

## MEDIA DATA & ADVERTISEMENT RATES 2019

Austria's  
single weekly  
newspaper  
for finance and  
economy



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

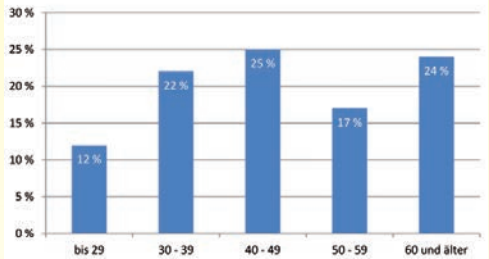
## Occupation Groups (Decision Makers)

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



Quelle: Eigene Erhebung

Austria's single weekly newspaper for finance and economy is sold in about 1.500 selected tobacconists, newspaper kiosks and newsagents throughout Austria.

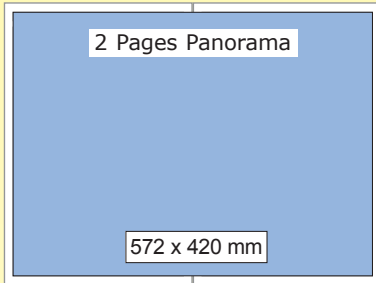
## CONTACT

Sales- and Advertising Manager

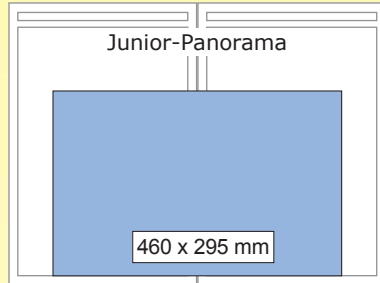
Klaus Schweinegger  
 T: ++43 (1) 470 09 16 12  
 M: ks@boersen-kurier.at

Editorial Office

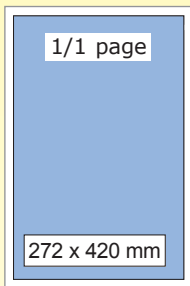
1180 Wien, Gentzgasse 15/1/4  
 T: ++43 (1) 470 09 16 0  
 F: ++43 (1) 470 09 16 10  
 M: redaktion@boersen-kurier.at



