Channel Business and Finance

No business as usual

Stand: 07-2021
Channel Business and Finance

No business as usual

Your target audience is made up of institutional investors or private investors, traders and financial decision-makers in companies?

Then you have come to the right place!

Up-to-the minute information and solid research: You will not find more attractive platforms from the business and finance sector for your campaign anywhere else. Strong media brands and high-quality environments: Our exclusive publishing partners report on trends and market prices of the global financial markets as well as on their influence on the different sectors of the economy. You will find the leading brands here:

Channel Business & Finance

Number of websites 11 Portals
Page Impressions 74,991,389
Visits 22,845,903
Uniques 5,452,207
## Socio-demographics

<table>
<thead>
<tr>
<th>Sex</th>
<th>User share in percent</th>
<th>Affinity Index**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
<td>75</td>
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<tr>
<td>Female</td>
<td></td>
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<table>
<thead>
<tr>
<th>Age</th>
<th>User share in percent</th>
<th>Affinity Index**</th>
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<tbody>
<tr>
<td>20-29 years</td>
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<td>30-39 years</td>
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<td>40-49 years</td>
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<td>19</td>
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<tr>
<td>50 + years</td>
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<td>48</td>
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<table>
<thead>
<tr>
<th>Current profession</th>
<th>User share in percent</th>
<th>Affinity Index**</th>
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<tbody>
<tr>
<td>Business Decision-makers*</td>
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<td>18</td>
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<table>
<thead>
<tr>
<th>Household net income</th>
<th>User share in percent</th>
<th>Affinity Index**</th>
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<tbody>
<tr>
<td>3.000 EUR +</td>
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<td>46</td>
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<tr>
<td>7.000 EUR +</td>
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<td>6</td>
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</table>

* Business decision-makers = Entrepreneurs, self-employed, free professions, higher civil servants, senior executives

** Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium

Source: AGOF daily digital facts 2020-02, without bondguide, BÖRSE am Sonntag, The European, GoingPublic and VentureCapital Magazin
Our portals have a combined reach of 4,4 million unique users
AGOF-Ranking reach | Media combination businessAD channel Business and Finance

<table>
<thead>
<tr>
<th>Reach: Unique Users</th>
<th>Unique User in Mio</th>
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<tbody>
<tr>
<td>finanzen.net</td>
<td>5,77</td>
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<tr>
<td>Medienkombi businessAD Portale</td>
<td>4,4</td>
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<tr>
<td>DER AKTIONÄR / deraktioner.tv</td>
<td>2,82</td>
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<td>onvista</td>
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<td>boerse-online.de</td>
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<tr>
<td>Ariva.de</td>
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<td>Tichys Einblick</td>
<td>0,54</td>
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<td>Finanztreff</td>
<td>0,4</td>
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<tr>
<td>Börse Frankfurt</td>
<td>0,08</td>
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Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium
Source: AGOF daily digital facts 2020_10;
The most established and independent investor magazine in Germany
AGOF-Ranking affinity to financial investments | Channel Business and Finance

<table>
<thead>
<tr>
<th>Product interests: financial investments</th>
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<tr>
<td><strong>Affinity index: Green =&gt; businessAD portfolio</strong></td>
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<tr>
<td>boerse-online.de 182</td>
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<td>Finanztreff 181</td>
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<td>Börse Frankfurt 180</td>
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<td>onvista 168</td>
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<tr>
<td>Ariva.de 168</td>
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<td>Medienkombi businessAD Portale 161</td>
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<td>finanzen.net 161</td>
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<td>DER AKTIONÄR / deraktionaer.tv 156</td>
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<td>Tichys Einblick 143</td>
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Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium
Source: AGOF digital facts 2020_10
Finanztreff.de – Your competent partner for stock markets and private wealth
Factsheet | finanztreff.de

finanztreff.de is one of the most established stock market portals in Germany. Since 2018 it is part of the Börsenmedien AG, which also publishes deraktionaer.de

Finanztreff.de offers - without registration - access to securities, stock quotes as well as news and analyses. Many intelligent tools for search and analysis of securities complement the offer. For (free-of-charge) registered users there are trial depots and watchlists as well as limits and alerts and access to expert depots.

Currently the site boasts approximately 160,000 sample depots and watchlists.

Key data

Target group
- Private Investors
- Institutional Investors
- Financial Advisors
- Trader and Financial Decision-makers
- Business decision-makers

Sections & Topics
- Securities & Stock quotes
- Shares
- Funds / ETFs
- ETC / ETN
- News & Analyses
- Bonds / Certificates
- Money & Pensions

Traffic
Page Impressions 16.794.436
Visits 1.657.275
Unique User 180.000
boerse-frankfurt.de is the portal for investors of the Deutsche Börse AG and the virtual extension of the trading floor.

