

BUSINESS INSIDER MEDIA KIT 2026

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konzipiert von **media impact_**
dem kreativsten kundenverstehender
deutschlands_

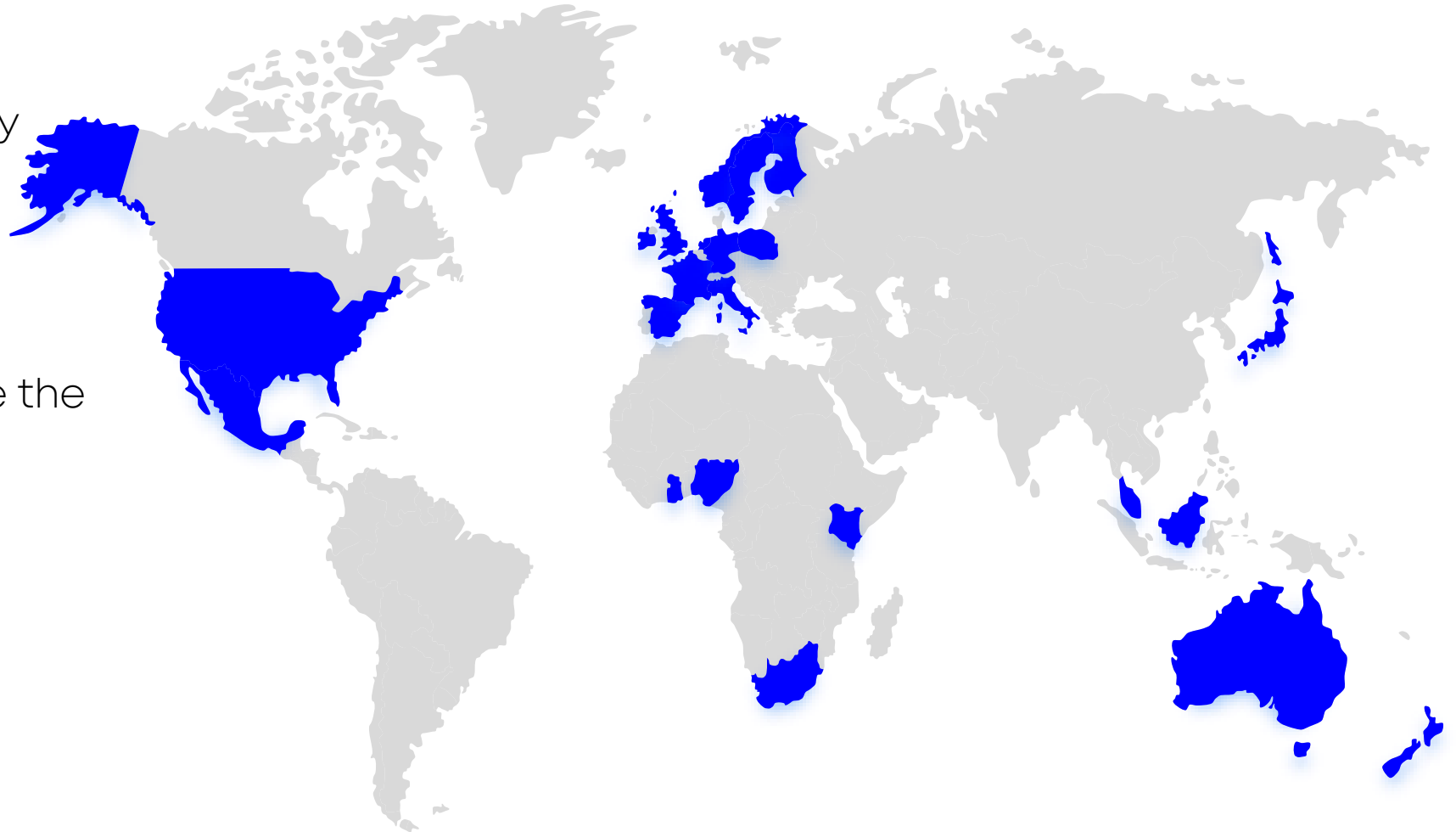
**BUSINESS
INSIDER** | media impact_

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

2.68 million

UNIQUE USERS / MONTH¹

BI embodies high-quality business journalism for an engaged generation, focusing on the core topics:

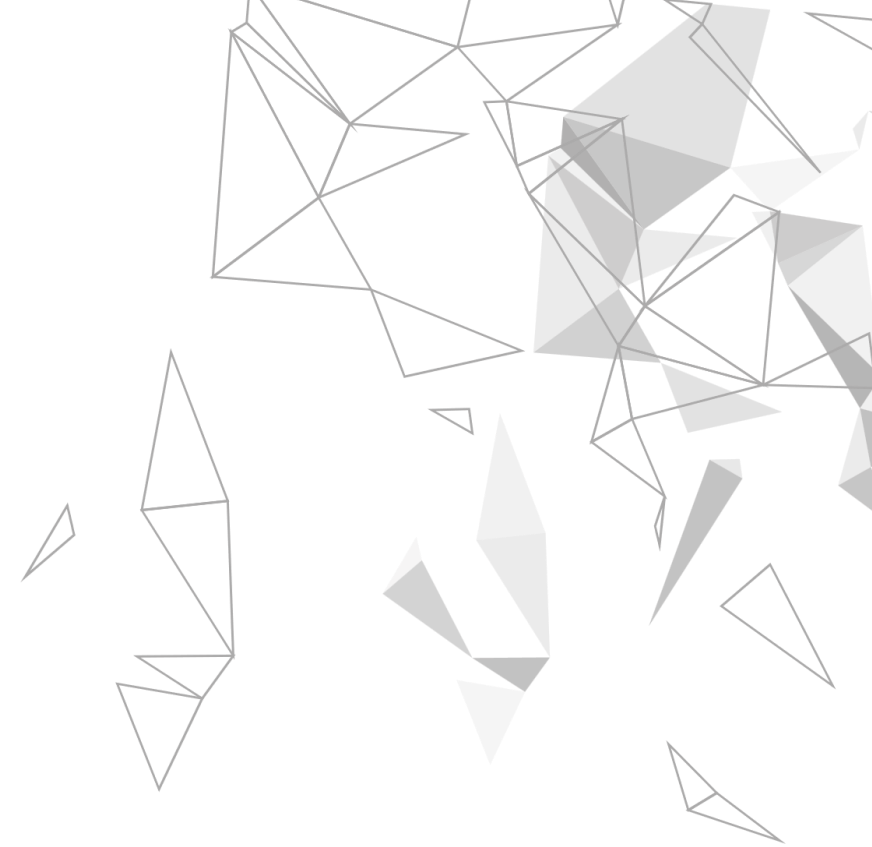
economy, finance, career, politics, and technology.

