

# Business Insider Media kit 2026

media kit 2026 \_ media kit 2026 \_ media kit 2026 \_ media kit 2026 \_

konzipiert von **media impact** \_  
dem kreativsten kundenverstehender  
deutschlands\_

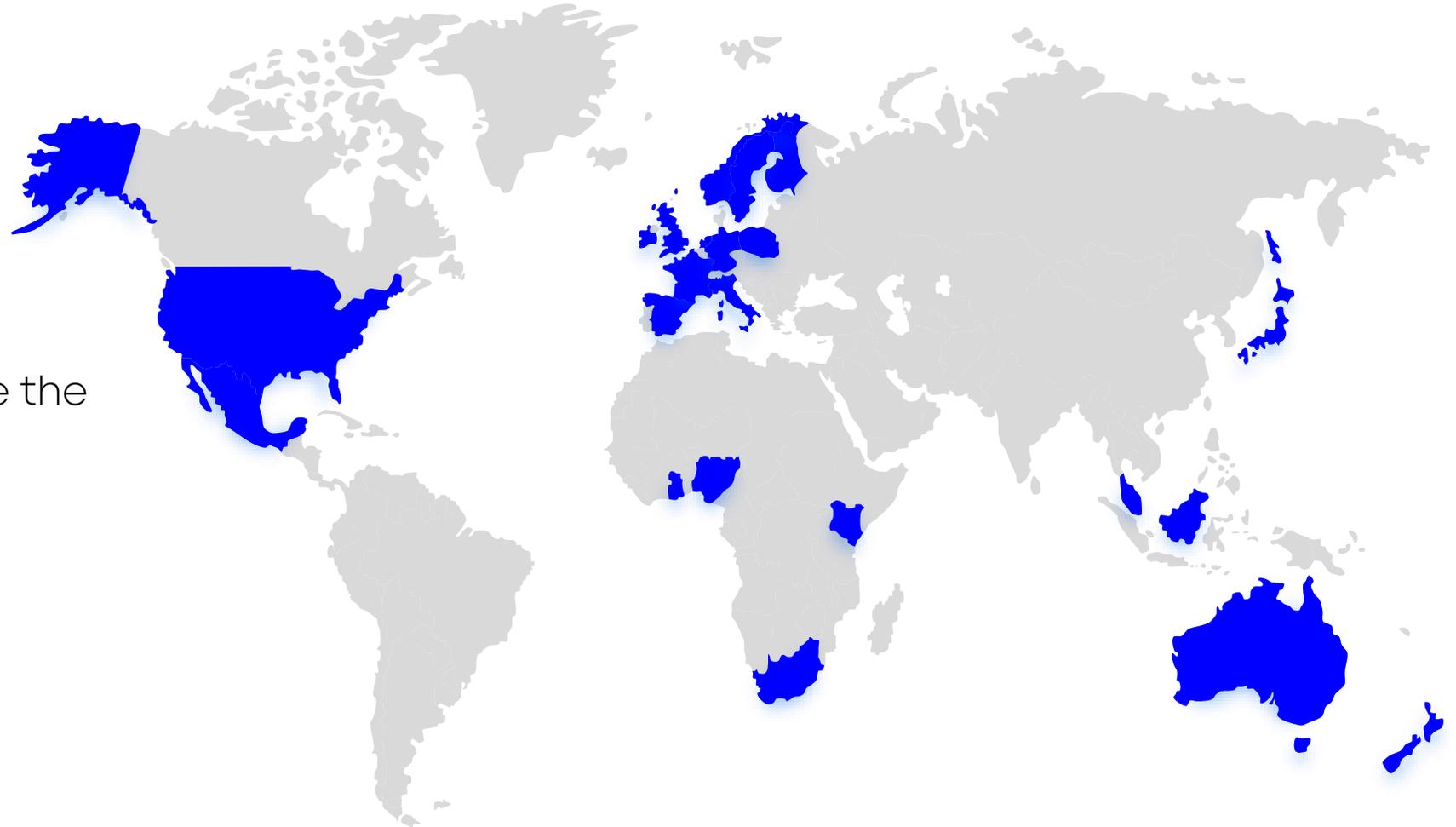
**BUSINESS  
INSIDER** | media **impact** \_

