boersen-zeitung.de

is the website of the Börsen-Zeitung which is primarily aimed at professional financial market participants, institutional investors, investment advisors, but also capital market oriented private investors. In short: Everyone who builds for investment decisions on independent, reputable and reliable information.

The portal combines the repeatedly rewarded quality journalism of the Börsen-Zeitung with diverse information and service offers. Besides the reporting of the Börsen-Zeitung, the user finds easy accessible detailed information on companies, shares, ETFs, investment funds and bonds.

Attractive advertising spaces for display advertising can be occupied within the stationary appearance.

Börsen-Zeitung Mobile

For our mobile readers we offer a responsive appearance optimized for mobile devices.

Place your advertising messages directly in the quality environment of our editorial reporting.

Make an impact with our premium advertising possibilities with highly visible formats.
Overview of our Digital Products

In addition to the stationary and the mobile appearance, the Börsen-Zeitung offers also other attractive digital possibilities for advertising:

**E-Paper**
The E-Paper of the Börsen-Zeitung combines the clarity of a newspaper page with the advantages of the digital world. Within the E-Paper we also provide visible advertising options.

**Newsletter**
The newsletters of the Börsen-Zeitung round off the digital offer. We inform our subscribers several times a day on the current events on the financial markets. Text or banner advertising can be placed within the newsletters.

**Online Topic Dossier**
We summarize interesting series from the print edition of the Börsen-Zeitung in digital dossiers. You can sponsor our online topic dossiers and thus document your special expertise for your relevant topics.
The typical premium user of boersen-zeitung.de is:

• male
• at the 1st or 2nd management level
• highly educated, decisive, opinion leader
• especially interested in financial information and investments

Numerous financial institutes, law firms and auditors are connected to boersen-zeitung.de via intranet solutions.

User Figures
Page impressions per month
approx. 5.0 million
(As per November 2019)

If you require further information, please contact:
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As printed ads and digital ads are subject to the same scale of discount, the gross turnover of the two is lumped together and the total amount is used as a basis for determining the discount rate.

## Scale of Discount

<table>
<thead>
<tr>
<th>Gross Turnover</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>from €10,000</td>
<td>3%</td>
</tr>
<tr>
<td>from €25,000</td>
<td>5%</td>
</tr>
<tr>
<td>from €50,000</td>
<td>10%</td>
</tr>
<tr>
<td>from €75,000</td>
<td>15%</td>
</tr>
<tr>
<td>from €100,000</td>
<td>20%</td>
</tr>
</tbody>
</table>
Forms of Advertising and Prices

Rate Card No. 11 (Valid as of 1 January 2020)

**Eyecatcher** 937 x 234px
Prominent placement, immediately in the view of the reader.  
CTP €54

**Scrolling Sky scraper** 120 x 600px
Attractive placing to the right side of the page. Remains in view with scrolling.  
CTP €46
Forms of Advertising and Prices

**CONTENT-THIRD**  550 x 100px
Attractive placing in the content area. The following areas are possible: top, centre and bottom.

**BIGSIZE**  468-937 x 60px
Top CTP €34  
Centre CTP €25  
Bottom CTP €17

468 x 60px CTP €25  
or 937 x 60px CTP €34

All prices are subject to VAT (if applicable).
Forms of Advertising and Prices

Rate Card No. 11 (Valid as of 1 January 2020)

**SIDEBAR AD 347 x 496px**  
Prominent placement, immediately in the view of the reader.  
347 x 496px  
CTP €46

**SIDEBAR AD 347 x 248px**  
Prominent placement, immediately in the view of the reader.  
347 x 248px  
CTP €25
All prices are subject to VAT (if applicable).
E-Paper
Your advertising material is optimally placed as panoramic page within the editorial part of the E-Paper issue. The URL’s used in your advertising motifs are directly linked.

The E-Paper issues and so your advertising material is for 10 days retroactively available for download.

Format: 655 x 460mm (please provide the advertising material as printed PDF)

Price
€9,000 per month

Newsletter
Our newsletters are an additional offer for our readers who are profoundly interested in qualified financial market information.

The newsletters allow subscribers to get a quick overview of the events on the financial and capital markets.

Newsletter Advertising
The morning and evening newsletters of the Börsen-Zeitung can be provided with advertising.

Ads can be placed in our newsletters as text or banners. The following restrictions/formats are applicable:

<table>
<thead>
<tr>
<th></th>
<th>Newsletter in the morning</th>
<th>Newsletter in the evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text</td>
<td>up to 750 characters or 100 words</td>
<td></td>
</tr>
<tr>
<td>Banner</td>
<td>468 x 60 pixels</td>
<td></td>
</tr>
</tbody>
</table>

Price
€1,250 per week

All prices are subject to VAT (if applicable).
1. Advertisements

**Standard products**
- Eyecatcher (937 x 234px)
- Content-Third (550 x 100px)
- Sidebar-Ad (347 x 248px or 347 x 496px)
- Scrolling Skyscraper (120 x 600px)
- Bigsie (468 x 60px or 937 x 60px)

**Mobile banner**
- 1:1 (320 x 320px)
- 2:1 (320 x 160px)
- 4:1 (320 x 80px)

2. File Formats

**Image file**: GIF, JPEG, PNG

**Maximum file size**: 500 KB

**HTML-Code**: Please deliver Redirect and JavaScript tags in a TXT file. Page impressions can only be counted if the advertisement is on our ad-server.

3. Placement

When advertisements are rotated, weighting cannot be carried out.

4. Delivery

In order to position your advertisements on time, we need to receive them five business days before placement begins.

Please include the following information with your data:
- Client’s name
- Campaign
- File format
- Advertisement
- Contact person for queries (Phone, email)

Please test all advertisements before delivering them in the most popular versions of the browsers Internet Explorer, Mozilla Firefox, Opera und Netscape. Please ensure that each file name is only used once. File names should not include umlauts, special characters or spaces. The files names of the advertisements should not be longer than 40 characters and should contain a unique designation.

Please send your advertisements in compressed form (ZIP format) to: anzeigen@boersen-zeitung.de

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