



BCN.

FOCUS MONEY
BRAND PROFILE

FOCUS-MONEY AT A GLANCE

A brief look at the brand

FOCUS-MONEY is the unique business and finance magazine: It combines a high level of economic expertise with useful advice on all aspects of the numerous investment opportunities available.

It has tailored its editorial concept specifically to the demands of a premium target group: young, wealthy decision-makers will find important information here for investment decisions - both at work and in their private lives.

PRINT		DIGITAL		SOCIAL	
Sold circ.	90.869 iss.	Visits	1,10 mio.	Facebook	#NV
Readers	0,55 mio.	Unique User	0,55 mio.	Youtube	284.000
1/1 gross	€ 22.200				
Frequency	weekly				
Copy price	€ 4,90				



FOCUS MONEY is the reliable expert that answers questions on investment & lifestyle every week, based on high-quality journalism.

Source: IVW QIV (print), MA 2023-I, price vld from 1.1.23, Google Analytics (kleingeldhelden.com), social media: as January (YT: Mission Money)

FOCUS MONEY

Target group

Print

77%
are between
20-59 years old



83%
are men



76% have a
net income >3.000€



Well educated:
86% attended a secondary school



Source: MA 2023 I, b4p 2023 I, AGOF daily digital facts 16+ Q3/21, IVW Q3/21



FOCUS MONEY – QUALITY JOURNALISM

Broad variety of topics



Finance, Economics & Politics

Money market & financial industry, IPOs, M&A and financial developments of international companies



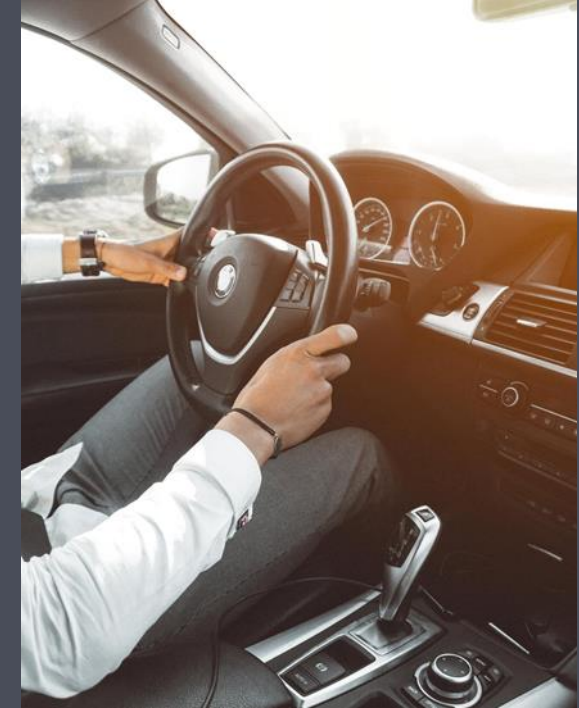
Taxes & Insurance

important developments, laws and resolutions



Career

Tips and advice on personal and professional development, labor market and HR developments



Mobility & Technologies

Developments of various disruptive innovations in technology, mobility and telecommunications

Source: www.pexels.com

GLANCE INTO THE MAGAZINE – MONEY INVESTMENT

Topic environment

money KOMPAKT

Blitz Bling, Glöckchen, bling

Die Inflation steigt. Gold notiert stabil, mit Tendenz nach oben. Fast die Hälfte der weltweiten Vorräte steckt in Schmuck und Juwelen. Wir zeigen, wie Sie am cleversten in das Edelmetall investieren

► Alles Gold der Welt
nach Bestand in Tonnen und Anteil an der Gesamtmenge in Prozent

Kategorie	Menge (t)	Wert (Billionen US-\$)	Anteil (%)
Schmuck	93.253 t	5,8 Billionen US-\$	46%
Zentralbanken	34.211 t	2,1 Bn. US-\$	17%
Antiquas	29.448 t	1,8 Billionen US-\$	15%
Privates Investment	40.620 t	2,6 Billionen US-\$	20%
Barren und Münzen	10.100 t	0,2 Billionen US-\$	2%

► Bodenschätze
Goldreserven in der Erde, in Tonnen

Noch einmal ein Viertel der bereits geförderten Gesamtmenge schimmert noch unentdeckt. Australien und Russland verfügen über die größten Vorkommen.

