

POLITICO

**welt**

**BUSINESS  
INSIDER**

# **PREMIUM MEDIA KIT**

POLITICO Germany, WELT, and BUSINESS INSIDER Germany

**OFFERS AND PRODUCTS**

# A STRONG ALLIANCE OF THREE BRANDS

## POLITICO

stands for in-depth, impartial political journalism. Nationally rooted and embedded in Europe, POLITICO delivers well-founded analyses and background reporting for everyone who shapes and influences politics.

## WELT

stands for journalistic excellence and editorial diversity. With a presence across print, digital, and TV, WELT achieves maximum reach and societal relevance. WELT provides context for complex topics, sets impulses, and enables well-informed opinion-building.

## BUSINESS INSIDER

stands for digital business journalism that opens up forward-looking perspectives on business, finance, and careers. BUSINESS INSIDER supports everyone who wants to advance professionally, grow financially, and develop personally.

**Our shared ambition is to redefine quality, conviction, and relevance every day –**

# MAXIMUM FLEXIBILITY

## PREMIUM CHANNEL

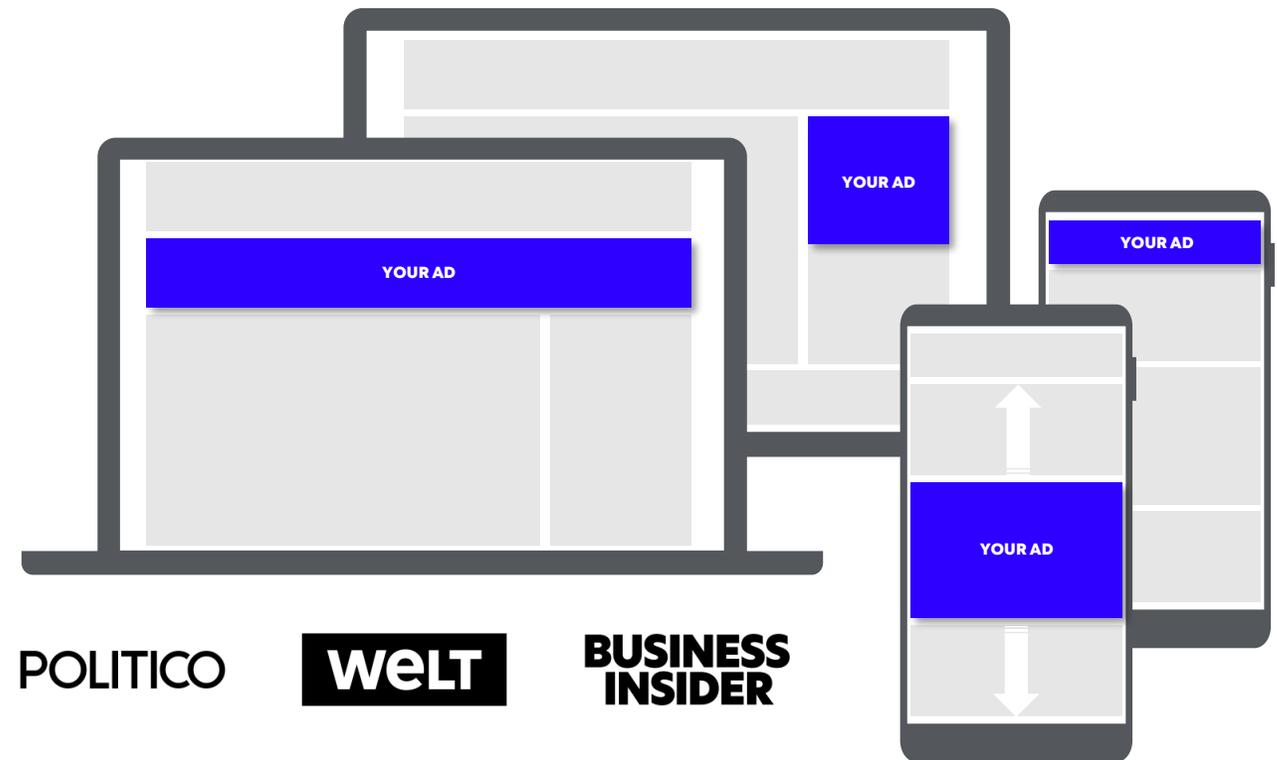
Reach maximum visibility in high-quality, journalistic environments across all three brands with just one booking.

Booking is flexible and budget-friendly on a CPM basis.

