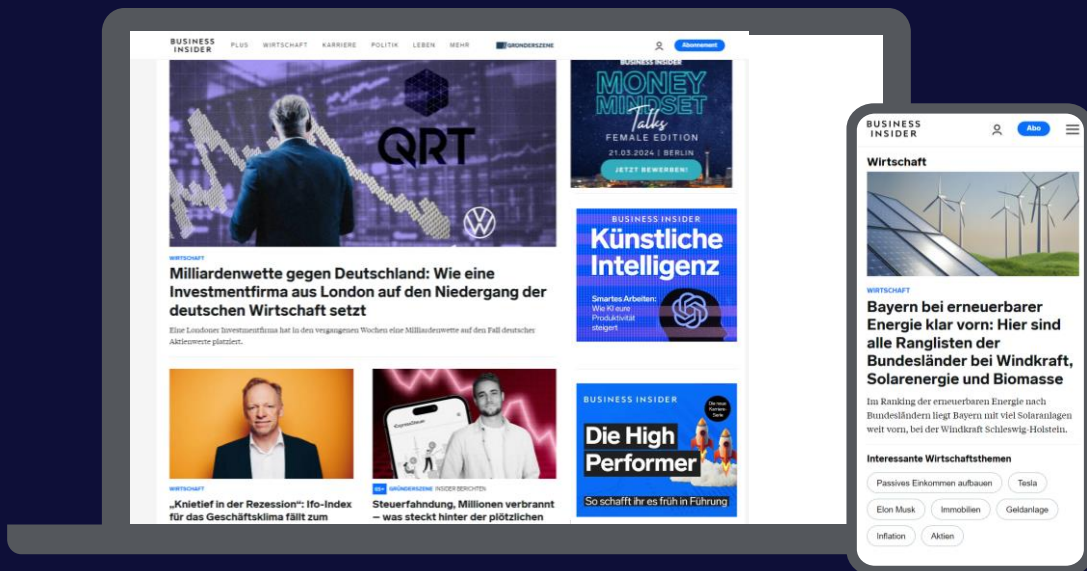


# BUSINESS INSIDER



## CONCEPT

BUSINESS INSIDER Germany is the media brand for young professionals and decision-makers of tomorrow.

Independent, modern and optimistic journalism with a focus on business, career, politics and life.

Gründerszene is the leading platform for the German startup economy and has been part of Business Insider Germany since 2020.

Website		Users	
Unique User <sup>1</sup>	5.20 million	male	57 %
Visits <sup>2</sup>	12,4 million	16-49 years <sup>1</sup>	56 %
Page Impressions <sup>2</sup>	14,85 million	household net income €3.000 and more <sup>1</sup>	53 %

<sup>1</sup>) Source: agof daily digital facts, basis: digital WNK 16+ years (61.63 million); Single month December 2022, accessed on: February 1, 2023.  
<sup>2</sup>) IVW February 2024

# PRICE LIST 2024



Daily and weekly fixed placements

HomeRun (multiscreen) <sup>1</sup>   10am-9:59am	Guarantee <sup>2</sup> / Price	
<b>Guaranteed ad impressions</b>	200,000 ai/day	1.4 million ai/week
<b>BASIC</b> Stationary: Wallpaper/Fireplace/Billboard/(Dynamic) Sitebar Mobile (NEW): Sticky Lead Ad (6:1/4:1) & Medium Rectangle, Understitial / Cube Ad (MMR) / Gallery Ad (MMR)	€8,000	€42,000
<b>DELUXE</b> Stationary: Billboard (100/1) / Video Wall <sup>3</sup> / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad / TwoFace Ad <sup>3</sup> , Cinematic Ad, Direction Ad, Curtain Dropper <sup>3</sup> , Catalog Ad Mobile (MEW): Sticky Lead Ad (6:1 / 4:1) & Understitial / Interscroller / Medium Rectangle / Cube Ad (MMR), TwoFace Ad <sup>4</sup> / Gallery Ad (MMR) / Mobile Click & Swipe	€9,500	€48,500
<b>SUPREME</b> Stationary: Big Stage <sup>4</sup> (Automatic Pre Expanding Video Wall, max. 8 seconds) Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Presitial & Medium Rectangle / (Video) Interscroller <sup>3</sup> / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR)	€16,000	€81,000
Gründerszene Takeover (multiscreen)   10am-9:59am	Guarantee <sup>2</sup> / Price <sup>5</sup>	
Available in Basic and Deluxe variants <sup>6</sup>	250,000 ai/week	€9,000

1) Targeting: €15,000 surcharge; Options regional and social. A creative pool (up to 1,500 creatives) tailored to the targeting areas can be created automatically. A neutral fallback advertising material is required.

2) All stationary and mobile formats are relevant to the guarantee and billing. If one of these advertising materials is not delivered, the selected main advertising materials will be delivered as ROS placement on the booked day in order to reach the booked guaranteed amount.

3) A billboard is required for tablet | no video | The advertising medium is displayed on mobile in the interscroller |

4) Plus creation costs €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; MEW: various formats to choose from.

Standard advertising materials must be available 3 working days before going live, special advertising materials must be available at least 5 working days.

5) Prize associated with Homerun Business Insider; not SR capable, but AE and AR capable. Stand alone booking: €9,000, not SR-capable, but AE- and AR-capable.

6) Identical advertising media as Business Insider's home run

We guarantee viewable impressions on a 50/1 basis. In order to guarantee the delivery of viewable ad impressions, compliance with our advertising material specifications must be ensured.

