

# Börsen-Kurier

ÖSTERREICHS WOCHENZEITUNG FÜR FINANZ UND WIRTSCHAFT  
SEIT 1922

## Media Data & Advertisement Rates 2024

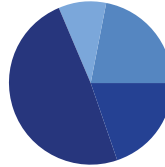


### 50.000 Readers. 20.000 Decision Makers. Every Week.

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)

Managers / Executives	49,0 %
Freelancers	21,7 %
Entrepreneurs	19,8 %
Public Officials	9,5 %

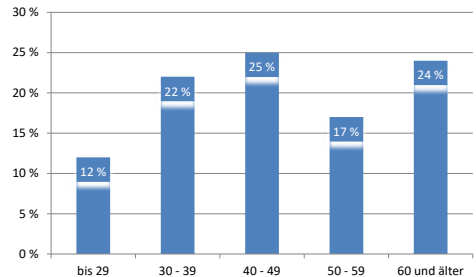


### Regional Distribution (Subscribers)

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](http://www.kiosk.at). Subscribers can also read the Börsen-Kurier online at [www.boersen-kurier.at](http://www.boersen-kurier.at).

## Contact

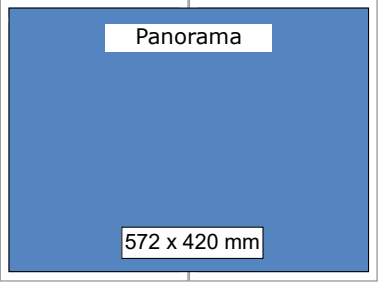


### Sales and Advertising Manager

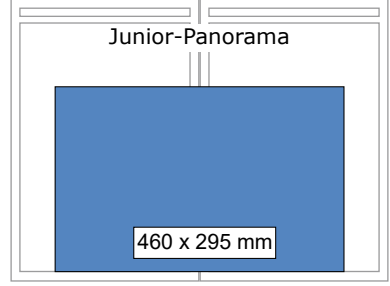
Klaus Schweinegger  
T: +43 (1) 470 09 16 12  
M: [ks@boersen-kurier.at](mailto:ks@boersen-kurier.at)

### FinanzMedienVerlag GmbH

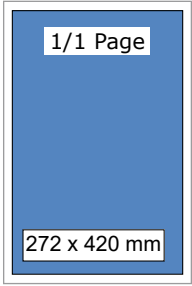
1180 Wien, Gentzgasse 15  
T: +43 (1) 470 09 16 0  
M: [redaktion@boersen-kurier.at](mailto:redaktion@boersen-kurier.at)



