

Börsen-Kurier

SINCE 1922

MEDIA DATA & ADVERTISEMENT RATES 2021

Austria's
only weekly
newspaper
for finance and
economy



READER PROFILE & MEDIA DATA

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

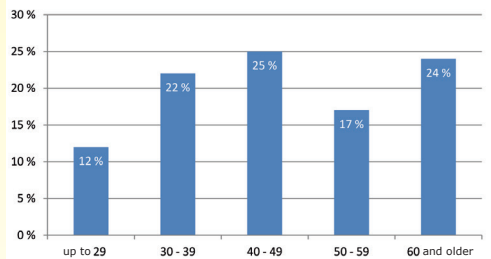
Occupation Groups (Decision Makers)

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 inquiry

Börsen-Kurier is sold in about 600 selected tobacconist's, newspaper kiosks and newsagents throughout Austria.

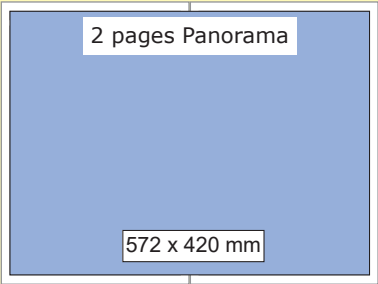
CONTACT

Sales and Advertising Manager

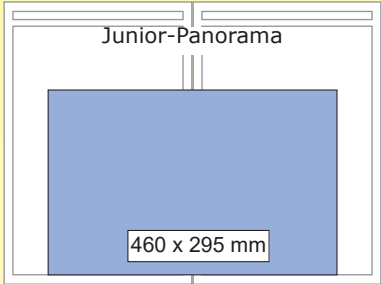
Klaus Schweinegger
T: ++43 (1) 470 09 16 12
M: ks@boersen-kurier.at

Editorial Office

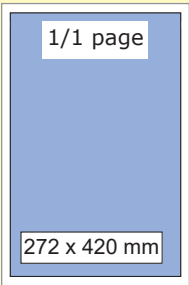
1180 Wien, Gentzgasse 15/1/4
T: ++43 (1) 470 09 16 0
F: ++43 (1) 470 09 16 10
M: redaktion@boersen-kurier.at



