An aerial photograph of a city skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the city. Several tall skyscrapers are visible, including a prominent one with a pointed top. The city is densely packed with buildings, and the surrounding area is hazy.

businessAD

Mehr Wert für Marken

## Channel Business & Finance

The Channel for institutional and private investors

2025-01

# Channel Business and Finance

The channel for institutional and private investors

The businessAD Channel Economy & Finance is aimed at institutional investors, professional private investors, traders and financial decision-makers from companies. In addition, it is an ideal advertising medium for addressing wealthy private individuals or households with a high net household income.

Up-to-the minute information, well-founded research and special information characterize the stock exchange, financial and news portals marketed by businessAD. The websites report on the trends and courses of the global financial markets as comprehensively as on their impact on the individual economic sectors.

Europas erstes Finanzportal  
**boerse.de**<sup>®</sup>  
seit 1994

**BÖRSE** **finanztreff.de**  
▶ ONLINE

DER AKTIONÄR

DER AKTIONÄR TV

**MarketScreener**

**BONDGUIDE**  
Das Portal für Unternehmensanleihen

**Der Bank Blog**  
Aktuelles und Grundstoffwissen rund um Banken und Finanzdienstleister

**TICHYS EINBLICK**  
ANALYSE, KOMMENTAR, FAKTEN

## Channel Business & Finance



Number of websites	10 Portals
Page Impressions	83.546.848
Visits	30.464.460
Uniques	4.412.163

### Relevant target groups:

Private investors, financial investors, private wealth advisors, institutional investors, business decision-maker, managing directors, business travellers

### Sections / Editorial environments:

Shares & markets, bonds, ETF/ETP, funds, commodities & forex, certificats



### Socio-demographics

Sex	User share in percent		Affinity Index**
	Male	81	164
	Female	19	38
Age			
	20-29 years	13	100
	30-39 years	18	115
	40-49 years	19	133
	50 + years	46	88
Current profession			
	Business Decision-makers*	19	139
Household net income			
	3.000 EUR +	54	111
	7.000 EUR +	9	129

\* 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

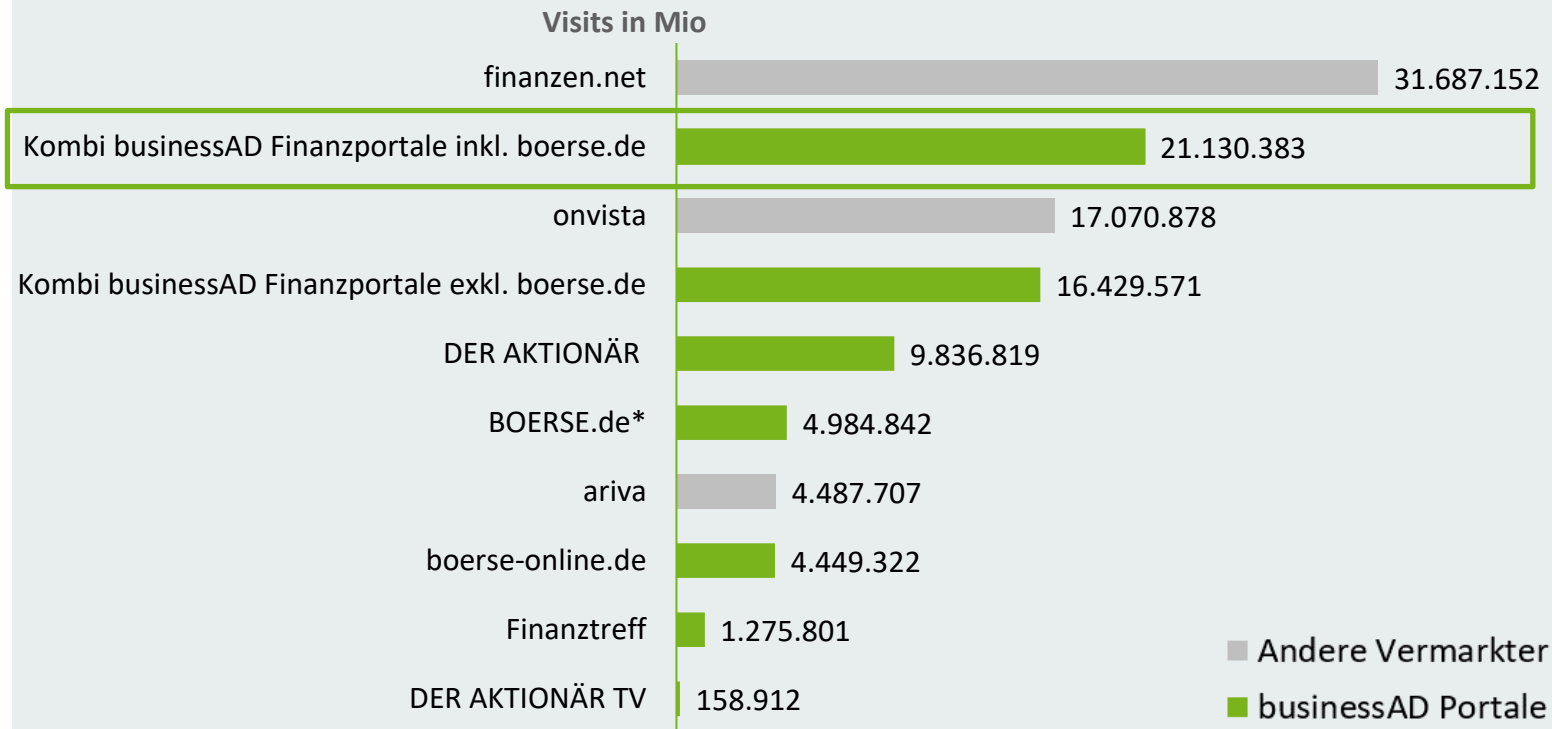
Source: AGOF daily digital facts 2023-03, without bondguide and VentureCapital Magazin



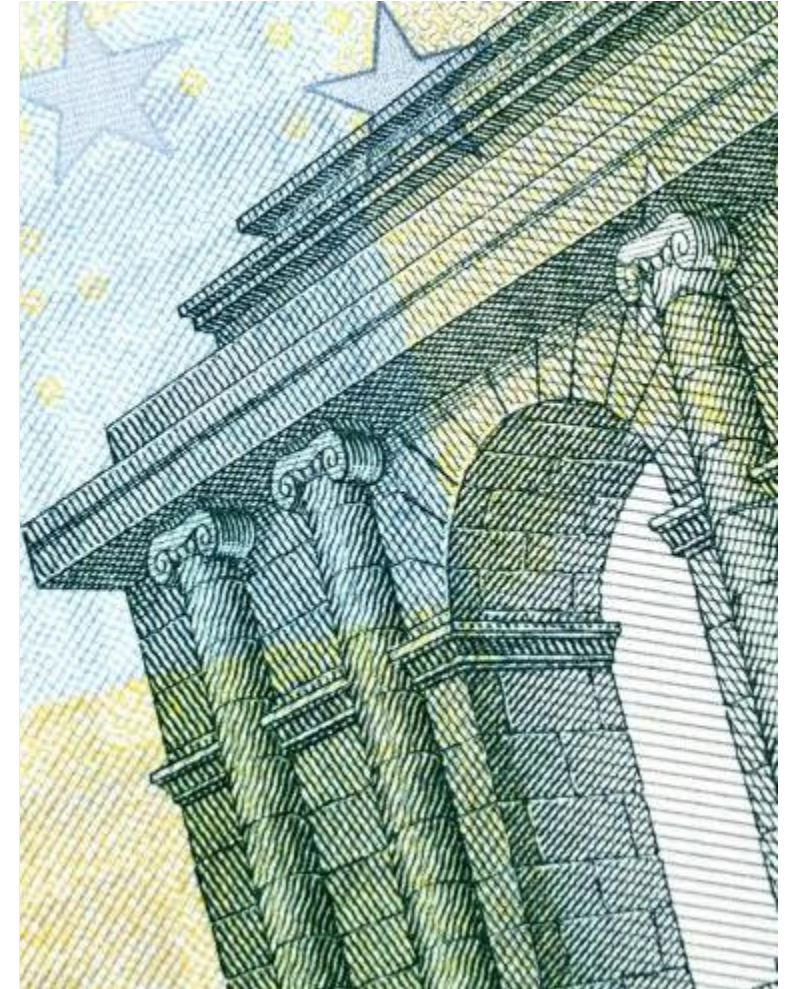
# The combined reach of businessAD stock market portals is among the Top 3 in the market

