An aerial photograph of a city skyline at sunset. The sun is low on the horizon, creating a warm, golden glow over the city. Several prominent skyscrapers are visible, including a tall, thin tower with a pointed top. The city is densely packed with buildings, and the overall atmosphere is hazy and serene. A white text overlay is positioned in the upper right corner, and a green bar is at the bottom.

businessAD

Mehr Wert für Marken

## Channel Business and Finance

No business as usual

Stand: 08/2020

# 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:

**BÖRSE**  
FRANKFURT

**BÖRSE**  
ONLINE

**BÖRSE**  
am Sonntag

**finanztreff.de**

**DERAKTIONÄR**

**MarketScreener**  
by 4-traders

**The European**  
DAS DEBATTEN-MAGAZIN

**goingpublic.de**  
— Das Kapitalmarkt-Portal

**TICHYS**  
EINBLICK

**BONDGUIDE**  
Das Portal für Unternehmensanleiher

**ETF**  
EXTRA  
magazin

**VC-Magazin.de**  
Das Portal für Investoren & Entrepreneure

## Channel Business & Finance



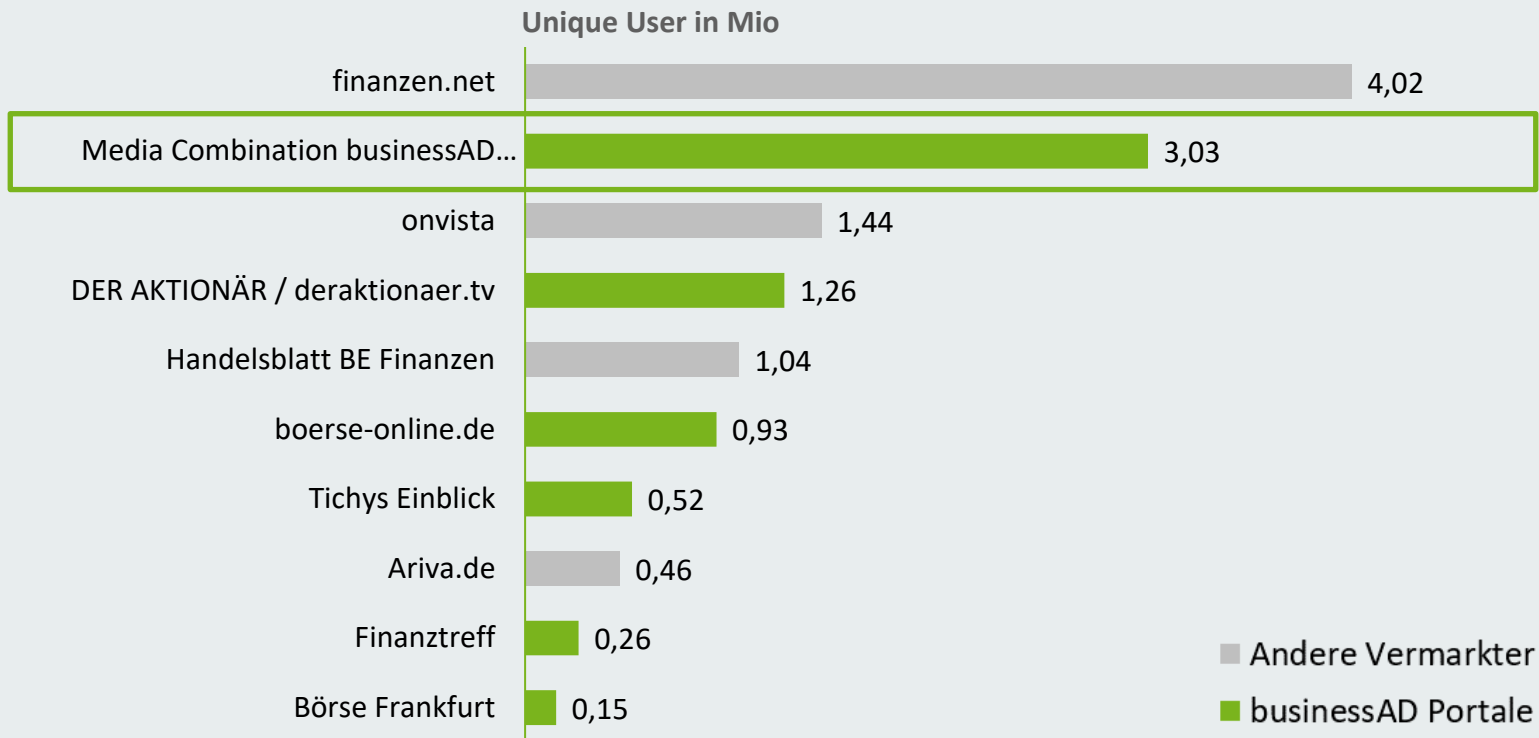
Number of websites	12 Portals
Page Impressions	70.482.169
Visits	23.088.652
Uniques	5.371.997



