



**IMMEDIATE**  
MARKTFORSCHUNGSDIENSTLEISTUNGEN & SOFTWARE

# Börsen-Zeitung

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# PREFACE

The Börsen-Zeitung is an official publication organ at all German stock exchanges. The subscribers of the Börsen-Zeitung are primarily credit institutions, insurance companies, capital management companies, listed companies and other providers of services for capital markets.

For more than 70 years, the Börsen-Zeitung has been used by an exclusive clientele of decision-makers in and around financial

markets and is therefore an exceptional platform for advertisements. The results of the present study impressively prove that the readers of the Börsen-Zeitung are among the most important decision-makers in the financial community and appreciate “their Börsen-Zeitung”.

We commissioned the renowned institute Immediate GmbH in Bremen to carry out this study. Immediate GmbH is responsible,

among other things, for the “Financial Community” study of iq media marketing GmbH and, for a long time, for the “LAE-Leseranalyse Entscheidungsträger in Wirtschaft und Verwaltung” (LAE reader analysis of decision-makers in business and administration).

The publisher and editorial department of the Börsen-Zeitung

## About the Börsen-Zeitung

<b>Frequency of publication</b>	5 times a week (Tuesday to Saturday)	<b>Objective</b>	Analytical coverage and precise commentaries – being an aid to professionals in their decision-making
<b>Distribution channels</b>	The Börsen-Zeitung is distributed exclusively by subscription	<b>Claim</b>	Up-to-date, credibility, reliability, high competence for financial and capital market topics
<b>Editorial focus</b>	Financial markets, company reports, and banking industry		

# SURVEY PROFILE

<b>Basic population</b>	Subscribers to the Börsen-Zeitung	<b>Number of cases</b>	302 interviews (net)
<b>Random sample</b>	Subscriber file of the Börsen-Zeitung	<b>Institute</b>	Immediate GmbH, Bremen
<b>Data collection</b>	Online interviews with the listed recipient of the Börsen-Zeitung in the period from 1 March to 14 March 2022		

# SUMMARY

## Important in advance

### Readers

For 76% of readers, the Börsen-Zeitung is one of the most important media in everyday professional life. Almost 67% of the readers belong to the 1st or 2nd management level. More than 38% of the readers have an annual gross income of over 150,000 euros.

**By placing your ad in the Börsen-Zeitung, you will reach decision-makers with high purchasing power without waste coverage.**

### Use

More than 72% of the respondents use the offers of the Börsen-Zeitung daily. The average reading time of the print version is 26 minutes per issue.

