

MEDIA DATA

“Business & Finance” topic cluster



ARIVA.DE ... WHAT WE STAND FOR

The independent classic among german finance portals.



ARIVA.DE has been your independent link to the stock market since 1998, providing hundreds of thousands of private investors, financial advisors and institutional investors with financial information of the highest quality, quickly and clearly.

The original core competence of ARIVA.DE was shares as well as the fundamental data of the underlying companies. Today, ARIVA.DE offers detailed information on all relevant financial instruments and markets.

With current financial and economic news, well thought-out tools and columns from established stock market professionals, ARIVA.DE additionally supports you in your personal investment decision. Thereby the participation of the users on ARIVA.DE has always a high priority.

The screenshot shows the ARIVA.DE website interface. At the top, there is a navigation bar with the ARIVA.DE logo and a search bar. Below the navigation bar, there are several market data points: DAX 12.428 (+0,31%), DB-Dow 27.086 (-0,26%), TecDAX 2.899 (+0,14%), and Dollarkurs 1.106 (+0,21%). The main content area features a news article titled "ROUNDUP/Aktien Frankfurt Eröffnung: Dax kommt etwas auf die Beine" dated Donnerstag, 19.09.2019 10:20. The article text discusses the Dax index's performance and market expectations. To the right of the article, there are two line charts: "Kurse" showing the DAX index at 12.427,69 (+0,31%) and "MDAX (Performance)" showing the MDAX index at 26.066,96 (+0,46%). Below the charts, there is a photo of the Frankfurt skyline and a caption: "Die Frankfurter Innenstadt, im Hintergrund die Skyline (Symbolbild). © querbeet / iStock / Getty Images Plus / Getty Images".

Halbjahreszahlen gab es von Rocket Internet. Händler urteilten in ersten Kommentaren, die Resultate des Start-Up-Investors hätten die Erwartungen übertroffen. Die im MDax notierten Aktien gewannen 2,8 Prozent.

Unter den Nebenwerten enttäuschte die Bauer AG mit einer Senkung der Gewinnprognose die Anleger. Die Papiere des Bau- und Maschinenbau-Unternehmens rutschten um mehr als 20 Prozent

ARIVA.DE ... WHAT WE STAND FOR

Highest course quality, clear and fast.



The digital offer of ARIVA.DE provides:

- Bank-independent current rates and key figures.
- Financial news, innovative tools and analysis to support investment decisions for financial professionals and private investors.
- Germany's largest stock market community, where investors discuss what's important on the markets every day in several thousand posts.
- Modern tools with which ARIVA.DE bundles the knowledge and experience of its users in the direction of swarm intelligence.

The screenshot displays the ARIVA.DE website interface. At the top, there is a navigation bar with the ARIVA.DE logo and a search bar. Below the navigation bar, there are several sections:

- Market Data:** DAX 12.182 -1.01%, TecDAX 2.787 -1.98%, DB-Dow 28.854 -0.07%, Dollarkurs 1,099 -0.50%
- Navigation:** Aktien, News, Forum, Zertifikate/OS, Devisen, Rohstoffe, Fonds, ETF, Zinsen, CFD, Wissen, ARS, Depot, Anmelden
- Forum Section:** "Jetzt für das Forum registrieren!" and "Börsenforum" table with columns: Wertung, Antworten, Thema, Verfasser, Zeit.
- Hot-Stocks-Forum:** "Hot-Stocks-Forum" table with columns: Wertung, Antworten, Thema, Verfasser, Zeit.
- Top Foren:** Table with columns: Name, Stunde, Heute.
- Top Wertpapiere (24 Stunden):** Table with columns: Wertpapier, Beiträge, Kurs.

Wertung	Antworten	Thema	Verfasser	Zeit
34	4.586	Der ESCROW - Thread	union	15:01
97	57.840	Wirecard - beste Aktie 2014 - 2025	Byblos	15:00
57	50.473	Coop SK Tippspiel (ehem. WMIH)	ranger100	14:59
27	25.324	Tesla - Autos, Laster, Speicher und Solardächer	SchöneZukunft	14:59
8	927	Mallinckrodt Pharmaceuticals Aktie - Wkn: A1W0TN	youmake222	14:58
4	383	Überrollt NIO bald Tesla?	Baerenstark	14:58
44	5.282	IVU - sachlich und konstruktiv	AngelaF.	14:58
3	465	TUI (WKN: TUAG00) - Was wird aus der Holding?	LeoF1	14:58

