



VALID AS OF 1 JANUARY 2025

RATE CARD NO. 57

PRINT PRODUCTS

Börsen-Zeitung

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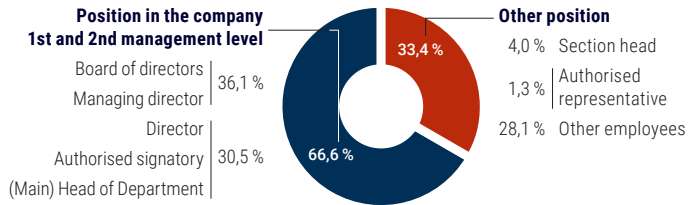


The Börsen-Zeitung has been the only “pure” financial newspaper in Germany since 1952.

Image and commercial advertisements, e.g. for financial services or investment products, reach the key decision-makers in industry, banks and the financial sector with the Börsen-Zeitung - both in the daily edition and in the editorial supplements and specials.

BRIEF CHARACTERISTICS

The Börsen-Zeitung is published by the WM Group, the publishing association WERTPAPIER-MITTEILUNGEN Keppler, Lehmann GmbH & Co. KG. Since 1952 it has been the only "pure" financial newspaper in Germany, making it a daily read and an indispensable source of information for finance and capital market professionals.



2/3 of our readers belong to the 1st or 2nd management level in their companies. With Börsen-Zeitung, adverts make it directly onto the desks of important decision-makers!

Commercial and financial advertisements

Advertising and financial adverts attract particular attention from Börsen-Zeitung readers. It goes without saying that the Börsen-Zeitung is a supra-regional mandatory publication for all German stock exchanges.

Editorial supplements, specials and focus topics of the Börsen-Zeitung

The editorial supplements, specials and focus topics provide up-to-date information on market and industry topics. The current overview of topics for 2025 can be found on page 10.



Digital advertising

In addition to print advertising options, the Börsen-Zeitung also offers a wide range of digital advertising options. Our offer includes a modern website, an e-paper, various newsletters, podcasts and an app. Please request our media data for digital advertising or an individual offer from the advertising department.

Your contacts

Advertising Sales

Bernd Bernhardt
Head of Advertising Sales
Telephone: +49 69 2732-189
Email: b.bernhardt@boersen-zeitung.de

Andrea Wermann
Telephone: +49 69 2732-223
Email: a.wermann@boersen-zeitung.de

Benjamin Sieben
Telephone: +49 69 2732-605
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 Postfach 110932
60316 Frankfurt am Main 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

Frequency of publication	5 times a week (Tuesday to Saturday)	Colour printing	Minor shifts in colour and register shall not entitle the customer to any replacement or compensation.
Printing process	Coldset web offset printing	Technical data	Please refer to the technical data sheet for the creation of print copies.
Main type	7.7 dots Bitstream Charter	Agency commission	Financial and commercial advertisements 15%
Main type advertisements	8.0 dots Myriad Pro	Discounts	Advertisements in the Börsen-Zeitung and digital advertising are combined in a discount package.
Newspaper size	Depth 470mm, width 315mm	Terms of payment	7 days from date of invoice. A 2% discount applies to payments made within 7 days from date of invoice or via direct debiting.
Size "Börsen-Zeitung SPEZIAL"	Depth 297mm, width 210mm	General terms and conditions	 You can find our current general terms and conditions online at the following online link: https://anzeigen.boersen-zeitung.de/print
Acceptance	All issues		
Specified Positions	Commercial and multicolour financial ads: Placement as per agreement. Details of placement surcharges can be found on pages 5, 6, 9 and 10. Financial advertisements (B/w): No restrictions on positioning.		
Colours	According to colour specification. Special colours are produced from the Euroscale.		

