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, thin tower with a pointed top. The city is densely packed with buildings, and the overall atmosphere is hazy and serene. A white text overlay is positioned in the upper right corner, and a green banner is at the bottom.

businessAD

Mehr Wert für Marken

Channel Business & Finance

The Channel for institutional and private investors

Stand: 09-2023

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.

Channel Business & Finance



| | |
|--------------------|------------|
| Number of websites | 8 Portals |
| Page Impressions | 73.975.107 |
| Visits | 21.130.383 |
| Uniques | 4.797.210 |

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

BÖRSE
ONLINE

finanztreff.de

DER AKTIONÄR

DER AKTIONÄR TV

BONDGUIDE
Das Portal für Unternehmensanleihen

Der Bank Blog
Aktuelle und fundierte Infos rund um Banken und Finanzdienstleister

VentureCapital
MAGAZIN

TICHYS EINBLICK
DAS LIBERAL-KONSERVATIVE MEINUNGSMAGAZIN

Channel Business & Finance

User composition | Channel Business & Finance



Socio-demographics

| Sex | User share in percent | Affinity Index** |
|-----------------------------|-----------------------|------------------|
| Male | 80 | 162 |
| Female | 20 | 40 |
| Age | | |
| 20-29 years | 16 | 117 |
| 30-39 years | 18 | 121 |
| 40-49 years | 17 | 114 |
| 50 + years | 45 | 87 |
| Current profession | | |
| Business Decision-makers* | 18 | 137 |
| Household net income | | |
| 3.000 EUR + | 55 | 125 |
| 7.000 EUR + | 9 | 151 |

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

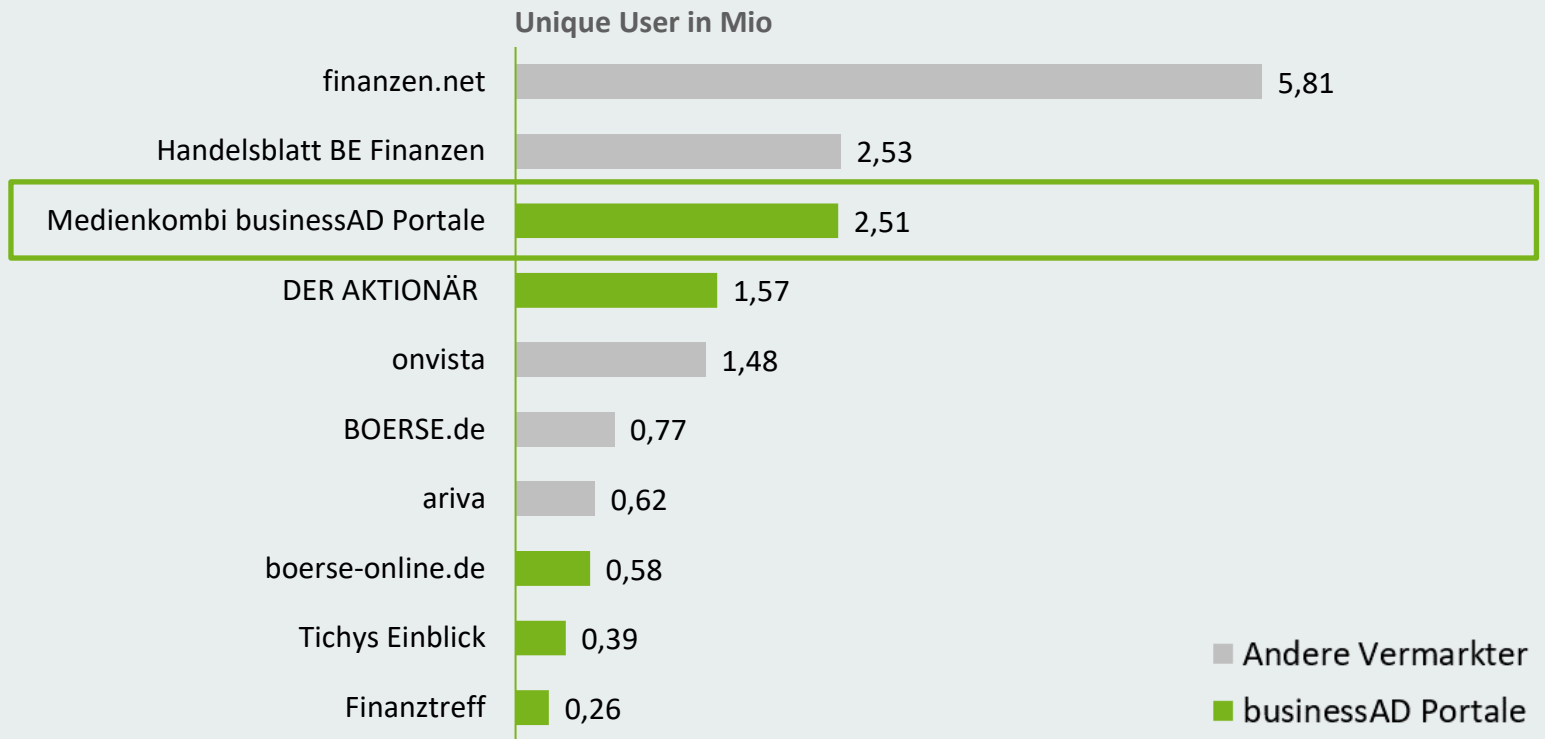
** Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium

