



VALID AS OF 1 JANUARY 2025

RATE CARD NO. 16

DIGITAL PRODUCTS

Börsen-Zeitung

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READING WITH PROFIT – ON ALL CHANNELS

Anyone dealing with money needs clear facts, precise information and neutral advice. The demand for information is constantly increasing. But news is merely the raw material that requires not only further processing but also refinement: sorting into contexts.

Since it was founded over 70 years ago, Börsen-Zeitung has been providing this as the only ‘pure’ financial newspaper in Germany. And, of course, not only in the printed edition, but also in the usual quality

on all digital channels. Our offering includes a modern website, a daily e-paper edition of the newspaper, an app and a variety of exciting newsletters and podcasts.

Use these attractive topic areas for your targeted advertising activities. Our readers and users are the decision-makers in the financial markets.



Börsen-Zeitung also uses all channels in the digital world: a modern website, attractive newsletters, interesting podcasts, the app and an e-paper offer professional financial market participants, institutional investors, investment advisors and capital market-oriented private investors serious and reliable information for their investment decisions.

USER

boersen-zeitung.de

is the website of Börsen-Zeitung, which is primarily aimed at professional financial market participants, institutional investors, investment advisors, but also capital market-oriented private investors. In short: to all those who rely on independent, serious and reliable information when making investment decisions.

The portal combines the award-winning quality journalism of Börsen-Zeitung with a wide range of additional information and services. In addition to the reporting of the Börsen-Zeitung, users can easily access detailed information on companies, shares, ETFs, investment funds and bonds.

With ESG PRO, we have launched a topic section that bundles all ESG-relevant articles across all departments. Further such digital focal points are planned.

We offer eye-catching advertising space within the clear and concise design of boersen-zeitung.de.



User: demography and occupational features

Gender

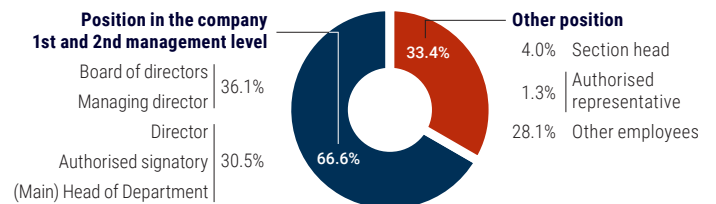
Figures in %

- male 83.1
- female 15.6
- diverse 1.3

Age

- up to 29 years 1.0
- 30 to 39 years 4.0
- 40 to 49 years 16.6
- 50 to 59 years 47.0
- 60 years and older 29.5

The readers of Börsen-Zeitung are predominantly male and aged between 30 and 59 (56 on average).



66.6% of readers belong to the 1st or 2nd management level, i.e. from department head to board member, and well over half of these belong to the highest decision-making bodies (36.1%).

Source: structural analysis of readership 2022

Your contacts

Advertising Sales

Bernd Bernhardt

Head of Advertising Sales

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Email: b.sieben@boersen-zeitung.de

Advertising Department

Nikolaj Basel

Veit Brandt

Michael Sartorius

Telephone: +49 69 2732-115

Email: anzeigen@boersen-zeitung.de

GENERAL PUBLISHER'S INFORMATION

Publishing house

Börsen-Zeitung
Sandweg 94
60316 Frankfurt am Main

Postfach 110932
60044 Frankfurt am Main

Telephone: +49 69 2732-0

Advertising department

Telephone: +49 69 2732-115
Email: anzeigen@boersen-zeitung.de

Bank accounts

Postbank, Frankfurt am Main, IBAN: DE98 5001 0060 0005 0656 00
Commerzbank AG, Frankfurt am Main, IBAN: DE97 5008 0000 0090 3243 00

Address

www.boersen-zeitung.de

Closing deadline for ads and advertising material

1 week prior publication

Technical data

See sheet
Technical specifications

Agency commission

15%

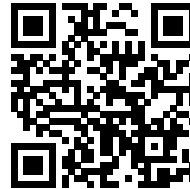
Terms of payment

7 days from date of invoice. A 2% discount applies to payments made within 7 days