Wertung	Antworten	Thema	Verfasser	Zeit
2	1.779	sowas schon mal gesehen?	ICHoderDUGewinnthIER	15:01
224	208.578	Steinhoff International Holdings N.V.	BackhandSmash	15:00
157	39.229	Netcents Technology Thread moderiert A2AFTK	abholzer	15:00
26	19.626	Blockchain - neue Kursrakete? WKN A116BG Stockholm	plusplusplus	14:59
8	3.700	Neuaufricht lt. Vorstand : Blockchain / Clockchain	IMMOGIRL	14:59
2	1.059	Jetzt mit vier Coins 1:1 Endlos-Indexzertifikat!	arnoarno	14:50

Name	Stunde	Heute
Gesamt	331	2.626
Börse	121	1.129
Talk	152	1.085
Hot-Stocks	58	412

Wertpapier	Beiträge	Kurs
DAX	247	-0,97%
Wirecard	207	-2,34%
Thomas Cook ...	176	0,00%
BTC/USD (Bitc...	156	-4,36%
BTC/EUR (Bitc...	154	-4,05%
Steinhoff Inter...	154	-0,47%
Goldpreis	112	-0,27%

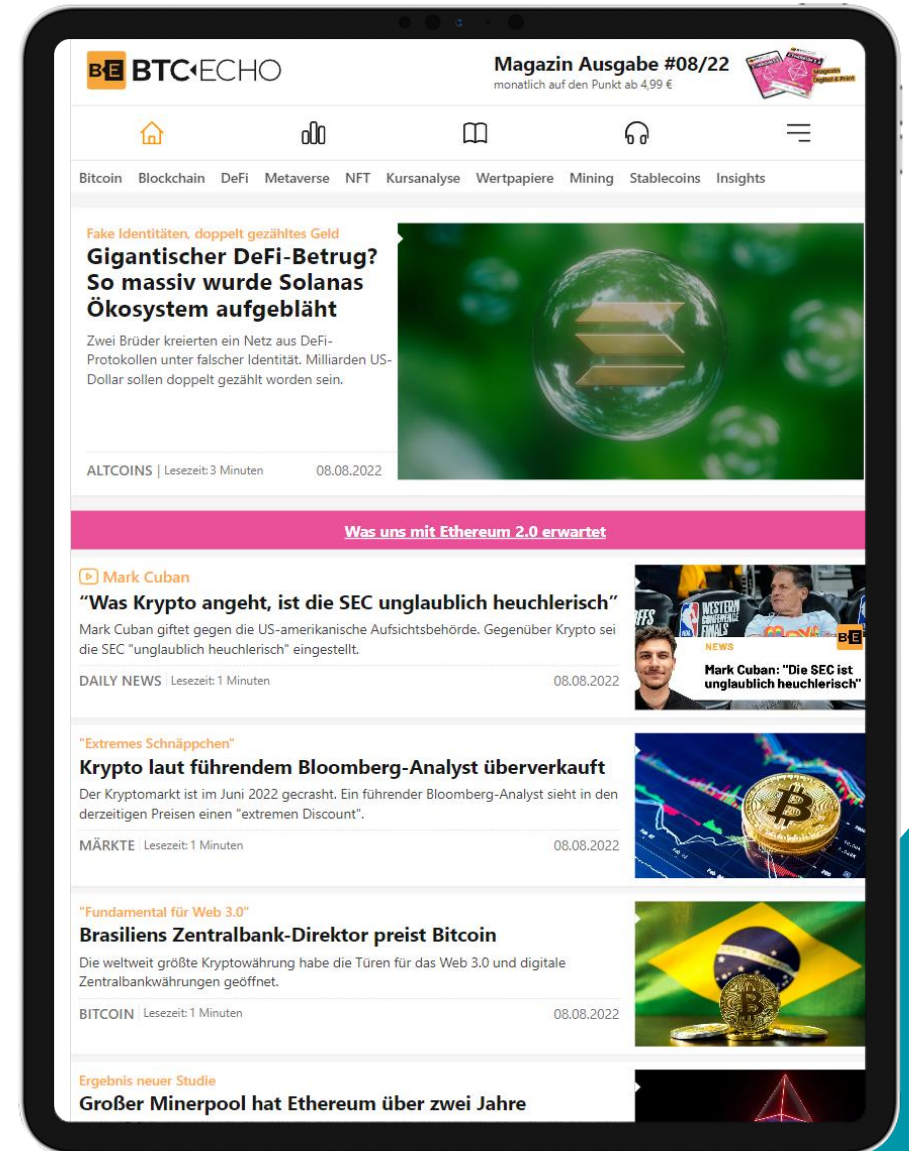
BTC-ECHO ... WHAT WE ARE ABOUT

The leading medium on the topics of bitcoin, blockchain and decentralised finance










Since it was founded in 2014, the mission of BTC-ECHO has been to keep people in Germany, Austria, Liechtenstein and Switzerland (DACH) up to speed with the latest developments in blockchain and the cryptospace with daily updated reporting and analysis.

