

Börsen-Kurier

ÖSTERREICHS WOCHENZEITUNG FÜR FINANZ UND WIRTSCHAFT
SEIT 1922

mehr als

700
JAHRE



**MEDIA DATA & ADVERTISEMENT RATES
2023**

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 _____ 29,7 %

Lower Austria _____ 25,3 %

Upper Austria _____ 13,5 %

Salzburg _____ 6,1 %

Tyrol (incl. East Tyrol) _____ 4,4 %

Vorarlberg _____ 3,5 %

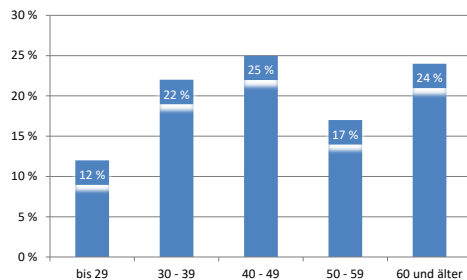
Burgenland _____ 3,1 %

Styria _____ 10,6 %

Carinthia _____ 3,8 %

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. Subscribers can also read the Börsen-Kurier online at www.boersen-kurier.at.



Contact



Sales and Advertising Manager

Klaus Schweinegger

T: +43 (1) 470 09 16 12

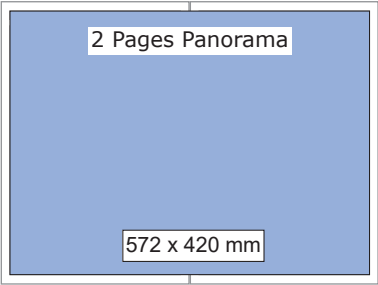
M: ks@boersen-kurier.at

Editorial Office

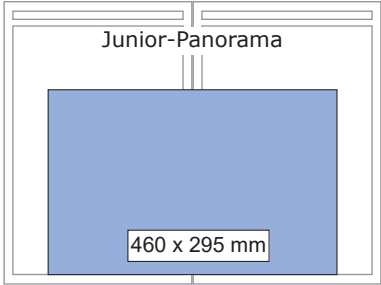
1180 Wien, Gentzgasse 15

T: +43 (1) 470 09 16 0

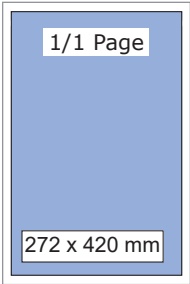
M: redaktion@boersen-kurier.at



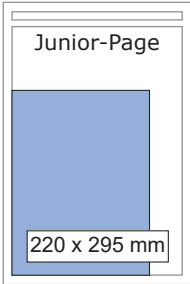
12.990 €



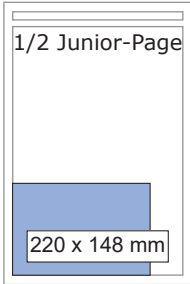
7.350 €



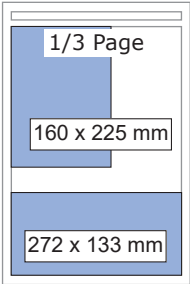
6.990 €



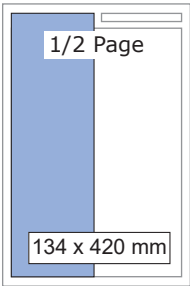
4.490 €



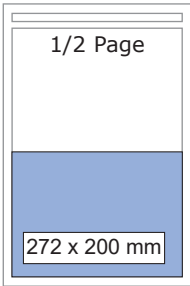
2.570 €



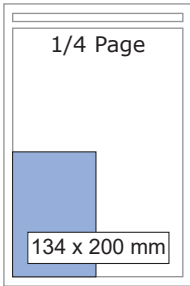
2.670 €



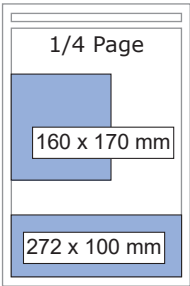
4.150 €



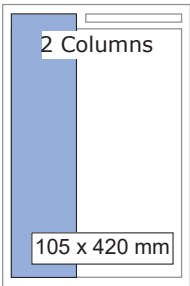
4.140 €



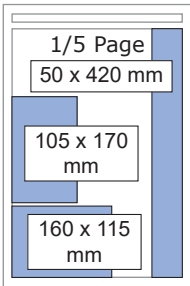
2.390 €



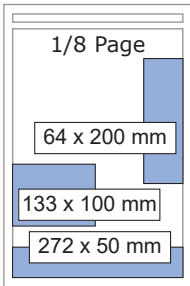
2.390 €



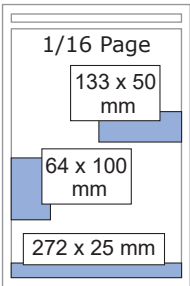
3.250 €



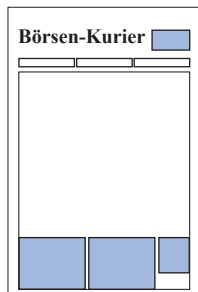
1.840 €



1.560 €



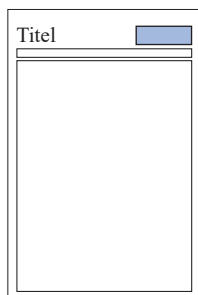
990 €



Front Page

Box on top
73 x 32 mm 1.040 €

Box on bottom
104 x 81,5 mm 1.840 €
50 x 62 mm 680 €



Front Pages of other volumes

Box on top
88 x 30 mm 510 €

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) 5,20 €

