ARIVA MEDIA DATA
ARIVA.DE brings the stock market to your device – wherever you are.
ARIVA MEDIA DATA
What can you expect?

What ARIVA.DE stands for

Target group & key facts

New features & highlights
ARIVA.DE has been your independent link to the stock exchange since 1998 and provides hundreds of thousands of private investors, financial advisors and institutional investors with financial information of the highest quality quickly and clearly.

ARIVA.DE's original core competence was equities and the fundamental data of the underlying companies. Today ARIVA.DE offers detailed information on all relevant financial instruments and markets.

With up-to-date financial and business news, sophisticated tools and columns from established stock exchange professionals, ARIVA.DE additionally supports you in your personal investment decision. The participation of the users on ARIVA.DE always has a high value.
The digital website of ARIVA.DE features:

- Updated non-bank-dependent prices and ratios.
- Financial news, innovative tools and analysis providing support for the investment decisions of financial professionals and private investors.
- Germany’s biggest stock market community where investors pens thousands of posts every day discussing the latest important developments in the markets.
- Modern tools with which ARIVA.DE pools the knowledge and experience of its users to in the spirit of swarm intelligence.
ARIVA.DE ... OUR READERS
Your direct line to top earners with stock market experience

... 67% have both feet on the ground and are established in their careers.

... 57% are between the ages of 40 and 69.

... 82% are extremely quality-conscious.

... 82% are willing to spend more on quality.

... 32% are opinion leaders and multipliers.

... 29% have very high net household incomes.

... 81% are predominantly men.

... have wide-ranging experience with the stock market and own securities.

... handle their own investments.

... 17% are private investors and financial professionals with a high level of trading activity.

... 25% have a technical college or university degree.

Source: agof daily digital facts, Ø month (last 3 months (May - July 2020)), population 16+ (with VuMA features)
ARIVA.DE ... KEY FACTS
Reach financial professionals and extremely interested private investors.

Mobile 210 k UU + Online 480 k UU = 660 k UNIQUE USER digital

102,811,679 PIs - digital

8,209,888 VISITS - digital

Source: IVW 2021-03
IN FOCUS ... WKN/ISIN TARGETING
Your exclusive presence on your price page

Take advantage of our WKN and ISIN keyword targeting solution to position your company directly in the environment listing the stock prices that are of most importance to you.

How it works:

- Price pages have individual ISIN (or WKN) numbers.
- You choose matching ISINs (or WKNs) for your campaign.
- Your ads are only displayed on pages with matching ISINs (or WKNs), e.g. Daimler, Adidas, Siemens, Commerzbank etc.

WKN = German security identification number
EVERGREEN ... THE DIGITAL HOMEPAGE
Showcase your brand over a large area with strong visuals.

Use the powerful appeal of the ARIVE.DE media brand and strong visuals to transfer the positive image and trustworthiness of our medium to your brand message!

Our branding formats offer you the perfect solution to showcase your brand.

You can find more information in our rate card.
SOMETHING SPECIAL … “COLUMN IN FOCUS”
Profit from the reach of the homepage to communicate your own content.

The “Column in Focus” allows you to communicate directly with ARIVA.DE users in the native environment.

A teaser on the homepage draws attention to your new topics. Users will find in-depth information in your column that they can then discuss in the forum.

This is the ideal way to reach a highly relevant and interested target group – and to offer them an unusually high level of value added with your background information.

Duration: 3-12 month, from 1,500 €
COLUMN IN FOCUS

How it works

Teaser on the homepage
The teaser announces your column

Column with your individual contents
## COLUMN IN FOCUS

### Details

<table>
<thead>
<tr>
<th>Duration*</th>
<th>Gold package</th>
<th>Standard package</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3 - 12 months</td>
<td>3 - 12 months</td>
</tr>
<tr>
<td>Lead time</td>
<td>3 weekdays</td>
<td>3 weekdays</td>
</tr>
<tr>
<td>Teaser reach</td>
<td>3,000,000 AIs per month</td>
<td>750,000 AIs per month</td>
</tr>
<tr>
<td>Positioning</td>
<td>Teaser on the stationary starting page, teaser on the mobile starting page in rotation, permanent position in the column overview</td>
<td>Teaser on the stationary starting page in rotation, permanent position in the column overview</td>
</tr>
<tr>
<td>Price*</td>
<td>5,000 € per month</td>
<td>1,500 € per month</td>
</tr>
</tbody>
</table>

News that is more than seven days old is no longer displayed on the homepage. A weekly update is therefore recommended.