Driven by a passion for technology and innovation, and backed up by an expert editorial team, BTC-ECHO has grown into the most widely used medium for bitcoin, blockchain and digital currencies in the German-speaking region of Europe.



ARIVA.DE ... OUR READERS

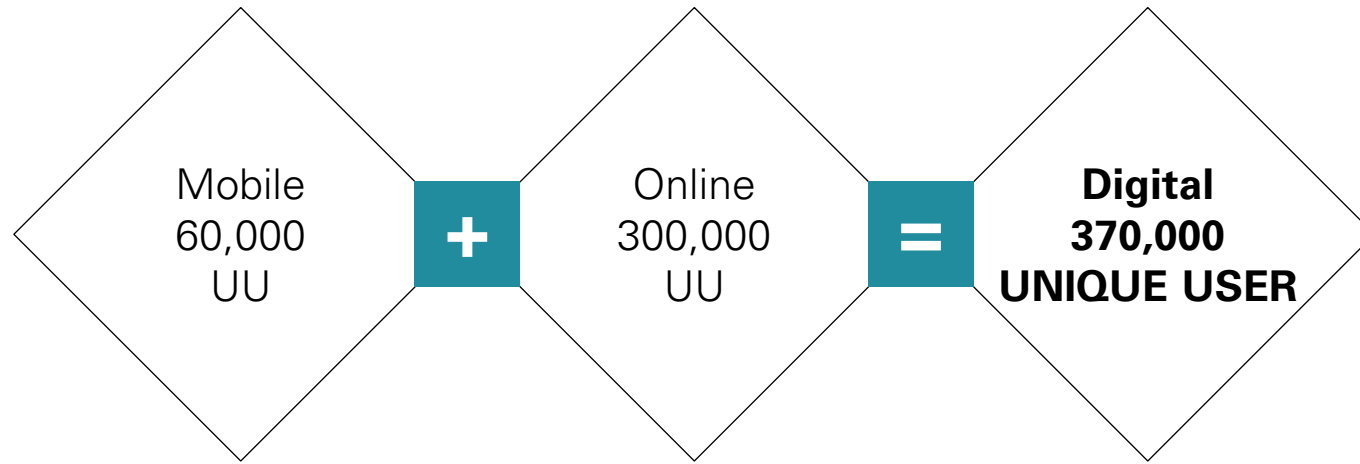
Reach exactly the right target group for your campaign.

-  31% are between 30 - 49 years old
-  85% are male
-  56% are married
-  23% have a household net income above 5.000€
-  16% are management personnel/executives in Germany
-  60% exercise regularly
-  3% are trendsetters and shape debate within society

