

businessAD

Mehr Wert für Marken

MEDIA DATA Börse Online

[boerse-online.de](https://boerse-online.de)

**BÖRSE**  
▶ ONLINE

08/2020

# The most established independent investor magazine in Germany

Factsheet | boerse-online.de

**BÖRSE ONLINE** comments timely, competently and independently 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 analyzers, a glossary and boasts one of the largest editorial teams for investment issues.

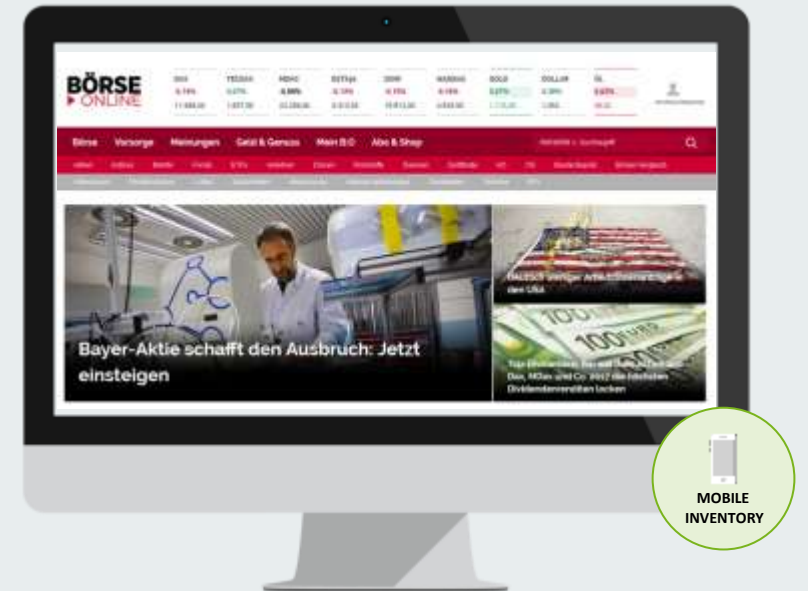
## Key data

### Target audience

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

### Sections

- Aktien, Fonds, Realkurse (Shares, funds)
- ETFs
- Anleihen (Bonds)
- Zertifikate, KO / OS
- Rohstoffe & Devisen (Commodities, Forex)
- Versicherungen & Vorsorge (Insurances)
- Banken & Broker (Banks & Brokers)



### Traffic

Page Impressions	19.305.660
Visits	4.554.033
Uniques	1.330.000
Newsletter	14.700

# The most established independent investor magazine in Germany

User structure | boerse-online.de

## Socio demographics

Sex	User share in percent	Affinity index**
Male	77	157
Female	23	45
<b>Age</b>		
20-29 years	14	95
30-39 years	15	102
40-49 years	17	105
50 years +	52	103
<b>Current profession</b>		
Business decision-makers*	19	143
<b>HHNI</b>		
3.000 EUR +	47	116
4.000 EUR +	29	125

