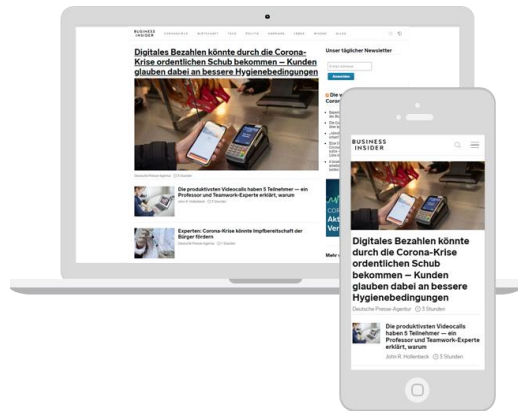




CONCEPT

BUSINESS INSIDER Deutschland is Germany's most modern news site for economy, career, technology, digital culture and science for young professionals. **GRÜNDERSZENE** is the leading platform for the German startup economy and has been part of Business Insider Germany since 2020.



Key Figures/Month	Digital
Unique User ¹	9.79 million
Visits ²	21.9 million
Page Impressions ²	37.2 million

Target Group	Digital
Male/Female ³	55 % / 45 %
160 - 49 years old ³	55 %
HHNE > €3,000 ³	50 %
High level of education ^{3/4}	45 %

- 1) AGOF daily digital facts, Basis: digital WNK 16+ years (61,17 Mio.); single month March 2021; accessed on: 08.04.2021
- 2) IVW July 2021
- 3) AGOF daily digital facts; Basis: digital WNK 16+ years, single month/average day March 2021; accessed on 08.04.2021
- 4) Abitur or Fachabitur OR Fach-/Hochschulabschluss

FIXED PLACEMENTS 2021

	BUSINESS INSIDER		GRÜNDERSZENE
HomeRun (Multiscreen incl. 1st Contact ¹)	HomeRun (24 hours)	HomeRun (7 days)	HomeRun ² (7 days)
Guaranteed Ad Impressions ³			
Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable)	200,000 AI € 8,000	1,400,000 AI €42,000	250,000 AI € 5,000
Mobile (MEW): Medium Rectangle & Lead Ad (2:1 / 4:1 / 6:1)			

- 1) Advertising material appears off the homepage when the website is viewed for the first time
- 2) Net price only in combination with HomeRun Business Insider; discounts not possible, but for agency- and customer discount capable. Stand-alone variation: 9,000 € net, no discounts possible, but for agency- and customer discount capable
- 3) The selected stationary and both mobile formats (lead ad + main advertising material) are relevant for guarantee and billing. If the lead ad is not delivered, the selected main mobile advertising material will be delivered on the booked day as a first contact placement in RoS in order to achieve the guaranteed amount booked.

Decision-Maker Homepage Bundle ⁵ Business Insider / Gründerszene / Finanzen.net / WELT.de	Combination Fixed Price (CPM)
BASIC: Desktop - Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar // Mobile (MEW + App): Lead Ad (2:1 / 4:1 / 6:1) / Medium Rectangle	2,800,000 / day €76,200
DELUXE: Desktop - Understitial / Video Wall ¹ / Double Dynamic Sitebar / further special formats possible // Mobile - MEW: Lead Ad (6:1 / 2:1 / 4:1; optional sticky) & Understitial ² / Interscroller Ad ² / Medium Rectangle - APP: 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



Content Presenting	Channel	Guaranteed Ad Impressions	Fixed Price ¹
Exclusive placement in the visible area of the channel and all associated articles with guaranteed AI volume. Stationary: Billboard / (Dynamic) Sitebar / Fireplace / Skyscraper Mobile (MEW): Medium Rectangle & Banner (2:1 / 4:1)	Economy ²	2,400,000 / month	€96,000
	Economy ²	600,000 / week	€24,000
	Science	1,600,000 / month	€64,000
	Politics	1,600,000 / month	€64,000
	Life	600,000 / month	€24,000

- 1) Prices are discount and agency commission compatible
2) excluding sub-channels: business / tech and all Gründerszene articles

BRANDED CONTENT 2021

Advertorial ¹	Guaranteed Ad Impressions	Package Price
Package L 6 weeks	1,500,000	€22,500
Package M 4 weeks	1,000,000	€17,500
Package S 2 weeks	500,000	€10,000

Brand Story ²	Guaranteed Views	Package Price
Brand Story Package 6 - 8 weeks	5,000	€17,500

- 1) Additional €2,500 creation costs (no discount or agency commission deductible)
2) Additional creation costs: €3,500 (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 ¹		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- ¹ 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	
OUTSTREAM VIDEO ADS	Format		Custom & RoS		RoS		RoP		
	InText Outstream Ads on start, bis inkl. 20 Sek. ²		60 €		50 €		50 €		

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.