An aerial photograph of a city skyline at sunset. The sun is low on the horizon, creating a warm, golden glow over the city. Several prominent skyscrapers are visible, including a tall, pointed tower in the center. The city extends to the horizon, with a hazy atmosphere. A white semi-transparent banner is overlaid at the bottom of the image.

businessAD

Mehr Wert für Marken

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:

BÖRSE
FRANKFURT

BÖRSE
ONLINE

BÖRSE
am Sonntag

finanztreff.de



BONDGUIDE
Das Magazin für Unternehmensanleger

The European
DAS DESAFTEN MAGAZIN

VC-Magazin.de
Das Portal für Investoren & Entrepreneur

goingpublic.de
— Das Kapitalmarkt-Portal

TICHYS
EINBLICK

Channel Business & Finance



Number of websites	11 Portals
Page Impressions	74.991.389
Visits	22.845.903
Uniques	5.452.207



Socio-demographics

Sex	User share in percent	Affinity Index**
Male	75	153
Female	25	49
Age		
20-29 years	14	101
30-39 years	16	110
40-49 years	19	114
50 + years	48	96
Current profession		
Business Decision-makers*	18	133
Household net income		
3.000 EUR +	46	115
7.000 EUR +	6	124

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

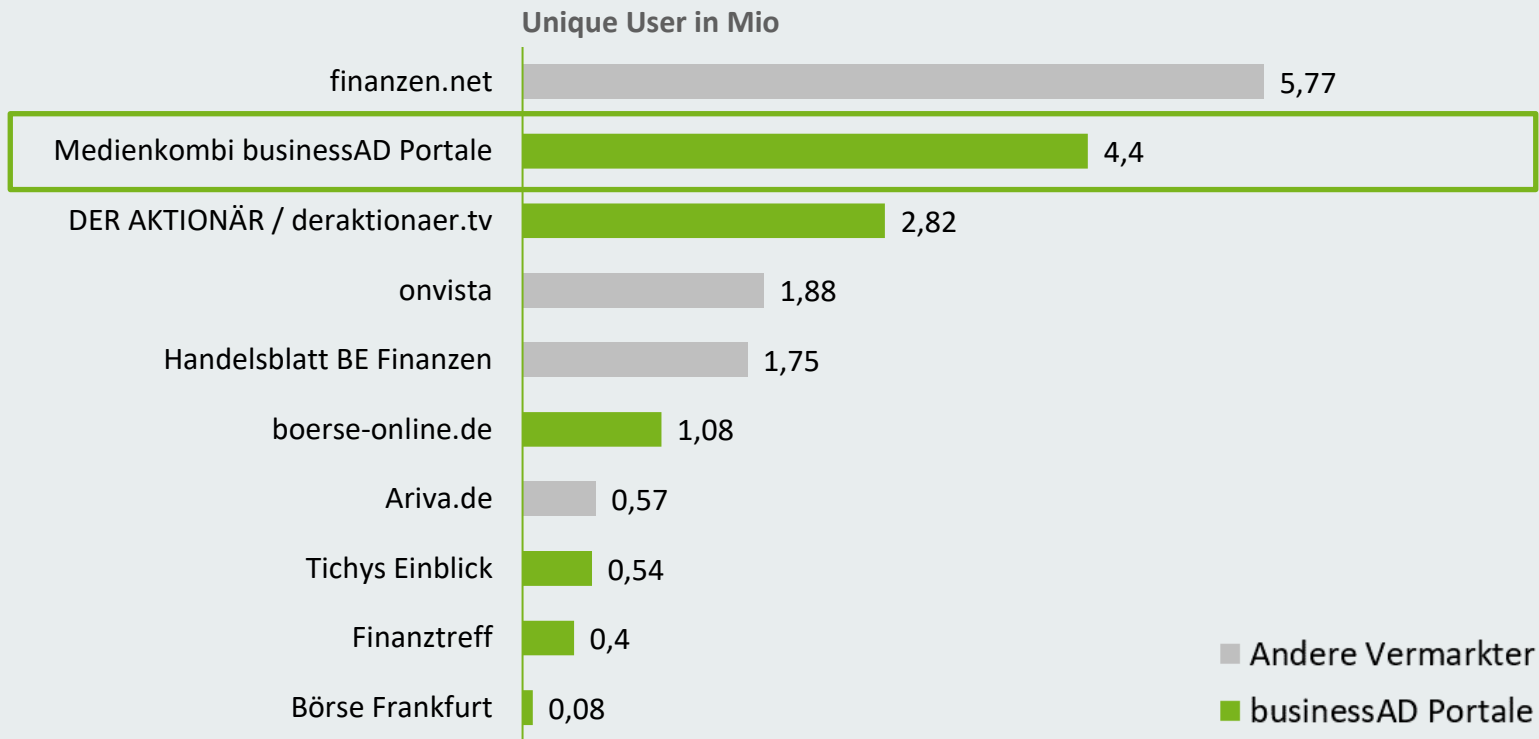
** Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium

