

businessAD

Mehr Wert für Marken

MEDIA DATA finanztreff.de

finanztreff.de

finanztreff.de

Stand: 08/2020

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



Socio-demographics

Sex	User share in percent	AffinityIndex**
Male	78	158
Female	22	44
Age		
20-29 years	12	81
30-39 years	12	83
40-49 years	18	108
50 years +	56	112
Current profession		
Business decision-makers*	19	141
HHNI		
3.000 EUR +	48	120
4.000 EUR +	30	129

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

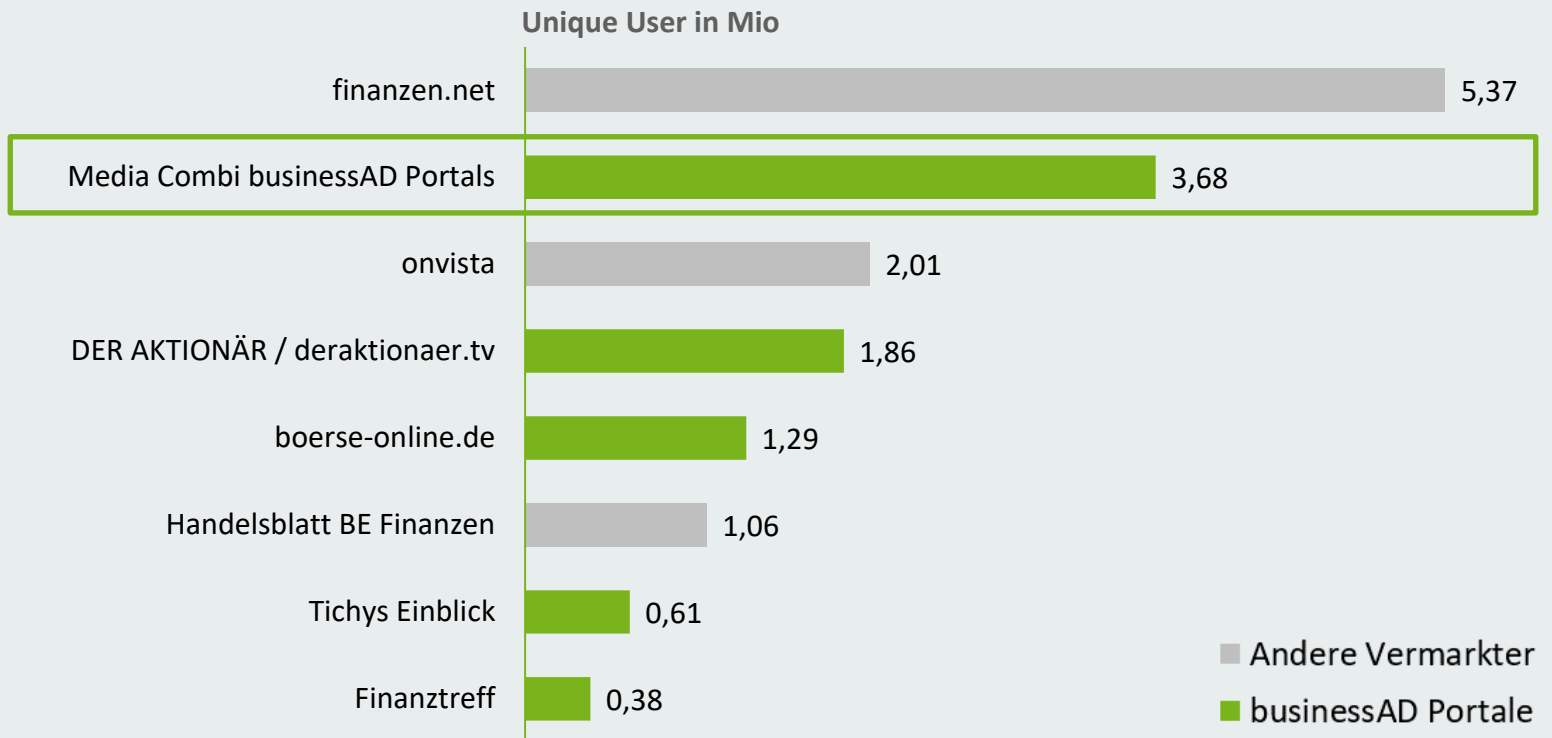
** Affinity index: the weight of a specific target audience compared to the total population in case of a specific medium