Closing and copy deadline, cancellation deadlines

Daily issue

Closing and copy deadline
Commercial advertisements:
1 week prior to publication
Financial advertisements:
3:00 pm, 2 days prior to publication

Investment funds

Deadline for new investment funds and price deliveries

Investment fund prices New publications:
2 days prior to publication
Price deliveries The day before 3:30 pm

Supplements/Focus topics/Year-end edition

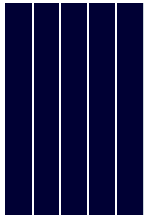
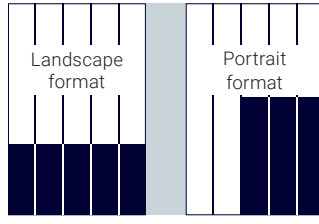
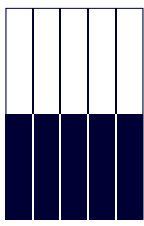
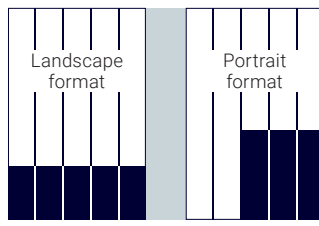
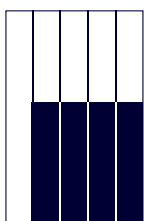

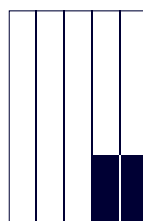
Closing deadline
Editorial supplements and focus topics: 3 weeks before publication
Specials:
4 weeks before publication
Year-end edition:
4 weeks before publication

Copy deadline

Editorial supplements and focus topics: 10 days before publication
Specials:
12 days before publication
Year-end edition:
14 days before publication

COMMERCIAL ADVERTISEMENTS

STANDARD FORMATS

 <p>1/1 page 286mm w x 440mm d</p> <p>4c €32,990.00 4c page 3 or 5 €34,639.50</p>	 <p>1/3 page 286mm w x 147mm d (Landscape format) 170mm w x 245mm d (Portrait format)</p> <p>4c €12,750.00</p>	
 <p>1/2 page 286mm w x 220mm d</p> <p>4c €17,090.00 4c page 3 or 5 €18,799.00</p>	 <p>1/4 page 286mm w x 111mm d (Landscape format) 170mm w x 185mm d (Portrait format)</p> <p>4c €9,990.00</p>	
 <p>Junior Page 228mm w x 250mm d</p> <p>4c €15,750.00 4c page 3 or 5 €18,112.50</p>	 <p>Stripe Advertisement 112mm w x 440mm d</p> <p>4c €14,490.00</p>	 <p>1/8 page 112mm w x 140mm d</p> <p>4c €5,300.00</p>

OTHER FORMATS

Type area:
286mm w x 440mm d

Column width: 47mm

Ad columns: 6

Text columns: 5

1/1 page: 2640mm

Millimetre rate
Column width 47mm

Millimetre rate
Column width 54mm

Advertorials

Advertorials are basically possible. They are printed in a different font, framed by a box, and the word "Advertisement" appears next to the content. Their prices and formats are identical to the ones for commercial ads.

Reduced rates
(Column width 47mm, no restrictions on positioning)

Ad and text columns

The prices also apply to editorial supplements.

Tunnel and panorama ads on request.

All prices are subject to VAT.

Basic price	
4c	€16.90

Text advertisements (From page 3 onward)	
4c	€43.50
Text advertisements in colour are possible from a minimum size of 80mm. Front page advertisements on request	

Millimetre price	b/w	4c
Job wanted	€4.70	
Recruitments	€5.75	€9.50
Obituaries*		€5.95

* For further information, please request our information sheet on obituaries

Ad columns	Width
1	47mm
2	94mm
3	142mm
4	190mm
5	238mm
6	286mm

Text columns	Width
1 (1,2 ad columns)	54mm
2 (2,4 ad columns)	112mm
3 (3,6 ad columns)	170mm
4 (4,8 ad columns)	228mm
5 (6,0 ad columns)	286mm

FINANCIAL ADVERTISEMENTS

Type area:
286mm w x 440mm d
Column width: 47mm
Ad columns: 6
Text columns: 5
1/1 page: 2640mm

Ad and text columns

Ad columns	Width
1	47mm
2	94mm
3	142mm
4	190mm
5	238mm
6	286mm

Text columns	Width
1 (1,2 ad columns)	54mm
2 (2,4 ad columns)	112mm
3 (3,6 ad columns)	170mm
4 (4,8 ad columns)	228mm
5 (6,0 ad columns)	286mm

Millimetre rate

Basic price	
b/w	€2.75
4c	€6.45

All prices are subject to VAT.

