

# BÖRSE ONLINE EXPRESS

## Price List No. 3

Valid from 1 January 2017



### 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 magazine's 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@finanzverlag.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.

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