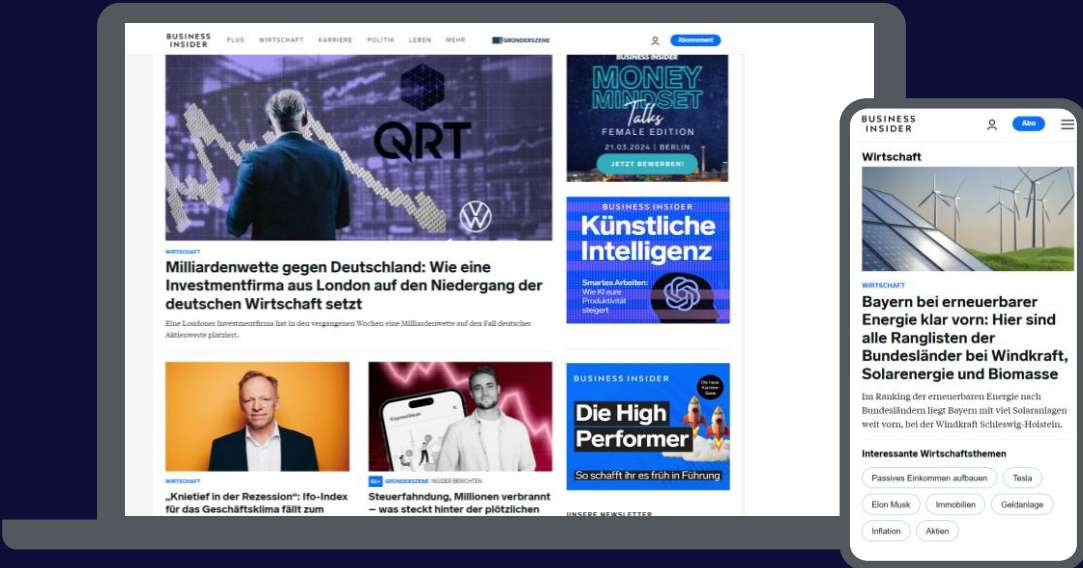


# BUSINESS INSIDER



## CONCEPT

BUSINESS INSIDER Germany is the media brand for young professionals and decision-makers of tomorrow.

Independent, modern and optimistic journalism with a focus on business, career, politics and life.

Gründerszene is the leading platform for the German startup economy and has been part of Business Insider Germany since 2020.

Website		Users	
Unique user <sup>1</sup>	4 million	male <sup>1</sup>	576%
Visits <sup>2</sup>	6.28 million	20-49 years <sup>1</sup>	52 %
Page impressions <sup>2</sup>	7.79 million	household net income €3,000 and more <sup>1</sup>	64%

1) b4p 2024 III  
2) IVW Juni 2025

# PRICE LIST 2025

Daily and weekly fixed placements

HomeRun + First Contact (multiscreen) <sup>1</sup>   10 a.m. – 10 a.m.	Guarantee <sup>2</sup> / Price	
<b>Guaranteed Ad Impressions</b>	200,000 AIs/day	1.4 million AIs/week
<b>BASIC</b>  Stationary: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar  Mobile (MEW): Sticky Lead Ad (6:1/4:1) & Medium Rectangle, Understitial / Cube Ad (MMR) / Gallery Ad (MMR)	€8,000	€42,000
<b>DELUXE</b>  Stationary: Billboard (100/1) / Video Wall / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad / TwoFace Ad <sup>3</sup> , Cinematic Ad, Direction Ad, Curtain Dropper, Catalogue Ad  Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Understitial / Interscroller / Medium Rectangle / Cube Ad (MMR), TwoFace Ad <sup>3</sup> / Gallery Ad (MMR) / Mobile Click & Swipe	€9,500	€48,500
<b>SUPREME</b>  Stationary: Big Stage <sup>4</sup> (Automatic Pre Expanding Video Wall, max. 8 seconds)  Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial & Medium Rectangle / (Video) Interscroller / Content Ad / Understitial / Cube Ad (MMR) / Gallery Ad (MMR)	€16,000	€81,000
Gründerszene Takeover (multiscreen)   10 a.m. – 10 a.m.	Guarantee / Price	
Available in the variants Basic and Deluxe <sup>5</sup>	250,000 AIs/week	€9,000