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

Reach: Unique Users



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;

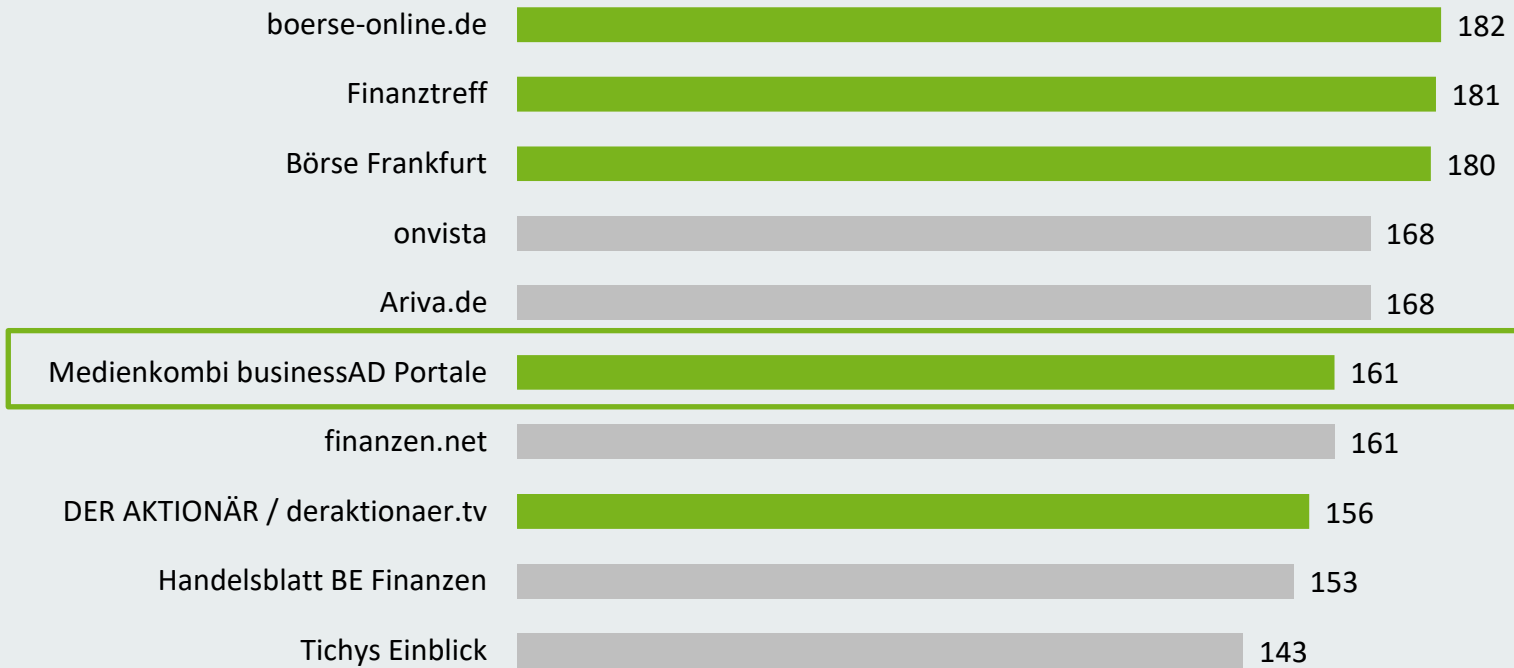


The most established and independent investor magazine in Germany

AGOF-Ranking affinity to financial investments | Channel Business and Finance

Product interests: financial investments

Affinity index: Green => businessAD portfolio



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



The investment portal of the German Stock Exchange

Factsheet | boerse-frankfurt.de

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.

