



Please note: new
publication schedule
from 2026,
Monday to Friday

VALID AS OF 1 JANUARY 2026
RATE CARD NO. 58

PRINT PRODUCTS

Börsen-Zeitung

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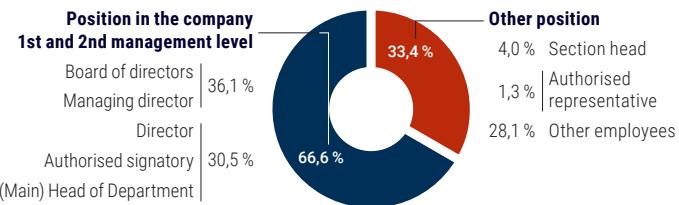


The Börsen-Zeitung has been the only "pure" financial newspaper in Germany since 1952.

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 2026 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

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Email: b.bernhardt@boersen-zeitung.de

Andrea Wermann

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Email: a.wermann@boersen-zeitung.de

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Advertising Department

Nikolaj Basel

Veit Brandt

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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

Frequency of publication 5 times a week from Monday to Friday with varying publication dates or double issues on public holidays

Colours

According to colour specification. Special colours are produced from the Euroscale.

Printing process Coldset web offset printing

Colour printing

Minor shifts in colour and register shall not entitle the customer to any replacement or compensation.

Main type 7.7 dots Bitstream Charter

Technical data

Please refer to the technical data sheet for the creation of print copies.

Main type advertisements 8.0 dots Myriad Pro

Agency commission

Financial and commercial advertisements 15%

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 to 9. Financial advertisements (b/w): No restrictions on positioning.

Closing and copy deadline, cancellation deadlines

Daily issue

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

Tuesday: 3:00 pm, 4 days

prior to publication

Wednesday to Friday: 3:00 pm,
2 days prior to publication

Editorial supplements, specials, focus topics and year-end edition

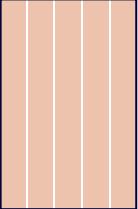
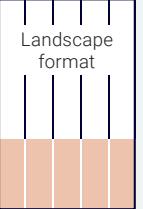
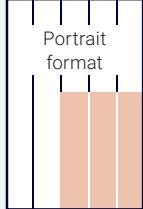
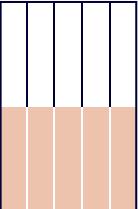
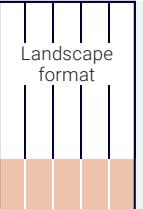
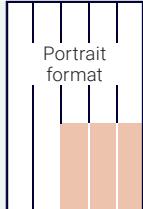
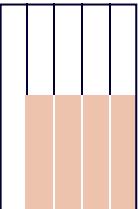
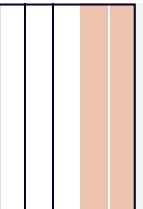
Closing deadline	6 weeks prior to publication		
Copy deadline	Editorial supplements and focus topics	Specials	Year-end edition
	10 days prior to publication	12 days prior to publication	14 days prior to publication

Investment funds

Deadlines	Investment fund prices	Price deliveries
	New publications: Submission deadlines such as financial ads	Monday: 3:30 pm, 3 days
		prior to publication
		Tuesday to Friday: 3:30 pm,
		1 day prior to publication

COMMERCIAL ADVERTISEMENTS

STANDARD FORMATS

	1/1 page 286mm w x 440mm d 4c €33,700.00 4c page 3 or 5 €35,385.00			1/3 page 286mm w x 147mm d (Landscape format) 170mm w x 245mm d (Portrait format) 4c €13,050.00
	1/2 page 286mm w x 220mm d 4c €17,470.00 4c page 3 or 5 €19,217.00			1/4 page 286mm w x 111mm d (Landscape format) 170mm w x 185mm d (Portrait format) 4c €10,200.00
	Junior Page 228mm w x 250mm d 4c €16,100.00 4c page 3 or 5 €18,515.00		Stripe Advertisement 112mm w x 440mm d 4c €14,820.00	1/8 page 112mm w x 140mm d 4c €5,415.00

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

Basic price	
4c	€17.25
Text advertisements (From page 3 onward)	
4c	€44.50

Text advertisements in colour are possible from a minimum size of 80mm. Front page advertisements on request

Advertorials

Advertorials are generally possible. These are marked as advertisements and must be clearly distinguishable from the Börsen-Zeitung's typeface and framed. Prices and formats are the same as for commercial advertisements.

