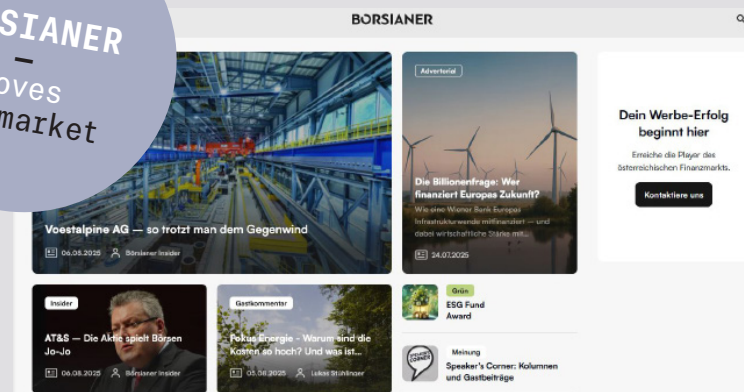


BÖRSIANER DIGITAL

BÖRSIANER
—
moves
the market

FACTS

- » Financial online medium with exclusive access to the Austrian capital market
- » International expertise
- » Daily the most relevant insights with real added value
- » Alerts and insights from whistleblowers
- » Newsletter every 2 weeks
- » Additional coverage on LinkedIn & X



www.boersianer.at

USER DATA

»Quality Criteria«

5 Sites per visitor
19% Return rate/week
120.000 UU/year

»Geography«

73% Austria
20% Germany
7% International

»Visits«

58% Mobile
40% Desktop
2% Tablet

AUDIENCE

With over 120,000 visitors, Börsianer Digital is the largest B2B financial medium in Austria. Its users include decision-makers from business, finance and politics as well as investors and the international financial community.

Age of our readers

» 65+	15,6%	
» 55-64	28,3%	
» 45-54	23%	
» 35-44	10,9%	
» 25-34	17,8%	
» 18-24	4,4%	

Positions

» Analysts	» Experts
» Managers	» Journalists
» Investors	» Bankers
» Consultancy	» Fondsmanagers
» Board Members	» Private investors

CAPITAL MARKETS SPONSORING

Benefits (1 year of brand exposure)

- » Börsianer Digital Logo Sponsoring with link
- » Logo presence in all Börsianer Magazines + Börsianer Perspektiven (1/1 site)
- » Logo presence at all Börsianer-Events
- » Logo banner in 10 Newsletter-Briefings
- » Two Social-Media-Partner-Postings on LinkedIn

Package-Price:

4.900 Euro



In a nutshell:

„360 DEGREE, 365 DAYS
VISIBLE POSITIONING ON
THE CAPITAL MARKET.“

Social Media

derbörsianer
 börsianer

EDITORIAL TEAM



Ingrid Krawarik
Editor in Chief

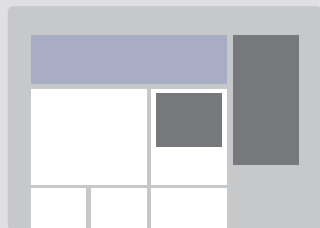


Daniel Nutz
Editor in Chief

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 & Börsianer columnists**

DISPLAY ADS* / PRICINGS

Display Ads



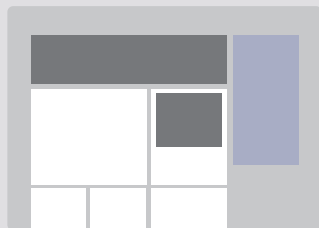
BILLBOARD (FIXED PLACEM.)

Format

970 x 250 Pixel (PNG/HTML5**)

Preis

1 week: 3.000 Euro
2 weeks: 5.500 Euro
3 weeks: 7.500 Euro
4 weeks: 9.000 Euro



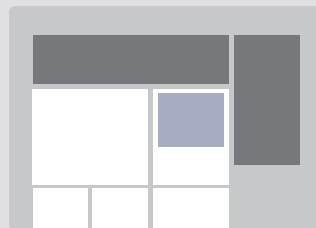
HALF-PAGE AD

Format

300 x 600 Pixel (PNG/HTML5**)

CPM

45 Euro



MEDIUM RECTANGLE

Format

300 x 250 Pixel (PNG/HTML5**)

CPM

45 Euro

*As a nice medium, Börsianer is aimed exclusively at a select audience of top professionals and experts. As an additional service, we enable our partners to reach our individual readers beyond our website after they visit us. Unless otherwise agreed upon, we use retargeting via selected, relevant partner websites to generate greater advertising pressure for our partners.