# 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



Affinity index: 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;

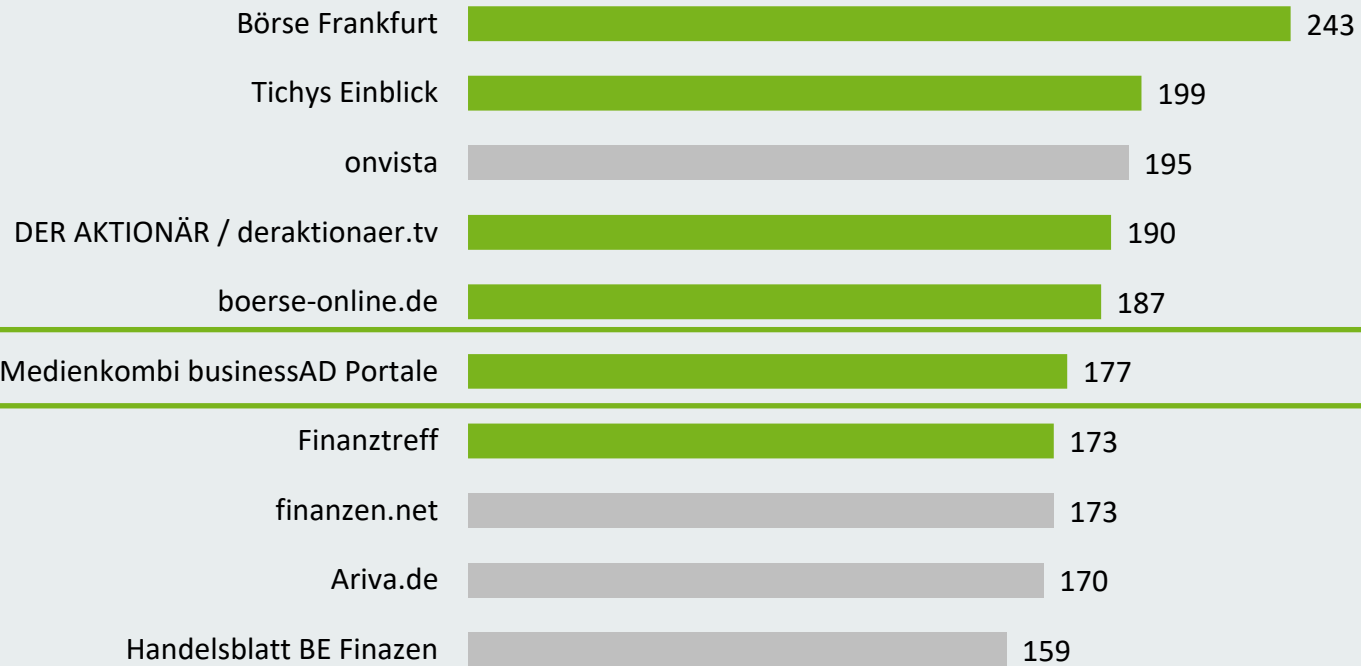


# The most established and independent investor magazine in Germany

AGOF-Ranking affinity to financial investments | Channel Business and Finance

## Product interests: financial investments

Affinity index: Green => businessAD portfolio



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

Factsheet | finanztreff.de

**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.

## 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



### Traffic

Page Impressions	15.396.127
Visits	2.324.240
Unique User	320.000



# The investment portal of the German Stock Exchange

Factsheet | Börse Frankfurt | boerse-frankfurt.de

**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.

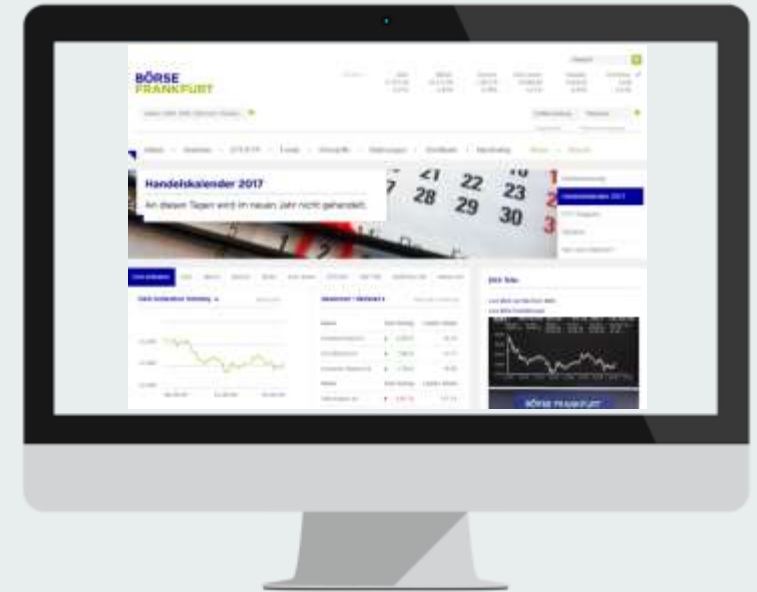
## Key data

### 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

Page Impressions	1.635.987
Visits	639.374
Uniques	60.000