Source: AGOF daily digital facts 2022-05, 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: 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 2022_05;



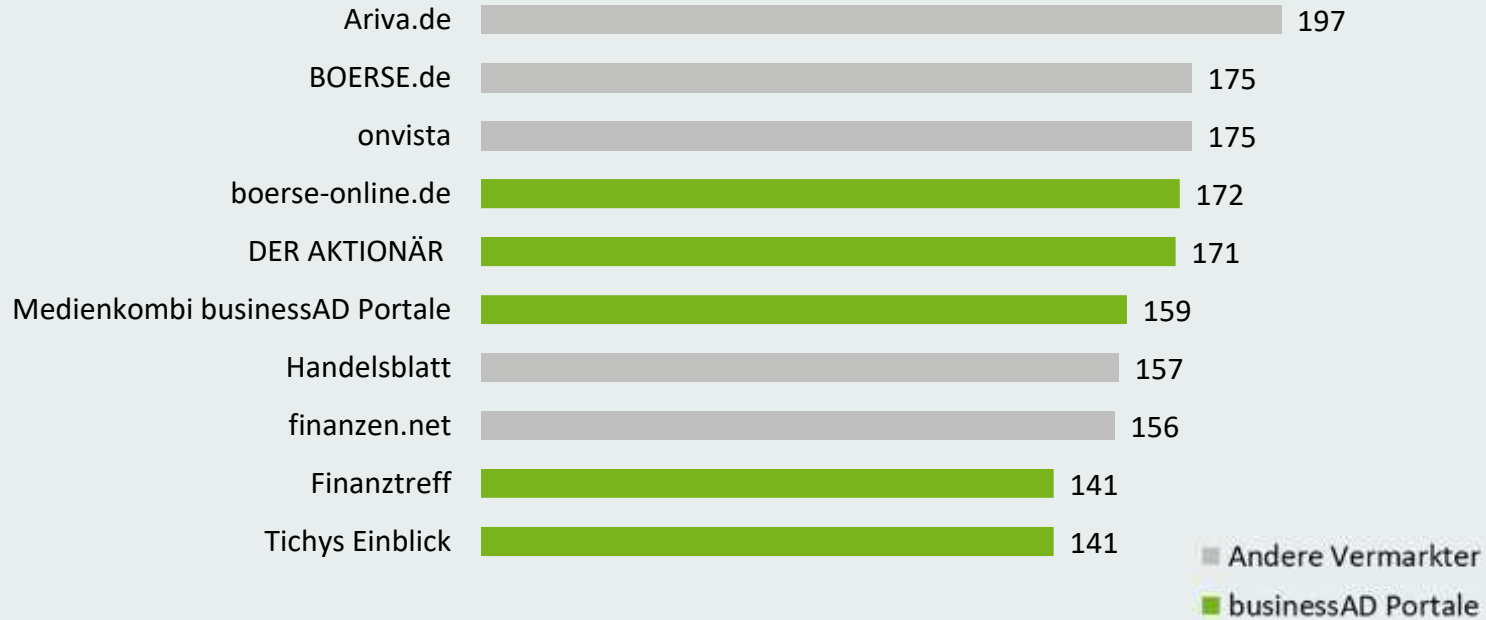
businessAD portals have an above-average affinity for financial investments

