An aerial photograph of a city skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the buildings. The sky is a mix of light blue and orange. The city below is densely packed with buildings of various heights and colors. A white semi-transparent banner is overlaid on the bottom left of the image, containing text.

businessAD

Mehr Wert für Marken

## Channel Business & Finance

The Channel for institutional and private investors

Stand: 02-2023

# 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	48.468.434
Visits	17.333.348
Uniques	2.755.379

### 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
<b>Age</b>		
20-29 years	16	117
30-39 years	18	121
40-49 years	17	114
50 + years	45	87
<b>Current profession</b>		
Business Decision-makers*	18	137
<b>Household net income</b>		
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

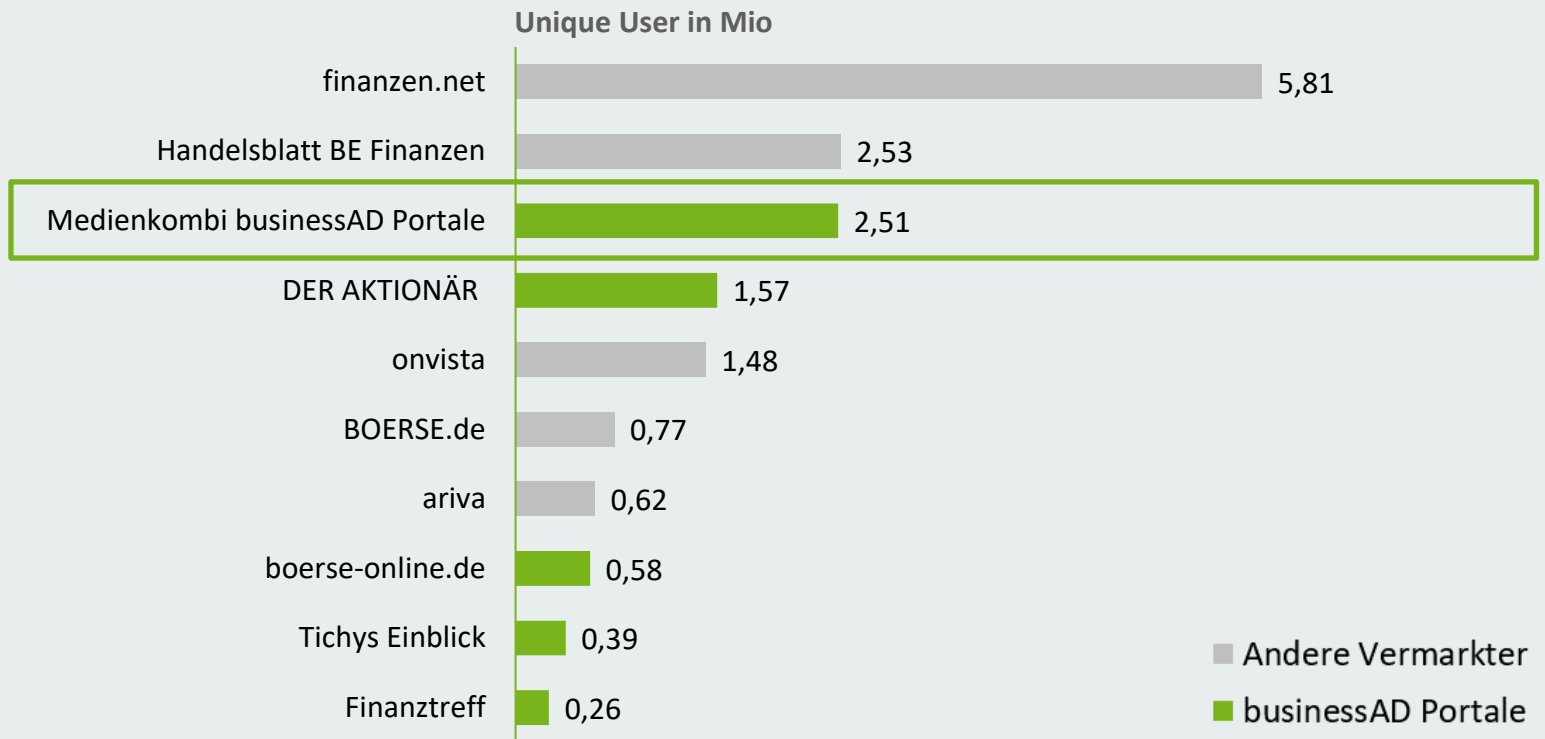
Source: AGOF daily digital facts 2022-05, without bondguide and VentureCapital Magazin