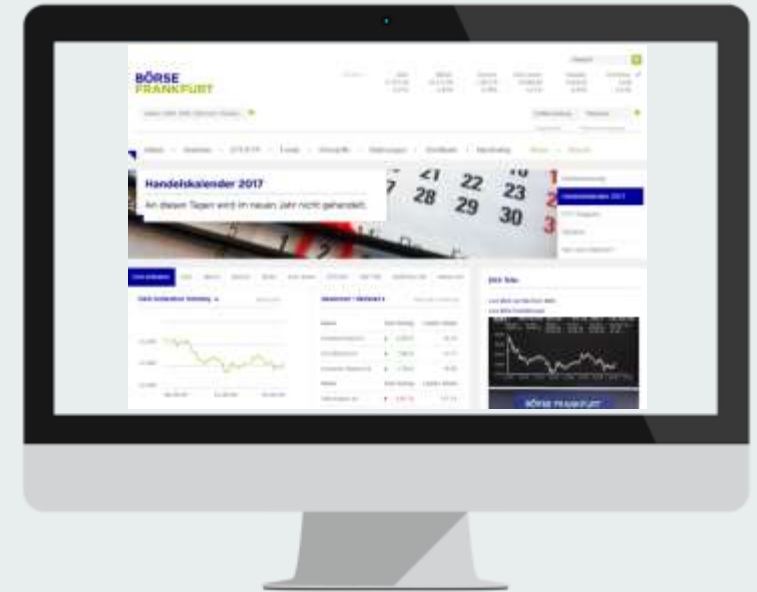
Key data

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.

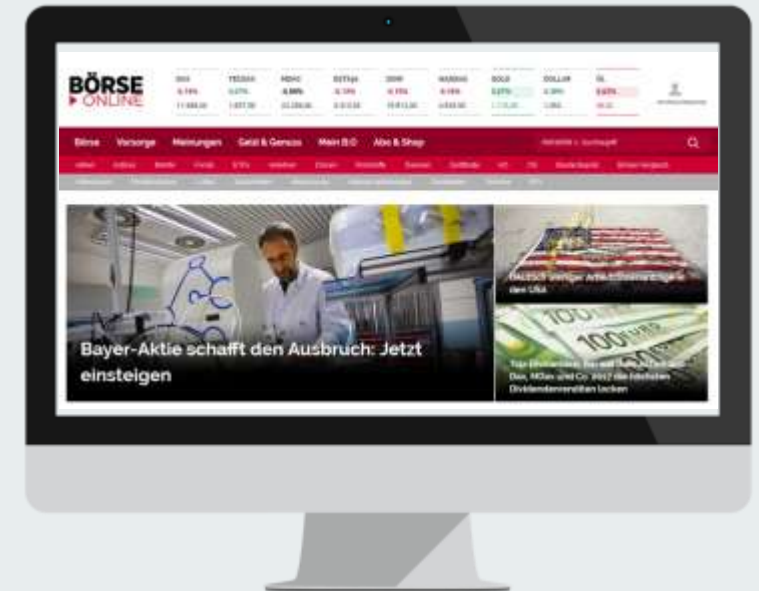
Key data

Target audience

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

Sections

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



Traffic

Page Impressions	17.891.930
Visits	3.249.250
Uniques	1.070.000
Newsletter	14.700



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

BONDGUIDE
Die Plattform für Unternehmensanleihen

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

Page Impressions	56.077
Visits	21.777
Uniques	10.376



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

Page Impressions	30.000
Visits	15.000
Uniques	9.750

Der Aktionär is the largest German investment magazine

Factsheet | deraktionaer.de

DER AKTIONÄR online is the opinion and recommendation portal for finance and stock markets. It focuses on investment recommendations and comments and assesses current news. An editorial team consisting of 20 persons tracks the financial markets, filters out the most important information and provides it in a clear and simple way.

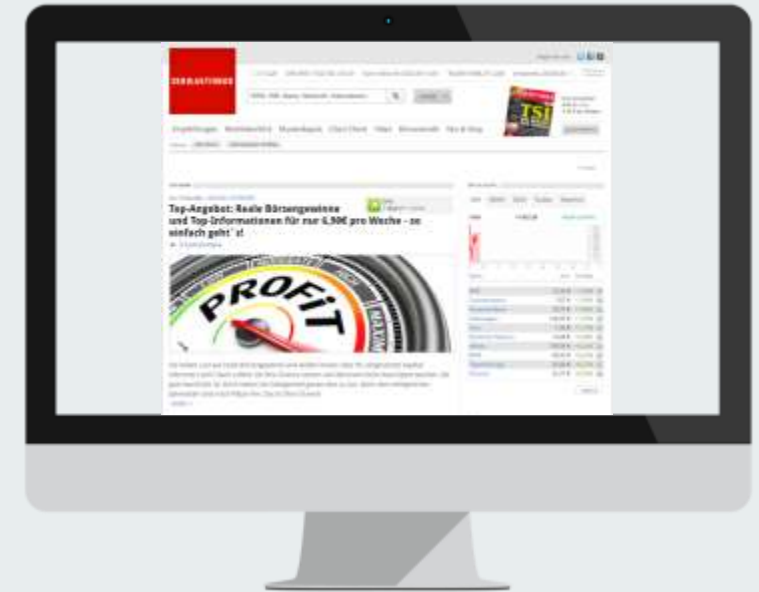
Key data

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

Page Impressions	24.080.382
Visits	11.139.150
Uniques	2.870.000
Newsletter	28.900



