

BUSINESS INSIDER

MEDIA KIT 2025

impassioned by

media **impact**—

**BUSINESS
INSIDER**

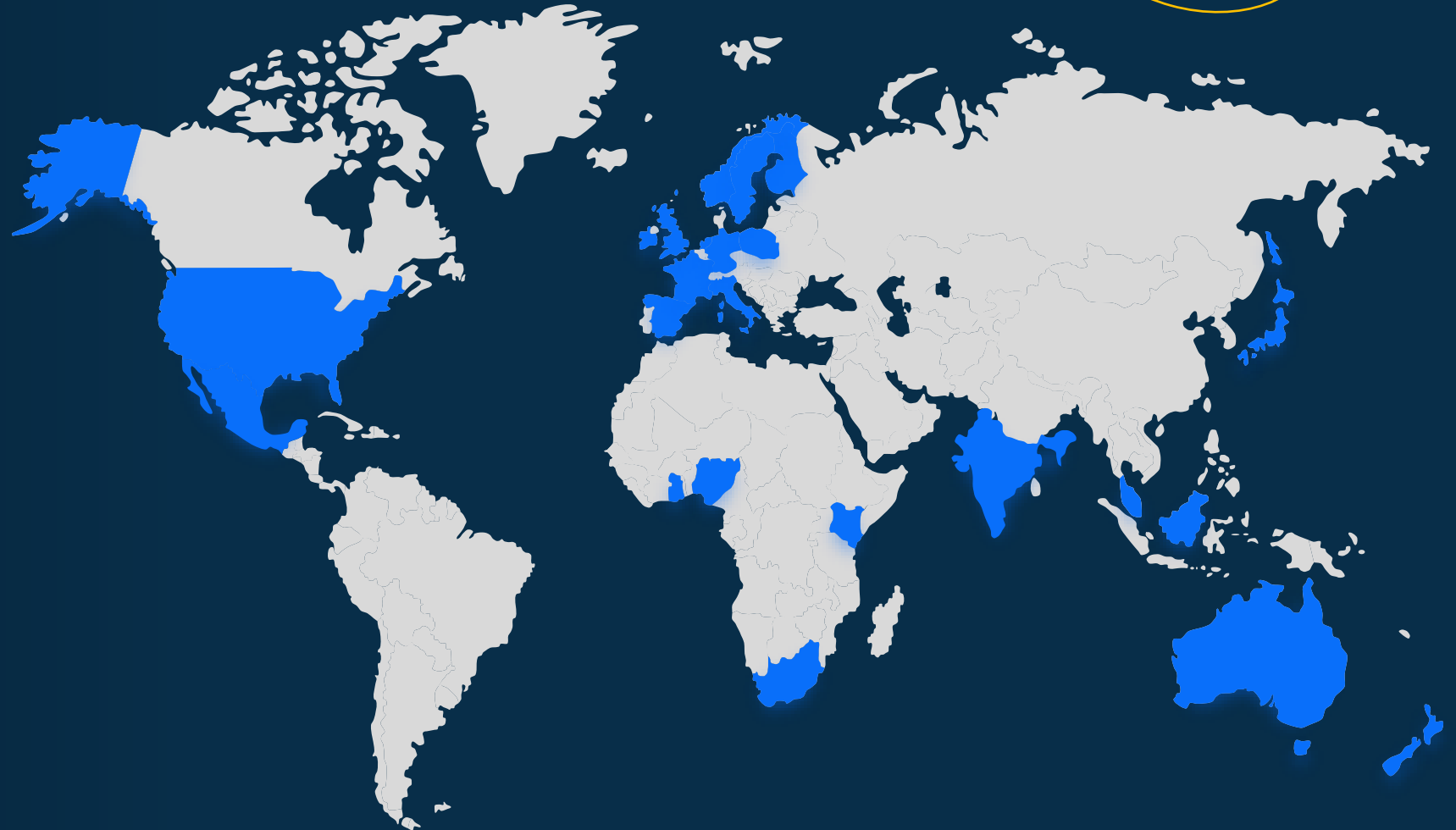
| media **impact**—

BUSINESS INSIDER GERMANY

PART OF
SOMETHING
BIGGER

Business Insider
Germany is part of
the largest digital
business brand
worldwide.

