



### CONCEPT

BUSINESS INSIDER Deutschland is Germany's most modern news site for economy, career, technology, digital culture and science for young professionals.

Key Figures/Month	Digital	Target Group	Digital
Unique User <sup>1</sup>	6,52 million	Male/Female <sup>3</sup>	58 % / 42 %
Visits <sup>2</sup>	17.8 million	160 - 49 years old <sup>3</sup>	58 %
Page Impressions <sup>2</sup>	33.15 million	HHNE > €3,000 <sup>3</sup>	50 %
		High level of education <sup>3/4</sup>	45 %

- 1) AGOF daily digital facts, Basis: digital WNK 16+ years (60,12 Mio.); single month December 2020; accessed on: 11.01.2021
- 2) IVW December 2020
- 3) AGOF daily digital facts; Basis: digital WNK 16+ years, single month/average day December 2020; accessed on 11.01.2021
- 4) Abitur or Fachabitur OR Fach-/Hochschulabschluss

### FIXED PLACEMENTS 2020

HomeRun (Multiscreen incl. 1st Contact)   weekdays 0 – 0 o'clock	HomeRun (7 days)
Guaranteed Ad Impressions	1.400.000
Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable)	€42,000
Mobile (MEW): Medium Rectangle & Lead Ad (2:1 / 4:1 / 6:1)	



Decision-Maker Homepage Bundle <sup>5</sup> Business Insider / Finanzen.net / WELT.de	Combination Fixed Price (CPM)
<b>BASIC:</b> Desktop - Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar // <b>Mobile</b> (MEW + App): Lead Ad (2:1 / 4:1 / 6:1) / Medium Rectangle	2.800.000 / day €76,200
<b>DELUXE:</b> Desktop - Understitial / Video Wall <sup>1</sup> / Double Dynamic Sitebar / further special formats possible // <b>Mobile - MEW:</b> Lead Ad (6:1 / 2:1 / 4:1; optional sticky) & Understitial <sup>2</sup> / Interscroller Ad <sup>2</sup> / Medium Rectangle - <b>APP:</b> Medium Rectangle	€81,200

1) On tablet devices there is only a billboard, further formats on request.  
2) In App there is only a Fallback Ad (Medium Rectangle), further formats on request

### BRANDED CONTENT 2021

Advertorial <sup>1</sup>	Guaranteed Ad Impressions	Package Price
Package   4 weeks	1.000.000	€17,500
Brand Story <sup>2</sup>	Guaranteed Views	Package Price
Brand Story Package S   2-4 weeks	10.000	€35,000
Brand Story Package M   4-6 weeks	15.000	€50,000
Brand Story Package M   6-8 weeks	20.000	€62,500

1) Additionally €2,500 creation costs (no discount or agency commission deductible)  
2) Additionally creation costs: Package S: €3,500 | Package M: €4,000 | Package L: €4,500 (no discount or agency commission deductible)

### CPM 2021

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)								
	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard <sup>1</sup>		Double Dynamic Sitebar	
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads	RoS & Custom	€50	RoS & Custom	€60	RoS & Custom	€75	RoS & Custom	€80
Mobile Content Ad 2:1, Mobile-/ Social- <sup>1</sup> Medium Rectangle, Push Ad	RoS & Custom	€60	RoS & Custom	€70	RoS & Custom	€85	RoS & Custom	€90
Mobile Content Ad 1:1, Understitial	RoS & Custom	€70	RoS & Custom	€80	RoS & Custom	€90	RoS & Custom	€100
Interscroller Ad, Interstitial	RoS & Custom	€75	RoS & Custom	€85	RoS & Custom	€100	RoS & Custom	€105

**MULTISCREEN - Traffic division between desktop and mobile according to availability.**

#### Additional options:

Mobile- / Desktop- / Tablet-only	Basis price + €10 € CPM
Expandable Ads	+ €10 CPM
Tandem- / Triple Ads	Highest price category incl. device surcharge
Further video formats on request	

#### Annotations:

- Also bookable as a Cinematic Ad (Additionally +€5 in case of a single booking or combined with a mobile format)
- Excess length (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM; Deduction on aCPCV base on request
- Prices correspond to desktop only, device surcharge of €10 CPM gets annulled if combined with any mobile. On tablet devices there is only a billboard, further formats on request.