# 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;



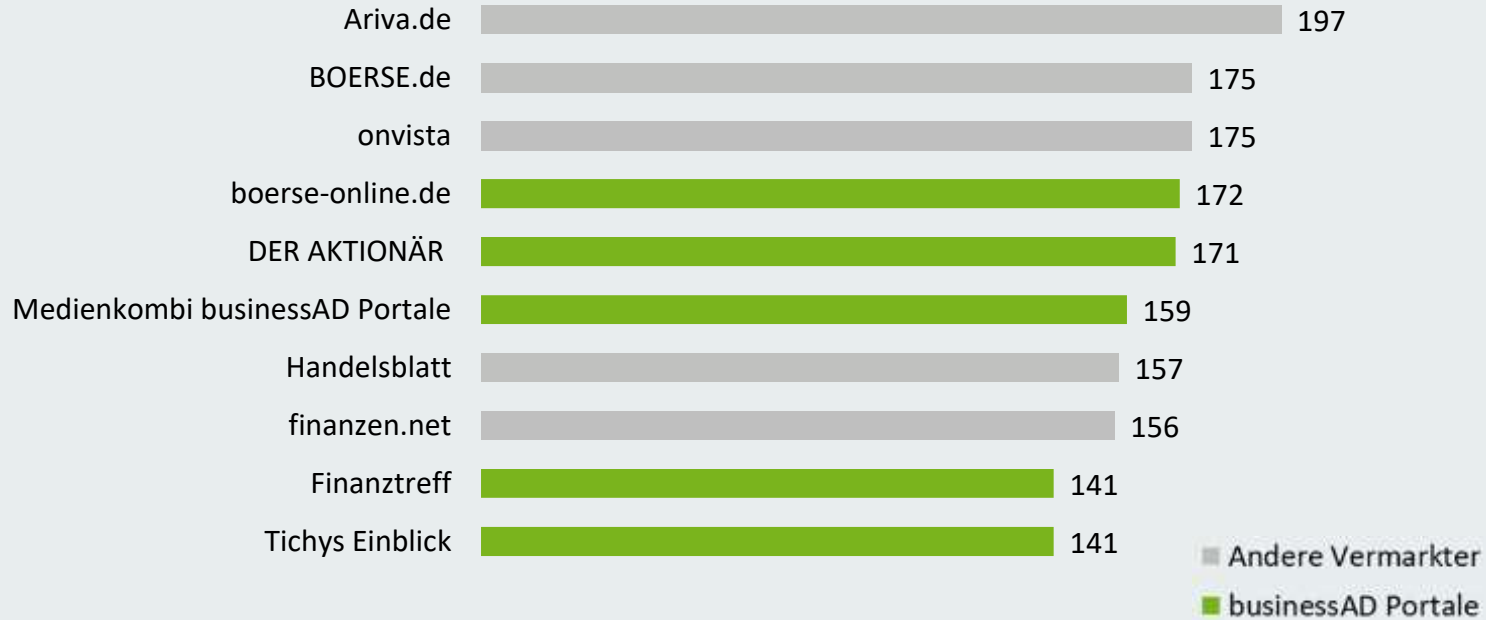
# businessAD portals have an above-average affinity for financial investments

