

businessAD

Mehr Wert für Marken

MEDIA DATA Der Aktionär

DER AKTIONÄR

[deraktionaer.de](https://www.deraktionaer.de)

Stand: 08/2020

The biggest 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 the commentary and assessment of current news. The editorial team consisting of 20 persons tracking the financial markets, filtering out the most important information and providing it in a clear and simple way.

The magazine of the same name is a compulsory publication at all German stock exchanges. It is published by the **Börsenmedien AG**.

Premium Content with additional value!

Key data

Target audience

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

Sections

- Empfehlungen (Recommendations)
- Marktüberblick (Markets overview)
- Musterdepots (Watchlists)
- Chart-Check
- Börsenbriefe



Traffic

Page Impressions	17.139.620
Visits	8.353.327
Uniques	1.940.000
Newsletter	28.900



The biggest German investment magazine

User structure | deraktionaeer.de

Socio-demographics

Sex	User share in percent	Affinity index**
Male	80	162
Female	20	40
Age		
20-29 years	15	106
30-39 years	17	116
40-49 years	20	122
50 years +	45	91
Current profession		
Business decision-makers*	19	141
HHNI		
4.000 EUR +	28	122
7.000 EUR +	7	134

* Commercial decision makers = Self-employed, liberal professions, high level officials, executives

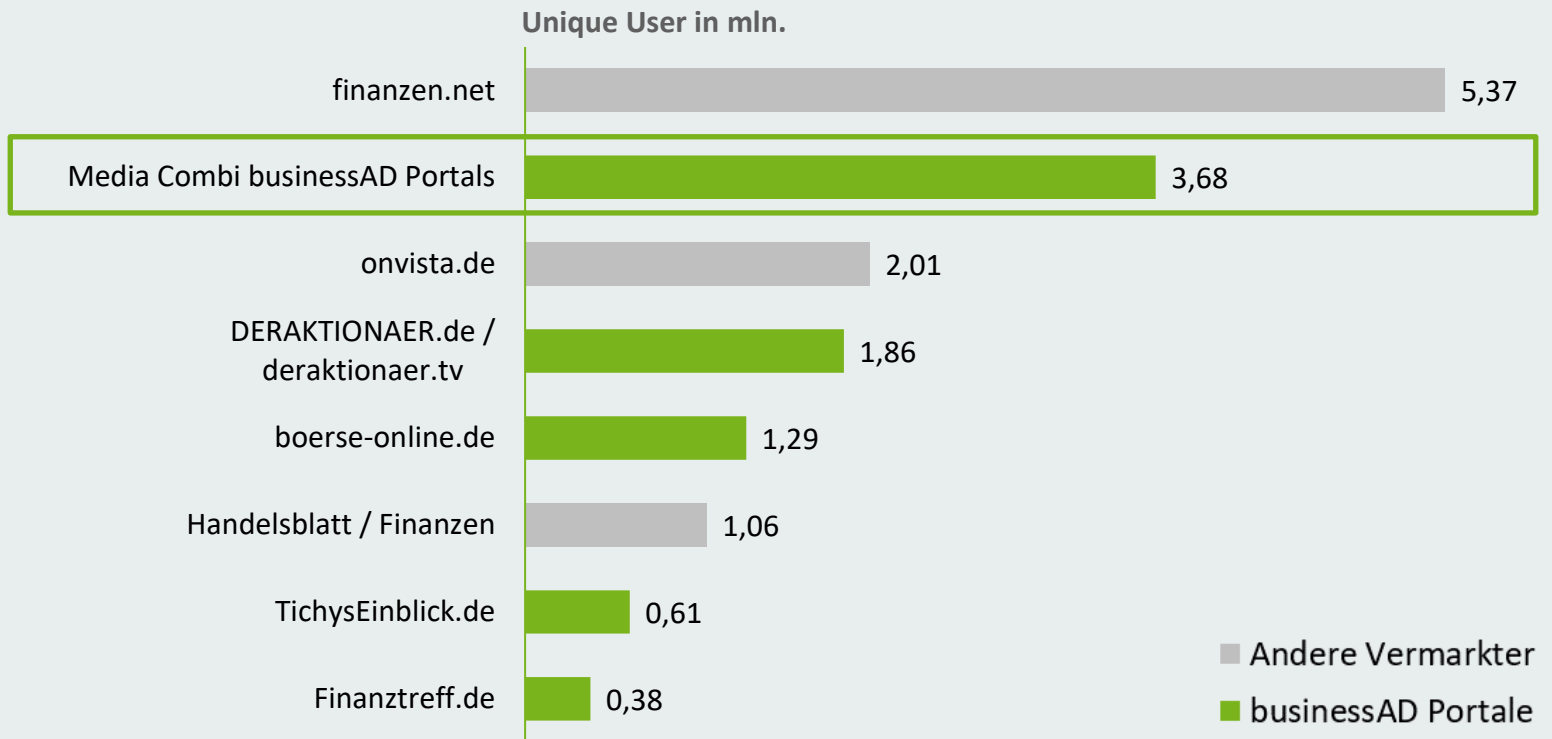
** Affinity index: the weight of a specific target audience compared to the total population in case of a specific medium