Statutory advertisements

Statutory advertisements are notices that must be published in newspapers in compliance with the legal requirements. Invitations to the Annual General Meeting, dividend announcements, and similar ads are treated as statutory advertisements.

Examples

Invitation to the Annual General Meeting, Encavis, 22.05.2024

Dividend announcement, Deutsche EuroShop, 03.09.2024

Notice Interim Report, 2G Energy, 05.09.2024

BÖRSEN-ZEITUNG SPEZIAL IN MAGAZINE FORMAT



Special supplements of the Börsen-Zeitung in magazine format appear under the title "Börsen-Zeitung SPEZIAL" and are published on selected topics and events.

Type area:
175mm w x 244mm d

Bleed size advertisement:
210mm w x 297mm d

Cutting allowance:
4mm around outer edges

Special advertising formats on request.

All prices are subject to VAT.

1/1 page
210mm w x 297mm d
4c
€13,300.00

2nd or 3rd title page
4c
€14,630.00

4th title page
4c
€15,960.00

1/3 page
210mm w x 99mm d
4c
€4,850.00

1/2 page
210mm w x 148mm d (Landscape format)
105mm w x 297mm d (Portrait format)
4c
€6,990.00

Stripe Advertisement
65mm w x 297mm d
4c
€4,650.00

Advertorials

Advertorials are basically possible. They are printed in a different font, framed by a box, and the word "Advertisement" appears next to the content. Their prices and formats are identical to the ones for commercial ads.

YEAR-END EDITION

The big year-end edition of the Börsen-Zeitung is a proven and traditional advertising medium that creates new contacts for you far beyond the publication date. Use this issue for your product or image advertising and address shareholders, investors and multipliers such

as securities advisors and asset managers in a targeted manner. You will find the advertising formats and prices on the next page.

Example: Our issue from the previous year



Title page



Page 3



Page 5



Page 7

YEAR-END EDITION

Publication date

31 December 2025

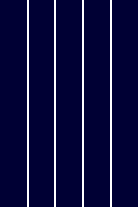
Closing deadline

03 December 2025

Copy deadline

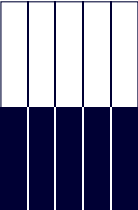
17 December 2025

Standard formats



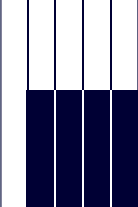
1/1 page
286mm w x 440mm d

4c €39,900.00
4c Page 3, 5 or 7 €41,895.00



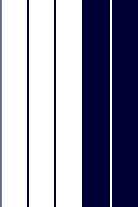
1/2 page
286mm w x 220mm d

4c €20,900.00
4c Page 3, 5 or 7 €22,990.00



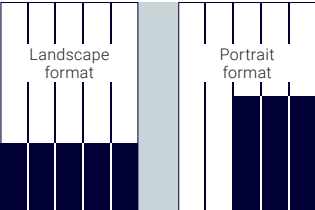
Junior Page
228mm w x 250mm d

4c €18,990.00
4c Page 3, 5 or 7 €21,838.50



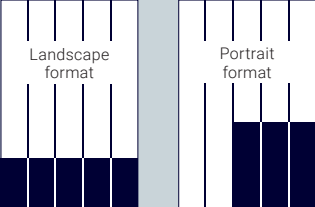
Stripe Advertisement
112mm w x 440mm d

4c €17,200.00



1/3 page
286mm w x 147mm d (Landscape format)
170mm w x 245mm d (Portrait format)