AGOF-Ranking | businessAD portals and competition

Product interests: financial investments

Affinity index: Green => businessAD portfolio

0

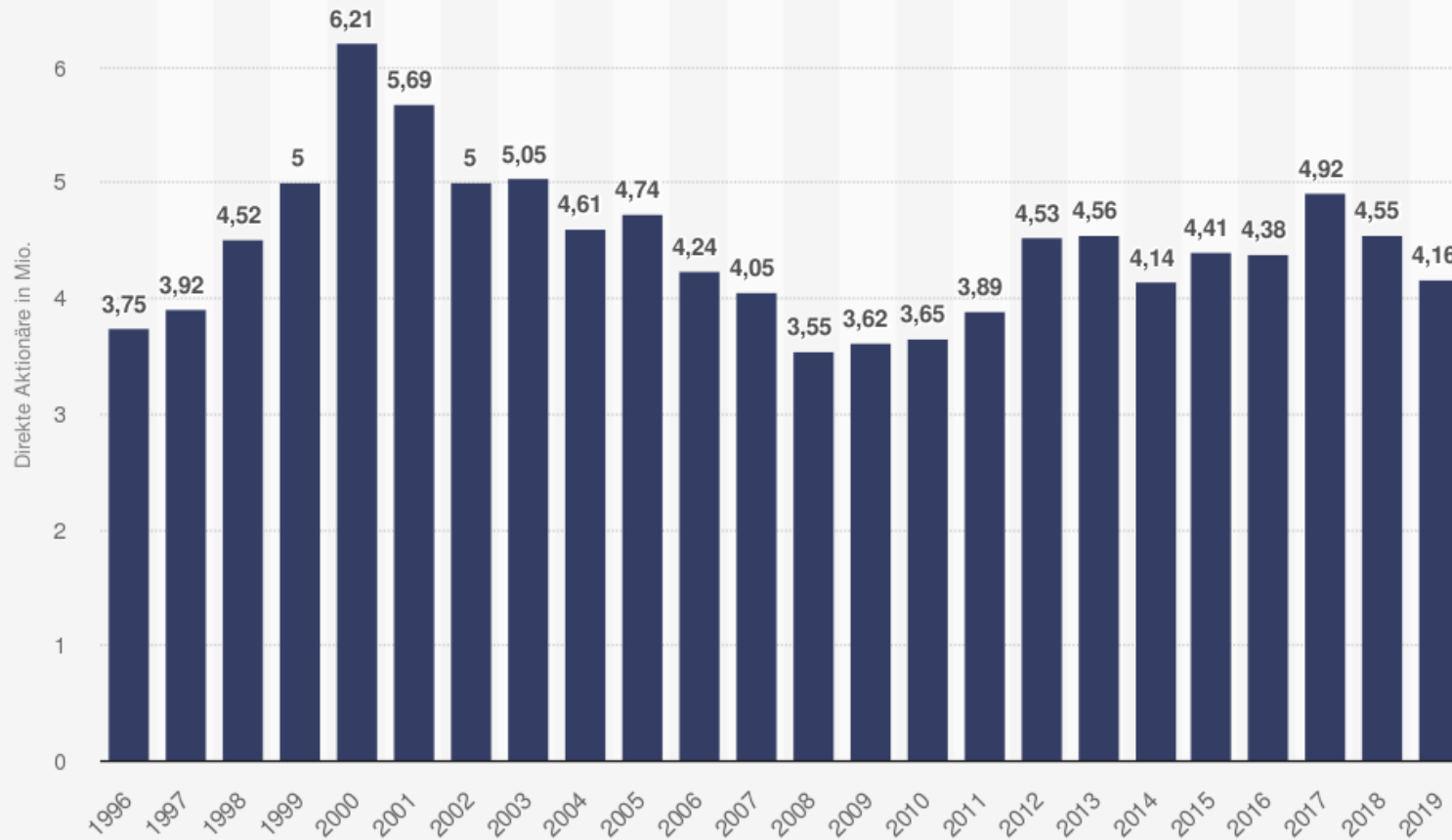


Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium
Source: AGOF digital facts 2022_05