ARIVA.DE

ARIVA.DE... KEYFACTS

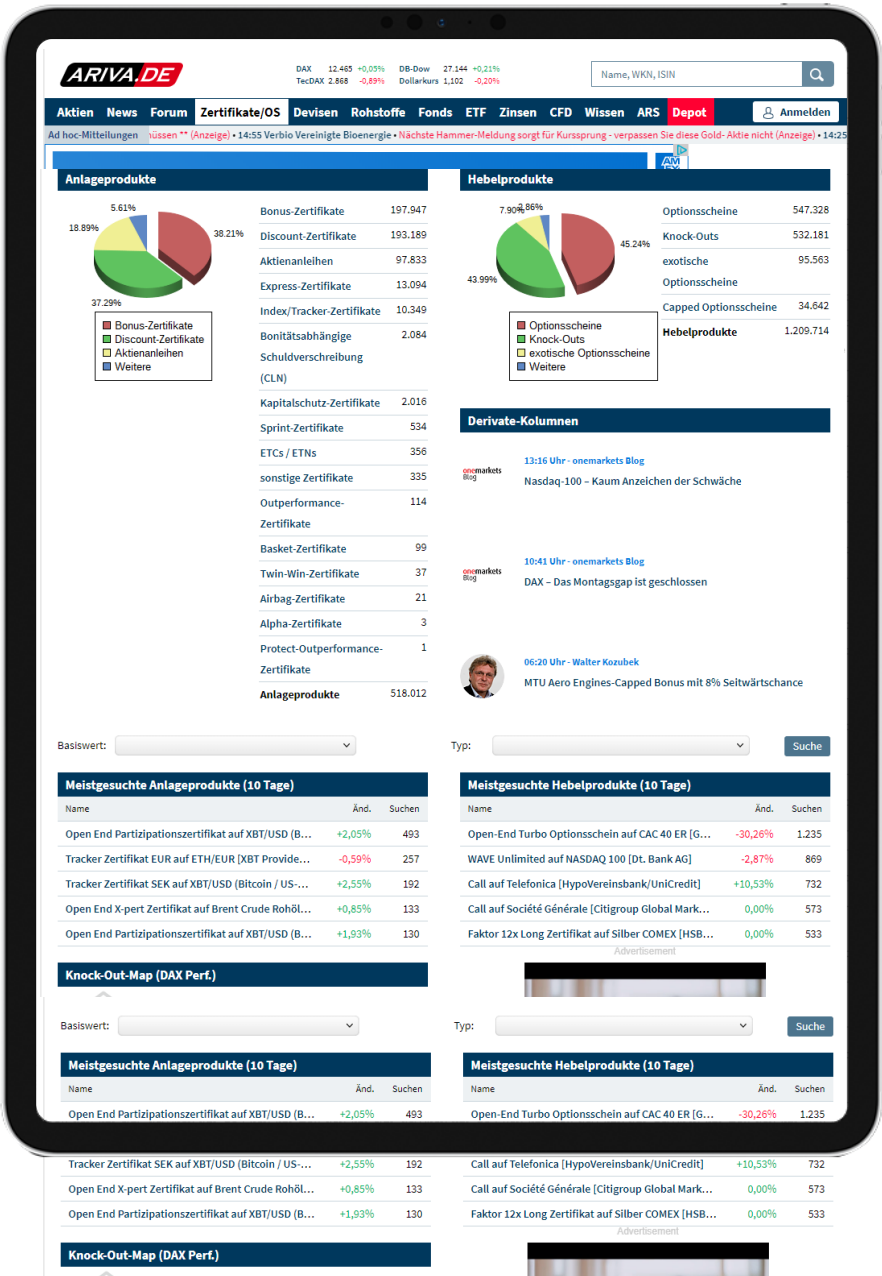
Reach our loyal and interested readership.



Digital
5,215,724
VISITS

Digital
53,416,989
Pls

Source: agof daily digital facts, last month (March 2023), total population 16+ | IVW 2023-3



BÖRSE AM SONNTAG ... WHAT WE STAND FOR

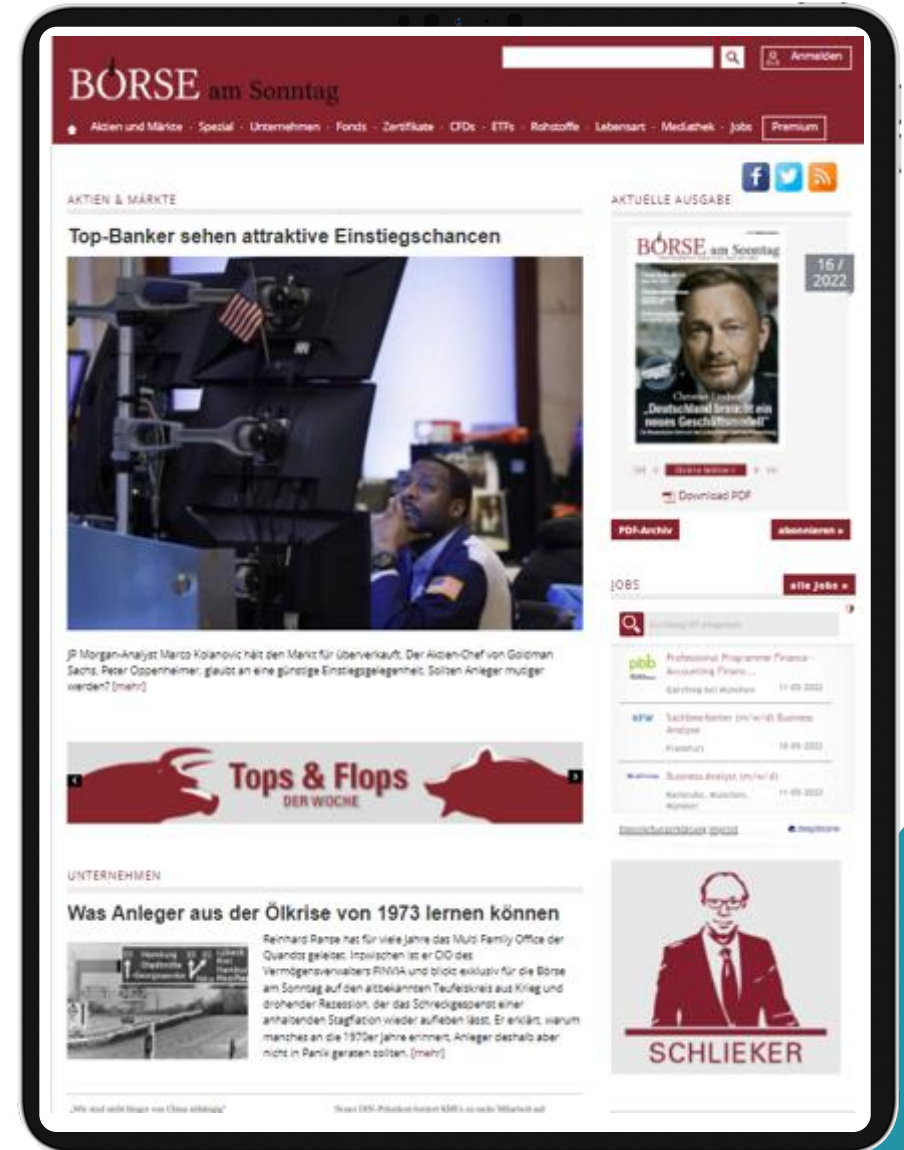
Official online journal of record for all German stock exchanges