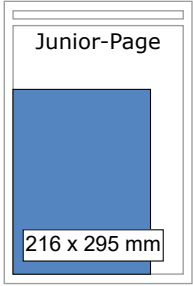
12.990 €



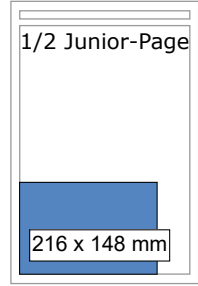
7.350 €



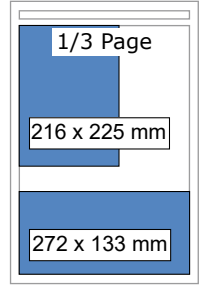
7.690 €



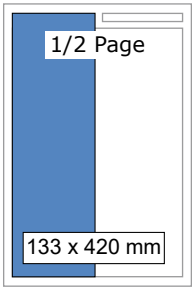
4.940 €



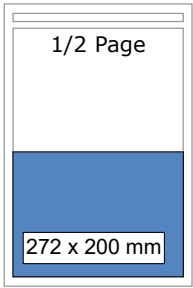
2.830 €



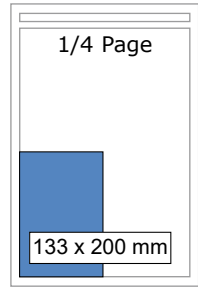
2.940 €



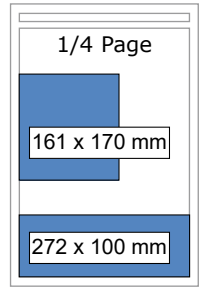
4.560 €



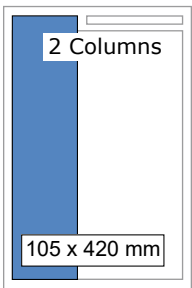
4.550 €



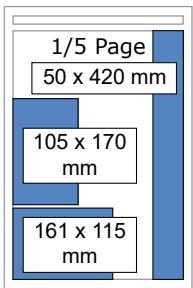
2.630 €



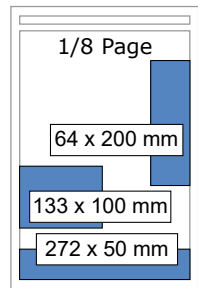
2.630 €



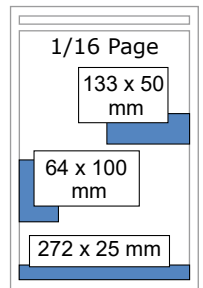
3.530 €



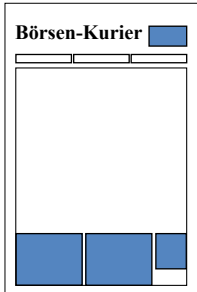
2.020 €



1.720 €



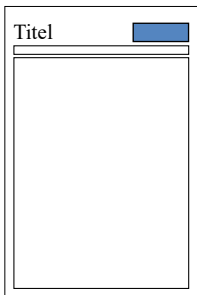
1.090 €



## Front Page

Box on top  
73 x 32 mm 1.140 €

Box on bottom  
104 x 81,2 mm 2.020 €  
50 x 62 mm 750 €



## Front Pages of other volumes

Box on top  
88 x 30 mm 560 €

## 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) 5,70 €

## Volume discounts

3 - 9 times	5 %
10 - 24 times	10 %
25 - 45 times	30 %
ab 45 times	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 2024 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:** Mediaprint Druckzentrum Salzburg, Karolingerstraße 38,  
5020 Salzburg

## 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	11.01.2024	Certificates	BK25	20.06.2024	Retirement planning
BK3	18.01.2024	Finance & Ethics	BK26-27	27.06.2024	Investment funds
BK4	25.01.2024	Retirement planning	BK30-31	25.07.2024	
BK5	01.02.2024	Investment funds	BK32-33	08.08.2024	
BK6	08.02.2024	Certificates	BK34-35	22.08.2024	
BK7	15.02.2024	Finance & Ethics	BK36	05.09.2024	Retirement planning
BK8	22.02.2024	Retirement planning	BK37	12.09.2024	Investment funds
BK9	29.02.2024	Investment funds	BK38	19.09.2024	Certificates
BK10	07.03.2024	Certificates	BK39	26.09.2024	Finance & Ethics
BK11	14.03.2024	Finance & Ethics	BK40	03.10.2024	Retirement planning
BK12	21.03.2024	Retirement planning	BK41	10.10.2024	Investment funds
BK13-14	28.03.2024	Investment funds	BK42	17.10.2024	Certificates
BK15	11.04.2024	Certificates	BK43	24.10.2024	Finance & Ethics
BK16	18.04.2024	Retirement planning	BK44	31.11.2024	Retirement planning
BK17	25.04.2024	Finance & Ethics	BK45	07.11.2024	Investment funds
BK18	02.05.2024	Investment funds	BK46	14.11.2024	Certificates
BK19	09.05.2024	Certificates	BK47	21.11.2024	Finance & Ethics
BK20	16.05.2024	Finance & Ethics	BK48	28.11.2024	Retirement planning
BK21	23.05.2024	Retirement planning	BK49	05.12.2024	Investment funds
BK22	30.05.2024	Investment funds	BK50	12.12.2024	Certificates
BK23	06.06.2024	Certificates	BK51-52	19.12.2024	Finance & Ethics
BK24	13.06.2024	Finance & Ethics			

**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.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 (extraordinary member)

### Official organ of



Zentralverband Österreichischer  
Aktiengesellschaften und GmbH

### Billboard 4:1

970 x 250 px  
495 €

Billboard 4:1

### Billboard small

900 x 225 px  
385 €



Sidebar  
Halfpage

### Skyscraper big

240 x 960 px  
385 €

Banner 2:1

Sky-  
scraper  
big



### Skyscraper small

160 x 640 px  
275 €



### Sidebar Halfpage

300 x 600 px  
385 €

Portrait  
1:3

### Portrait 1:3

300 x 900 px  
385 €

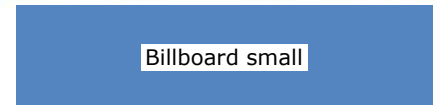
Sky-  
scraper  
small



### Banner 2:1

450 x 225 px  
275 €

Billboard small



Der Börsen-Kurier feiert 100 Jahre seines Bestehens



## Statistics of Visitors

Unique Users  
Visits  
Page Impressions

per month 12.000 (rounded sum)  
per month 35.000 (rounded sum)  
per month 160.000 (rounded sum)