In Germany there are approx. 4 million direct shareholders

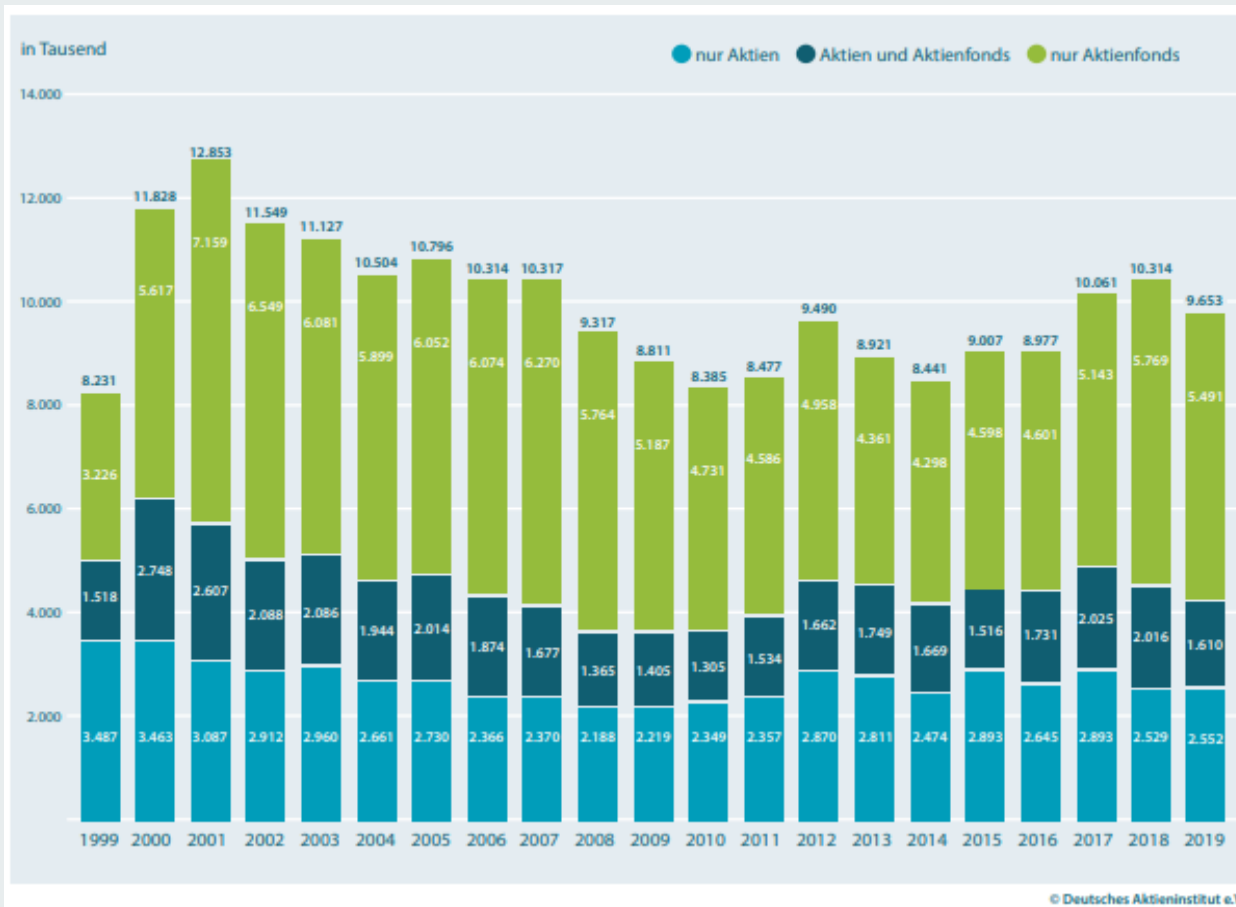
Source: DAI Deutsches Aktieninstitut 2020 | Statista



