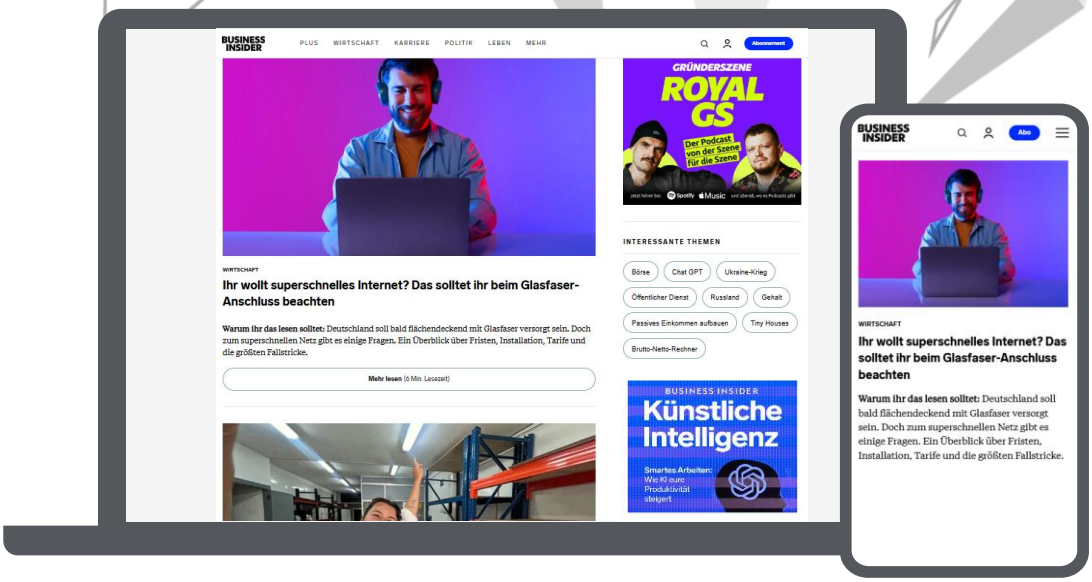
BUSINESS INSIDER



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	
Unique user[1]	3.44 M.
Visits[2]	10.94 M.
Page Impressions[2]	13.80 M.

Users	
Male[1]	58 %
20 – 49 years old[1]	41 %
Household net income €3,000 and more[1]	66 %

1) Source: b4p 2026 I, monthly users; base: German-speaking population aged 14+ (70.03 million); BUSINESS INSIDER Digital Total Offering, not adjusted to DNA or X-Reach; HHNI = monthly household net income.2) IVW november 2025

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Daily fixed placements

Product | 10 a.m. – 10 a.m.	Ad Impressions	Price
HomeRun + First Contact [1] HomeRun + First Contact plus [1]	200,000	€9,400 €13,600
Decision Maker Homepage Bundle [2] Decision Maker Homepage Bundle Plus [2]	2,700,000	€82,710 €115,740
Decision Maker Roadblock [3]	11,260,000	€295,100

Formats
Desktop: Wallpaper / Fireplace[4] / Billboard / (Dynamic) Sitebar / Video Wall[5]/ Double Dynamic Sitebar / Dynamic Fireplace[4] / TwoFace Ad[7] / Catalogue Ad / Engagement Ad **MEW:** Sticky Lead Ad (6:1 / 4:1 / 2:1 (not sticky)) / Interscroller / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad[6] / Gallery Ad (MMR) / Mobile Click & Swipe / Catalogue Ad / Halfpage Ad **WELT APP:** Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad[6] / Gallery Ad (MMR)
PLUS **Stationary:** Big Stage[7] (Automatic Pre Expanding Video Wall, max. 8 sec.) / Curtain Dropper[5] / Bridge Ad[8] / Frame Ad **MEW:** Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial[9] & Medium Rectangle / (video) Interscroller / Content Ad / Understitial[1]/ Cube Ad (MMR) / Gallery Ad (MMR) / Mobile Big Stage[10] **WELT APP:** Lead Ad (6:1 / 4:1 / 2:1) & Prestitial[9] & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)