# 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 / MONTH<sup>1</sup>

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

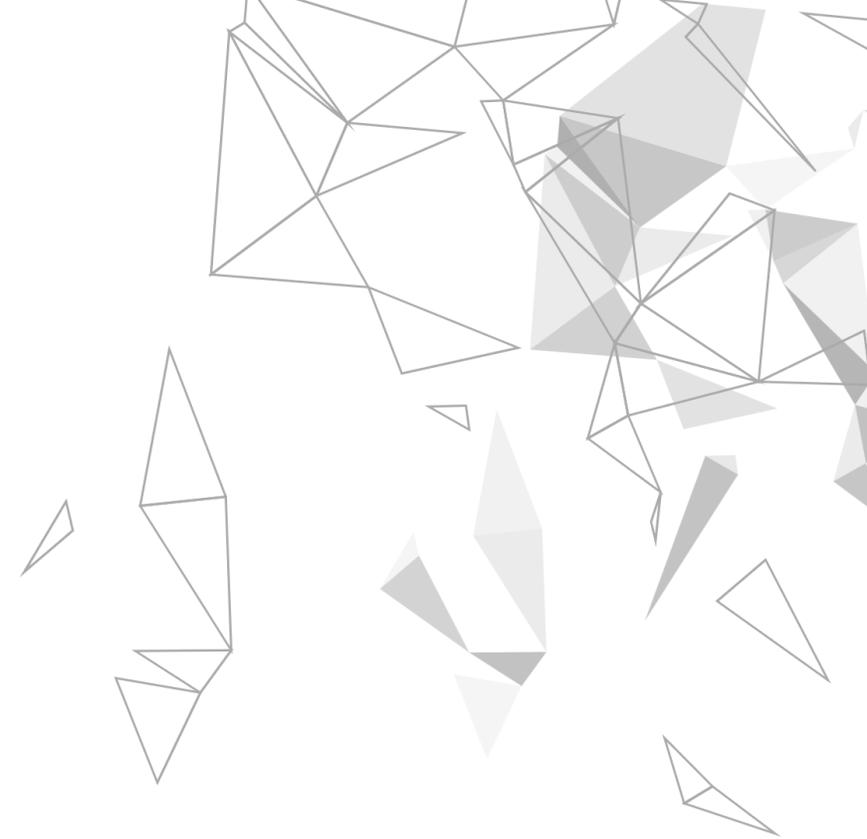
economy, finance, career, politics, and technology.