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

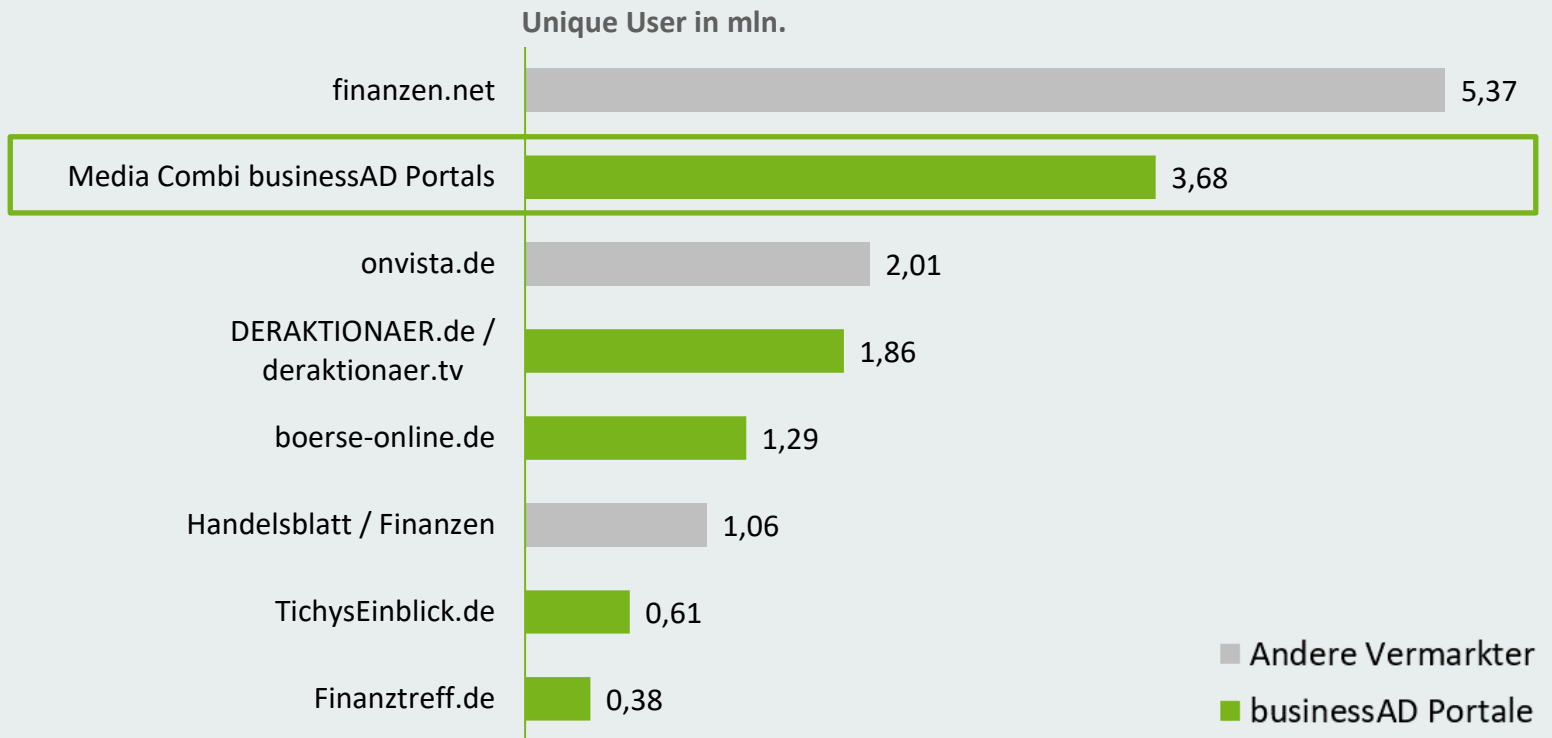
\*\* Affinity index: the weight of a specific target audience compared to the total population in case of a specific medium

