

OUR  
**DECISION MAKER**  
PRODUCTS 2025

*impassioned by*

media **impact**—

**BUSINESS  
INSIDER**

**WELT**

media **impact**—

# OUR **DECISION MAKER** PRODUCTS

## **DECISION MAKER HOME BUNDLE**

2.45 million AIs  
per day

## **DECISION MAKER HOME BUNDLE ADVANCED**

4.45 million AIs  
per day

## **DECISION MAKER ROADBLOCK**

11.41 million AIs  
per day

# OUR **DECISION MAKER** BRANDS

# WELT

**WELT Digital** has been  
climate neutral since 2023<sup>1</sup>

**18.91 million Unique Visitors<sup>2</sup>**

WELT Digital represents the core topics politics, economy & debate, and is one of the leading news websites in Germany.

# BUSINESS INSIDER

**6.51 million Unique Users<sup>3</sup>**

BI embodies high-quality economic journalism for an engaged generation, focusing on the core topics: economy, finance, career, politics, and technology.

1) More information at: <https://www.welt.de/verantwortung/>  
2) Source: AGF X-Reach, Beta test, single month July 2024  
3) AGOF May 2022

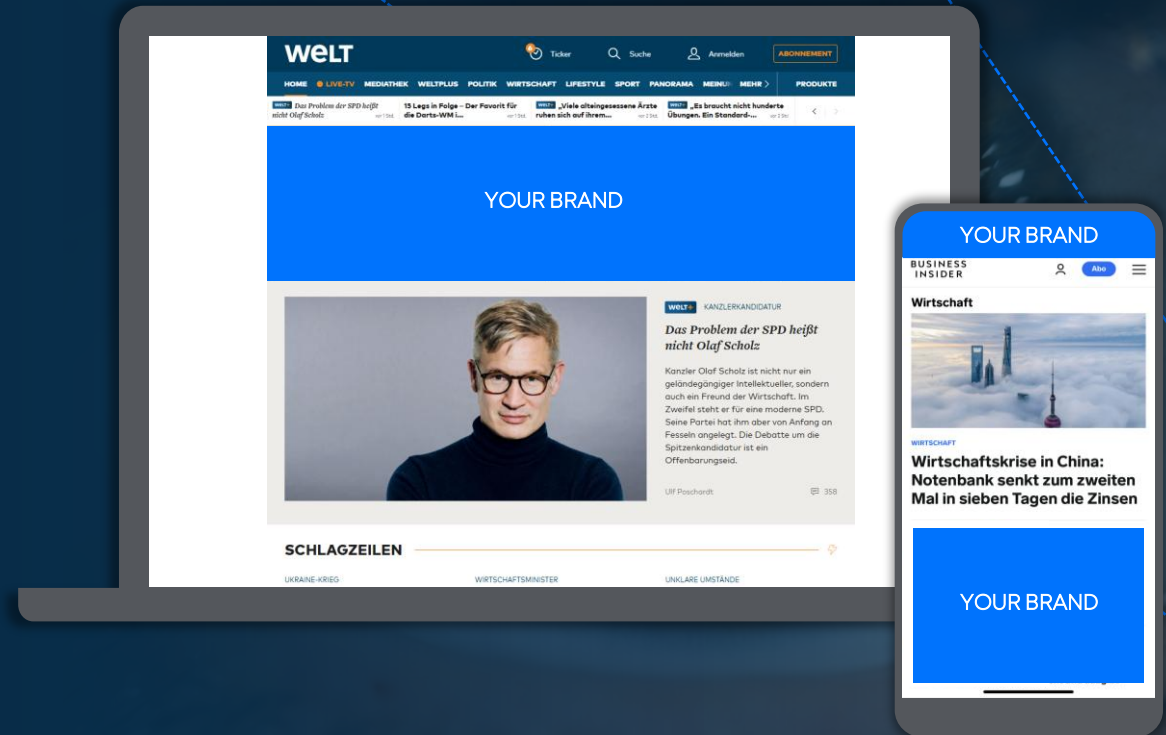
# DECISION MAKER HOMEPAGE BUNDLE

With this product, all Media Impact Decision Maker homepages are available with one booking.

The campaign is played out on a multiscreen basis to reach your target group in the best possible way in every usage situation.

