

Börsen-Kurier

SINCE 1922

MEDIA DATA & ADVERTISEMENT RATES 2018

Austrias
financial
weekly



www.boersen-kurier.at

50.000 Readers. 20.000 Decision Makers. Every week.

Printed copies _____ 15.000 (up to 20.000 copies for special issues)
 Sold copies _____ 11.500

Readers _____ 50.000
 Of these: Decision Makers _____ 20.000

Distribution Subscribers / Newspaper Kiosk _____ 90 % / 10 %

Typology of Readers _____ 1/3 Financial Professionals
 _____ (institutional investors, asset consultants, bankers and insurance agents)
 _____ 2/3 Private Investors

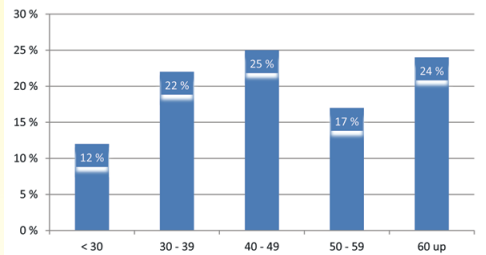
Occupation Groups (Decision Makers)

Entrepreneurs _____ 19,8 %
 Managers / Executives _____ 49,0 %
 Public Officials _____ 9,5 %
 Freelancers _____ 21,7 %

Regional Distribution (Subscribers)

Vienna _____ 30,7 %
 Lower Austria _____ 20,9 %
 Upper Austria _____ 12,4 %
 Salzburg _____ 5,5 %
 Tyrol (incl. East Tyrol) _____ 6,3 %
 Vorarlberg _____ 4,4 %
 Burgenland _____ 3,2 %
 Styria _____ 11,7 %
 Carinthia _____ 4,8 %

Reader's Age Distribution



Source: Own Survey

Börsen-Kurier is sold in more than 1500 selected tobacconist's, newspaper kiosks and newsagents throughout Austria.

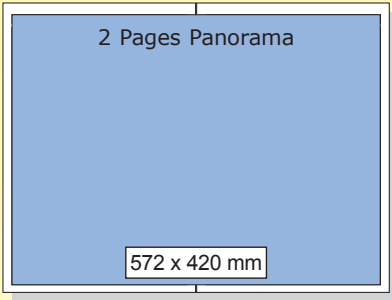
CONTACT

Sales- and Advertising Manager

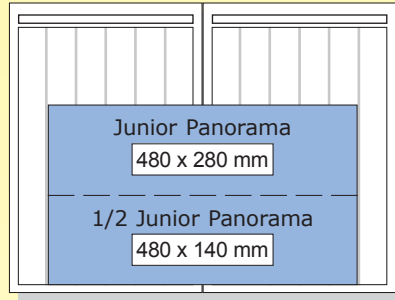
Klaus Schweinegger
 T: ++43 (1) 470 09 16 / 12
 M: ks@boersen-kurier.at

Editorial Office

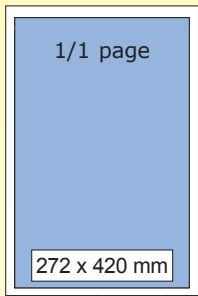
1180 Wien, Gentzgasse 15/1/4
 T: ++43 (1) 470 09 16 / 0
 F: ++43 (1) 470 09 16 / 10
 M: redaktion@boersen-kurier.at



