

MEDIA DATA

“Business & Finance” topic cluster



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ARIVA.DE ... WHAT WE STAND FOR

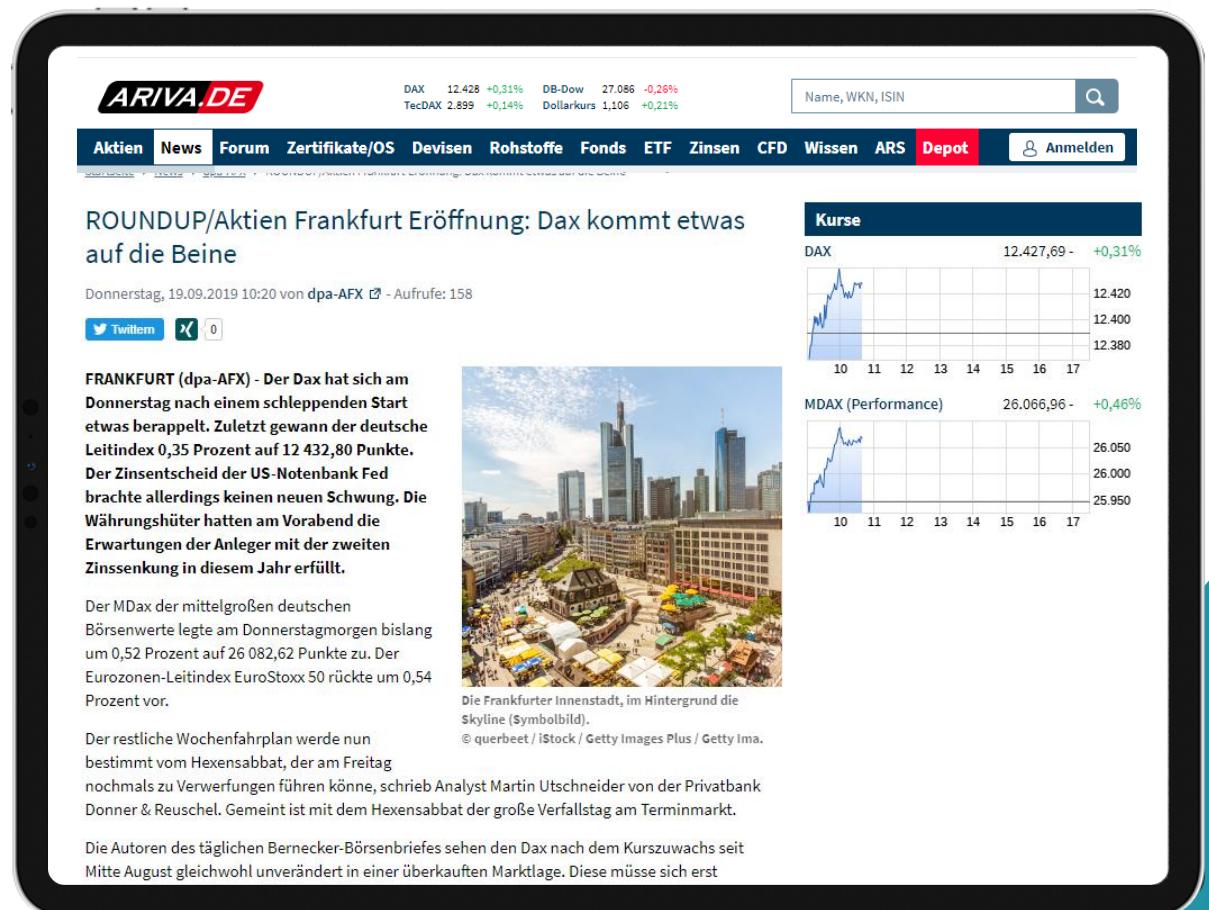
The independent classic among german finance portals.



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.



A screenshot of the ARIVA.DE website. The header features the ARIVA.DE logo, a navigation bar with links like Aktien, News, Forum, Zertifikate/OS, Devisen, Rohstoffe, Fonds, ETF, Zinsen, CFD, Wissen, ARS, Depot, and Anmelden, and a search bar. Below the header, there's a news article about the Dax opening in Frankfurt. To the right, there are two line charts showing the performance of the DAX and MDAX from day 10 to 17. A photograph of the Frankfurt skyline and a street scene in the foreground are also visible.