AGOF-Ranking reach | Media combination businessAD financial portals in top position

## Reach: Vists



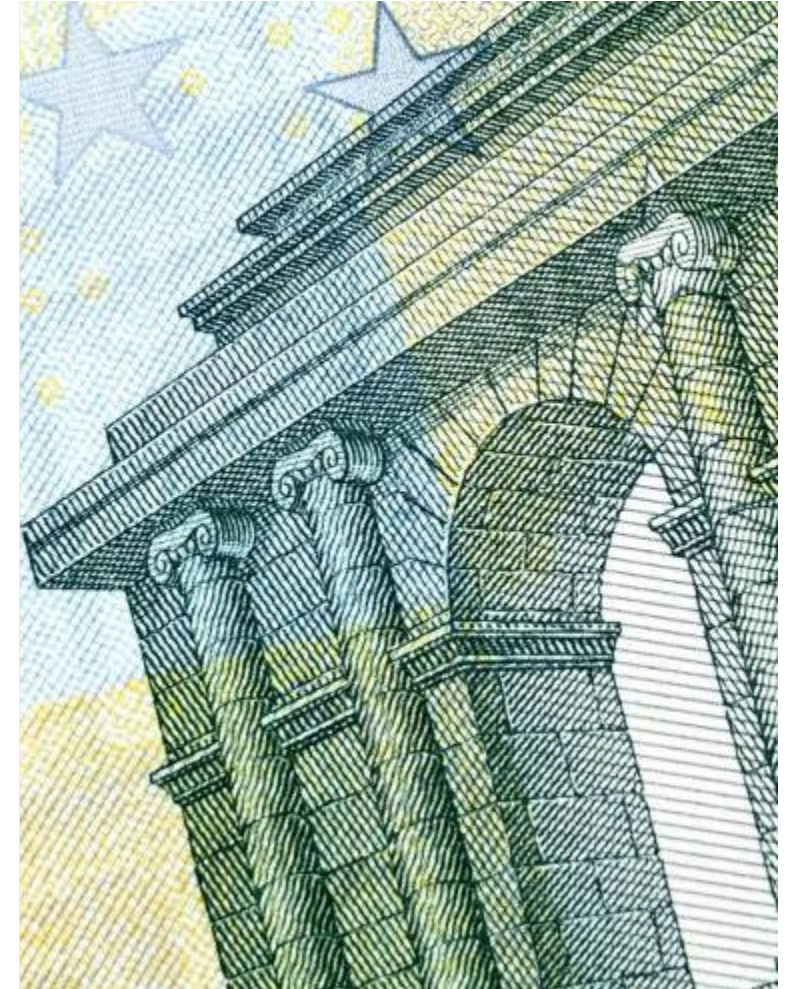
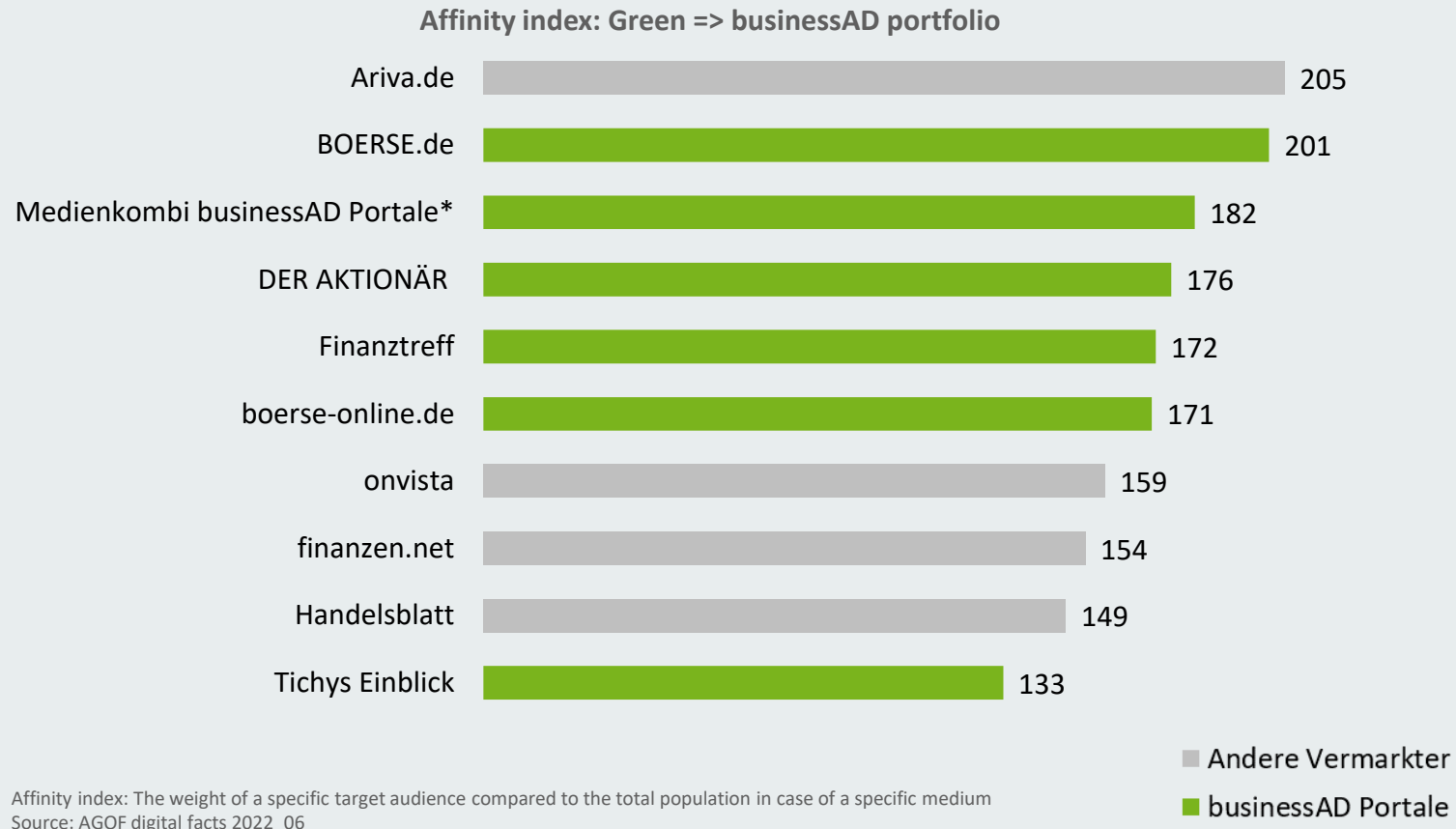
Quelle: IVW 06/2023;



