

TV.PRINT.DIGITAL.

BÖRSEN  MEDIEN
AKTIENGESELLSCHAFT

MEDIA DATA | VALID FROM 01.01.2014 | PRICELIST NO. 14

INSPIRING
TOGETHER.

PORTRAIT, SCOPE & TARGET AUDIENCE

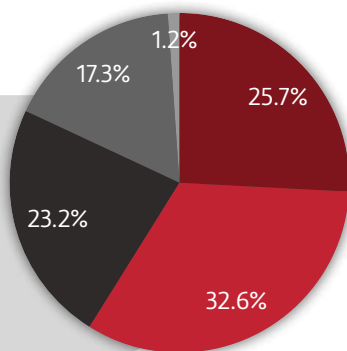
WWW.DERAKTIONAER.DE



- ▶ Pls 3.6 million*
- ▶ Visits 1.2 million*
- ▶ Unique users 0.7 milion*

Personal net income**

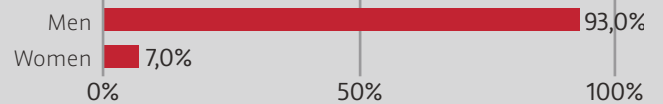
- Less than €2.000
- €2.000-€3.000
- €3.000-€5.000
- €5.000 and above
- No personal net income



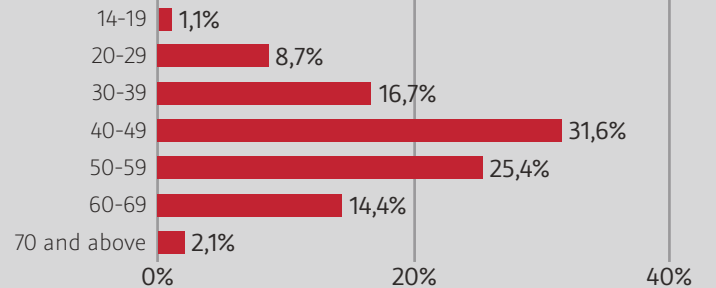
DER AKTIONÄR Online is the portal for opinions and recommendations covering the stock exchange and finance world. Its focal points are specific investment recommendations as well as commentary and assessments of the latest news items.

Our 20-strong editorial team follows the financial markets, filters out the most important information and then presents it clearly and intelligibly with comments for its users. Premium content with added value!

GENDER**



AGE*

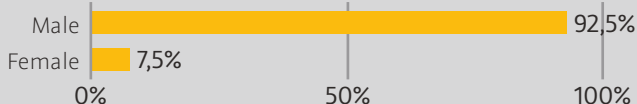


WWW.DAF.FM

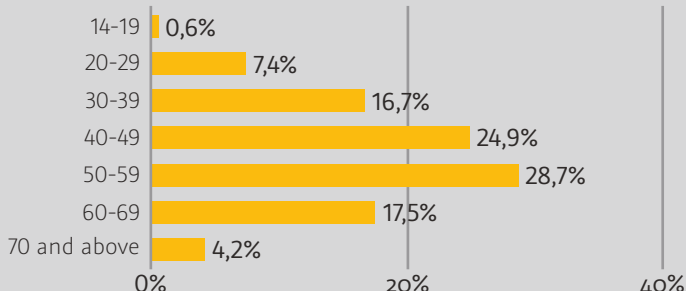


- ▶ Pls 2.2 million*
- ▶ Visits 0.6 million*
- ▶ Unique users 0.3 million*

GENDER**



AGE*



daf.fm is DAF's web platform for stock exchange and financial markets TV as well as quality infotainment. Up-to-the-minute market reports, comprehensive analyses, detailed backgrounds and sound expert strategies for the stock markets, finance and the economy.

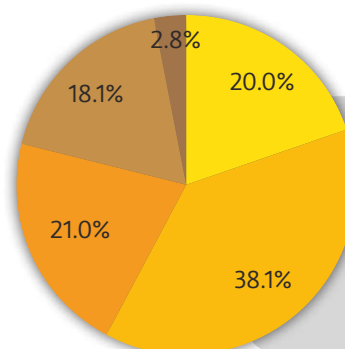
In addition to our live stream, with an average duration of 40 minutes, DAF also boasts Germany's largest financial video archive on its homepage, with more than 50,000 clips on over 5,000 single values.

Divided into categories and topic areas, or via a "video search" by security, ISIN or search word, the clips couldn't be easier for users to find, along with additional suitable videos on related themes or shares. Up-to-date chart and exchange-rate information complete the video information on offer. With more than 30,000 downloads from the video archive every day and a cancellation rate of less than 8%, daf.fm is the first port of call for moving image information on all issues in the subject area of finance.