Source: AGOF digital facts 2020-01

# Coverage of German stock market portals

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

## Total coverage: Unique User



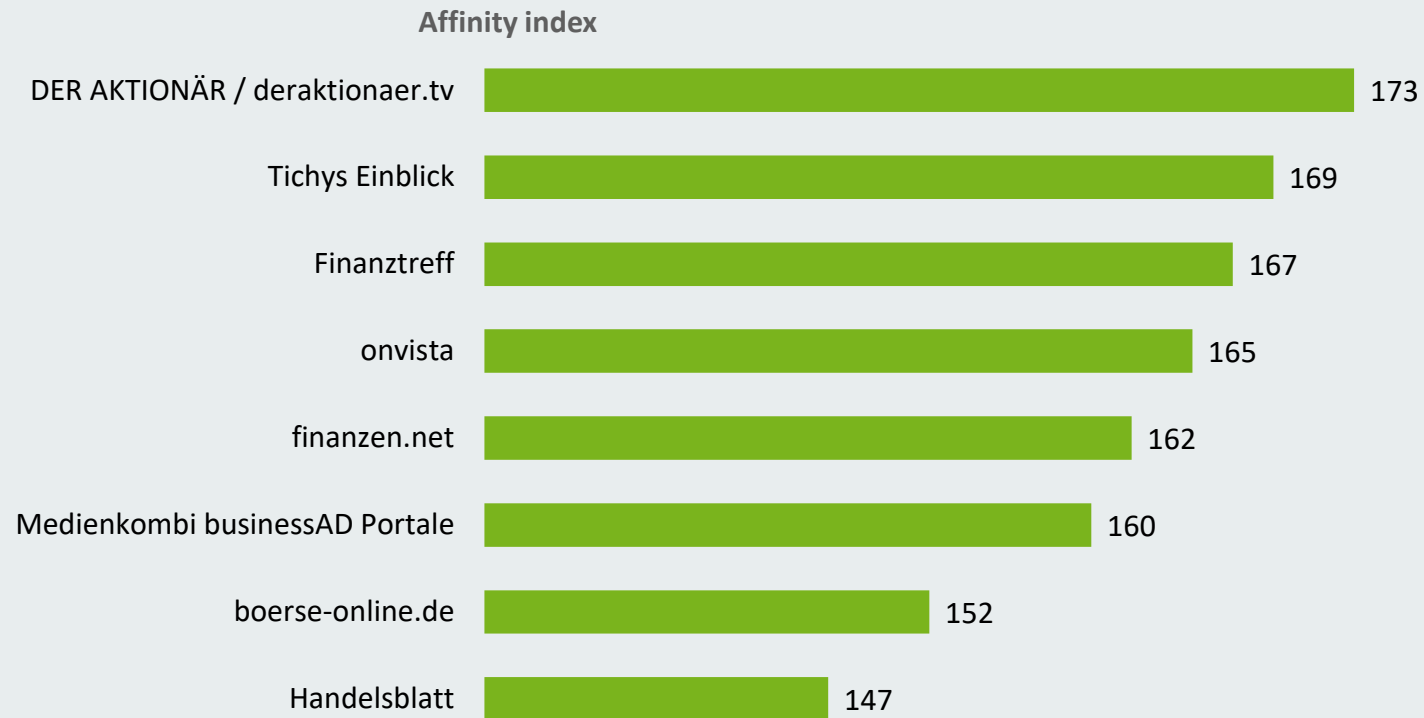
Affinity index: the weight of a specific target audience compared to the total population in case of a specific medium  
Source: AGOF digital facts 2020-02



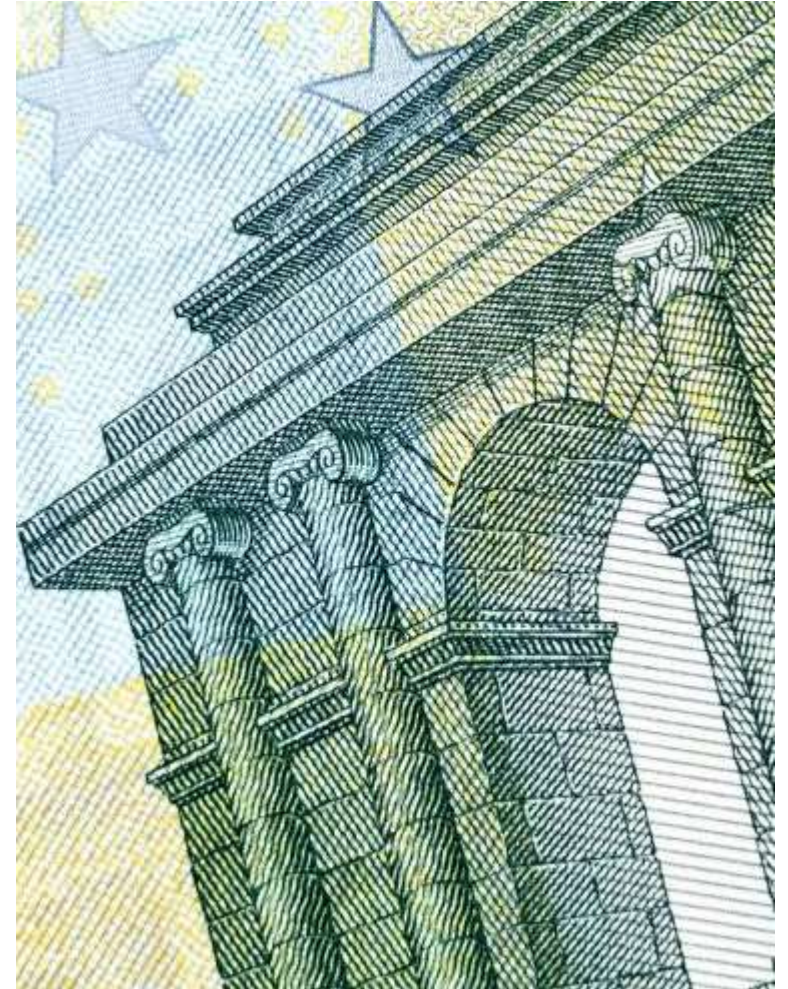
# Product interest: Investment, Shares, Securities, Funds