“BÖRSE am Sonntag” was launched back in 2003 and is considered to be Germany’s major popular financial magazine.

It reports on **topical issues in the world of finance and business** – and supplies comprehensive information on the topics of:

- Investment
- Shares
- ETFs
- Funds
- Certificates
- Commodities



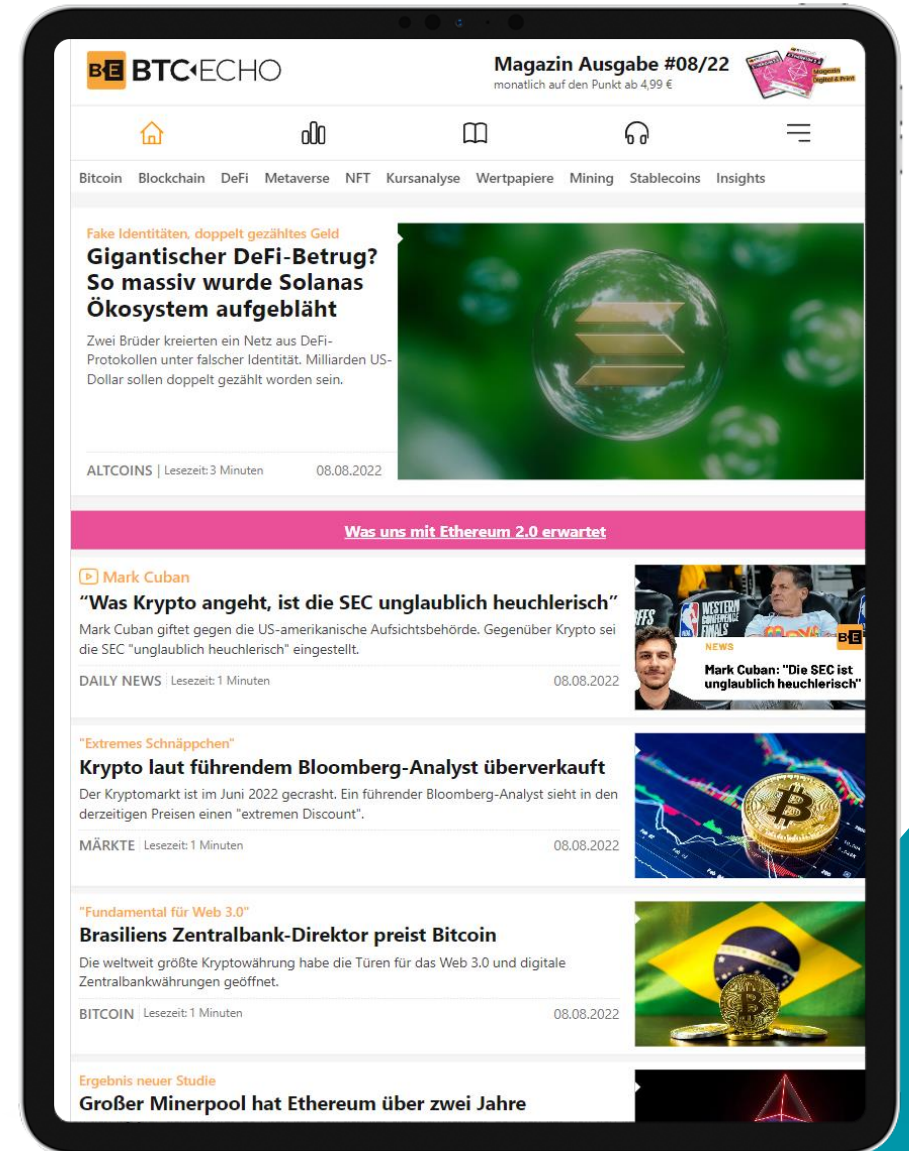
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BTC-ECHO... OUR READERS

Reach exactly the right target group for your campaign.