Source: AGOF digital facts 2020-01

Coverage of German finance and stock market portals in

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

Total coverage: Unique User



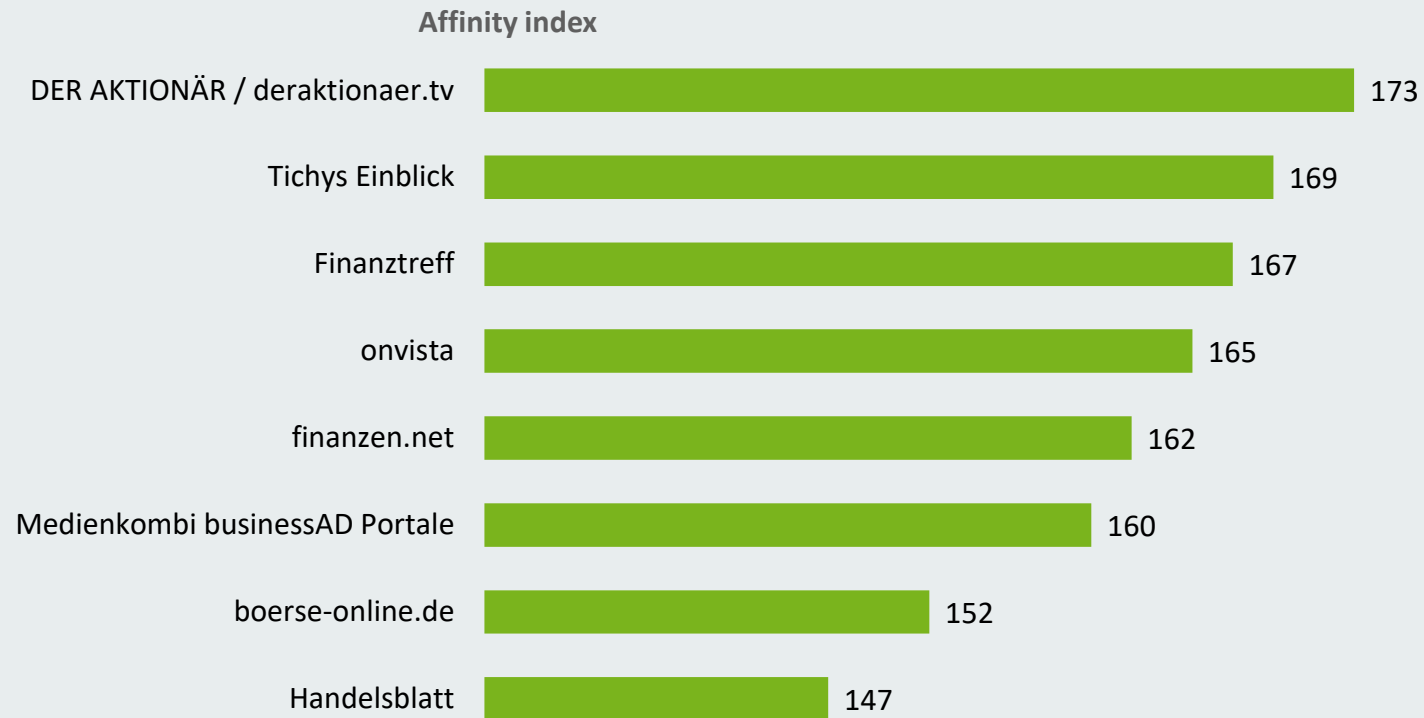
Affinity index: the weight of a specific target audience compared to the total population in case of a specific medium
Source: AGOF digital facts 2020-02