We help our readers
make the right decisions
for their professional lives
through modern business
journalism and publish
exclusive insider stories.



BUSINESS INSIDER

4 million

UNIQUE USERS / MONTH¹

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

GRÜNDERSZENE

1.03 million

UNIQUE USERS / MONTH²

GRÜNDERSZENE is the leading platform for the German startup scene, focusing on relevant news about startups, fintechs, finance, business, and careers.

1) b4p 2024 III

2) Source: AGOF 05 / 2022

DISPLAY ADVERTISING

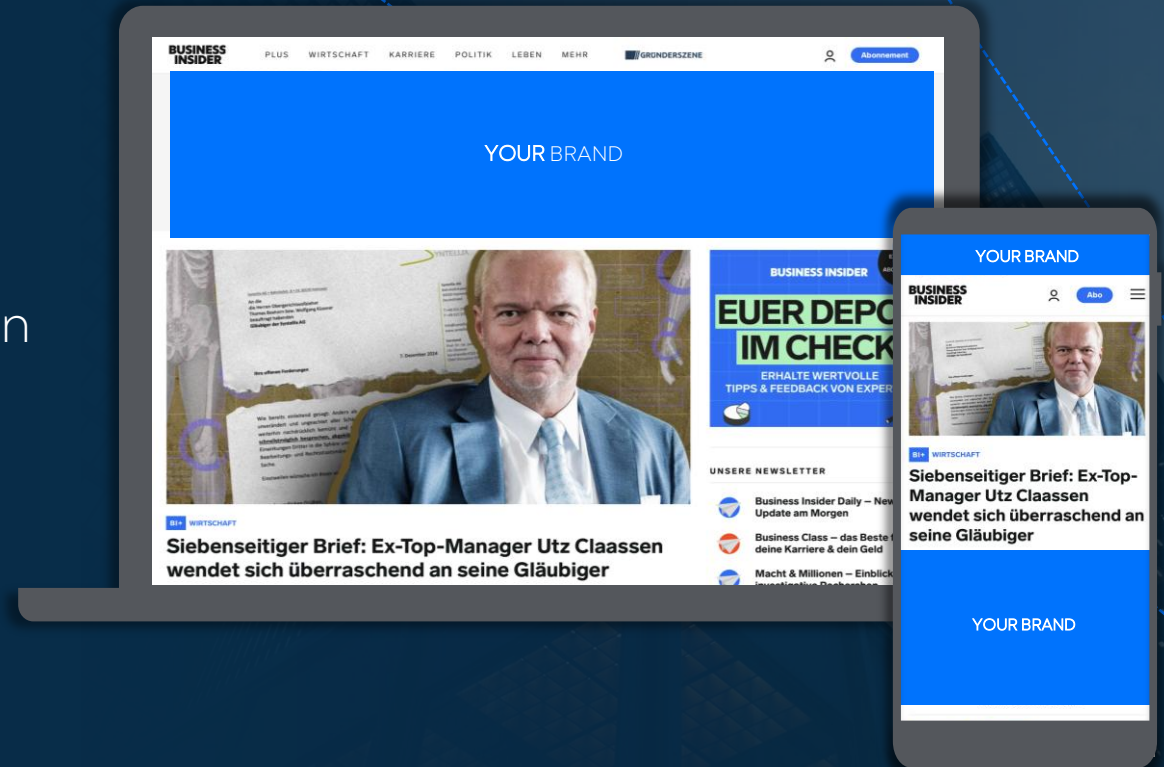
BUSINESS INSIDER HOMERUN

Attract the Business Insider users to your site with the most prominent place on the homepage.