# businessAD portals have an above-average affinity for financial investments

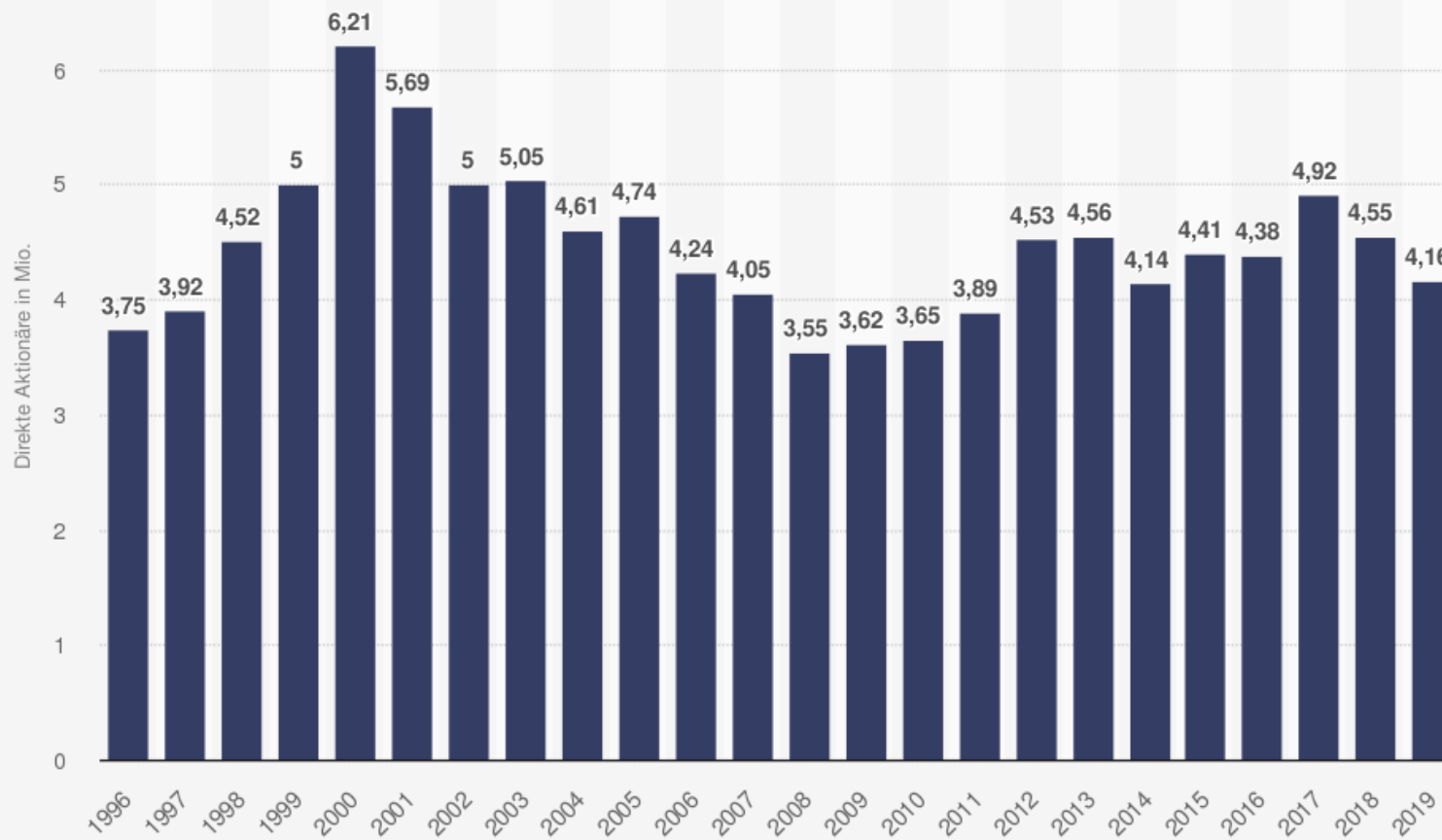
AGOF-Ranking | businessAD portals and competition