DAX 12.428 +0,31% DB-Dow 27.086 -0,26%
TecDAX 2.899 +0,14% Dollar kurs 1,106 +0,21%

Name, WKN, ISIN

Aktien News Forum Zertifikate/OS Devisen Rohstoffe Fonds ETF Zinsen CFD Wissen ARS Depot

ROUNDUP/Aktien Frankfurt Eröffnung: Dax kommt etwas auf die Beine

Donnerstag, 19.09.2019 10:20 von dpa-AFX Aufrufe: 158

0

FRANKFURT (dpa-AFX) - Der Dax hat sich am Donnerstag nach einem schleppenden Start etwas berappelt. Zuletzt gewann der deutsche Leitindex 0,35 Prozent auf 12 432,80 Punkte. Der Zinsentscheid der US-Notenbank Fed brachte allerdings keinen neuen Schwung. Die Währungshüter hatten am Vorabend die Erwartungen der Anleger mit der zweiten Zinssenkung in diesem Jahr erfüllt.

Der MDax der mittelgroßen deutschen Börsenwerte legte am Donnerstagmorgen bislang um 0,52 Prozent auf 26 082,62 Punkte zu. Der Eurozonen-Leitindex EuroStoxx 50 rückte um 0,54 Prozent vor.

Der restliche Wochenfahrplan werde nun bestimmt vom Hexensabbat, der am Freitag nochmals zu Verwerfungen führen könne, schrieb Analyst Martin Utschneider von der Privatbank Donner & Reuschel. Gemeint ist mit dem Hexensabbat der große Verfallstag am Terminmarkt.

Die Autoren des täglichen Bernecker-Börsenbriefes sehen den Dax nach dem Kurszuwachs seit Mitte August gleichwohl unverändert in einer überkauften Marktlage. Diese müsse sich erst

Kurse

DAX 12.427,69 +0,31%
MDAX (Performance) 26.066,96 +0,46%

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 homepage with a focus on its forum and financial data sections. At the top, there is a navigation bar with links for Aktien, News, Forum, Zertifikate/OS, Devisen, Rohstoffe, Fonds, ETF, Zinsen, CFD, Wissen, ARS, and Depot. A search bar and a user login link are also present. Below the navigation, there are three main forum sections: Börsenforum, Hot-Stocks-Forum, and Talkforum. Each section lists various topics with their respective ratings, titles, posters, and times. To the right of these forums, there is a sidebar titled 'Forum' with a search bar and a list of registered users. Below the forums, there is a table titled 'Top Wertpapiere (24 Stunden)' showing the top performing stocks over a 24-hour period. The overall layout is clean and organized, designed for easy navigation and access to financial information and community discussions.

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.

A screenshot of the BTC-ECHO mobile website. At the top, there's a navigation bar with icons for home, search, menu, and user profile. The main header reads "BTC-ECHO Magazin Ausgabe #08/22 monatlich auf den Punkt ab 4,99 €". Below the header, a menu bar includes "Bitcoin", "Blockchain", "DeFi", "Metaverse", "NFT", "Kursanalyse", "Wertpapiere", "Mining", "Stablecoins", and "Insights". The main content area features several news articles with titles like "Fake Identitäten, doppelt gezahltes Geld", "Gigantischer DeFi-Betrug? So massiv wurde Solanas Ökosystem aufgebläht", and "Was uns mit Ethereum 2.0 erwartet". Each article includes a thumbnail image, the author's name, the title, a brief description, and the publication date (08.08.2022). The bottom of the screen shows a partial view of another article about Bitcoin and the Brazilian flag.