**Your ad will attract attention and be noticed.**



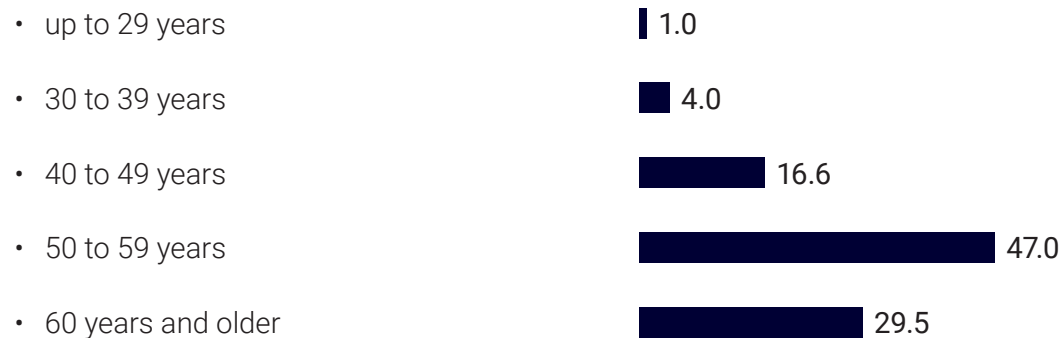
# DEMOGRAPHY AND OCCUPATIONAL FEATURES

Figures in %

## Gender



## Age

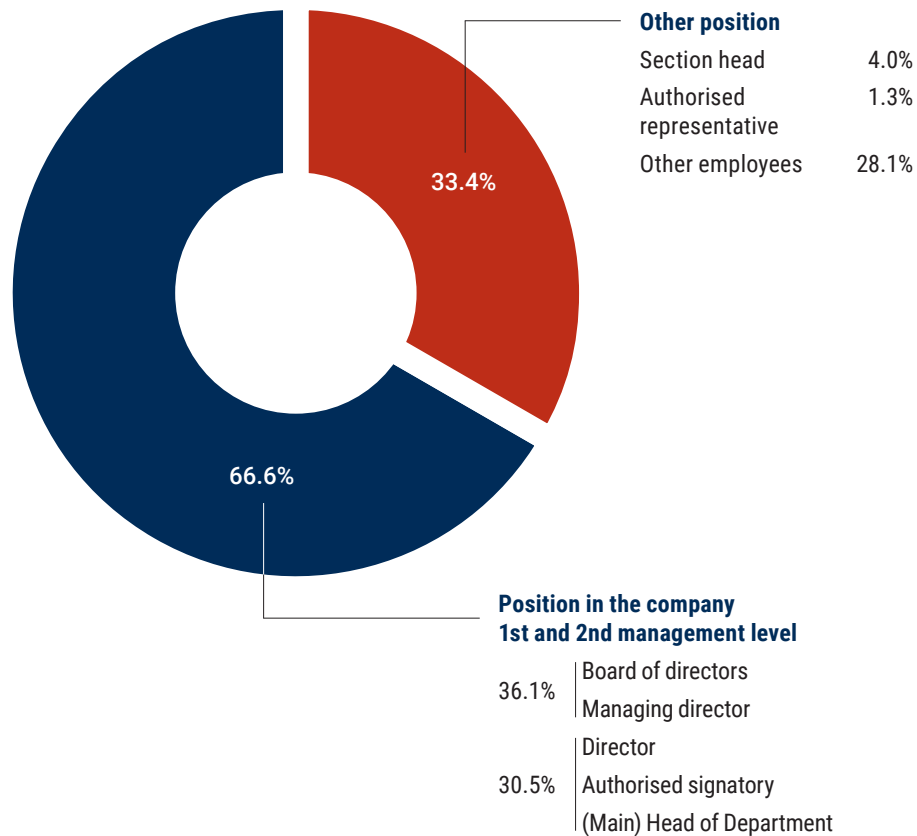


**The readers of the Börsen-Zeitung are predominantly male and between 30 and 59 years of age (56 years old on average) in the professionally active period.**

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**Börsen-Zeitung**

# DEMOGRAPHY AND OCCUPATIONAL FEATURES



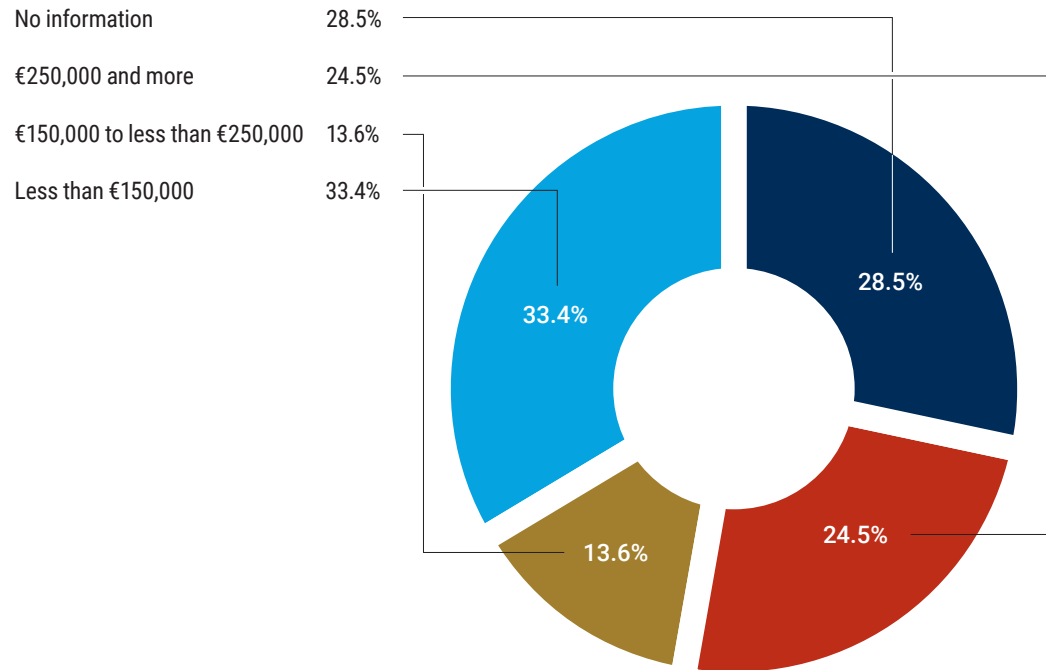
## Question:

Please state your position in the company. Are you ...?

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

# DEMOGRAPHY AND OCCUPATIONAL FEATURES

## Gross annual salary



**The readership of the Börsen-Zeitung consists of top earners and is thus a target group with purchasing power for high-quality products.**

# DEMOGRAPHY AND OCCUPATIONAL FEATURES

Multiple answers/figures in %

## Customer care

Support for ...

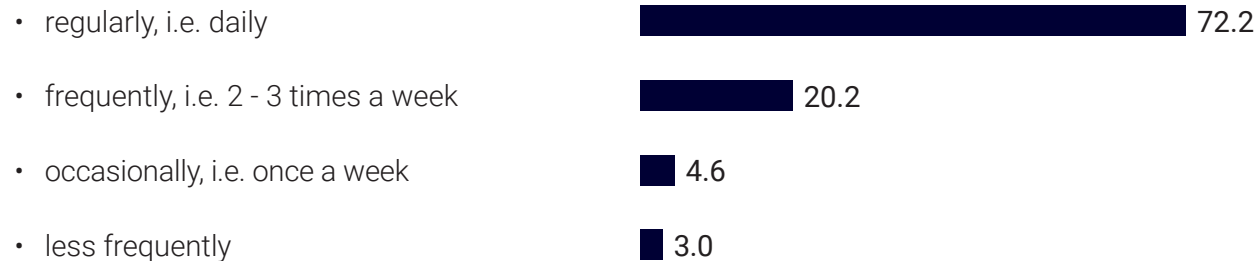


### Question:

Do you serve private clients, corporate clients and/or institutional investors?

# USER BEHAVIOUR

## Reading frequency



### Question:

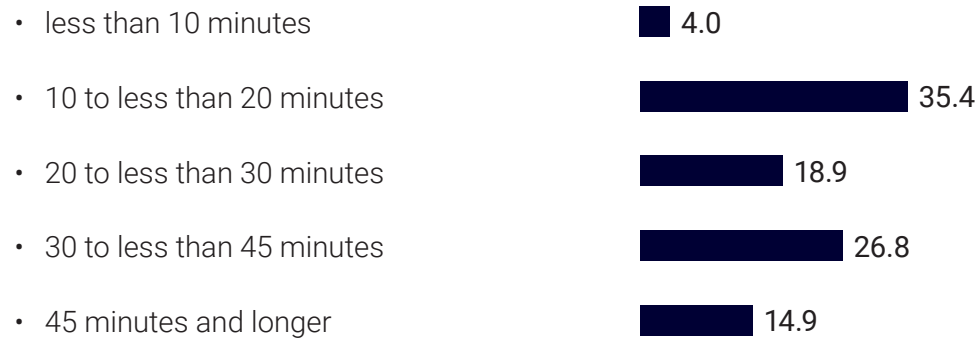
First, please tell me how often you use the Börsen-Zeitung (print/digital). Is that ...?