# 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, Realkurse
- ETFs
- Anleihen (Bonds)
- Zertifikate, KO / OS
- Rohstoffe & Devisen (Commodities)
- Versicherungen & Vorsorge
- Banken & Broker



### Traffic

Page Impressions	19.305.660
Visits	4.554.033
Uniques	1.330.000
Newsletter	14.700



# biallo.de – Your money deserves more

Factsheet | biallo.de

The consumer finance portal **biallo.de** is among the leading consumer portals in Germany and complements its own reach by means of additional print cooperations with many German newspapers.

Founded in 2001 **biallo.de** has its focus on daily money, ETF's, investment funds, robo advisors, current accounts, mortgages and credit products.

**Biallo.de – Your money deserves more**

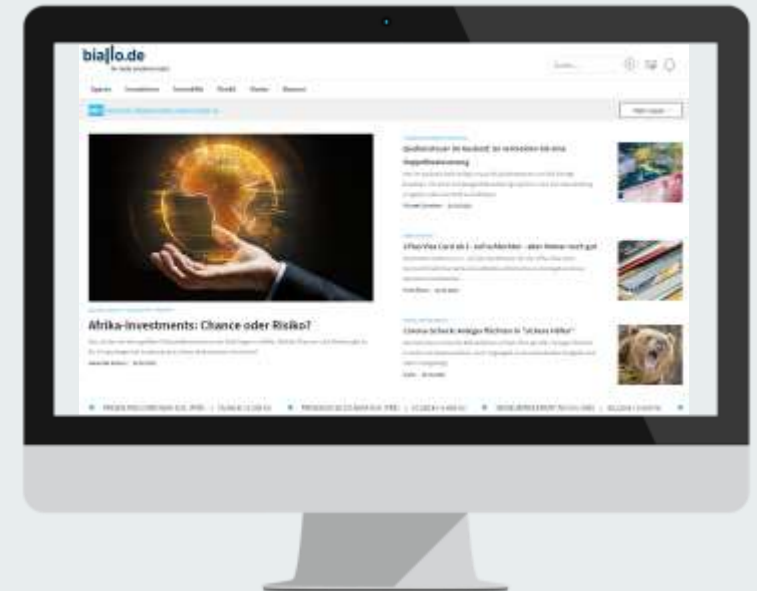
## Key data

### Target group

- Private investors and consumers
- Interest for consumer finance products
- High net worth individuals

### Sections and Environments

- Sparen (Saving)
- Investieren
- Börse (Stock market)
- Immobilie (Real Estate)
- Kredit
- Konto (Account)
- Steuern (Tax)