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



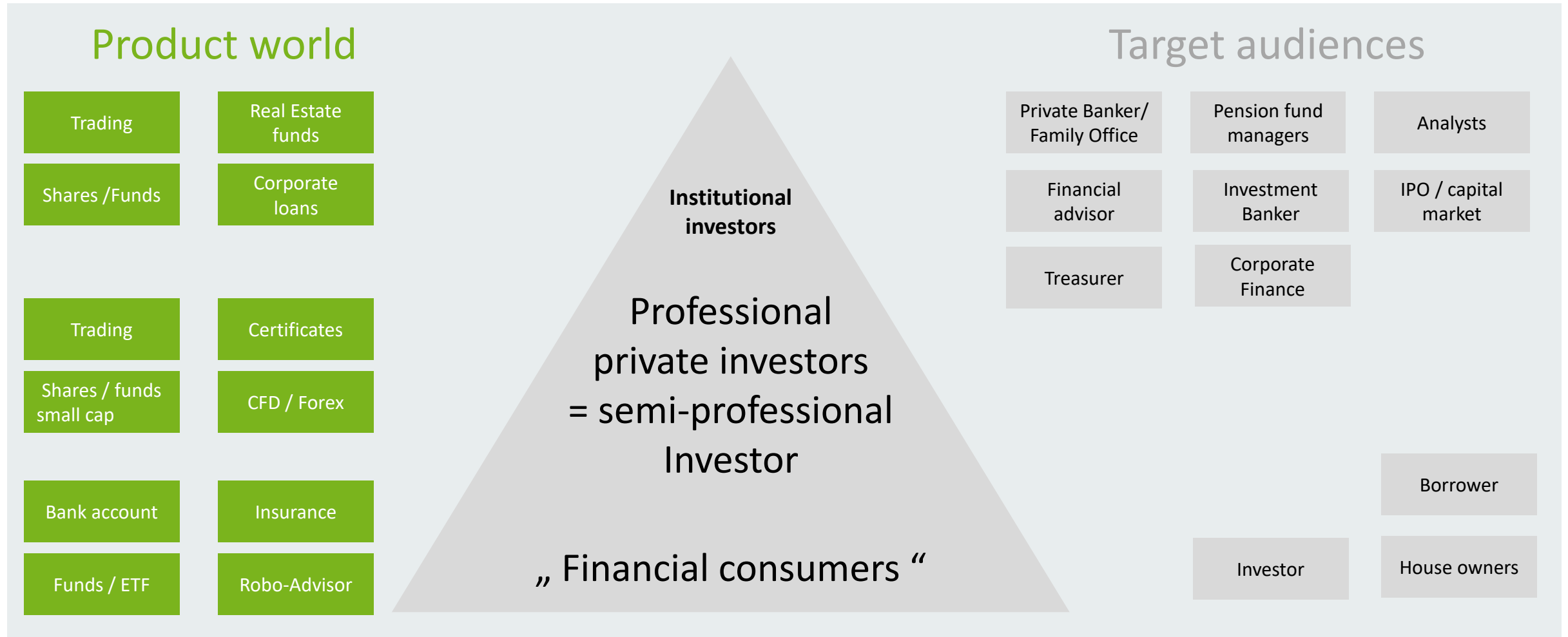
Stock ownership highly depends on income.

