

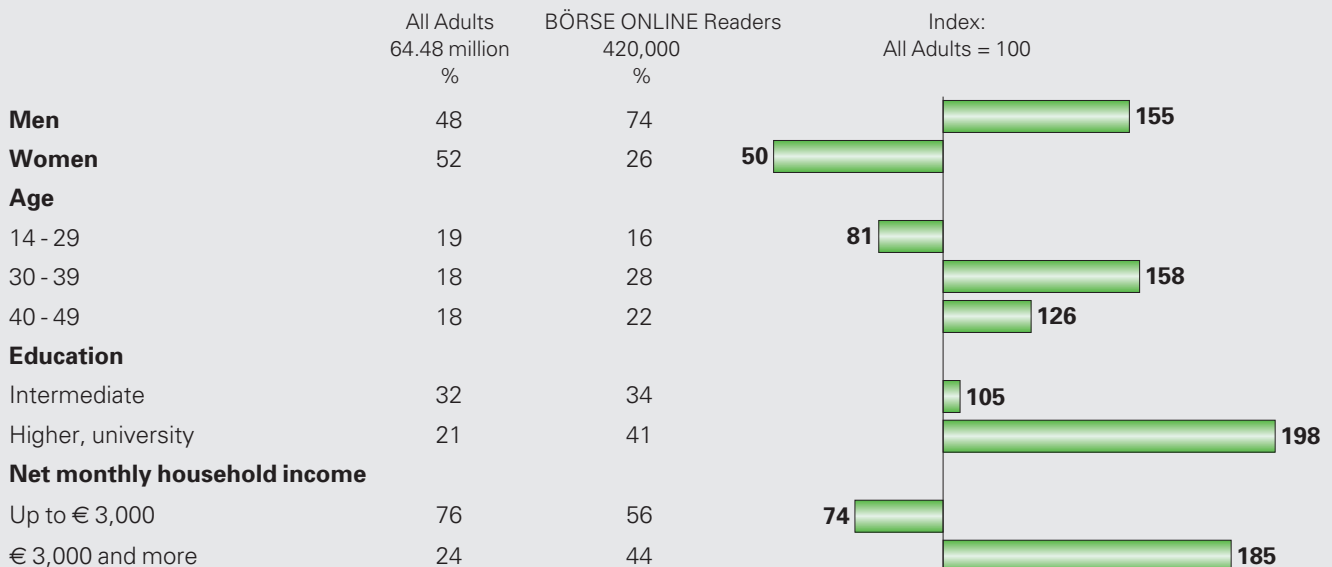
BÖRSE
ONLINE



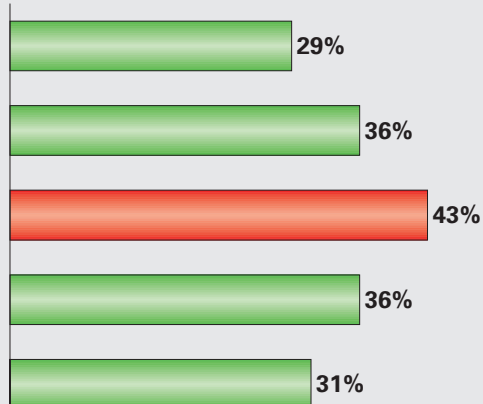
The weekly magazine
for modern investing

- **BÖRSE ONLINE is the market leader.** It has the highest coverage of all investment magazines in Germany.
- **BÖRSE ONLINE is realistic on investments.** It informs its readers about investment opportunities, but also explains the risks and dangers. It is an objective advisor which helps German investors optimise their investment strategies during a difficult economic period.
- **BÖRSE ONLINE helps prepare for the future.** Old age financial security has taken on added significance in Germany - the leading investor's magazine helps readers make the best long-term investments.
- **BÖRSE ONLINE reaches the German investor.** Every week, it is read by 460,000 current owners of investments.
- **BÖRSE ONLINE readers are well off.** Their monthly free disposable income of around € 450 is far above the German average.
- **BÖRSE ONLINE readers are young men.** Three fourths are men, over half are younger than 40 - making the BÖRSE ONLINE readership the second-youngest among all German business titles.

Readership Profile



Source: AWA 2004

Share aged 20-39 in %


AWA total*

Focus Money

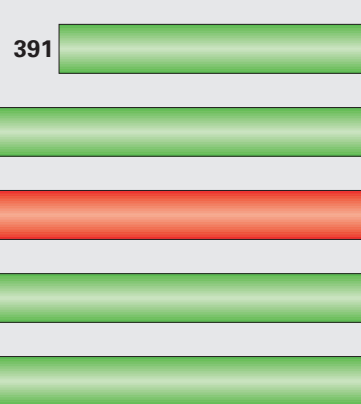
BÖRSE ONLINE

Finanzen

Euro am Sonntag

Monthly Financial Latitude

Aged 20-39 (In Euro*)



Source: AWA 2004 *monthly average (Universe: aged 20-39)

BÖRSE ONLINE - Reader Investment Attitudes and Behaviour

	BÖRSE ONLINE Decision Makers (Total: 97,000)		Total Decision Makers Index = 100
	Number	In %	
I make my own decisions when buying securities	45,000	57	195
I plan to purchase:			
Capital sum life insurance	10,000	12	166
Investment funds	22,000	27	264
Market leaders	21,000	26	299
Warrants	6,000	8	453

Source: LAE 2003

Cover price	€ 3.00	Coverage	
Frequency	Weekly	Total	0.6% / 420,000 (AWA 2004)
Ad closing	2 weeks prior to on sale date	Own investments	0.9% / 400,000
Launch year	1988	Cost per 1,000 readers	
Circulation		Total	€ 25.81
Paid	112,899 copies (IVW IV/2004)	Own investments	€ 27.03
Subscriptions	51,533 copies (46%)	Full page colour	
		Technical information	
		Trim size	212 mm x 275 mm (8-3/8" x 10-7/8")
		Printing process	Cover: offset Inner pages: rotogravure
		Binding method	Perfect bound

For current ad rates and data, please consult www.gujmedia.com