**Advertising materials according to IAB standards, max. 3 loops, max. file size (ZIP 150 KB)



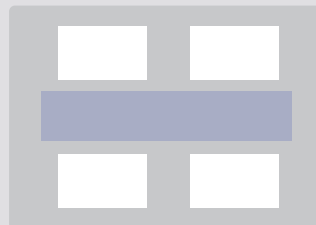
SITEBRANDING

Format

Top Banner: 1444 x 482 Pixel (PNG/HTML5**)
Top Banner Mobile: 900 x 500 Pixel (PNG/HTML5**)
Billboard: 970 x 250 Pixel (PNG/HTML5**)
HPA: 300 x 600 Pixel (PNG/HTML5**)

Price

1 day: 3.000 Euro
3 days: 5.000 Euro
7 days: 10.000 Euro



NEWSLETTER-BANNER / NATIVE ARTICLE PLACEMENT

The „Newsletter-Briefing“ about the hot topics of the Austrian financial sector is sent to subscribers (currently 2.000) every week by e-mail.

Format

Banner: Link + Image 600 x 160 Pixel (PNG/GIF)
NL-Takeover: 2 Banner + Coloring the newsletter in CI colors
Native: Link + Text (max. 120 characters including spaces) + Image 800 x 500 Pixel (PNG)

Price

1.400 Euro per Newsletter
2.500 Euro per Takeover

WERBEARGUMENTE

- » Multi-Channel-Strategy (website, newsletter, social media)
- » High page depth and low bounce rate

- » High quality of contacts
- » B2B target group + financially literate, wealthy B2C audience

- » Trust and relevance in the financial community
- » Unique advertising formats

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

BÖRSIANER
—
moves
the market

BORSIANER
DIGITAL

www.boersianer.at

SONDERFORMATE / SPEZIFIKATIONEN

»1«

ONLINE ADVERTORIAL

Header image:

ca. 800 x 500 Pixel (ideal. webP file)

Teaser image:

ca. 330 x 420 Pixel (ideal. webP file)

Characters (incl. blanks):

max. 5.200

Characters Headline (incl. blanks):

max. 65

Tools:

Image/graph, video (YT/Vimeo), links, bullet points/enumerations, quotation component, accordion component, fact boxes

Price Front Page Advertorial:

5.500 Euro (1 month)

Price Standard Advertorial:

2.500 Euro (1 month)

»2«

ALERT PARTNER INTEGRATION

Börsianer Digital:

Billboard + HPA fixed placement on all Alert-articles

Format:

Billboard 970 x 250 Pixel | HPA 300 x 600 Pixel

Börsianer ALERT-Newsletter Banner (fixed placement):

600 x 160 Pixel

Price Alert Partnership:

6 months: 8.400 Euro

12 months: 14.400 Euro

NEWSLETTER + ADVERTORIAL BUNDLE

Format:

1x Newsletter Native Placement (max. 120 characters)

1x Advertorial: see section Online Advertorial [»1«]

Price:

6.600 Euro

»3«

EVENT PARTNERSLOT

Format:

Logo/date + header + external link

Price:

2 weeks: 1.000 Euro

4 weeks: 2.000 Euro

6 weeks: 3.000 Euro

»4«

SPOTLIGHT (INKL. ONLINE ADVERTORIAL)

Quote:

Maximum 65 characters (including spaces) + name of the person + position + company

Online Advertorial:

max. 5.200 characters (including blanks) + tools

Teaser image (portrait):

ca. 275 x 215 Pixel (ideal. webP)

Header image (in article):

ca. 800 x 500 Pixel (ideal. webP)

Price:

1 month: 7.200 Euro

»5«

CINEMA VIDEO AD

Embed:

YouTube or Vimeo

Price:

2 weeks: 3.000 Euro

4 weeks: 5.000 Euro

»6«

NEWSFEED INTEGRATION

Automatic Newsfeed:

Teaser image + header + logo (Integration via RSS / iFrame + external link)

Price:

6 months: 18.000 Euro (3.000 Euro/month)

12 months: 32.400 Euro (2.700 Euro/month)