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

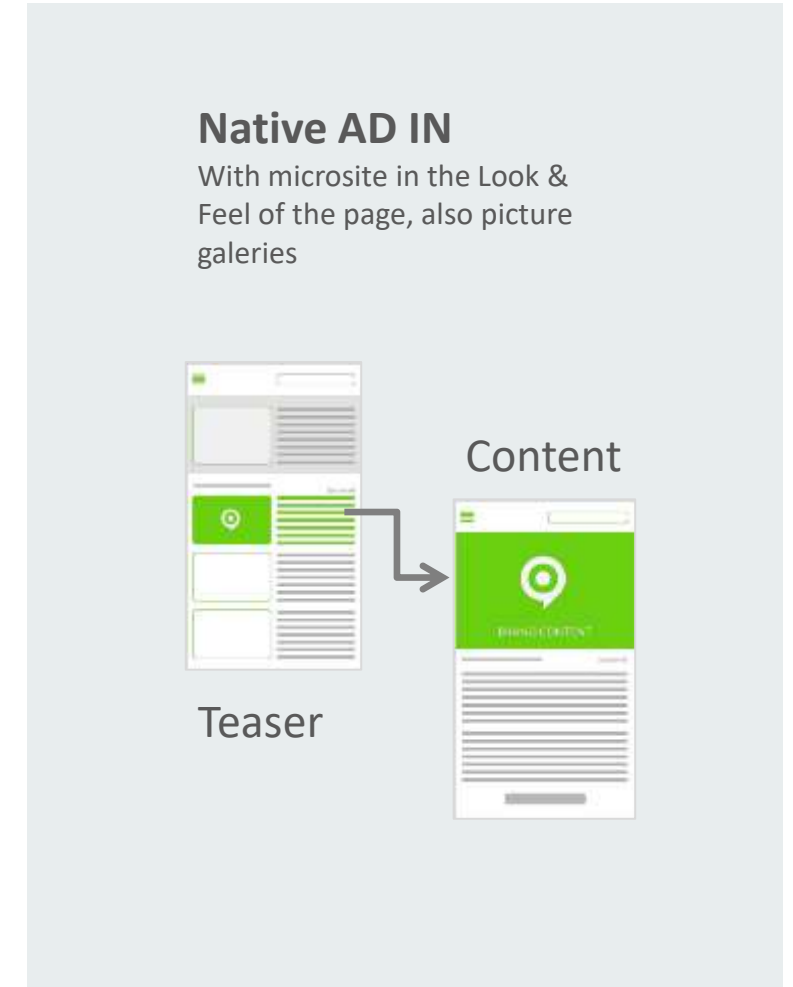
Scaleable Native Ads | Native Ad IN

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



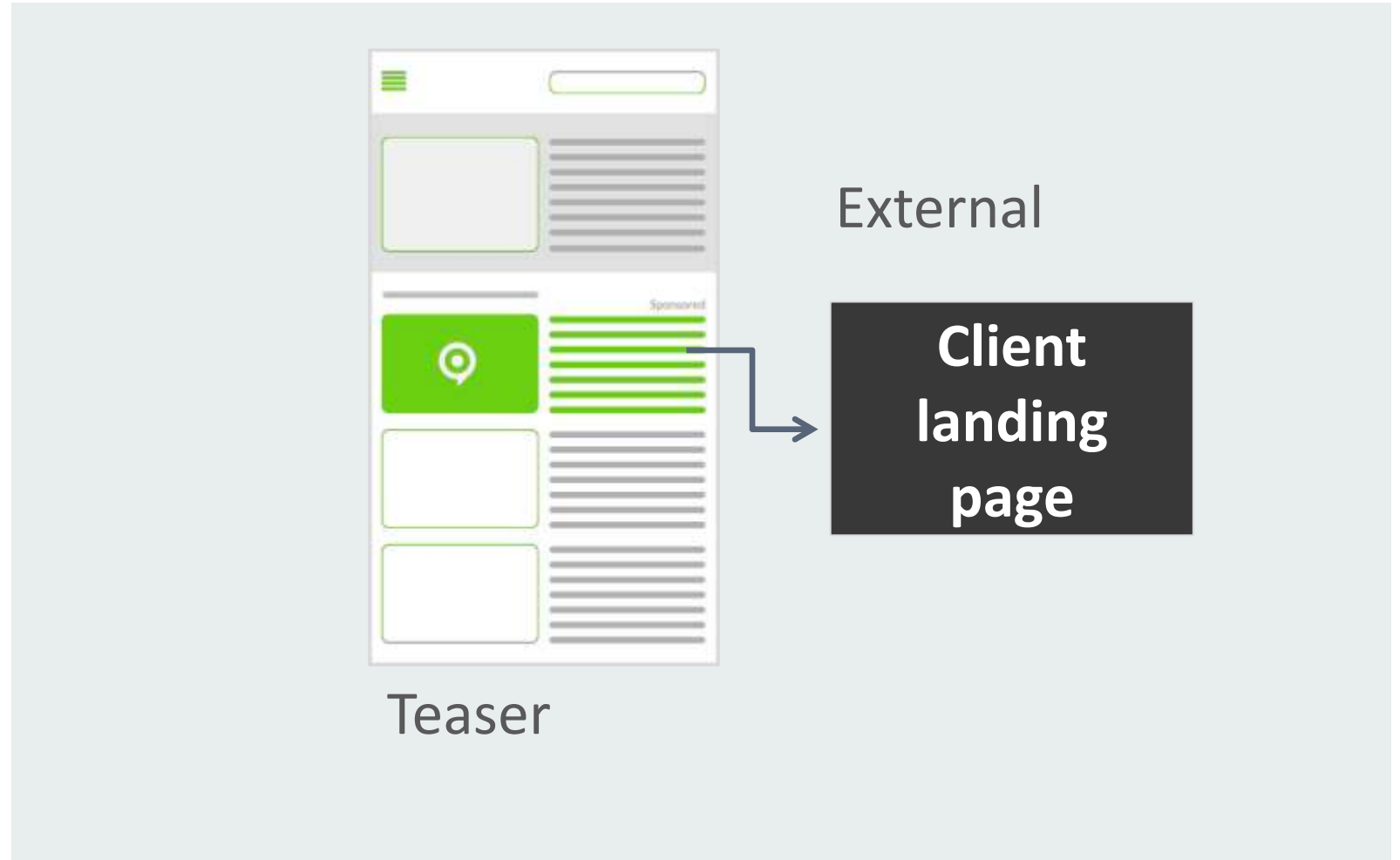
Ad specials | Integrations | Cooperations