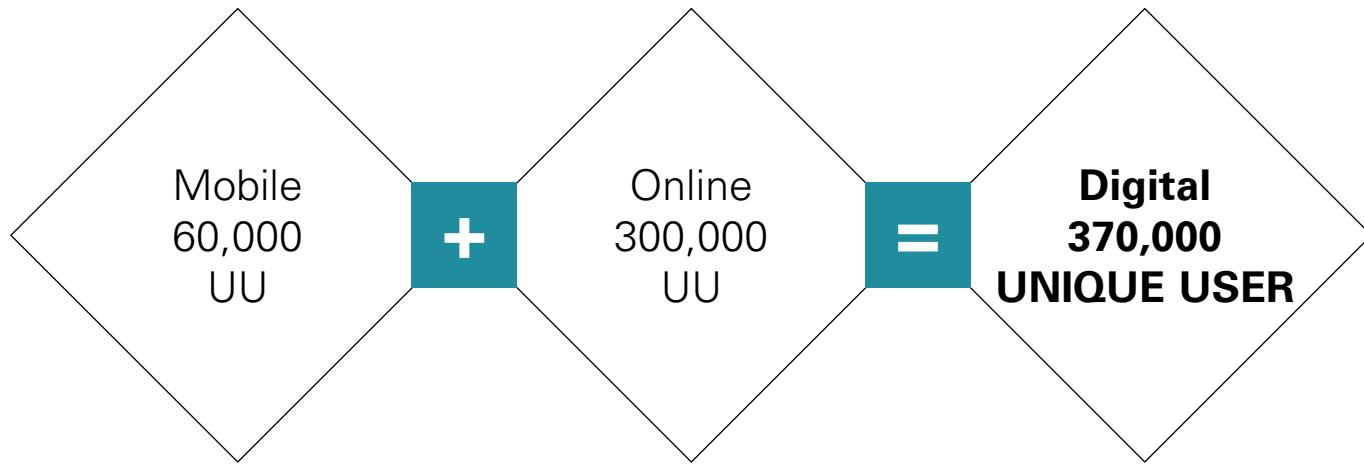
ARIVA.DE ... OUR READERS

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... 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

Name	Änd.	Suchen
Open End Partizipationszertifikat auf XBT/USD (B...	+2,05%	493
Tracker Zertifikat EUR auf ETH/EUR [XBT Provide...	-0,59%	257
Tracker Zertifikat SEK auf XBT/USD (Bitcoin / US...	+2,55%	192
Open End X-pert Zertifikat auf Brent Crude Rohöl...	+0,85%	133
Open End Partizipationszertifikat auf XBT/USD (B...	+1,93%	130

Name	Änd.	Suchen
Open-End Turbo Optionsschein auf CAC 40 ER [G...	-30,26%	1.235
WAVE Unlimited auf NASDAQ 100 [Dt. Bank AG]	-2,87%	869
Call auf Telefonica [HypoVereinsbank/UniCredit]	+10,53%	732
Call auf Société Générale [Citigroup Global Mark...	0,00%	573
Faktor 12x Long Zertifikat auf Silber COMEX [HSB...	0,00%	533

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

The screenshot shows the homepage of the BÖRSE am Sonntag website. At the top, there is a navigation bar with links for "Aktien und Märkte", "Spezial", "Unternehmen", "Fonds", "Zertifikate", "CFDs", "ETFs", "Rohstoffe", "Lebensart", "Mediathek", "Jobs", and "Premium". There are also social media icons for Facebook, Twitter, and RSS. A search bar and a login link ("Anmelden") are at the top right. The main content area has a red header "AKTIEN & MÄRKTE". Below it, a large image of a trader on the floor of a stock exchange is shown with the caption: "JP Morgan-Analyst Marco Kolanovich hält den Markt für überverkauft. Der Aktien-Chef von Goldman Sachs, Peter Oppenheimer, glaubt an eine günstige Einstiegsmöglichkeit. Sollten Anleger münzen? [mehr]". Underneath this, there is a graphic for "Tops & Flops DER WOCHE" featuring two red piggy banks. Further down, there is a section titled "UNTERNEHMEN" with an article about "Was Anleger aus der Ölkrise von 1973 lernen können" by Reinhard Rausch. On the right side of the page, there is a sidebar for "AKTUELLE AUSGABE" showing a thumbnail of the current issue (16/2022) featuring a man in a suit, a "PDF-Archiv" section, a "JOBS" section with a search bar, and a "SCHLIEKER" advertisement at the bottom.