-  46 % are between 30 - 49 years old
-  81 % are male
-  31 % are among the first in their circle of friends to try out new technologies
-  25 % Have a household net income above 5.000€
-  21 % are executives/managerial staff in Germany
-  86 % are willing to pay more money for quality
-  38 % are opinion leaders

BTC-ECHO ... OUR TARGET GROUP



intelligent

well-off

**do not shy
away from risk**

**carefully with
purchase decisions**

Crypto investors understand the complexities behind digital currencies and engage heavily with the relevant content.

They know the risks of investing and are aware of the high volatility of the market.

Invest money they can stomach losing.

Move around digital trading venues and use digital wallets on computers and mobile devices.

Are on the digital pulse.

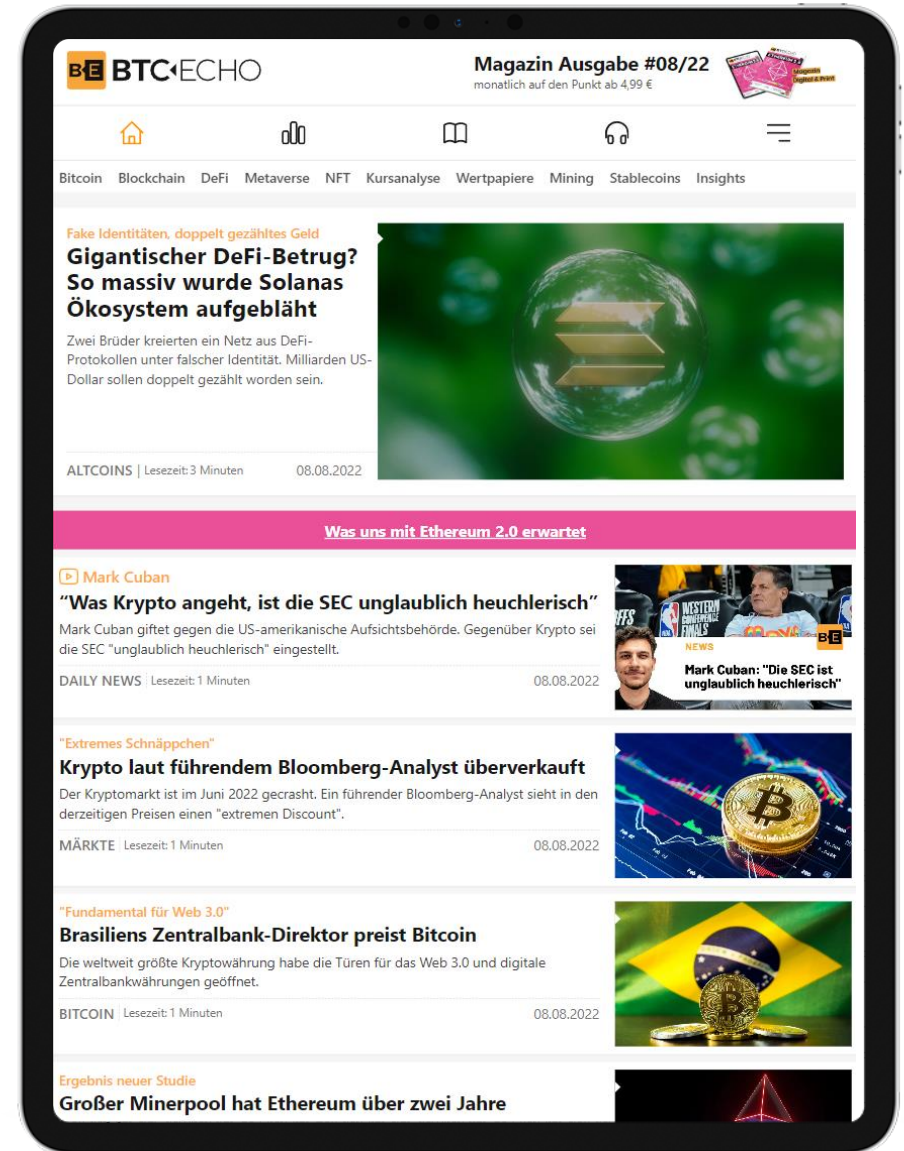
BTC-ECHO ... KEYFACTS

BTC-ECHO is one of the widest-reaching media for bitcoin, blockchain and digital currencies