AGOF Ranking | businessAD Portals and competition

## Investment: Very interested



Affinity index: 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



# Ad specials | Integrations | Cooperations

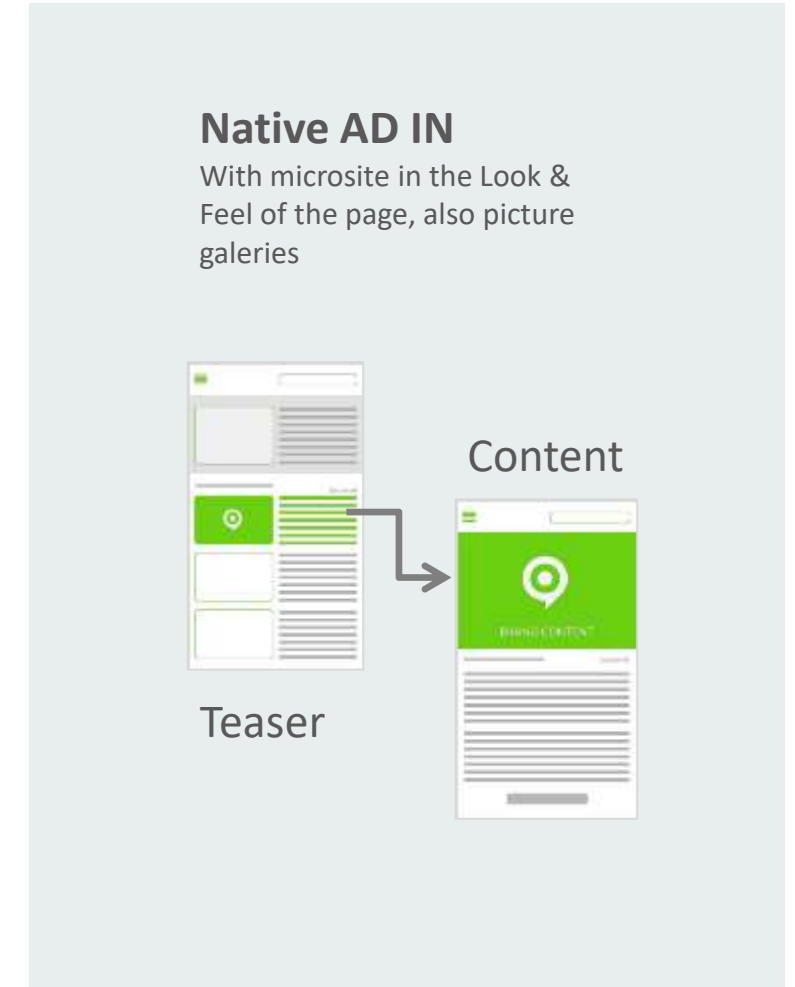
Scaleable Native Ads | Native Ad IN

## Native Ad In

By means of this technology your content is integrated as a marked Sponsored Article or Ad in the editorial environment. Video integration possible. The teasers and the article page are published in the Look & Feel of the total web page.

Advantages:

- Several editorial teasers in the CSS of the websites,
- Teasers on Start, Section Start, article page
- Very good performance
- Not SEO effective
- No Duplicate Content
- Social Plug-ins
- Good evaluation options



