

POLITICO

**WELT**

**BUSINESS  
INSIDER**

# **PREMIUM MEDIA KIT**

POLITICO Germany, WELT, and BUSINESS INSIDER Germany  
**offers and products**

# LONG-TERM SUCCESS THROUGH COMBINES STRENGTH

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**POLITICO**

**weLT**

**BUSINESS  
INSIDER**

**Three strong brands. One clear goal.**

The PREMIUM GROUP brings together POLITICO Germany, WELT, and Business Insider Germany. High-quality content for a demanding audience. The best of the best across all platforms – tailored to your target group.

**It's a powerful and trustworthy space for your brand.**

# #1 PRODUCT-BUNDLE ONSITE KOMBI

POLITICO



**banner germany**

Duration: 1-week run  
across ROS on POLITICO  
Germany

WELT



**homerun basic**

Duration: 1-day run,  
fixed spot on the  
homepage

BUSINESS  
INSIDER



**homerun basic**

Duration: 1-week run, fixed  
placement on homepage  
+ first contact

**Guaranteed impressions: 3.93 M.**  
**Gross price: € 102,573 <sup>1</sup>**

<sup>1</sup> Gross price after combo discount; eligible for SR, AE, and AR  
Possible ad formats: Billboard (desktop), Medium Rectangle, Understitial, Lead Ad (mobile web)

## #2 PRODUCT-BUNDLE ADVERTORIAL KOMBI

**GUARANTEED IMPRESSIONS: 6.80 M.**  
**Gross price: € 70,300<sup>1</sup>**

POLITICO



**advertorial**

WELT



**advertorial**

BUSINESS  
INSIDER



**advertorial**

A product-driven story with high-impact ads and clear CTAs, tailored to each brand's unique look & feel – delivering both traffic and trust. Duration: 4 weeks.

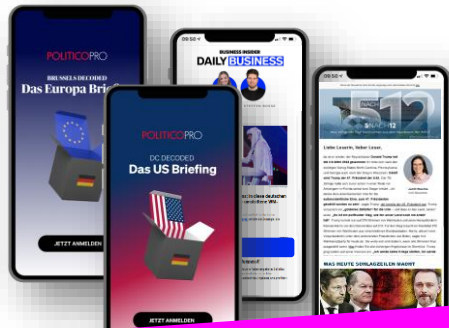
<sup>1</sup> Gross price after combo discount; eligible for SR, AE, and AR; plus €5,000 in creative production costs  
Client/agency provides the text (min. 800, max. 1,000 words) and ad assets  
The following formats are required to drive traffic: Billboard (desktop), MREC (mobile web), Content Ad 4:1 (app)

# #3 PRODUCT-BUNDLE NEWSLETTER KOMBI

POLITICO

WELT

BUSINESS  
INSIDER



Reaching around 1M subscribers<sup>1</sup>

**politics**

5nach12 + Daily Business +  
DECODED<sup>2</sup>  
4 weeks (Mon. – Fri.)

€ 50,256 gross<sup>3</sup>



Reaching 560k subscribers<sup>1</sup>

**finance**

Alles auf Aktien +  
Business Class<sup>4</sup>  
4 weeks (Mon. – Fri.)

€ 10,600 € gross<sup>3</sup>



Reaching 516k subscribers<sup>1</sup>

**econo,my**

Gründerszene Daily +  
WELT Wirtschaft  
4 weeks (Mon. – Fri.)

€ 22,800 gross<sup>3</sup>

<sup>1</sup> Total reach over 4 weeks (Mon–Fri); <sup>2</sup> DECODED: POLITICO Pro offering; <sup>3</sup> Gross price, eligible for AE and AR  
Ad format: 1200x400px <sup>4</sup> Business Class only Wednesday