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

Millimetre price	b/w	4c
Job wanted	€4.80	
Recruitments	€5.90	€9.70
Obituaries*		€6.10

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

Ad and text columns

Ad columns	Width	Text columns	Width
1	47mm	1 (1,2 ad columns)	54mm
2	94mm	2 (2,4 ad columns)	112mm
3	142mm	3 (3,6 ad columns)	170mm
4	190mm	4 (4,8 ad columns)	228mm
5	238mm	5 (6,0 ad columns)	286mm
6	286mm		

All prices are subject to VAT.

Tunnel and panorama ads on request.

COMMERCIAL ADVERTISEMENTS

RECHT UND KAPITALMARKT IMMOBILIEN

Example

Text advertisement and commercial ad, 06.09.2025

IMMOBILIEN

Example

1/3 page, landscape format, 03.07.2025

Weekly focus page “Recht und Kapitalmarkt”

The topic page "Recht und Kapitalmarkt" with specialist articles on legal issues is published in the Friday edition.

Closing and copy deadline

1 week prior to publication

Ad formats/Ad prices

	Text Advertisement 54mm w x 70mm d	Text Advertisement 112mm w x 70mm d
	4c €3,075.00	4c €6,230.00

3T/200
170mm w x
200mm d

4c €10,750.00

All prices are subject to VAT.

Monthly focus page "Immobilien"

On the second Monday of every month, the focus page "Immobilien" is published, focusing on trends, strategies, opportunities and risks in the real estate sector.

Closing and copy deadline

1 week prior to publication

Anzeigenformate/Anzeigenpreise

The advertisement formats and prices are identical to those in the daily edition of the Börsen-Zeitung. See advertisements on the previous page.

Secure your advertising space now: We will be happy to advise you individually and, if you wish, put together an attractive combination offer including thematically appropriate additional formats.

FINANCIAL ADVERTISEMENTS

PRINT-READY ADS/SENTENCE ADS

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 I		Basic price II	
Print-ready ad (Printing material)	b/w	€2.85	Sentence ads
	4c	€6.70	b/w

Basic price II	
Sentence ads	b/w
	4c
	€3.00
	€6.85

All prices are subject to VAT.

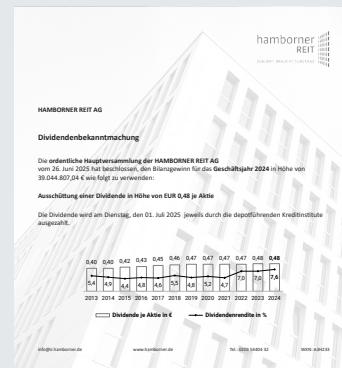
Statutory advertisements

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,
Deutsche EuroShop, 20.05.2025



Dividend announcement,
HAMBORNER REIT, 27.06.2025



Notice Interim Report,
RTL Group, 12.08.2025

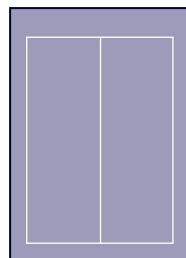
BÖRSEN-ZEITUNG SPEZIAL IN MAGAZINE FORMAT



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

1/1 page
210mm w x 297mm d

4c

€13,590.00

Cutting allowance:

4mm around outer edges

Special advertising formats on request.

All prices are subject to VAT.