WHAT'S INSIDE

#1 DISPLAY ADVERTISING

#2 NEWSLETTER

#3 SOCIAL MEDIA



DISPLAY ADVERTISING

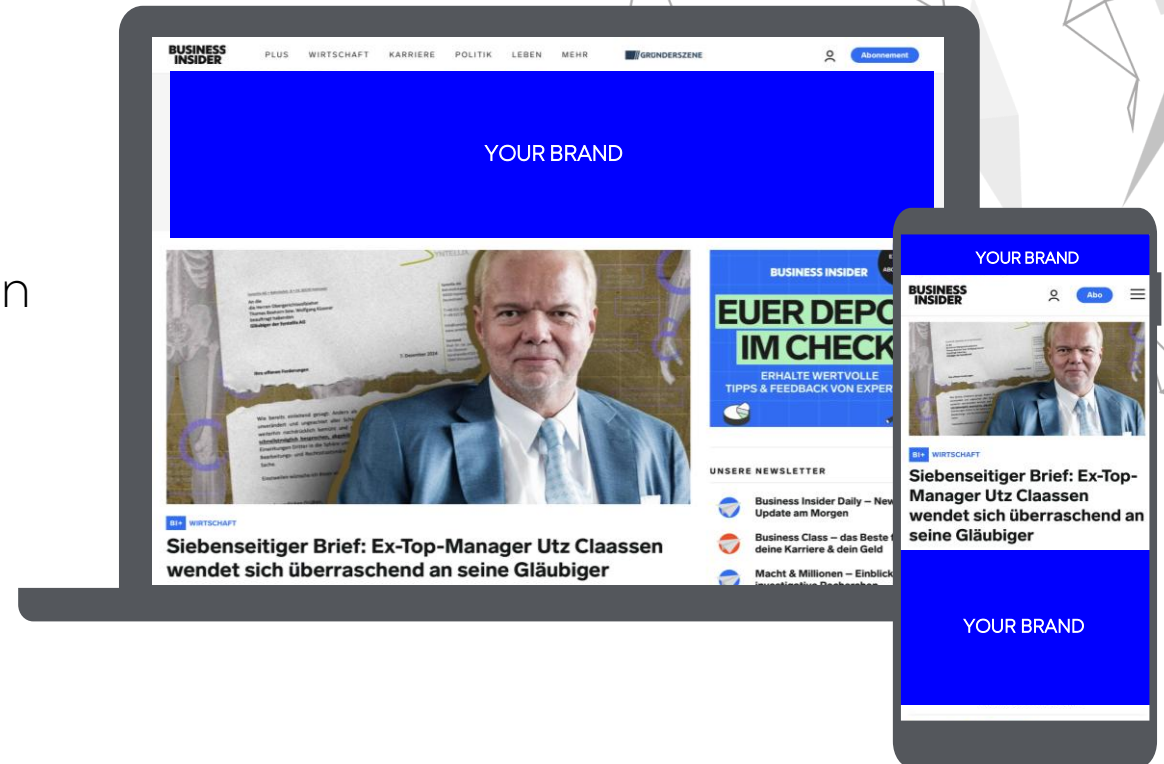
BUSINESS INSIDER HOMERUN

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



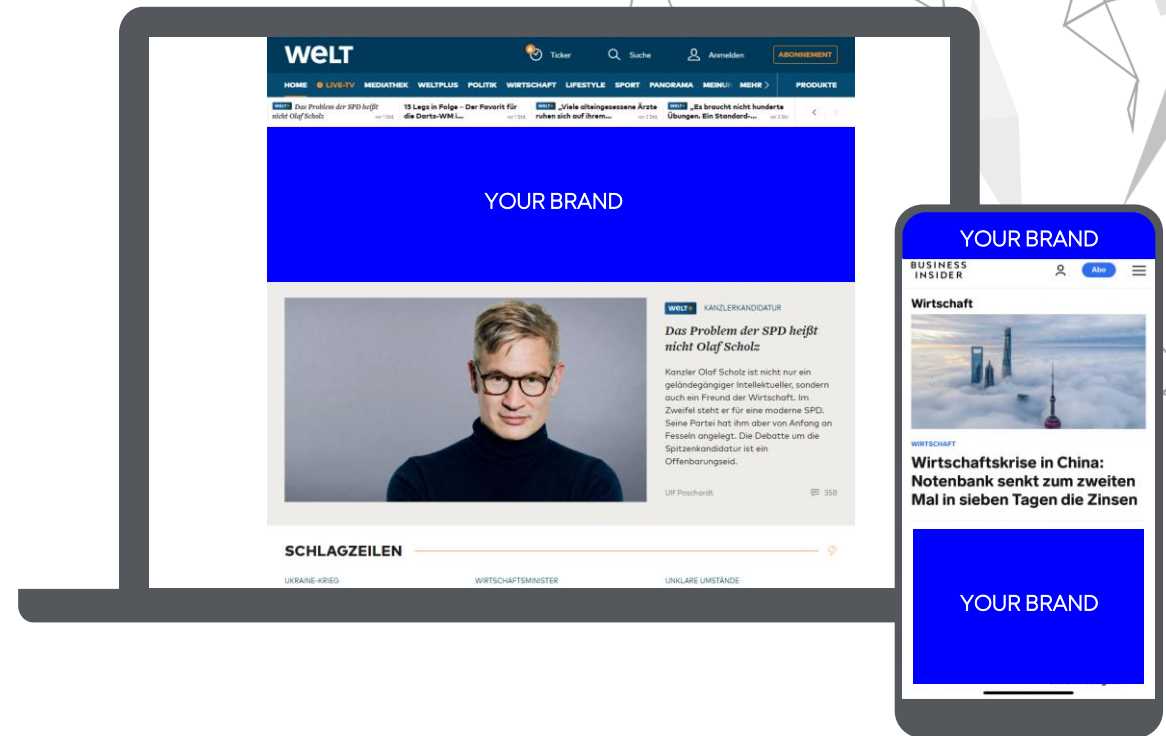
DECISION-MAKER HOMEPAGE BUNDLE

Our Media Impact decision-maker
homepages with just one booking.

A premium placement that will stick in the
minds of our decision-maker target group.

