An aerial photograph of the Frankfurt skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the city. Several prominent skyscrapers are visible, including the Commerzbank Tower and the Main Tower. The city's dense urban landscape is visible in the foreground and middle ground, with a mix of modern high-rises and older buildings. The sky is a mix of orange, yellow, and light blue.

businessAD

Mehr Wert für Marken

MEDIA DATA Börse Frankfurt

BÖRSE
FRANKFURT

boerse-frankfurt.de

Stand: 08/2020

The official stock market and investment portal of the German Stock Exchange

Factsheet | Börse Frankfurt | boerse-frankfurt.de

boerse-frankfurt.de is the portal for investors by the **Deutsche Börse Group** 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 facts

Target audience

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

Sections

- Aktien (Shares)
- Anleihe (Bonds)
- ETF/ETP
- Fonds (Funds)
- Rohstoffe & Währungen (Commodities)
- Zertifikate (Certificates)
- Nachhaltig (Sustainable investments)



Traffic

Page Impressions	1.635.987
Visits	639.374
Uniques	60.000
Newsletter	



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User structure.de

Socio-demographics

Sex	User share in percent	Affinity-Index**
Male	81	165
Female	19	37
Age		
20-29 years	17	122
30-39 years	11	73
40-49 years	12	72
50 years +	56	111
HHNI		
Investments: Very interested Top 2 - Box	35	122

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

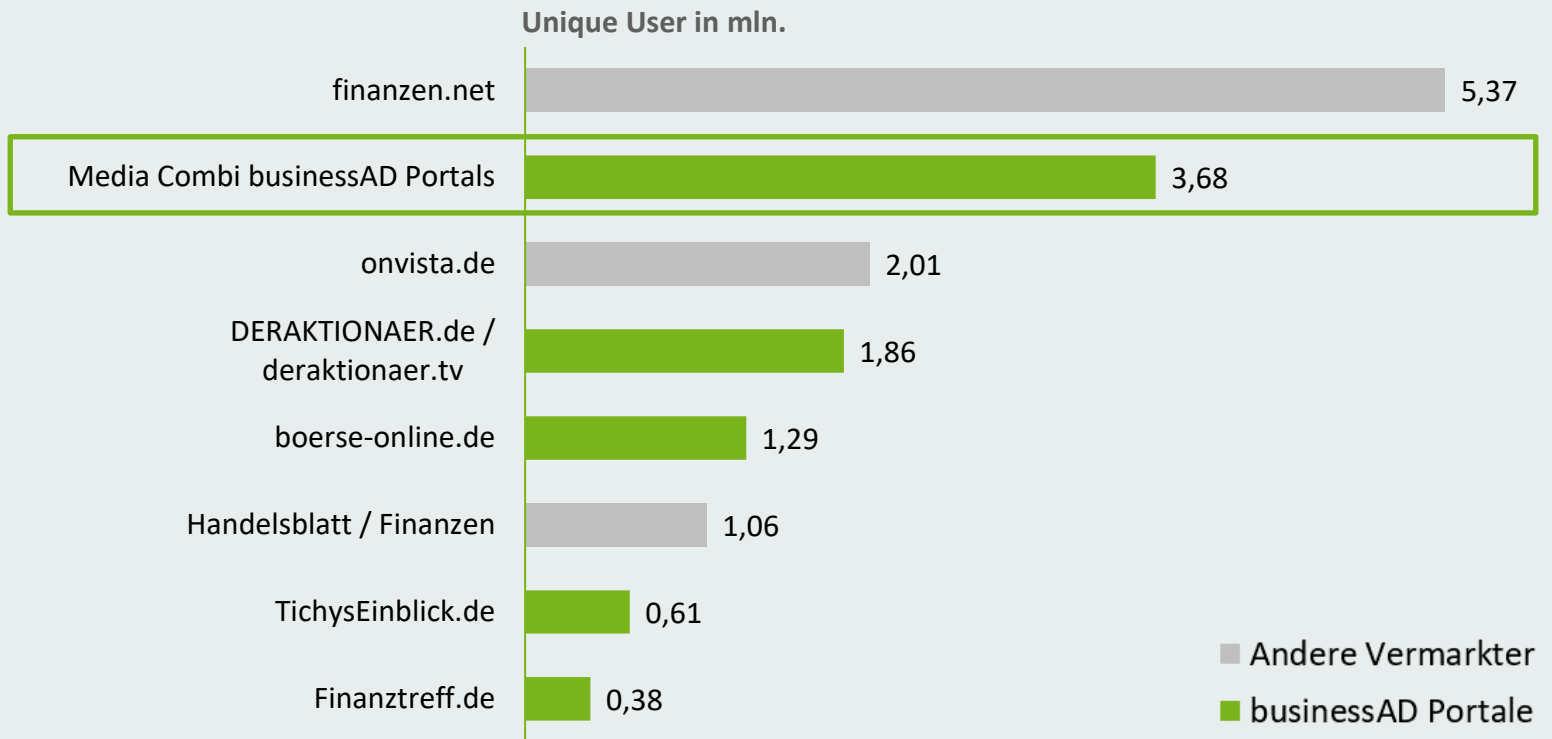
** Affinity index: the weight of a specific target audience compared to the total population in case of a specific medium