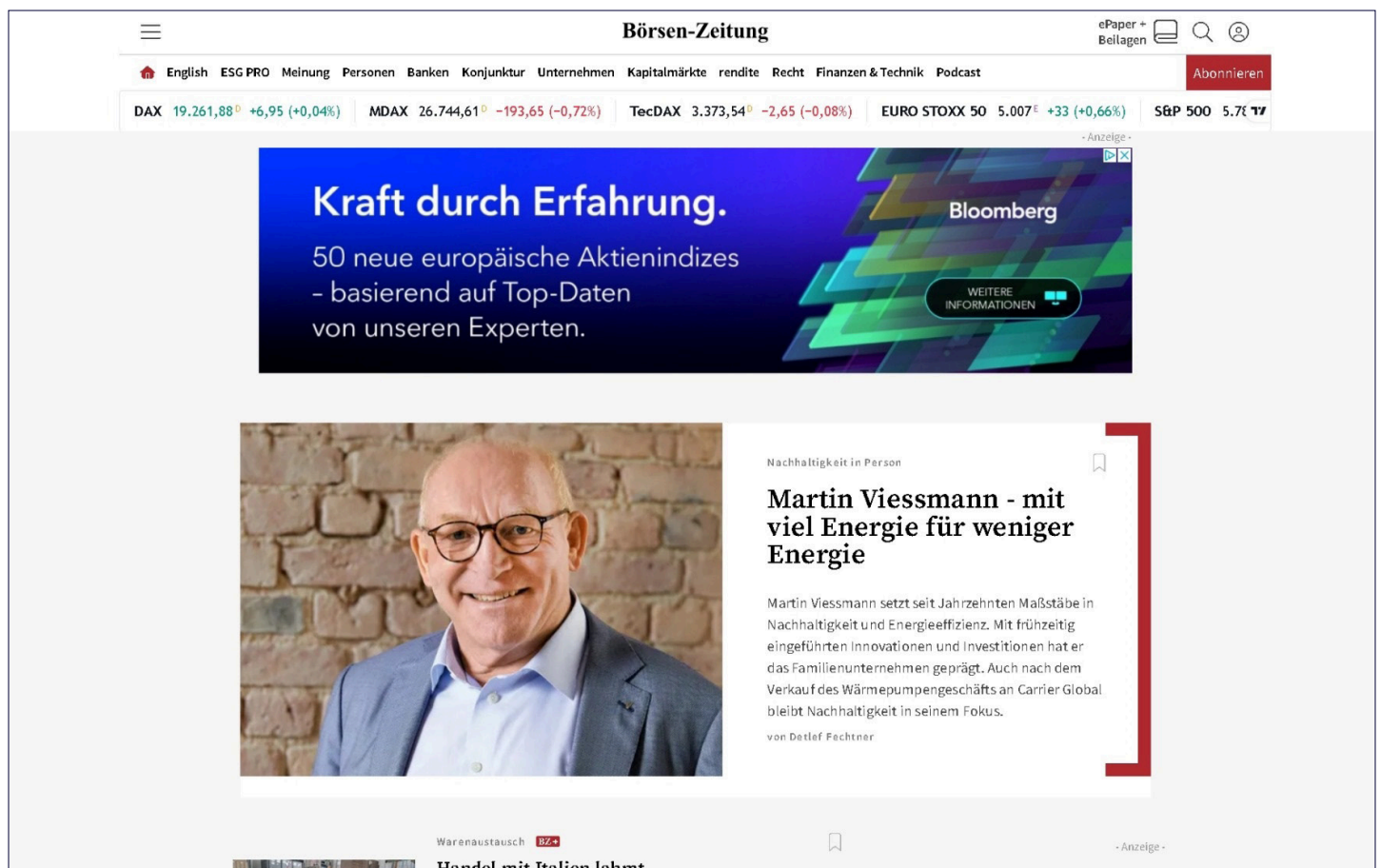
General terms and conditions

You can find our current general terms and conditions under the following online link:

<https://anzeigen.boersen-zeitung.de/digital>



Or just scan the QR code.



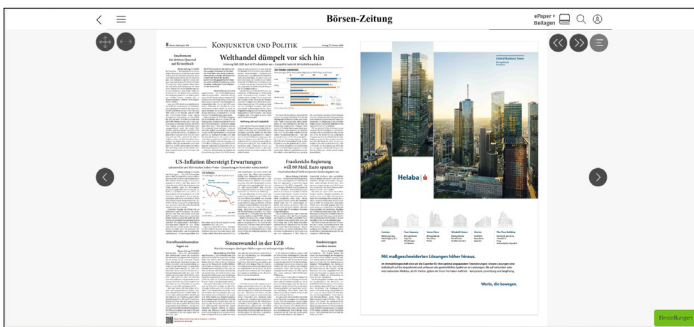
The screenshot shows the Börsen-Zeitung website interface. At the top, there is a navigation bar with the site name and various menu items like English, ESG PRO, Meinung, etc. Below the navigation bar, there is a market index section displaying DAX, MDAX, TecDAX, EURO STOXX 50, and S&P 500 with their respective values and percentage changes. A large advertisement for Bloomberg is featured, with the headline "Kraft durch Erfahrung. 50 neue europäische Aktienindizes - basierend auf Top-Daten von unseren Experten." and a "WEITERE INFORMATIONEN" button. Below the advertisement, there is an article titled "Martin Viessmann - mit viel Energie für weniger Energie" by Detlef Fechtner, featuring a portrait of Martin Viessmann. The article text discusses his focus on sustainability and energy efficiency. At the bottom of the page, there is a small section for "Warenaustausch BZ+" and a "Handel mit Italien lahm" headline.

OUR DIGITAL SERVICES

In addition to the website, Börsen-Zeitung offers other attractive advertising opportunities.

E-paper

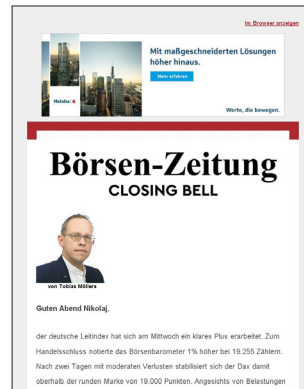
The Börsen-Zeitung e-paper combines the clarity of a newspaper page with the advantages of the digital world and can be used on the desktop or as an app on mobile devices. We offer highly visible advertising space within the e-paper. Your advertising material can be placed at the front (after the front page) or in the centre.



Ex. advertising space in the e-paper, front placement

Newsletter

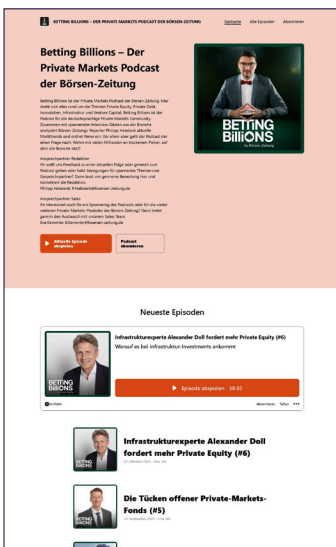
We inform our subscribers about current financial market events several times a day with BZ Update. The offering is rounded off by Closing Bell, our daily newsletter Börsen-Zeitung English, the ESG PRO newsletter and our Inside Börsenplatz newsletter published jointly with finanzen.net. The launch of our new private markets newsletter is planned for January 2025.