## Product interests: financial investments



# In Germany there are approx. 4 million direct shareholders

Source: DAI Deutsches Aktieninstitut 2020 | Statista

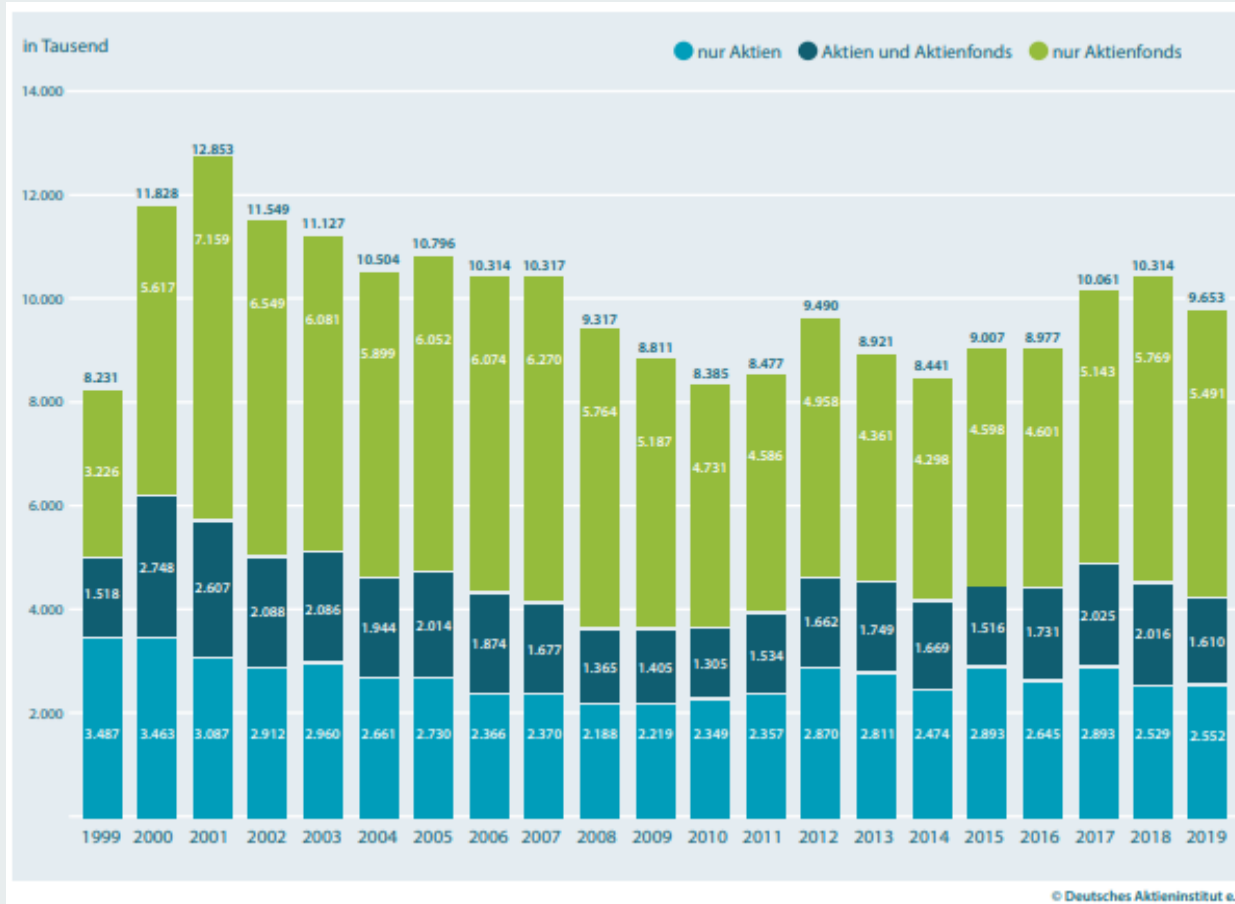


Direct shareholders  
= Investors who invest  
directly in securities



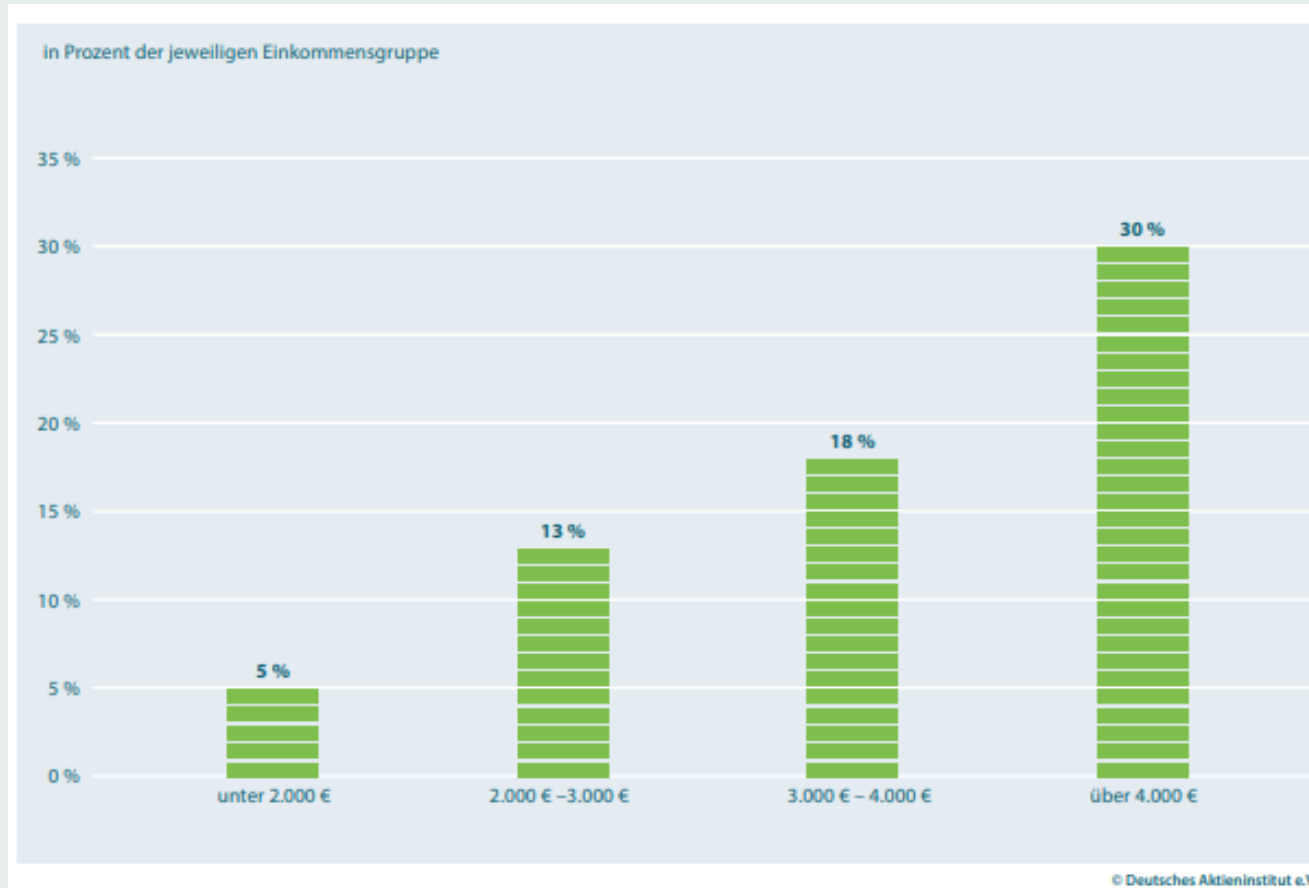
# About 9.6 million investors are invested in shares AND/OR share funds

