DECISION MAKER
HOMEPAGE BUNDLE
UPGRADE 2023
impassioned by
media impact
OUR DECISION MAKER BRANDS

WELT

19.53 M. UUs¹

WELT Digital stands for key topics: politics, economy & debate and is one of the leading news sites in Germany.

BUSINESS INSIDER

5.20 Mio. UUs¹

BI stands for high-quality business journalism and is Germany's largest digital media brand for Young Professionals.

FINANZEN.NET

4.23 Mio. UUs¹

Finanzen.net offers a big information and price data depth and is the finance portal with the largest range in Germany.

¹AGOF daily digital facts, Basic: digital WNK 16+ years (61.63 M.); single month december 2022.
DECISION MAKER HOMEPAGE BUNDLE

✓ Top reach in our decision maker target group
✓ Price/performance: lower gross CPM compared to IQ-Roadblock Quality News
✓ Reaching of a high number of decision-makers as high-income target group
✓ All Media Impact decision maker environments with one booking
✓ Maximum attention level in just one day

2.95 MILLION GUARANTEED AIS/DAY
**Pricing**

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>Deluxe</th>
<th>Supreme</th>
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</thead>
<tbody>
<tr>
<td>Stationary</td>
<td>Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar</td>
<td>Stationary*: Videowall / Double Dynamic Sitebar Mobile: Lead Ad &amp; Understitial / Interscroller Ad / Medium Rectangle</td>
<td>Stationary: Big Stage = Automatic Pre Expanding Video Wall Mobile: Sticky Lead Ad &amp; Medium Rectangle/ Interscroller /Content Ad/ Understitial</td>
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<tr>
<td>Mobile</td>
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76,300 €  89,500 €  150,000 €

*Other special formats possible
**WELT.de, Finanzen.net and Business Insider unlisted. Billing based upon reaching of total AIs volume of package - Not all items of package must contribute to the fulfillment of the total AI volume. Subject to alteration and printing errors.*
REACH BOOST AS AN ADD ON

First Contact

plus 2 M. AIs

Due to the combination of decision maker homepage bundle and the first contact, you will receive the largest range with a premium placement that stays in mind.

Decision Maker Run

plus 5.3 M. AIs

Due to the exclusive placement in the visible area on the decision maker platforms, we guarantee optimal Viewability and maximum Engagement.

Targeting

plus 25.000 AIs\(^1\)

The decision maker persona\(^2\) are modeled and profiled using state-of-the-art machine learning algorithms based on our first-party data.

Upday

plus 1.7 Mio. AIs

By booking the Upday Top News you can reach even more decision makers. Because Upday users have an above-average number of decisions regarding finances and budgets in their companies.

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1) 25,000 AIs/day and more. Reach is determined individually, depending on the type of play and duration: ROP or ROS on decision maker brands
2) Persona based on structural analysis of the B4P market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform B4P Data III with Sinus-Milieus — structural analysis
REACH BOOST AS AN ADD ON

First Contact
plus 2 M. AIs
Basic: 50,000 €
Deluxe: 74,000 €

Decision Maker Run
plus 5.3 M. AIs
Basic: 106,000 €

Targeting
plus 25,000 AIs and more
Brutto CPM: 20 €¹
Surcharge on your volume booking

Upday
plus 1.7 Mio. AIs
50,000 €
Format: Display Ad

¹ Discount, AE- and AR-capable