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

200,000

GUARANTEED AIS / DAY



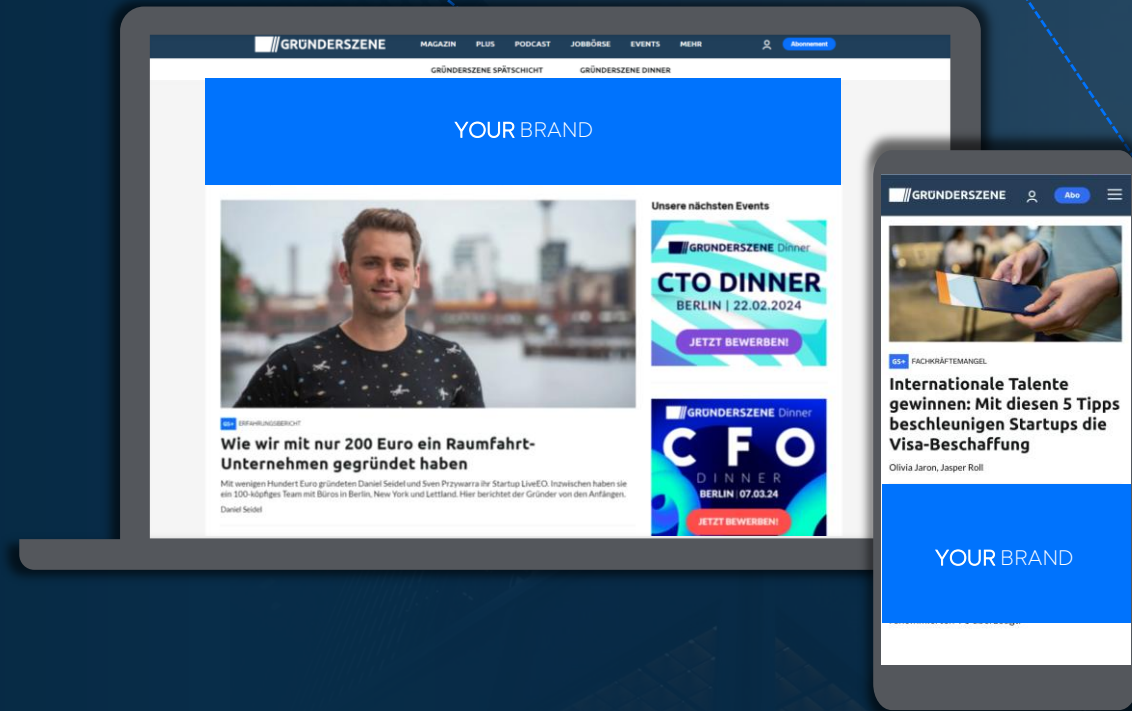
Available in the variants Basic (8.000 €/TFP; 42.000€/WFP), Deluxe (9.500 €/TFP; 48.500€/WFP) and Supreme (16.000 €/TFP; 81.000/WFP);
Gross prices (eligible for special discounts, agency commission & agency discounts)
Exemplary presentation of advertising material (Desktop: Billboard, MEW: Sticky Lead Ad & Mobile Medium Rectangle)

GRÜNDERSZENE WEEKLY FIXED PLACEMENT

Secure the weekly fixed placement¹ across the entire Gründerszene channel and additionally reach an audience with startup vibes.

250,000

GUARANTEED AIS / WEEK



¹) 9,000 € net (not eligible for special discount, agency commission & agency discount), advertising material identical to Business Insider Homerun