Source: DAI Deutsches Aktieninstitut 2020 | Statista



# Stock ownership highly depends on income.

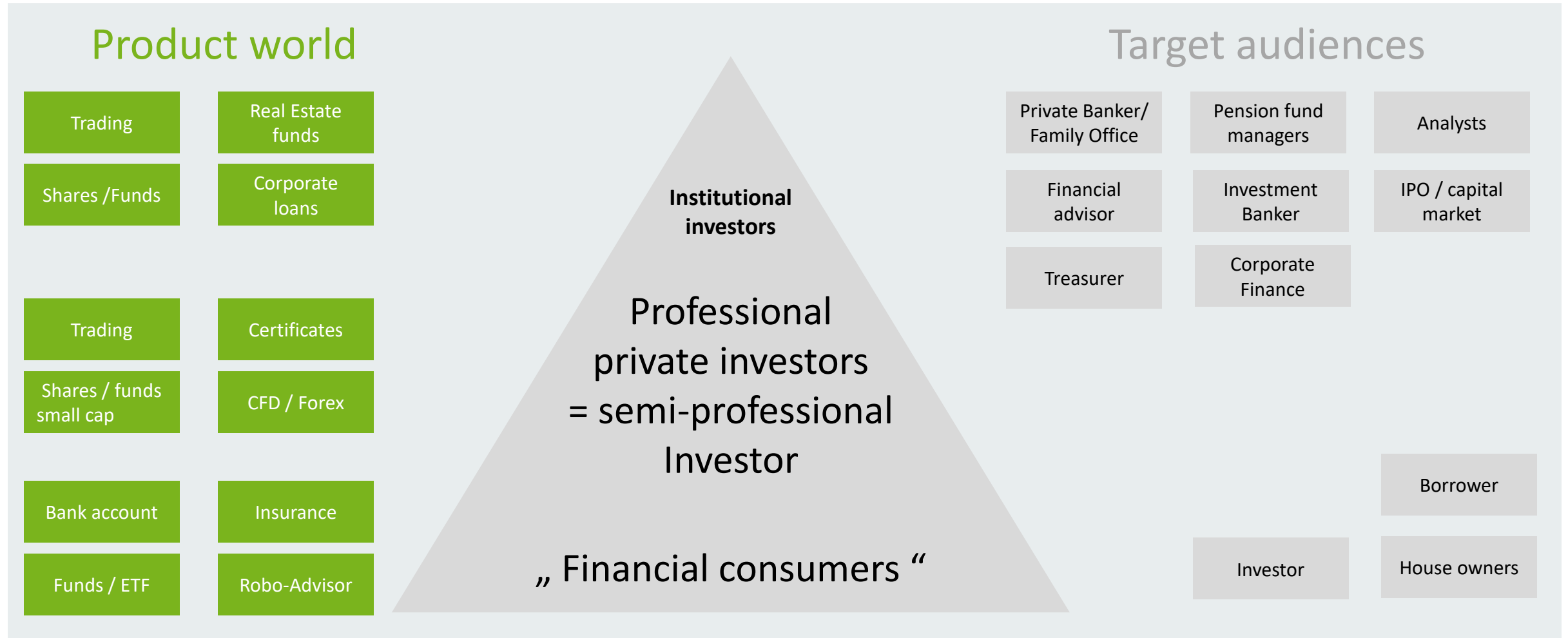
Source: DAI 2020 | Statista





# Financial and banking target groups

Source: own research

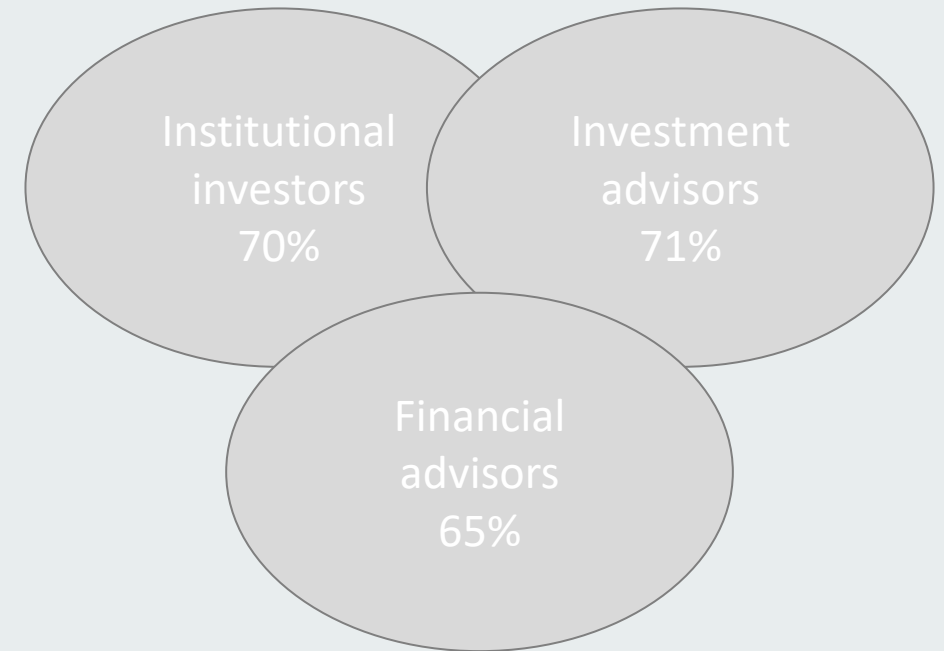


# The financial community identifies approximately 164,000 professional investors

Source: Financial Community Study 2017 | IQM

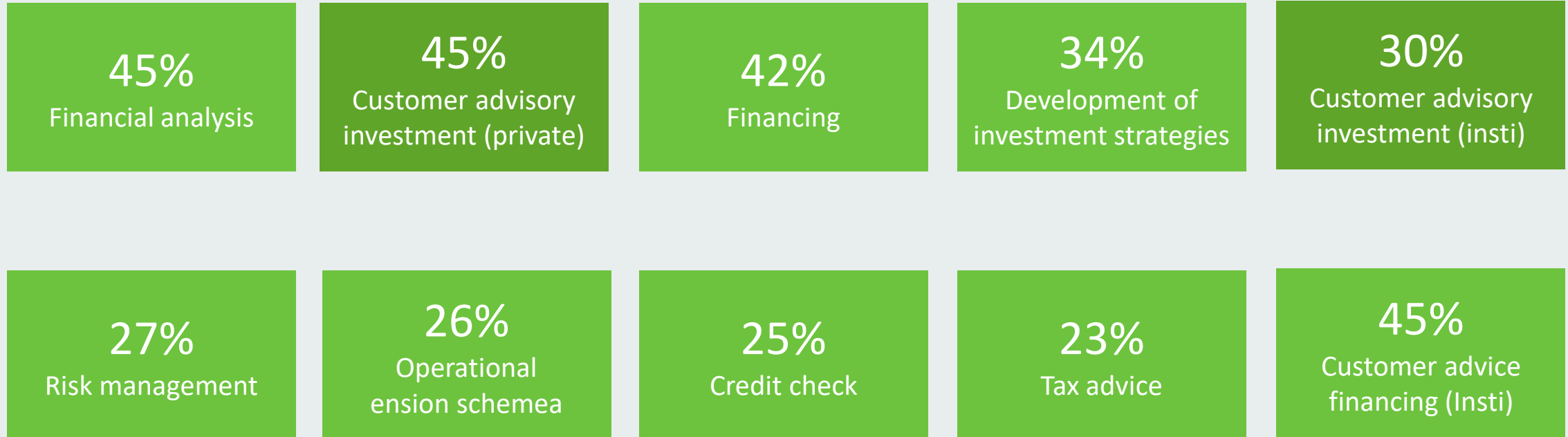


- **164,000 professional financial decision-makers form the basis of the financial community**
- 91% form the three core target groups
- **The population includes 109,000 institutional investors, 110,000 investment advisors and 104,000 financial advisors**
- Each group is defined separately, but there is considerable overlap
- In contrast to private investors, institutional investors are legal persons. They can act in different legal forms.
- They are authorized to invest in financial instruments. Institutional investors include **credit institutions, insurance companies, investment and corporations, pension funds, social security institutions, health insurance companies, companies, asset management companies, churches, associations, foundations, state organisations, international organisations and municipalities.**



# Top 10 focal points of professional activities for institutional investors

Source: Financial Community Studie 2017 | IQM



# boerse.de – Europe's first finance portal

Factsheet | boerse.de

As Europe's first financial portal, **BOERSE.de** offers a wide range of information on the stock market and the economy.

With market reports and real-time prices, BOERSE.de reports on the latest stock market developments. In addition, users are also informed about recommendations from renowned analysts, receive a schedule overview and can benefit from an extensive knowledge section.

With its sophisticated target group structure, BOERSE.de offers high-quality advertising environments for addressing decision-makers. BOERSE.de is aimed at private investors and those interested in the stock market who want a quick overview of the current market situation at all times.

## Key data

### Target group

- Private investors interested in finance
- Institutional investors
- Investment advisors, financial service providers
- Traders and financial decision makers
- Business decision-makers, managing directors

### Topics and sections

- Shares
- Funds / ETFs
- Derivatives
- Foreign exchange
- Eurex
- Commodities
- Analyses



### Traffic

Page Impressions	14.790.605
Visits	2.445.670
Uniques	1.222.135
Newsletter	28.000



# The expert financial portal of Germany's largest stock exchange editorial team

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.