- 1) Targeting: €15,000 surcharge; Options regional and social. A creative pool (up to 1,500 creatives) tailored to the targeting areas can be created automatically. A neutral fallback advertising material is required.
- 2) All stationary and mobile formats are relevant for warranty and billing. If one of these advertising materials is not delivered, the selected main advertising materials will be delivered as ROS placement on the booked day in order to reach the booked guarantee amount.
- 3) A billboard is required for tablet | no video | The advertising medium is displayed on mobile in the interscroller.
- 4) Plus creation costs €4,800 for creation by MI, lead time of at least 15 working days from delivery of the assets (video, image material, etc.); FC 1/day for animation; MEW & App: various formats to choose from).
- 5) Identical advertising media as Business Insider's HomeRun

We guarantee viewable impressions on a 50/1 basis. In order to guarantee the delivery of viewable ad impressions, compliance with our advertising material specifications must be ensured. Standard advertising materials must be available 3 working days before going live, special advertising materials must be available at least 5 working days.

# PRICE LIST 2025

Decision Maker products – daily fixed placements

Decision Maker Homepage Bundle <sup>1</sup> WELT Home, Business Insider Home + First Contact   10 a.m. – 10 a.m.	Guarantee <sup>2</sup> / Price
<b>Guaranteed Ad Impressions</b>	2,450,000 AIs/day
<b>BASIC</b> Stationary: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle	€66,000
<b>DELUXE</b> Stationary: Video Wall <sup>3</sup> / Double Dynamic Sitebar / other special formats possible Mobile (MEW): Lead Ad (4:1 / 6:1 / 2:1; optional sticky) & Understitial / Interscroller / Medium Rectangle App: Lead Ad (4:1 / 6:1) & Medium Rectangle	€77,000
<b>SUPREME</b> Stationary: Big Stage <sup>4</sup> (Automatic Pre Expanding Video Wall) Mobile: Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller / Content Ad / Understitial App: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle	€124,000

Decision Maker Homepage Bundle Advanced <sup>1</sup> WELT Home + First Contact, Business Insider Home + First Contact   10 a.m. – 10 a.m.	Guarantee / Price
<b>Guaranteed Ad Impressions</b>	4,450,000 AIs/day
<b>BASIC</b> Stationary: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle	€93,000
<b>DELUXE</b> Stationary: Video Wall <sup>3</sup> / Double Dynamic Sitebar / other special formats possible Mobile (MEW): Lead Ad (4:1 / 6:1 / 2:1; optional sticky) & Understitial / Interscroller / Medium Rectangle App: Lead Ad (4:1 / 6:1) & Medium Rectangle	€109,000
<b>SUPREME</b> Stationary: Big Stage <sup>4</sup> (Automatic Pre Expanding Video Wall) Mobile: Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller / Content Ad / Understitial App: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle	€176,000

1) The following homepages are occupied on one day: WELT.de, finanzen.net, Business Insider – Collective volume: The achievement of the total AI of the package is relevant for billing – not all positions of the package have to contribute to the fulfillment of the total AI.

2) All stationary and mobile formats are relevant for warranty and billing. If one of these advertising materials is not delivered, the selected main advertising materials will be delivered as ROS placement on the booked day in order to reach the booked guaranteed amount.

3) FC=1/day, a billboard or a fireplace can remain as a fallback. Only the fallback advertising medium, e.g. the billboard, is delivered in the tablet browser.

4) Plus creation costs of €4,800 for creation by MI, lead time of at least 15 working days from delivery of the assets (video, image material, etc.); FC 1/day for the animation; MEW & app: various formats to choose from.