The website provides access to real-time quotes from DAX, MDAX, SDAX and TecDAX. On top of this, there is a variety of stock trading know-how for beginners and experts as well as news and information on stocks, funds, ETFs, bonds, commodities and warrants.

Key data

Target audience
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

Sections
- Aktien (Shares)
- Anleihe (Bonds)
- ETF/ETP
- Fonds (Funds)
- Rohstoffe & Währungen (Commodities)
- Zertifikate
- Nachhaltig

Traffic

Page Impressions 2.487.766
Visits 1.052.074
Uniques 130.000
The most established and independent investor magazine in Germany
Factsheet | boerse-online.de

BOERSE-ONLINE.de comments timely, competently and independently on the developments of the stock markets and provides specific recommendations for private and institutional investors. In addition boerse-online.de includes tools such as equities, funds, certificates analyzer, a glossary and boasts one of the largest editorial teams for investment issues.

Key data

Target audience
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

Sections
- Aktien, Fonds, Realtimekurse
- ETFs
- Anleihen (Bonds)
- Zertifikate, KO / OS
- Rohstoffe & Devisen (Commodities)
- Versicherungen & Vorsorge
- Banken & Broker

Traffic

<p>| | |</p>
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<td>Uniques</td>
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<tr>
<td>Newsletter</td>
<td>14.700</td>
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**The portal for corporate bonds**

**Factsheet | BondGuide | bondguide.de**

**BondGuide.de** is the platform for corporate bonds and focusses on the market of fixed-interest security IPOs primarily of medium-sized companies. BondGuide provides concrete estimates and forecasts in the fields of upcoming bond issues – critically, independently and transparently. In addition, the platform provides master data, quotes and charts of all listed SME-bonds – supplemented by current top/flop lists and the major bond indices.

The integral part: DGAP-Ad hoc reports, basic knowledge and an expert section, where renowned authors and columnists from the world of bonds get a chance to speak. Furthermore the portal offers: overviews – statistics – key figures – risk factors – advisor league tables – flashbacks – interviews with issuers and investors.

### Key data

#### Target audience
- Private and institutional bond investors
- Corporate boards and general managers
- The entire bond community

#### Sections
- Anleihen News (Bond News)
- Unternehmensanleihen (Corporate Bonds)
- Hintergründe (Background)
- Musterdepot
- Newsletter
- Grundlagen

### Traffic

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<td>Uniques</td>
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Boerse-am-sonntag.de is the only compulsory online medium of the German stock exchanges

Factsheet | boerse-am-sonntag.de

BÖRSE am Sonntag (Stock market on Sunday) has been a popular German online portal for finance since 2003. It is the only compulsory online medium of all German stock markets. The editorial team provides chart analyses, reports, news and background information.

The BaS-FAST-Newsletter offers to private and institutional investors every Sunday helpful guidance in the world of finance covering all asset classes (shares, funds, certificates, commodities and trading).

Since 2014 BÖRSE am Sonntag is also published as a print edition.

Key data

Target audience
- Private investors
- Institutional investors
- Investment advisors, traders
- Financial services providers
- Financial and economic decision-makers

Sections
- Aktien und Märkte (Shares & Markets)
- Unternehmen (Companies)
- Fonds (Funds)
- Zertifikate (Certificates)
- CFDs
- ETFs
- Rohstoffe (Commodities)

Traffic

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**Key data**

**Target audience**
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

**Sections & Topics**
- Empfehlungen
- Marktüberblick
- Musterdepots
- Chart-Check
- Börsenbriefe

**Traffic**

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<td>Visits</td>
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<td>Uniques</td>
<td>2.870.000</td>
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<td>Newsletter</td>
<td>28.900</td>
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Der Aktionär TV - is the German stock- and financial television complemented by some infotainment. It combines the latest market reports, comprehensive analyses, detailed backgrounds and strategies of the experts for exchange, finance and economics.

Up-to-date information about charts and quotes round off the video information. With more than 30,000 views in the video archive daily and a dropout rate of less than eight per cent deraktionaer.tv is your top address for moving images on the issue of finance.