Ex. newsletter Closing Bell

Podcasts

We are constantly expanding our range of topics and offer our subscribers and users a range of services tailored to specific information needs with the podcasts Nachhaltiges Investieren, #7Tage-Maerkte and Betting Billions. You can support these programmes as a sponsor.



Partner advertorial/Content hub

Would you like to draw the attention of the financial community to your topics? Börsen-Zeitung offers the opportunity to place partner advertorials or a complete content hub on the homepage for freely selectable financial market topics.



Ex. partner advertorial WM LEI PORTAL

BOERSEN-ZEITUNG.DE: FORMS OF ADVERTISING AND PRICES



With our website, we offer you a variety of very attractive advertising spaces, both for display on desktops and for mobile use. The thousand-contact prices allow you to plan your campaign flexibly. We

will be happy to put together a customised solution according to your budget, duration and desired formats.

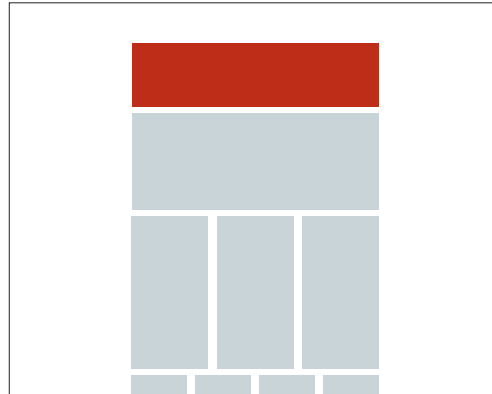
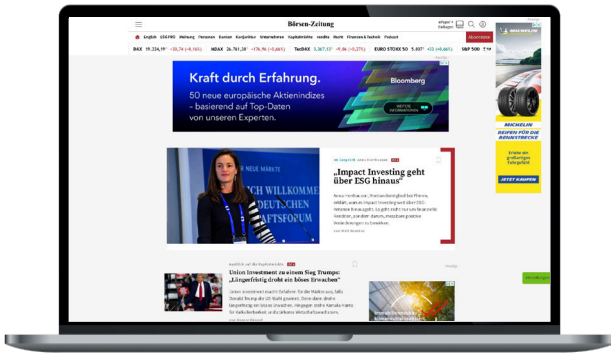
Advertising categories	Advertising material	Price (CPM)
Premium	Billboard, Skyscraper	€59.00
Standard	Medium Rectangle, Netboard, Halfpage Ad, Large Leaderboard	€39.00

All prices are subject to VAT.

BOERSEN-ZEITUNG.DE: PREMIUM

Billboard

This prominently placed format directly below the header and above the editorial content is directly in the user's field of vision when entering the site. Other placements can be found in the centre of the homepage and the section pages.

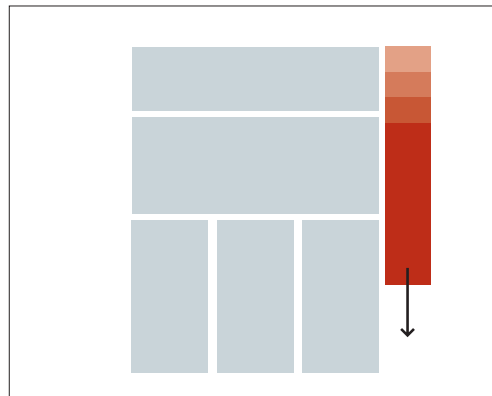
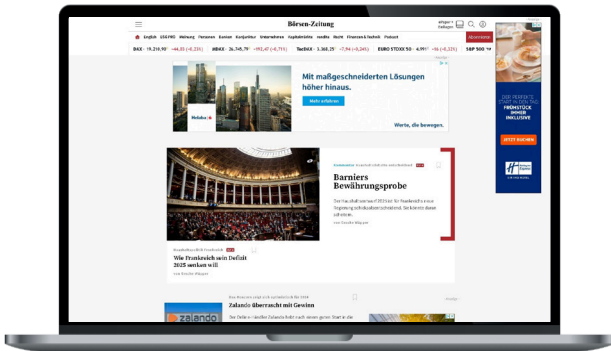


Ex. Billboard

Billboard CPM €59.00 970 x 250px

Skyscraper

Prominent placement with our skyscraper. Placed to the right of the content as a standard elongated advertising format, it attracts attention and ensures effective visibility as it moves along with the scrolling.



Ex. Skyscraper

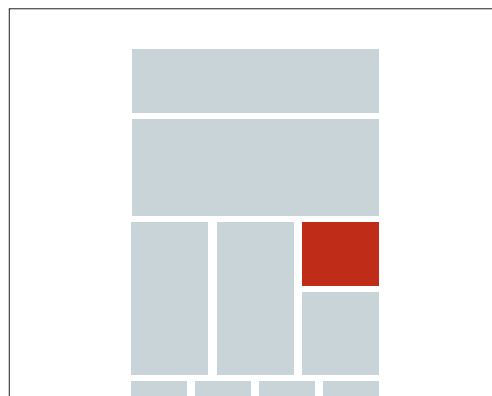
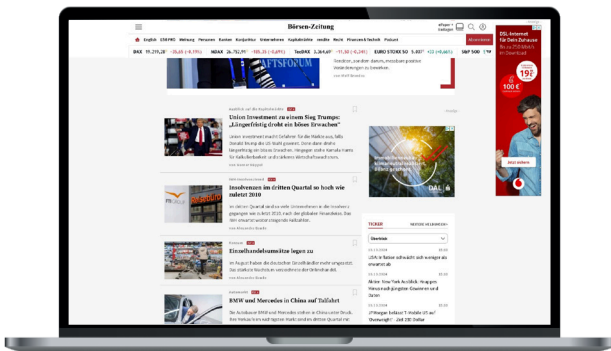
Skyscraper CPM €59.00 120 x 600px

All prices are subject to VAT.