**Digital
110,000
UNIQUE USER**

**2.28 million
VISITS
- digital**

**3.4 million
PIs
- digital**



MARKT UND MITTELSTAND ... WHAT WE STAND FOR

The “growth magazine” for German SMEs

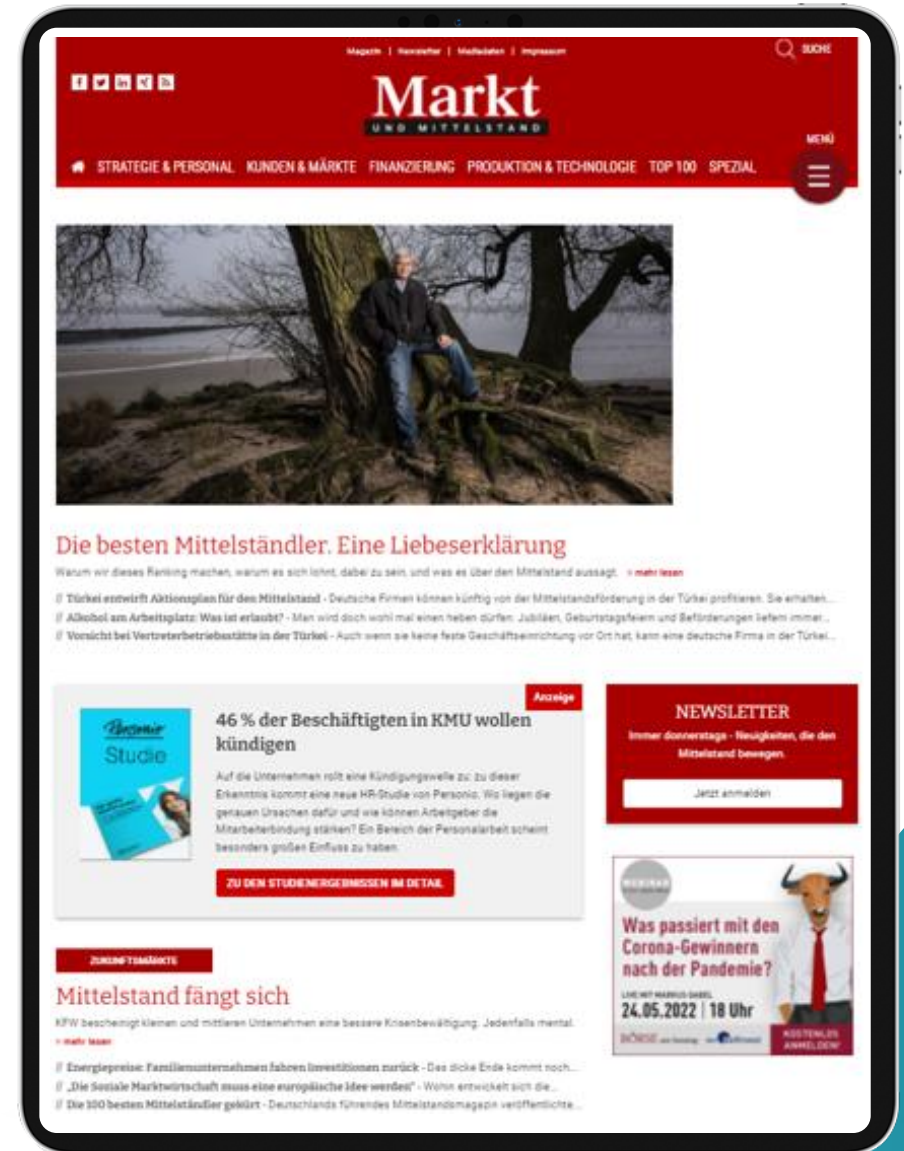


“Markt und Mittelstand” is the home of **crossmedia quality journalism for SMEs** – always up to date, always relevant and always offering value added.

The magazine doesn’t just report on SMEs: “Markt und Mittelstand” is penned **by SME business owners for SME business owners**.

The focused, value added reporting by the editorial team outlines the latest developments in the sections “Personnel”, “Salary”, “Legal & Taxes”, “Procurement” and “Future Markets”.

The typical reader is a small and **mid-sized entrepreneur**, chiefly in the manufacturing industry, with annual turnover of between 15 and 120 million euros and more than 50 employees.