4c €14,850.00



1/4 page
286mm w x 111mm d (Landscape format)
170mm w x 185mm d (Portrait format)

4c €11,350.00

Other formats

Millimetre rate, column width 47mm

Basic price	
4c	€18.00

Ad and text columns

Ad columns	Width
1	47mm
2	94mm
3	142mm
4	190mm
5	238mm
6	286mm

Text columns	Width
1 (1,2 ad columns)	54mm
2 (2,4 ad columns)	112mm
3 (3,6 ad columns)	170mm
4 (4,8 ad columns)	228mm
5 (6,0 ad columns)	286mm

Type area:

286mm w x 440mm d

Column width: 47mm

Ad columns: 6

Text columns: 5

1/1 page: 2640mm

Financial advertisements:

The rates for financial advertisements apply.

Panorama and tunnel displays on request

All prices are subject to VAT.



The year-end edition of the Börsen-Zeitung is an ideal customer gift.

For the year-end edition, we offer the option of personalising copies with your company logo. This makes it a gift you can pass on to your customers and business partners. Ask our sales department!

Telephone: +49 69 2732-142, email: vertrieb@boersen-zeitung.de

EDITORIAL SUPPLEMENTS AND SPECIALS 2025

Editorial supplements, specials and focus topics of the Börsen-Zeitung

Editorial supplements and specials are a traditional part of the Börsen-Zeitung. In these supplements, current position statements are given on market and industry topics. As a rule, the authors of the supplements are leading representatives from banks, the international financial world and the industry as well as their organisations and associations. In

addition, focus topics appear in selected issues of the Börsen-Zeitung. For advertisements in editorial supplements the price list for advertisements (Page 5) applies. For advertisements in specials the price list "Börsen-Zeitung SPEZIAL in magazine format" (Page 8) applies. You will find a complete overview of all supplements on the following pages.

Editorial supplements	Publication date	Closing date	Copy deadline
Financial Centre Frankfurt	01.03.2025	07.02.2025	19.02.2025
MIPIM	08.03.2025	14.02.2025	26.02.2025
The economic area of Baden-Württemberg	15.03.2025	21.02.2025	05.03.2025
The economic area of North Rhine-Westphalia	22.03.2025	28.02.2025	12.03.2025
Megatrend Sustainability	29.03.2025	07.03.2025	19.03.2025
Digital Assets	05.04.2025	14.03.2025	26.03.2025
Development banks	26.04.2025	04.04.2025	16.04.2025
Green Finance	17.05.2025	25.04.2025	07.05.2025
German Savings Banks Conference (Deutscher Sparkassentag)	21.05.2025	30.04.2025	12.05.2025
Family business	07.06.2025	16.05.2025	28.05.2025
Investor Relations	21.06.2025	30.05.2025	11.06.2025
Pfandbrief banks	25.06.2025	04.06.2025	15.06.2025
Volks- und Raiffeisenbanks	02.07.2025	11.06.2025	20.06.2025
Energy & Climate	05.07.2025	13.06.2025	25.06.2025
The economic area of Lower Saxony	06.09.2025	15.08.2025	27.08.2025
Environment Social Governance	13.09.2025	22.08.2025	03.09.2025
Real Estate	03.10.2025	12.09.2025	24.09.2025
The economic area of Bavaria	22.10.2025	01.10.2025	13.10.2025
COP30	30.10.2025	09.10.2025	20.10.2025
Financial Centre Luxembourg	08.11.2025	17.10.2025	29.10.2025
Investment funds	15.11.2025	24.10.2025	05.11.2025