BOERSEN-ZEITUNG.DE: STANDARD

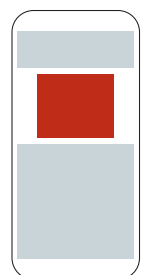
Medium Rectangle

Place your message on websites and mobile devices with our Medium Rectangle.



Ex. Medium Rectangle

Medium Rectangle CPM €39.00 300 x 250px

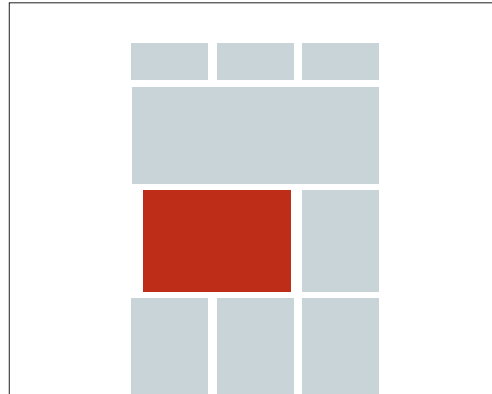
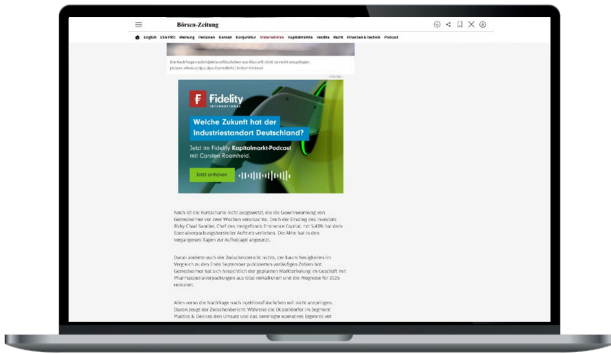


Mobile Medium Rectangle

BOERSEN-ZEITUNG.DE: STANDARD

Netboard

Placed seamlessly between high-quality content, the Netboard enables organic integration of your advertising messages.

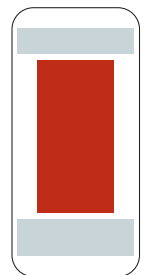
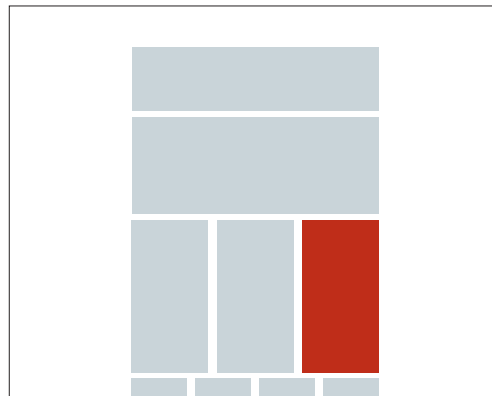
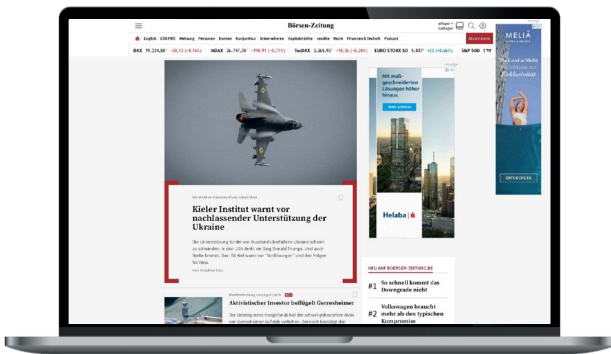


Ex. Netboard

Netboard CPM €39.00 580 x 400px

Halfpage Ad

Maximise your visibility with the Halfpage Ad on websites and mobile devices.



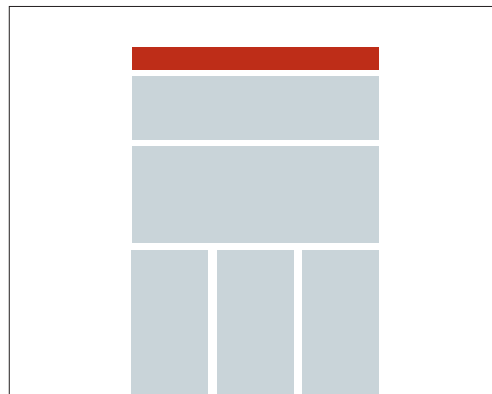
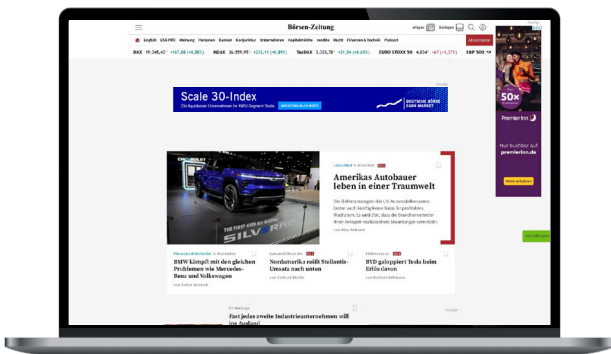
Ex. Halfpage Ad

Halfpage Ad CPM €39.00 300 x 600px

Mobile Halfpage Ad

Large Leaderboard

The Large Leaderboard is located directly horizontally above the header and is therefore immediately visible when entering the site. Further placements can be found in the centre of the homepage and the section pages.



