Channel Business and Finance

No business as usual

03/2020
Channel Business and Finance

No business as usual

Your target audience is made up of institutional investors or private investors, traders and financial decision-makers in companies?

Then you have come to the right place!

Up-to-the minute information and solid research: You will not find more attractive platforms from the business and finance sector for your campaign anywhere else. Strong media brands and high-quality environments: Our exclusive publishing partners report on trends and market prices of the global financial markets as well as on their influence on the different sectors of the economy. You will find the leading brands here:

Channel Business & Finance

Number of websites 12 Portals
Page Impressions 72.040.142
Visits 20.663.308
Uniques 5.331.997
## Our portals have a combined reach of 3 million unique users

AGOF-Ranking reach | Media combination businessAD website channel Business and Finance

### Reach: Unique User

<table>
<thead>
<tr>
<th>Portal</th>
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<tbody>
<tr>
<td>finanzen.net</td>
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<tr>
<td>Media Combination businessAD...</td>
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<tr>
<td>onvista</td>
<td>1,44</td>
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<tr>
<td>DER AKTIONÄR / deraktionaer.tv</td>
<td>1,26</td>
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<td>boerse-online.de</td>
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<tr>
<td>Tichys Einblick</td>
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<tr>
<td>Ariva.de</td>
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<tr>
<td>Börse Frankfurt</td>
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</table>

[Note: The table includes affinities, indicating the weight of a specific target audience compared to the total population in case of a specific medium. Source: AGOF daily digital facts 2019-05;]
## Product interests: financial investments

<table>
<thead>
<tr>
<th>Channel</th>
<th>Affinity Index</th>
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<tbody>
<tr>
<td>Börse Frankfurt</td>
<td>Green =&gt; businessAD portfolio 243</td>
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<td>boerse-online.de</td>
<td>187</td>
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<tr>
<td>Medienkombi businessAD Portale</td>
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<td>Ariva.de</td>
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<tr>
<td>Handelsblatt BE Finazen</td>
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</table>

**Affinity index:** The weight of a specific target audience compared to the total population in case of a specific medium.

**Source:** AGOF digital facts 2019-01
Finanztreff.de – Your competent partner for stock markets and private wealth

Finanztreff.de is one of the most established stock market portals in Germany. Since 2018 it is part of the Börsenmedien AG, which also publishes deraktionaer.de

Finanztreff.de offers - without registration - access to securities, stock quotes as well as news and analyses. Many intelligent tools for search and analysis of securities complement the offer. For (free-of-charge) registered users there are trial depots and watchlists as well as limits and alerts and access to expert depots.

Currently the site boasts approximately **160,000** sample depots and watchlists.

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### Key data

#### Target group
- Private Investors
- Institutional Investors
- Financial Advisors
- Trader and Financial Decision-makers
- Business decision-makers

#### Sections & Topics
- Securities & Stock quotes
- Shares
- Funds / ETFs
- ETC / ETN
- News & Analyses
- Bonds / Certificates
- Money & Pensions

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### Traffic
- Page Impressions: 17.140.855
- Visits: 2.515.019
- Unique User: 380.000
boerse-frankfurt.de is the portal for investors of the Deutsche Börse AG and the virtual extension of the trading floor.

The website provides access to real-time quotes from DAX, MDAX, SDAX and TecDAX. On top of this, there is a variety of stock trading know-how for beginners and experts as well as news and information on stocks, funds, ETFs, bonds, commodities and warrants.

Key data

Target audience
▪ Interested private investors
▪ Institutional investors
▪ Investment advisors, trader
▪ Financial services providers
▪ Financial and economic decision-makers

Sections
▪ Aktien (Shares)
▪ Anleihe (Bonds)
▪ ETF/ETP
▪ Fonds (Funds)
▪ Rohstoffe & Währungen (Commodities)
▪ Zertifikate
▪ Nachhaltig

Traffic

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<th>Category</th>
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<td>Uniques</td>
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</table>
The most established and independent investor magazine in Germany

Factsheet | Börse Online | boerse-online.de

BOERSE-ONLINE.de comments timely, competently and independently on the developments of the stock markets and provides specific recommendations for private and institutional investors. In addition boerse-online.de includes tools such as equities, funds, certificates analyzer, a glossary and boasts one of the largest editorial teams for investment issues.

Key data

Target audience
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

Sections
- Aktien, Fonds, Realtimekurse
- ETFs
- Anleihen (Bonds)
- Zertifikate, KO / OS
- Rohstoffe & Devisen (Commodities)
- Versicherungen & Vorsorge
- Banken & Broker

Traffic

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<td>Newsletter</td>
<td>14,700</td>
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**BondGuide.de** is the platform for corporate bonds and focusses on the market of fixed-interest security IPOs primarily of medium-sized companies. BondGuide provides concrete estimates and forecasts in the fields of upcoming bond issues – critically, independently and transparently. In addition, the platform provides master data, quotes and charts of all listed SME-bonds – supplemented by current top/flop lists and the major bond indices.

