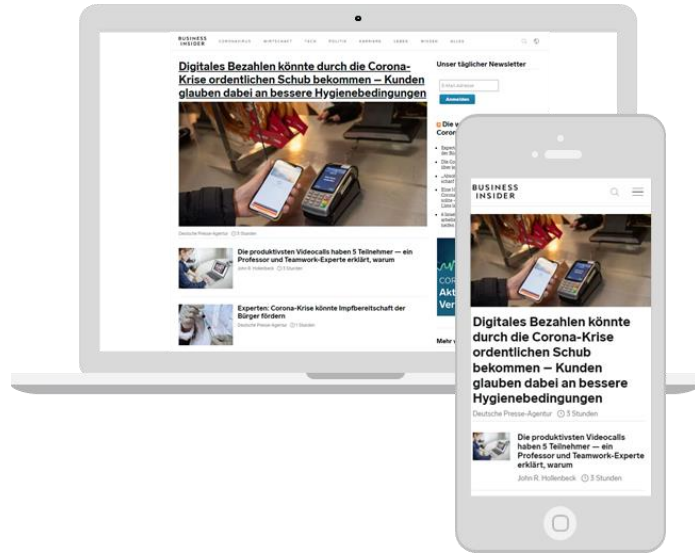




CONCEPT

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	5.01 million
Visits ²	8.99 million
Page Impressions ²	10.55 million

Target Group	Digital
Male ³	57 %
19 - 49 years old ³	56 %
HHNE > €3,000 ³	53 %
High level of education ^{3/4}	48 %

- 1) AGOF daily digital facts, Basis: digital WNK 16+ years (61,14 Mio.); single month October 2022; accessed on: December, 12th 2022
- 2) IWW November 2022
- 3) Abitur or Fachabitur OR Fach-/Hochschulabschluss

FIXED PLACEMENTS

**BUSINESS
INSIDER**

GRÜNDERSZENE

HomeRun (Multiscreen incl. 1st Contact ¹)	HomeRun (24 hours)	HomeRun (7 days)	HomeRun ² (7 days)
Guaranteed Ad Impressions³			
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

BRANDED CONTENT

Advertorial ¹	Guaranteed Ad Impressions ²	Package Price
Standard Package 4 weeks	1,000,000	€17,500

1) Additional €2,500 creation costs (no discount or agency commission deductible)
2) Additional visibility via CPM placements and data add-ons possible

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) Zusätzliche Sichtbarkeit über TKP-Platzierungen sowie Data-Add-Ons möglich
2) Additional creation costs: €3,500 (no discount or agency commission deductible)

CONTENT PRESENTINGS

Content Presenting	Channel	Guaranteed AI	Fixed price ¹
Exclusive placements in the visible area with guaranteed AI volume	Business ²	2,400,000 / month	€70,000
	Business ²	600,000 / week	€17,000
Stationär: Billboard / (Dynamic) Sitebar / Fireplace / Skyscraper	Science	1,600,000 / month	€45,000
	Politics	1,600,000 / month	€45,000
Mobile (MEW): Banner (2:1 / 4:1 / 6:1)	Life	600,000 / month	€17,000

1) Prices are discount and agency discount compatible
2) Except for sub-channel business / tech

Decider Run	Publisher	Guaranteed AI	Fixed price ¹
The Decider Run bundles the channel start and article pages with the greatest reach in one single product. We guarantee optimal viewability and maximum engagement.	WELT + Business Insider + Finanzen.net ³	5,500,000 / day ⁴	€110,000

1) Prices are discount and agency discount compatible
2) Advertising Materials Desktop: Wallpaper or Halfpage Ad, Advertising Materials Mobile: Content Ad or Medium Rectangle AND Lead Ad (4:1/6:1) mandatory, further advertising material on request.
3) Package can also be booked without Finanzen.net: 2.7 million AI per day, €54,000
4) Bookable only Monday to Friday, Business Insider and WELT from 10 a.m. to 10 a.m., Finanzen.net from 12 a.m. to 11:59 p.m



CPM PLACEMENTS

Prices valid from 01.01. until 31.12.2023

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)

	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Billboard ³
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-/ Social- ¹ Medium Rectangle	RoS & Custom 60 €	RoS & Custom 70 €	RoS & Custom 80 €
Mobile Content Ad 1:1, Understitial ² , Interscroller ²	RoS & Custom 72 €	RoS & Custom 82 €	RoS & Custom 92 €
VIDEO			
InText Outstream Ads ⁴ on start, up to inkl. 20 sec.	RoS & Custom 60 €		
Video Wall ⁵ Desktop only	RoS & Custom 90 €		

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

Additional options:

Double Dynamic Sitebar Device Only	CPM Sitebar plus €5 serve in Combination with a mobile format
Tandem- / Triple Ads on request	highest price category plus 5€ CPM surcharge
Other video formats on request	

Remarks:

- Not bookable in app (exception: Sport1 Apps)
- Selected pages can also be booked as cinematic ads (surcharge +5€ in combination with a mobile format)
- Extra length (21-30 sec.) + 20 € CPM // Short spots (7-15 s) - 10 € CPM // VPAID + 10 € CPM; Billing based on CPCV (cannot be booked on BILD): RoS & Custom 19 cents, extra length (21 to 30 seconds incl.) +8 cents surcharge, shorter spot (up to 15 seconds incl.) -3 cents discount. Paid targeting possible for a CPM surcharge. Only the billboard is played on tablets, other formats on request.
- FC=1/day, a billboard or a fireplace can remain as a fallback. In the tablet browser, only the fallback advertising material, e.g. the billboard, is delivered