# #4 PRODUCT-BUNDLE „BEST OF“-KOMBI

**GUARANTEED IMPRESSIONS: 2.375 M.**  
**Gross price: € 137,600 <sup>1</sup>**

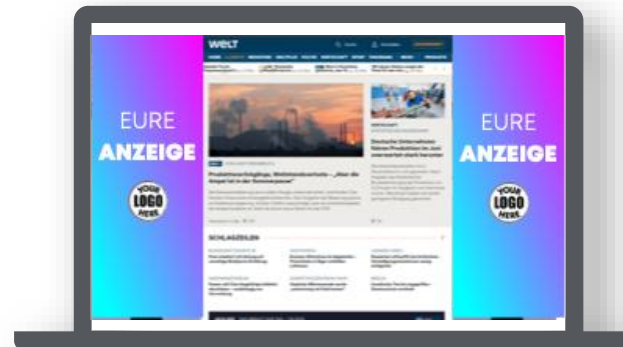
**POLITICO**



**newsletter**

Duration: 1-week sponsorship<sup>2</sup>  
on Politico.eu's Berlin  
Playbook

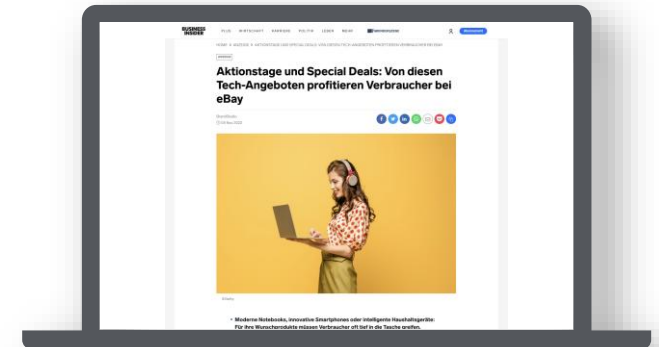
**WELT**



**homerun deluxe<sup>3</sup>**

Duration: 1-day  
Fixed placement on the  
homepage

**BUSINESS  
INSIDER**



**brand story**

Duration: 6-8 weeks of  
native storytelling format  
+ traffic drivers

<sup>1</sup>Gross price after combination discount, SR, AE, and AR compatible, plus creation costs of €3,500 <sup>2</sup>Sponsorship consists of header integration (customer logo), short text integration (max. 50 words), banner (300x250px), and long text integration (max. 150 words); <sup>3</sup>For booking options, see fact sheet: [Media Impact](#)  
<sup>4</sup>10,000 guaranteed views

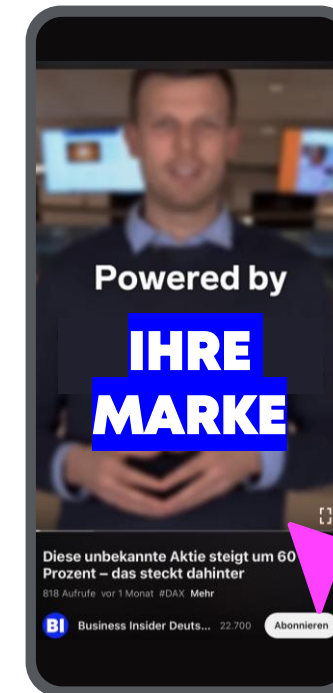
# „ALLES AUF AKTIEN“ (EVERYTHING ABOUT STOCKS)

## DAILY VIDEO SPONSORING

**GUARANTEED IMPRESSIONS: 300,000**  
**Gross price: € 32,000<sup>1</sup>**

- Sponsorship of **5 AI-generated videos** on the latest financial news
- Videos are published on the social channels of **WELT and BUSINESS INSIDER**
- Partner integration takes place via:
  - **Logo integration** in the video
  - **Call-to-action** at the end of the video (including link)
  - Mention in the video description text (including link)

WELT and BUSINESS INSIDER Socials<sup>3</sup>  
(Youtube, Instagram, Facebook, LinkedIn)  
Duration: 1 week (Mon. – Fri.)



**WELT**  
**BUSINESS INSIDER**

**CLICK HERE  
FOR EXAMPLE**

<sup>1</sup>Includes video creation; SR, AE, and AR compatible <sup>2</sup>Required material: short target link + text (max. 300 characters, including spaces)

<sup>3</sup>Video view count depending on platform standard: YouTube Short from video display, Facebook + Instagram from 3 seconds, LinkedIn from 2 seconds  
Lead time for material delivery: at least 1 week