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

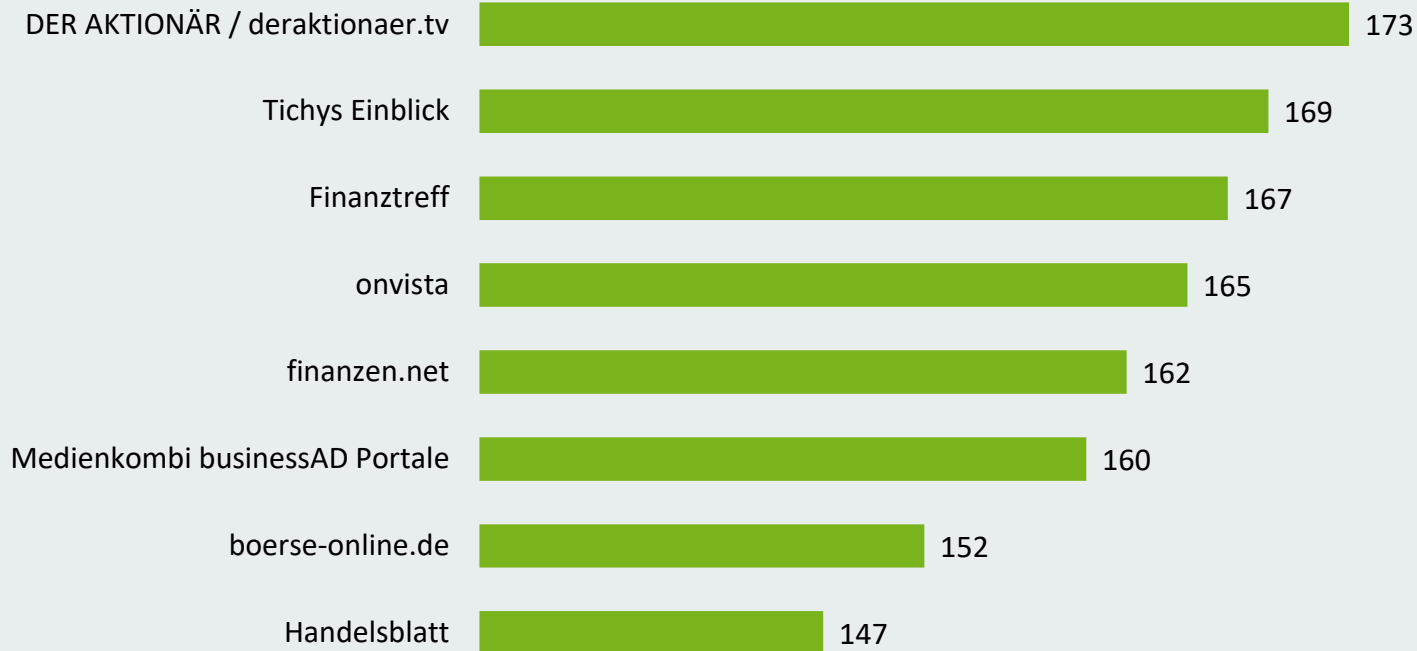


Product interest: Investment, Shares, Securities, Funds

AGOF Ranking | businessAD Portals and competition

Investment: Very interested

Affinity index



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 desktop campaigns

Responsive design and apps | boerse-frankfurt.de

Example Premium Rectangle 300 x 400px

- Placed before the content
- Maximum visibility
- Can also be booked as a cross-channel fixed placement

