

POLITICO

WELT

**BUSINESS
INSIDER**

PREMIUM MEDIA KIT

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

LONG-TERM SUCCESS THROUGH COMBINES STRENGTH

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 ¹

¹ 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: € 70,300¹

POLITICO



WELT



BUSINESS
INSIDER



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.

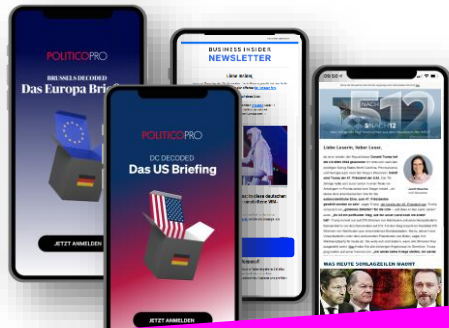
¹ Gross price after combo discount; eligible for SR, AE, and AR; plus €5,000 in creative production costs
Client/agency provides the text (min. 800, max. 1,000 words) and ad assets
The following formats are required to drive traffic: Billboard (desktop), MREC (mobile web), Content Ad 4:1 (app)

#3 PRODUCT-BUNDLE NEWSLETTER KOMBI

POLITICO

WELT

BUSINESS
INSIDER



Reaching around 1M subscribers¹

politics

5nach12 + BI Daily +
DECODED²
4 weeks (Mon. – Fri.)

€ 50,256 gross³



Reaching 560k subscribers¹

finance

Alles auf Aktien +
Business Class
4 weeks (Mon. – Fri.)

€ 10,600 € gross³



Reaching 516k subscribers¹

econo,my

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

€ 22,800 gross³

#4 PRODUCT-BUNDLE „BEST OF“-KOMBI

GUARANTEED IMPRESSIONS: 2.375 M.
Gross price: € 137,600 ¹

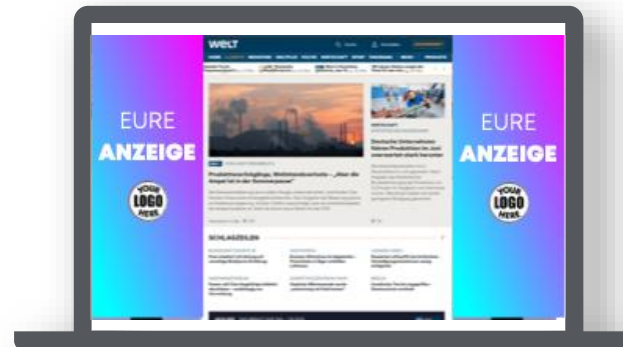
POLITICO



newsletter

Duration: 1-week sponsorship²
on Politico.eu's Berlin
Playbook

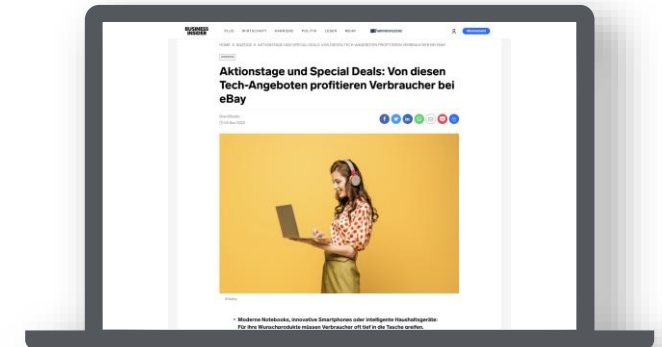
WELT



homerun deluxe³

Duration: 1-day
Fixed placement on the
homepage

**BUSINESS
INSIDER**



brand story

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

¹Gross price after combination discount, SR, AE, and AR compatible, plus creation costs of €3,500 ²Sponsorship consists of header integration (customer logo), short text integration (max. 50 words), banner (300x250px), and long text integration (max. 150 words); ³For booking options, see fact sheet: [Media Impact](#)
⁴10,000 guaranteed views

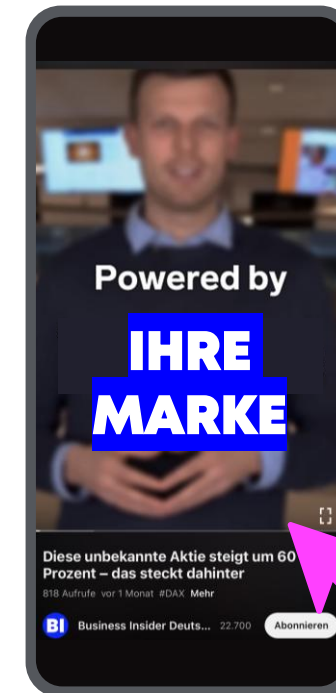
„ALLES AUF AKTIEN“ (EVERYTHING ABOUT STOCKS)

DAILY VIDEO SPONSORING

GUARANTEED IMPRESSIONS: 300,000
Gross price: € 32,000¹

- 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 Socials³
(Youtube, Instagram, Facebook, LinkedIn)
Duration: 1 week (Mon. – Fri.)