Source: DAI 2020 | Statista



Financial and banking target groups

Source: own research

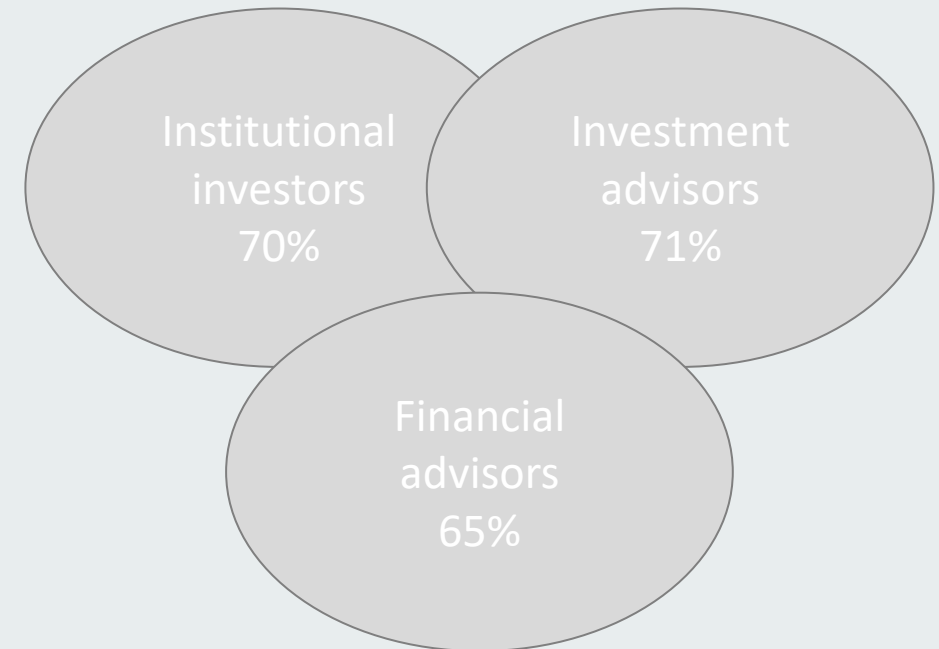


The financial community identifies approximately 164,000 professional investors

Source: Financial Community Study 2017 | IQM

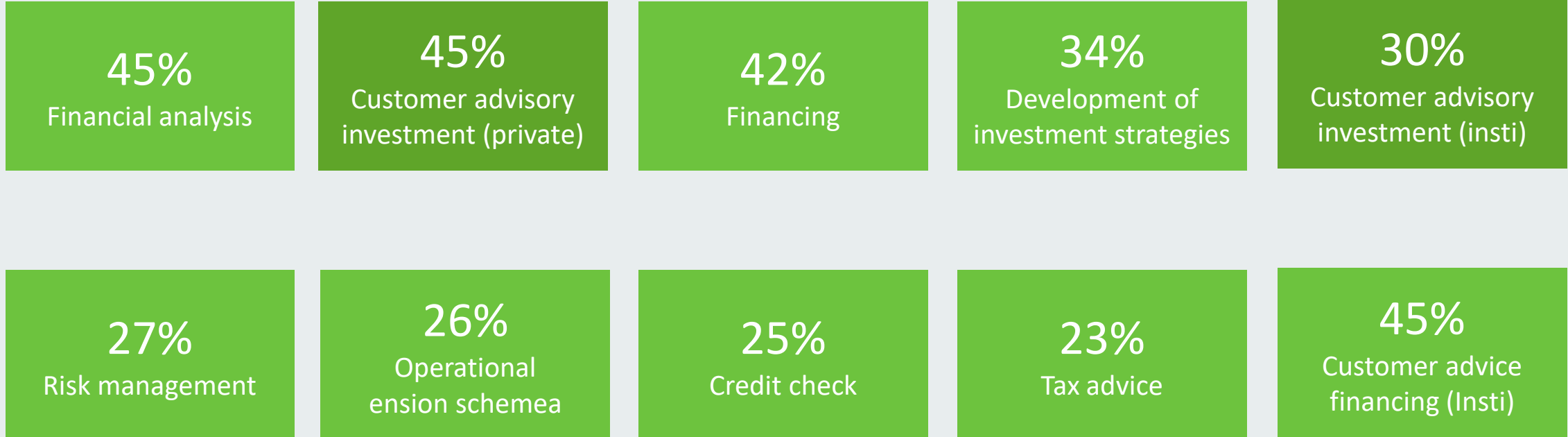


- **164,000 professional financial decision-makers form the basis of the financial community**
- 91% form the three core target groups
- **The population includes 109,000 institutional investors, 110,000 investment advisors and 104,000 financial advisors**
- Each group is defined separately, but there 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



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.