Mobile advertising formats

Interstitial

Interstitial 300x400px (with Reminder)
Only bookable with FC 1/30 min

Rollover

Rollover 640x960px

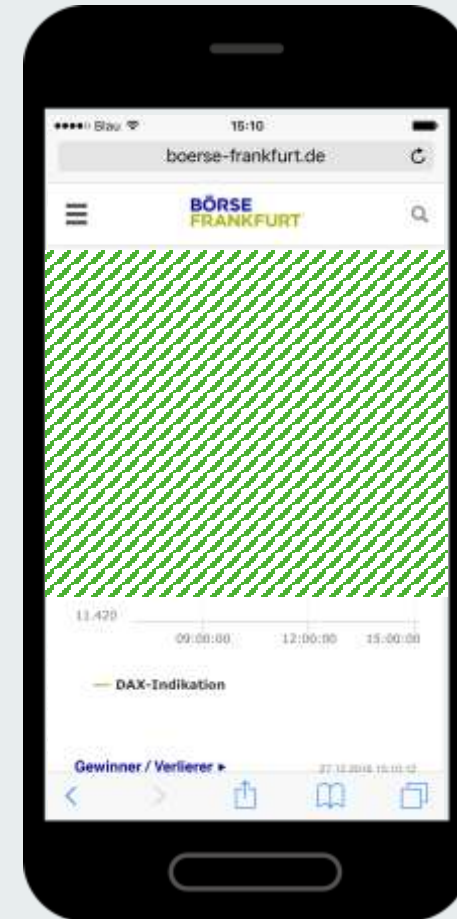
Integrated banners

MMA 6:1 300x50px
MMA 4:1 300x75px
MMA 2:1 300x150px

Only on the responsive website

Premium Rectangle 300x400px
Mobile High Impact Ad 320x320px/300x250px
Mobile Halfpage Ad 300x600px
Mobile Medium Rectangle 300x250px

iPadApp (on request)



The official stock-market and investment portal of the German Stock Exchange

Rates | boerse-frankfurt.de



Display	Homepage / Section	Website Rotation	Channel Rotation
Super Banner	40 €	30 €	10 €
Skyscraper	40 €	30 €	10 €
Medium Rectangle	60 €	40 €	25 €
Ad Bundle (UAP)		30 €	12,50 €
Wallpaper	70 €	50 €	35 €
Sitebar Ad	80 €	60 €	40 €
Wallpaper/Sitebar Daily Fixed Placement Homepage + z.B. Aktien (35.000 AIs guaranteed)	1.100 € fixed		
Floor Ad	85 €	70 €	50 €
Fireplace	95 €	65 €	40 €
Fireplace Daily Fixed Placement Homepage + z.B. Aktien (35.000 AIs)	1.300 € fixed	85 €	60 €

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

The official stock-market and investment portal of the German Stock Exchange

Rates | boerse-frankfurt.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 €
Mobile Halfpage Ad		50 €	45 €
Mobile High Impact Ad / Premium Rectangle		50 €	45 €
Interstitial		90 €	85 €
Mobile Rollover		100 €	95 €
Multiscreen combinations	Homepage / Section	Website Rotation	Channel Rotation
Wallpaper + Mobile Halfpage Ad	70 €	50 €	35 €
Billboard + Mobile Halfpage Ad	80 €	60 €	40 €
Billboard + Mobile High Impact Ad	80 €	60 €	40 €
Ad Bundle UAP + Mobile Medium Rectangle		30 €	12,50 €

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

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Rates | boerse-frankfurt.de



Integrations / Native	Homepage / Section	Website Rotation	Channel Rotation
Advertorial (Button + Microsite)		On request	
Ressort Sponsoring		On request	
Integration Specials		On request	

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	
Expendables	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 further information.

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