AGOF-Ranking | businessAD portals and competition

## Product interests: financial investments

Affinity index: Green => businessAD portfolio

0

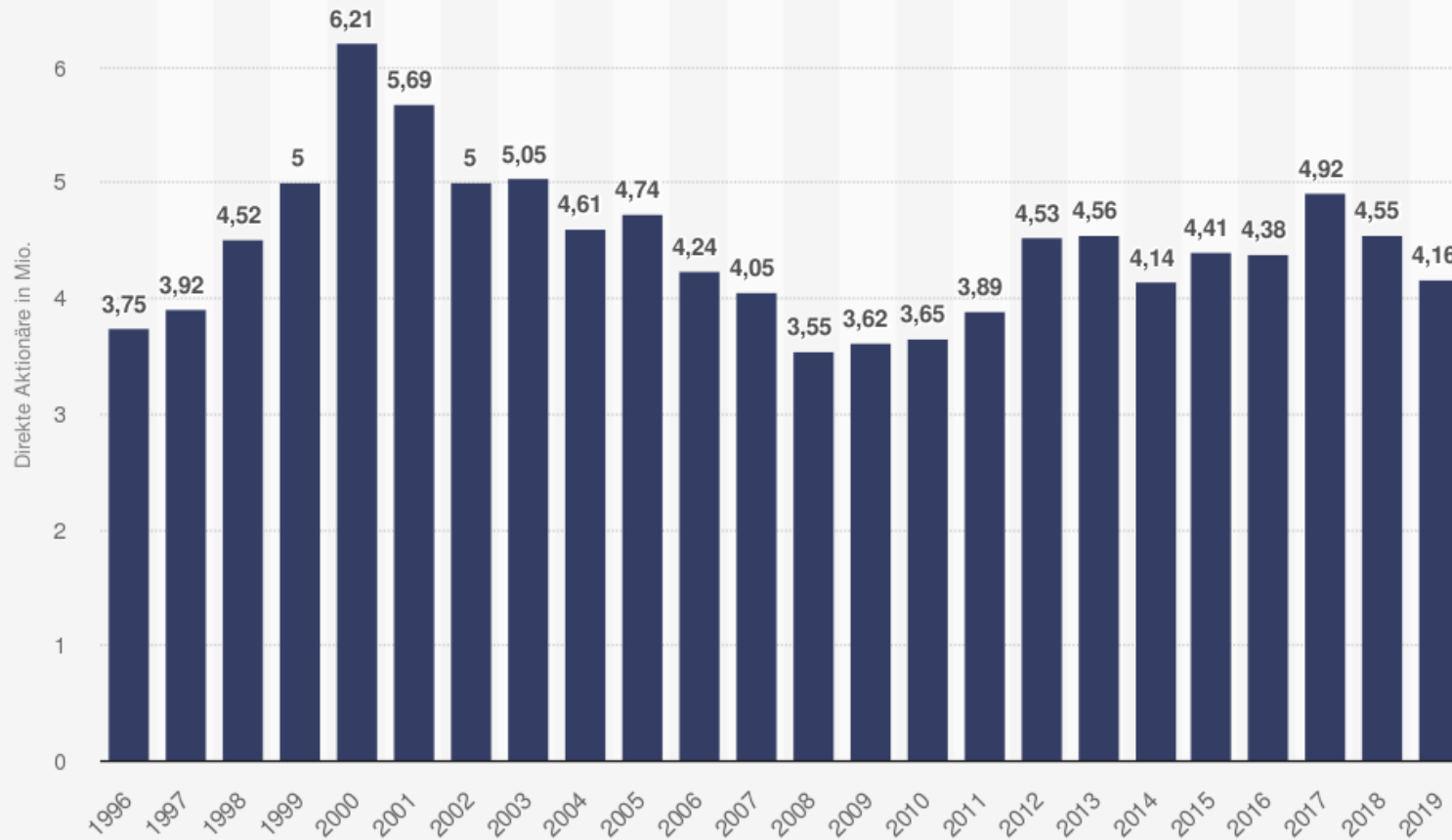


Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium  
Source: AGOF digital facts 2022\_05