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 2023 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 - 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/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
BK1-2	12.01.2023	Certificates	BK26	29.06.2023	Investment funds
BK3	19.01.2023	Finance & Ethics	BK27-28	06.07.2023	
BK4	26.01.2023	Retirement planning & Investment funds	BK29	20.07.2023	Summer Special
BK5	02.02.2023	Certificates	BK30-31	27.07.2023	
BK6	09.02.2023	Finance & Ethics	BK32	10.08.2023	
BK7	16.02.2023	Retirement planning	BK33	17.08.2023	Summer Special
BK8	23.02.2023	Investment funds	BK34	24.08.2023	
BK9	02.03.2023		BK35	31.08.2023	
BK10	09.03.2023	Certificates	BK36	07.09.2023	Certificates
BK11	16.03.2023	Finance & Ethics	BK37	14.09.2023	Finance & Ethics
BK12	23.03.2023	Retirement planning	BK38	21.09.2023	Retirement planning
BK13-14	30.03.2023	Investment funds	BK39	28.09.2023	Investment funds
BK15	13.04.2023	Certificates	BK40	05.10.2023	Certificates
BK16	20.04.2023	Finance & Ethics	BK41	12.10.2023	Finance & Ethics
BK17	27.04.2023	Retirement planning & Investment funds	BK42	19.10.2023	Retirement planning
BK18	04.05.2023	Certificates	BK43	26.10.2023	Investment funds
BK19	11.05.2023	Finance & Ethics	BK44	02.11.2023	
BK20	18.05.2023	Retirement planning	BK45	09.11.2023	Certificates
BK21	25.05.2023	Investment funds	BK46	16.11.2023	Finance & Ethics
BK22	01.06.2023		BK47	23.11.2023	Retirement planning
BK23	08.06.2023	Certificates	BK48	30.11.2023	Investment funds
BK24	15.06.2023	Finance & Ethics	BK49	07.12.2023	Certificates
BK25	22.06.2023	Retirement planning	BK50	14.12.2023	Finance & Ethics
			BK51-52	21.12.2023	Retirement planning & Investment funds

CAUTION: Deadline for advertisements seven days before release date!



Publisher

FinanzMedienVerlag Ges.m.b.H.,
1180 Wien, Gentzgasse 15

Executive Partners

Marius Perger, Klaus Schweinegger

www.finanzenmedien.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)

Offizielles Organ des:



Zentralverband Österreichischer
Aktiengesellschaften und GmbH