Ex. Large Leaderboard

Large Leaderboard CPM €39.00 970 x 90px

All prices are subject to VAT.

E-PAPER

E-paper

The Börsen-Zeitung e-paper can be used both on the desktop and in the app on mobile devices. 47% of our readers/users frequently browse our e-paper, more than 32% even daily.

Your advertising material will be placed in the best possible way as an additional page within the editorial section of the e-paper edition. URLs used in your advertising motifs are linked directly.

Format

286 mm wide x 440 mm deep

Link to the e-paper

<https://www.boersen-zeitung.de/epaper>

Mobile version



Title page and placed advertising

Desktop version



Place your advertisement in the e-paper!
Please do not hesitate to contact us for further information.



Placed advertising

Placement	Price/Month
Front	€14,900.00
Middle	€9,900.00

All prices are subject to VAT.

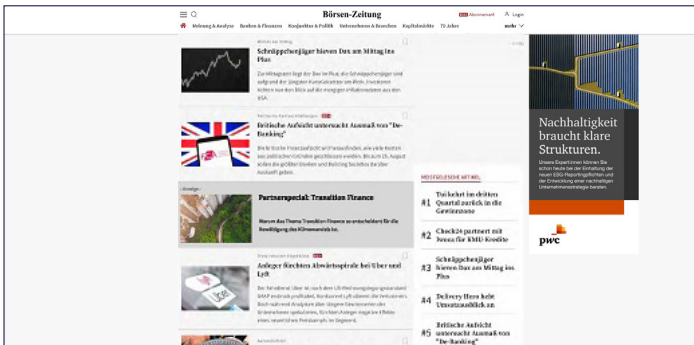
PARTNER ADVERTORIAL

Your message

Would you like to draw the attention of the financial community to your message? Börsen-Zeitung offers the opportunity to place partner advertorials on its homepage on freely selectable financial market topics. The duration of the partner advertorial is 3 months. Traffic is generated via teasers on the website, in the newsletters and via social media.

Our services

- Provision of the partner advertorial for the users of boersen-zeitung.de before the payroll
- You will also receive a text box to introduce your company (info box including logo).
- Traffic feed to the partner advertorial



Ex. teaser banner on our homepage (start page)



Ex. partner advertorial with info box (right) and logo

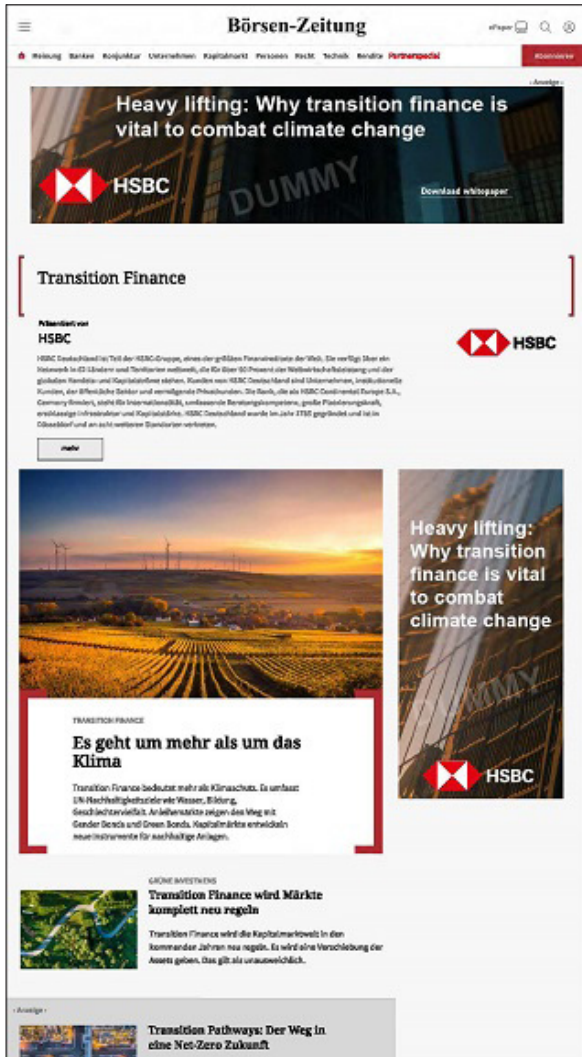
Price/3 Months
€14,900.00

All prices are subject to VAT.

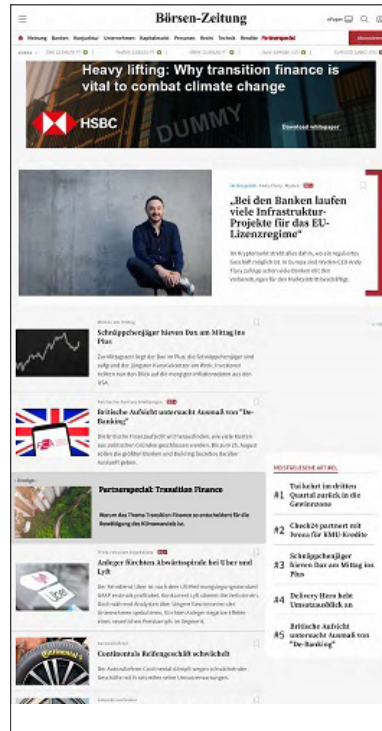
We will be happy to send you our partner advertorial leaflet.

CONTENT HUB

The content hub offers an exclusive platform to reach a broad target group of experts, investors and decision-makers in a targeted and effective manner. They have the opportunity to publish their own content such as contributions, articles, opinion pieces, videos and more in this prestigious environment of the Börsen-Zeitung. This allows them to increase their visibility, present their expertise and address their target group directly.