# #1 DECISION-MAKER PRODUCTS

## HOMEPAGE BUNDLE

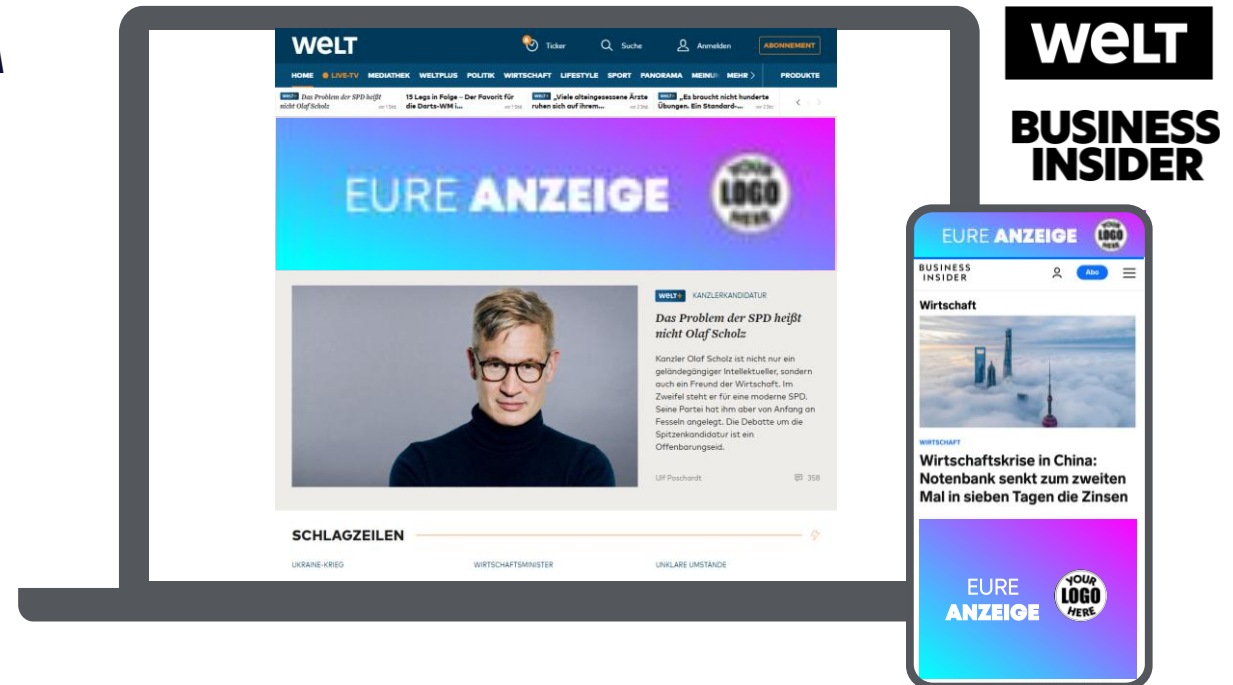
**GUARANTEED IMPRESSIONS: 2.45 M.**  
**Gross price starting at: € 66,000<sup>1</sup>**

Take advantage of the reach of our PREMIUM decision-maker homepages WELT and Business Insider with a single booking.

The campaign will be displayed on multiple screens to optimally reach your target group in every usage situation.

**Basic** | gross € 66,000  
**Deluxe** | gross € 77,000  
**Supreme** | gross € 124,000

Duration: 1 day



<sup>1</sup>Gross prices (SR, AE, and AR compatible)

Example of "Basic" advertising media (desktop: billboard, MEW: sticky lead ad, and mobile medium rectangle)  
See [factsheet](#) for all available advertising media per booking option.

# #2 DECISION-MAKER PRODUCTS

## HOMEPAGE BUNDLE **ADVANCED**

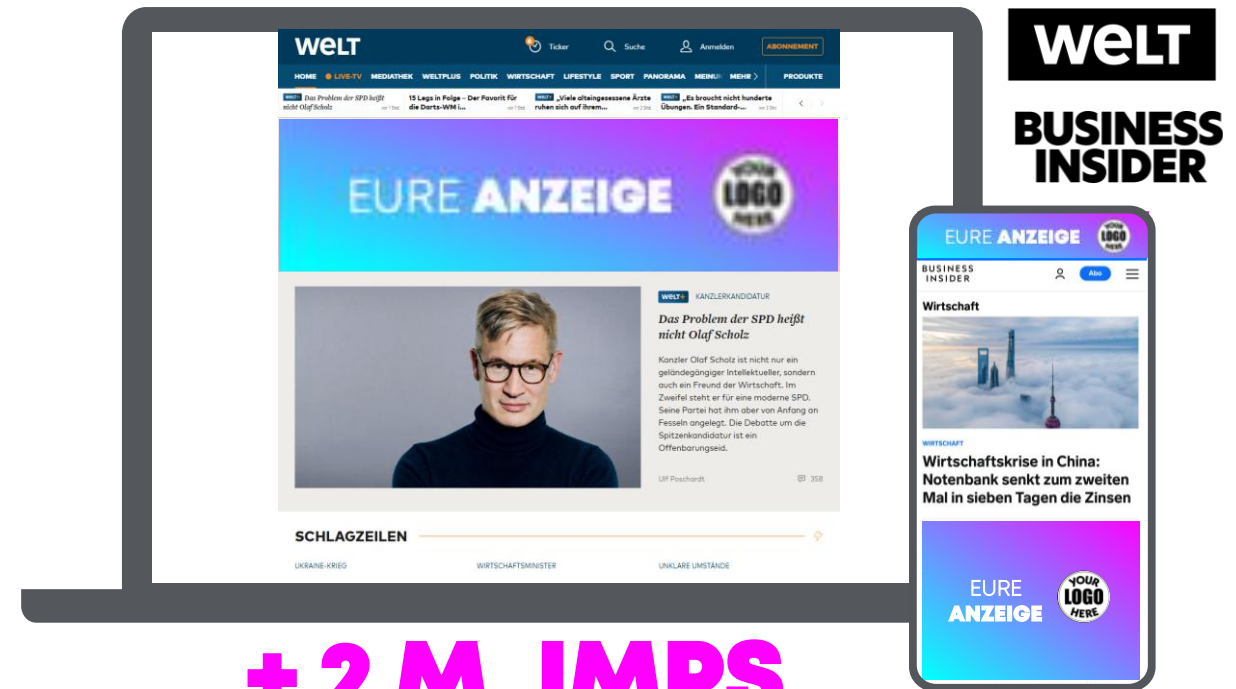
**GUARANTEED IMPRESSIONS: 2.45 M.**  
**Gross price starting at: € 66,000<sup>1</sup>**