Land	Vorräte (Tonnen)
Australien	10.000
Russland	7.500
USA	3.000
China	2.700
Südafrika	2.700
Rest der Welt	27.100

identifizierte Vorkommen insgesamt: 53.000 Tonnen

Quelle: World Gold Council, © Capital Group Money Media

► Goldminen vs. Goldpreis
Verflechtung in Prozent

Der Gold Mines Index erhält große Schubschüsse und legt falls weit über dem Goldpreis zu – solange dieser weiter steigt.

► Die besten Goldinvestments
Aktien nach Kurssteigerung binnen 3 Monaten in Prozent

Unternehmen	Heimland	Kursplus	weitere Tendenz
Richemont	CH	33,8%	▲
AngloGold Ashanti	ZA	31,0%	▲
Fractal	CA	10,2%	▲
Equinox Gold	CA	9,6%	▲
LVMI (Bulgari)	IT	9,0%	▲
Barrick Gold	CA	6,8%	▲
Newcrest Mining	AU	5,4%	▲

Seit Anfang des Herbstes haben einzelne Goldaktienwerte im zweistelligen Prozentsbereich zugelegt. Wenn der Goldpreis jedoch nachhaltig über die Marke von derzeit rund 1900 Dollar je Unze steigt, ist das Potenzial noch wesentlich höher.

Charonell schlenk und artland werbe, Designerschmuck aus Gold

Quelle: Bloomberg



Sumptuous topic environments provide for attention on the customer topic

GLANCE INTO THE MAGAZINE – ECONOMICS & POLITICS

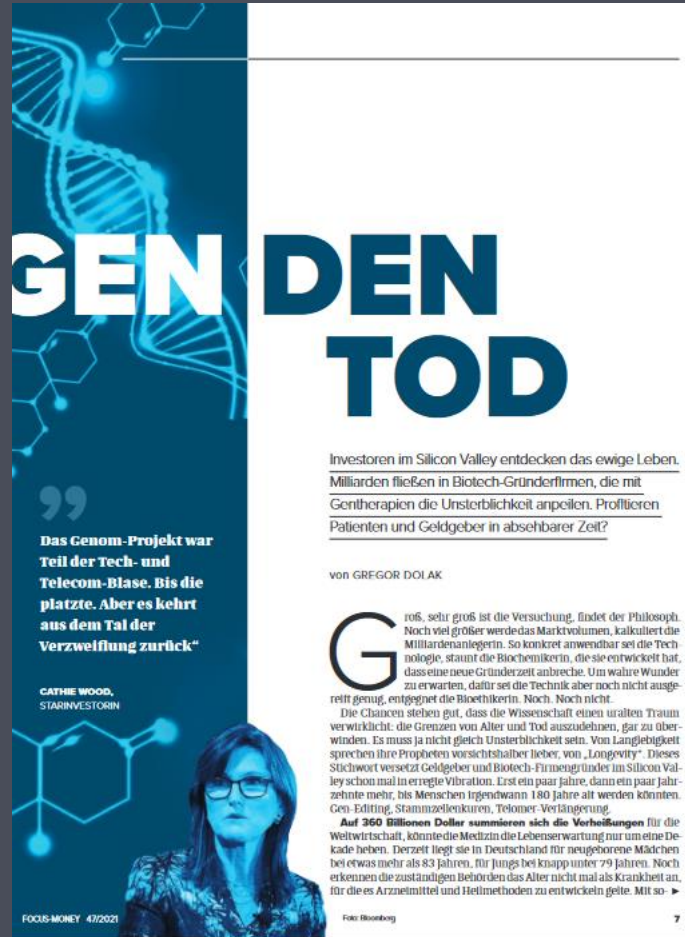
Topic environment



Current developments in business & politics analyzed by experts.

GLANCE INTO THE MAGAZINE- TECHNOLOGIES

Topic environment



Disruptive technologies & innovations from all sectors.

PERFECT FOR YOUR PLANNING

Good reasons

Attractive print target group

FOCUS MONEY readers are experts in the field of finance. They like to use their above-average net income for private investments and are on average between 20 and 49 years old.

