WELT bundles the appearances of TV, online, mobile and app under a strong, multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

| GENDER | 55% ARE MALE |
| AGE    | 55% 20-49 YEARS OLD |
| EDUCATION | 44% MAX. SAT EXAM |
| INCOME | 27% 4,000 € OR MORE |
| EMPLOYED | 69% ARE EMPLOYED |

Source: 2

MILLION UNIQUE USER

309.41 MILLION PAGE IMPRESSIONS

21.21

AGOF daily digital facts; basis: digital WNK 16+ (60.04 M), single month November, called on: 12/03/2019

IVW October 2019

WELT.de
**BUSINESS INSIDER**

*Business Insider* is Germany's most modern news site on business, career, tech, digital culture and science.

---

GENDER 60% ARE MALE
AGE 60% 16-49 YEARS OLD
EDUCATION 45% MAX. SAT EXAM
INCOME 27% 4,000 € OR MORE
EMPLOYED 71% ARE EMPLOYED

Source: 2

5.13 MILLION UNIQUE USER
32.08 MILLION PAGE IMPRESSIONS

1 AGOF daily digital facts; basis: digital WNK 16+ (60.04 M), single month November, called on: 12/03/2019
2 IVW October 2019
<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>73% Male</td>
</tr>
<tr>
<td>Age</td>
<td>56% 16-49 years old</td>
</tr>
<tr>
<td>Education</td>
<td>51% Max. SAT Exam</td>
</tr>
<tr>
<td>Income</td>
<td>48% 3,000 € or more</td>
</tr>
<tr>
<td>Employment</td>
<td>70% Employed</td>
</tr>
</tbody>
</table>

finanzen.net is the most comprehensive and fastest growing financial and stock market portal in Germany.

Source: finanzen.net
TOP REACH IN OUR DECISION MAKERS TARGET GROUP

DEcision mAKers HomePage Bundle

- Top reach in our decision maker target group
- Price/performance: lower gross CPM compared to IQ-Roadblock Quality News
- Reach a high number of decision-makers as a high-income target group
- All Media Impact decision maker environments with one booking
- Maximum attention in just one day

1 WELT.de, Finanzen.net and Business Insider; aggregated volume: not all positions of the package have to contribute to the aggregated volume, crucial is the achievement of the aggregated AIs
# OFFER

## DECISION MAKERS HOMEPAGE BUNDLE

<table>
<thead>
<tr>
<th></th>
<th>stationary</th>
<th>mobile</th>
<th>Fixed price</th>
<th>Gross CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision Makers Homepage Bundle</td>
<td>Wallpaper/ Fireplace/ Billboard/ Sitebar</td>
<td>Lead Ad/ Medium Rectangle</td>
<td>62,000 €</td>
<td>26.96 €</td>
</tr>
<tr>
<td>Decision Makers Homepage Bundle Deluxe</td>
<td>Understitial/ Video Wall/ Double Dynamic Sitebar/ etc.</td>
<td>Lead Ad &amp; Interscroller/ Medium Rectangle/ etc.</td>
<td>72,226 €</td>
<td>31.40 €</td>
</tr>
</tbody>
</table>

The following homepages (multiscreen) are occupied in one day:\(^1\)
- WELT.de
- finanzen.net
- Business Insider

\(^1\)Collective volume: The reaching of the total AI of the package is relevant for settlement - not all items of the package must contribute to the fulfillment of the total AI.