2.7 million

GUARANTEED AIS / DAY

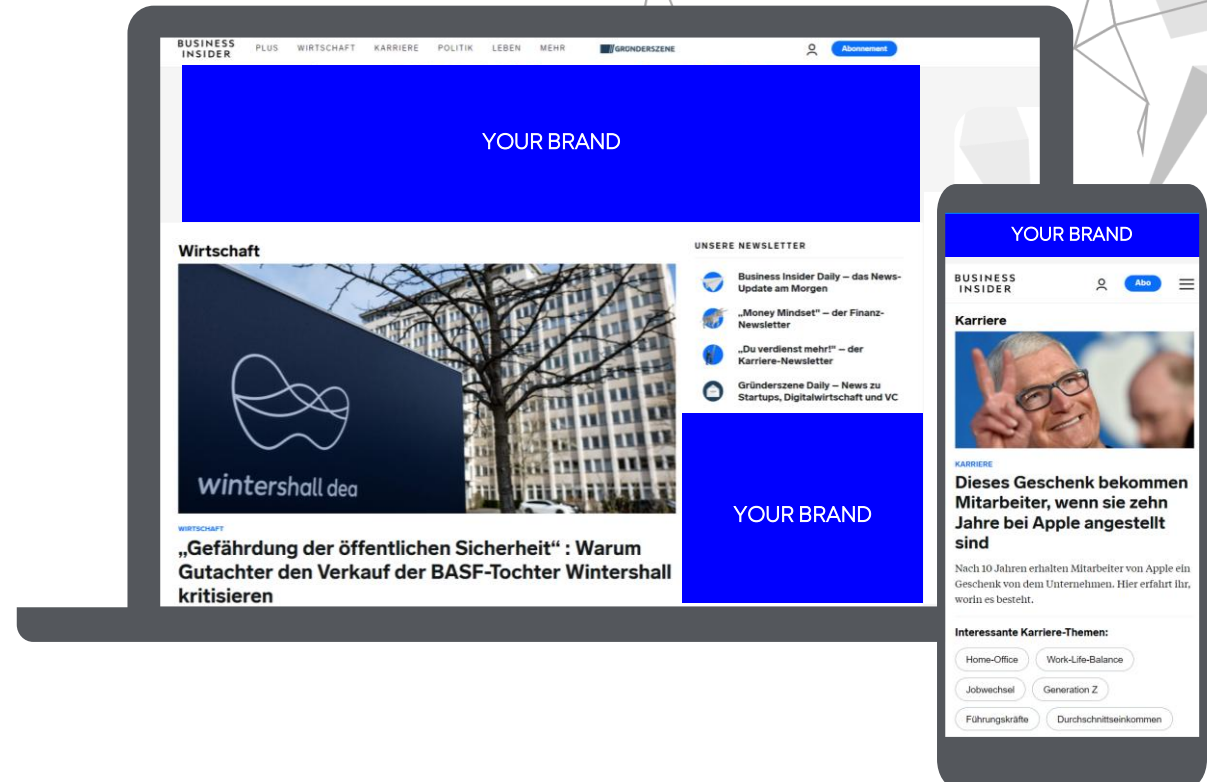


CONTENT PRESENTING

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

Desktop: Billboard / (Dynamic) Sitebar / Fireplace / Skyscraper

Mobile (MEW): Sticky Lead Ad (4:1 / 6:1)