Specials/Börsen-Zeitung SPEZIAL	Publication date	Closing date	Copy deadline
Megatrend Digitalisation	03.05.2025	04.04.2025	17.04.2025
Alternative Investments	06.05.2025	08.04.2025	24.04.2025
Financial Centre Munich	14.05.2025	16.04.2025	05.05.2025
Pension Funds & Foundations	24.05.2025	25.04.2025	12.05.2025
Financial Centre Hamburg	31.05.2025	02.05.2025	19.05.2025
SME Financing	20.09.2025	22.08.2025	08.09.2025
Institutional Investment	27.09.2025	29.08.2025	15.09.2025
Wealth Management & Private Banking	30.09.2025	02.09.2025	18.09.2025
Financial Centre Düsseldorf	10.10.2025	12.09.2025	26.09.2025
Private Markets	18.10.2025	19.09.2025	06.10.2025
Financial Centre Stuttgart	22.11.2025	24.10.2025	10.11.2025
Alternative Investments	29.11.2025	31.10.2025	17.11.2025
Corporate Law Firms	02.12.2025	04.11.2025	20.11.2025

Focus topics in the daily edition	Publication date	Closing date	Copy deadline
Asset Management	02.04.2025	12.03.2025	21.03.2025
25 years of ETF in Germany	11.04.2025	21.03.2025	01.04.2025
Megatrend Infrastructure	14.06.2025	23.05.2025	04.06.2025
Megatrend Healthcare	25.10.2025	02.10.2025	15.10.2025
Restructuring	04.11.2025	14.10.2025	24.10.2025

As per November 8, 2024/Subject to change

INVESTMENT FUNDS

The Börsen-Zeitung publishes prices for investment funds with performance data on every publication day and thus informs investors and intermediaries about the current issue and redemption prices. In addition, all prices are published on www.boersen-zeitung.de and included in WM Datenservice's electronic fund reporting, which is

transmitted to the financial industry several times a day. Furthermore, the prices are published 12 times a year as a comprehensive Ultimo table in the "WPI Wertpapier Informationssystem" of the Börsen-Zeitung.

Publication costs

	per day	p.a. ³
Title row ¹⁾		
in bold type	€3.00	€750.00
in bold type 12°	€5.00	€1,250.00
Additional row with communication data ²⁾		
in bold type	€3.00	€750.00
Logo ²⁾		
Depth up to 5mm	€5.00	€1,250.0
every additional 2mm	€3.00	€750.00
Fund prices		
per row	€3.00	€750.00

The publication charges are calculated in advance for the current calendar year after the order has been placed. Publications without a discount agreement can be cancelled at any time with 6 weeks' notice to the end of the quarter.

In the case of a binding order for at least 1 year (Notice period thereafter 3 months to the end of the year), the following quantity discounts are granted:

	10 funds and more	20 funds and more	50 funds and more
Duration 1 year	10% discount	15% discount	20% discount
Duration 3 years	15% discount	20% discount	25% discount

The fund prices must be transmitted by email to our investment service: inv-preise@wmdaten.de.

Please direct your requests for contract and reporting forms as well as questions regarding publication and representation in the investment tableau to our quotations section department: kursredaktion@boersen-zeitung.de.

Deadline for new investment funds:	2 days prior to publication
Deadline for prices and dates:	3:30 pm, 1 day prior to publication

¹⁾ As from 5 chargeable investment fund rows, publication of the title row is free of charge. If no title is desired, listing is made under "Diverse" at the end of the investment table.

²⁾ As from 20 chargeable investment fund rows, the title, logo (Total depth 5mm) and 1 additional row for communication data is free of charge.

³⁾ 250 issues are charged per year.

All prices are subject to VAT.

TECHNICAL DATA BÖRSEN-ZEITUNG

Insertion orders

Please send us your insertion orders separately from the copy data by email to anzeigen@boersen-zeitung.de.

Printing process

Coldset web offset printing

Colours

According to DIN ISO 12647-3

Special colours (e.g. HKS or Pantone colours) are created from the colours of the Euroscale. All colours, including spot colours, must be created from the process colours cyan, magenta, yellow and black. The print template must not contain any RGB or LAB colour spaces.

