

Börsen-Kurier

SINCE 1922

MEDIA DATA & ADVERTISEMENT RATES 2017

Anniversary
95 years
Börsen-Kurier



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

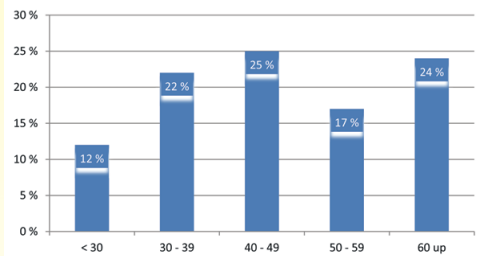
Occupation Groups (Decision Makers)

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 tobacconists, newspaper kiosks and newsagents throughout Austria.

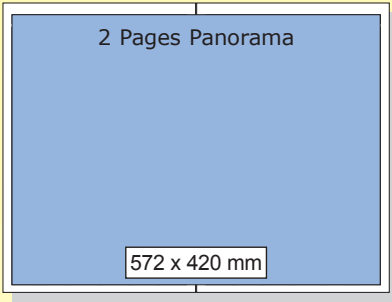
CONTACT

Sales- and Advertising Manager

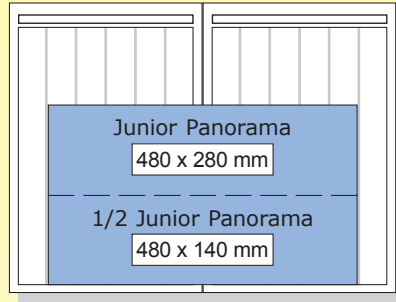
Klaus Schweinegger
T: ++43 (1) 470 09 16 / 12
M: ks@boersen-kurier.at

Editorial Office

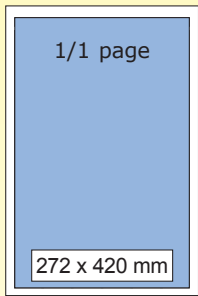
1180 Wien, Gentzgasse 15/1/4
T: ++43 (1) 470 09 16 / 0
F: ++43 (1) 470 09 16 / 10
M: redaktion@boersen-kurier.at



