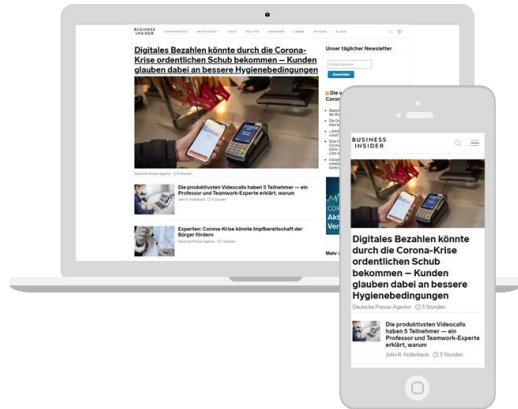




CONCEPT

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	8.12 million
Visits ²	16.18 million
Page Impressions ²	19.25 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 November 2021; accessed on: July, 8th 2022
- 2) IVW October 2021
- 3) AGOF daily digital facts, Basis: digital WNK 16+ years (61,14 Mio.); single month November 2021; accessed on: July, 8th 2022
- 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 / furthe 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. Stationary: Billboard / (Dynamic) Sitebar / Fireplace / Skyscraper Mobile (MEW): Medium Rectangle & Banner (2:1 / 4:1)	Economy²	2,400.000 / month	€ 96,000
	Economy²	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
Business Insider Run	Channels	Guaranteed Ad Impressions	Fixed Price ¹
Exclusive placement for 7 days with guaranteed AI volume in the visible area of the top channels and all articles	Economy ² + Science+ Politics + Life	1,550,000 / week	€ 43,750

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, CarousselAd, 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