

euro

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 I/2017):

Print run:	109,267	copies
Distributed circulation:	84,250	copies
Sold circulation:	83,393	copies
Subscription:	35,211	copies
Newsstand sales	6,383	copies
On board:	37,905	copies
Reader circle:	3,703	copies
Other sales:	191	copies
Free copies:	857	copies

Target group (AWA 2016):

- Private and professional decision makers
- Mainly male, aged between 30 and 59
- Well educated, senior management positions, correspondingly high annual income
- 68% own securities, 47% 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. 47, valid from 1 January 2017):

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.

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.

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