

- 2026 -

BÖRSIANER MAGAZIN

FACTS

- » The leading B2B medium for the financial market
- » Reaches top decision-makers and investors in finance, business and politics
- » High relevance due to exclusively personalized mailing
- » Circulation: 10,000 copies
- » Journalistic excellence | independence | relevance
- » Connects the Austrian and international capital markets
- » Scope: approx. 120 pages



www.boersianer.at

APPOINTMENTS

»Publication dates«

9. March
6. July
5. October
7. December

»Asset deadlines«

25. February
24. June
23. September
25. November

»Rankings«

Journalists
Press Spokesperson
IR Spokesperson
Fund Manager

»Thematic focus«

Investment Outlook
Social Trends
Innovation/Megatrends
„Die goldenen 500“

AUDIENCE

Börsianer Magazine is the medial home of the Austrian financial market, connecting it with the international world of finance. It offers exclusive access to the German-speaking B2B community of 10,000 top decision-makers from business, finance and politics. We decide, who gets exclusive access to our magazine by personalized mailing.

Industries	Apportionment	Positions	Income
» Banks	26%	» Supervisory Boards	162.390,00 € per reader
» Issuers and emitters	12%	» Analysts	
» Insurance	12%	» Managers	870.000,00 €
» Listed companies	11%	» Institutional & professional investors	Board members
» Consultancy	9%	» Consultants	255.200,00 €
» Law firms	6%	» Board members	CEOs
» Investment service providers	5%	» Experts	
» Private equity	5%	» Fondsmanagers	155.900,00 €
» Inv. management companies	5%	» Journalists	Management
» Foundations & pension funds	3%	» Bankers	
» Financial media	2%		
» Public service & politics	2%		
» Special institutions	2%		

TOPICS

» Financ. market » Yield » Industries » Opinions » Rankings

EDITORIAL TEAM



Ingrid Krawarik
Editor in Chief

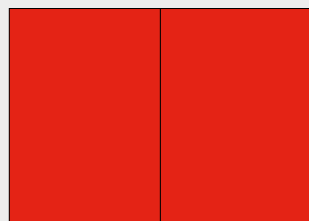


Daniel Nutz
Editor in Chief

Irmgard Kischko, Julia Kistner, Peter Köhler (Correspondent for GER), **Raja Korinek, Martin Kwauka, Thomas Müller, Hedwig Schneid, Oliver Stock** (Correspondent for GER), **Micaela Taroni** (Correspondent for I), **Robert Winter, Daniel Zulauf** (Correspondent for CH) + renowned **experts** and Börsianer **columnists**

ADVERTISEMENTS / PRICING

SUJETS



2/1 PAGE*

Bleed

400 x 280 mm

Bleed Area

3 mm

Live Area

376 x 248 mm

Content

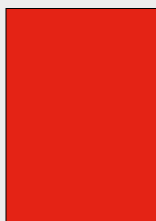
Images, text

Characters

4.800

Price

11.900 Euro



1/1 PAGE*

Bleed

200 x 280 mm

Bleed Area

3 mm

Live Area

172 x 242 mm

Content

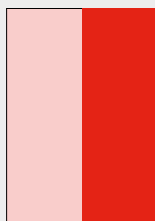
Images, text

Characters

2.400

Price

8.800 Euro



1/2 PAGE*

Bleed

95 x 280 mm

Bleed Area

3 mm

Live Area

84 x 242 mm

Content

Images, text

Characters

1.300

Price

5.700 Euro



1/2 PAGE*

Bleed

200 x 140 mm

Bleed Area

3 mm

Live Area

172 x 121 mm

Content

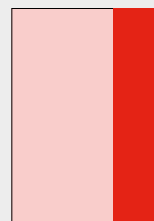
Images, text

Characters

1.000

Price

5.700 Euro



1/3 PAGE*

Bleed

65 x 280 mm

Bleed Area

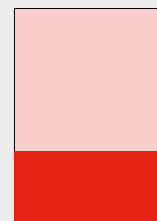
3 mm

Live Area

62 x 242 mm

Price

4.600 Euro



1/3 PAGE*

Bleed

200 x 90 mm

Bleed Area

3 mm

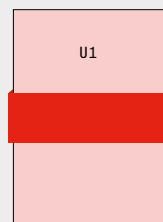
Live Area

172 x 79 mm

Price

4.600 Euro

PREMIUM SUJETS



BELLY BAND**

PDF

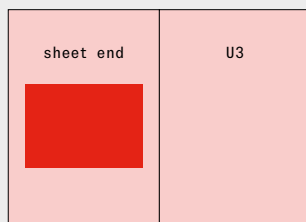
480 x 50 mm

Magazine Width

200 mm

Price

9.800 Euro



TIP-ON CARD (TOC)

Placement

U3 (Sheet End)

PDF

105 x 148 mm

Bleed Area

3mm

Scope

2 pages (double-sided print)

Color profile

PS0_Uncoated_IS012647_eci.icc

Price

7.800 Euro

*300 dpi, PDF-Files, CMYK (Euro-
scale), fonts embedded **Special
advertising format: loop around
the magazine

Surcharges for premium placements 10% (U4 20%).

WHY ADVERTISE WITH US

- » Austria's leading financial magazine
- » Importance for the capital markets

- » Independent journalism
- » Excellent network

- » No scatter loss due to direct mailing
- » Highest-earning readership group

CONTACT

Jakob Winkelbauer

Phone: +43 676 497 17 32

j.winkelbauer@boersianer.at

www.linkedin.com/in/jakob-winkelbauer

Miriam Haider

Phone: +43 664 736 232 41

m.haider@boersianer.at

www.linkedin.com/in/miriam-haider

Jan Luca Cerulla

Phone: +43 676 30 65 441

j.cerulla@boersianer.at

www.linkedin.com/in/jan-luca-cerulla

BÖRSIANER
—
moves
the market

Börsianer – Wayne Financial Media GmbH
Bösendorferstraße 4 / Top 25, 1010 Wien
Phone: +43 (0) 1 920 52 34
Fax: +43 (0) 1 954 433 2

BORSIANER
MAGAZIN

www.boersianer.at