

# Börsen-Kurier

SINCE 1922

## MEDIA DATA & ADVERTISEMENT RATES 2022



### +++ amc Osram +++ Bawag +++ EVN +++ Immofinanz +++ KTM +++ OMV +++

# Börsen-Kurier

ÖSTERREICHIS WOCHEENZEITUNG FÜR FINANZ UND WIRTSCHAFT, SEIT 1922



**Schwindelerregend**  
Jens Korte live von der Wall Street, S. 4  
Nr. 44 vom 4. November 2021

**Auftragsbücher voll, aber ...**  
Strabag-Chef Bertel im Gespräch auf S. 9  
www.boersen-kurier.at

**Zertifikate Spezial**  
Auf unterschiedliche Szenarien setzen ab S. 21 € 2,90

## US-Hausse: Wie lange noch?

Wachstumsaktien entziehen sich längst einer klassischen Beurteilung.



### IN DIESEM BK:

**Künstliche Intelligenz.** Das Thema hat 2 Bösen in der Gesundheitsbranche. Seite 3

**Standort.** Deutschland ist eine der Top-Downnamen für Fachkräfte. Seite 4

**Wirtschaften.** Die USA unterstützen die EU bei deren Erweiterungsbereitungen. Seite 4

**Preise.** Die Aktie des Sportwagenherstellers profitiert auch vom Erfolg von VW. Seite 5

**Branchenblick.** Das Geschäft der Nutzwagenhersteller boomt wieder. Seite 5

**Zahlen I.** Die OMV hat mehr Erfolg erzielt und seine Gewinnziele angehoben. Seite 7

**Zahlen II.** aus Ostau unter den Erwartungen der Analysten. Seite 11

**Zahlen III.** Erste Group mit starkem operativem Ergebnis. Seite 13

**Dividenden.** Die Ausschüttungen für 2021 dürften ansteigen werden. Auch mit Zertifikaten kaufen, muss davon profitieren. Seite 2

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 \_\_\_\_\_ 12.500

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

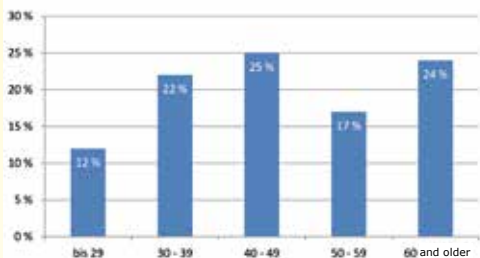
## Occupation Groups (Decision Makers)

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

The Börsen-Kurier is available across Austria in selected kiosks, supermarkets and magazine stores, for example at airports and train stations, as well as digitally at [www.kiosk.at](http://www.kiosk.at). Subscribers can also read the Börsen-Kurier online at [www.boersen-kurier.at](http://www.boersen-kurier.at).

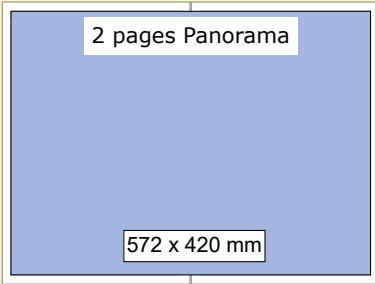
## CONTACT

### Sales and Advertising Manager

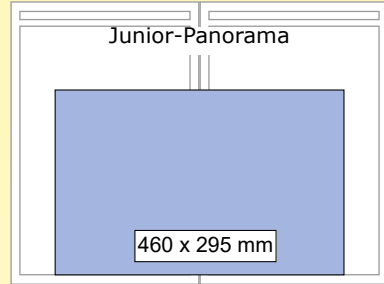
Klaus Schweinegger  
T: ++43 (1) 470 09 16 12  
M: [ks@boersen-kurier.at](mailto:ks@boersen-kurier.at)

### Editorial Office

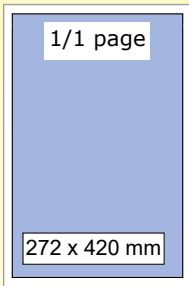
1180 Wien, Gentzgasse 15  
T: ++43 (1) 470 09 16 0  
F: ++43 (1) 470 09 16 10  
M: [redaktion@boersen-kurier.at](mailto:redaktion@boersen-kurier.at)