Advisor for readers

As an established financial magazine, the brand has made a name for itself as an advisor for the high-profile target group.

360 degree Brand with our young digital brands

Individual cooperation concepts on our young digital brands for reaching completely new target groups.

FOCUS MONEY is quality

Advertisers benefit from this clear positioning. With this high-quality demand on our journalism, brands find the perfect environment.

BCN.

FOCUS **MONEY**



OUR PROMISE

We **secure asset accumulation** - **individually adapted** to the respective needs and knowledge levels of our **various target groups**.

From **beginners to professionals**, we offer **independent advice** with **journalistic excellence**.

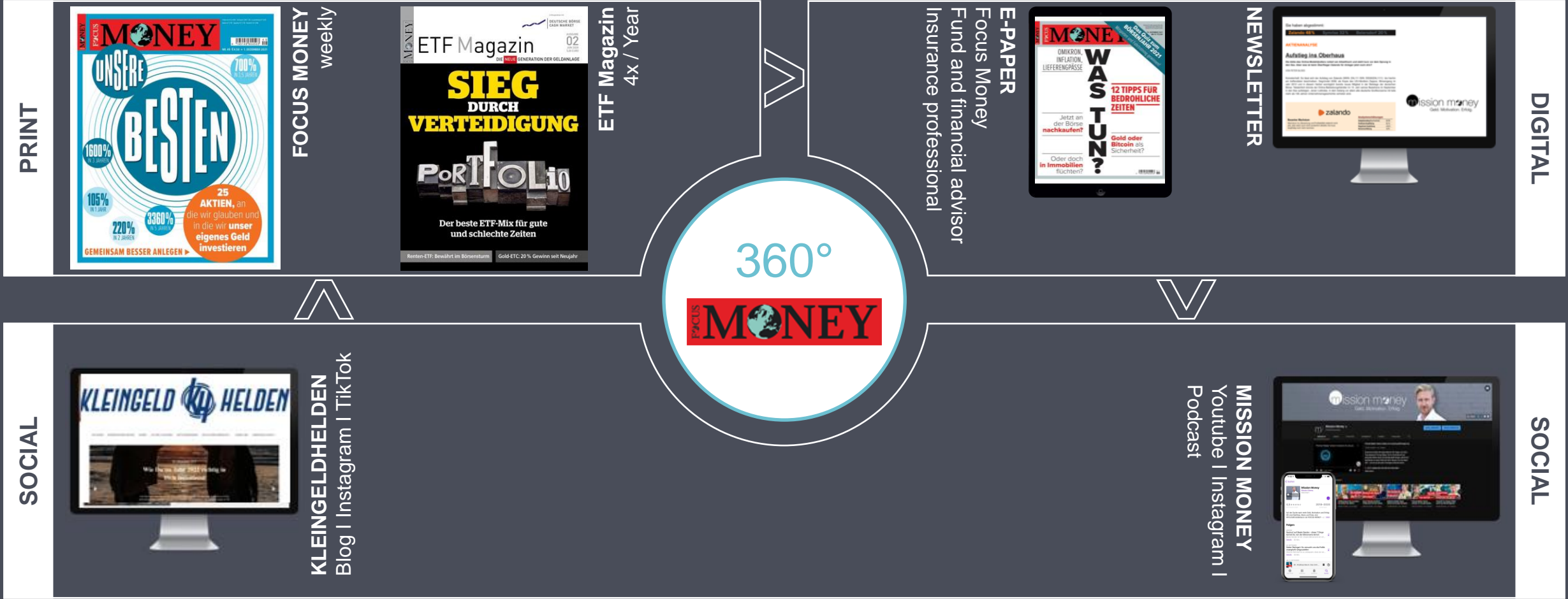
The **relationship with our clients** is **built on trust**, as we **curate** competently with experts and **provide** the basis for **economic decisions**.

We see ourselves as a **navigator** and offer each community of interest its **own ecosystem** with suitable and **individual products and services**.