CONTENT PRESENTING

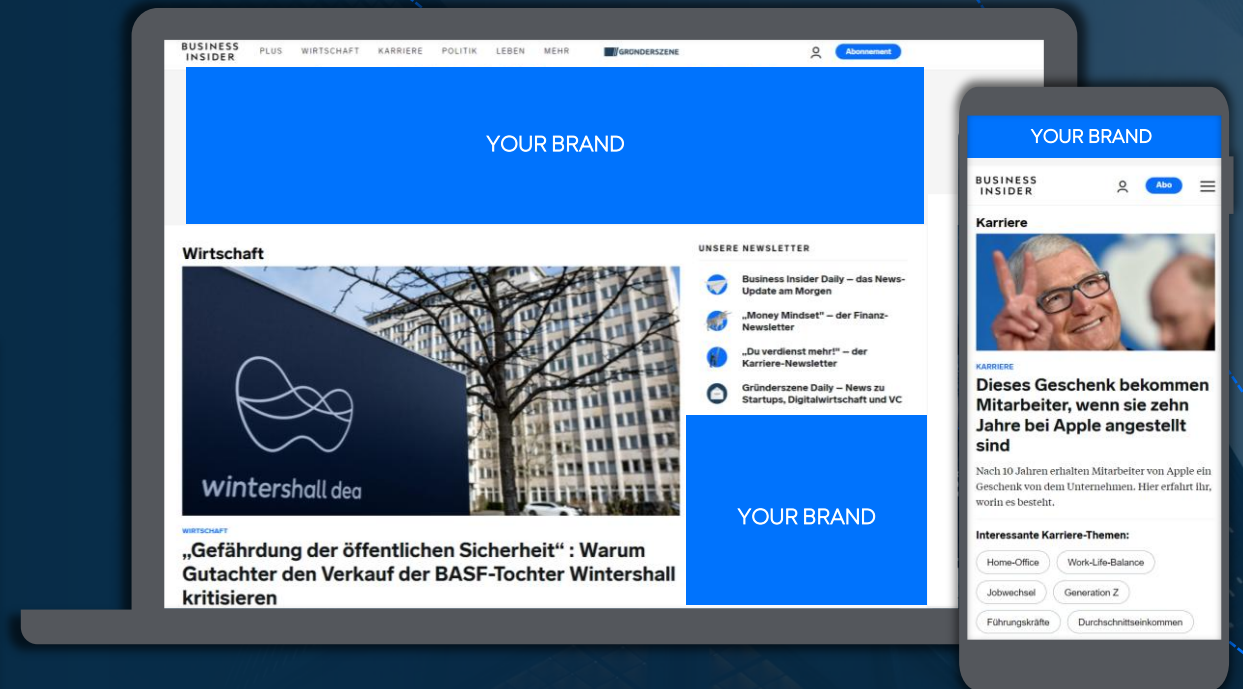
Place your advertising material permanently and exclusively in the desired channel and on all associated article pages¹.

Channel	Formats	Guaranteed AI	Price ²
Business ³	Desktop:	2,400,000 / month	70,000 €
	Billboard, Fireplace, Sitebar	600,000 / week	17,000 €
Science	or Skyscraper &	1,600,000 / month	45,000 €
Politics	Mobile:	1,600,000 / month	45,000 €
Life	Banner (2:1, 4:1)	600,000 / month	17,000 €