Ex. content hub, mockup with exemplary partner



Ex. announcement teaser on our homepage (start page), mockup with exemplary partner

Always accessible via the homepage via native ad & banner



Ex. detailed page with own contribution, mockup with exemplary partner

The content hub ensures an appealing and professional presentation of content and offers an ideal opportunity not only to share expertise, but also to attract potential customers and investors.

We will be happy to provide you with further information.

Price/3 months

€34,900.00

All prices are subject to VAT.

BETTING BILLIONS

Podcast

Today, private markets play an important role in the German market alongside exchange-traded investment opportunities. Against this background, Börsen-Zeitung has significantly expanded its offering in this topic context. Betting Billions is Börsen-Zeitung's private markets podcast. It is all about private equity, private debt, property, infrastructure and venture capital.

Betting Billions is the podcast for the German-speaking private markets community. Together with exciting interview guests from the industry, Börsen-Zeitungs reporter Philipp Habdank analyses current market trends and classifies news. Above all, however, the podcast explores one question: Where to go with many billions in dry powder that the industry is sitting on?

Are you interested in sponsoring the podcast or in Börsen-Zeitung's many other private markets products? Then get in touch with our sales team. The prices for podcast sponsorship can be found on page 14.



Our services for sponsors

• Main sponsorship

Mention as sponsor in all issues in pre- and post-roll, Audio spot (classic spot or editorial spot)

• Sub-sponsorship

Naming as a theme sponsor (e.g. for private equity, private debt, venture capital or real estate/infrastructure) in the relevant issues (3 per quarter) in pre- and post-roll, classic advert (max. 12 seconds)

Contact Sales

Eva Kammler

Email: e.kammler@boersen-zeitung.de

Newsletter

'Betting Billions - Der Private Markets Newsletter der Börsen-Zeitung' is published once a week on Friday and can be booked quarterly. You can publish your advertising banner as a header or centre placement. Prices and further information can be found on page 16.

Private Markets Week 2025

The exclusive networking highlight for the entire private markets community. Take the opportunity to engage in intensive dialogue in the world of finance with in-depth panels, specialist presentations and innovative formats. Each conference day ends with an exclusive evening event, rounded off by the festive presentation of the Private Markets Awards.



ESG PRO

ESG PRO

ESG is a mega-topic for the financial sector: risk management of legal, financial or reputational risks, the objective of sustainable development for companies or the growing demand trend for information and analyses in the area of ESG are just some of the important aspects of this complex topic.

With the ESG PRO vertical, Börsen-Zeitung, as the “leading medium of the financial sector”, is addressing the topic of ESG for the financial community in Germany. By intelligently networking the various touchpoints and components (newsletter, podcast, website, event, etc.), we want to create added value for interested parties and customers across all channels.

ESG PRO provides readers with the most important news and analyses on the latest developments in the ESG landscape, including regulatory updates, market trends, interviews with industry leaders and experts, best practices and the debate on impact investing, best-in-class models and taxonomy.

Our services for sponsors and partners

- **Special editorial page**

ESG PRO is an independent section within Börsen-Zeitung Online for reporting on the topic of ESG. In line with our positioning, the reader receives our promise to provide relevant information on ESG across all sections

- **Newsletter**

Fortnightly newsletter, every Wednesday before the podcast, with editorial

Top ESG articles from the last 14 days (free access)

Topic: upcoming podcast “Nachhaltiges Investieren”

Information on ESG events and seminars

- **Podcast “Nachhaltiges Investieren”**

Podcast on sustainability and ESG topics, every fortnight

Access to all archive episodes (now with 30+ episodes)

- **Social media activities**

Interaction with followers

- **Events**

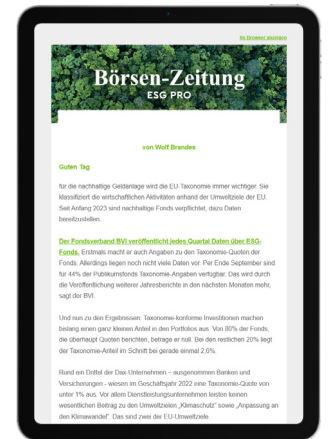
Börsen-Zeitung LIVE seminars and conferences

Workshop discussions on special ESG topics

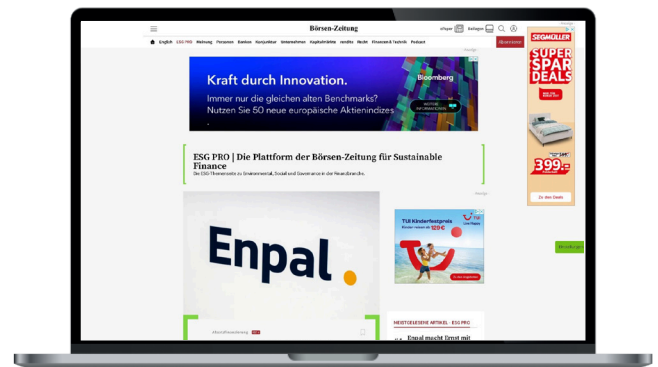
We would be happy to prepare a customised offer tailored to your communication needs.