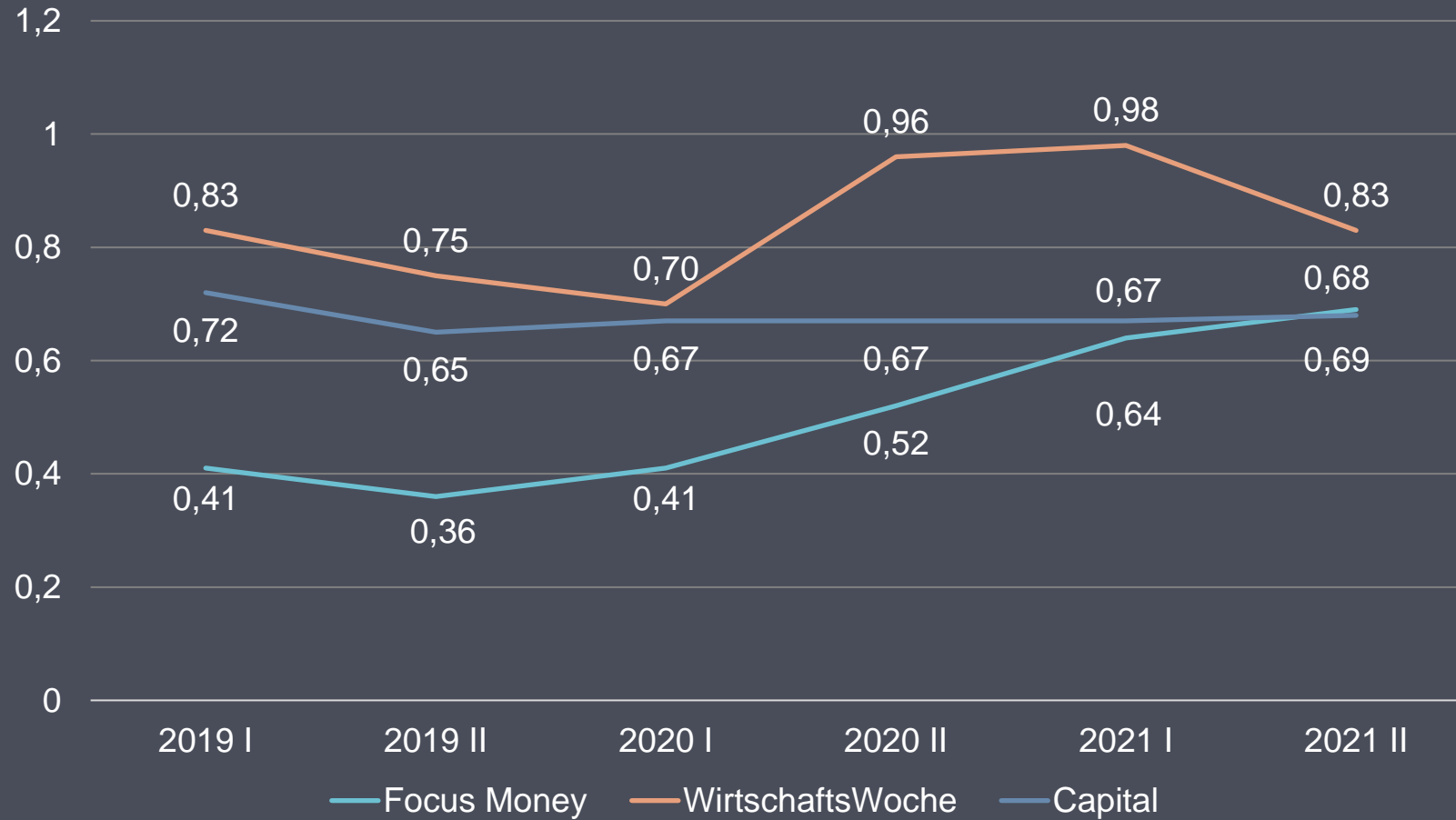
BRAND FAMILY

360° FOCUS MONEY – 360° QUALITY JOURNALISM



COMPARISON REACH

Stable over the past years



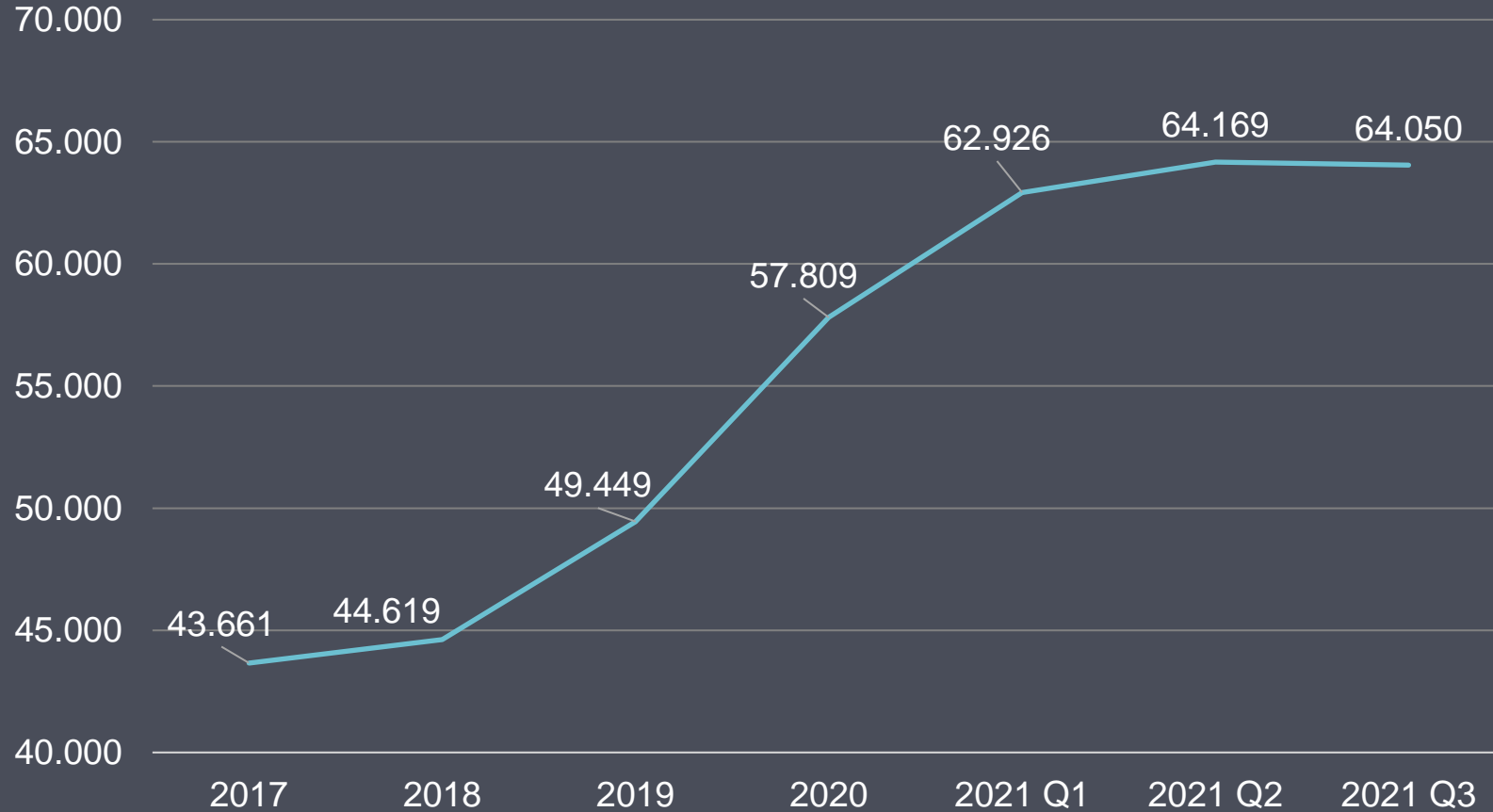
While the reach of the market competitors has fluctuated greatly or remained constant in recent years, FOCUS MONEY has been able to increase its reach consistently and noticeably.

The gap between FOCUS MONEY and Capital is constantly narrowing and Focus Money has recently even overtaken it, while the gap between FOCUS MONEY and WirtschaftsWoche is steadily widening.