1) Includes BI & BI+ articles

2) Prices are eligible for special discount, agency commission & agency discount

3) Except sub-channel: business/tech



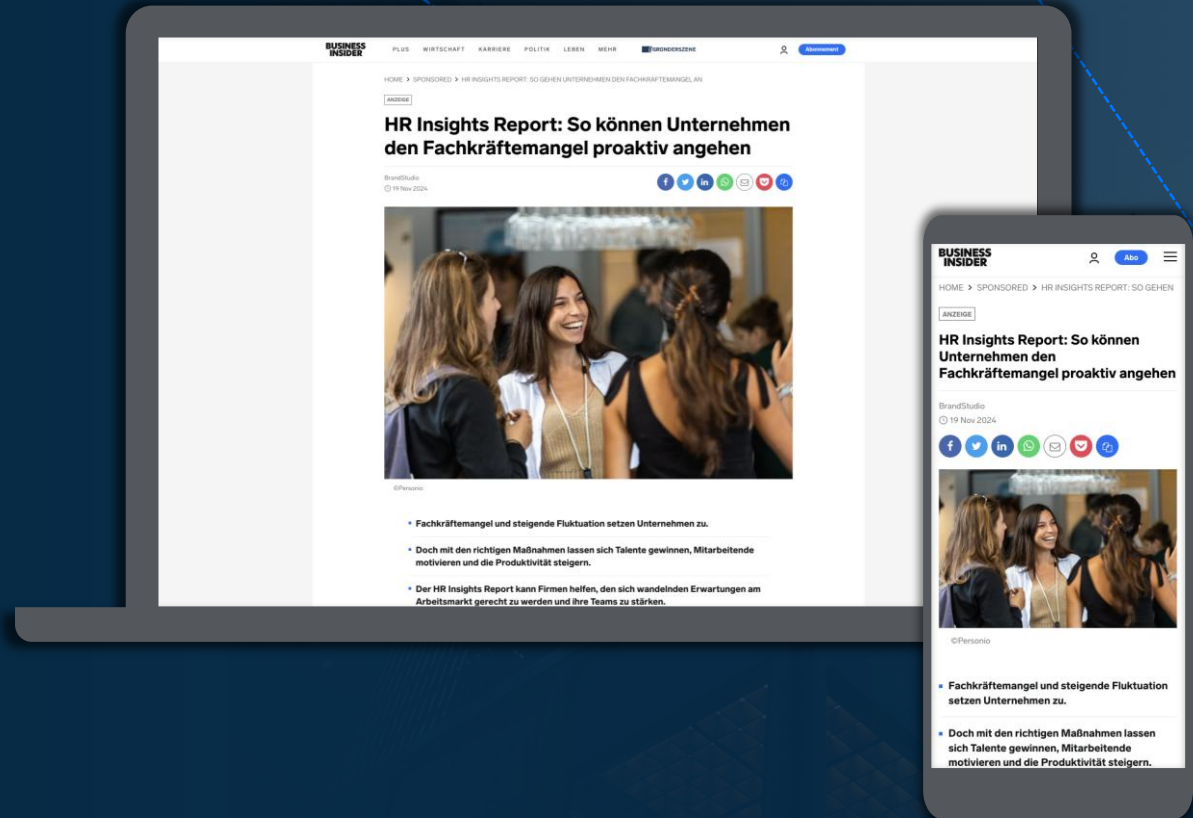
ADVERTORIAL

Product-centric story¹ including traffic-generating advertising material with clear purchase messages in the individual **look and feel** of Business Insider Germany.

Integration of **image galleries and videos** to showcase products in a particularly stylish and elegant way.

2.5 million

GUARANTEED AIS



¹) Possible content items: competitions, prizes, brand & product logos, commercials or making-offs
Gross price: €25,000 (eligible for special discount, agency commission & agency discount) plus
€3,500 creation costs (not eligible for special discount, agency commission & agency discount)

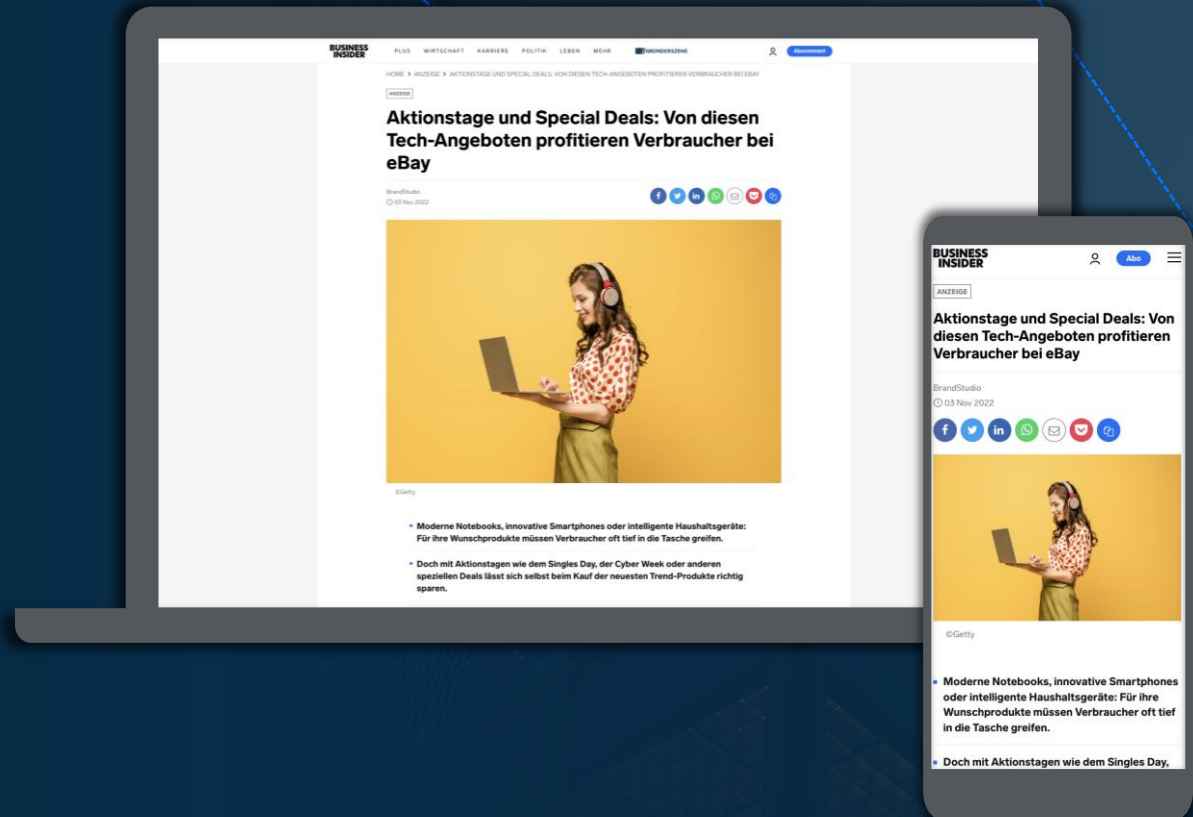
BRAND STORY

Editorial-style story¹ with the **look and feel** of Business Insider and a clear message from your brand.