* Price qualifies for agency commission only; no further discounts possible. *Minimum duration: 3 months
SEARCH LAYER INTEGRATION

Take advantage of this ad position in the most frequently used ARIVA.DE tool – the securities search – to showcase new promotions and products.

**How it works:** an ad banner or text-image combination is integrated in the layer of the securities search and takes users to your (external) link destination.

**Reach:** approx. 1 million AIs per month

**Duration:** 1 - 12 months

**Price:** 6,000 € gross per month*

*Qualifies for agency commission but not for any additional discounts
Use this ad position on the most popular ARIVA.DE content page – the DAX 30 price list – to showcase your products.

**How it works:** a button integrated in the DAX 30 price list opens the search result list of our search for your desired asset class. The search result list is pre-filtered based on your products to ensure that no third-party products appear in the result list. The search results link to the corresponding information page for this product on ARIVA.DE.

**Duration:** 2 – 12 months

**Reach:** 125,000 ad impressions per month

**Price:** 1,200 €* per month

*Qualifies for agency commission but not for any additional discounts.
SPONSORING OF THE SECURITIES SEARCH

Ensure your effective presence where your target group makes its purchase decisions – in our search functions for certificates, warrants, knock-outs, funds or ETFs.

How it works: the search result list exclusively features your products in the top positions. The products shown depend on the parameters set by the user. The search results link to the corresponding information page for this product on ARIVA.DE.

Duration: 3 – 12 months
Reach: 150,000 ad impressions per month
Price: from 850€* per month

Asset classes: Certificates Knock-outs Warrants Funds ETFs

*Qualifies for agency commission but not for any additional discounts.
Inform your target group about your products by booking your high-profile presence on our index and stock pages.

**How it works:** investors are offered your matching or hand-picked leverage products for the displayed underlying. Choose the desired product class and the pre-set parameters to ensure the optimum selection. The displayed products link to the corresponding information page for this product on ARIVA.DE.

**Reach:** the number of AIs depends on the product universe of the issuer.

**Price:** depends on package
## Cost overview

### Focus

<table>
<thead>
<tr>
<th>Focus</th>
<th>Costs*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index profiles excl. DAX, TecDAX, MDAX, SDAX, Dow Jones, Nasdaq, EuroStoxx</td>
<td>100 € monthly</td>
</tr>
<tr>
<td>DAX index + individual DAX stocks</td>
<td>200 € monthly</td>
</tr>
<tr>
<td>TecDAX index + individual TecDAX stocks excl. DAX</td>
<td>150 € monthly</td>
</tr>
<tr>
<td>MDAX index + individual MDAX stocks excl. TecDAX</td>
<td>100 € monthly</td>
</tr>
<tr>
<td>SDAX index + individual SDAX stocks excl. TecDAX</td>
<td>100 € monthly</td>
</tr>
<tr>
<td>Dow Jones index + individual Dow Jones stocks</td>
<td>150 € monthly</td>
</tr>
<tr>
<td>Nasdaq index + individual Nasdaq stocks excl. Dow Jones</td>
<td>150 € monthly</td>
</tr>
<tr>
<td>EuroStoxx index + individual EuroStoxx stocks, excl. DAX</td>
<td>100 € monthly</td>
</tr>
<tr>
<td>Competition targeting on all certificate profiles</td>
<td>250 € monthly</td>
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<tr>
<td>Competition targeting on all OS profiles</td>
<td>500 € monthly</td>
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<tr>
<td>Competition targeting on all KO profiles</td>
<td>650 € monthly</td>
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<tr>
<td>Competition targeting on all Fonds profiles</td>
<td>250 € monthly</td>
</tr>
<tr>
<td>Competition targeting on all ETF profiles</td>
<td>250 € monthly</td>
</tr>
</tbody>
</table>

*Qualifies for agency commission but not for any additional discounts.
ARIVA.DE ... ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.