



Valid from
01.01.2023 | Price list no. 53

BRIEF PROFILE

€uro is the monthly magazine for business, politics, stock market and private finance. €uro 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
 Number of pages: 140 pages, average
 Cover price: € 8.90

CIRCULATION (IVW I/2023):

		thereof epaper
Print run:	35,183 copies	
Distributed circulation:	32,164 copies	11,265
Sold circulation:	31,214 copies	11,265
Subscription:	20,747 copies	7,971
Newsstand sales:	5,351 copies	187
On board:	1,366 copies	1,366
Reader's circle:	1,686 copies	0
Other sales:	2,064 copies	1,741
Free copies:	950 copies	0

TARGET GROUP (AWA 2022):

- Private and professional decision makers
- Mainly male, 65% aged between 30 and 59, 25 % are more than 60 years old
- Well educated, senior management positions, correspondingly high annual income
- 76% own securities, 41% 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. 53, valid from 1 January 2023):

1/1 page:	13,500.- €
1/2 page:	8,100.- €
1/3 page:	5,650.- €
1/4 page:	4,580.- €

Subject to change. All prices in euros exclusive of statutory value added tax. Additional formats on request.



Business conditions: The publishers General Business Conditions apply to the handling of advertisement orders, special inserts and third-party supplements. Our full General Business Conditions for newspapers and magazines are available at www.boersenmedien.de/agb-medien.html

CONTACT

Jacek Majewski
 Head of Sales
 ☎ +49 9221 9051-500
 @ j.majewski@boersenmedien.de

Maria Schmid
 Key Account Managerin
 ☎ +49 89 272 64-293
 @ maria.schmid@finanzenverlag.de

Silke Weiner
 Anzeigendisposition
 ☎ +49 89 272 64-346
 @ silke.weiner@finanzenverlag.de