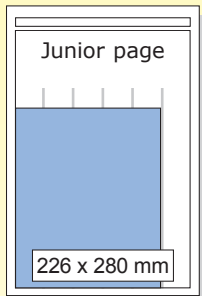
12.990 €



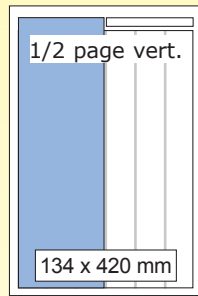
7.100 € / 4.450 €



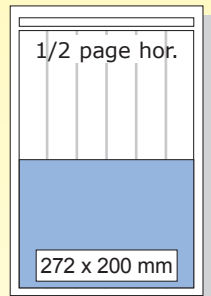
6.490 €



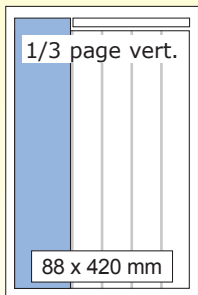
4.120 €



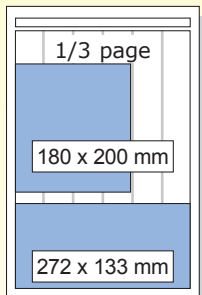
3.960 €



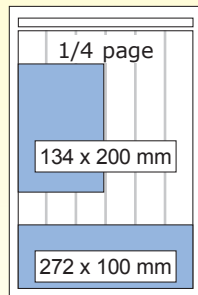
3.690 €



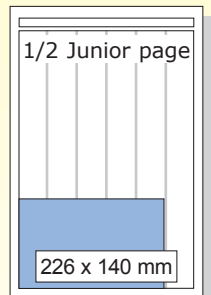
2.620 €



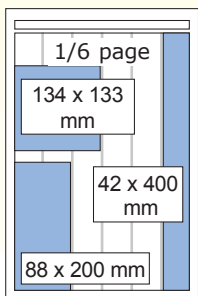
2.440 €



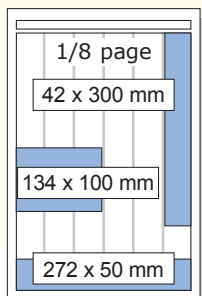
2.190 €



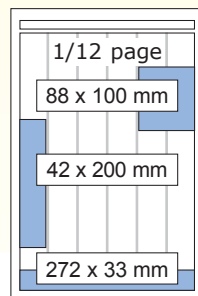
2.330 €



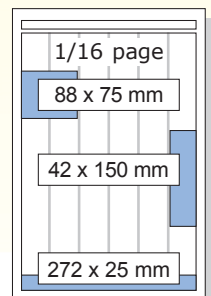
1.650 €



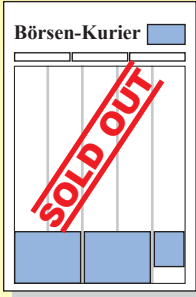
1.350 €



970 €



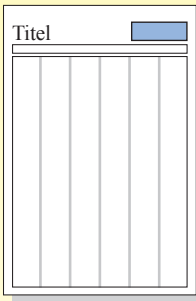
850 €



Front page

Box on top:
(88 x 15 mm) 920 €

on bottom:
104 x 81,5 mm 1.660 €
60 x 52 mm 610 €



Front pages of other volumes

Box on top:
(88 x 30 mm) 430 €

Supplements

up to 40 g: 145 € per 1.000 copies + postage.
Other supplements on demand.

Classified advertisements

rate per mm (1 col., 42 mm, text) 3,80 €

Volume Discounts

3 - 9 times	5 %
10 - 24 times	10 %
25 - 45 times	30 %
45 times and more	50 %

Placement

Surcharge for desired position	10 %
Surcharge for Back-Cover-Page	20 %

Special Topics

Börsen-Kurier publishes special pages or supplements on the following subjects. Please note the calendar for 2017 on page 6!

- Investment funds
- Certificates
- Insurance & retirement plans
- Finance & Ethics
- Specials on selected exhibitions and fairs.

for more special topics contact our sales representatives!

Design

We provide special services and designs such as company supplements, pages on special topics, advertorials, etc. Please contact your media consultant!

Special advertisements

- Tip-On-Cards
- Pull-out supplement
- Banderoles etc.
upon request

Shareholder Relations Packages

- Internet address in „Aktionalphabet“ in every issue
- Invitation to General Meeting
- Quarterly and Annual reports

For details and special offers please contact your media consultant!

Online Advertisement

on www.boersen-kurier.at - please contact our sales representative for an offer, that is suitable to your special needs.

Technical Data

Printed copies:	15.000 (up to 20.000 copies for special issues)
Printing process:	Newspaper rotary offset
Paper:	White, „Roto-A“ quality, 42.5 g/m ² . Format 300 x 450 mm
Print space:	272 x 420 mm, 6 columns, 42 mm each. No bledded print possible!
Production:	Herold Druck & Verlag AG, Faradaygasse 6, A-1032 Vienna.