WIRTSCHAFTSKURIER ... WHAT WE STAND FOR

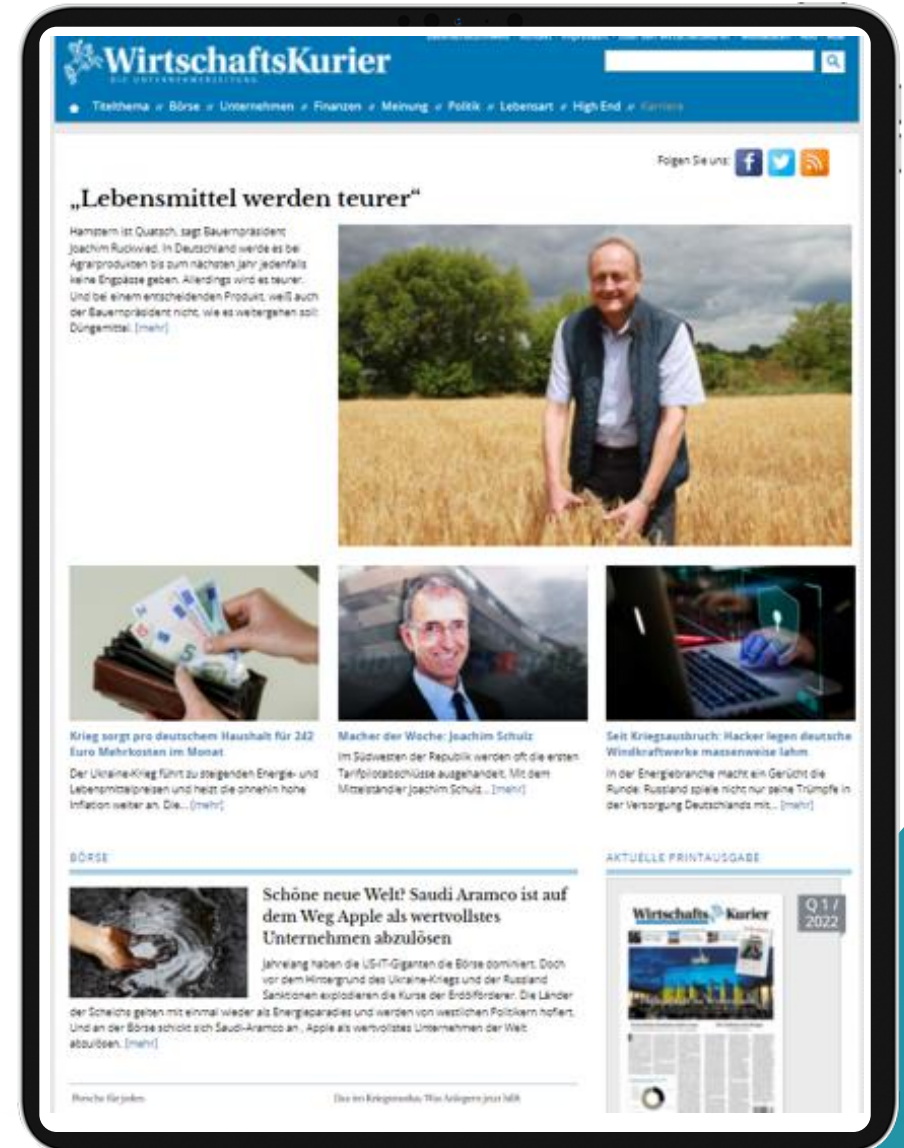
Key source of information for SMEs



The business magazine is an official journal of record for the Munich Stock Exchange and serves as an important mouthpiece for German entrepreneurs and businesses.

WirtschaftsKurier addresses **key topics for SMEs and profiles innovations** – while supplying background information and hands-on advice.

The magazine also analyses global business developments and their impact on SMEs.



EVERGREEN ... TOPIC ROADBLOCK

A single booking for all the best environments in the iqd portfolio.

You can find more information in our [rate card](#)



You can also profit from our **roadblock concept** with section bookings.

Use a roadblock to **book all sections with the same topic focus and save money** at the same time.

Our topic-based roadblocks are the perfect solution to ensure your digital presence in the relevant environment.

Take our Finance roadblock, for example. Make the most of our financial environments and use fixed-position bookings on our financial pages for a direct line to your target group!

EVERGREEN ... DISPLAY CHANNEL

Profit from the wide range of topic areas and competitive CPMs.

You can find
more information
in our

channel
presentation



The channels in the iq digital portfolio provide you with a platform for **precision communication with your desired target group in relevant topic environments**.

Presence on multiple websites enables you to generate rapid advertising pressure and high net reach.

The single booking concept **minimises handling workload** and optimises cost efficiency.

Take advantage of our Private Investment channel, for example, to reach the target group of relevant investors with your message.