# USER BEHAVIOUR

Figures in %

## Reading time

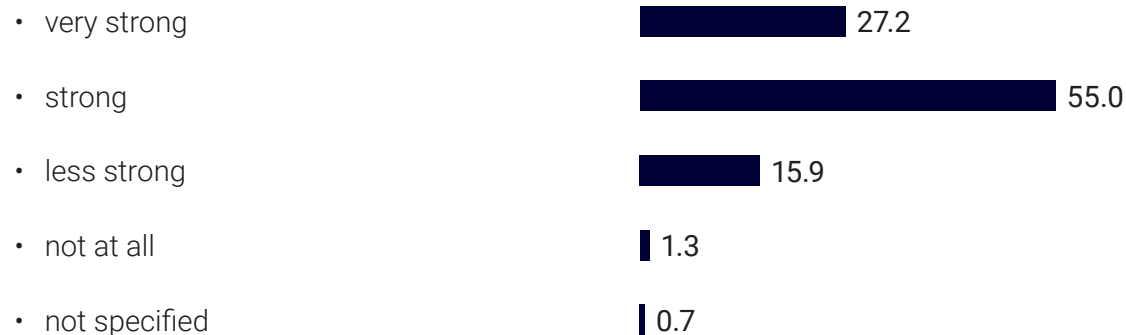


**Average reading time: 26 minutes**

## Question:

And how long do you generally read an issue of the Börsen-Zeitung? If you pick up the newspaper several times, please add up all the reading times.

## Readership loyalty



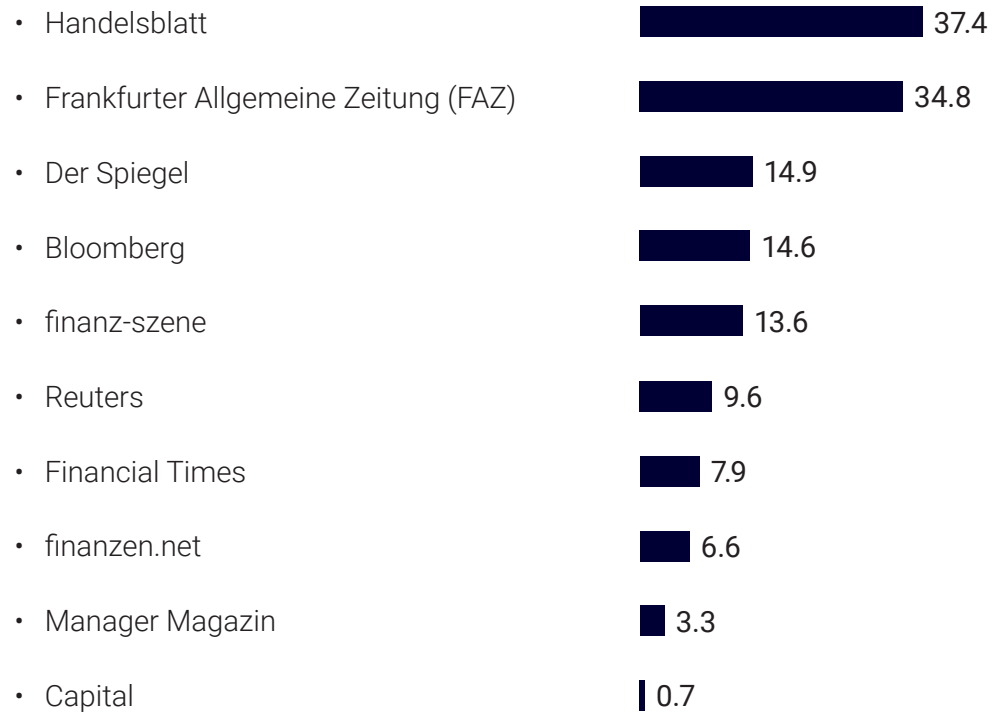
## Question:

If you could no longer receive the Börsen-Zeitung for any reason, would you miss it very much, a lot, less or not at all?