### Traffic

Page Impressions	1.300.000
Visits	390.390
Unique User	293.527
Newsletter	110.000



# The portal for corporate bonds

Factsheet | BondGuide | bondguide.de

**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

**BONDGUIDE**  
Die Plattform für Unternehmensanleihen

## 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



Page Impressions	51.966
Visits	20.181
Uniques	10.376

# Boerse-am-sonntag.de is the only compulsory online medium of the German stock exchanges

Factsheet | BÖRSE am Sonntag | boerse-am-sonntag.de

## 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

Page Impressions	30.000
Visits	15.000
Uniques	9.750

# Der Aktionär is the largest German investment magazine

Factsheet | DER AKTIONÄR | deraktionaer.de

**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!

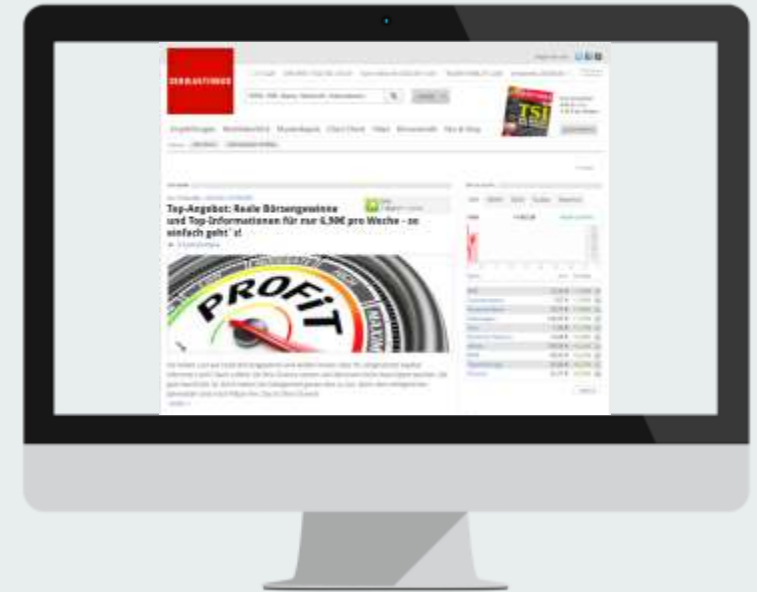
## Key data

### 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

Page Impressions	17.139.620
Visits	8.353.327
Uniques	1.940.000
Newsletter	28.900





# 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	923.815
Visits	415.954
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.

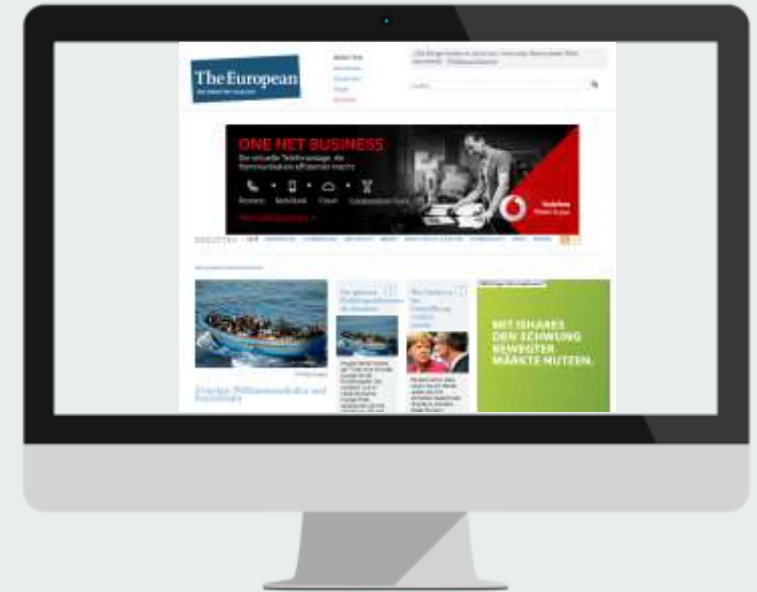
## Key data

### 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

Page Impressions	193.743
Visits	77.497
Uniques	108.391

# 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

Page Impressions	29.528
Visits	9.843
Uniques	6.152
Newsletter	30.000



# 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.

[https://www.youtube.com/watch?time\\_continue=60&v=FvSjC73Ufyk](https://www.youtube.com/watch?time_continue=60&v=FvSjC73Ufyk)



## 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

Page Impressions	1.158.189
Visits	289.547
Uniques	53.263

# 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
- Daily|es|entials
- Meinungen
- Feuilleton
- Wirtschaft



### Traffic

Page Impressions	9.213.864
Visits	4.059.276
Uniques	620.000



# Ad Specials | Integrations | Cooperations

Integration Specials | Exclusive partner offers for fund- and ETF-issuers.

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.