**boerse-online.de** draws its added value from the broad positioning of the **BÖRSE ONLINE** editorial team. Current company announcements are immediately supplemented with assessments of share performance. Compared to other websites, users thus receive well-founded additional information for their investment decisions.

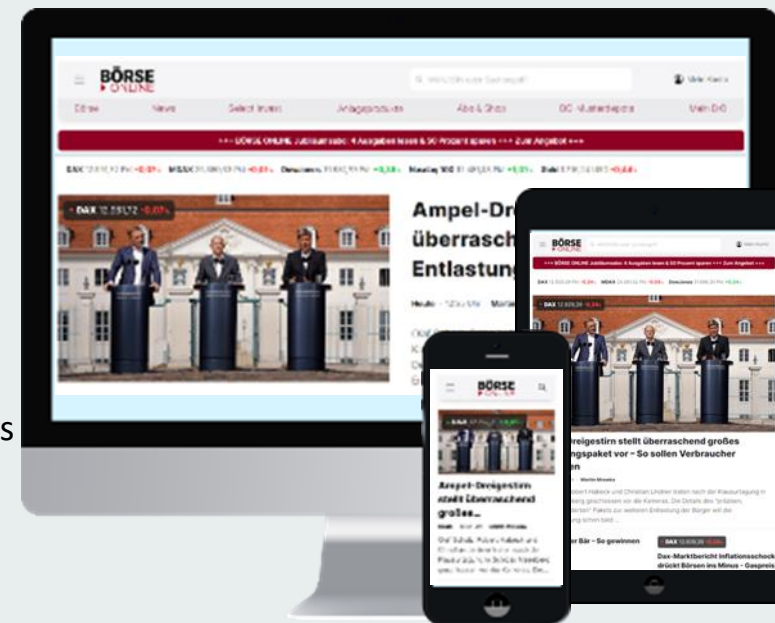
## Key data

### Target audience

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

### Sections

- Stock exchange
- Shares
- Certificates
- Commodities
- Funds / ETFs
- Money and pension provision



### Traffic

Page Impressions	10.673.397
Visits	5.950.261
Uniques	1.050.000
Newsletter	11.000

# The portal for corporate bonds

Factsheet | 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.de** provides concrete assessments and assessments of upcoming bond issues – critically, independently and transparently; In addition, master data, prices and charts of all listed SME bonds – supplemented by daily updated top/flop lists and the most important bond indices. Also an integral part: DGAP ad-hoc announcements, basic knowledge and an expert section

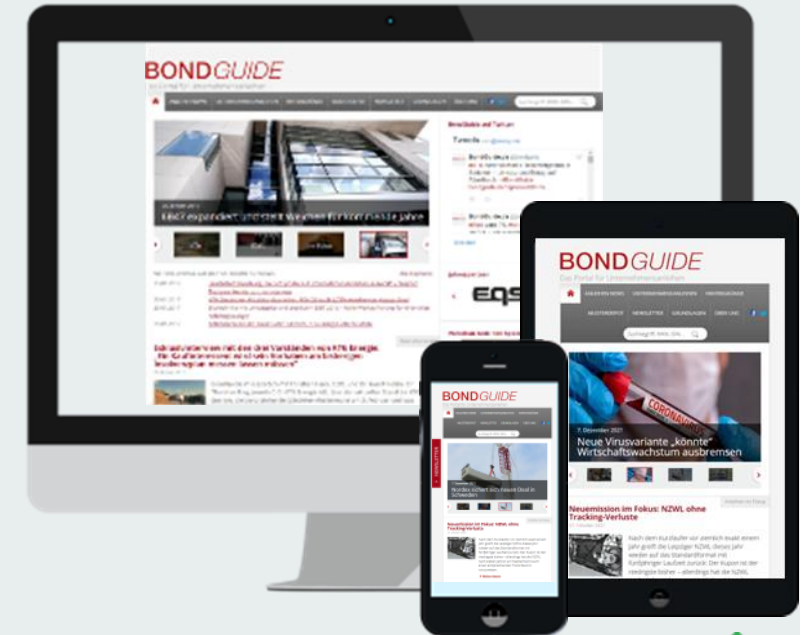
## Key data

### Target audience

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

### Sections

- Bond News
- Corporate
- Backgrounds
- Sample depot
- Basics



### Traffic

Page Impressions	36.531
Visits	14.187
Uniques	5.675

**Deraktionaer.de** 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.

The social media presences and newsletters provide further information and services.

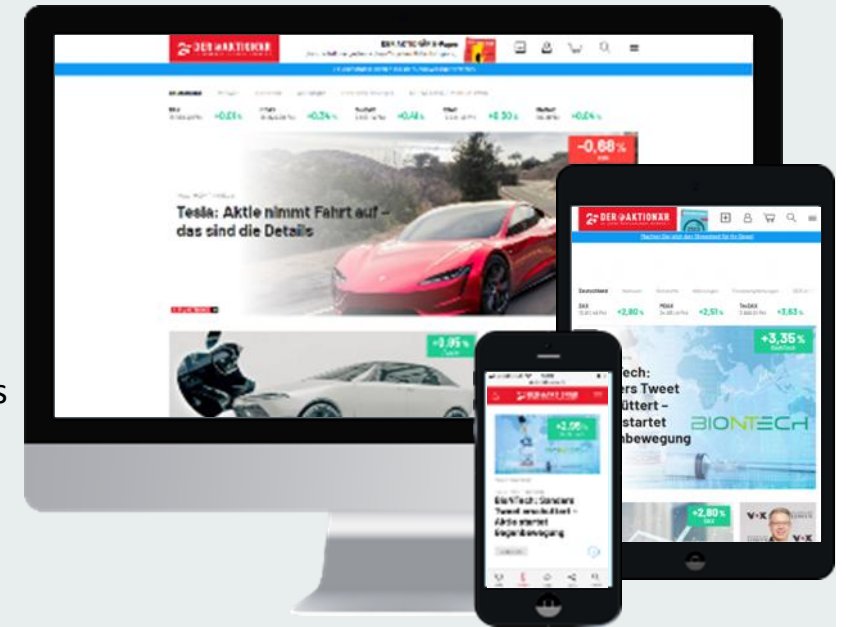
## Key data

### Target audience

- Affine private investors
- Institutional users, bankers, insurers
- Fund managers, stockbrokers, investors
- Investment advisors, investment advisors
- Financial service providers, financial experts
- Tax consultant, auditor
- Managing Director, Board of Directors

### Sections & Topics

- Market Overview
- Depots
- Experts
- Sector comparison



### Traffic

Page Impressions	34.107.998
Visits	14.708.220
Uniques	1.220.000
Newsletter	-1

**deraktionaar.tv** provides up-to-date market reports, comprehensive analyses, detailed background information and well-founded strategies from experts in the stock market, finance and economics.

Divided into categories and topics or via the "video search" by WKN, ISIN and search word, the user finds the desired article and other suitable videos on related topics or shares. Current chart and price information round off the video information. With around 500,000 video views per month, deraktionaar.tv is the address for moving image information on the subject of finance.