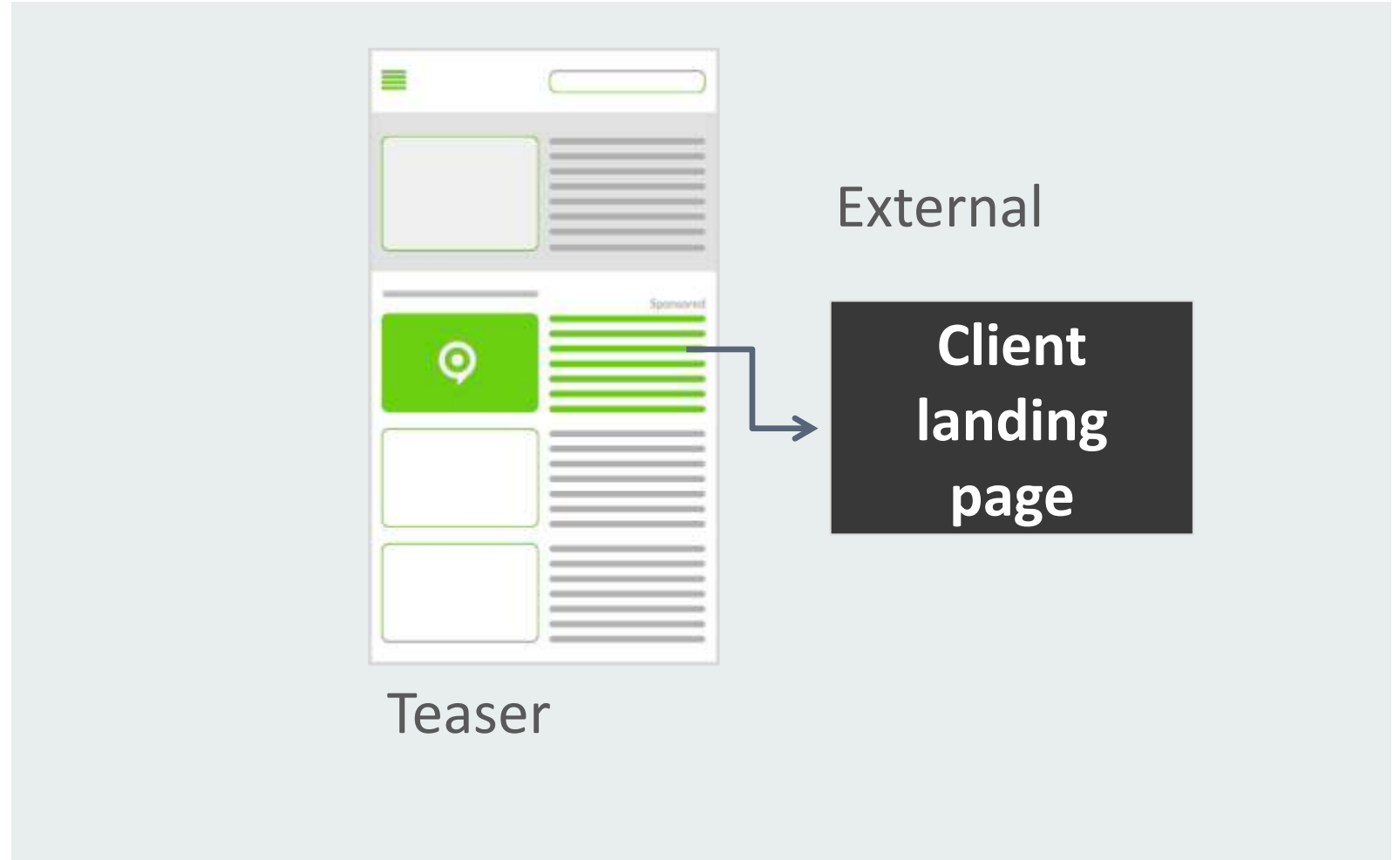
# Ad specials | Integrations | Cooperations

Scaleable Native Ads | Native Ad OUT

## Native Ad OUT

The Native Ad Out format is a Text-Visual-Ad like the bespoke native ad IN format but linking upon click to an external landing page

The Text-Visual-Ads will be adjusted a 100% to the usual News Teasers and will be marked as „Ad“



# Native Ads in the Channel Business & Finance

Native AD OUT / Native AD IN

## Examples: Teaser integration in the Channel Business & Finance

finanztreff.de



**Aktuelle Markteinschätzung unterschiedlicher Anlageklassen**

Halten Sie Ihre Geldanlage auf dem aktuellsten Stand und erfahren Sie mit der Markteinschätzung von BlackRock alles Wichtige zu verschiedenen Anlageklassen: ...mehr

Anzeige

Native AD OUT

External link to landing page of client

Native AD IN

Internal link to client microsite

boerse-am-sonntag.de



**Stellen die Top-Werte des MSCI World Index auch die WM-Top-Teams?**

Fußball und Finanzen kommen zusammen: Bei der WM in Russland treten die Top-Teams der Welt an, im MSCI World Index werden die weltweiten Top-Titel gebündelt. Rechnet man die Marktwerte der Nationen zusammen: Frankreich liegt vorne, es folgen Spanien und Deutschland. Eine schlechte Nachricht für die Mission Titelverteidigung? [mehr]

Anzeige

boerse-online.de



**Das iShares ETF Wissen – alles zum Thema ETFs**

Was sind ETFs? Wie funktionieren ETFs? Welche ETFs gibt es? Erfahren Sie hier auf einen Blick alles rund um das Thema ...

