



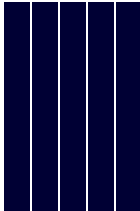

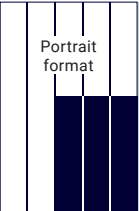
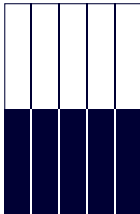

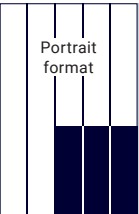
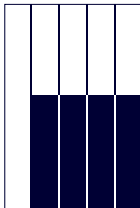
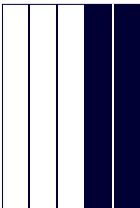
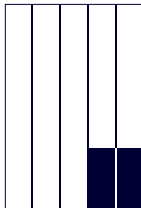
# ACTIVE AND PASSIVE ETFS

## Your ad in the thematic environment of the focus topic

Active or passive? This question arises not only in the comparison of ETFs with traditional investment funds, but now also in the range of ETF providers. Passive ETFs are a good choice for investors looking for a cost-effective and broadly diversified investment that tracks market returns. This investment instrument has long been established. Active ETFs are not yet quite as widespread. These can be an option for investors who are prepared

to take a higher risk and thus potentially achieve a higher return. However, investors must be aware that this is associated with higher costs and that outperformance is not guaranteed. Active ETFs have recently seen record inflows of funds. Passive equity ETFs are still in the lead in the regular analyses of fund inflows. However, active ETFs are becoming increasingly popular.

## Advertising rates

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

All prices are subject to VAT.

Tunnel ads and panorama ads on request.

## Advertorials

Advertorials are generally possible. These will be marked as advertisements and must differ clearly from the typeface of the Börsen-Zeitung and be provided with a frame. Prices and formats as for advertisements.

## Dates

Publication date: 21.10.2025  
Copy deadline: 11.10.2025  
Closing date: 30.09.2025

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