



CONCEPT

- Business Insider launched a completely new type of business journalism in Germany and completed the 15 existing successful international editions
- Business Insider stands for high-quality digital journalism with focus on Tech, Business & Economy

PRODUCTS

- Unprecedented journalistic narrative models allow new digital user experience with very prominent and individual ad placements
- advertising and channel presentings Besides classical display offers Business Insider starts with native advertising concepts, mobile

TARGETGROUP

- Decision-makers, managers and senior executives
- Average age (US: 20-49 years), with higher than average household net income

Key figures / month	digital	Target group:	digital
Unique user ²⁾	3,45 Mio.	men	60 %
Page impressions ¹⁾	16.621.955	between 20-39 years	41 %
Visits ¹⁾	7.578.184	employed	73 %

1) IVW Dezember 2018

2) AGOF daily digital facts, Basis: digitale WNK 16+ Jahre (59,14 Mio.); Einzelmonat Dezember 2018

MULTISCREEN		STATIONÄR							
		AdBundle, Skyscraper, Superbanner, Native Style Ads ¹ Medium Rectangle	Wallpaper, Sitebar, Halfpage Ad	Fireplace, Floor Ad, Billboard ⁵	Interstitial ³ , Video Wall ⁶ , Multiscreen-Sonderformate ⁴				
MOBILE	Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ²	Umfeld:	50 €	Umfeld:	60 €	Umfeld:	75 €	Umfeld:	80 €
		ROS:	40 €	ROS:	50 €	ROS:	65 €	ROS:	70 €
		TK:	30 €	TK:	40 €	TK:	55 €	TK:	60 €
		ROP:	20 €	ROP:	30 €	ROP:	45 €	ROP:	50 €
	Mobile Content Ad 2:1, Mobile-/Social- ² Medium Rectangle, Push Ad	Umfeld:	60 €	Umfeld:	70 €	Umfeld:	85 €	Umfeld:	90 €
		ROS:	50 €	ROS:	60 €	ROS:	75 €	ROS:	80 €
		TK:	40 €	TK:	50 €	TK:	65 €	TK:	70 €
		ROP:	30 €	ROP:	40 €	ROP:	55 €	ROP:	60 €
	Mobile Content Ad 1:1, Understitial	Umfeld:	70 €	Umfeld:	80 €	Umfeld:	95 €	Umfeld:	100 €
		ROS:	60 €	ROS:	70 €	ROS:	85 €	ROS:	90 €
		TK:	50 €	TK:	60 €	TK:	75 €	TK:	80 €
		ROP:	40 €	ROP:	50 €	ROP:	65 €	ROP:	70 €
	(Video-) Interstitial ³ , Vertical Video, Multiscreen- Sonderformate ⁴	Umfeld:	75 €	Umfeld:	85 €	Umfeld:	100 €	Umfeld:	105 €
		ROS:	65 €	ROS:	75 €	ROS:	90 €	ROS:	95 €
		TK:	55 €	TK:	65 €	TK:	80 €	TK:	85 €
		ROP:	45 €	ROP:	55 €	ROP:	70 €	ROP:	75 €
VIEW IMPACT	Sticky Half Page Ad / Sitebar + Sticky Content Ad 6:1 / 4:1	Umfeld:	n/a	VIDEO	PreRoll, MidRoll, Header Outstream Ad (bis inkl. 20 Sek.) ⁹	Umfeld:	100 €		
		ROS:	n/a			ROS:	90 €		
		TK:	50 €			TK:	90 €		
		ROP:	40 €			ROP:	70 €		
Sticky Billboard + Sticky Content Ad 6:1 / 4:1	Umfeld:	n/a	Bumper Ads (bis inkl. 6 Sek.)	Umfeld:	70 €				
	ROS:	n/a		ROS:	60 €				
	TK:	65 €		TK:	60 €				
	ROP:	55 €		ROP:	50 €				

MULTISCREEN - Traffic distribution between stationary and mobile is subject to availability

<p>Options:</p> <ul style="list-style-type: none"> Mobile- / Desktop- / Tablet-only Expandable Ads InText Outstream Ad (Abrechnung: Cost Per Completed View) Daten-Produkte Tandem- / Triple Ads 	<ul style="list-style-type: none"> regular cpm + 10 € cpm + 10 € cpm s. separate Ratecard s. separate Ratecard highest Pricecategorie + Devicesurcharge
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Remarks:

- 1) Billing on CpC basis on request
- 2) Bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) currently at BILD.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9month.de, herzberatung.de, haminkontinenz.de, yavivo.de). More titles will follow. At Welt.de exclusively Google AMP bookable.
- 3) On BILD mobile or BILD.de only bookable as a fixed placement.
- 4) For example, Transformer ad
- 5) For autobild.de applies a surcharge of 20 € TKP on any combination of a billboard with a mobile format
- 6) On BILD.de only as a homepage fixed placement bookable.
- 7) Only mobile bookable (without mobile-only surcharge) // keyword targeting upday + 10 € CPM
- 8) Overlength (21-30 sec.) + 20 € CPM // Short spots (≤ 15 sec.) - 10 € CPM // VPAID + 10 € CPM

Specs: <http://www.mediapilot.de/specs>

All prices are CPM or fixed price, without agency discount. Value added tax not included | Changes and errors excepted.

Stand: 28.01.2019

FIXED PLACEMENT HOME MULTISCREEN (Mo-So)

Placement	Homepage (inkl. 1st Contact)	+	Mobile Homepage extension (inkl. 1st Contact)	=	HomeRun
Guaranteed Ad Impressions					500,000
Wallpaper / Sitebar / Halfpage Ad / Layer		+	Medium Rectangle / Contend Ad 2:1	=	14,000 €
Fireplace / Billboard		+	Medium Rectangle / Contend Ad 2:1	=	14,000 €
Interstitial		+	Interstitial	=	16,000 €

DESICION-MAKER HOMEPAGE BUNDLE (finanzen.net, Business Insider, WELT and BILANZ)

Placement	Desktop & MEW	Price
Guaranteed Ad Impressions	2,300,000	
Wallpaper / Fireplace / Billboard / Sitebar	Mobile Medium Rectangle	43,700 €
Interstitial / Fireplace + Billboard	Interstitial / Understitial / TakeOverAd	80,500 €

REACH PACKAGES MULTISCREEN ROS

	500 Tsd. Ais	1 Mio. Ais	1.5 Mio. Ais
Guaranteed Ad Impressions			
Fixed prices equate to	40 % discount	50% discount	60% discount

	DESKTOP	MOBILE		
Super Banner / Skyscraper / Ad Bundle / Medium Rectangle	Content Ad 6:1 / 4:1	12,000 €	20,000 €	24,000 €
Super Banner / Skyscraper / Ad Bundle / Medium Rectangle	Medium Rectangle	15,000 €	25,000 €	30,000 €
Wallpaper / Sitebar	Content Ad 2:1 / Medium Rectangle	18,000 €	30,000 €	36,000 €
Fireplace / Billboard	Content Ad 2:1 / Medium Rectangle	22,500 €	37,500 €	45,000 €

BRAND STORY¹

Duration 4 weeks	Guaranteed Views	Gross price ¹⁾
Guaranteed volume for duration	2,500	10,000 €

ADVERTORIAL^{1,2}

Duration 8 weeks	Guaranteed Views	Gross price ¹⁾
Guaranteed volume for duration	7,500	25,000 €

1) All Special Editions, Advertorials and Brand Stories contain 2,500 Euro added creative costs, no discount on creative costs

2) Content Teaser for traffic generation supplied by the customer (Picture/Logo)

3) Purchase of Fixed Placement and ROS Ais during runtime

4) Internal Linking of Display-Ais on Advertorial

5) Day placement: DIE WELT Online Home, DIE WELT Channel Economy & Money, Finanzen.net Home and ROS, Business Insider in total, BILANZ Online in total, Quality portals Homepages, Week placement: DIE WELT Online Economy & Money, Finanzen.net and ROS

6) Collection volume: Achievement of the packages overall Ais is relevant for billing – not all the single positions of the package. If one of the portals is occupied one day, it will be delivered on the wetf.de homepage+.

Spotlight

Duration 3 weeks	Guaranteed Views	Gross price
Guaranteed volume for duration	2,500	10,000 € (+ 2,500 € creative costs)
Duration 6 weeks		
Guaranteed volume for duration	5,000	18,000 € (+ 3,000 € creative costs)
Duration 9 weeks		
Guaranteed volume for duration	7,500	26,000 € (+ 4,000 € creative costs)
Duration 12 weeks		
Guaranteed volume for duration	10,000	34,000 € (+ 5,000 € creative costs)