Take advantage of the reach of our PREMIUM decision-maker homepages WELT and Business Insider with a single booking.

The campaign will be displayed on multiple screens to optimally reach your target group in every usage situation.

**Basic** | gross € 93,000  
**Deluxe** | gross € 109,000  
**Supreme** | gross € 176,000

Duration: 1 day



<sup>1</sup>Gross prices (SR, AE, and AR compatible)

Example of "Basic" advertising media (desktop: billboard, MEW: sticky lead ad, and mobile medium rectangle)  
See [factsheet](#) for all available advertising media per booking option.

# #3 DECISION-MAKER PRODUCTS

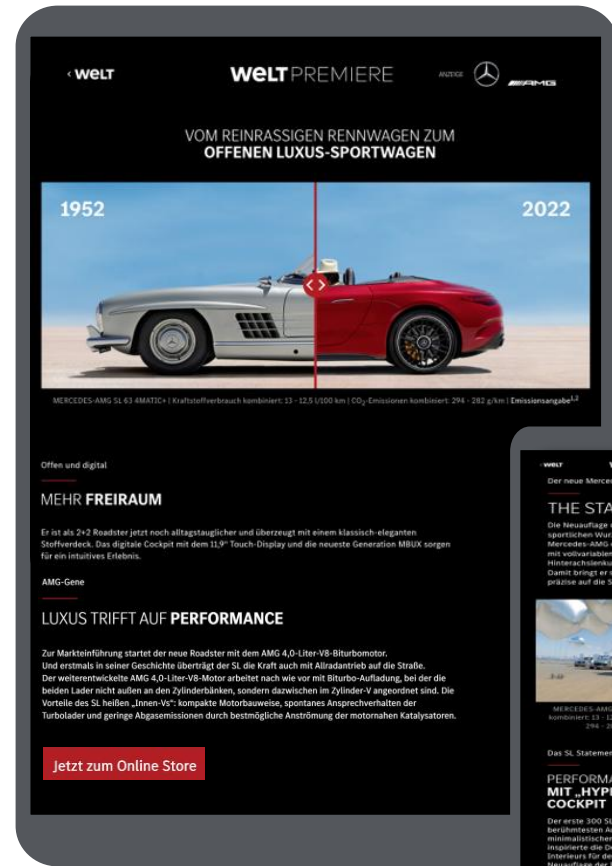
## STORY COMBO

Your story about new products or current offers will be presented in an authentic, clear, and interactive way in the style of our decision-maker brands.

The story and the accompanying teaser will be created according to your wishes.

**Product-focused, individual, and promotional!**

WELT and BUSINESS INSIDER  
guaranteed views: 28,000  
Duration: 4-6 weeks



**GUARANTEED IMPRESSIONS: 8.9 M.**  
**Gross price starting at: € 97,500<sup>1</sup>**

**INTERAKTIVE ELEMENTE**



**CALL TO ACTION BUTTON**

**Jetzt konfigurieren**

<sup>1</sup>Gross prices (SR, AE, and AR compatible), plus €12,000 creation costs (not SR, AE, and AR compatible)  
Example of an interactive product story on WELT (desktop) and Business Insider (MEW), optional creation as a non-interactive story possible for €8,000

POLITICO

**WELT**

**BUSINESS  
INSIDER**

# YOUR CONTACT PERSON

Sales contact info available [here](#).



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