WELT
BUSINESS INSIDER

CLICK HERE FOR EXAMPLE

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

³Video 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

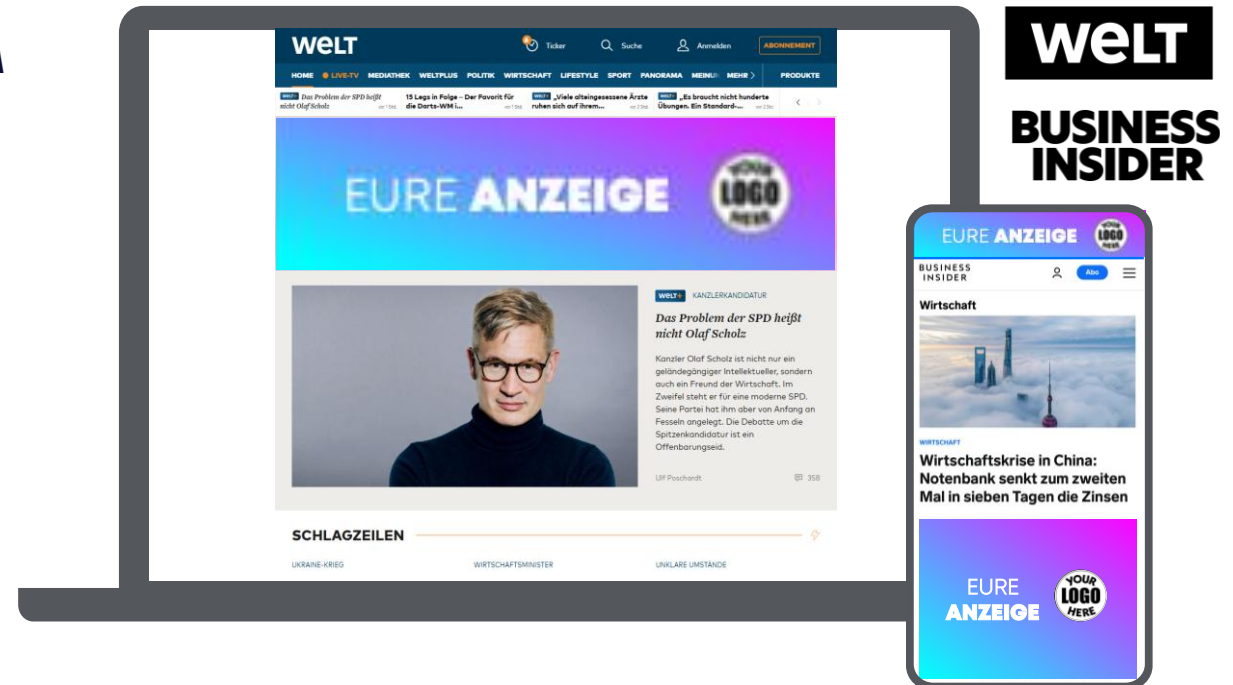
GUARANTEED IMPRESSIONS: 2.45 M.
Gross price starting at: € 66,000¹