# WHAT'S INSIDE

**#1** DISPLAY ADVERTISING

**#2** NEWSLETTER

**#3** SOCIAL MEDIA



# DISPLAY ADVERTISING

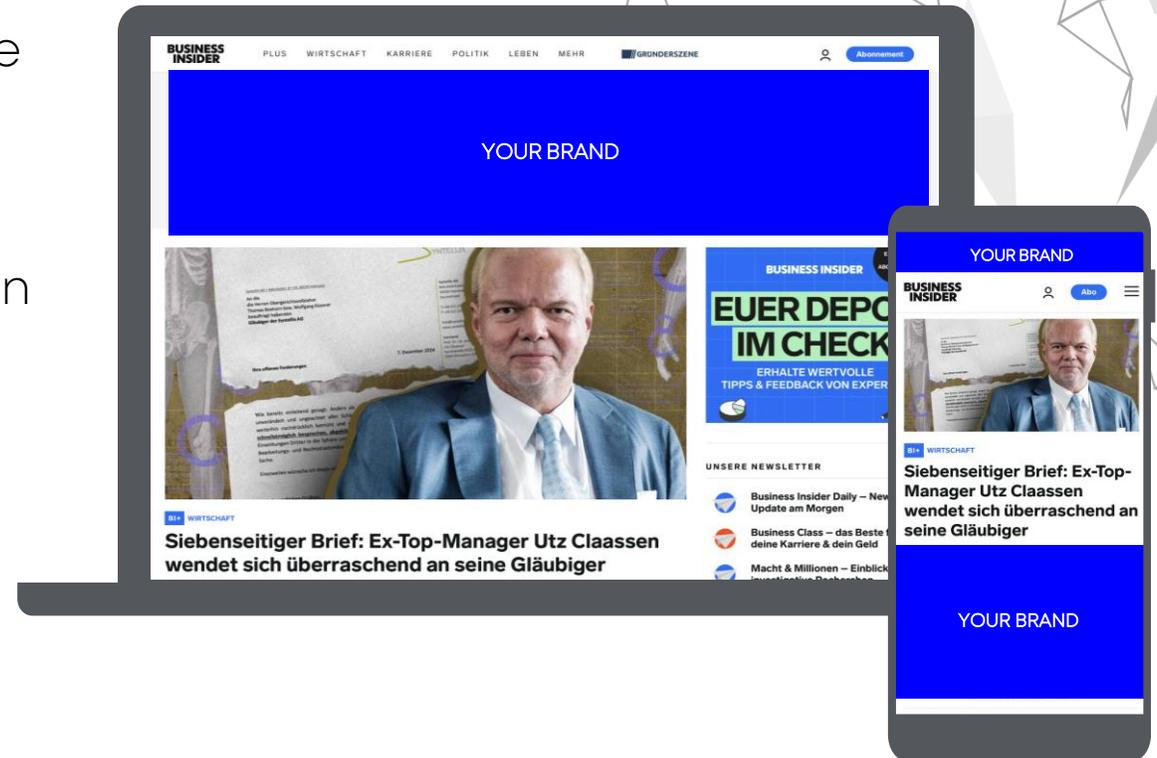
# BUSINESS INSIDER HOMERUN

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



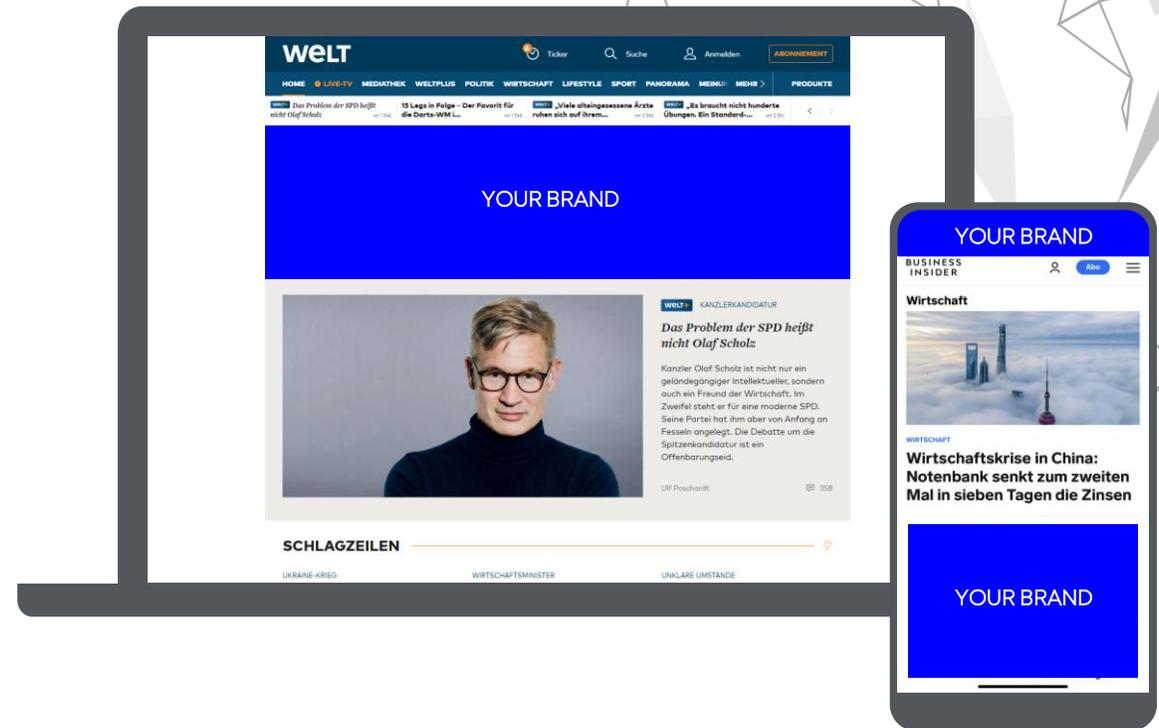