Ex. ESG PRO podcast
“Nachhaltiges Investieren”



Ex. ESG PRO newsletter



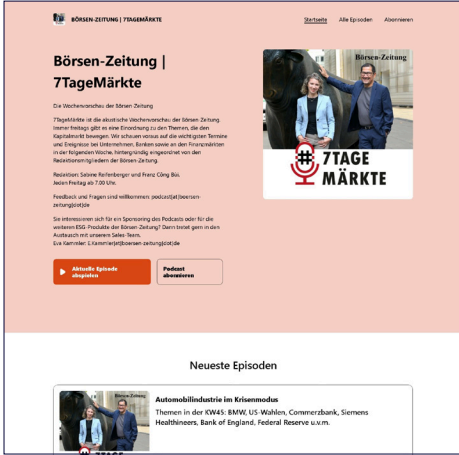
Ex. ESG PRO vertical

PODCASTS

#7TageMaerkte

#7TageMaerkte is the weekly podcast from Börsen-Zeitung. On Fridays, we give you an outlook on important dates and exciting events in the coming calendar week that will move the financial markets. Our editors explain the background.

New every Friday.
Available from 7:00 am.



You can support the podcast as a quarterly sponsor.

Nachhaltiges Investieren

Nachhaltiges Investieren is a podcast that appears every fortnight on Thursdays. In it, investors, regulators, funds and fund-related service providers discuss topics relating to ESG investments. The podcast also provides the latest news on sustainable finance.

New every fortnight. Every Thursday.
Available from 7:00 am.

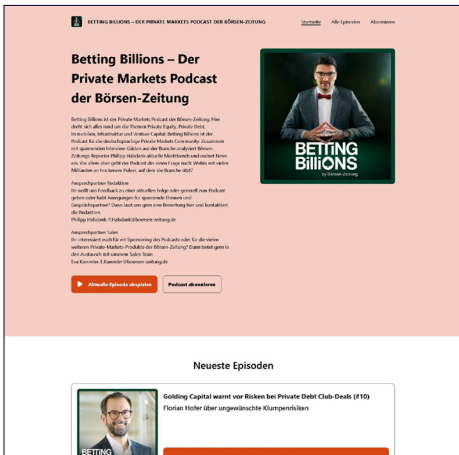


You can support the podcast as a quarterly sponsor.

Betting Billions

Betting Billions is all about private equity, private debt, property, infrastructure and venture capital. Together with exciting interview guests from the industry, Börsen-Zeitung reporter Philipp Habdank analyses current market trends and classifies news.

New every Monday.
Available from 7:00 am.



You can support the podcast as a quarterly sponsor.

PRICES

Quartal sponsoring	
#7TageMaerkte	€14,900.00
Nachhaltiges Investieren	€9,900.00
Betting Billions	€5,000.00 Sub-sponsorship
	€14,500.00 Main sponsorship

All prices are subject to VAT.

The sponsor will be integrated with a logo in all advertising material for the podcast and mentioned by name in the pre- and post-roll.

The sponsorship also includes the option of integrating an audio advert up to 12 seconds in length.

Scan the QR code now and listen in!



NEWSLETTER

Our newsletters are an additional service for our readers and for users who have a well-founded interest in qualified financial market information and would like to receive it directly in their mailbox. They help recipients to quickly categorise what is happening on the financial and capital markets. BZ Update is sent out every trading day from Monday to Saturday. Our curated newsletter Closing Bell is sent out in the evening. Our ESG PRO newsletter is published

BZ Update

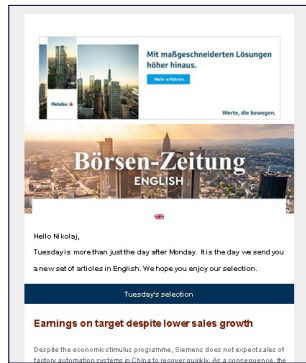
Our BZ Update newsletter is sent out sixteen times a week; in the morning, at midday and in the afternoon. Take advantage of our attractive header and centre placement for your advertising message!

Ex.
header placement



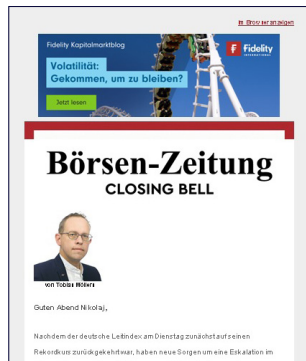
Börsen-Zeitung English

Our Börsen-Zeitung English newsletter is published five times a week and offers expatriates in the German financial community as well as international readers interested in the German financial market access to our content in English.



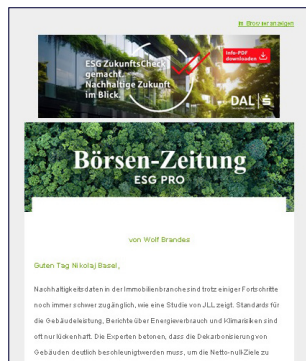
Closing Bell

In this newsletter, our editorial team provides you with the most important topics, the most exciting reading recommendations and an outlook for the coming day.



ESG PRO

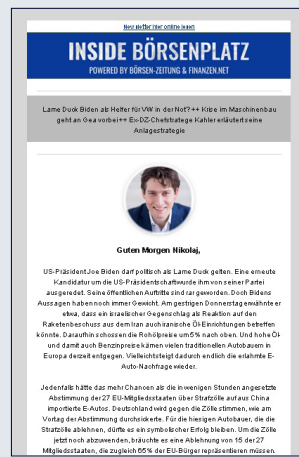
The ESG PRO newsletter provides you with all the highlights on ESG topics, as well as relevant event information.



fortnightly, always on Thursdays in parallel with the latest podcast episode of 'Nachhaltiges Investieren'. Inside Börsenplatz is published in cooperation with finanzen.net with two issues a week on Monday and Friday. From January 2025, our new newsletter 'Betting Billions - Der Private Markets Newsletter der Börsen-Zeitung' will be published once a week, always on Fridays.

Inside Börsenplatz

The Inside Börsenplatz newsletter has been published in cooperation with Börsen-Zeitung and finanzen.net since 2022 and offers relevant news and insights for tomorrow's financial decision-makers.