# PRICE LIST 2024

## Fixed Placements

<b>Decision Maker Homepage Bundle<sup>1</sup></b> WELT.de, Business Insider, Gründerszene   10-10 a.m. Finanzen.net   0-11:59 p.m	<b>Guarantee<sup>2</sup> / Price</b>
Guaranteed Ad Impressions	3,450,000 AI/Day
<b>BASIC</b> Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW): Lead Ad (4:1 / 6:1) & Medium Rectangle	€86,000
<b>DELUXE</b> Desktop: Video Wall <sup>3</sup> / Double Dynamic Sitebar / other special formats possible Mobile (MEW): Lead Ad (4:1 / 6:1; optional sticky) & Understitial / Interscroller / Medium Rectangle Mobile	€99,000
<b>SUPREME</b> Desktop: Big Stage <sup>4</sup> (Automatic Pre Expanding Video Wall) Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller <sup>4</sup> / Content Ad / Understitial <sup>4</sup>	€163,000
<b>Decision Maker Run (Multiscreen)</b> WELT.de, Business Insider, Gründerszene & Finanzen.net	<b>Guarantee / Price</b>
<b>BASIC<sup>5</sup></b> Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Cube Ad (MMR)	5,500,000 AI/Day <sup>6</sup>  €110,000
<b>Decision Maker Max (Multiscreen)</b> WELT.de, Business Insider, Gründerszene & Finanzen.net	<b>Guarantee / Price</b>
<b>BASIC<sup>5</sup></b> Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Cube Ad (MMR)	8,760,000 AI/Day <sup>6</sup>  €172,000

1) The following homepages are occupied on one day: WELT.de, finanzen.net, Business Insider - Collective volume: The achievement of the total AI of the package is relevant for billing - not all positions of the package have to contribute to the fulfillment of the total AI.

2) All stationary and mobile formats are relevant for warranty and billing. If one of these advertising materials is not delivered, the selected main advertising materials will be delivered as ROS placement on the booked day in order to reach the booked guaranteed amount.

3) FC=1/day, a billboard or a fireplace can remain as a fallback. Only the fallback advertising medium, e.g. the billboard, is delivered in the tablet browser.

4) Plus creation costs of € 4,800 for creation by MI, lead time of at least 15 working days from delivery of the assets (video, image material, etc.); FC 1/day for the animation; MEW & app; various formats to choose from.

5) can also be booked in the variants Run Deluxe (€150,000) / Max Deluxe (€221,000) and Run Supreme (€250,000) / Max Supreme (€365,000), see formats in the decision maker homepage bundle

6) only bookable Mon. - Fri., duration Business Insider and WELT from 10 - 10 a.m., Finanzen.net from 0 - 11:59 p.m.

# PRICE LIST 2024

## Content Presentings

Content Presenting (multiscreen)	Channel	Guarantee / Price <sup>1</sup>
Exclusive placement of all advertising fields in the visible area with guaranteed ai volume  Stationary: billboard / (dynamic) sitebar / fireplace / skyscraper  Mobile (mew): sticky lead ad (4:1 / 6:1)	Business <sup>1</sup>	2.4 million AI / month €70,000 600,000 AI / week €17,000
	Politics	1.6 million AI / month €45,000
	Life	600,000 AI / week €17,000
Business Insider Run (multiscreen)		Guarantee / Price <sup>2</sup>
Exclusive placement for 7 days with guaranteed ai volume in the visible area of the top channels and all articles		1.5 million AI / week €45,000

## Branded Content

Advertorial	Guarantee / Price <sup>2</sup>
<b>ADVERTORIAL   4 WEEK DURATION</b>	2.5 million AI €25,000 <sup>3</sup>
Brand Story	Guarantee / Price <sup>2</sup>
<b>BRAND STORY   4-6 WEEKS DURATION</b>	5,000 Views €17,500 <sup>3</sup>

- 1) Prices are discountable, agency discount eligible
- 2) Excludes sub-channel business/tech
- 3) Plus €3,500 creation costs (not agency discount compatible)

# CPM PLACEMENTS

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)			
	AdBundle, Skyscraper, Superbanner, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Billboard <sup>1</sup>
Mobile Content Ad 6:1 + 4:1	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, Prestitial, Sticky Lead Ad 4:1	RoS & Custom €72	RoS & Custom €82	RoS & Custom €92

VIDEO			
InText Outstream Ads <sup>2</sup>	on start, up to 20 sec.	RoS & Custom €60	

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
	Dynamic Fireplace	CPM Fireplace plus €5 surcharge in combination with a mobile format
	Video Wall	Desktop only <sup>3</sup>
	Desktop Only	highest price category plus €10 CPM surcharge
	Mobile Only	highest price category
	Tandem- / Triple Ads on request	
	more video formats on request	

Remarks:

- 1) Can also be booked as a cinematic ad (surcharge +€5 in combination with a mobile format).
- 2) Excess length (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM; billing on CPCV basis: RoS & Custom 19 cents, excess length (21 to incl. 30 sec.) +8 cents surcharge, shorter spot (up to incl. 15 sec.) -3 cents discount. Paid targeting possible against CPM surcharge.
- 3) Only the billboard is played on tablets, other formats upon request.

Standard advertising material must be available 3 days before going live, special advertising material at least 5 days. In the event of under-delivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as subsequent delivery. All prices are (unless otherwise stated) CPM or fixed prices, less AE, plus VAT. | Subject to alterations and errors excepted | Specifications at: [www.mediaimpact.de/de/digital-formate](http://www.mediaimpact.de/de/digital-formate)