The integral part: DGAP-Ad hoc reports, basic knowledge and an expert section, where renowned authors and columnists from the world of bonds get a chance to speak. Furthermore the portal offers: overviews – statistics – key figures – risk factors – advisor league tables – flashbacks – interviews with issuers and investors.

### Key data

#### Target audience
- Private and institutional bond investors
- Corporate boards and general managers
- The entire bond community

#### Sections
- Anleihen News (Bond News)
- Unternehmensanleihen (Corporate Bonds)
- Hintergründe (Background)
- Musterdepot
- Newsletter
- Grundlagen

### Traffic

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BÖRSE am Sonntag (Stock market on Sunday) has been a popular German online portal for finance since 2003. It is the only compulsory online medium of all German stock markets. The editorial team provides chart analyses, reports, news and background information.

The BaS-FAST-Newsletter offers to private and institutional investors every Sunday helpful guidance in the world of finance covering all asset classes (shares, funds, certificates, commodities and trading).

Since 2014 BÖRSE am Sonntag is also published as a print edition.

Key data

Target audience
- Private investors
- Institutional investors
- Investment advisors, traders
- Financial services providers
- Financial and economic decision-makers

Sections
- Aktien und Märkte (Shares & Markets)
- Unternehmen (Companies)
- Fonds (Funds)
- Zertifikate (Certificates)
- CFDs
- ETFs
- Rohstoffe (Commodities)

Traffic

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Der Aktionär is the largest German investment magazine

**DER AKTIONÄR online** is the opinion and recommendation portal for finance and stock markets. It focuses on investment recommendations and comments and assesses current news. An editorial team consisting of 20 persons tracks the financial markets, filters out the most important information and provides it in a clear and simple way.

Premium-Content with additional value!

### Key data

**Target audience**  
- Interested private investors  
- Institutional investors  
- Investment advisors, trader  
- Financial services providers  
- Financial and economic decision-makers

**Sections & Topics**  
- Empfehlungen  
- Marktüberblick  
- Musterdepots  
- Chart-Check  
- Börsenbriefe

**Traffic**

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<td>Visits</td>
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<td>Uniques</td>
<td>1.800.000</td>
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<td>Newsletter</td>
<td>28.900</td>
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The top address for video offers in the field of finance
Factsheet | DER AKTIONÄR TV | deraktionaer.tv

Der Aktionär TV - is the German stock- and financial television complemented by some infotainment. It combines the latest market reports, comprehensive analyses, detailed backgrounds and strategies of the experts for exchange, finance and economics.

Up-to-date information about charts and quotes round off the video information. With more than 30,000 views in the video archive daily and a dropout rate of less than eight per cent deraktionaer.tv is your top address for moving images on the issue of finance.

Will be merged with deraktionaer.de in Q1 2020

Key data

Target audience
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

Sections & Topics
- Aktien
- Zertifikate
- Fonds+ETFs
- Börsen+Märkte
- Devisen
- Rohstoffe
- Programm

Traffic
- Page Impressions: 1,040,397
- Visits: 426,440
- Uniques: 110,000
- Newsletter: 13,600
The political debate magazin
Factsheet |The European | theeuropean.de

The European is the magazine which puts opinion above news. The European interprets news – together with international experts from politics, business and society. The nucleus of the magazine are comments and interviews with opinion-leaders and decision-makers. Furthermore the debates are supported by info graphics which help the user to access the subject matter. Leading politicians, journalists, authors and artists contribute to The European.

As a debate magazine The European – print as well as online – is committed to a balanced mix giving voice to many different political viewpoints.

Key data

Target audience
- Business decision-makers
- Political decision-makers
- Opinion-leaders
- Lobbyists
- Affluent

Sections
- Debatten (Debate)
- (Interior / foreign affairs, business)
- Kolumnen (Columns)
- Gespräche (Discussions)
- Köpfe (People)

Traffic

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<th>Metric</th>
<th>Value</th>
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<td>Uniques</td>
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Germany’s leading portal for exchange traded funds
Factsheet | extra-funds | extra-funds.de

extra-funds.de is the info portal of the print publication ETF EXtra-Magazin (for private investors) & EXtra-Magazin PRO (institutional Investors).

extra-funds.de reports on the latest developments in the German ETF market and presents successful investment strategies. On extra-funds.de private and institutional investors find all relevant information, that they need to invest in Exchange Traded Funds (ETF).

extra-funds.de – Invest successfully in Exchange Traded Funds!