Source: AGOF digital facts 2020-02

Coverage of German stock market portals

AGOF Ranking | Media combi businessAD finance portals on a top position

Total coverage: Unique User



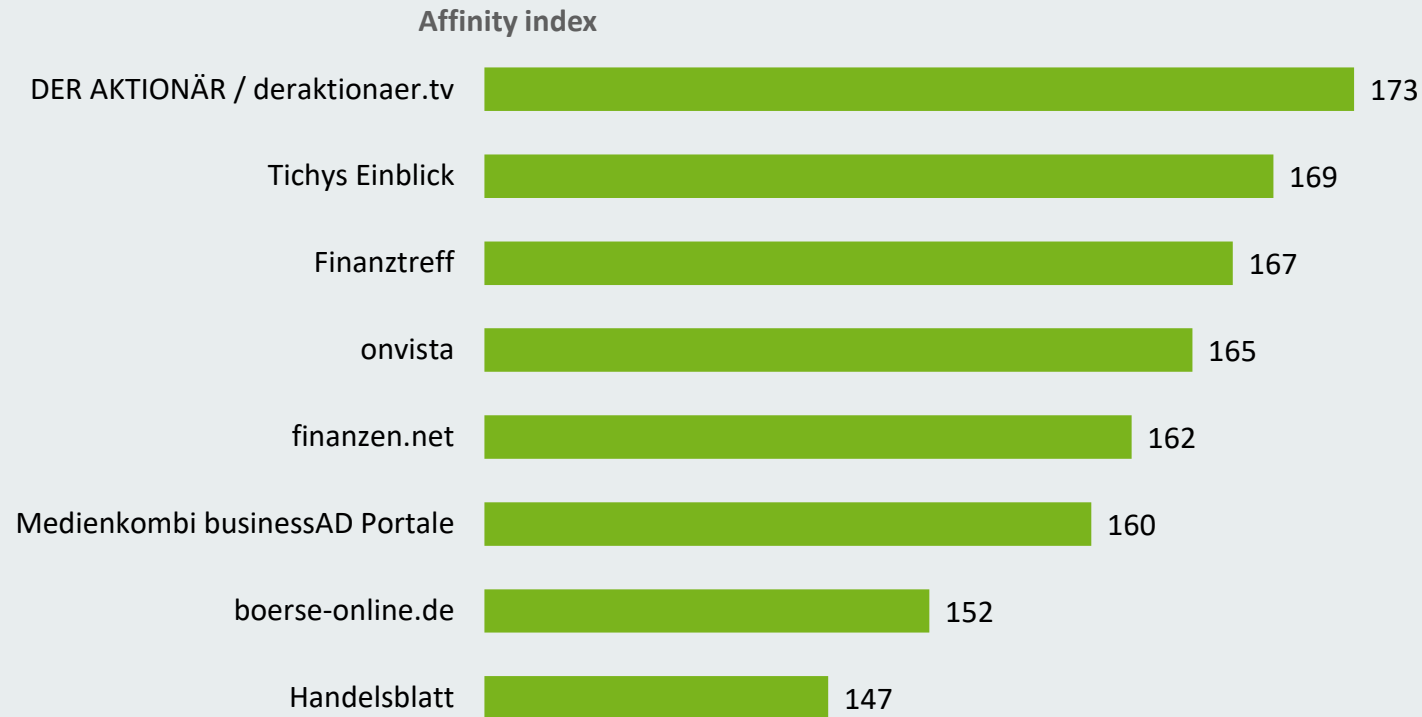
Affinity index: the weight of a specific target audience compared to the total population in case of a specific medium
Source: AGOF digital facts 2020-02



deraktionær.de has the highest affinity for investment products

AGOF Ranking | businessAD Portals and competition | Product interest: Investment, shares, securities, funds

Investment: Very interested



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 2020-02, Question: Investment: Very interested



Mobile Advertising | The ideal add-on to your onsite campaigns

Responsive Design | deraktionar.de

Example Mobile Medium Rectangle 300x250 px:

- Placement before content / first screen
First Screen
- Maximum visibility
- Auch als channel-übergreifende
Festplatzierung buchbar