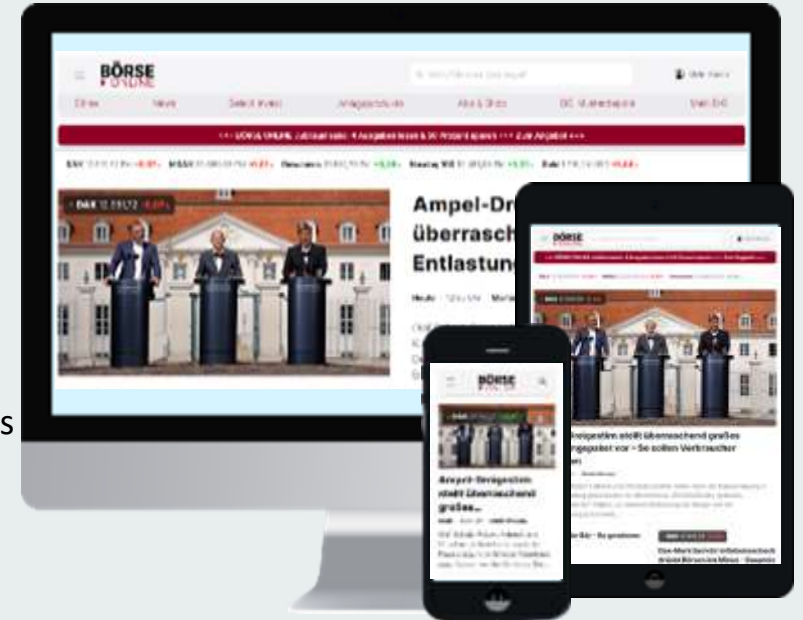
Key data

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 | 6.077.062 |
| Visits | 3.318.777 |
| Uniques | 1.500.000 |
| Newsletter | -1 |

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 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 | 46.462 |
| Visits | 18.043 |
| Uniques | 7.217 |

Deraktionär.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.

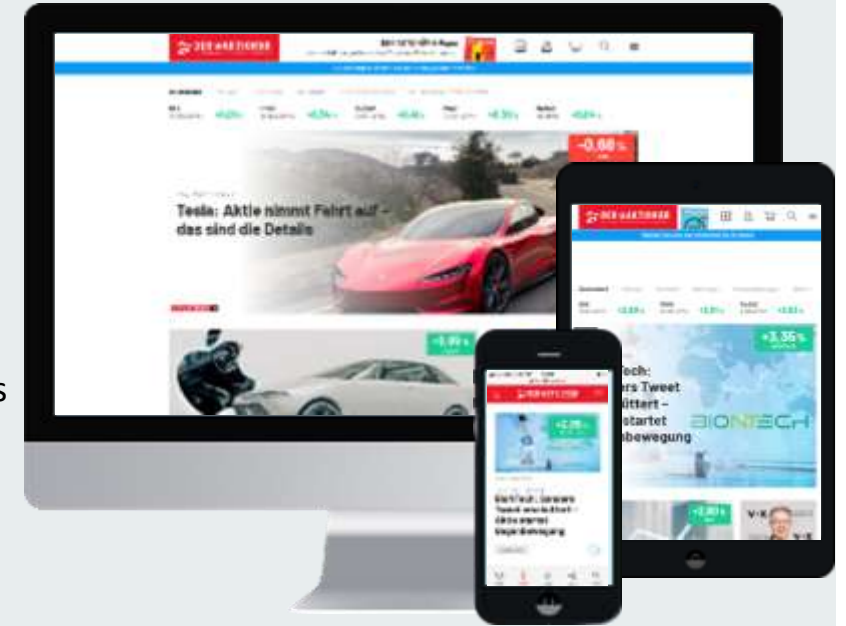
Key data

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 | 16.775.996 |
| Visits | 7.560.019 |
| Uniques | 1.800.000 |
| Newsletter | -1 |



deraktionaeer.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, deraktionaeer.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 | 374.777 |
| Visits | 165.228 |
| 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 | 44.229 |
| Visits | 37.079 |
| Uniques | 35.036 |

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.