# In Germany there are approx. 4 million direct shareholders

Source: DAI Deutsches Aktieninstitut 2020 | Statista

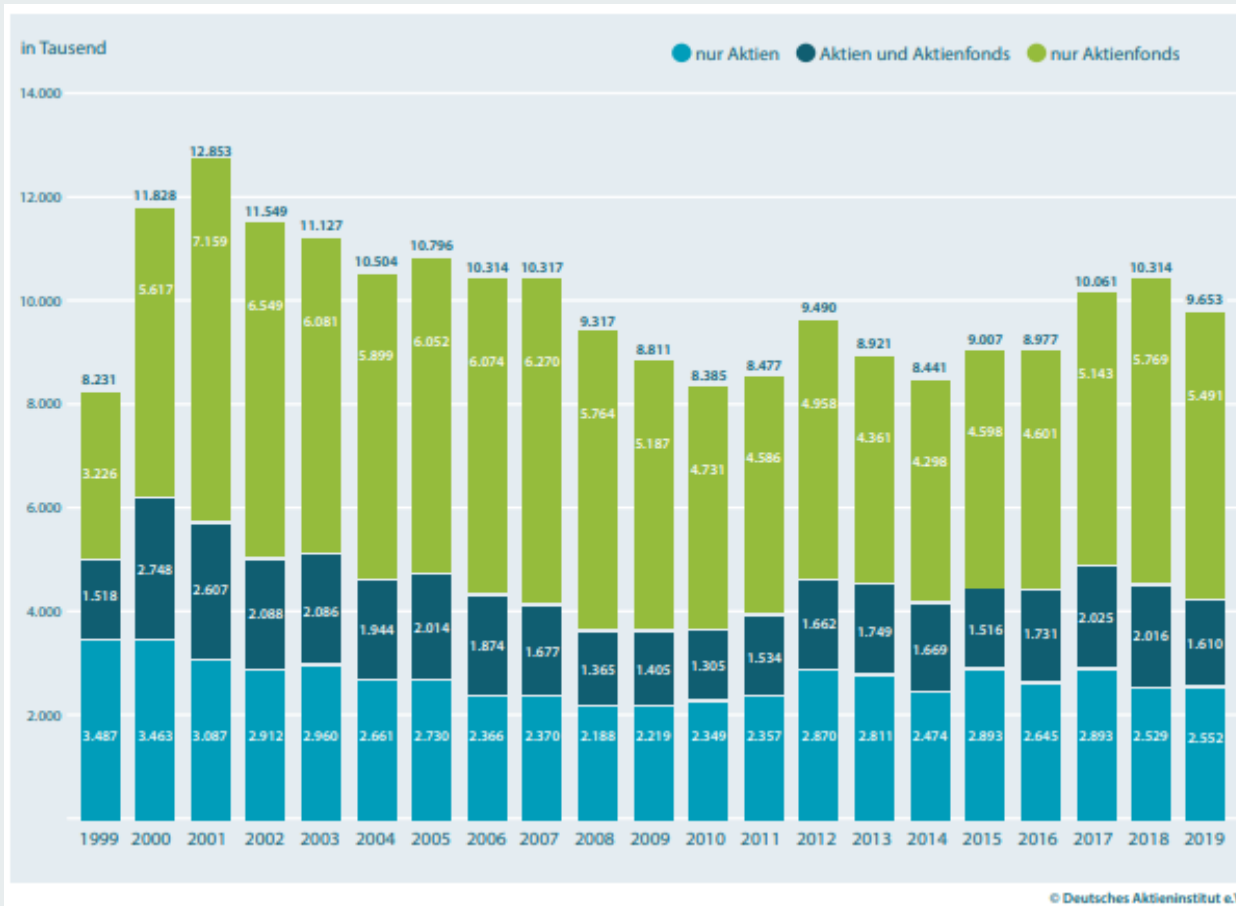


Direct shareholders  
= Investors who invest  
directly in securities



# 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.

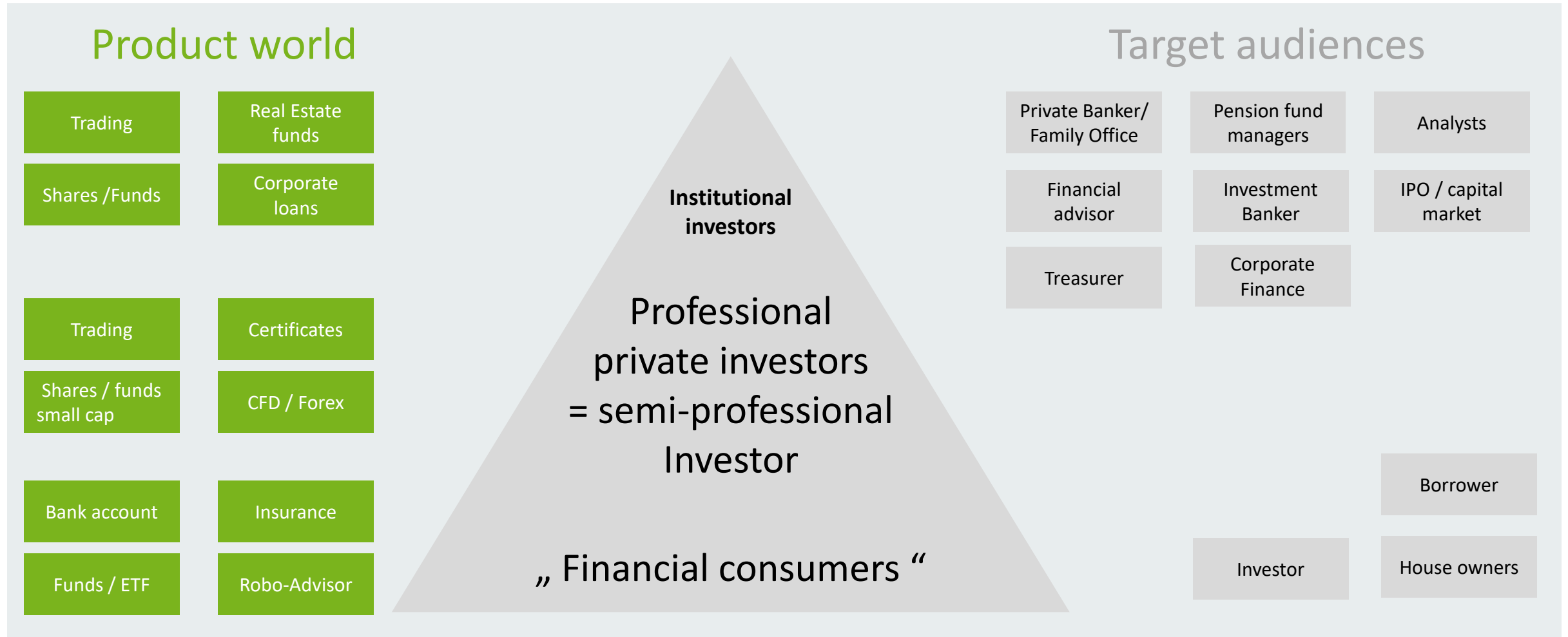