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

Native Ads in the Channel Business & Finance

Button + Microsite | The classic advertorial



Teaser Button
(300 px
x height flexible)

Link to external landing page or integrated microsite with
tailormade product information in the editorial layout of the
website

A detailed microsite for Morphosys, showing a photo of the building, a headline "Morphosys: Das tut weh", and a table of stock prices.

Morphosys: Das tut weh

23.07.2014 - 08:19 | Quelle: finanztreff.de | Lesedauer: etwa 1 min | Text verkleinern

Facebook | Google+ | Twitter

Im Artikel erwähnt...

MORPHOSYS	99,50	-5,24%
EUR		440

Markt - Chart - Kennzahlen - Firmenprofil

Fundamentale Analysen	Urteil
08.03. DEUTSCHE BANK	Positiv
03.01. DEUTSCHE BANK	Positiv
18.01. GOLDMAN SACHS	Neutral

Nachrichten

- 10:23 ROUNDUP: Morphosys erledigt Patentklappe in den USA - Aktie bricht an
- 10:10 IPE-AFX: ANALYSE-FLASH: RBC belässt Morphosys auf Untereform - Ziel 65 Euro
- 10:10 IPE-AFX: RBC belässt Morphosys auf Untereform - Ziel 65 Euro

Investieren an der Börse?
Düsseldorfer erhalten kostenloses Training
www.megastickers.com

Individual microsite – further specifications upon request

Ad specials | Integrations | Cooperations

Single security banner (Kursporträtzeile)

- Visual-Text-Combinations in ALL single securities portraits on finanztreff.de
- Format: 970x90 Pixel
- Dynamic content that fits the SIN (WKN)
- Can be produced by the finanztreff.de Team

Kursporträtzeile

The screenshot shows the finanztreff.de website interface. At the top, there's a navigation bar with 'finanztreff.de' and various menu items like 'Wertpapiere & Kurse', 'News & Analysen', 'Geld & Vorsorge', and 'Mein Finanztreff'. Below this, there's a section for 'DAX-Portrait' with a current value of 11.025,63 and a change of -2,51%. A green box highlights a banner advertisement for UBS. Below the banner, there's a 'Kursdaten' section for 'CONTINENTAL AG INHABER-AKTIEN O.N.' showing a price of 131,60 € and a change of -4,33% / -5,95 €. A table below the stock data shows various financial metrics. At the bottom, there's a 'Chart' section and a 'Handeln Sie hier direkt über...' section with buttons for 'Depot eröffnen' and 'Handeln' for different banks like Citicorebank, onvista bank, and Rotor.