The top address for video offers in the field of finance

Factsheet | DER AKTIONÄR TV | deraktionaer.tv

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



Page Impressions	868.240
Visits	397.524
Uniques	110.000
Newsletter	13.600

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.

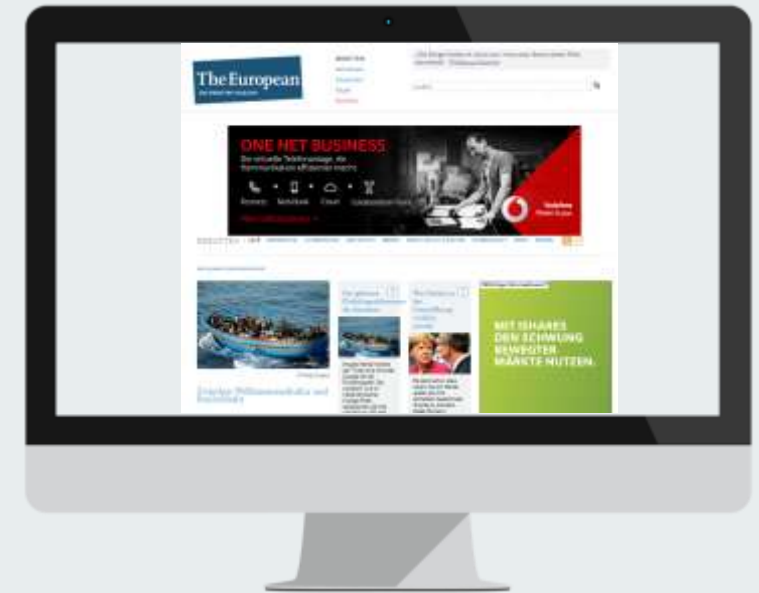
Key data

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

The liberal conservative opinion magazine – new views through the eyes of great writers

Factsheet | Tichys Einblick | tichyseinblick.de

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
- Multipliers
- High-income earners

Sections

- Tichys Einblick
- Kolumnen
- Gastbeitrag
- Daily|es|entials
- Meinungen
- Feuilleton
- Wirtschaft



Traffic

Page Impressions	9.853.770
Visits	4.223.350
Uniques	780.000



Ad Specials | Integrations | Cooperations

Integration Specials | Exclusive partner offers for fund- and ETF-issuers.

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.

Integration-Specials

BÖRSE ONLINE

IBEX	FTSEMIB	MIB30	ISEQ100	DAX	NASDAQ	IBVL3	IBVL3AH	IXX
-0.10%	-0.10%	-0.05%	-0.12%	-0.17%	+0.10%	+0.73%	+0.49%	+0.57%
11.47.000	1.988.000	22.216.000	2.271.000	17.066.000	4.942.000	1.175.000	1.000	21.000

Partner's logo

Emittenten Details

Portrait

Die UniCredit zählt zu den größten Bankengruppen Europas. Ihr Schwerpunkt liegt in ihren Heimatmärkten Deutschland, Österreich, Italien und der tschechischen Slowakei. Die Privatkundenmärkte repräsentieren dabei die größten Kompetenzen (Core) bei Anlage- und Habenzündlingen sowie den Zugang zu den Märkten (Emerging) weltweit.

Für Selbstverschieder und Trade-Bank der deutsche Drittmarkt UniCredit Bank AG (TypoVeränderungsmarketing) ein vielfältiges Angebot an Anlage- und Habenzündlingen inklusive Serviceleistungen bietet. So finden Anleger in Deutschland, Österreich und CEE eine breite Auswahl an basierend auf Anlageklasse o Aktien (induziert), Rohstoffe, Zinsen, Währungen, Bonität, Growth, Wachstums (Lyxor) und alternative Investments.