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The screenshot shows the homepage of the BTC-ECHO website. At the top, there's a navigation bar with icons for home, search, and menu, followed by the text "Magazin Ausgabe #08/22 monatlich auf den Punkt ab 4,99 €". Below the navigation is a horizontal menu with links: Bitcoin, Blockchain, DeFi, Metaverse, NFT, Kursanalyse, Wertpapiere, Mining, Stablecoins, and Insights. The main content area features several news articles:

- Fake Identitäten, doppelt gezahltes Geld**
Gigantischer DeFi-Betrug? So massiv wurde Solanas Ökosystem aufgebläht
Two Brüder kreierten ein Netz aus DeFi-Protokollen unter falscher Identität. Milliarden US-Dollar sollen doppelt gezahlt worden sein.
ALTCOINS | Lesezeit: 3 Minuten 08.08.2022
- Was uns mit Ethereum 2.0 erwartet**
Mark Cuban
"Was Krypto angeht, ist die SEC unglaublich heuchlerisch"
Mark Cuban gifft gegen die US-amerikanische Aufsichtsbehörde. Gegenüber Krypto sei die SEC "unglaublich heuchlerisch" eingestellt.
DAILY NEWS | Lesezeit: 1 Minuten 08.08.2022
- "Extremes Schnäppchen"**
Krypto laut führendem Bloomberg-Analyst überverkauft
Der Kryptomarkt ist im Juni 2022 gecrasht. Ein führender Bloomberg-Analyst sieht in den derzeitigen Preisen einen "extremen Discount".
MÄRKTE | Lesezeit: 1 Minuten 08.08.2022
- "Fundamental für Web 3.0"**
Brasiliens Zentralbank-Direktor preist Bitcoin
Die weltweit größte Kryptowährung habe die Türen für das Web 3.0 und digitale Zentralbankwährungen geöffnet.
BITCOIN | Lesezeit: 1 Minuten 08.08.2022
- Ergebnis neuer Studie**
Großer Minerpool hat Ethereum über zwei Jahre



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-  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



2.28 million
VISITS
- digital

3.4 million
Pls
- digital

The screenshot shows the mobile version of the BTC-ECHO website. At the top, there's a navigation bar with icons for home, search, menu, and user profile. Below it is a header with the BTC-ECHO logo and the text "Magazin Ausgabe #08/22 monatlich auf den Punkt ab 4,99 €". The main content area displays several news articles:

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- Bitcoin**

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- Ergebnis neuer Studie**
Großer Minerpool hat Ethereum über zwei Jahre


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.

The screenshot shows the homepage of the Markt und Mittelstand website. At the top, there's a red header bar with the magazine's logo "Markt UND MITTELSTAND" and navigation links for "Magazin", "Newsletter", "Mediathek", and "Impressum". A search bar is located in the top right corner. Below the header, a main menu includes "STRATEGIE & PERSONAL", "KUNDEN & MÄRKTE", "FINANZIERUNG", "PRODUKTION & TECHNOLOGIE", "TOP 100", and "SPEZIAL". The main content area features a large image of a man sitting on a tree branch by a body of water. Below the image, the headline reads "Die besten Mittelständler. Eine Liebeserklärung". There are several news snippets in the sidebar, such as "Türkei erarbeitet Aktionsplan für den Mittelstand" and "Alkohol am Arbeitsplatz: Was ist erlaubt?". On the right side, there's a "NEWSLETTER" section with a call-to-action button "Jetzt anmelden" and a "ZUKUNFTSMARKT" section featuring a study graphic. At the bottom, there's a "Mittelstand fängt sich" section with a live event announcement for "LIVE MIT MARCUS DABELL" on "24.05.2022 | 18 Uhr" with a "KOSTENLOS ANMELDEN" button.

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.

The screenshot shows the homepage of Wirtschaftskurier. At the top, there's a navigation bar with links like "Titelthema", "Börse", "Unternehmen", "Finanzen", "Meinung", "Politik", "Lebensart", "High End", and "Karriere". Below the navigation is a search bar and social media links for Facebook, Twitter, and RSS. The main headline is "„Lebensmittel werden teurer“" with a subtext about rising food prices due to war and inflation. It includes a photo of Joachim Rukwied in a field. There are three smaller articles below: one about energy costs, one about Joachim Schulz, and one about cyber attacks on wind farms. The bottom section features a "BÖRSE" heading with an article about Saudi Aramco potentially becoming the world's most valuable company. On the right side, there's a preview of the "AKTUELLE PRINTAUSGABE" (current print issue) from Q1/2022.

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.