Ex.
Inside Börsenplatz



Ex.
Inside Börsenplatz, STANDALONE

Betting Billions - Der Private Markets Newsletter der Börsen-Zeitung

Our Private Markets Newsletter is published weekly alongside the podcast and contains an exclusive Private Markets story, links to the podcast and summarises and categorises relevant news from the private market community. In addition to journalistic content, the newsletter also provides readers with the latest research and personal details.

SPECIFICATIONS

Specifications	
Header (Banner)	538 x 185px
Middle (Banner or text)	Up to 150 characters or 20 words*

* In Arial font with font size 24 dots (reference value).

NEWSLETTER: PRICES

BZ Update

Publication frequency	16 mailings/Week
Publication dates	Monday to Saturday
Booking frequency	16 mailings/Week
Placement/Price	
Header placement	€3,000.00
Middle placement	€2,400.00

Börsen-Zeitung English

Publication frequency	5 mailings/Week
Publication dates	Monday to Friday
Booking frequency	10 mailings/2 weeks
Placement/Price	
Header placement	€1,500.00
Middle placement	€1,200.00

ESG Pro

Publication frequency	Every 14 days
Publication dates	Thursday
Booking frequency	6 mailings/Quarter
Placement/Price	
Header placement	€1,750.00
Middle placement	€1,300.00

All prices are subject to VAT.

Closing Bell

Publication frequency	5 mailings/Week
Publication dates	Monday to Friday
Booking frequency	5 mailings/Week
Placement/Price	
Header placement	€1,500.00
Middle placement	€1,200.00

Inside Börsenplatz (in cooperation with finanzen.net)

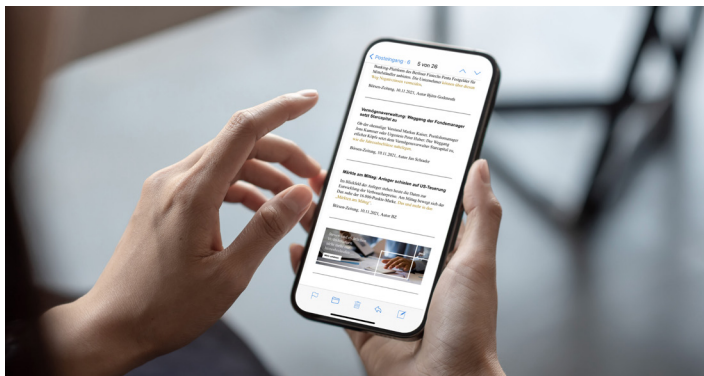
Publication frequency	2 mailings/Week
Publication dates	Monday to Friday
Booking frequency	4 or 8 issues
Placement/Price	
4 mailings	€8,500.00*
8 mailings	€15,500.00*
Standalone	€4,000.00 (per mailing)*

* Net-net-price

Betting Billions - Der Private Markets Newsletter der Börsen-Zeitung

Publication frequency	1 mailing/Week
Publication dates	Friday
Booking frequency	12 mailings/Quarter
Placement/Price	
Header placement	€4,000.00
Middle placement	€3,200.00

Sponsoring (all year round) with logo in the newsletter and in the topic area on the website	€8,000.00
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Scan now and subscribe to our newsletter:

abo.boersen-zeitung.de/newsletter

TECHNICAL SPECIFICATIONS

1. Advertisements boersen-zeitung.de

Formats within the content

Billboard (970 x 250px)
Medium Rectangle (300 x 250px)
Netboard (580 x 400px)
Halfpage Ad (300 x 600px)
Large Leaderboard (970 x 90px)

Formats outside the content

- Skyscraper (120 x 600px)

2. File formats

Image file: Animated GIF, JPEG, PNG

Maximum file size: 500 KB

Please send us files and a link or a functioning HTML code. Please do not send us ZIP files.

HTML code: please deliver Redirect and JavaScript tags in a TXT file.

3. Logo format and text length partner advertorial

Logo image format: JPG

Maximum image width: 100px

Text length partner advertorial: Maximum 7,500 characters excluding spaces

Text length info box: Maximum 622 characters excluding spaces

4. Placement

Weighting cannot be carried out in the case of rotating advertisements. Ad impressions can only be counted if the advertisement is on our ad-server. The figures determined by us are the basis for our computation. Unfortunately, we cannot measure clicks in the case of third-party tags. Delivery via third-party ad servers is possible. In this case, however, no liability will be assumed and no performance tracking will be carried out by the Börsen-Zeitung.

5. Advertisement e-paper

Advertising material as a print PDF in the format 286mm wide x 440mm deep.

6. Advertisement newsletter

Banner 538 x 185px or text

7. Preview sites/Test links

We create preview pages and test links (Desktop and mobile version) if required.

8. Delivery

To ensure timely placement, we need the advertising materials five working days prior to the ad publishing date.

Please submit the data with the following information:

- Customer name
- Campaign
- File format
- Advertising material
- Contact person for queries (Telephone, email)

Please test all advertising material before delivery under the currently most common versions of the browsers Mozilla Firefox, Google Chrome, Opera, Safari, Internet Explorer and Microsoft Edge. Please ensure that each file name only appears once. Umlauts, special characters and spaces in file names are not permitted. The file names of the advertising media should not be longer than 40 characters and should contain a unique description.

9. Reporting

Our reporting for display campaigns includes ad impressions and clicks. We do not provide reporting for newsletters, podcasts and partner advertorials.

Delivery address for insertion orders and data carriers

Börsen-Zeitung

Advertising Department

Sandweg 94

60316 Frankfurt am Main

Telephone: +49 69 2732-115

Email: anzeigen@boersen-zeitung.de