# PRICE LIST 2025

Content Presenting (multiscreen)	Channel	Guarantee / Price	
<b>Exclusive placement</b> of all advertising fields in the visible area with <b>guaranteed ai volume</b>  <b>Stationary:</b> Billboard / (Dynamic) Sitebar / Fireplace / Skyscraper <b>Mobile (MEW)</b> : Sticky Lead Ad (4:1 / 6:1)	Business <sup>1</sup>	2.4 million AIs / month 600,000 AIs / week	€70,000 €17,000
	Politics or Science	1.6 million AIs / month	€45,000
	Life	600,000 AIs / week	€17,000
Theme Special		Guarantee / Price <sup>2</sup>	
<b>Exclusive Presenting</b> of an individually selected topic <b>for 4 weeks</b>		400,000 AIs	€25,000
Advertorial		Guarantee / Price <sup>3</sup>	
		2.5 milion AIs	€25,000
Brand Story		Guarantee / Price <sup>3</sup>	
<b>Package S</b> <b>Package M</b>		5,000 views 10,000 views	€20,000 €34,000
Alles auf Aktien – Dally Video Sponsoring 1 week (Monday – Friday)		Guarantee / Price	
Sponsorship of <b>5 AI-generated videos</b> published on <b>WELT &amp; BUSINESS INSIDER</b> social channels <sup>4</sup>  – <b>Logo integration</b> within the video – <b>Call-to-action</b> at the end (incl. link) <sup>5</sup> – Mention in the video description (incl. link)		300,000 views	€32,000 <sup>6</sup>

1) Except sub-channel Economy/Tech  
2) Plus €4,000 creation costs (not eligible for special discount, agency commission & agency discount)  
3) Plus €3,500 creation costs (not eligible for special discount, agency commission & agency discount)  
4) YouTube, Instagram, Facebook, LinkedIn; video views counted according to platform standards: YouTube Shorts from the moment the video starts, Facebook & Instagram after 3 seconds, LinkedIn after 2 seconds.  
Lead time for material delivery; at least 1 week  
5) Required material: short target link + text (max. 300 characters incl. spaces)  
6) Including video production; compatible with SR, AE, and AR

# PRICE LIST 2025



Business Insider Daily Newsletter	Subscribers / Price <sup>1)</sup>	
Intro Ad Placement	16,000	€4,000
Native Ad Placement		€3,000
Gründerszene Daily Newsletter	Guarantee / Price <sup>1)</sup>	
Intro Ad Placement	19,000	€5,000
Native Ad Placement		€4,000

1) Prices are not eligible for special discount, agency commission & agency discount)



# CPM PLACEMENTS

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)				
		AdBundle, Skyscraper, Superbanner, Medium Rectangle	Wallpaper, Halfpage Ad	Fireplace, Sitebar, Billboard¹
Mobile Content Ad 6:1 + 4:1		RoS & Custom €50	RoS & Custom €60	RoS & Custom €70
Mobile Content Ad 2:1, Mobile Medium Rectangle		RoS & Custom €60	RoS & Custom €70	RoS & Custom €80
Mobile Content Ad 1:1, Understitial, Interscroller mit Sticky Lead Ad 4:1		RoS & Custom €72	RoS & Custom €82	RoS & Custom €92
VIDEO				
InText	Outstream Ads²	on start, up to incl. 20 sec.	RoS & Custom €60	
MULTISCREEN – Traffic distribution between stationary and mobile is based on availability				
Additional options:		Double Dynamic Sitebar	CPM sitebar plus €5 surcharge in combination with a mobile format	
		Dynamic Fireplace	CPM sitebar plus €5 surcharge in combination with a mobile format	
		Video Wall	Desktop only, RoS & Custom: €92 CPM³	
		Desktop Only	Highest price category plus €10 CPM surcharge	
		Mobile Only	Highest price category	
		Tandem- / Triple Ads on request		
		More video formats on request		
Remarks:				
1) Can also be booked as a cinematic ad (surcharge +€5 in combination with a mobile format).				
2) Excess length (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM; billing on CPCV basis: RoS & Custom 19 cents, excess length (21 to incl. 30 sec.) +8 cents surcharge, shorter spot (up to incl. 15 sec.) -3 cents discount. Paid targeting possible against CPM surcharge.				
3) FC 1/24 hours, a billboard or sitebar is displayed as a reminder (only the billboard is played on tablets, other formats upon request.				

Standard advertising material must be available 3 days before going live, special advertising material at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as subsequent delivery. All prices are (unless otherwise stated) CPM or fixed prices, minus agency commition, plus VAT. | Subject to alterations and errors excepted | Specifications at: [www.mediaimpact.de/de/digital-formate](http://www.mediaimpact.de/de/digital-formate)