

# FINANZEN.NET MEDIA KIT

2024

*impassioned by*

media **impact**—

THE NO. 1 IN GERMANY

# FINANZEN.NET

finanzen.net is the financial and stock market portal with the widest reach in Germany.

The greatest depth of information and price data of the financial portals in Europe.

A frequently used tool for meetings and consultations in the financial industry.

A high level of satisfaction along with loyal users are among the features of the portal.



# MARKET LEADING

With 5.8 million unique users<sup>1</sup> and 35 million visits<sup>1</sup>, finanzen.net is Germany's leading financial portal.

Real-time push prices on indices, raw materials and currencies round off the profile, alongside information on stocks, companies, certificates, funds and the economy.

Interactive tools for chart analysis, sample portfolios and personal news pages make the offer customizable.

finanzen.net offers data on current developments on the world markets every trading day.

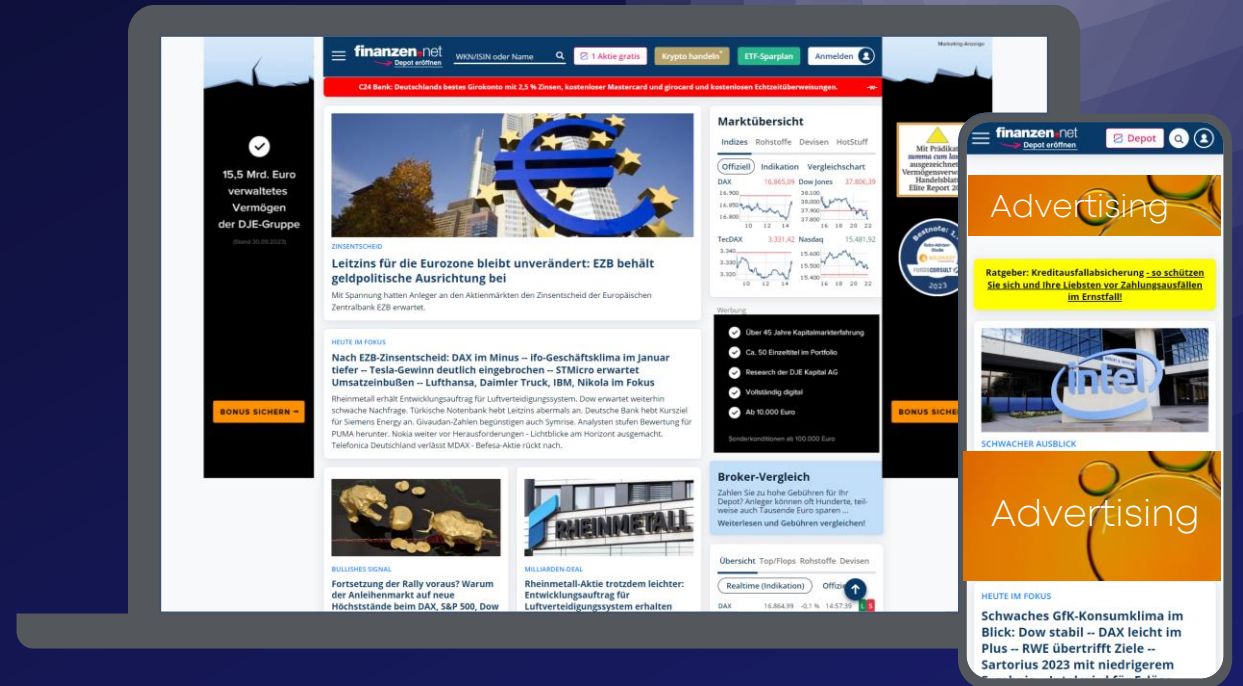
1) AGOF daily digital facts, basis: digital WNK 16+ years (61.14 million); Single month December 2022; accessed on: January 4, 2023

# HOMERUN

Reach your target group on the most prominent page on finanzen.net

The campaign is played out multiscreen (desktop, mobile & app) in order to reach users in every usage situation.

The daily fixed placement guarantees 1.25 million ad impressions on weekdays<sup>1</sup> from €28,000.



<sup>1</sup>) Weekend draw: Sat. + Sun.: 450,000 AI

OUR BESTSELLER AMONG DECISION-MAKER COMBINATIONS

# DECISION MAKER HOMEPAGE BUNDLE

- ✓ All media impact decision maker homepages within one booking

**WELT**

**BUSINESS  
INSIDER**

**finanzen.net**

- ✓ Maximum attention in just one day
- ✓ Top reach in our decision-maker target group



**3.45 MILLION  
GUARANTEED AI/DAY**



# DECISION MAKER RUN

Maximum visibility in all top decision-maker channels!  
The Decision Maker Run combines the channel start and article pages with the highest reach in one product.