Anzeige



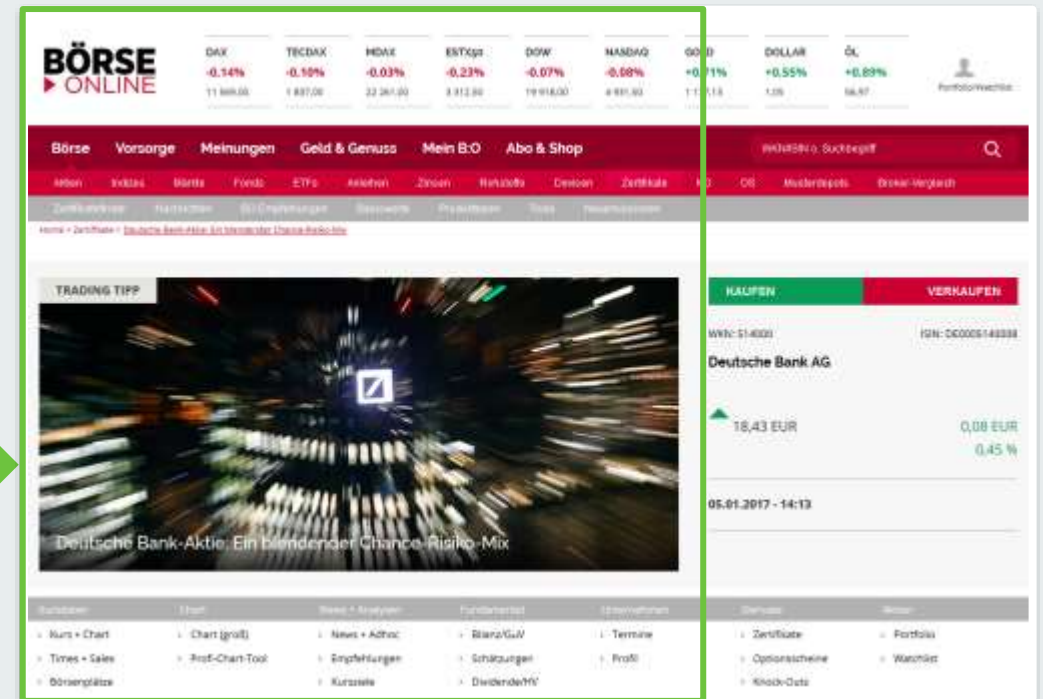
# Ad Specials | Integrations | Cooperations

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

# Ad Specials | Integrations | Cooperations

Sponsored Post | Individual and effective!

The sponsored post/article aims to position and establish advertising partners in an unobtrusive but sustainable way as a part of the usership.

This special advertising format appears as a normal posting and therefore it is very suitable to present products and services to the readers. The placement stands out with various creative executions and the scope of information that can be presented. A posting is able to contain images, videos, links and other elements upon request. The text of the sponsored post is created by the advertising client according to his own criteria. Besides, the sponsored post - posted once - remains on the website like the other editorial contributions and reaches the multipliers for a long time.

## Advantages:

- High visibility
- Uses all available communication channels
- High acceptance within the target group
- Not imposing but sustainable and effective



# 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 16,170 fans
- Newsletter: about 14,700 subscribers
- Can be found by all search engines