Source: DAI 2020 | Statista





# Financial and banking target groups

Source: own research

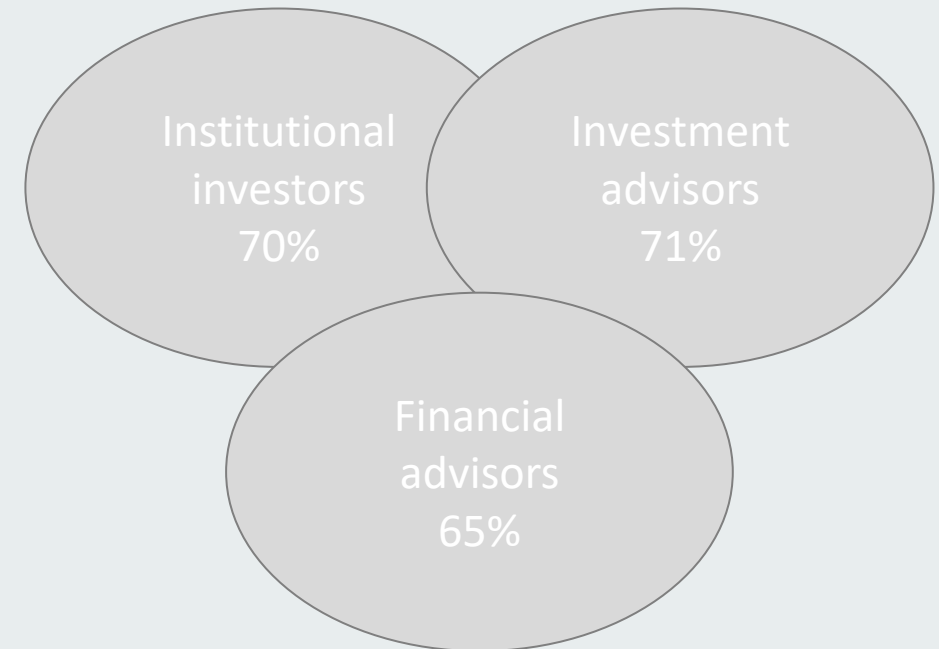


# The financial community identifies approximately 164,000 professional investors

Source: Financial Community Study 2017 | IQM

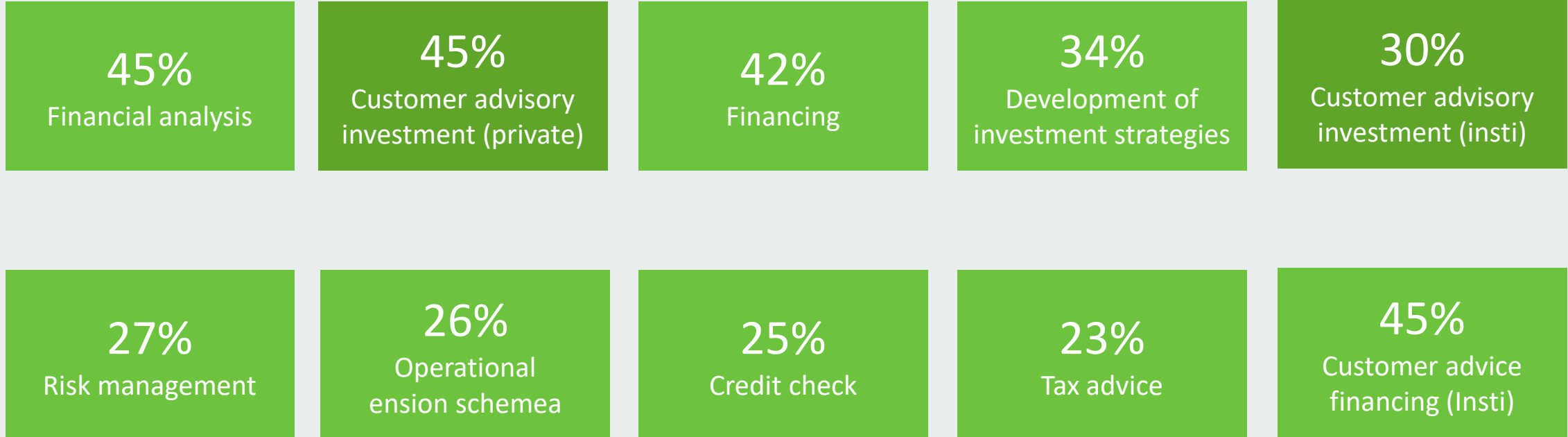


- **164,000 professional financial decision-makers form the basis of the financial community**
- 91% form the three core target groups
- **The population includes 109,000 institutional investors, 110,000 investment advisors and 104,000 financial advisors**
- Each group is defined separately, but there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