Ad specials | Integrations | Cooperations

Finanztreff.de Native Text Ads

Topic of the Week (*Thema der Woche*)

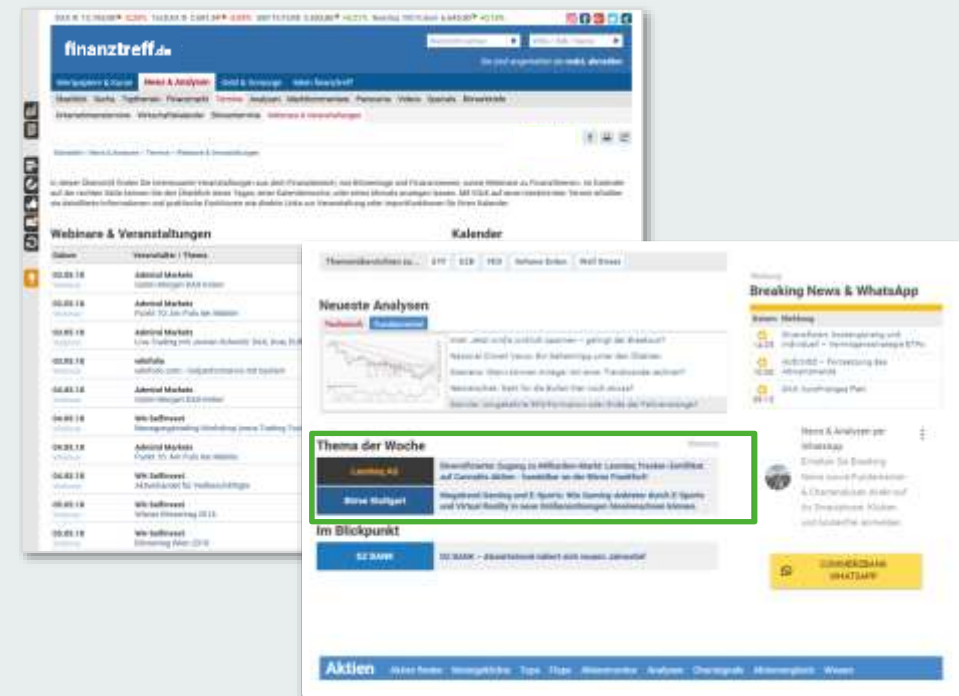
- Announcement of a topic on the starting page, placement of article in the section News & Analyses
- Various packages/periods can be booked
- Spezifikationen external linking:
 - Teaser max. 90 digits incl. blanks + colouring of client name
- Spezifikationen internal linking:
 - Teaser max. 90 Zeichen incl. blanks + colouring of client name +
 - Article up to max. 5,000 digits incl. blanks + visual (625 x 295 pixel)

Calendar webinars & events

- Integrated in the section News & Analyses
- Access to calendar via Homepage, Starting page News & Analyses as well as Appointments (Termine)

Advertising formats not via adserver, reporting via CMS

Finanztreff.de Native Text Ads



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

MEW and Apps | finanztreff.de

Example Mobile High Impact Ad

- Placement before content on first screen
- Maximum visibility
- Also available as fixed placement throughout the whole channel
- Ca. 750,000 PIs per month

All mobile formats

Interstitial

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

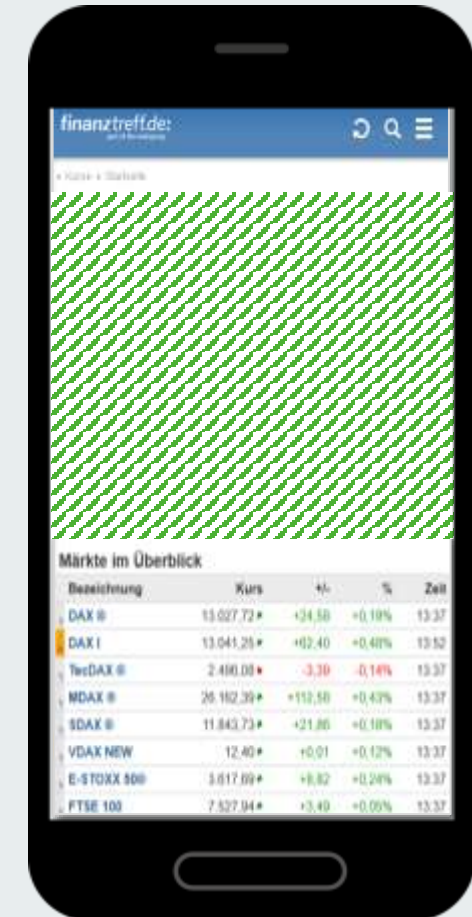
Integrated banners

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

Only for MEW

Mobile High Impact Ad 300x250px
Mobile Halfpage Ad 300x600px
Mobile Medium Rectangle 300x250px

Mobile banners on mobil.finanztreff.de



Ad specials | Integrations | Cooperations

Integration Specials | Exklusive offers for certificate issuers and asset management companies

Finanztreff.de offers interesting integration opportunities to certificate issuers and asset management companies: News, Microsites + attractive banner packages.

