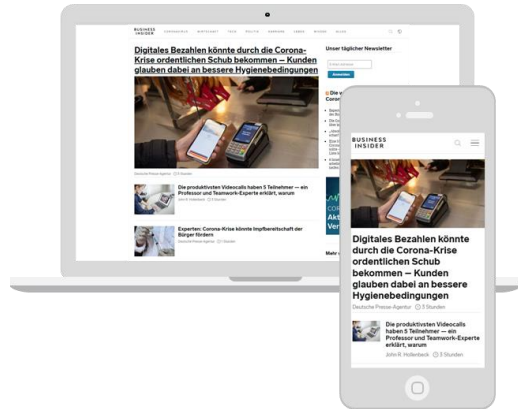




CONCEPT

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	7.71 million
Visits ²	20.3 million
Page Impressions ²	46.3 million

Target Group	Digital
Male/Female ³	58 % / 42 %
16 - 49 years old ³	54 %
HHNE > €3,000 ³	51 %
High level of education ^{3/4}	45 %

- 1) AGOF daily digital facts, Basis: digital WNK 16+ years (61,14 Mio.); single month October 2021; accessed on: December, 12th 2021
- 2) IVW October 2021
- 3) AGOF daily digital facts, Basis: digital WNK 16+ years (61,14 Mio.); single month October 2021; accessed on: December, 12th 2021
- 4) A-Levels or vocational diploma OR university of applied sciences degree

FIXED PLACEMENTS

BUSINESS INSIDER

GRÜNDERSZENE

HomeRun (Multiscreen incl. 1st Contact ¹)	HomeRun (24 hours)	HomeRun (7 days)	HomeRun ² (7 days)
BASIC Stationary: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile: Sticky Lead Ad (6:1 / 4:1) & Medium Rectangle / Interscroller Ad	200,000 AI € 8,000	1,400,000 AI € 42,000	+ 250,000 AI € 5,000
DELUXE Stationary: Picture Wall ³ / Video Wall ³ / Double Dynamic Sitebar other special formats possible Mobile: Sticky Lead Ad (6:1 / 4:1) & Understitial / Interscroller Ad / Medium Rectangle	200,000 AI € 9,500	1,400,000 AI € 48,500	
SUPREME Stationary: Big Stage ⁴ (Automatic Pre Expanding Video Wall) Mobile: Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller Ad / Content Ad / Understitial	200,000 AI € 16,000	1,400,000 AI € 81,000	

- 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 (BASIC or DELUXE); 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.
- 4) Additional creation costs of € 4,800 if created by Media Impact, lead time of at least 15 working days from delivery of the assets (video, images, etc.); FC 1 / day for animation; MEW: various formats to choose from



FIXED PLACEMENTS

Descision-Maker Homepage Bundle Business Insider / Gründerszene / Finanzen.net / WELT.de	Combination Fixed Price (CPM)
BASIC: Desktop - Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar // Mobile (MEW + App) - Lead Ad (4:1 / 6:1) / Medium Rectangle	2,950,000 AI / day € 76,200
DELUXE: Desktop Stationär - Billboard / Video Wall ¹ / Double Dynamic Sitebar / further the various formats possible // Mobile - MEW: Sticky Lead Ad (4:1 / 6:1) & Understitial / Interscroller Ad / Medium Rectangle	€ 81,200
SUPREME: Desktop - Big Stage ³ (Automatic Pre Expanding Video Wall) Mobile (MEW) - Sticky Lead Ad (2:1 / 4:1 / 6:1) & Medium Rectangle / Interscroller / Content Ad / Understitial	€ 150,000

1) On tablet devices there is only a billboard, further formats on request.