Emissionsformen erstrecken sich vom Zertifikat über die Anleihe und Optionschein bis hin zum strukturierten Fundus. Als Teil der UniCredit gehört die UniCredit Bank AG zu den 100+Emittenten im Deutschland mit einem Marktanteil von rund 9,9 Prozent (DAX-Statistik 12/2015). Die Bonitätsbewertung der UniCredit Bank AG durch führende Rating Agenturen ist jeweils aktuell auf www.crmarkets.de/bonitaet-zu-finden. Die Markt-Kapitalquote (Core Tier 1 Ratio) beträgt 23,8 Prozent (Deutscher Bericht vom 30.09.2015).

Die Produkte von crmarkets können Sie bei allen Banken und Sparkassen erwerben und unter normalen Marktbedingungen börsennotiert an der Börse sowie außerbörslich handeln.

Produkt suche

Unsere Partner

Cines	Y.P.	Y.F.	Shars	Y.P.	Y.F.
CbmStage	Y.P.	Y.F.	LYXOR	Y.P.	Y.F.
Allianz	Y.P.	Y.F.	„Deka“	Y.P.	Y.F.
JEM Group	Y.P.	Y.F.	„Deka“	Y.P.	Y.F.

Ad Specials | Integrations | Cooperations

Sponsored Post | Boerse-online.de

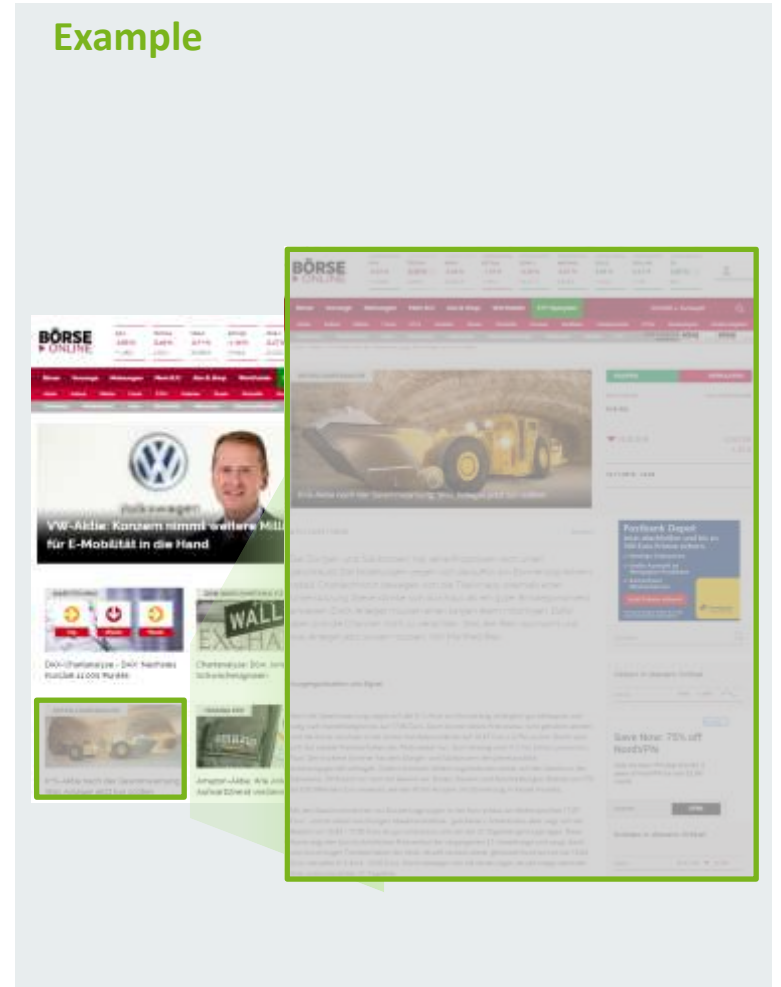
Distribution of the sponsored post via

- 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

Sponsored Ad (300 x 125 px)
Teaser-Button for an additional charge

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



Ad specials | Integrations | Cooperations

Brand Hub | Exclusive Landing page for your content!

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!

Brand Hub Fidelity – Landing page



- Brand Hub – Landing page
- Navi integration
- 6 Sponsored Posts with external link
- 3 publishers articles
- Newsletter- and Social-Media-Seeding
- Compagnien banner

CoBranded teaser on homepage:



Conditions and Specifications

Volume discounts	
From 20.000 €	3 %
From 50.000 €	5 %
From 75.000 €	10 %
From 100.000 €	12 %
From 200.000 €	14 %

* Be granted in relation to cash / goods discounts.
You can find our terms and conditions under <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>

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



Business Advertising GmbH
Headquarter Düsseldorf
Tersteegenstraße 30
40474 Düsseldorf

Tel.: +49-211-179347-50
Fax: +49-211-179347-57



For international inquiries please contact our German headquarter.

For further information.

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