Traffic is fed natively and **via various channels**.

5,000

GUARANTEED VIEWS



¹) Several stories can be bundled within an individually designed brand hub
Gross price: €27,500 (eligible for special discount, agency commission & agency discount) plus €3,500 creation costs (not eligible for special discount, agency commission & agency discount)

THEME SPECIAL¹

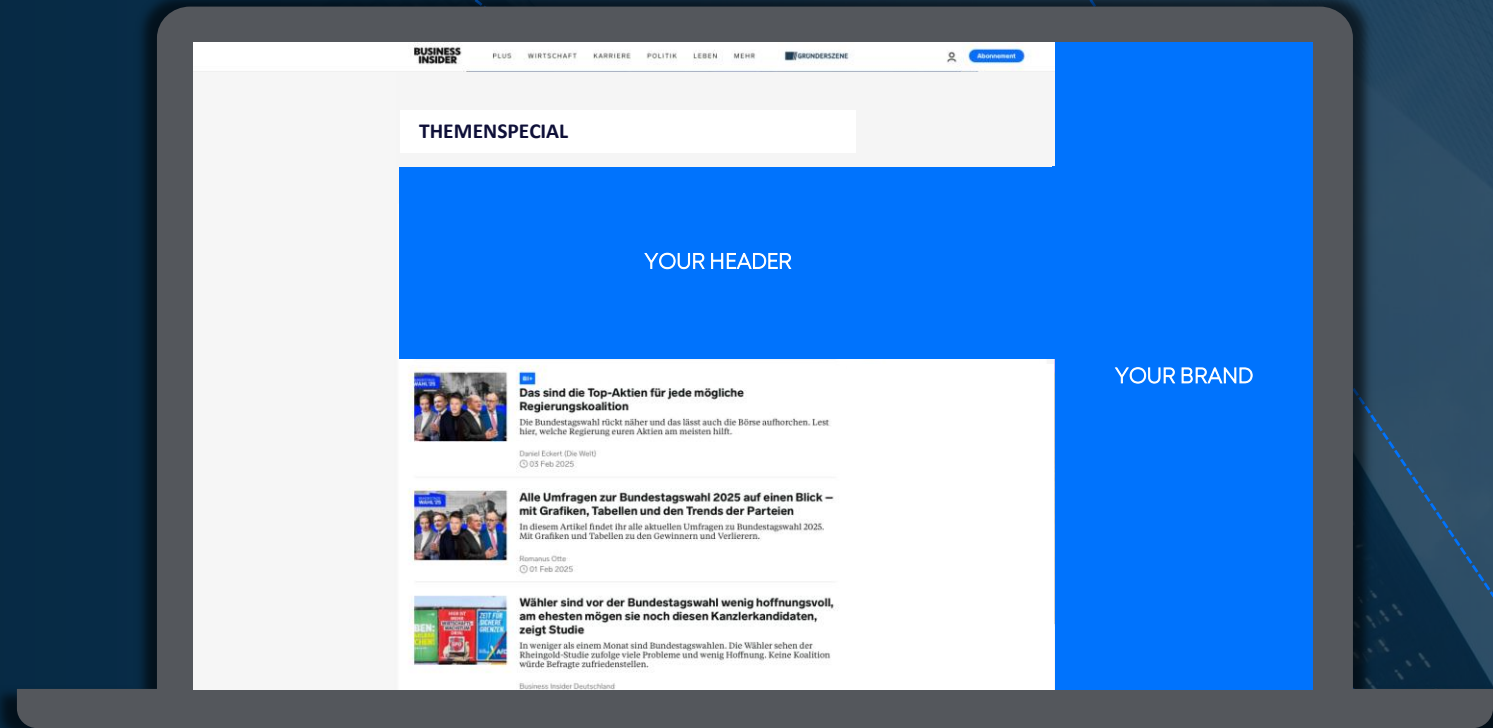
You will be presented as an exclusive advertising partner within a customized selection of editorial articles on a topic of your choice.