## Integration-Specials

The screenshot displays the boerse-online.de website interface. At the top, there's a navigation bar with 'Börse', 'Vorsorge', 'Meinungen', 'Geld & Genuss', 'Mein B:O', and 'Abo & Shop'. Below this is a table of market indices with their respective percentage changes. A prominent green banner with the text 'Partner's logo' is overlaid on the page. To the right, the 'Emittenten Details' section for UniCredit Bank AG is visible, including its name, address, and contact information. Below that, the 'Produkt suche' section shows a grid of logos for various partners like Cines, CbmStage, Allianz, JEM Group, Shant, LYXOR, and Deka, each with a small 'P' icon indicating a partner offer.



# Ad Specials | Integrations | Cooperations

Sponsored Post | Boerse-online.de

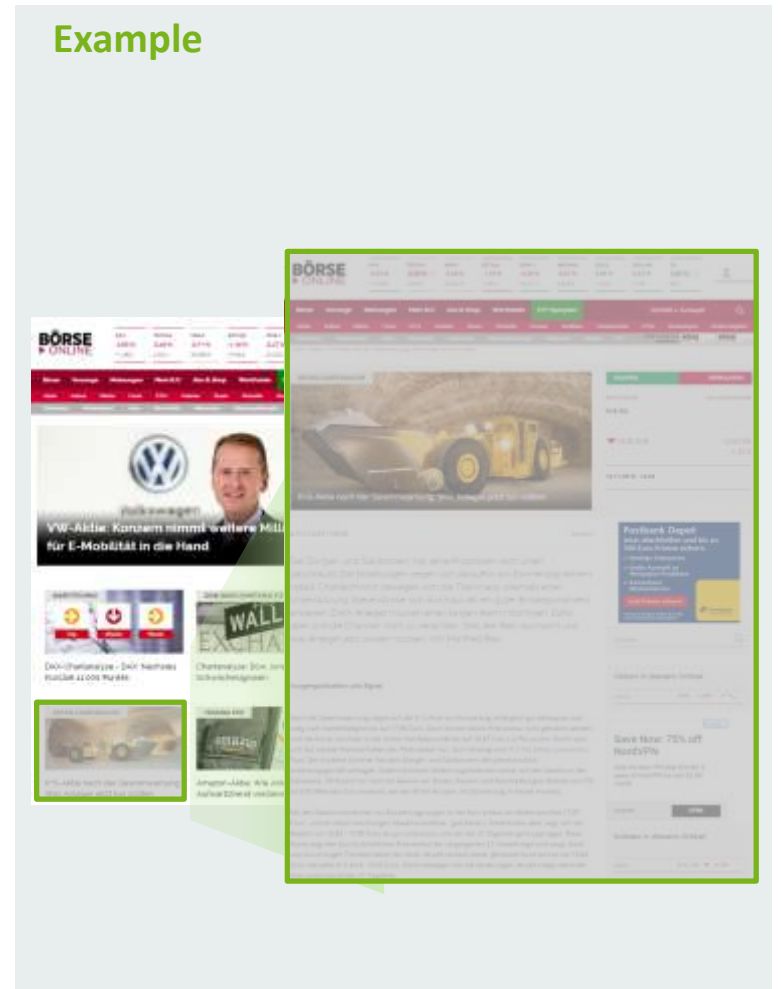
## Distribution of the sponsored post via

- 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

**Sponsored Ad (300 x 125 px)**  
Teaser-Button for an additional charge

**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



# Ad specials | Integrations | Cooperations

Brand Hub | Exclusive Landing page for your content!

**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!**

## Brand Hub Fidelity – Landing page



- Brand Hub – Landing page
- Navi integration
- 6 Sponsored Posts with external link
- 3 publishers articles
- Newsletter- and Social-Media-Seeding
- Compagnien banner

CoBranded teaser on homepage:



# Conditions and Specifications

Volume discounts	
From 20.000 €	3 %
From 50.000 €	5 %
From 75.000 €	10 %
From 100.000 €	12 %
From 200.000 €	14 %

\* Be granted in relation to cash / goods discounts.  
You can find our terms and conditions under <http://www.businessad.de/agb>

Minimum booking volume: 1.000 € (net)

TCP-surcharge	
Expendables	25 %
Video-Ads	10 %

## Technical specifications

<http://www.businessad.de/downloads>

## Delivery of the advertising media

3 working days before [banner@businessad.de](mailto: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



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