluctuations in print runs, please enquire about the actual volume required close to the publication date. Allowance: 2%		
Order/cancellation cut-off date	13 days prior to publication		
Liability	Losses incurred by the publisher as a result of non-compliance with technical specifications must be reimbursed. In the event of difficulties experienced during processing, production of the magazine issue takes precedence.		
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. The consignment notes must state the following information: • magazine, issue no., name of product, • number of copies on pallet, • number of pallets, total number in consignment, • sender and recipient		
Delivery address	Will be supplied with the order confirmation. No inspection of incoming goods takes place in the bookbinding shop.		
Delivery date	8 days prior to publication		
Sample	When placing an order, provision of a binding sample is required (5-fold). The order becomes final and binding for the publishing house only once the sample 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.		
Shared advertising	Loose, glued or bound inserts combining the advertisements of several advertisers are possible by special agreement only. Price information supplied on request.		
Reference to inserts	References to inserts cannot be published for technical reasons.		
Print product	Your 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".		
Identification	Under current media laws, inserts that are not clearly recognisable as advertising materials must be identified as such by printing the word ADVERTISEMENT in 9-point, semi-bold capital letters.		
Other notes	Supplements and loose or glued inserts must be printed and delivered ready for processing by the customer. The calculated print run serves as the basis for calculation purposes (please enquire prior to printing). 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.		

Price List No. 32, valid from 1 January 2017

Title portrait/
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and prices

Dates

Ad Specials
(Loose inserts)

Copy materials

Crossmedia/
Contact

Magazine format:	Width 212 mm x height 275 mm
Type area:	Width 180 mm x height 246 mm
Paper:	Cover: Illustration printing paper, glossy, coated, 170g/sqm Content: 56g/sqm
Print process:	Cover: Sheet-fed offset; content: Web offset Saddle stitching
Print colours:	Euroskala/CMYK (no special colours like Pantone, HKS, etc.)
Digital print templates:	Electronic data storage media (CD) or send data by email or FTP. Please note that if no binding colour proof is provided, the publisher cannot accept any claims for compensation for defective colour reproduction in colour advertisements.

Printer profile for the production of proofs:**Colour profile for cover advertisements:**

Colour profile ISO Coated v 2 (Fogra 39)

Colour profile for content advertisements:

PSO_LWC_Improved (Fogra 46)

These profiles are available for download free of charge at www.eci.org

Files formats	PDF files (according to CTP guidelines) Only PDF 1.3 and 1.4 are permitted. (Please ensure transparencies are already reduced in the original application.) All fonts must be embedded; do not generate OPI information. Produce double pages as single pages.
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Technical requirements for the production of advertisements

Screen ruling:	60 lines/cm
Resolution:	300 dpi, line drawing 1200 dpi at scale 1:1
Scale:	Set dimensions of advertisement and ad elements at 100%
Trimming:	Please create documents including trims. The inside/cover trimming margins are 3 mm.

Design elements in the advertisement that must not be trimmed must maintain a distance of at least 5 mm from the edge of the magazine page.

Typefaces:	Positive typefaces 6 points or larger, semi-bold Negative typefaces 7 points or larger, semi-bold, sans serif
	Line thicknesses of typefaces and lines must be at least 0.25 points. Caution is advised when using typefaces with prominent serifs!
Line thickness:	Positive lines at least 0.25 points Negative lines at least 0.3 points
Production of advertisements:	Cornelia Schübler Telephone +49 (0) 561/60 280-255 Fax +49 (0) 561/60 280-279 prepress@ddm.de
	Joachim Schlewitz Telephone +49 (0) 561/60 280-256 Fax +49 (0) 561/60 280-279 prepress@ddm.de
Address for copy materials and proofs:	Dierichs Druck + Media GmbH & Co. KG Anzeigenproduktion BÖRSE ONLINE Frankfurter Str. 168 34121 Kassel, Germany
Data transmission:	FTP access details provided on request.
Folder name:	bo_issue No._customer name_motif

Disclaimer:

The customer is responsible for the 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 proofs printed on newsprint are accepted as binding colour samples.

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

Title portrait/ Publishing information	Complete edition/ Format plan	Advertisement formats and prices	Dates	Ad Specials (Loose inserts)	Copy materials	Crossmedia/ Contact
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Short profile

BÖRSE ONLINE EXPRESS is the new stock market letter by the main BÖRSE ONLINE editorial team, which is exclusively sent to BÖRSE ONLINE subscribers once a week per email. It provides added value for users that supplements the weekly investment magazine BÖRSE ONLINE.

The content is highly varied: ranging from speculative small caps, warrants and certificates to large caps, conservative funds and ETFs. Our weekly recommendations address a very broad readership.

BÖRSE ONLINE EXPRESS provides an exclusive tip of the week in each issue. In addition to

topical recommendations, the new stock market letter also contains the fascinating Stock market whispers section, which reveals the latest rumours from the trading floor and the finance sector. In addition, our investment magazines existing content is supplemented by numerous new sections – Bull and bear of the week, Press review and Insider alert – as well as various information checks.

Standard ad format

Banner ad, landscape

(W x H) 180 mm x 30 mm

Ad rates

Frequency/costs per ad and insertion*

12 insertions	€ 900
25 insertions	€ 800
50 insertions	€ 500
Banner on cover	€ 1,250

*Minimum purchase: 12 issues per year of booking.

Ad rates are eligible for agency commission.

Ad rates already include discounts (20% on 25+ insertions, 50% on 50+ insertions). Rates do not include VAT.

Special formats

e.g. 1/3 page portrait, single-page ad, corner, position in accompanying email
Rates on request

Links can be added to all formats

Dates

Publication day: Monday (weekly)

Ad closing: Wednesday before publication date

Copy material deadline: Thursday before publication date

Distribution

By email to BÖRSE ONLINE subscribers

Ad files

File formats: TIFF/PDF; colour depth 24 bits/16.7 million colours

Delivery: By email

Delivery address: boexpress@finanzenverlag.de

Please adhere to this resolution as closely as possible in order to ensure optimum display quality. Both lower and higher resolutions can result in impaired quality under certain circumstances due to the idiosyncrasies of Adobe Acrobat.



The expert finance portal by Germany's largest stock market editorial team

boerse-online.de provides private and institutional investors with prompt, expert and independent comment on developments on the stock market as well as concrete recommendations.

The added value of boerse-online.de derives from the breadth of expertise offered by the BÖRSE ONLINE editorial team. For example, the latest corporate news is directly supplemented by share trend estimates. This provides users with additional, well-researched information for their investment decisions that they cannot find on any other website.

Traffic

Page impressions: 10,748,502

Visits: 2,034,808

Unique users: 700,000

IVW 08/2015 incl. smartphone app, AGOF Digital facts 2016-04
(Base: aged 14 or over; ø month: Feb., March, April 2016)

For online advertising, please contact our marketing organisation businessAD

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Kronprinzenstrasse 82-84
40217 Düsseldorf
Telephone +49 (0)211/179 347-50
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werbung@businessad.de
www.businessad.de



Publisher:

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 brokers, autobanking, investor relations
 Head of ad field sales staff
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Ad processing:

Silke Weiner
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 silke.weiner@finanzenverlag.de



**Ask about our latest high-coverage
 combination options!**

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Title portrait/ Publishing information	Complete edition/ Format plan	Advertisement formats and prices	Dates	Ad Specials (Loose inserts)	Copy materials	Crossmedia/ Contact
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