# DECISION-MAKER HOMEPAGE BUNDLE

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

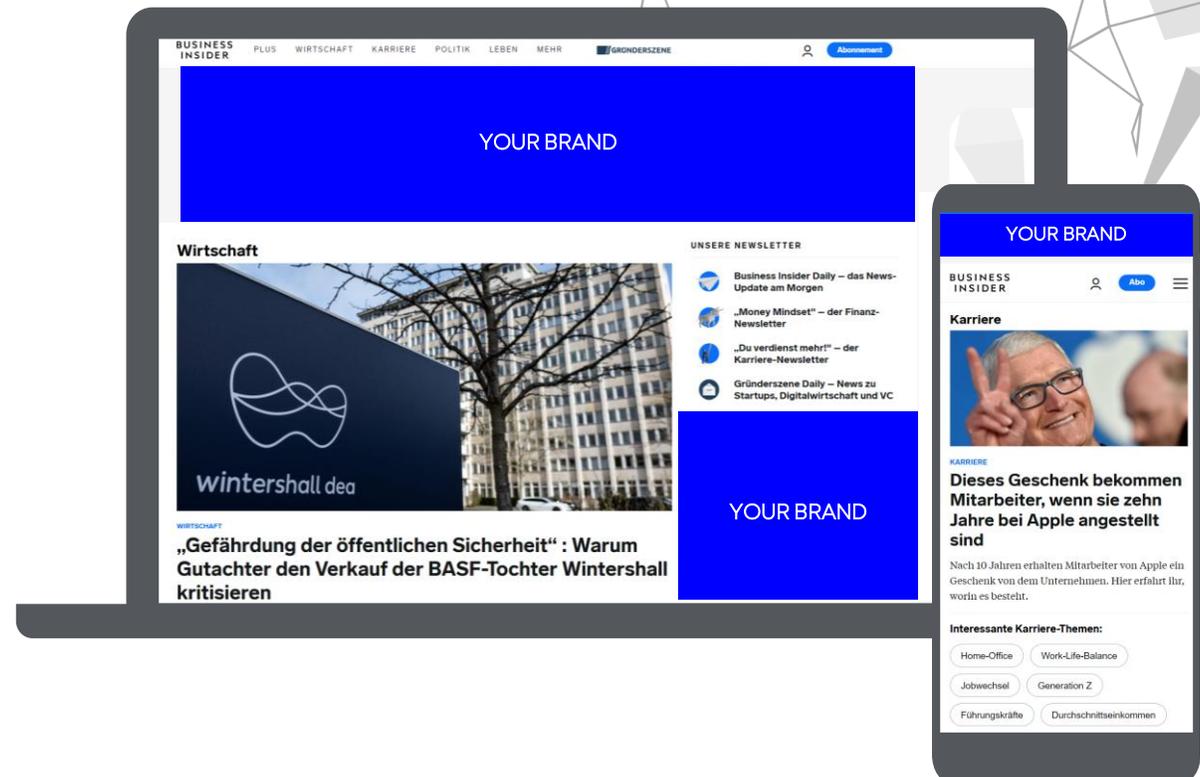


# CONTENT PRESENTING

Place your advertising material permanently and exclusively in the desired channel and on all associated article pages<sup>1</sup>.