Throughout the entire duration, you will act as the sender of the special and additionally receive your own navigation entry on the website.

400,000

GUARANTEED AIS

YOUR TOPIC
OF CHOICE



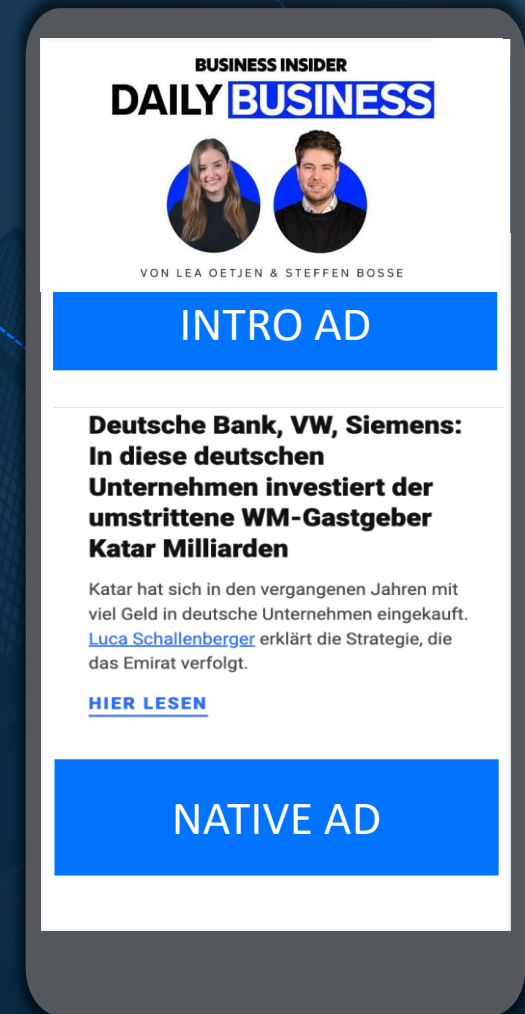
1) Gross Price: €25,000 (eligible for special discount, agency commission & agency discount) plus €4,000 creation costs (not eligible for special discount, agency commission & agency discount), exemplary presentation subject to editorial approval

NEWSLETTER

NEWSLETTER PLACEMENTS

Place your brand in our high-performance newsletters Business Insider Daily, Business Class and Gründerszene Daily.

You can choose between the Intro Ad¹ and Native Ad² variants – each as an image/text combination.



- 1) Price includes: Headline with max. 49 characters, text with max. 250 characters, banner as JPG (1080*160), CTA with max. 20 characters
- 2) Price includes: Headline with max. 80 characters, text with max. 350 characters, banner as JPG (1080*508), CTA with max. 20 characters
- 3) Price for weekly fixed placement BI Daily Intro Ad: €4,000; Price Native Ad: €3,000 costs (prices not eligible for special discount, agency commission & agency discount)
- 4) Price for weekly fixed placement GS Daily Intro Ad: €5,000€; Price Native Ad: €4,000€ (prices not eligible for special discount, agency commission & agency discount)
- 5) Price for Business Class Intro Ad: €750; Price Native Ad: €650 (minimum purchase of 4 placements; prices not eligible for special discount, agency commission & agency discount)