Key data

Target group
- Private investors
- Institutional investors
- Bankers and treasury
- Financial consultants
- Asset managers
- Portfolio managers

Sections and topics
- ETF Tools
- ETF Comparison
- Investieren
- Wissen (Knowledge)

Traffic

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<tr>
<td>Visits</td>
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<td>Uniques</td>
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<tr>
<td>Newsletter</td>
<td>30.000</td>
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Marketscreener.com – The German version of the leading French financial site zonebourse.com
Factsheet | Marketscreener | de.marketscreener.com

de.marketscreener.com is the German spin-off of the leading independent French financial website zonebourse.com.
The pan-European footprint of zonebourse.com and marketscreener.com totals approx. 100 m Page Impressions, 2 m of are generated in D, A, CH. Surperformance, the company behind the portal, provides subscription models for share analyses and tools.

Key data

Target group
- Private Investors
- Institutional Investors
- Financial Advisors
- Trader and financial decision-makers
- Business decision-makers

Sections & Topics
- Börse (Stock market)
- News
- Aktienanalysen (Share analysis)
- Portfolios
- Screener
- Watchlisten
- Top/Flop/Tools

Traffic DE Januar 2019

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<th>Traffic DE Januar 2019</th>
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<td>Visits</td>
<td>186.420</td>
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<td>Uniques</td>
<td>53.263</td>
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The liberal conservative opinion magazine – new views through the eyes of great writers

Factsheet | Tichys Einblick | tichyseinblick.de

Tichys Einblick is a liberal-conservative column magazine for politics, business, private finance and society. The opinion page is based on a constantly growing pool of significant authors, moderated by Roland Tichy.

Tichys Einblick recognizes the trends in politics, the economy and society and thus provides guidance for decision-makers from industry and politics.

Key data

Target audience
- Decision-makers from economy and politics
- Entrepreneurs
- Executive employees
- Multiplicators
- High-income earners

Sections
- Tichys Einblick
- Kolumnen
- Gastbeitrag
- Daibli|es|sentials
- Meinungen
- Feuilleton
- Wirtschaft

Traffic
- Page Impressions: 8.873.630
- Visits: 3.719.135
- Uniques: 610.000
boerse-online.de offers know-how in the field of Funds and ETFs. In a unique environment it is possible to become a partner of boerse-online.de and enjoy special benefits for a limited number of customers. Various products- and integration-packages are:

- Integration in a section (e.g. funds)
- Interactive partner pages with logo, issuer profiles, newsflow and product search with interface to courses at B:O
- Emphasis in the result lists by placing an integrative banner with a direct link to the partner’s website (marked as advertisement)

Please ask us for packages, rates and further information.
We will find a suitable integration for you.
Distribution of the sponsored post via

- Article remains 24 hours on the homepage and moves to an adequate section afterwards
- Facebook: about 15,000 fans
- Newsletter: about 14,700 subscribers
- Can be found by all search engines

**Refresh (once for an additional charge):** There exists the possibility to place the article repeated as a “recommended article” after at least one week for another 24 hours.

**Specifications:** On request
The Brand Hub is a dedicated aggregation page for native client content and hence a pivotal content marketing element. It contains the following features:

- Company landing page individual + own companion banner
- Navi integration + CoBranded teaser on homepage
- Client content (marked as Sponsored Post => up to 6 SP). Complemented by additional adequate articles from the independant boerse-online.de editorial team
- 360° integration in the editorial newsfeed
- Content remains beyond contractual period
- Detailed reporting incl. all relevant KPIs

Rates upon request!
## Conditions and Specifications

### Volume discounts

<table>
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<th>Volume</th>
<th>Discount (%)</th>
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<tr>
<td>From 50.000 €</td>
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<tr>
<td>From 75.000 €</td>
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<tr>
<td>From 100.000 €</td>
<td>12</td>
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<tr>
<td>From 200.000 €</td>
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* Be granted in relation to cash / goods discounts. You can find our terms and conditions under [http://www.businessad.de/agb](http://www.businessad.de/agb)

Minimum booking volume: 1.000 € (net)

### TCP-surcharge

<table>
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<tr>
<th>Category</th>
<th>Surcharge (%)</th>
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<tr>
<td>Video-Ads</td>
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### Technical specifications

http://www.businessad.de/downloads

### Delivery of the advertising media

3 working days before banner@businessad.de

### Redirect: Third-Party-Advertising is possible

### Targeting: Comprehensive possibilities for targeting:

- Regional / national (A - Austria, CH - Switzerland)
- Temporary
- Browser-specific
- Operating systems

### Quality control

- Optimized campaign monitoring
- Transparent reporting
For further information. 
E-Mail: werbung@businessad.de | Website: www.businessad.de