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

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



<sup>1</sup>) Includes BI & BI+ articles

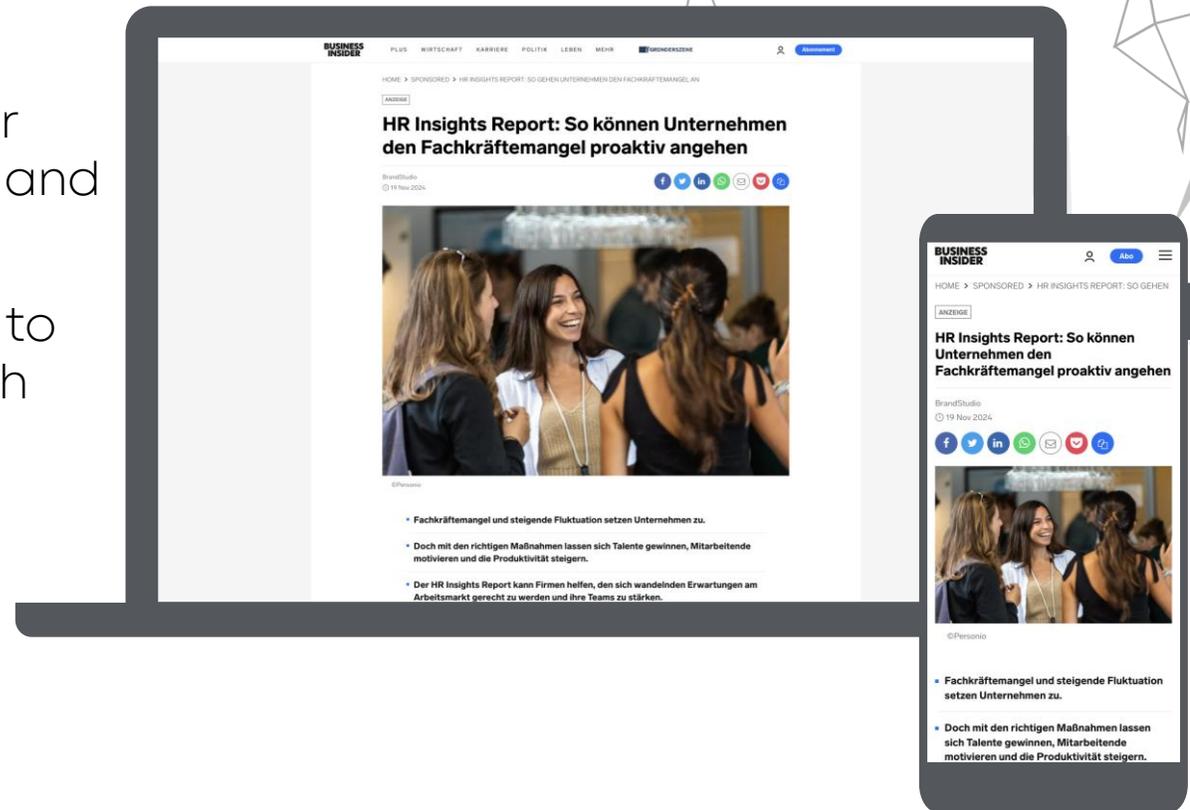
# ADVERTORIAL

Product-centric story<sup>1</sup> 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



<sup>1</sup>) Possible content items: competitions, prizes, brand & product logos, commercials or making-offs