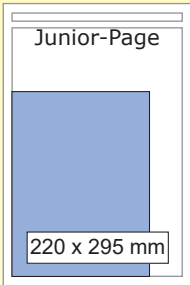
12.990 €



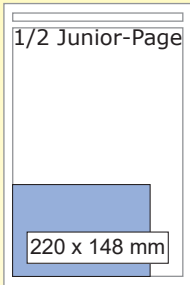
7.250 €



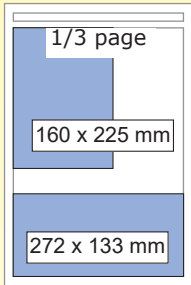
6.620 €



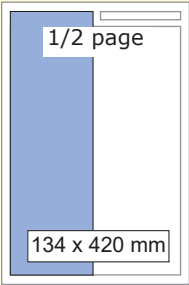
4.220 €



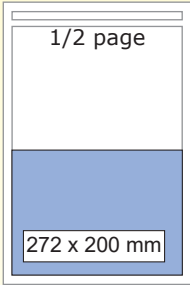
2.390 €



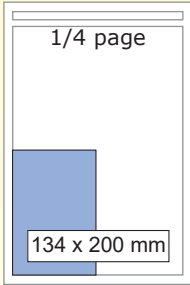
2.490 €



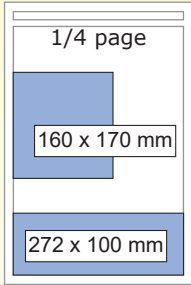
3.820 €



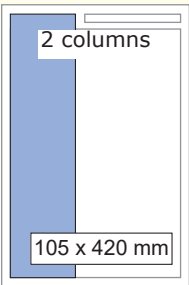
3.820 €



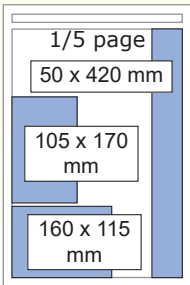
2.250 €



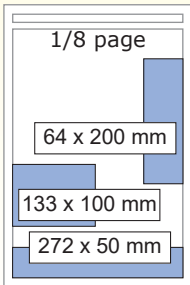
2.250 €



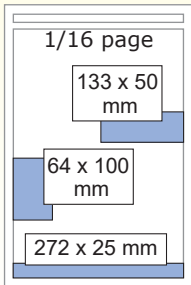
3.060 €



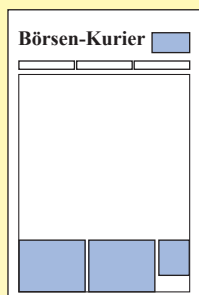
1.680 €



1.410 €

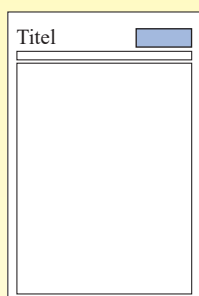


890 €

**Front page**

Box on top
(73 x 32 mm) 940 €

Box on bottom
104 x 81,5 mm 1.690 €
50 x 62 mm 620 €

**Front pages
of other volumes**

Box on top
(88 x 30 mm) 440 €

Supplements

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

Classified advertisements

Rate per mm (1 column, 50 mm, text) 4,30 €

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 2020 on page 6!

- Investment funds
- Certificates
- Insurance & Retirement plans
- Finance & Ethics
- Art & Culture
- 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 Advertisements

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

Your advertisement could look like this



Front page
Box on top
73 x 32 mm

Box on bottom
104 x 81,5 mm
50 x 62 mm



Junior Page
220 x 295 mm



1/2 page
272 x 200 mm



1/4 page
134 x 200 mm



1/8 page
272 x 50 mm



**We design
your advertisement**
1/2 page
272 x 200 mm

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/m²,
Format 300 x 450 mm

Print space: 272 x 420 mm, 5 columns, 50 mm each or
6 columns, 42 mm each.
No bled print possible!

Production: Herold Druck & Verlag AG, Faradaygasse 6, A-1032 Wien

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.

For panorama pages we need your printing material two weeks in advance. Please contact your sales representative!

Edition	from	Subject	Edition	from	Subject
BK1	07.01.2021	Certificates	BK26-27	01.07.2021	Summer Special
BK2	14.01.2021	Finance & Ethics	BK28	15.07.2021	
BK3	21.01.2021	Retirement planning	BK29-30	22.07.2021	
BK4	28.01.2021	Investment funds	BK31	05.08.2021	
BK5	04.02.2021	Certificates	BK32	12.08.2021	Summer Special
BK6	11.02.2021	Finance & Ethics	BK33	19.08.2021	
BK7	18.02.2021	Retirement planning	BK34	26.08.2021	
BK8	25.02.2021	Investment funds	BK35	02.09.2021	Certificates
BK9	04.03.2021	Certificates	BK36	09.09.2021	Finance & Ethics
BK10	11.03.2021	Finance & Ethics	BK37	16.09.2021	Retirement planning
BK11	18.03.2021	Retirement planning	BK38	23.09.2021	Investment funds
BK12-13	25.03.2021	Investment funds	BK39	30.09.2021	Certificates
BK14	08.04.2021	Certificates	BK40	07.10.2021	Retirement planning
BK15	15.04.2021	Finance & Ethics	BK41	14.10.2021	Finance & Ethics
BK16	22.04.2021	Retirement planning	BK42	21.10.2021	Investment funds
BK17	29.04.2021	Investment funds	BK43	28.10.2021	
BK18	06.05.2021	Certificates	BK44	04.11.2021	Certificates
BK19	13.05.2021	Finance & Ethics	BK45	11.11.2021	Finance & Ethics
BK20	20.05.2021	Retirement planning	BK46	18.11.2021	Retirement planning
BK21	27.05.2021	Investment funds	BK47	25.11.2021	Investment funds
BK22	03.06.2021	Certificates	BK48	02.12.2021	Certificates
BK23	10.06.2021	Finance & Ethics	BK49	09.12.2021	Finance & Ethics
BK24	17.06.2021	Retirement planning	BK50	16.12.2021	Retirement planning
BK25	24.06.2021	Investment funds	BK51-52	23.12.2021	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 

E-Paper

www.kiosk.at



Memberships:



Verband Österreichischer Zeitungen



Vereinigung ausländischer
Investmentgesellschaften in
Österreich (a.o. Mitglied)

Official medium of:



Zentralverband Österreichischer
Aktiengesellschaften und GmbH