All mobile formats

Interstitial

Interstitial 300x400px (with reminder)
Only bookable with FC 1/30 Min

Rollover

Rollover 640x960px

Integrated Banners

MMA 6:1 300x50px

MMA 4:1 300x75px

MMA 2:1 300x150px

Mobile Medium Rectangle 300x250px



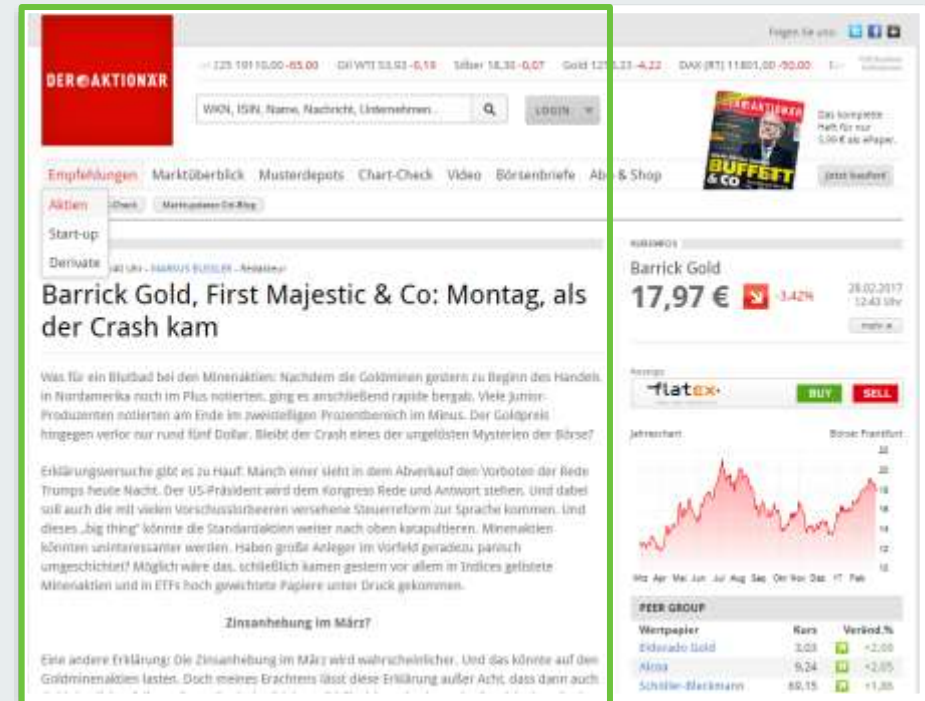
Ad Specials | Integrations | Cooperations

Button + Microsite | The classic advertorial



Teaser button
(300 px width
x height flexible)

Link to an external landing page or an integrated microsite with individual product info in the look & feel of the site.



Individual microsite – further specifications on request

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Rates | deraktionaer.de



Display	Homepage / Section	Website Rotation	Channel Rotation
Super Banner	35 €	25 €	10 €
Skyscraper	40 €	25 €	10 €
Medium Rectangle	55 €	35 €	25 €
Ad Bundle (UAP)	40 €	30 €	12,50 €
Halfpage Ad	55 €	40 €	35 €
Wallpaper	65 €	55 €	35 €
Billboard Ad	75 €	55 €	40 €
Sitebar Ad	75 €	55 €	40 €
Layer / Banderole	75 €	55 €	40 €
Floor Ad	80 €	65 €	50 €
Tandem Ad	95 €	70 €	45 €
Fireplace	85 €	65 €	40 €
Homepage Takeover	110 €	95 €	60 €

All rates in CPM, unless otherwise indicated: Expandables with a CPM-supplement of 25%

The biggest German investment magazine

Rates | deraktionaeer.de



Mobile	Homepage / Section	Website Rotation	Channel Rotation
MMA 6:1		25 €	20 €
MMA 4:1		25 €	20 €
MMA 2:1		35 €	30 €
Mobile Medium Rectangle		40 €	35 €
Multiscreen Kombination	Homepage / Section	Website Rotation	Channel Rotation
Wallpaper + Mobile Medium Rectangle	65 €	45 €	35 €
Billboard + Mobile Medium Rectangle	75 €	55 €	40 €
Billboard + Mobile Medium Rectangle	75 €	55 €	40 €
Ad Bundle (UAP) + Mobile Medium Rectangle		30 €	12,50 €

All rates in CPM, unless otherwise indicated: Expandables with a CPM-supplement of 25%

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)

CPM surcharge	
Expandables	25 %
Video Ads	10 %

Technical specifications

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

Delivery of the advertising media to banner@businessad.de

3 working days before placement (advertisement), 5 working days in case of content marketing

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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For international inquiries please contact our German headquarter.

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