# USER BEHAVIOUR

Figures in %

## Use of other media brands (regularly)



### Question:

Now for something else: I am going to read you the names of some magazines and newspapers. For each newspaper or magazine, please tell me how often you read it. Is it regularly, i.e. daily, frequently, i.e. about every 2nd issue, occasionally, i.e. about every 3rd to 4th issue, less often or never or hardly ever?

■ Regularly, i.e. daily

**Only about 1/3 of Börsen-Zeitung readers regularly read the Handelsblatt or the Frankfurter Allgemeine Zeitung. So the Börsen-Zeitung should not be missing from any media plan.**

# USER BEHAVIOUR

*(Open query)*

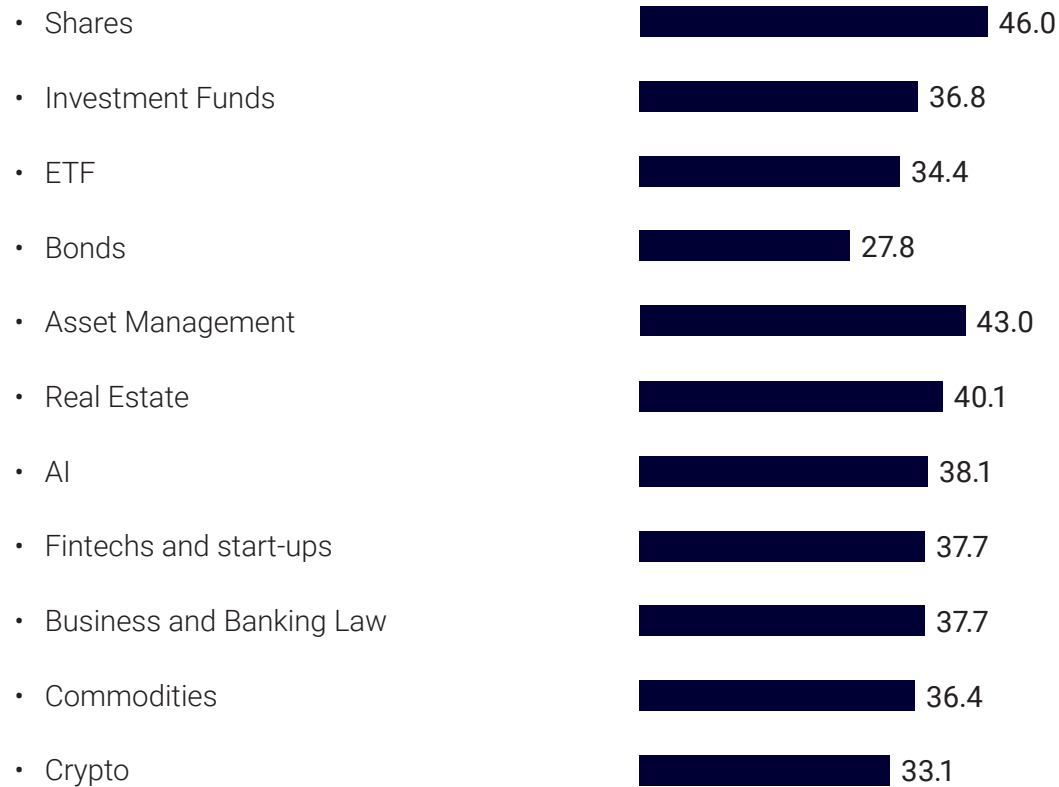
## **Important topics in professional everyday life (multiple answers)**



# USER BEHAVIOUR

*(Open query)*

## **Important topics in professional everyday life (multiple answers)**



# CONCLUSION

Like the previous studies, the present study impressively underlines the importance of the Börsen-Zeitung in the target group “decision-makers in the financial sector”. The Börsen-Zeitung is read by a decision-mak-

ing and opinion-leading target group and achieves high attributions of competence due to the nature of its reporting on all areas of the financial markets.

**Do you want to address the decision-makers of the financial community?**

Then let us talk to you now. We look forward to hearing from you!



## Contact

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