



Brief Profile



Euro is the monthly magazine for business, politics, stock market and private finance. Euro brings together reports about business policy developments with company reports and presents balanced investment advice and intelligent tips on tax and insurance issues.

Magazine format: 213 mm wide, 275 mm high
Print area: 171 mm wide, 226 mm high
Print method: Web offset; Cover: sheet offset; Euroscale
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Print run:	99,724	copies
Distributed circulation:	80,209	copies
Sold circulation:	79,315	copies
Subscription:	38,153	copies
Newsstand sales	4,951	copies
On board:	32,905	copies
Reader's circle:	3,098	copies
Other sales:	208	copies
Free copies:	894	copies

Target group (AWA 2018):

- Private and professional decision makers
- Mainly male, aged between 30 and 59
- Well educated, senior management positions, correspondingly high annual income
- 69% own securities, 45% intend to buy securities
- Willingness to buy insurance and retirement products is above average
- Disproportionately high share of readers plan to buy exclusive consumer goods and actually do so thanks to their high financial flexibility

Ad rates

(Price list No. 49, valid from 1 January 2019):

1/1 page 4c:	€ 12,900.00
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1/4 page 4c:	€ 4,354.00

For additional formats see price list. All prices are eligible for discounts and agency commission and subject to VAT.

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