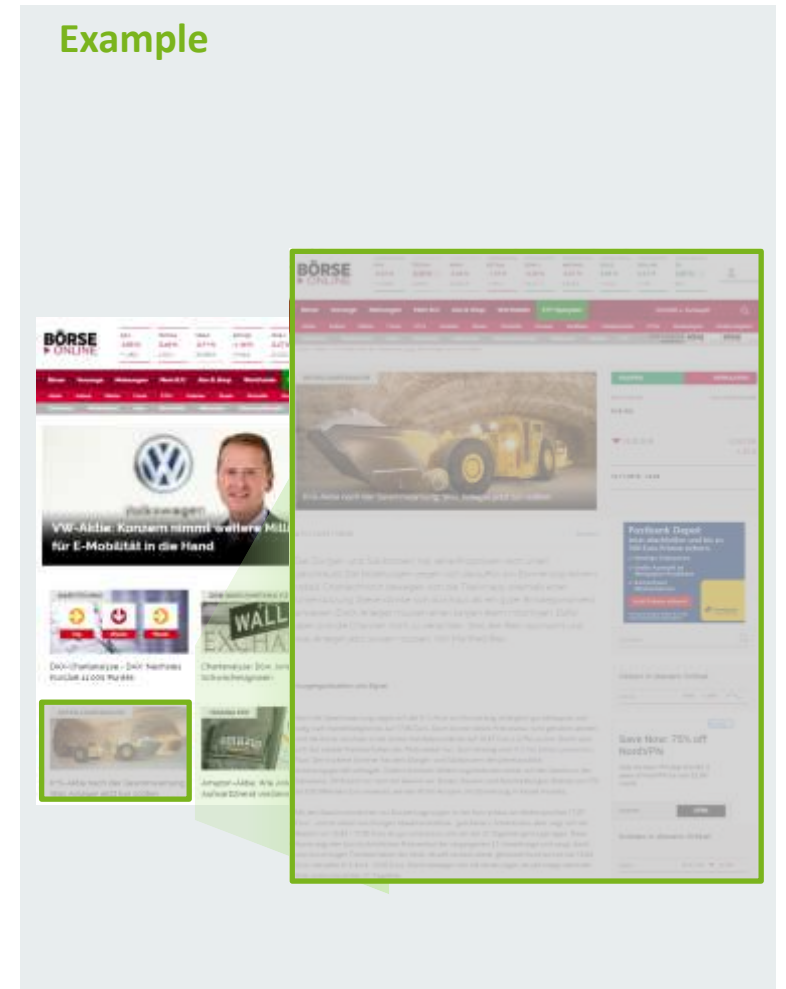
**Sponsored Ad (300 x 125 px)**  
Teaser Button for an additional charge

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

**Specifications:** Short headline (max. 70 digits incl. blanks), teaser text (max. 300 digits incl. blanks), header visual (660x303 px), digits text body: 3,000 to max. 5,000 digits inclusive incl. of all blanks and special characters

The total layout and external links have to be clearly visible.

## Example



# 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:

- INSIDEBOX on the homepage with teaser advertisements of product news and link to the partner page
- Integration in a section (e.g. funds)
- Interactive partner pages with logo, issuer profiles, newsflow and product search with interface to stock quotes on boerse-online.de
- 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 is a navigation bar with the 'BÖRSE ONLINE' logo and various market indices (DAX, TECDEX, HDX, EFX50, DOW, NASDAQ, GOLD, DOLLAR, DL) with their respective percentage changes. Below the navigation bar, there is a search bar and a menu with categories like 'Börse', 'Vorsorge', 'Meinungen', 'Geld & Genuss', 'Mein I&O', and 'Abo & Shop'. The main content area features a large green banner with the text 'Partner's logo'. Below this, there is a 'Portrait' section for 'UniCredit Bank AG' with a detailed description of the company. To the right, there is a 'Produkt-News (Anz.)' section listing various financial products and news items. At the bottom right, there is a 'Produkt suche' section with a grid of partner logos including 'CibnStage', 'LYXOR', 'Deka', and 'JPMorgan'. The overall layout is clean and professional, with a focus on providing financial information and promoting partner products.

# The most established independent investor magazine in Germany

Newsletter | Börse Online | boerse-online.de

The newsletter BO Daily informs investors about the trends on the financial markets every stockmarket day. Alternatively there is the weekly newsletter with all the news of the week.

## Key Facts BO Daily\*:

Subscribers: 14,700  
Distribution: daily

## Key Facts BO weekly\*:

Subscribers: 13,800  
Distribution: weekly, Wed.