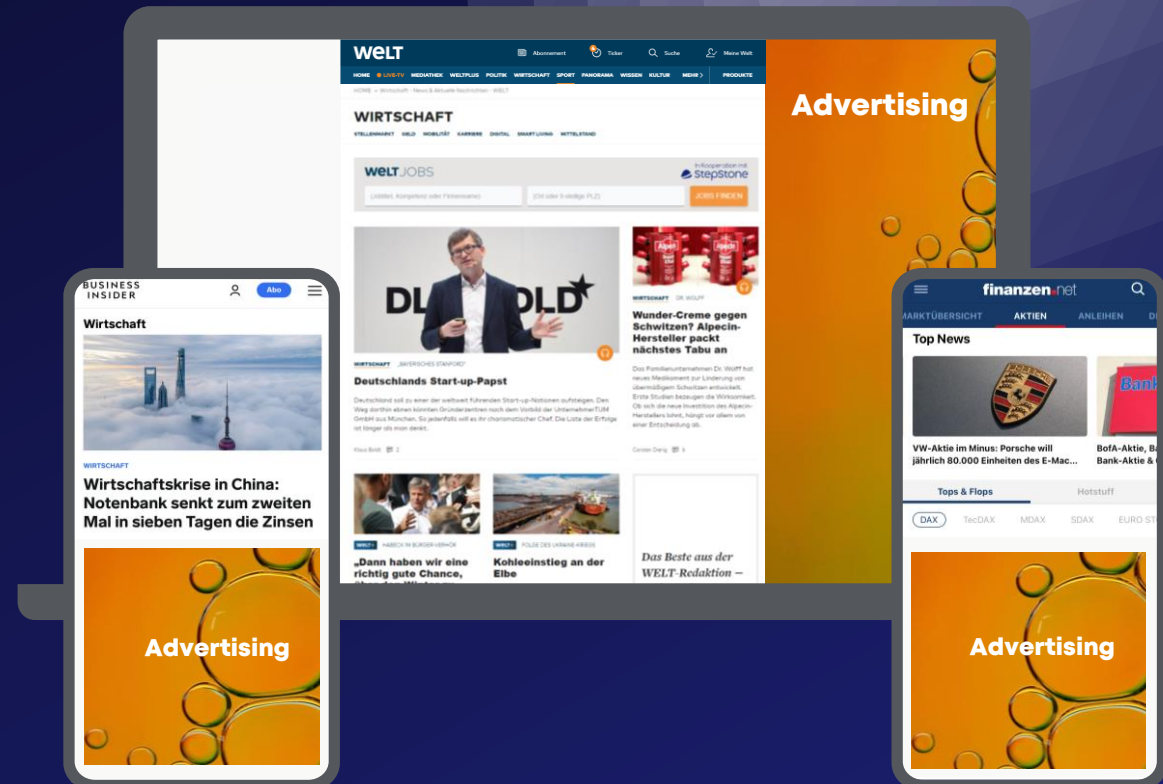
For a whole day<sup>1</sup> you will occupy exclusive placements in the visible area where the attention of our WELT, Business Insider and Finanz.net<sup>2</sup> users is highest. We guarantee optimal viewability<sup>3</sup> and maximum engagement.

**5.30 million** guaranteed AI  
Gross price: €110,000

<sup>1</sup> only bookable Monday - Friday, Business Insider and WELT from 10 a.m. to 10 a.m., Finanz.net from 12 a.m. to 11:59 p.m.

<sup>2</sup> Package can also be booked without Finanz.net: 2.7 million AI per day, €54,000;

<sup>3</sup> Desktop advertising material: wallpaper or half-page ad, mobile advertising material: content ad or medium rectangle AND lead ad (4:1/6:1) mandatory, other advertising materials on request