## Key data

### Target audience

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

### Sections & Topics

- Shares
- Investment idea
- Certificates
- Program
- Stock exchanges+markets
- Foreign exchange
- Funds+ETFS
- Commodities



### Traffic

Page Impressions	694.853
Visits	292.086
Uniques	110.000
Newsletter	-1



# The recognized Internet magazine for the financial sector

Factsheet | der-bank-blog.de

The Bank Blog is the recognized Internet magazine for the financial sector and has been reporting on the latest and fundamental news about banks and financial service providers since 2010.

Among other things, the Bank Blog highlights trends for banks and savings banks such as digitization, innovation, social media, customer service, strategy and other management topics.

**The Bank Blog – Trends and strategies for financial service providers**

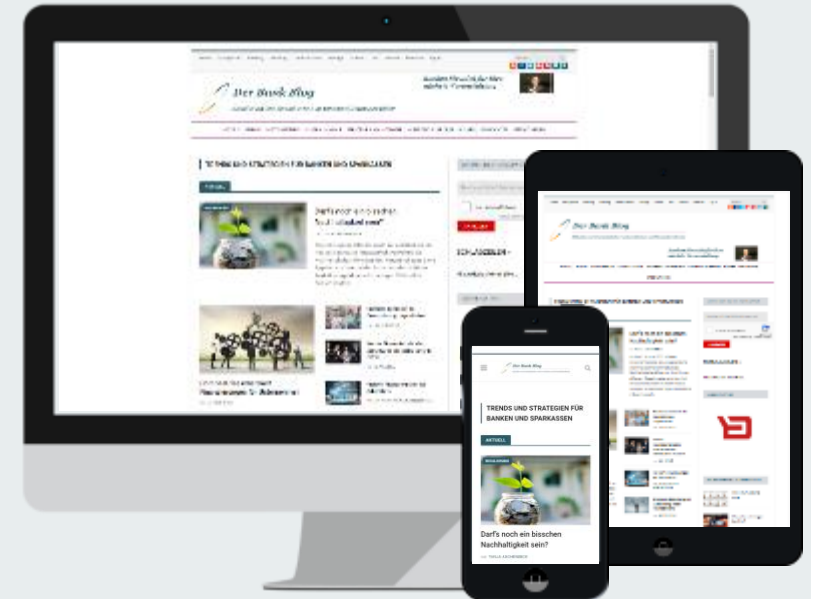
## Key data

### Target audience

- Executives and employees of banks, savings banks and other financial service providers
- Executive Board / Managing Director / Owner in the financial sector
- Head of Division / Head of Department / Group Leader in the Financial Sector
- Financially interested users

### Sections

- Management
- Strategy
- Studies & Research
- Digital Banking
- Marketing
- Social Media



### Traffic

Page Impressions	20.342
Visits	17.053
Uniques	16.114

**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**

The website provides access to securities & prices as well as news & analyses. Numerous intelligent tools for searching and analyzing securities round off the offer. For users registered free of charge, there are sample depots and watchlists, limits and alerts as well as access to expert depots.

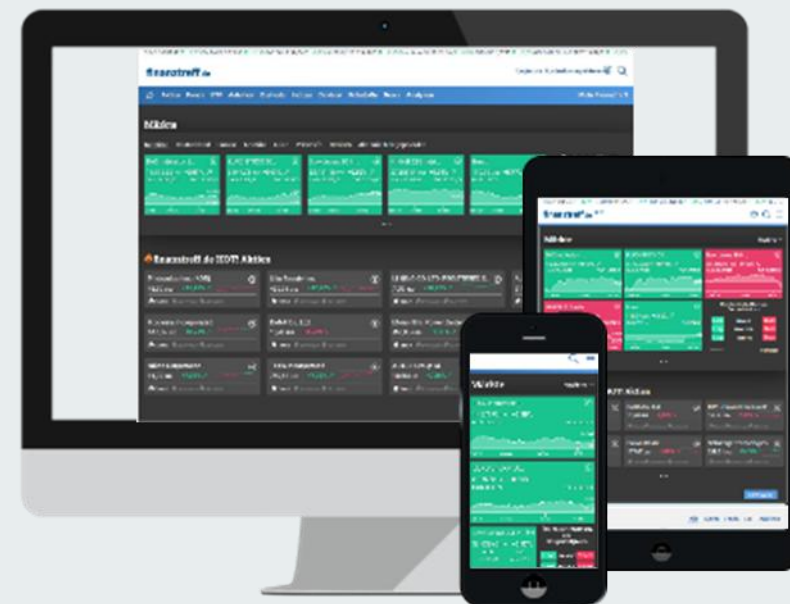
## Key data

### Target audience

- Private Investors with financial interests
- Institutional Investors
- Financial Advisors
- Trader and Financial Decision-makers
- Business decision-makers, manager

### Sections & Topics

- Shares
- Funds / ETFs
- Bonds & Derivatives
- Indexes
- Foreign Exchange & Commodities
- News & Analyses



### Traffic

Page Impressions	6.318.078
Visits	908.491
Uniques	100.000



# Marketscreener.com – The German spin-off from the leading French stock market site



Factsheet | de.marketscreener.com\*

**de.marketscreener.com** is the the German spin-off from the leading French stock market website **zonebourse.com**.

The pan-european footprint of zonebourse.com and marketscreener.com is approximately. **100 Mio. Page Impressions per month**, of which **3,3 Mio. in the DACH** region. Surperformance, the company behind the offer supplies chart analyses and investment tools by subscription.

[https://www.youtube.com/watch?time\\_continue=60&v=FvSjc73Ufyk](https://www.youtube.com/watch?time_continue=60&v=FvSjc73Ufyk)



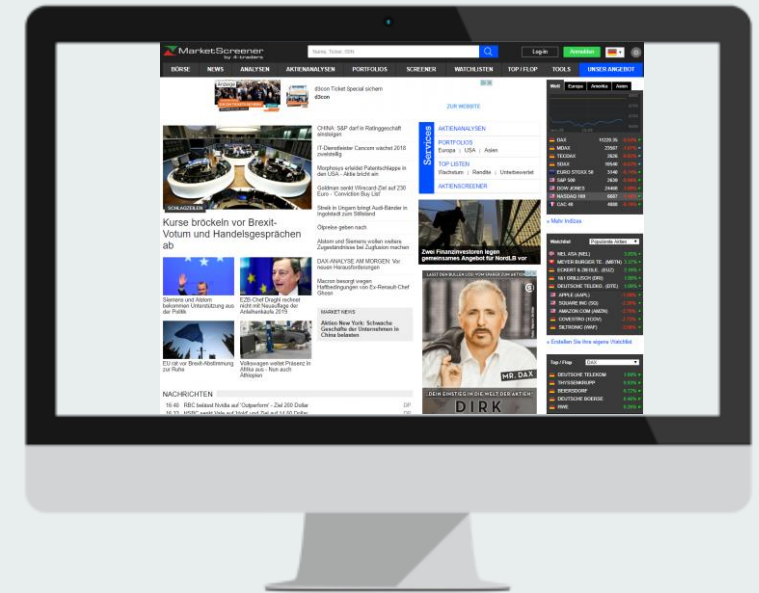
## Key data

### Target group

- Private Investors
- Institutional Investors
- Financial advisors
- Traders and financial decision-makers
- Business decision-makers

### Sections and environments

- Börse (Stock market)
- News
- Aktienanalysen (Share analyses)
- Portfolios
- Screener
- Watchlisten
- Top/Flop/Tools



### Traffic DE

Page Impressions	3.001.046
Visits	750.262
Uniques	214.360

\* Includes German IP-Traffic of all zonebourse.com websites

# TichysEinblick.de- The liberal-conservative opinion magazine

Factsheet | tichyseinblick.de

**Tichys Einblick** is a liberal-conservative magazine for politics, business, private finance and society. The opinion page is based on a constantly growing pool of significant authors, hosted 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.