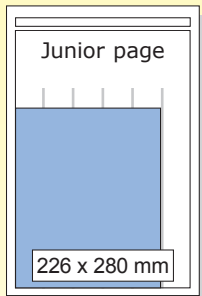
12.800 €



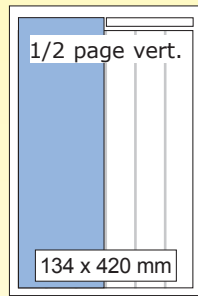
6.980 € / 4.370 €



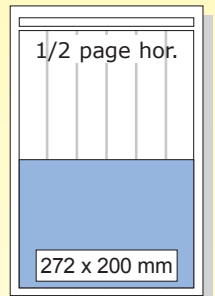
6.390 €



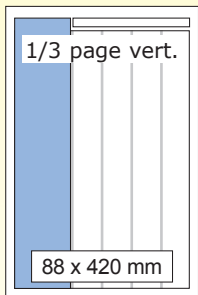
4.050 €



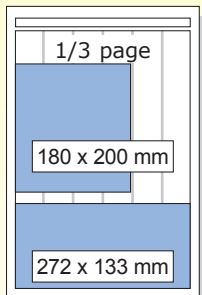
3.880 €



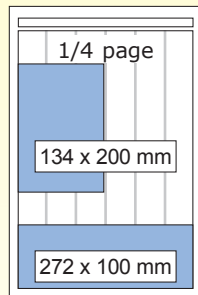
3.640 €



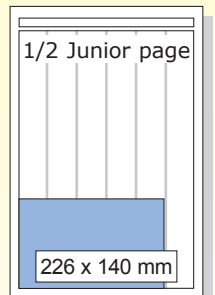
2.570 €



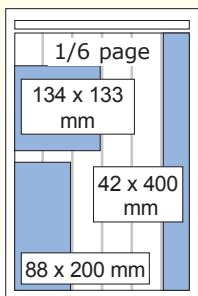
2.390 €



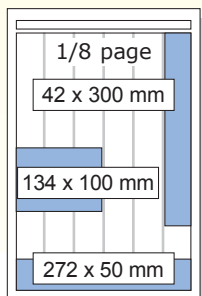
2.130 €



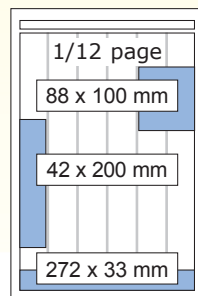
2.290 €



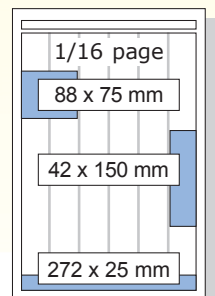
1.620 €



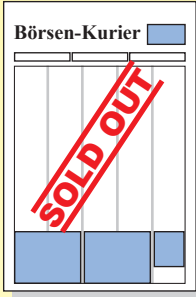
1.320 €



950 €



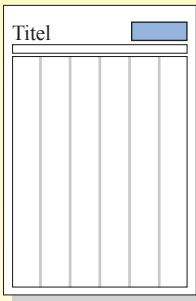
830 €



Front page

Box on top:
(88 x 15 mm) 900 €

on bottom:
104 x 81,5 mm 1.630 €
60 x 52 mm 600 €



Front pages of other volumes

Box on top:
(88 x 30 mm) 420 €

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) 3,70 €

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!

Issue	Release date	Subject	Issue	Release date	Subject
BK1-2	12.1.2017		BK29	20.7.2017	Financial investments special
BK3	19.1.2017	Ret. planning, Finance & Ethics	BK30-311	27.7.2017	
BK4	26.1.2017	Investment funds	BK32	10.8.2017	
BK5	2.2.2017	Certificates	BK33	17.8.2017	
BK6	9.2.2017	Finance & Ethics	BK34	24.8.2017	Financial investments special
BK7	16.2.2017	Investment funds	BK35	31.8.2017	
BK8	23.2.2017	Vienna Ins. brokers' day	BK36	7.9.2017	Certificates
BK9	2.3.2017	Certificates	BK37	14.9.2017	Anniversary issue
BK10	9.3.2017				95 years of Börsen-Kurier
BK11	16.3.2017	Investment funds	BK38	21.9.2017	Ret. planning, Finance & Ethics
BK12	23.3.2017	Finance & Ethics	BK39	28.9.2017	Investment funds
BK13	30.3.2017	Retirement planning	BK40	5.10.2017	Certificates
BK14	6.4.2017	Invest Stuttgart	BK41	12.10.2017	
BK15-16	13.4.2017		BK42	19.10.2017	Gewinn Messe, Ass Compact trend-day
BK17	27.4.2017	Finance & Ethics			
BK18	4.5.2017	Certificates	BK43	26.10.2017	
BK19	11.5.2017	Retirement planning	BK44	2.11.2017	Certificates
BK20	18.5.2017	Vienna stock exchange day	BK45	9.11.2017	Retirement planning
BK21	25.5.2017	Finance & Ethics	BK46	16.11.2017	Finance & Ethics
BK22	1.6.2017	Certificates	BK47	23.11.2017	Investment funds
BK23	8.6.2017	Retirement planning	BK48	30.11.2017	Beautiful gifts (Christmas special)
BK24	15.6.2017				
BK25	22.6.2017	Finance & Ethics	BK49	7.12.2017	Ret. planning, Certificates
BK26	29.6.2017	Investment funds	BK50	14.12.2017	Finance & Ethics
BK27-28	6.7.2017		BK51-52	21.12.2017	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)