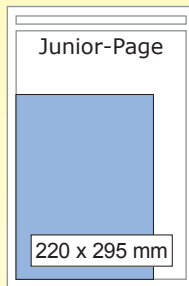
12.990 €



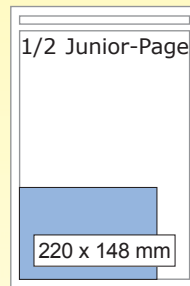
7.100 €



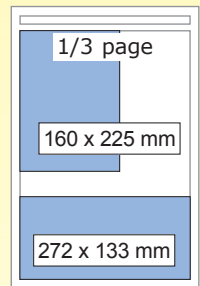
6.490 €



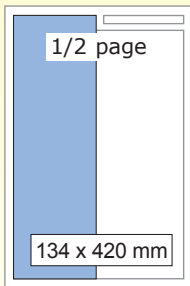
4.120 €



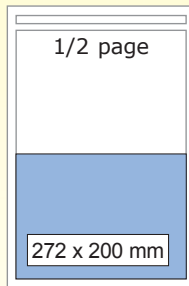
2.330 €



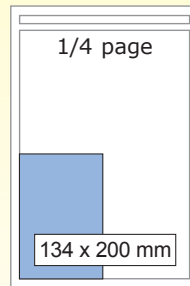
2.440 €



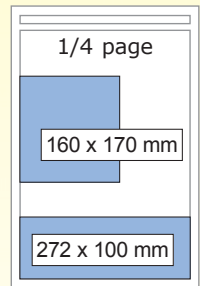
3.690 €



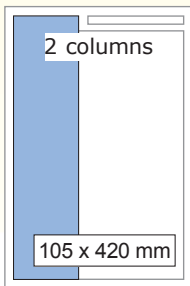
3.690 €



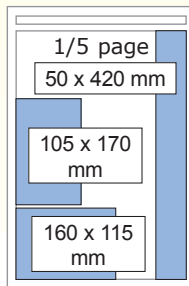
2.190 €



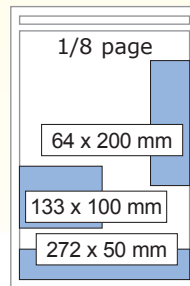
2.190 €



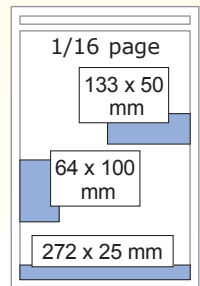
2.990 €



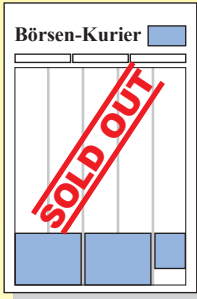
1.650 €



1.350 €



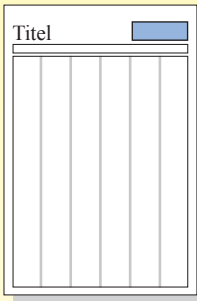
850 €



### 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) 4,20 €

## 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 2019 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 „Aktienalphabet“ 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](http://www.boersen-kurier.at)** - please contact our sales representative for an offer, that is suitable to your special needs.

## Technical Data

<b>Printed copies:</b>	15.000 (up to 20.000 copies for special issues)
<b>Printing process:</b>	Newspaper rotary offset
<b>Paper:</b>	White, „Roto-A“ quality, 42.5 g/m <sup>2</sup> . Format 300 x 450 mm
<b>Print space:</b>	272 x 420 mm, 5 columns, 50 mm each or 4 columns, 64 mm each. No bled print possible!
<b>Production:</b>	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](mailto: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	10.01.2019	Certificates	BK28	11.07.2019	Financial investments special
BK3	17.01.2019	Finance & Ethics	BK29	18.07.2019	
BK4	24.01.2019	Retirement planning	BK30-31	25.07.2019	
BK5	31.01.2019	Investment funds	BK32	08.08.2019	
BK6	07.02.2019	VSE day, Certificates	BK33	15.08.2019	Financial investments special
BK7	14.02.2019	Finance & Ethics	BK34	22.08.2019	
BK8	21.02.2019	Investment funds	BK35	29.08.2019	
BK9	28.02.2019	Vienna broker's day, Ret. plan.	BK36	05.09.2019	Certificates
BK10	07.03.2019	Certificates	BK37	12.09.2019	Finance & Ethics
BK11	14.03.2019	Finance & Ethics	BK38	19.09.2019	Retirement planning
BK12	21.03.2019	Retirement planning	BK39	26.09.2019	Investment funds
BK13	28.03.2019	Investment funds	BK40	03.10.2019	Certificates
BK14	04.04.2019	Invest Stuttgart, Certificates	BK41	10.10.2019	Finance & Ethics
BK15-16	11.04.2019	Finance & Ethics, Ret. planning	BK42	17.10.2019	AssCompact trend-day, Gewinn-Messe
BK17	26.04.2019	Investment funds	BK43	24.10.2019	
BK18	02.05.2019	Certificates	BK44	31.10.2019	
BK19	09.05.2019	Finance & Ethics	BK45	07.11.2019	Certificates
BK20	16.05.2019		BK46	14.11.2019	Finance & Ethics
BK21	23.05.2019	Retirement planning	BK47	21.11.2019	Retirement planning
BK22	30.05.2019	Investment funds	BK48	28.11.2019	Investment funds
BK23	06.06.2019	Certificates	BK49	05.12.2019	Certificates
BK24	13.06.2019	Finance & Ethics	BK50	12.12.2019	Finance & Ethics, Ret. planning
BK25	20.06.2019	Retirement planning	BK51-52	19.12.2019	Investment funds
BK26-27	27.06.2019	Certificates			

**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](http://www.finanzmedien.at)

[www.boersen-kurier.at](http://www.boersen-kurier.at)

[www.facebook.com/Boersenkurier](https://www.facebook.com/Boersenkurier) 

**E-Paper**

[www.kiosk.at](http://www.kiosk.at)



**Memberships:**



Verband Österreichischer Zeitungen



Vereinigung ausländischer  
Investmentgesellschaften in  
Österreich (associated member)

**Official medium of:**



Zentralverband Österreichischer  
Aktiengesellschaften und GmbH