# 2.45 million

GUARANTEED AIS / DAY



Available in the variants Basic (€66,000), Deluxe (€77,000), and Supreme (€124,000)  
Gross prices (eligible for special discount, agency commission & agency discounts)  
Exemplary presentation of advertising material (Desktop: Billboard, MEW: Sticky Lead Ad & Mobile Medium Rectangle)

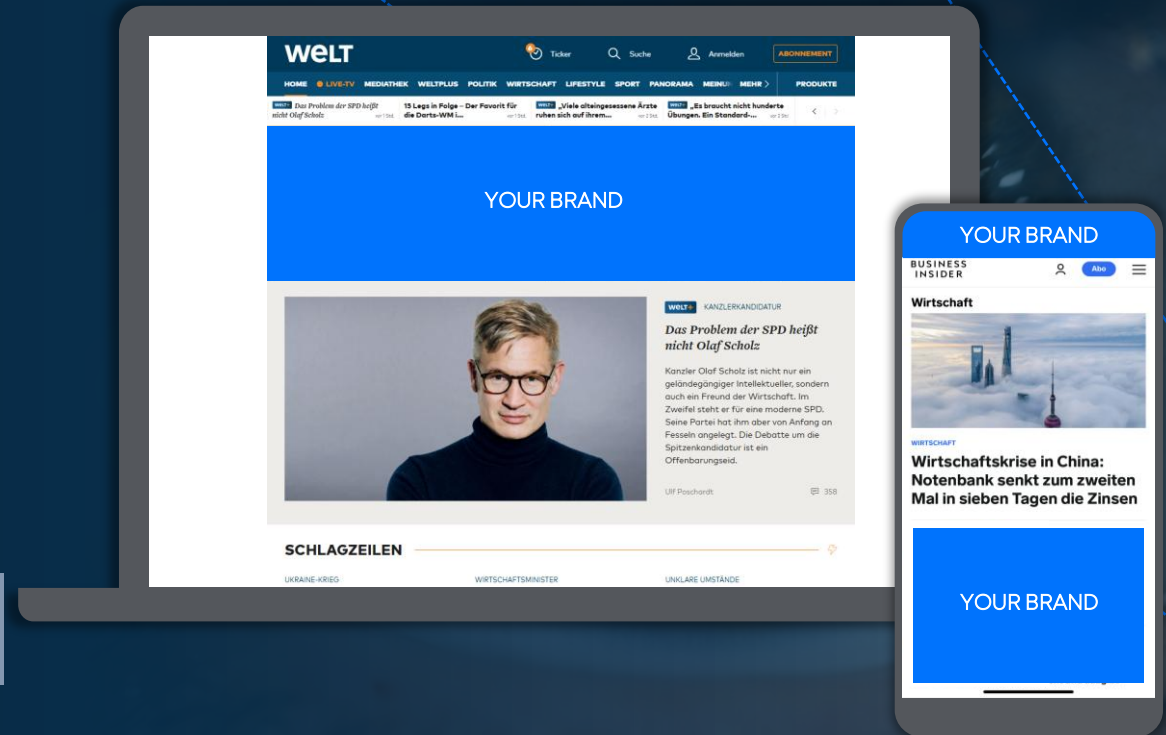
# DECISION MAKER HOMEPAGE BUNDLE ADVANCED

By combining the Decision Maker Homepage Bundle with WELT First Contact, you will receive an additional 2 million AIs across the entire portal.

A premium placement that leaves a lasting impression.