**Key data**

**Target audience**
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

**Sections & Topics**
- Aktien
- Zertifikate
- Fonds+ETFs
- Börsen+Märkte
- Devisen
- Rohstoffe
- Programm

**Traffic**

<p>| | |</p>
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<tbody>
<tr>
<td>Page Impressions</td>
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<tr>
<td>Visits</td>
<td>397,524</td>
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<tr>
<td>Uniques</td>
<td>110,000</td>
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<tr>
<td>Newsletter</td>
<td>13,600</td>
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</table>
The political debate magazin
Factsheet | The European | theeuropean.de

The European is the magazine which puts opinion above news. The European interprets news – together with international experts from politics, business and society. The nucleus of the magazine are comments and interviews with opinion-leaders and decision-makers. Furthermore the debates are supported by info graphics which help the user to access the subject matter. Leading politicians, journalists, authors and artists contribute to The European.

As a debate magazine The European – print as well as online – is committed to a balanced mix giving voice to many different political viewpoints.

Key data

Target audience
- Business decision-makers
- Political decision-makers
- Opinion-leaders
- Lobbyists
- Affluent

Sections
- Debatten (Debate)
- (Interior / foreign affairs, business)
- Kolumnen (Columns)
- Gespräche (Discussions)
- Köpfe (People)

Traffic
- Page Impressions: -1
- Visits: 0
- Uniques: -1
Tichys Einblick is a liberal-conservative column magazine for politics, business, private finance and society. The opinion page is based on a constantly growing pool of significant authors, moderated by Roland Tichy.

Tichys Einblick recognizes the trends in politics, the economy and society and thus provides guidance for decision-makers from industry and politics.

**Key data**

**Target audience**
- Decision-makers from economy and politics
- Entrepreneurs
- Executive employees
- Multiplicators
- High-income earners

**Sections**
- Tichys Einblick
- Kolumnen
- Gastbeitrag
- Dailies/sentials
- Meinungen
- Feuilleton
- Wirtschaft

**Traffic**
- Page Impressions: 9,853,770
- Visits: 4,223,350
- Uniques: 780,000
boerse-online.de offers know-how in the field of Funds and ETFs. In a unique environment it is possible to become a partner of boerse-online.de and enjoy special benefits for a limited number of customers. Various products- and integration-packages are:

- Integration in a section (e.g. funds)
- Interactive partner pages with logo, issuer profiles, newsflow and product search with interface to courses at B:O
- Emphasis in the result lists by placing an integrative banner with a direct link to the partner’s website (marked as advertisement)

Please ask us for packages, rates and further information. We will find a suitable integration for you.
Distribution of the sponsored post via

- Article remains 24 hours on the homepage and moves to an adequate section afterwards
- Facebook: about 15,000 fans
- Newsletter: about 14,700 subscribers
- Can be found by all search engines

Refresh (once for an additional charge): There exists the possibility to place the article repeated as a “recommended article” after at least one week for another 24 hours.

Specifications: On request
The Brand Hub is a dedicated aggregation page for native client content and hence a pivotal content marketing element.

It contains the following features:

- Company landing page individual + own companion banner
- Navi integration + CoBranded teaser on homepage
- Client content (marked as Sponsored Post => up to 6 SP). Complemented by additional adequate articles from the independant boerse-online.de editorial team
- 360° integration in the editorial newsfeed
- Content remains beyond contractual period
- Detailed reporting incl. all relevant KPIs

Rates upon request!
Conditions and Specifications

**Volume discounts**

<table>
<thead>
<tr>
<th>From</th>
<th>Volume</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.000 €</td>
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<td>3 %</td>
</tr>
<tr>
<td>50.000 €</td>
<td></td>
<td>5 %</td>
</tr>
<tr>
<td>75.000 €</td>
<td></td>
<td>10 %</td>
</tr>
<tr>
<td>100.000 €</td>
<td></td>
<td>12 %</td>
</tr>
<tr>
<td>200.000 €</td>
<td></td>
<td>14 %</td>
</tr>
</tbody>
</table>

* Be granted in relation to cash / goods discounts. You can find our terms and conditions under [http://www.businessad.de/agb](http://www.businessad.de/agb)

**Minimum booking volume:** 1.000 € (net)

**TCP-surcharge**

| Expendables | 25 % |
| Video-Ads   | 10 % |

**Technical specifications**

[http://www.businessad.de/downloads](http://www.businessad.de/downloads)

**Delivery of the advertising media**

3 working days before banner@businessad.de

**Redirect:** Third-Party-Advertising is possible

**Targeting:** Comprehensive possibilities for targeting:

- Regional / national (A - Austria, CH - Switzerland)
- Temporary
- Browser-specific
- Operating systems

**Quality control**

- Optimized campaign monitoring
- Transparent reporting
For international inquiries please contact our German headquarter.

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Headquarter Düsseldorf
Tersteegenstraße 30
40474 Düsseldorf

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Fax: +49-211-179347-57

E-Mail: werbung@businessad.de | Website: www.businessad.de