IWV and AGOF listed, *own figures 03/13, **reader survey 2012

Personal net income**

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TYPES OF ADVERTISING AND RATES

Type of advertising	Format	CPM
Super banner	980/728x110/90 pixels	€30
Skyscraper	800/600x160/120 pixels	€30
Rectangle	300x250 pixels	€35
Wallpaper	980/728x110/90 + 160/120x800/600 pixels	€55
Billboard	950x max. 250 pixels	€55
Fireplace	800/600x160/120 + 980x110/90 + 800/600x160/120 pixels	€65

Vide image		
Pre-roll ad	Advert up to 15 seconds	€80
VoD banner	384x60 pixels	€30

VOLUME DISCOUNT

Turnover in €	Discount in percent
from €3,000	3%
from €5,000	5%
from €8,000	7%
from €10,000	10%
from €12,000	12%

LICENSING RIGHTS (off/online)

License purchase	Price on request
Licensing period	12 months

Super banner



Skyscraper



Rectangle



Wallpaper



Billboard



Fireplace



Pre-Roll + VoD banner



The VoD banner remains visible to users during the pre-roll and the entire video clip.

AD SPECIALS

HALF PAGE AD

RATES €30

FORMATS 300x600 pixels

INFOCHECK

RATES from €1,000/month

FORMATS 1 link/day



MICROSITE

from €1,500/month

iFrame/layer ad

RATES

FORMATS

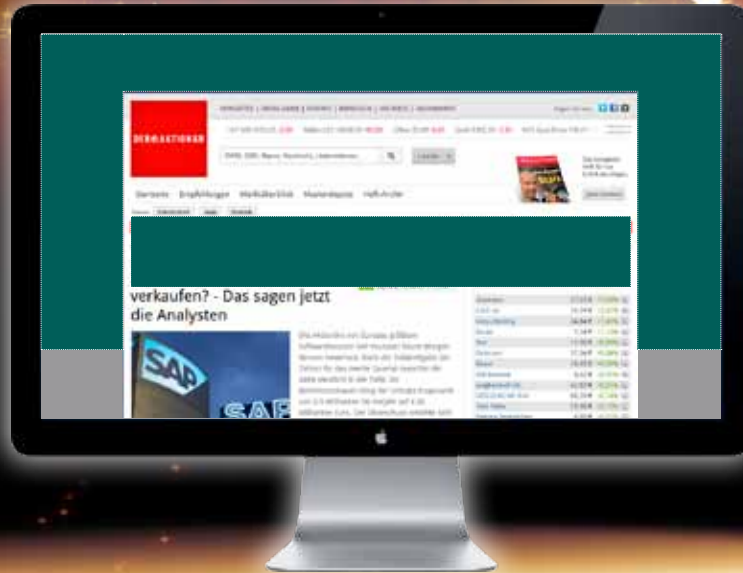
Sample ads are valid for deraktionaeer.de and daf.fm.

All stated prices are calculated with statutory VAT. Other forms of advertising, as well as special advertising forms, category bookings and presenting available upon request.

Types of advertising and rates

FIRSTSCREEN TAKEOVER

Make our homepage an exclusive forum for your advertisement. Available for individual days or weekly.



STAGE AD

Upon request

RATES

160/120x800/600
+ 980x110/90
+ 160/120x800/600
+ 950x max. 250 pixels

FORMATS

All stated prices are calculated without statutory VAT.

ADDITIONAL PLATFORMS



www.flatex.de

Multiple award-winning online broker.

800,000 visits
3.8 million Pls
500,000 unique users



www.wolkentrader.de

Samir Boyardan's monitoring service, specializing in ichimoku chart techniques.

Closed community with around 4,000 subscribers



www.financebooks.de

The online shop of the stock exchange book publisher. A large selection of relevant titles on the stock exchange, investing money, careers and self-management.

NEWSLETTERS

Advertising medium	Advertising product	Format	TAP
DER AKTIONÄR daily	Text Ad	max. 260 lines incl. link	€20
DER AKTIONÄR weekly	Banner	600x70 pixels	€30
DAF daily	Skyscraper	160x600 pixels	€30

DER AKTIONÄR daily

News, hot topics, analyses and commentary, market reports, winners and losers, videos, press reviews and much more.

Subscribers: 28,900
Frequency of publication: 2x per trading day
Open rate: Unique 23%-30%

DER AKTIONÄR weekly

Weekly newsletter, hot topics, cover stories, overview of sample portfolios, tip of the week, deadlines, winners and losers.

Subscribers: 23,000
Frequency of publication: Saturday
Open rate: Unique 22%-24%

DAF daily

Hot topics, the latest videos, most-clicked videos, interviews and up-to-date shorts on daily happenings on the market.