## Advertising formats

Banner (image 1+2) 35€ / CPM  
Banner (image 3) 55€ / CPM  
Visual / Text Ad 35€ / CPM

\* January 2020



## Technical specifications

### Banner

- Image 1 (Banner): 600 x 150 px
- Image 2 (Skyscraper): 100 x 600 px
- Image 3 (Fireplace):
  - Banner 600 px wide x 150 px high +
  - Skyscraper left & right (100 px b x 600 px h)
- File size: up to 40 kb
- Destination URL

### Image / Text Ad

- Image: 220 x 180px / 200 x 250 px
- File size: up to 40 kb
- Headline: max. 70 digits\*\*
- Main text body: approx. 400 digits\*\*
- max. 9 lines
- Destination URL

\*\* incl. blank spaces



# Mobile advertising | The ideal add-on to onsite-campaigns

Responsive design and app | boerse-online.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

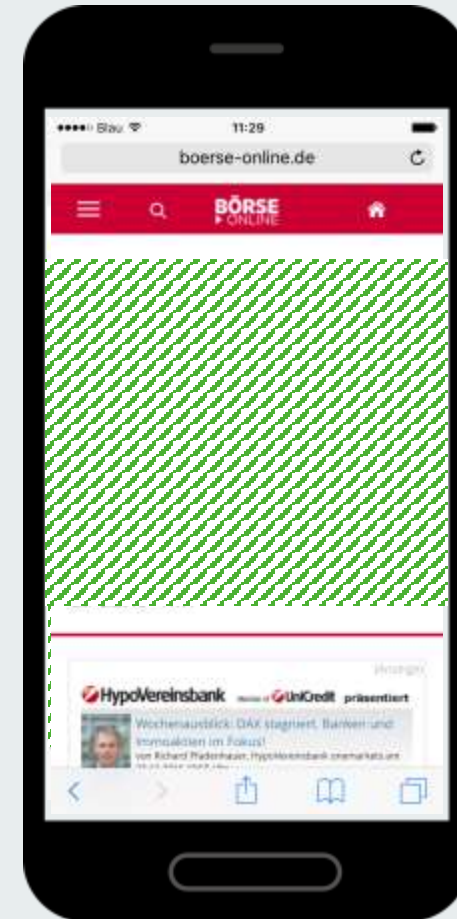
### Integrated banners

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 most established independent investor magazine in Germany

Print Edition | Börse Online | boerse-online.de

BÖRSE ONLINE is the most established independent investor magazine in Germany. For more than 25 years it has been helping investors week by week with their investment decisions.

It covers fundamental market and share analyses, chart techniques, trading strategies and models and presents opinion-leaders and contrarians in portraits and interviews. BÖRSE ONLINE is published by the Munich-based Finanzen Verlag GmbH.

<b>Circulation:</b>	<b>IVW audited</b>
Frequency:	weekly
Printed circulation:	39,468 copies
Sold circulation:	23,671 copies
Subscribers:	15,971 Exemplare



# The most established independent investor magazine in Germany

Rates | boerse-online.de



Display	Homepage / Section	Website Rotation	Channel Rotation
Super Banner	40 €	30 €	10 €
Skyscraper	45 €	30 €	10 €
Medium Rectangle	60 €	40 €	25 €
Ad Bundle (UAP)		30 €	12,50 €
Halfpage Ad	70 €	50 €	35 €
Wallpaper	70 €	50 €	35 €
Billboard Ad	80 €	60 €	40 €
Sitebar Ad	80 €	60 €	40 €
Wallpaper/Billboard/Sitebar Day fixed placement HP + e.g. Aktien (35.000 AIs guaranteed)	1.100 € fixed price		
Layer / Banderole	80 €	60 €	40 €
Floor Ad	85 €	70 €	50 €
Tandem Ad	On request		
Fireplace	On request		
Homepage Takeover Day fixed placement HP + e.g. Aktien (35.000 AIs per day)	115 €	1.850 € fixed price	

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



# The most established independent investor magazine in Germany

Rates | boerse-online.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 + Mobile Medium Rectangle		30 €	12,50 €

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

# The most established independent investor magazine in Germany

Rates | boerse-online.de



Integrations / Native	Homepage / Section	Website Rotation	Channel Rotation
Advertorial (Button + Microsite)		On request	
Sponsored Post		2.500 € Refresh on request	
Ressort Sponsoring		On request	
Integration-Specials		On request	
Newsletter	Homepage / Section	Website Rotation	Channel Rotation
Newsletter integrated		35 €	
Video	Homepage / Section	Website Rotation	Channel Rotation
Outstream Video		40 €	

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](mailto: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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