Colours

All pages are printed in 4C. As newspaper print uses solely the CMYK colour model, RGB- and spot colour data will be converted to CMYK. We do not take any responsibility for possible colour deviations!

For exact match of colours, please send us a proof via „snail mail“!

File formats

Advertisements must correspond to the Austria print standard ÖNORM A 1503 (ColdSet - newspapers - preparation of data and criteria of print quality). This standard serves as a guideline for process-adjusted creation of PDF-data for newspaper-print meeting ISO 12647-3. This has the purpose to ensure comparable print results in all Austrian newspaper printing companies.

Raster 40 oder 44 lines per cm, dot gain up to 30 %. Density of black max. 95 %, total ink coverage max. 240 %.

In case PDF and thus secured data transmission is impossible, EPS may be used with all fonts embedded or with text converted to outlines.

We do not take any responsibility for all other document formats!

Data transmission

eMail to redaktion@boersen-kurier.at

In case of very huge data files, please contact us concerning ftp transfer. We accept CD-ROMs, USB pen drives etc. only by prior agreement!

Deadlines

Deadline for advertisements and printing materials: Thursday before the release date of your advertisement.

Deadline for Panorama pages: two weeks before release date.
Please contact our sales representatives in time!

Ausgabe	vom	Thema	Ausgabe	vom	Thema
BK1-2	11.01.2018	Certificates	BK28	12.07.2018	Financial investments special
BK3	18.01.2018	Ret. planning, Finance & Ethics	BK29	19.07.2018	
BK4	25.01.2018	Investment funds	BK30	26.07.2018	
BK5	01.02.2018	Certificates	BK31	02.08.2018	
BK6	08.02.2018	Retirement planning	BK32-33	09.08.2018	Financial investments special
BK7	15.02.2018	Finance & Ethics	BK34	23.08.2018	
BK8	22.02.2018	Investment funds	BK35	30.08.2018	
BK9	01.03.2018	Vienna Insurance brokers' day	BK36	06.09.2018	Certificates
BK10	08.03.2018	Certificates	BK37	13.09.2018	Retirement planning
BK11	15.03.2018	Finance & Ethics	BK38	20.09.2018	Finance & Ethics
BK12-13	22.03.2018	Investment funds	BK39	27.09.2018	Investment funds
BK14	06.04.2018	Certificates	BK40	04.10.2018	Certificates
BK15	12.04.2018	ÖVM Forum, Invest Stuttgart	BK41	11.10.2018	
BK16	19.04.2018	Finance & Ethics	BK42	18.10.2018	AssCompact Trendtag, Gewinn-Messe
BK17	26.04.2018	Investment funds	BK43	25.10.2018	Finance & Ethics
BK18	03.05.2018	Vienna stock exchange day, Certificates	BK44	01.11.2018	Certificates
BK19	10.05.2018	Retirement planning	BK45	08.11.2018	Retirement planning
BK20	17.05.2018	Finance & Ethics	BK46	15.11.2018	Finance & Ethics
BK21	24.05.2018		BK47	22.11.2018	Investment funds
BK22	31.05.2018	Investment funds	BK48	29.11.2018	Beautiful gifts (Christmas special)
BK23	07.06.2018	Certificates	BK49	06.12.2018	Ret. planning, Certificates
BK24	14.06.2018	Retirement planning	BK50	13.12.2018	Finance & Ethics
BK25	21.06.2018	Finance & Ethics	BK51-52	20.12.2018	Investment funds
BK26-27	28.06.2018	Investment funds			

CAUTION: Deadline for advertisements seven days before release date!

Börsen-Kurier

Publisher: FinanzMedienVerlag Ges.m.b.H., 1180 Wien, Gentzgasse 15
Executive partners: Marius Perger, Klaus Schweinegger

www.finanzmedien.at
www.boersen-kurier.at

 www.facebook.com/Boersenkurier

Official medium of:



IVA - Interessenverband für Anleger

Memberships:



Verband Österreichischer Zeitungen



Zentralverband Österreichischer
Aktiengesellschaften und GmbH



Vereinigung ausländischer
Investmentgesellschaften in
Österreich (associated member)