MORE RANGE IS NOT POSSIBLE

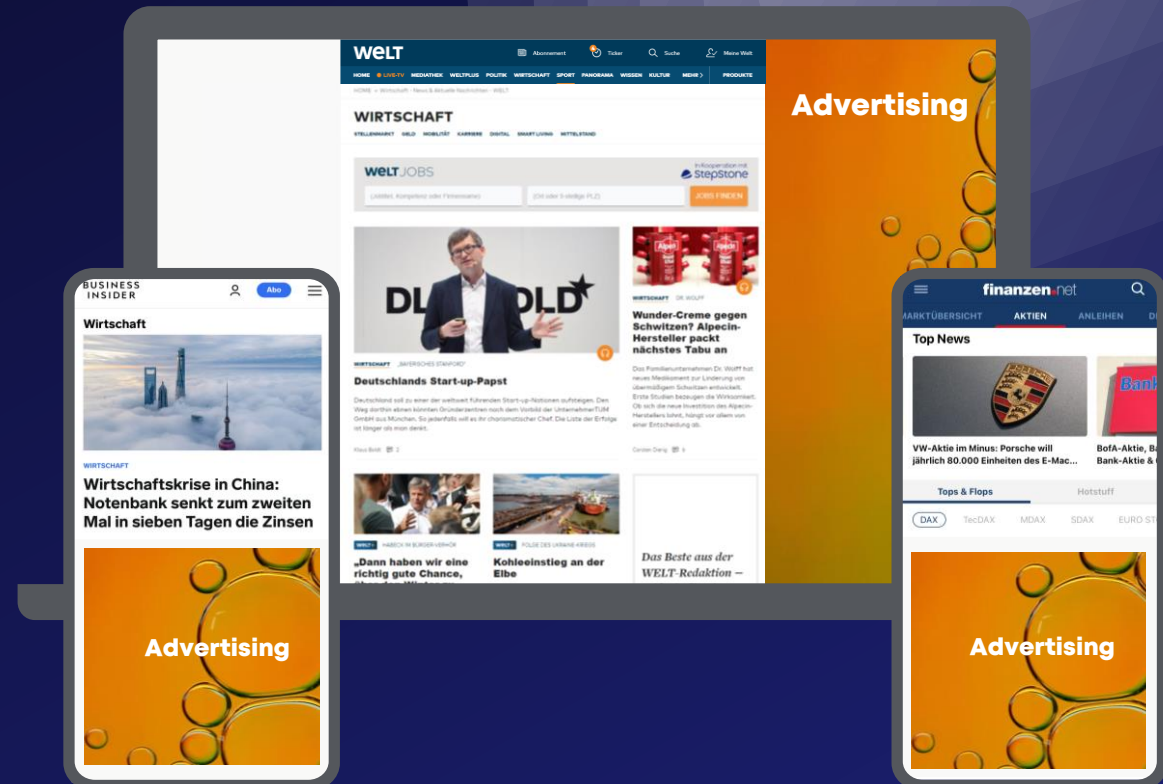
# DECISION MAKER MAX

Maximum visibility on all our decision makers brands for one day!

With the Decision Maker Max, all homepage start pages as well as the channel start and article pages with the highest reach are exclusively occupied on one day<sup>1</sup>.

We guarantee optimal viewability<sup>2</sup> and maximum engagement.

**8.76 million** guaranteed Als  
Gross price<sup>3</sup>: €172,000



<sup>1</sup> only bookable Monday - Friday, Business Insider and WELT from 10 a.m. to 10 a.m., Finanzen.net from 12 a.m. to 11:59 p.m.

<sup>2</sup> Desktop advertising material: wallpaper or half-page ad, mobile advertising material: content ad or medium rectangle AND lead ad (4:1/6:1) mandatory, other advertising materials on request.

<sup>3</sup> can also be booked in the Deluxe (€221,000) and Supreme (€365,000) variants.

# ADVERTORIAL

The creation is carried out in close coordination with the sales editorial team at finanzen.net. Traffic supply via teaser areas in the direct editorial environment.

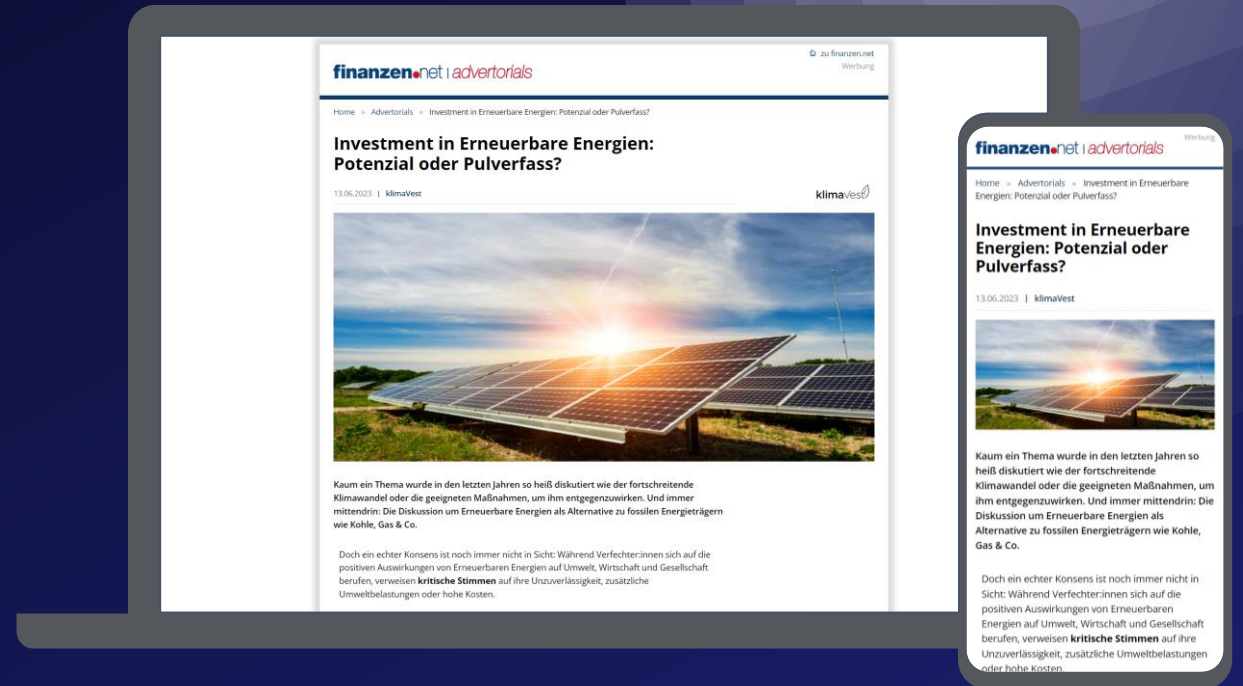
Integration of wallpaper, brand or product logos on the landing page of the advertorial is possible.