# 4.45 million

GUARANTEED AIS / DAY



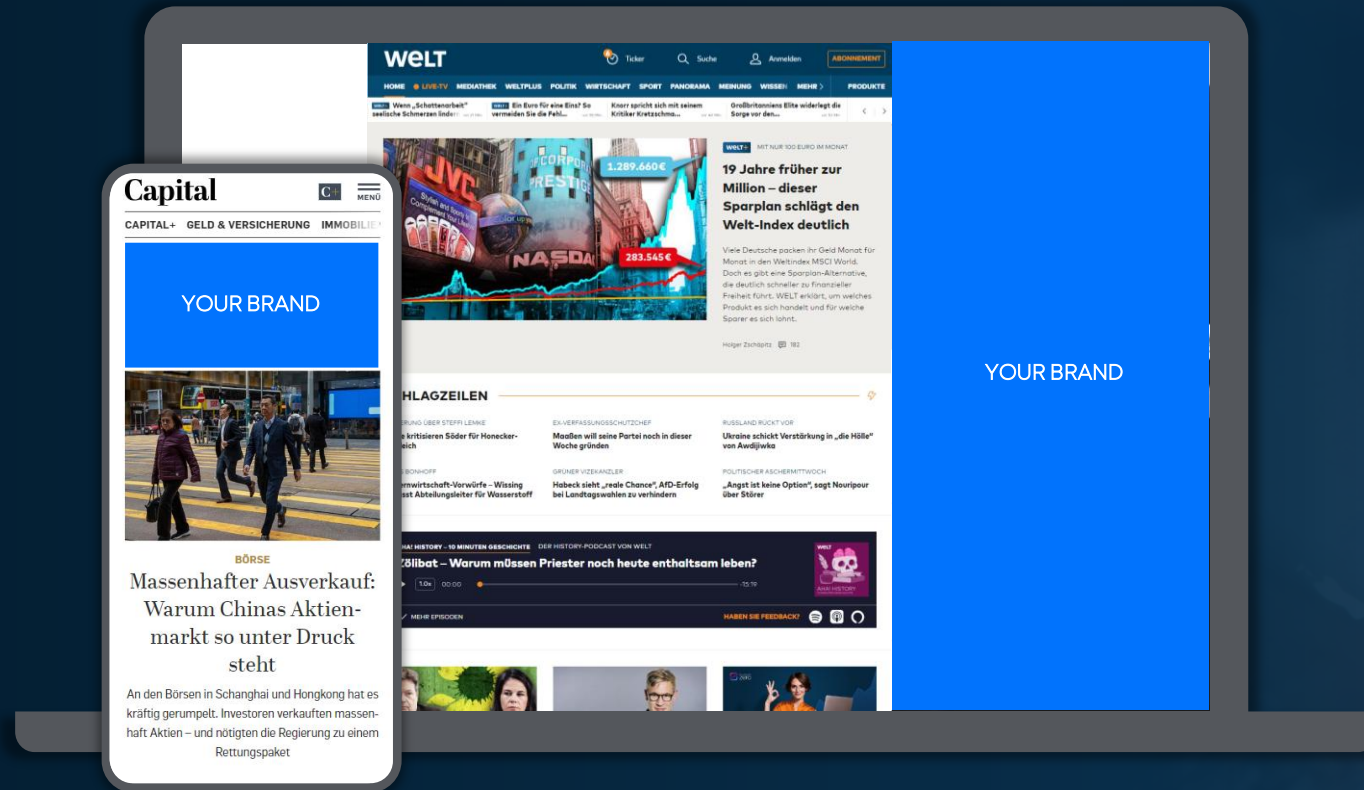
Available in the variants Basic (€93,000), Deluxe (€109,000), and Supreme (€176,000)  
Gross prices (eligible for special discount, agency commission & agency discounts)  
Exemplary presentation of advertising material (Desktop: Billboard, MEW: Sticky Lead Ad & Mobile Medium Rectangle)

# DECISION MAKER DISPLAY ROADBLOCK

# 11.41 million

GUARANTEED AIS / DAY<sup>1</sup>

Reach even more decision makers with our eye-catching Display Roadblock in cooperation with the influential brands of Ad Alliance<sup>2</sup>.



AD ALLIANCE

- 1) Gross price: €323,582 (eligible for special discount, agency commission & agency discounts)
- 2) Media Impact acts as a service provider of Ad Alliance. In the event of a booking, the corresponding GTC apply to the part of Ad Alliance. The booking for the part of Ad Alliance is made with Ad Alliance.

# AGENDA-SETTING THROUGH STORYTELLING

# DECISION MAKER STORY KOMBO

Your story about new products or current offers will be authentically, clearly, and interactively presented in the style of our Decision-Maker brands.

The story, along with the associated teaser, will be created according to your specifications.

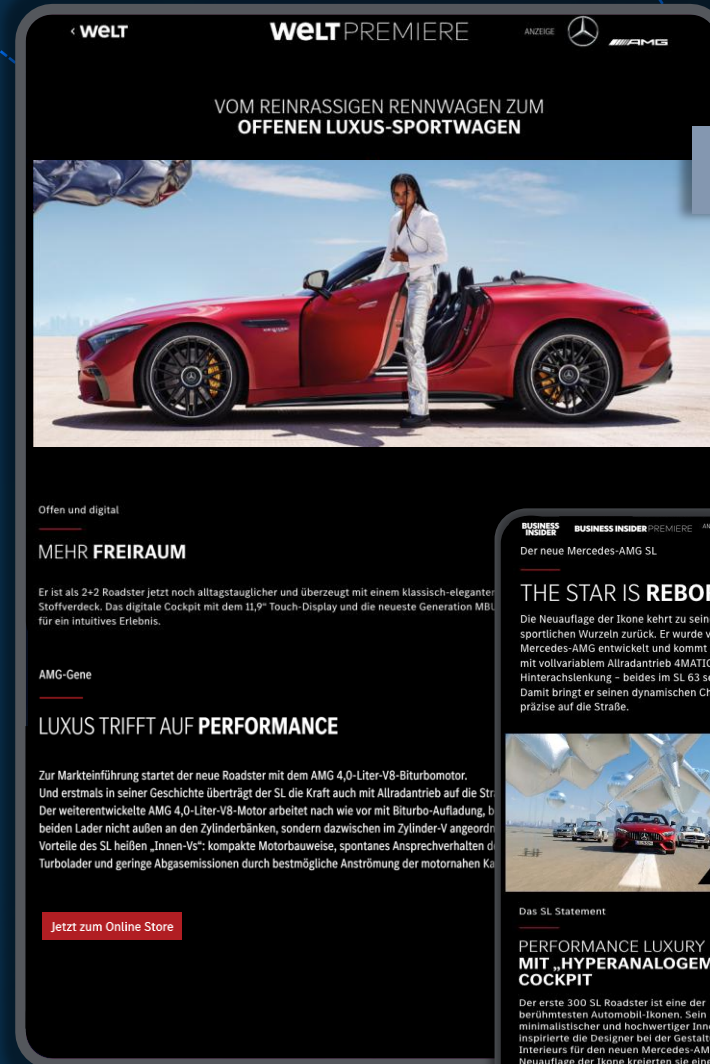
**Product-centered, personalized & promotional!**

