

Börsen-Kurier

ÖSTERREICHS WOCHENZEITUNG FÜR FINANZ UND WIRTSCHAFT
SEIT 1922

Media Data & Advertisement Rates 2025

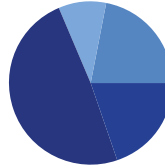


50.000 Readers. 20.000 Decision Makers. Every Week.

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 %

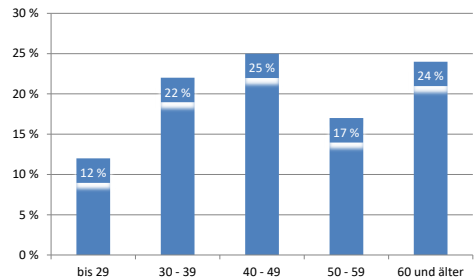


Regional Distribution (Subscribers)

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

Contact

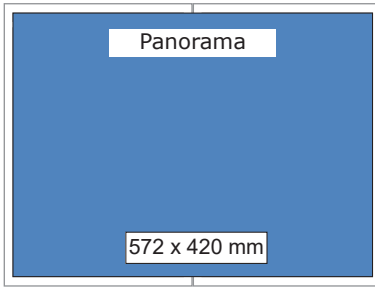


Sales and Advertising Manager

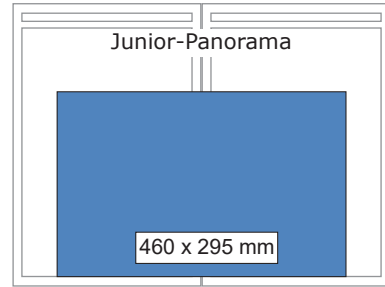
Klaus Schweinegger
T: +43 (1) 470 09 16 12
M: ks@boersen-kurier.at

FinanzMedienVerlag GmbH

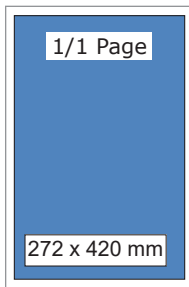
1180 Wien, Gentzgasse 15
T: +43 (1) 470 09 16 0
M: redaktion@boersen-kurier.at



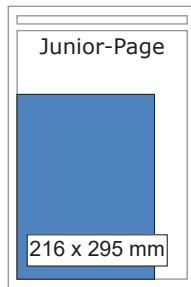
12.990 €



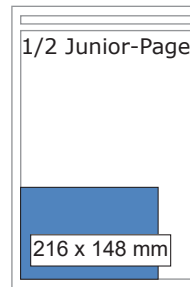
7.350 €



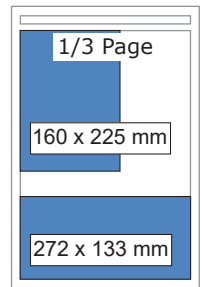
7.690 €



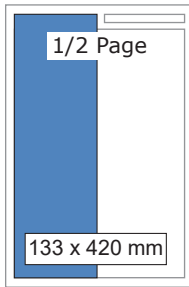
4.940 €



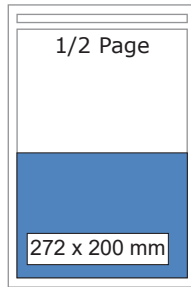
2.830 €



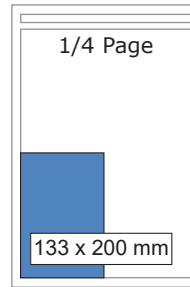
2.940 €



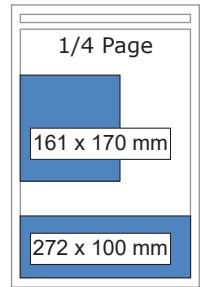
4.560 €



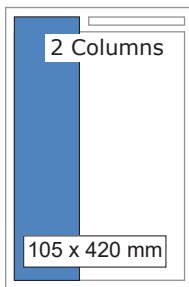
4.550 €



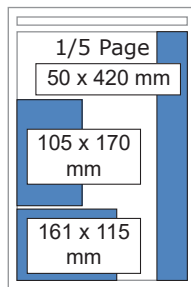
2.630 €



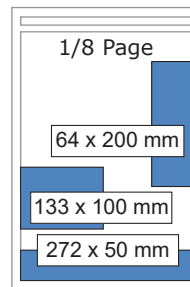
2.630 €



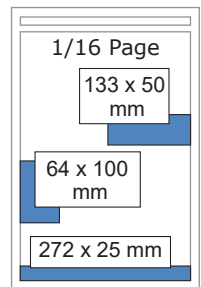
3.530 €



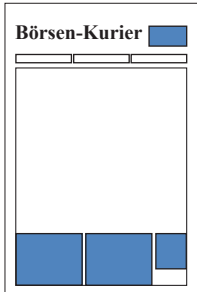
2.020 €



1.720 €



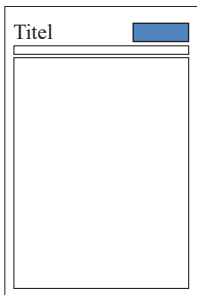
1.090 €



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 – 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: 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

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
BK 1-2	09.01.2025	Certificates	BK 25	18.06.2025	Retirement planning
BK 3	15.01.2025	Finance & Ethics	BK 26-27	25.06.2025	Investment funds
BK 4	22.01.2025	Retirement planning	BK 28-29	09.07.2025	
BK 5	29.01.2025	Investment funds	BK 30-31	23.07.2025	
BK 6	05.02.2025	Certificates	BK 32-33	06.08.2025	
BK 7	12.02.2025	Finance & Ethics	BK 34-35	20.08.2025	
BK 8	19.02.2025	Retirement planning	BK 36	03.09.2025	Certificates
BK 9	26.02.2025	Investment funds	BK 37	10.09.2025	Finance & Ethics
BK 10	05.03.2025	Certificates	BK 38	17.09.2025	Retirement planning
BK 11	12.03.2025	Finance & Ethics	BK 39	24.09.2025	Investment funds
BK 12	19.03.2025	Retirement planning	BK 40	01.10.2025	Certificates
BK 13	26.03.2025	Investment funds	BK 41	08.10.2025	Retirement planning
BK 14	02.04.2025	Certificates	BK 42	15.10.2025	Finance & Ethics
BK 15-16	09.04.2025	Retirement planning	BK 43	22.10.2025	Investment funds
BK 17	24.04.2025	Finance & Ethics	BK 44	29.10.2025	Certificates
BK 18	30.04.2025	Investment funds	BK 45	05.11.2025	Finance & Ethics
BK 19	07.05.2025	Certificates	BK 46	12.11.2025	Retirement planning
BK 20	14.05.2025	Finance & Ethics	BK 47	19.11.2025	Investment funds
BK 21	21.05.2025	Retirement planning	BK 48	26.11.2025	Certificates
BK 22	28.05.2025	Investment funds	BK 49	03.12.2025	Finance & Ethics
BK 23	04.06.2025	Certificates	BK 50	11.12.2025	Retirement planning
BK 24	12.06.2025	Finance & Ethics	BK 51-52	17.12.2025	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.finance-medien.at

www.boersen-kurier.at

www.facebook.com/Boersenkurier 

E-Paper

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

Sidebar
 Halfpage

Banner 2:1

Sky-
scraper
big

Sky-
scraper
small

Billboard small

Portrait
1:3

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