Multiscreen: The article page can be accessed stationary and mobile.

10,000 guaranteed views

Gross price: €30,000<sup>1</sup>

<sup>1</sup>) plus creation costs: €2,500





# BRAND STORY

Take advantage of the opportunity to position yourself exclusively with your topic.

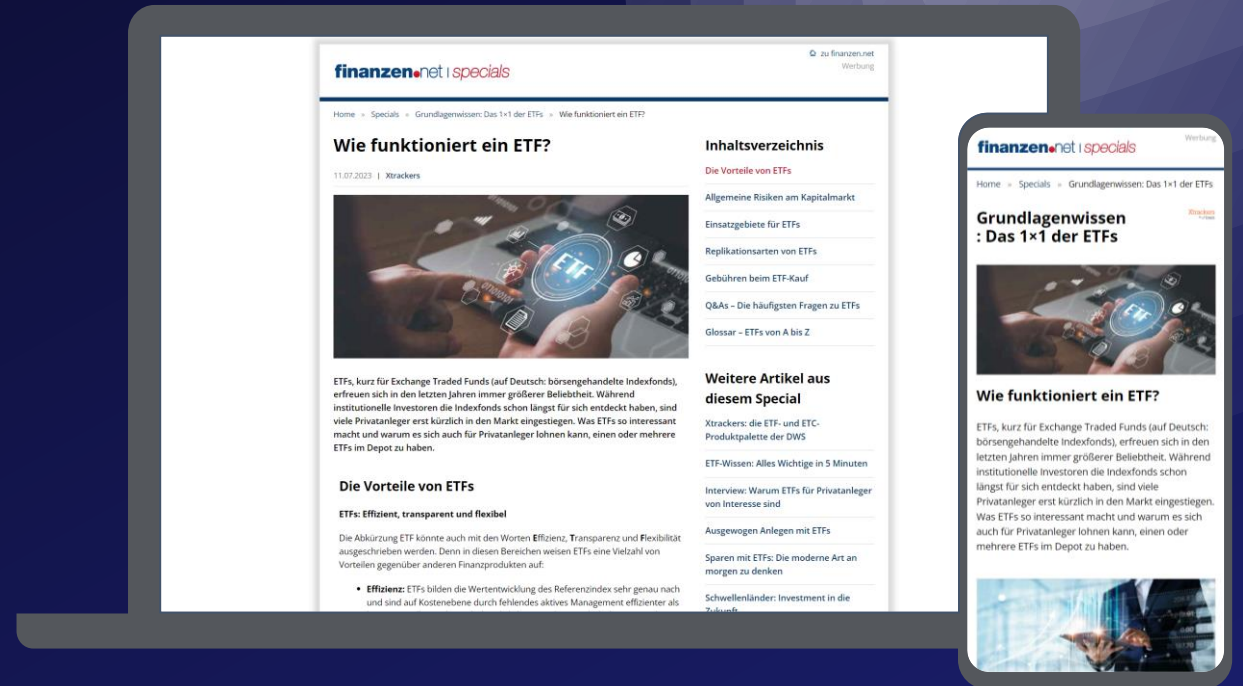
Professionally prepared texts and graphics from the finanzen.net sales editorial team create a high-quality environment for your message.

Your topic will be awarded exclusively once a year as a special and will be prominently advertised in the navigation, the homepage and related environments via teaser areas.

In the special you occupy exclusive teaser areas throughout the entire duration.

30,000 guaranteed views  
Gross price: €65,000<sup>1</sup>

<sup>1</sup>) plus creation costs: €2,500



# YOU CAN FIND YOUR SALES CONTACTS HERE

WE LOOK FORWARD TO DISCUSSIONS WITH YOU

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