Interested? We are happy to help you!

Integrations for certificate issuers

The screenshot displays a financial news portal with several key sections:

- TECHNISCHE ANALYSE**: A section for technical analysis, featuring a sub-article titled "DZ BANK - Gap Closing vor neuem Aufwärtsschub".
- Aktuelle Markt & Produktnews**: A list of market and product news items, including "Dow Jones - Widerstand vor der Brust", "Beiersdorf - Nächste Hoffnung 85 EUR!", and "DAX - Es geht doch!".
- Emittentennews**: A section for issuer news, listing recent updates from companies like Citigroup, Commerzbank AG, and DZ BANK AG.
- Market Index Table**: A table showing various market indices and their performance.

Dasezeichnung	Kurs	%	Zeit
DAX	11.291,60	-0,22%	14:56
SHORTDAX	9.542,69	+0,41%	14:29
VDAX NEW	17,39	+5,12%	14:28
MDAX	23.658,84	-0,74%	14:55
TecDAX	2.543,88	-0,29%	14:52
SDAX 80	10.573,98	-0,30%	14:28
E-STOXX	9.140,19	-0,46%	14:55
STKE 600 N	745,40	-0,94%	14:28
TITAN 20	116,85	-0,37%	14:27
ATX AUSTRI	2.973,01	-0,03%	14:28
DOW JCP	24.926,56	-0,80%	14:55
NASDAQ	6.741,78	-0,03%	14:55
S&P 500	2.647,31	-0,55%	14:55
JAFAM	144,01	+1,31%	05:01
NIKKEI	20.583,79	-1,13%	14:54
HSI	27.628,70	-0,92%	14:43
BRENT	60,69	-1,57%	14:40
QJM	1.299,85	0,01%	14:55
SILVER	19,67	-0,51%	14:40
EURUSD	1,1418	+0,00%	14:43
MINI FUTUR	164,77	-0,18%	14:28

Name	Letzte Meldung
Citigroup	14:41 Dow Jones – Widerstand vor der Brust
Commerzbank AG	13:42 Ereignisreiche Woche an den Rohstoffmärkten
Citigroup	12:30 Beiersdorf - Nächste Hoffnung 85 EUR!
DZ BANK AG	11:30 DZ BANK – Palladium – Kurssturz durch E-Mobility?
Commerzbank AG	11:00 EURO Stoxx 50-Future: Recovery-Trend arbeitet

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Rates | finanztreff.de



Display	Homepage / Section	Website Rotation	Channel Rotation
Super Banner	40 €	30 €	10 €
Skyscraper	45 €	30 €	10 €
Medium Rectangle	60 €	40 €	25 €
Ad Bundle		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 Daily fixed placement Homepage + z.B. Aktien (Shares) (50,000 AIs guaranteed)	2.500 € fixed		
Fireplace	95 €	65 €	40 €
Homepage takeover or Exclusivity above-the-fold Daily fixed placement HP + z.B. Aktien (50,000 AIs per day)	115 € 3.950 € fixed	85 €	60 €

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

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Rates | finanztreff.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 Kombination	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 €

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Rates | finanztreff.de



Integrations / Native	Homepage / Section	Website Rotation	Channel Rotation
Native Ad Out			40 €
Native Ad In			45 €
Advertorial (Button + Microsite)		Upon request	
Ressort Sponsoring / Integrations Specials		Upon request	
Video	Homepage / Section	Website Rotation	Channel Rotation
Outstream Video		40 €	
Finanztreff Native Text Ads	Homepage/ Section	Website Rotation	Channel Rotation
Topic of the week Thema der Woche: 1 week		800 €	
Topic of the week Thema der Woche: 4 weeks		2.800 €	
Topic of the week Thema der Woche: 52 weeks		24.960 €	
Webinare & Veranstaltungen: Calendar entry		150 €	
Webinare & Veranstaltungen: Calendar entry + optional highlighting		250 €	

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.

For further information.

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