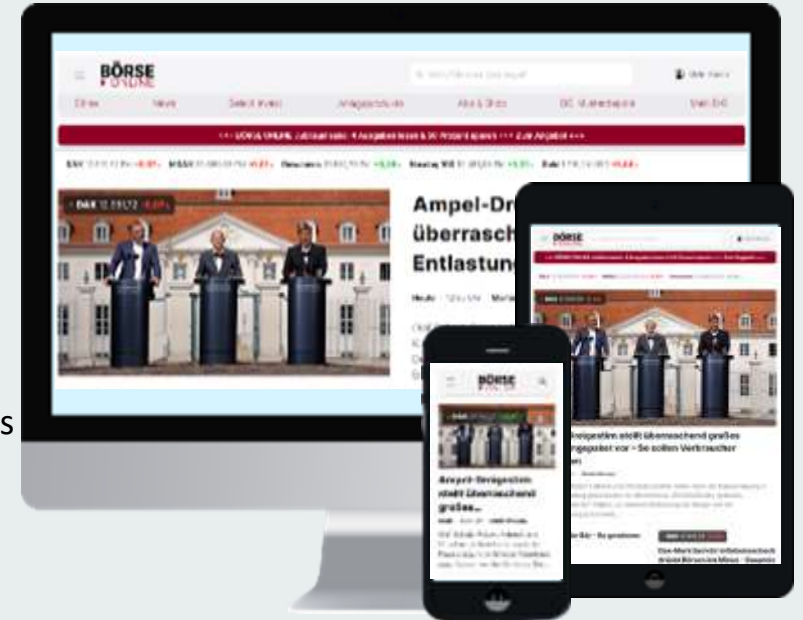
## Key data

### 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	4.424.533
Visits	1.938.309
Uniques	620.000
Newsletter	12.600



# 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	34.678
Visits	13.467
Uniques	5.387

**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.

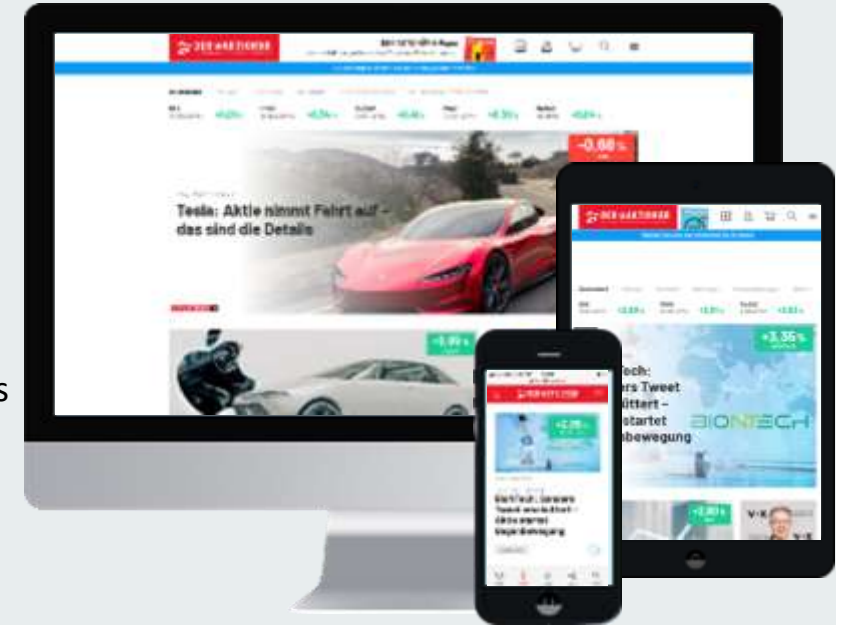
## Key data

### 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	19.540.623
Visits	8.853.243
Uniques	1.450.000
Newsletter	28.900