1) All stationary and mobile formats are relevant for guarantees and billing. If one of these advertising media is not delivered, the selected main advertising media will be delivered as ROS placement on the booked day in order to achieve the booked guarantee amount.
2) The following homepages are occupied on one day: WELT.de, Business Insider – Collective volume: The achievement of the total AI of the package is relevant for billing – not all positions in the package have to contribute to the fulfillment of the total AI. No intrastitial is possible on the Business Insider homepage.
3) The following homepages are occupied on one day: Business Insider, WELT, Stern, NTV, Capital. Media Impact acts as a service provider for Ad Alliance. In the event of a booking, the relevant terms and conditions apply to the Ad Alliance portion. Bookings for the Ad Alliance portion are made with Ad Alliance.
4) Displayed above the navigation bar on WELT.de
5) FC=1/day, a billboard, fireplace, or DDS can remain as a fallback. In the tablet browser, only the fallback advertising material, e.g., the billboard, is delivered
6) A billboard is required for tablets | no video | On mobile devices, the advertising material is displayed in the interscroller | In the BI app, the advertising material is displayed in the Mrec
7) FC=1/day for the animation; MEW & app: various formats to choose from
8) Combination of Fireplace (display above navigation) and Billboard (display below navigation)
9) Auto-close after 8 seconds; optional, only in HomeRun and in combination with a Mobile Medium Rectangle or equivalent alternative, not relevant for guarantee.
10) FC1/global; playback exclusively with booking of a HomeRun; second advertising medium (MMR) for guarantee fulfillment; cannot be booked in WELT app (in app, a medium rectangle is used as a fallback advertising medium); a 2:1 banner and a medium rectangle are required as fallbacks

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Branded Content | AAA Sponsoring | Newsletter

Content Presenting 1 month	**Channel**	**Ad Impressions**	**Price**
Exclusive placement of all advertising fields in the visible area with guaranteed ai volume **Stationary:** Billboard / (Dynamic) Sitebar / Fireplace / Skyscraper **Mobile (MEW):** Sticky Lead Ad (4:1 / 6:1)	Business[1] or life	2.400.000	€96,000[2]
	Politics or science	1.600.000	€64,000
	Artificial intelligence	200.000	€8,000

Alles auf Aktien – Daily Video Sponsoring 1 week (monday– friday)	**Views**	**Price**
Sponsorship of 5 AI-generated videos published on WELT & BUSINESS INSIDER social channels[3] • Logo integration within the video • Call-to-Action at the end (incl. link)[4] • Mention in the video description (incl. link)	300,000	€32,000[5]

Newsletter: Native Ad Placement	**Subscribers**	**Price**[6]
Business Insider Daily	15,000	€4,000
Alles auf Aktien Weekly	19,000	€5,000[7]
Gründerszene Daily	18,000	€4,750

1) Excluding sub-channel Economy/Tech
2) Price per week on request
3) Instagram, Facebook, LinkedIn; video views counted according to platform standard: Facebook + Instagram from 3 seconds, LinkedIn from 2 seconds; lead time for material delivery: at least 1 week
4) Including video production; SR, AE, and AR compatible
5) Required material: short target link + text (max. 300 characters including spaces)
6) Prices exclude applicable VAT; campaign duration: 1 week.
7) Duration: 4 weeks

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Branded Content | Advertorial | Brand Story | Social Media

