



## Brief Profile



€uro am Sonntag is Germany's leading weekly business and finance magazine and the specialist for topical financial information/news.

Magazine format:	230 mm wide, 302 mm high
Print area:	205 mm wide, 275 mm high
Print method:	Heatset
No. of pages:	88 pages, average
Cover price:	€ 4.50

### Circulation (IVW III/2017):

Printed circulation:	83,195	copies
Distributed circulation:	69,537	copies
Sold circulation:	68,881	copies
Subscription:	15,929	copies
Newsstand sales:	6,118	copies
On board:	42,760	copies
Other sales:	4,074	copies
Free copies:	656	copies

### Target Group (AWA 2017):

- Important and discerning opinion builders, multipliers in the finance and investment market
- Mainly male, aged between 30 and 59
- Well educated, professionally successful, high spending power
- 74% own securities, 60% intend to buy securities
- Above average, high willingness to buy insurance and retirement products
- Readers not only plan to buy exclusive consumer goods but actually do so

### Ad rates

(Price list No. 24, valid from 1 January 2018):

1/1 page 4c:	€ 10,500.00
1/2 page 4c:	€ 6,300.00
1/3 page 4c:	€ 4,300.00
1/4 page 4c:	€ 3,400.00

For additional formats see price list. All prices are eligible for discounts and agency commission and subject to VAT.

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