# 13.4 million

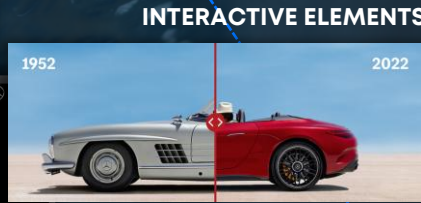
AD IMPRESSIONS

Gross price Interactive Product Story Bundle €97,500 (eligible for special discount, agency commission & agency discounts), plus €12,000 creation costs (not eligible for special discount, agency commission & agency discounts)

Exemplary representation of an Interactive Product Story on WELT (Desktop) and Business Insider (MEW), optional creation as a non-interactive story for €8,000 possible



**28,000**  
GUARANTEED VIEWS



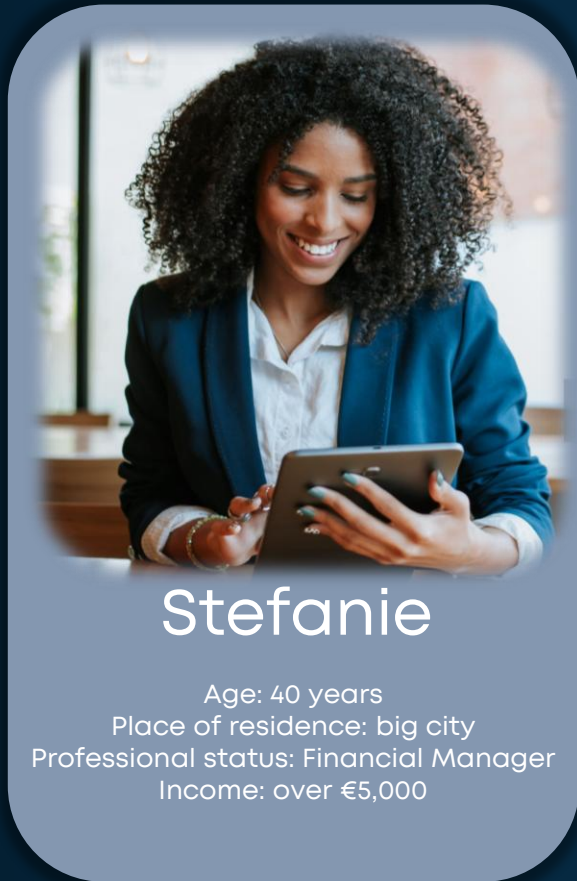
CALL TO ACTION BUTTON

**Jetzt konfigurieren**



MIT DATA  
**TARGETING** ZU  
NOCH MEHR  
**REICHWEITE**

# DECISION MAKER PERSONA TARGETING



## SKILLS

Communication ★★☆☆☆  
Rhetoric ★★★★★

Self-confidence ★★★★★  
Leadership ★★★★★

## ABOUT ME

Stefanie's life is very dynamic - she works in a management position and is responsible for important decisions. Stefanie is also a family person, is married and has two children.

## ATTITUDE

Stefanie is aware of her job position and the income that comes with it, so she favors premium products and upmarket services and likes to seek expert opinions when making purchasing decisions.

## INTERESTS

Stefanie prefers to spend her free time with her family - and enjoys going on vacation. Outside of work, Stefanie listens to music on the radio to relax. She also enjoys doing sport, whether at home or at the gym.

### PERSONA DECISION MAKER<sup>1</sup>

**Formats: freely selectable**

**Placement: ROP**

**Gross CPM: €20<sup>2</sup> surcharge on your volume booking**

1) Persona based on structural analysis of b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform  
2) Gross price (eligible for special discount, agency commission & agency discounts)

# YOUR CONTACT

YOU CAN FIND YOUR  
SALES CONTACT [HERE.](#)