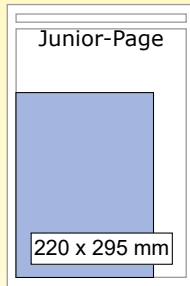
12.990 €



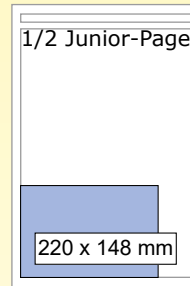
7.350 €



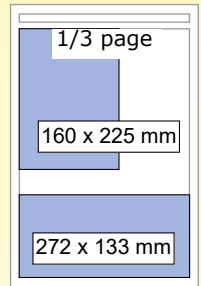
6.690 €



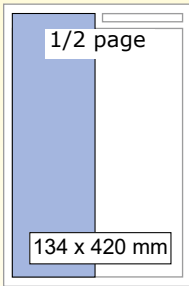
4.290 €



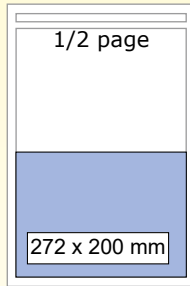
2.450 €



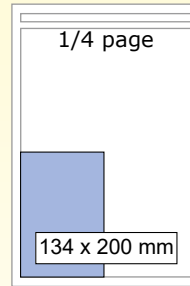
2.550 €



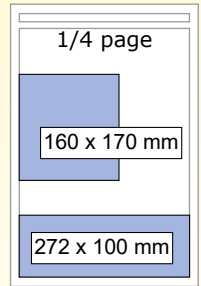
3.950 €



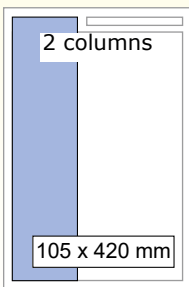
3.950 €



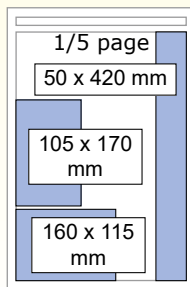
2.290 €



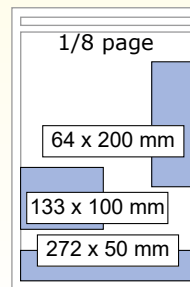
2.290 €



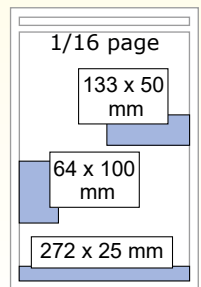
3.100 €



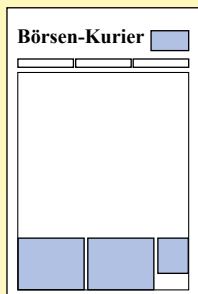
1.750 €



1.490 €



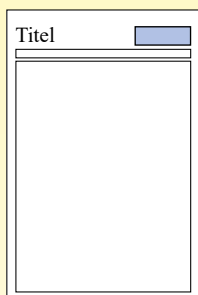
950 €



### Front page

Box on top  
(73 x 32 mm) 990 €

Box on bottom  
104 x 81,5 mm 1.750 €  
50 x 62 mm 650 €



### Front pages of other volumes

Box on top  
(88 x 30 mm) 480 €

## 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) 4,90 €

## 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 2022 on page 7!

- 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](http://www.boersen-kurier.at) - please contact our sales representatives for an offer that is suitable to your special needs.

This is what your advertisement could look like



**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



**Half Page**

272 x 200 mm



**Quarter Page**

134 x 200 mm



**Eighth Page**

272 x 50 mm



Wir design your advertisement

**Half 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/m<sup>2</sup>,  
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](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.

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

Edition	from	Subject	Edition	from	Subject
BK1-2	13.01.2022	Certificates	BK26	30.06.2022	Investment funds
BK3	20.01.2022	Finance & Ethics	BK27-28	07.07.2022	
BK4	27.01.2022	Retirement planning & Investment funds	BK29	21.07.2022	
BK5	03.02.2022	Certificates	BK30-31	28.07.2022	Summer Special
BK6	10.02.2022	Finance & Ethics	BK32	11.08.2022	
BK7	17.02.2022	Retirement planning	BK33	18.08.2022	Summer Special
BK8	24.02.2022	Investment funds	BK34	25.08.2022	
BK9	03.03.2022		BK35	01.09.2022	
BK10	10.03.2022	Certificates	BK36	08.09.2022	Ret.plan. & Stock exchange day
BK11	17.03.2022	Finance & Ethics	BK37	15.09.2022	Certificates
BK12	24.03.2022	Retirement planning	BK38	22.09.2022	Finance & Ethics
BK13	31.03.2022	Investment funds	BK39	29.09.2022	Investment funds
BK14-15	07.04.2022	Certificates	BK40	06.10.2022	AssCompact Trend-Day & Retirement planning
BK16	21.04.2022	Ethics	BK41	13.10.2022	Certificates
BK17	28.04.2022	Retirement planning & Investment funds	BK42	20.10.2022	Finance & Ethics
BK18	05.05.2022	Certificates	BK43	27.10.2022	Investment funds
BK19	12.05.2022	Finance & Ethics	BK44	03.11.2022	Retirement planning
BK20	19.05.2022	Retirement planning	BK45	10.11.2022	Certificates
BK21	26.05.2022	Investment funds	BK46	17.11.2022	Finance & Ethics
BK22	02.06.2022		BK47	24.11.2022	Investment funds
BK23	09.06.2022	Certificates	BK48	01.12.2022	Retirement planning
BK24	16.06.2022	Finance & Ethics	BK49	08.12.2022	Certificates
BK25	23.06.2022	Insurance broker day, Ret. plan.	BK50	15.12.2022	Finance & Ethics
			BK51-52	22.12.2022	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](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 (a.o. Mitglied)

## Official medium of:



Zentralverband Österreichischer  
Aktiengesellschaften und GmbH