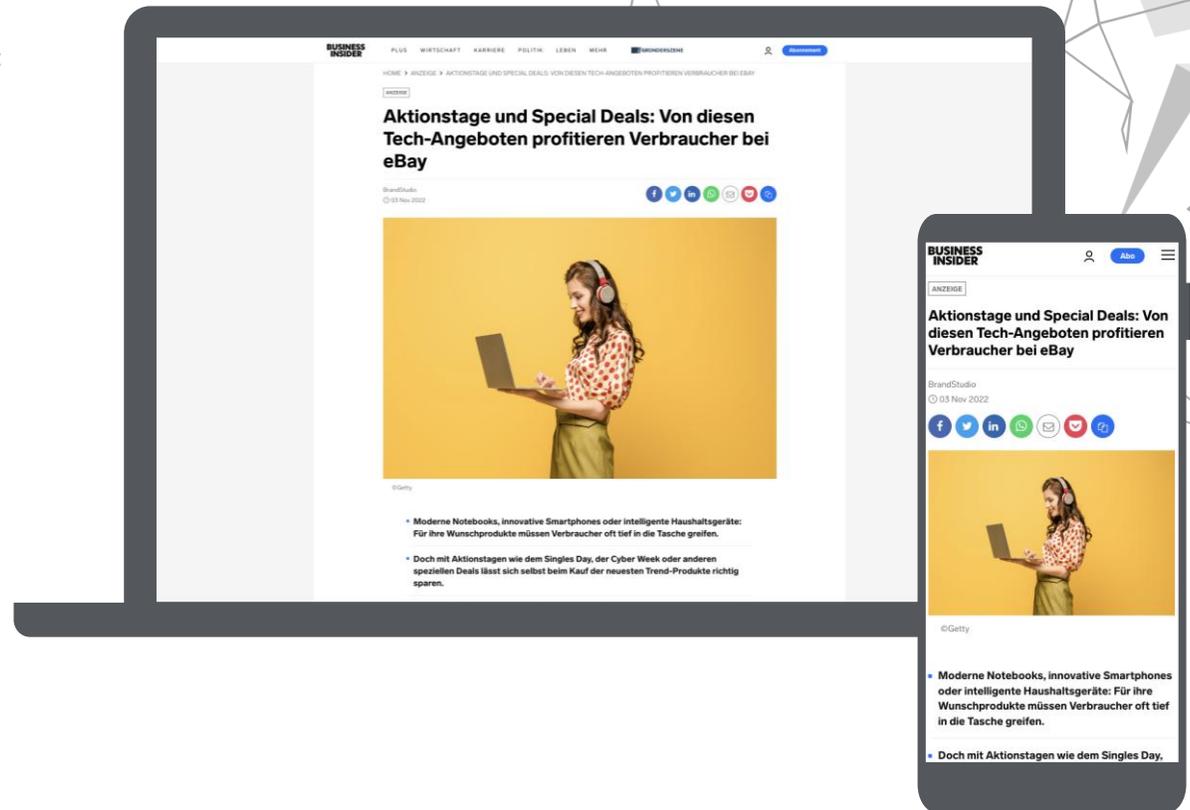
# BRAND STORY

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

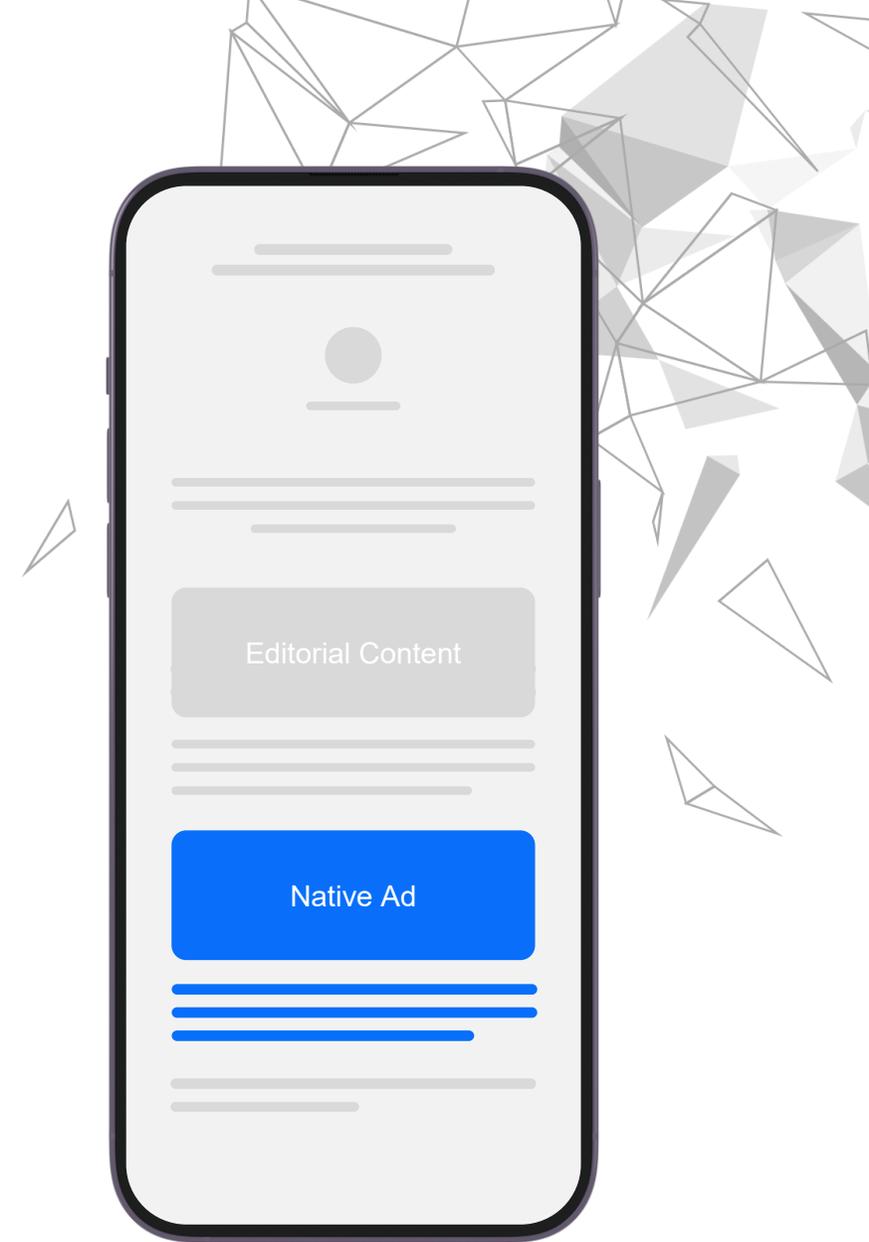


# NEWSLETTER

# NEWSLETTER PLACEMENTS

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

The native Ad<sup>1</sup> is available as an image-text combination.



<sup>1</sup>) 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.

 **800,000**

GUARANTEED AIS

 **200,000**

GUARANTEED AIS

# YOU CAN FIND YOUR SALES CONTACT HERE.



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



[www.mediaimpact.de](http://www.mediaimpact.de)