Total colour application and dot gain

Max. 240%. Approx. 26% according to process standard newspaper printing ISO 12647-3

Colour sequence

CMYK (cyan, magenta, yellow, black)

Screen ruling/screen ruling

150 lpi (60 raster)
Light dot 3%, depth dot 95%

Paper quality/grammage = printing condition

Paper class INP Improved News Print, 52 g/m²

Profile, characterisation data

For colour prints: ISOnewspaper26v4
For greyscale prints: ISOnewspaper26v4_gr

For all parameters not listed, the BVDM/Fogra guidelines for offset printing apply.

Guidelines for the transmission or delivery of digital advertisements

When sending your advert by email, please note the following important points so that we can process the order to your satisfaction: Select the folder or file name in such a way that it is recognisable for which customer the advertisement is for; please do not use any special characters or umlauts.

We expect PDF-X-1a documents prepared for newspaper printing with integrated fonts. The transmitted data must contain all the components required for exposure. Please use images (minimum resolution 280 dpi for colour and greyscale images, 1270 dpi for line drawings [1-bit images] in the size to be printed) and logos (at least 800 dpi or vector EPS) in CMYK and reproduction scale 1:1. Complete PS fonts, no modified fonts, no true type fonts.

Other formats, such as Word files, cannot be processed and can only be used as typesetting templates. The format of the document must correspond to the display format. Format corners and register marks must be sufficiently spaced (12 pt/4mm). When compressing files, select only self-extracting compression types (Stuffit/Zip). No corrections are made to the data supplied. Please send new data if corrections are required or if the data supplied is incorrect. Multiple edits will be invoiced. Minor deviations in register and tone do not entitle the customer to compensation or a reduction in price.

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

TECHNICAL DATA

BÖRSEN-ZEITUNG SPEZIAL

Insertion orders

Please send us your insertion orders separately from the copy data by email to anzeigen@boersen-zeitung.de.

Printing process

Commercial sheet-fed offset printing

Colours

As per ISO 2846. Special colours (E.g. HKS or Pantone) are produced by means of Euroscale colours.

Tonal values and tonal value increase

Total colour value 300%, highlight value 3%,
shadow value 95% colour saturation
Tonal value increase 40%: Black 19%,
bright colours 16% (Tolerance $\pm 3\%$)
Tonal value increase 80%: Black 13%,
bright colours 11% (Tolerance $\pm 2\%$)
Minor tonal value deviations within rotary offset tolerance range.

Colour sequence

KCMY (Black, cyan, magenta, yellow)

Screen angle

Black 45°, cyan 15°, magenta 75°, yellow 0°/70lpcm

Paper quality/grammage = printing condition

1/2 grade paper ISOcoated v2

Profile, type of data

ISOcoated v2 300%/FOGRA39L

For all other parameters, the BVDM/Fogra guidelines for offset printing apply.

Guidelines for the transmission or delivery of digital advertisements

When sending your advert by e-mail, please note the following important points so that we can process the order to your satisfaction: Select the folder or file name in such a way that it is recognisable for which customer the advertisement is for; please do not use any special characters or umlauts.

We prefer composite high-end PDF files with fonts and images included. The transmitted data must contain all the necessary components for the exposure. Use images (at least 250 dpi), logos (at least 800 dpi or vector EPS) in CMYK and reproduction scale 1:1. Complete PS fonts, no modified fonts, no true type fonts.

Other formats, such as Word files, cannot be processed and can only be used as typesetting templates. The format of the document must correspond to the display format. Format corners and register marks must be sufficiently spaced (12 pt/4mm). When compressing files, select only self-extracting compression types (Stuffit/Zip).

No corrections are made to the data supplied. Please send new data if corrections are required or if the data supplied is incorrect. Multiple edits will be invoiced. Minor deviations in register and tone do not entitle the customer to compensation or a reduction in price.

Delivery address for insertion orders and data carriers

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Advertising Department

Sandweg 94

60316 Frankfurt am Main

Telephone: +49 69 2732-115

Email: anzeigen@boersen-zeitung.de