Source: ma Press media

DEVELOPMENT SUBSCRIPTION

Strong rise since 2017

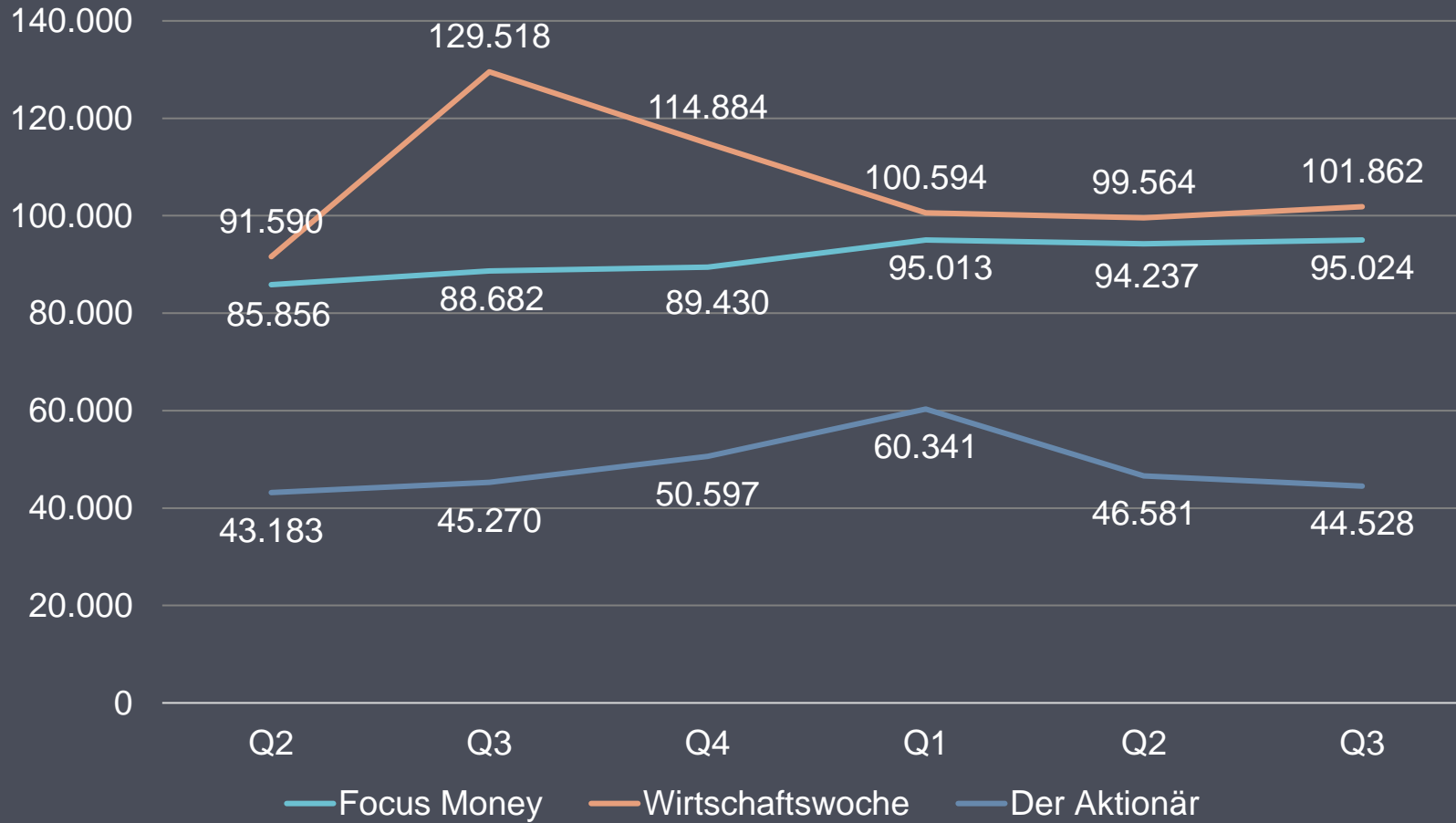


+ 46%
vs. 2017

Source: www.pz-online.de

COPY DEVELOPMENT – HARD CURRENCY

Stable and constantly rising compared to competitors



+ 10,7%
vs. 2018

Source: www.pz-online.de