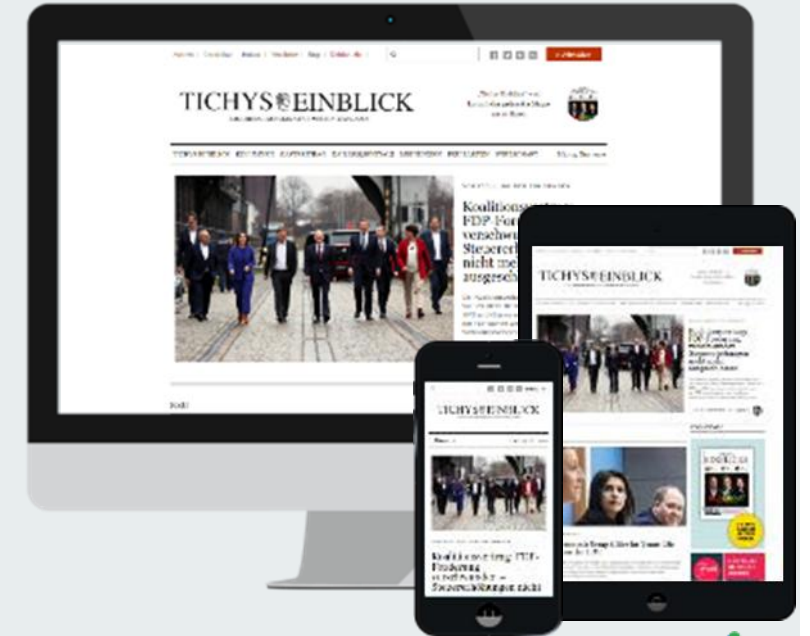
## Key data

### Target audience

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

### Sections

- Tichy's insight
- Columns
- Guest Post
- Daili|es|entials
- Opinions
- Feuilleton
- Economy



### Traffic

Page Impressions	13.924.347
Visits	5.395.290
Uniques	490.000



# The portal for investors & entrepreneurs

Factsheet | vc-magazin.de

**vc-magazin.de** is the corresponding online offering of VentureCapital magazine, the leading publication on private equity and entrepreneurship in German-speaking countries since 2000. In addition to daily news, the portal also offers exclusive online content and an overview of the most important events in the private equity industry – up-to-date, reader-friendly and well-founded.

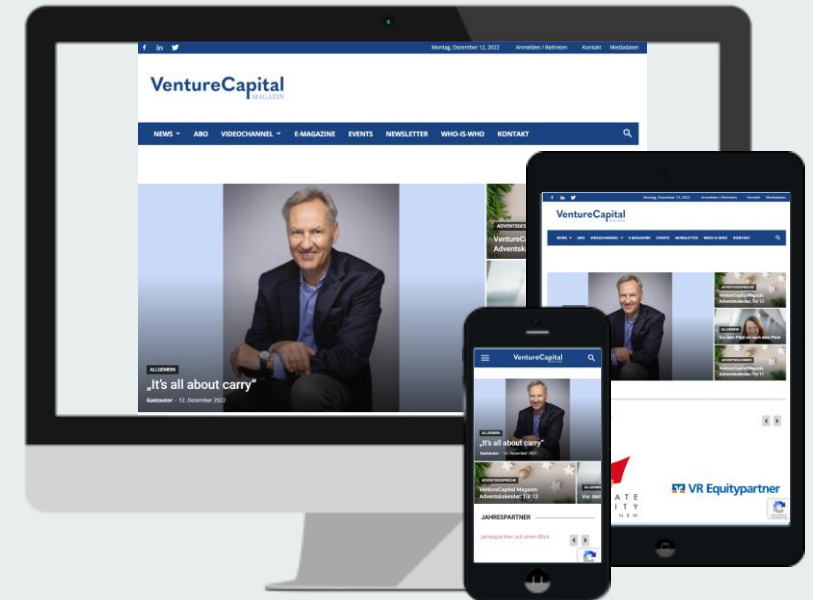
## Key data

### Target audience

- Startups
- Technology and Growth Companies
- Financial investors and business angels
- Corporate Finance Advisor
- Attorneys
- Innovation and Technology Centres

### Sections

- Entrepreneurship
- Venture Capital
- Buyout
- Investing
- News



### Traffic

Page Impressions	8.852
Visits	5.901
Uniques	13.870

# Rates 2025| Channel Business & Finance

## Display Multiscreen



Display Multiscreen	Homepage / Section	Website Rotation	Channel Rotation
Billboard / Sitebar / Wallpaper + Mobile Interscroller			65 €
Billboard / Sitebar + Mobile High Impact Ad / Mobile Halfpage Ad			45 €
Halfpage Ad + Mobile Interscroller			60 €
Wallpaper / Halfpage Ad + Mobile High Impact Ad / Mobile Halfpage Ad			40 €
Adbundle + Mobile Medium Rectangle			14 €
Native AD IN			-
Native AD OUT			-
Outstream Video Ad			55 €

All Rates exclusive of VAT and CPM unless otherwise indicated

## Rates 2025 | Channel Business & Finance

## Display Desktop



Display Desktop	Homepage / Section	Website Rotation	Channel Rotation
Homepage Takeover			65 €
Double Sitebar / Cinema Ad			65 €
Fireplace			55 €
Billboard Ad			45 €
Sitebar Ad			45 €
Wallpaper			45 €
Halfpage Ad			40 €
Premium Adpackage (Billboard, Wallpaper, Sitebar)			40 €
Medium Rectangle			27,50 €
Ad Bundle / UAP			14 €
Skyscraper			15 €
Super Banner			15 €

# Rates 2025 | Channel Business & Finance

Display Mobile



Display Mobile	Homepage / Section	Website Rotation	Channel Rotation
Roadblock XXL – High Impact Ad + Interscroller			115 €
Roadblock XL – High Impact Ad + MMA 4:1 Adhäsv			60 €
Mobile Interscroller			100 €
Interstitial			90 €
Mobile Cube Ad			90 €
Mobile High Impact Ad / Premium Rectangle			50 €
Mobile Halfpage Ad			50 €
Mobile Medium Rectangle			40 €



# 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)

## CPM surcharge

Expandables	25 %
Video Ads	10 %

## Technical specifications

<http://www.businessad.de/downloads>

## Delivery of the advertising media to [banner@businessad.de](mailto:banner@businessad.de)

3 working days before placement (advertisement), 10 working days in case of content marketing

**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



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40474 Düsseldorf

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We are happy to advise you.

E-Mail: [werbung@businessad.de](mailto:werbung@businessad.de) | Internet: [www.businessad.de](http://www.businessad.de)