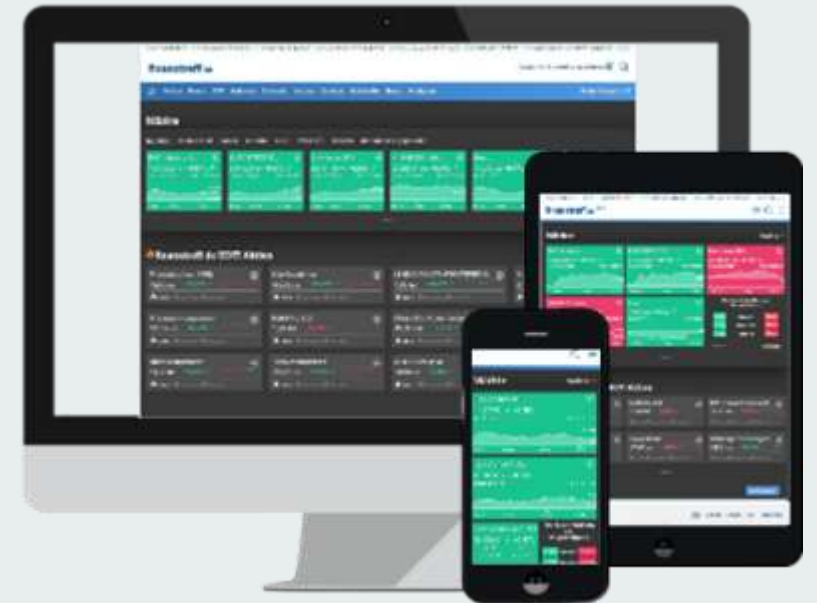
Key data

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 | 9.641.798 |
| Visits | 1.271.469 |
| Uniques | 100.000 |

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 | 12.746.984 |
| Visits | 4.718.532 |
| Uniques | 700.000 |



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.

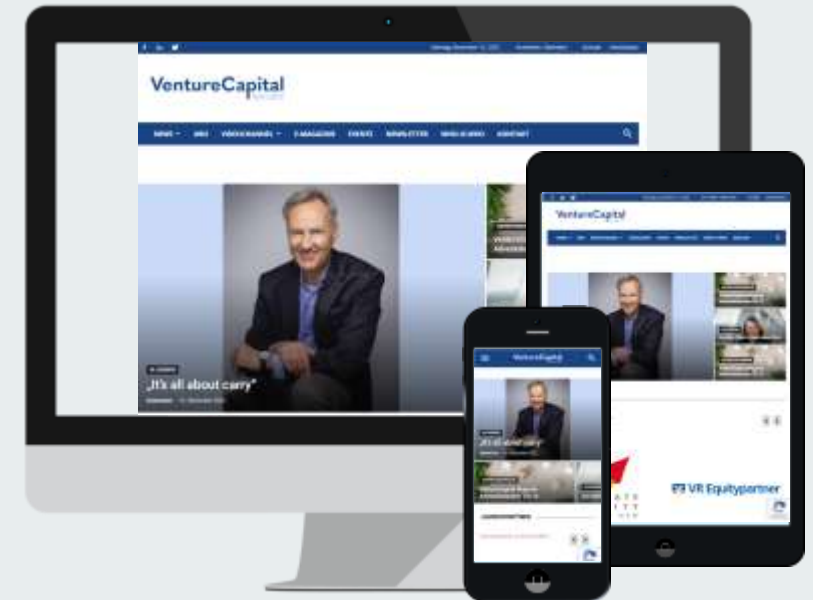
Key data

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 | 23.570 |
| Visits | 15.713 |
| Uniques | 13.870 |

Rates | Channel Business & Finance

Display Multiscreen



| Display Multiscreen | Homepage / Section | Website Rotation | Channel Rotation |
|---|--------------------|------------------|------------------|
| Billboard / Sitebar + Mobile Interscroller | | | 65 € |
| Billboard / Sitebar + Mobile High Impact Ad / Mobile Halfpage Ad | | | 45 € |
| Wallpaper / 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 | | | 50 € |

All Rates exclusive of VAT and CPM unless otherwise indicated

Rates | Channel Business & Finance

Display Desktop



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

Rates | 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 Adhäsiv | | | 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 € |
| MMA 2:1 | | | 35 € |
| MMA 6:1 / 4:1 | | | 25 € |

Conditions and Specifications

Technical specifications

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

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

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 (Austria, CH, Switzerland)
- Temporary
- Browser-specific

Minimum booking volume: 1.000 € (net)

Operating systems

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

Quality control

- Optimized campaign monitoring
- Transparent reporting

* Be granted in relation to cash / goods discounts.
You can find our terms and conditions under <http://www.businessad.de/agg>



Business Advertising GmbH

Headquarter Düsseldorf
Tersteegenstraße 30
40474 Düsseldorf

Tel.: +49-211-179347-50

Fax: +49-211-179347-57



Business Advertising GmbH

Verkaufsbüro Hamburg
Kehrwieder 8-9, Amundsen-Haus, 2. OG
20457 Hamburg

Tel.: +49-40-468 567 – 520

+49-40-468 567 – 521

Your contact

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