**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	479.109
Visits	206.968
Uniques	110.000
Newsletter	13.600

# 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.

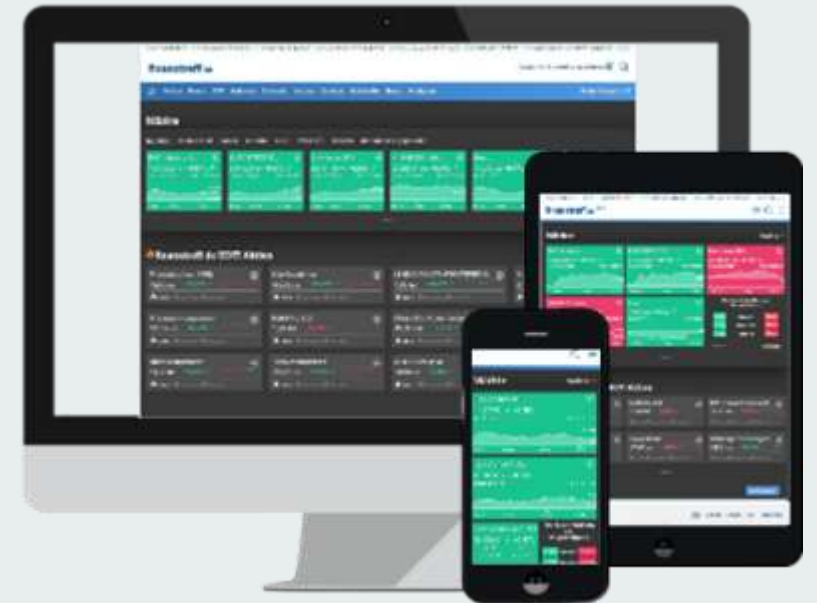
## Key data

### 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	11.481.590
Visits	1.493.214
Uniques	150.000

# 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	12.507.909
Visits	4.828.154
Uniques	420.000



# 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.

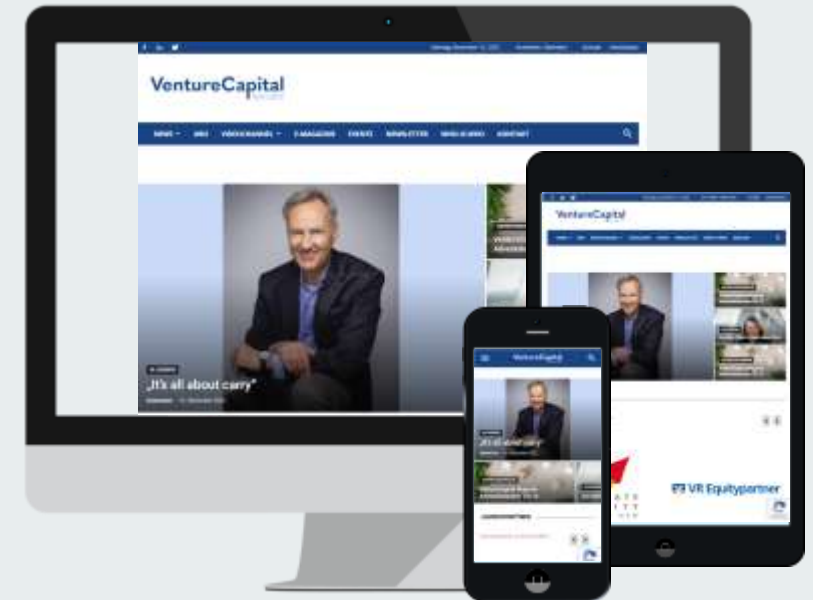
## Key data

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

- Regional / national (Austria, CH, Switzerland)
- Temporary

Minimum booking volume: 1.000 € (net)

- Browser-specific

Operating systems	
Expendables	25 %
Video Ads	10 %

**Quality control**

- Optimized campaign monitoring
- Transparent reporting



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