Advertorial	Ad Impressions	Price[1]
Business Insider	2,500,000	€25,000

Brand Story	Views	Price[1]
Basic package	5,000	€20,000

+Additional Add-Ons		Additional Costs
Data & Mafo Add-Ons	Audience Insights Report | from 100,000 views	€750 on the creation costs
	Marktforschung | from 100.000 views	€3,500 on the creation costs
Graphic Add-Ons[2]	Immersive Story | Brand or Product Story	Individual
	Interactive Story | Brand or Product Story	€4,000 on the creation costs
	Swipe Story | Brand or Product Story	No extra charge
Social Media	Sponsored Posts | Content Posts | Vertical Story	See social media factsheet
Performance	Just Clicks, Social Performance Add-On o. Interaction Add-On	See social media factsheet
Hub	Stage for collecting your brand stories	From booking 3 stories on top
Refresh Story	Options: Easy, Update	From €500 creation costs, depending on the package (see footnote)
Insight Add-On[3]	Integrated surveys / quizzes for exciting insights[3]	No extra charge

Sponsored Post	Ad Impressions for 4 posts	Price[4]
Facebook[5]	800,000	€16,000
LinkedIn	200,000	€10,000

Social Media Bundles[6]	Ad Impressions for 4-6 posts	Price[7]
L	2,000,000	€60,000
M	1,000,000	€32,000
S	500,000	€18,000

1) Plus €3,500 creation costs (not SR, AE, or AR compatible). Lead time for advertorials is at least 2 weeks from material delivery.
2) Graphic representations not appropriate for all content; review and decision by Axel Springer Brand Studios
3) Various survey formats possible.
4) Prices plus €800 creation costs (not SR or AE-compatible).
5) Material must be delivered at least 5 days in advance for Facebook.
6) Available bundles are Recruiting (LinkedIn), Decision Makers (LinkedIn, Facebook), Tech (LinkedIn, Facebook), Individual (choose your preferred platforms), All In – only available in package size L (Facebook, LinkedIn). Important: 1-2 of our media brands can be selected for joint authorship per social media bundle.
7) Additional creation costs: 1-4 social platforms = €800 | These are not eligible for discounts or AE.

TKP PLACEMENTS

MULTISCREEN DISPLAY (Mobile, Desktop, App)

	AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard		Dynamic Fireplace, Double Dynamic Sitebar, Billboard (Cinematic Ad)[1]	
Mobile Content Ad 6:1 + 4:1	RoS & Custom RoC RoP	€50 €40 €35	RoS & Custom RoC RoP	€60 €50 €45	RoS & Custom RoC RoP	€70 €60 €55	RoS & Custom RoC RoP	€75 €65 €60
Mobile Content Ad 2:1, Mobile Medium Rectangle	RoS & Custom RoC RoP	€60 €50 €45	RoS & Custom RoC RoP	€70 €60 €55	RoS & Custom RoC RoP	€80 €70 €65	RoS & Custom RoC RoP	€85 €75 €70
Mobile Content Ad 1:1, Understitial, Interscroller, Prestitial (InApp)[2], Mobile Halfpage Ad	RoS & Custom RoC RoP	€72 €62 €57	RoS & Custom RoC RoP	€82 €72 €67	RoS & Custom RoC RoP	€92 €82 €77	RoS & Custom RoC RoP	€97 €87 €82

VIDEO

InText Outstream Ad[3]	on start, bis inkl. 20 Sek.	RoS & Custom RoC RoP	€60 €50 €40
X-Stream Ad[4]	bis inkl. 20 Sek.	RoS RoC RoP	€55 - €35

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability.
DISPLAY ROP - includes one targeting option of your choice (options: socio, region standard, interest, contextual, perfect fit) / additional targetings added according to targeting price list; exception: ID-based targeting

Additional options:

Desktop Only	highest price category plus €10 CPM surcharge
Mobile Only	highest preiskategorie

Other display- und video-formats available on request

1) In RoP and RoS on selected pages.

2) Exclusively bookable InApp. Distribution is carried out via FC 1 / campaign.

3) Excess length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM // Paid targeting possible with a CPM surcharge

4) Bookable on selected pages. Excess length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) -10 € CPM.