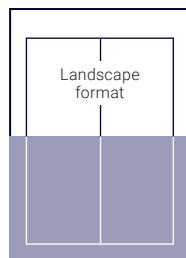
4th title page
4c

€14,949.00

1/3 page
210mm w x 99mm d

4c

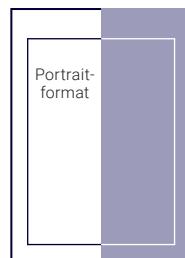
€4,990.00



1/2 page
210mm w x 148mm d
(Landscape format)

4c

€7,150.00



1/2 page
105mm w x 297mm d
(Portrait format)

4c

€7,150.00

Advertisorials

Advertisorials are generally possible. These are marked as advertisements and must be clearly distinguishable from the Börsen-Zeitung SPEZIAL typeface and framed. Prices and formats are the same as for commercial advertisements.

YEAR-END EDITION

The Börsen-Zeitung's large year-end edition is a proven and traditional advertising medium that will help you make new contacts long after its publication date. Use this edition to advertise your products

or image and target shareholders, investors and multipliers such as securities advisors and asset managers. The advertisement formats and prices can be found on the next page.

Example: Our issue from the previous year



Title page



Page 3



Page 5



Page 7

YEAR-END EDITION

Publication date	Closing deadline	Copy deadline
31 December 2026	19 November 2026	17 December 2026

Type area:
286mm w x 440mm d

Column width: 47mm

Ad columns: 6

Text columns: 5

1/1 page: 2640mm

Other formats

Millimetre rate, column width 47mm

Basic price

4c	€18.50
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Financial advertisements

The rates for financial advertisements apply.

All prices are subject to VAT.

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

Standard formats



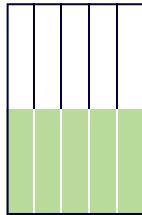
1/1 page
286mm w x 440mm d

4c	€40,750.00
4c page 3 or 5	€42,787.50



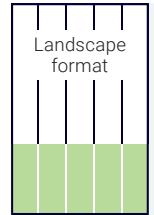
Stripe advertisement
112mm w x 440mm d

4c	€17,600.00
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1/2 page
286mm w x 220mm d

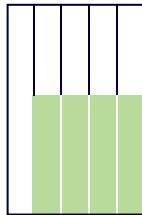
4c	€21,350.00
4c page 3 or 5	€23,485.00



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

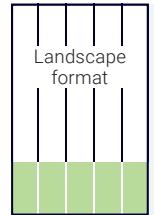
170mm w x 245mm d
(Portrait format)

4c	€15,200.00
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Junior Page
228mm w x 250mm d

4c	€19,400.00
4c page 3 or 5	€22,310.00



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

170mm w x 185mm d
(Portrait format)

4c	€11,620.00
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Tunnel and panorama ads on request.

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.

OUR TOPICS 2026

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

Editorial supplements and specials are a traditional feature of the Börsen-Zeitung. These supplements provide up-to-date assessments of market and industry topics. The authors of the supplements are usually leading figures and representatives from banks, the international financial world and industry, as well as their organisations and associations.

In addition, selected issues of the Börsen-Zeitung feature special topics. The price list for advertisements (page 5) applies to commercial advertisements in editorial supplements and focus topics, while the price list for the Börsen-Zeitung SPEZIAL in magazine format (page 8) applies to commercial advertisements in specials.