¹) Includes BI & BI+ articles

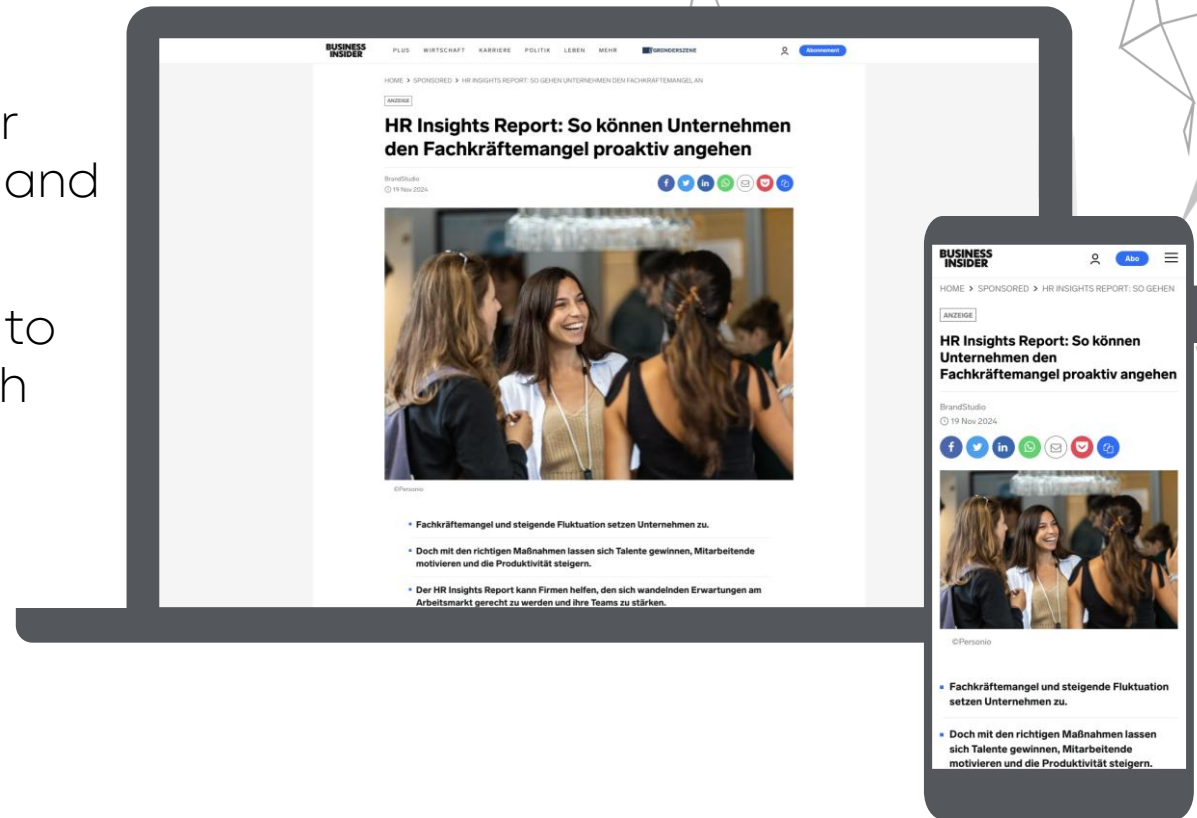
ADVERTORIAL

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

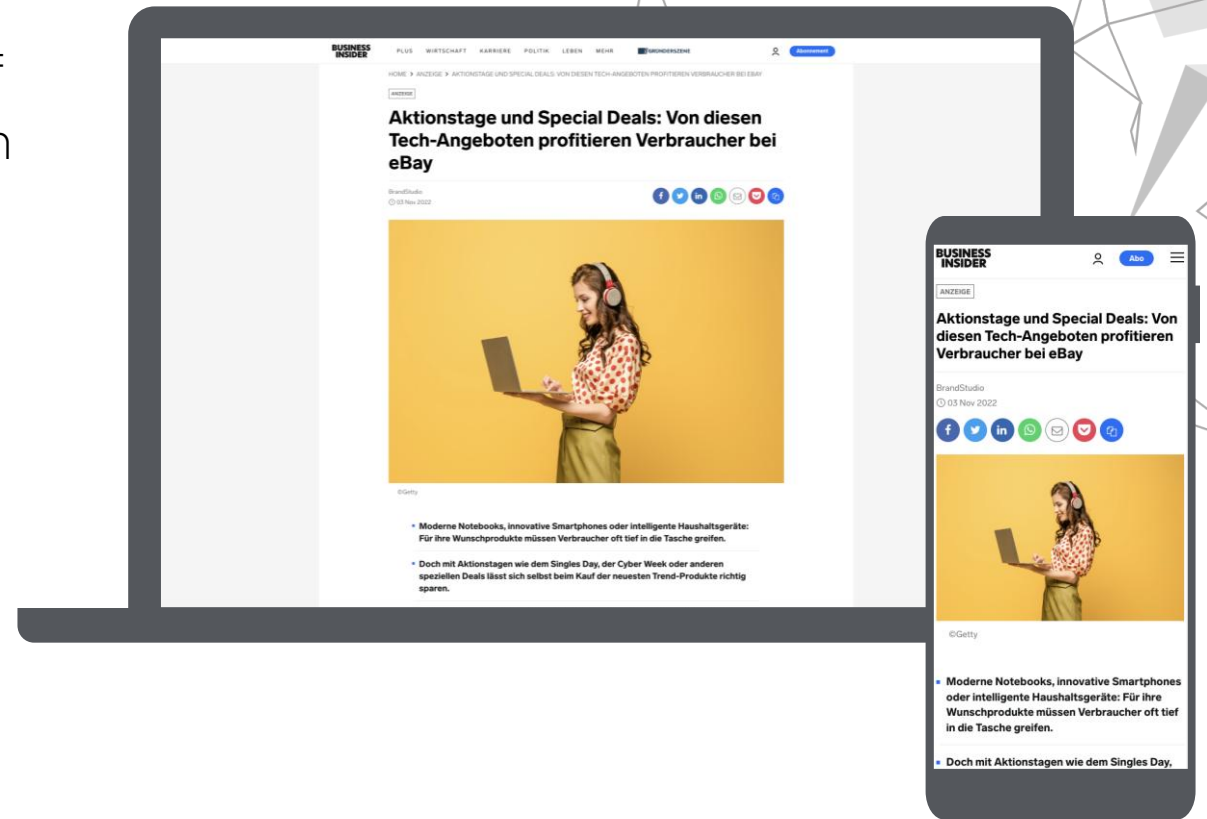
BRAND STORY

Editorial-style story 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

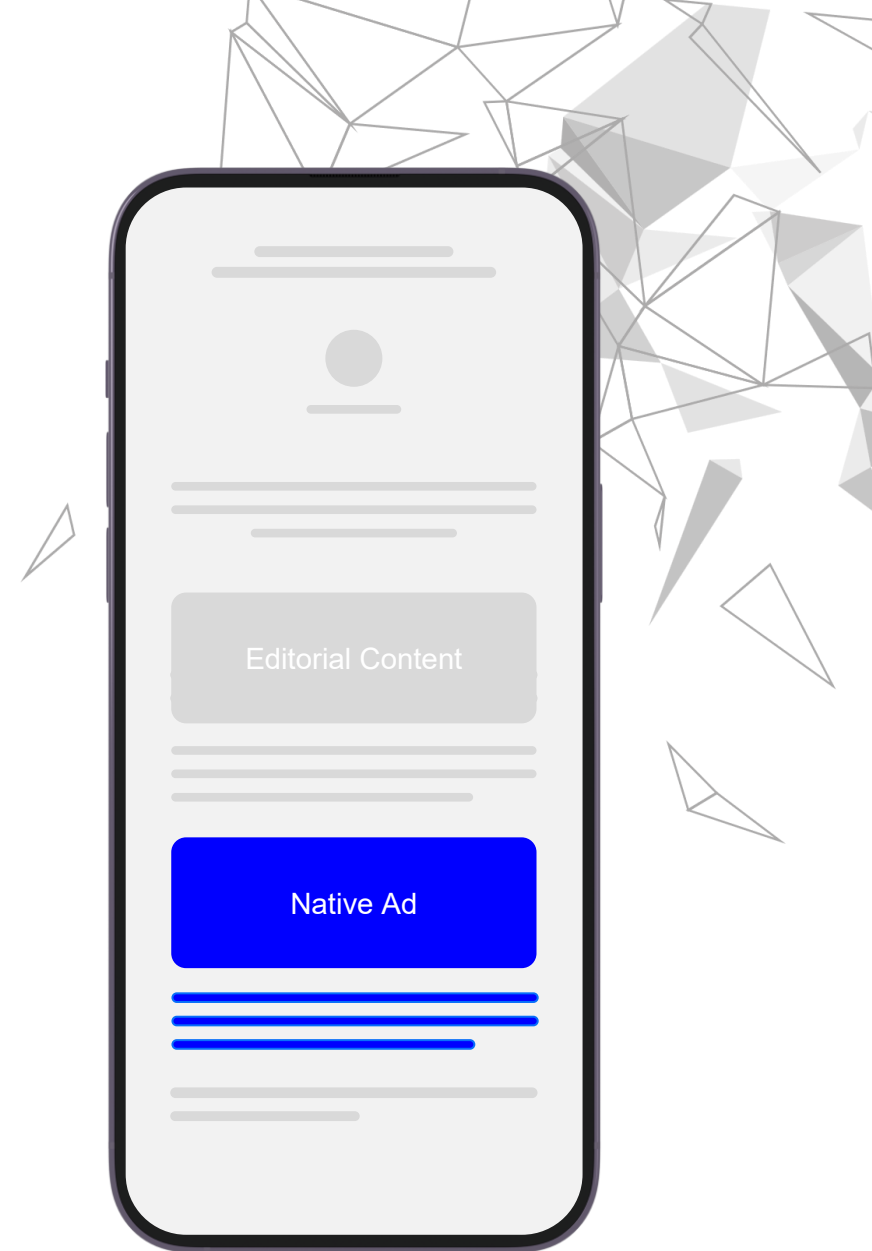


NEWSLETTER

NEWSLETTER PLACEMENTS

Place your brand in our high-performance newsletters *Daily Business*, *Alles auf Aktien Weekly*, and *Gründerszene Daily*.

The native Ad¹ is available as an image-text combination.



¹) Includes: Headline with max. 80 characters, text with max. 350 characters, banner as JPG (1080*508), CTA with max. 20 characters

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.

f **542,000**

GUARANTEED AIS

in **464,000**

GUARANTEED AIS

1) The social media figures are based on the combined reach of BUSINESS INSIDER and Gründerszene.

YOU CAN FIND YOUR SALES CONTACT HERE.



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www.mediaimpact.de