2) In App there ist only a Fallback Ad (Medium Rectangle), further formats on request

3) Additional creation costs of € 4,800 if created by MI, lead time of at least 15 working days from delivery of the assets (video, images, etc.); FC 1 / day for animation;
Mobile various formats to choose from)

CONTENT PRESENTINGS

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.	Economy²	2,400.000 / month	€ 96,000
	Economy²	600,000 / week	€ 24,000
Stationary: Billboard / (Dynamic) Sitebar / Fireplace / Skyscraper Mobile (MEW): Medium Rectangle & Banner (2:1 / 4:1)	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

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 €3,500 creation costs (no discount or agency commission deductible)

2) Additional creation costs: €3,500 (no discount or agency commission deductible)

SPONSORED POSTS

Sponsored Posts ¹	Guaranteed Ad Impressions	Package Price
Facebook (Business Insider or Gründerszene) 4 posts, 4 weeks	600,000 AI	€ 21,400
Instagram (Business Insider or Gründerszene) 4 posts, 4 weeks	200,000 AI	€ 10,000
Pinterest (Business Insider) ² 4 posts, 4 weeks	400,000 AI	€ 20,000

1) Plus € 800 creation costs (not discount or AE-enabled) for the advertising formats Classic, CarouselAd, Video, SlideshowAd (5 working days in advance). For the CanvasAd there are € 1,890 creation costs (not discount or AE-enabled) (10 working days in advance). For the extension of a raffle tool there are € 2,990 creation costs (not discount and AE-enabled) (15 working days in advance)

2) Creation of 4 posts that run in A / B testing within the campaign period



CPM PRICE LIST

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)						
	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard ¹	
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads	RoS & Custom	€ 50	RoS & Custom	€ 60	RoS & Custom	€ 70
Mobile Content Ad 2:1, Mobile-Medium Rectangle	RoS & Custom	€ 60	RoS & Custom	€ 70	RoS & Custom	€ 80
Mobile Content Ad 1:1, Understitial, Interscroller	RoS & Custom	€ 72	RoS & Custom	€ 82	RoS & Custom	€ 92
VIDEO						
InText Outstream Ads ² on start, bis inkl. 20 sec.	RoS & Custom	€ 60	Video Wall ³ Desktop only		RoS & Custom	€ 90

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability

Additional options:

Double Dynamic Sitebar = CPM Sitebar plus €5 surcharge in combination with a mobile format

Device Only = highest price category plus €5 CPM surcharge

Tandem / triple ads: other video formats on request

- 1) Can also be booked as a cinematic ad in RoP and RoS (surcharge + € 5 in combination with a mobile format)
- 2) Extra length (21-30 seconds) + € 20 CPM // Short spots (7-15 seconds) - € 10 CPM // VPAID + € 10 CPM; Billing on a CPCV basis: RoS & Custom 19 cents, excess length (21 up to and including 30 seconds) +8 cents surcharge, shorter spots (up to and including 15 seconds) -3 cents discount.
- 3) Bookable on the following pages: BusinessInsider.de, autobild.de, computerbild.de, Finanzen.Net, fitbook.de, Formel1.de, motorsporttotal.com, myhomebook.de, Sport1.de, stylebook.de, techbook.de, transfermarkt.de, travelbook.de. Only the billboard is displayed on tablets, other formats on request. Special features Bild.de: Can only be booked as a fixed placement, FC 1 / 24h, no autoplay, subject to editorial approval, restriction to one-time looping.

PODCAST PRICE LIST 2022

CPM PRICES VALID FROM JANUARY 1ST UNTIL DECEMBER 31, 2022

SPOT	EPISODE ²	ROS ³ Run of Show
Audio Presenter (5-15 sec.)	€ 170	€ 160
Pre-Roll or Post-Roll	€ 160	€ 150
Mid-Roll	€ 180	€ 170
Audio Closer (5-15 sec.)	€ 140	€ 130
Audio Presenter & Closer (5-15 sec.)	€ 155	€ 145

Remarks:

Bookings are made as a package price, the packages are based on the above-mentioned CPMs.

- 1) Subject to price adjustments during the year
 - 2) Placement in all episodes of a podcast in rotation in a desired period
 - 3) Placement in all episodes of a podcast in rotation; Not bookable: This is how StartUp, Power & Millions, Never Forget, Voluntary Film Control, Exclusively marketed podcasts work
- Spot type: Producer Native Spot