DAILY BUSINESS

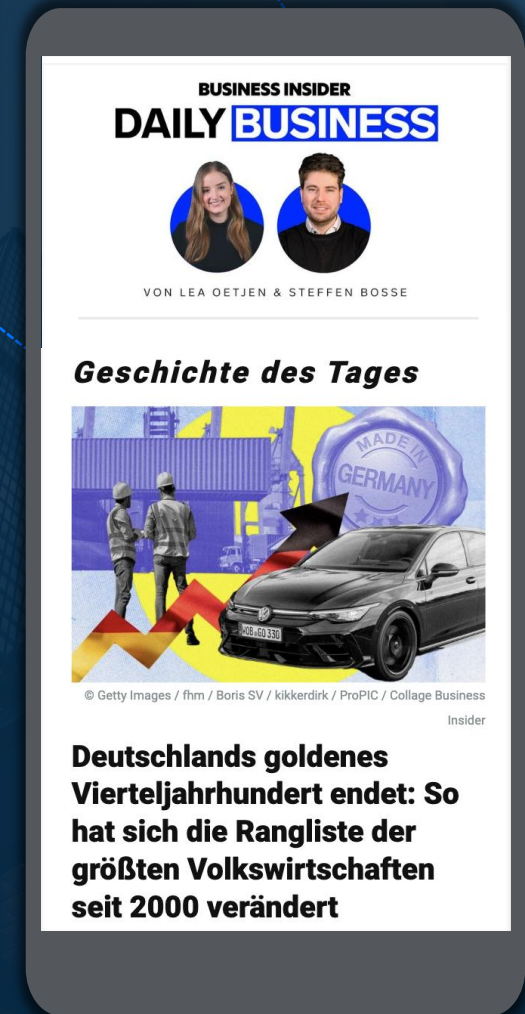
The **Business Insider Daily**¹ focusses on political & business news, consisting of selected top articles from the web written by the editorial team.

15,000

SUBSCRIBERS

56 %

OPEN RATE



1) Published Monday - Friday at 5:30 a.m. (German public holidays excluded)

GRÜNDERSZENE DAILY

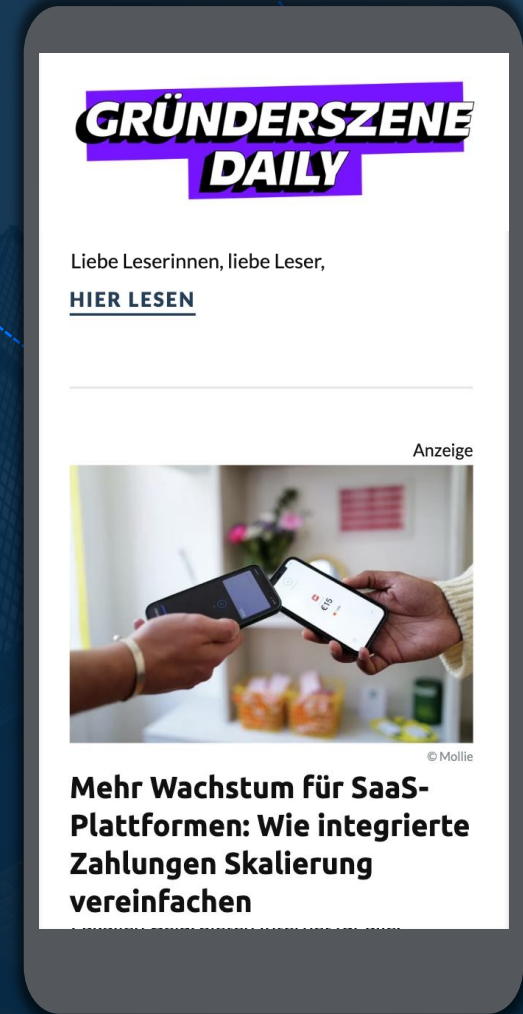
Gründerszene Daily¹ brings together the must-read articles from our Gründerszene editorial team as well as the most important news about founders, startups, investors and the digital economy.

18,000

SUBSCRIBERS

58 %

OPEN RATE



¹) Published Monday - Friday at 8:30 a.m. (German public holidays excluded)

SOCIAL MEDIA

SPONSORED POSTS

Use the awareness of Business Insider or Gründerszene to increase the reach of your brand.

We highlight your brand via handshake or linking in joint broadcasts.

You have the option of linking to your website or a booked brand story via a CTA button.

 **800,000**

GUARANTEED AIS¹

 **200,000**

GUARANTEED AIS²

 **200,000**

GUARANTEED AIS²

 **500,000**

GUARANTEED AIS³

1) 4 posts with a duration of 3-5 days each at a price of €16,000 plus €800 creation costs (not eligible for special discount, agency commission & agency discount)

2) 4 posts within 2 weeks at a price of €10,000 plus €800 creation costs (not eligible for special discount, agency commission & agency discount)

3) 4 posts within 2 weeks at a price of €17,500 plus €800 creation costs (not eligible for special discount, agency commission & agency discount)

YOUR CONTACT

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