Subscribers: 15,000
Frequency of publication: 3x per trading day
Open rate: Unique 20%-25%



MOBILE PLATFORMS

Advertising medium	Advertising product	Format			Rate/Week
		iPhone	iPad	Android	
BÖRSE app	Mobile sticky ad	320x45 pixels*	-	-	€3,500
DER AKTIONÄR app	Interstitial	320x480 pixels*	2,048x1,536 pixels*	320x480 pixels	€6,000
DAF app	Mobile sticky ad	320x45 pixels*	728x90 pixels*	-	€4,500

BÖRSE app

Latest news, markets, exchange rates, charts and your own watch lists.

▶ 315,000 downloads

DAF app

DAF live stream + top videos in the archive.

▶ 21,000 Downloads

DER AKTIONÄR App

Up-to-date ePaper edition, magazine archive and special reports.

▶ 21,000 Downloads



Newsletter and mobile platforms

All stated prices are calculated without statutory VAT.
 *For retina display: double resolution.

COMPANY INFORMATION

ADDRESS

www.deraktionaer.de

Börsenmedien AG
Am Eulenhof 14
95326 Kulmbach

Tel +49 9221 9051 0
info@boersenmedien.de

ADDRESS

www.daf.fm

DAF Deutsches Anleger Fernsehen AG
Kressenstein 15
95326 Kulmbach

Tel +49 9221 9051 600
info@daf.fm



Member of the
Informationsgesellschaft
zur Feststellung
der Verbreitung von
Werbeträgern e.V.

BANK DETAILS

HypoVereinsbank
UniCredit Bank AG
Kulmbach
Kto-Nr. 3 423 000
BLZ 771 200 73

BANK DETAILS

HypoVereinsbank
UniCredit Bank AG
Kulmbach
Kto-Nr. 301 515 901
BLZ 771 200 73

TERMS OF PAYMENT

Payable strictly within 14 days of invoice date. For payments received within 10 days after invoice date we allow a trade discount of 2%. No discount can be offered if there are older outstanding invoices. In the event of delay or deferment we charge interest at the rate customary in banking credit lines. Booking by new customers only against payment in advance.

VAT REGISTRATION NUMBER

Börsenmedien AG
DE 198205675

DAF Deutsches Anleger Fernsehen AG
DE 238059179

BUSINESS CONDITIONS

Orders are executed according to the broadcaster's payment and business conditions. They can be found at daf.fm/agb.pdf.

Due to tax regulations we ask you to state your tax number and/or VAT Registration Number.

The specifications indicated in this price list can be updated at any time during the year. The most recent and binding advertising rates can be found at www.boersenmedien.de/marken-medien.

MARKETING

Börsenmedien AG

Marketing & Sales

Am Eulenhof 14
95326 Kulmbach
Fax +49 9221 9051 4500

Jacek Majewski

Senior Sales Manager
Tel +49 9221 9051 500
j.majewski@boersenmedien.de

TECHNICAL SPECIFICATIONS

Advertising product	Format	Size	Delivery	Format	Size	Delivery
Online	WWW.DERAKTIONAER.DE			WWW.DAF.FM		
Superbanner	jpg, gif, png, swf	max. 30 KB	At least 3 working days before start	jpg, gif, png, swf	max. 30 KB	At least 3 working days before start
Skyscraper	jpg, gif, png, swf	max. 30 KB	At least 3 working days before start	jpg, gif, png, swf	max. 30 KB	At least 3 working days before start
Rectangle	jpg, gif, png, swf	max. 30 KB	At least 3 working days before start	jpg, gif, png, swf	max. 30 KB	At least 3 working days before start
Wallpaper	jpg, gif, png, swf	max. 50 KB	At least 3 working days before start	jpg, gif, png, swf	max. 50 KB	At least 3 working days before start
Billboard	jpg, gif, png, swf	max. 40 KB	At least 3 working days before start	jpg, gif, png, swf	max. 30 KB	At least 3 working days before start
Fireplace	jpg, gif, png, swf	max. 110 KB	At least 5 working days before start	-	-	-
Half Page Ad	jpg, gif, png, swf	max. 30 KB	At least 5 working days before start	-	-	-
Microsite	Iframe, layer Ad	-	-	-	-	-
Infocheck	-	-	-	-	-	-
Stage Ad	jpg, gif, png, swf	max. 150 KB	At least 5 working days before start	-	-	-
Text Ad	Text	max. 260 characters	At least 3 working days before start	-	-	-
Newsletter Banner	jpg, png	max. 15 KB	At least 3 working days before start	jpg, gif, png, swf	max. 15 KB	At least 3 working days before start
Pre-Roll	-	-	-	Spot/Viedeofomat	max. 15 sec	At least 5 working days before start*
VoD Banner	-	-	-	jpg, gif, png, swf	max. 15 KB	At least 3 working days before start*
Mobile	DER AKTIONÄR App			DAF App, BÖRSE App		
Mobile Sticky Ad	-	-	-	jpg, gif, png, flv	-	At least 3 working days before start
Interstitial	jpg, gif	-	At least 3 working days before start	-	-	-

*DAF can produce advertising type for you

CONTACT

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