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



¹Gross 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**

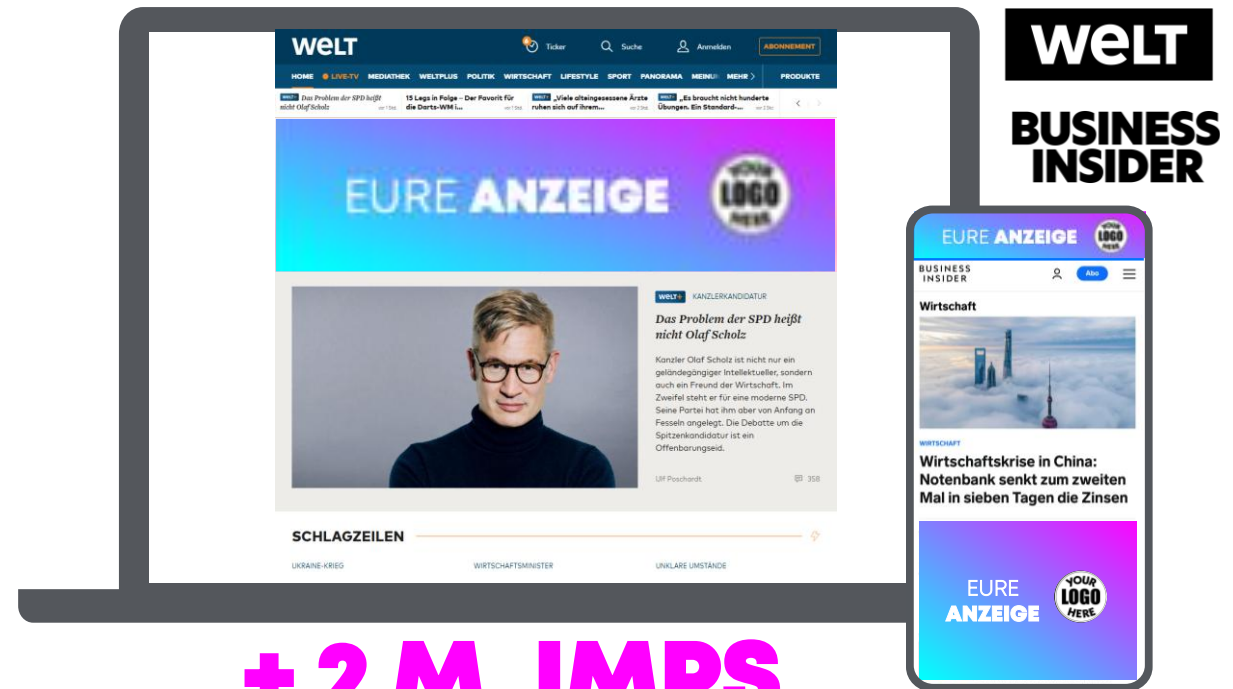
GUARANTEED IMPRESSIONS: 2.45 M.
Gross price starting at: € 66,000¹

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



¹Gross 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

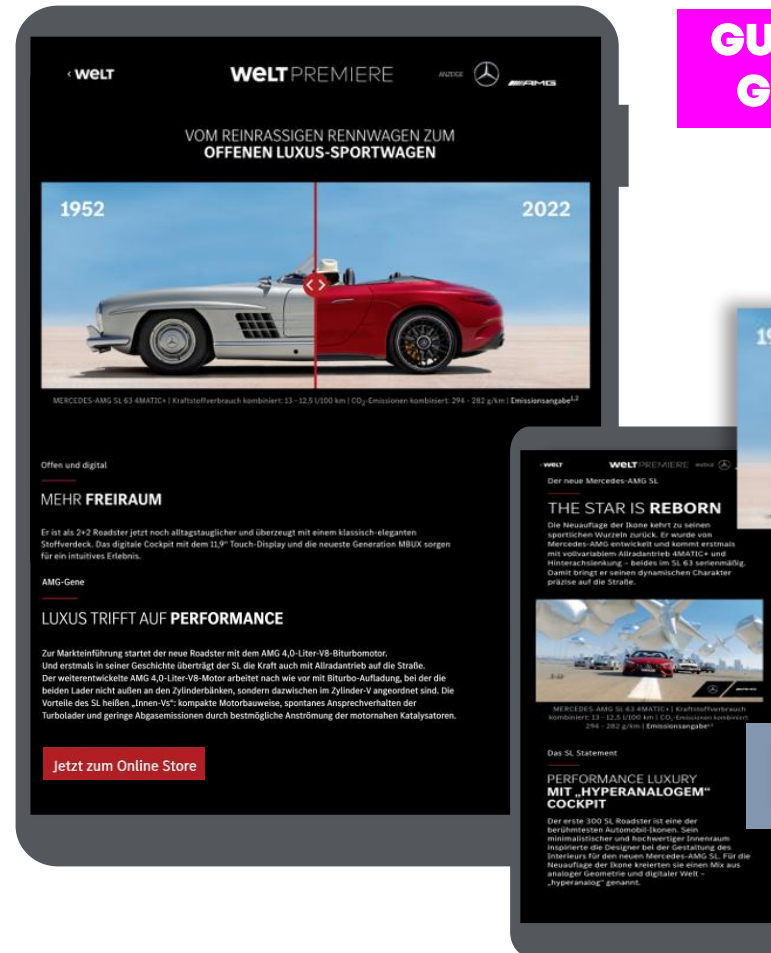
STORY COMBO

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 ¹

INTERAKTIVE ELEMENTE

CALL TO ACTION BUTTON

Jetzt konfigurieren

¹Gross 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](#).



Media Impact GmbH & Co. KG | Zimmerstraße 50 | 10888 Berlin



www.mediaimpact.de