Product	Title	Publication date	Closing date	Copy deadline
Focus topic	Financial Centre Frankfurt	04.03.2026	21.01.2026	23.02.2026
Editorial supplement	MIPIM	06.03.2026	23.01.2026	24.02.2026
Editorial supplement	The economic area of Baden-Württemberg	13.03.2026	30.01.2026	03.03.2026
Editorial supplement	The economic area of North Rhine-Westphalia	20.03.2026	06.02.2026	10.03.2026
Editorial supplement	Green Finance	27.03.2026	13.02.2026	17.03.2026
Editorial supplement	Family business	10.04.2026	27.02.2026	31.03.2026
Börsen-Zeitung SPEZIAL	Megatrend Digitalisation	17.04.2026	06.03.2026	07.04.2026
Editorial supplement	75 years of Bundesverband deutscher Banken	20.04.2026	09.03.2026	10.04.2026
Börsen-Zeitung SPEZIAL	Alternative Investments	24.04.2026	13.03.2026	13.04.2026
Börsen-Zeitung SPEZIAL	Financial Centre Munich	29.04.2026	18.03.2026	17.04.2026
Börsen-Zeitung SPEZIAL	Pension Funds & Foundations	05.05.2026	24.03.2026	23.04.2026
Editorial supplement	German Savings Banks Group	08.05.2026	27.03.2026	28.04.2026
Editorial supplement	Megatrend Infrastructure	15.05.2026	07.04.2026	05.05.2026
Börsen-Zeitung SPEZIAL	Financial Centre Hamburg	22.05.2026	10.04.2026	11.05.2026
Focus topic	Megatrend Healthcare	29.05.2026	17.04.2026	19.05.2026
Editorial supplement	Volks- und Raiffeisenbanks	12.06.2026	04.05.2026	02.06.2026
Focus topic	Digital Assets	19.06.2026	08.05.2026	09.06.2026
Editorial supplement	Pfandbrief banks	24.06.2026	13.05.2026	15.06.2026
Editorial supplement	Investor Relations	26.06.2026	15.05.2026	16.06.2026
Focus topic	Restructuring	30.06.2026	19.05.2026	22.06.2026
Editorial supplement	Energy & Climate	03.07.2026	22.05.2026	23.06.2026
Focus topic	Education and Training in Finance	10.07.2026	29.05.2026	30.06.2026
Editorial supplement	The economic area of Lower Saxony	28.08.2026	17.07.2026	18.08.2026
Börsen-Zeitung SPEZIAL	Financial Centre Düsseldorf	04.09.2026	24.07.2026	24.08.2026
Börsen-Zeitung SPEZIAL	Institutional Investment	11.09.2026	31.07.2026	31.08.2026
Editorial supplement	Environment Social Governance	18.09.2026	07.08.2026	08.09.2026
Börsen-Zeitung SPEZIAL	SME Financing	25.09.2026	14.08.2026	14.09.2026
Börsen-Zeitung SPEZIAL	Financial Centre Stuttgart	29.09.2026	18.08.2026	17.09.2026
Editorial supplement	Real Estate	02.10.2026	21.08.2026	22.09.2026
Editorial supplement	The economic area of Bavaria	09.10.2026	28.08.2026	29.09.2026
Börsen-Zeitung SPEZIAL	Private Markets	20.10.2026	08.09.2026	08.10.2026
Editorial supplement	Investment funds	23.10.2026	11.09.2026	13.10.2026
Focus topic	FinTech location Berlin	30.10.2026	18.09.2026	20.10.2026
Editorial supplement	Megatrend Sustainability	03.11.2026	22.09.2026	26.10.2026
Editorial supplement	Financial Centre Luxembourg	13.11.2026	02.10.2026	03.11.2026
Börsen-Zeitung SPEZIAL	Wealth Management & Private Banking	20.11.2026	09.10.2026	09.11.2026
Börsen-Zeitung SPEZIAL	Corporate Law Firms	04.12.2026	23.10.2026	23.11.2026
Year-end edition 2026		31.12.2026	19.11.2026	17.12.2026

As per November 27, 2025/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@wmdata.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 the inclusion of new investment funds:	Monday: 3:00 pm, 3 days prior to publication Tuesday: 3:00 pm, 4 days prior to publication Wednesday to Friday: 3:00 pm, 2 days prior to publication
Deadline for the submission of prices and data:	Montag: 3:30 pm, 3 days prior to publication Dienstag bis Freitag: 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: ISO newspaper 26v4
For greyscale prints: ISO newspaper 26v4_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

Anzeigendisposition

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.

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.

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.

Delivery address for insertion orders and data carriers

Börsen-Zeitung

Anzeigendisposition

Sandweg 94
60316 Frankfurt am Main
Telephone: +49 69 2732-115
Email: anzeigen@boersen-zeitung.de