The following formats are available for the PREMIUM Portfolio Run:

- *Desktop:* Superbanner, Billboard
- *Mobile:* Content Ad 6:1, Medium Rectangle, Understitial and Halfpage Ad

**FLEXIBLE VOLUME  
FROM €40 GROSS CPM<sup>1</sup>**



<sup>1</sup> See CPM rate card 2026: [https://www.mediaimpact.de/wp-content/uploads/TKPDATA\\_Preisliste2026\\_v2-1.pdf](https://www.mediaimpact.de/wp-content/uploads/TKPDATA_Preisliste2026_v2-1.pdf)

# ONE STORY ACROSS ALL BRANDS

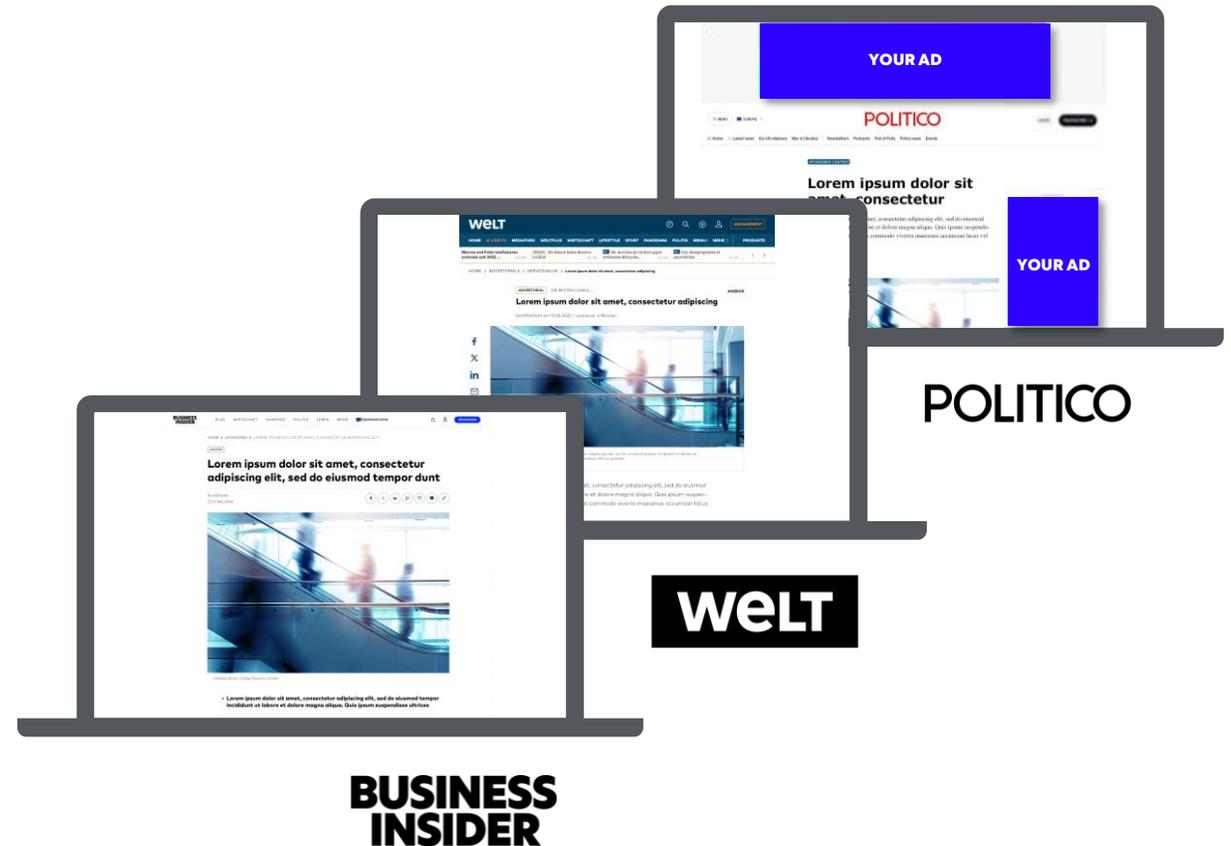
## ADVERTORIAL COMBO

**6.6 MILLION GUARANTEED AIs**  
**€55,100 GROSS<sup>1</sup>**

Your content is integrated into stories centered around your products and purchase messages.

The advertising materials you provide are presented in the look & feel of the individual media brands, creating a trusted environment.

In addition, traffic-driving ad formats with clear purchase messages are delivered over a period of 4 weeks.



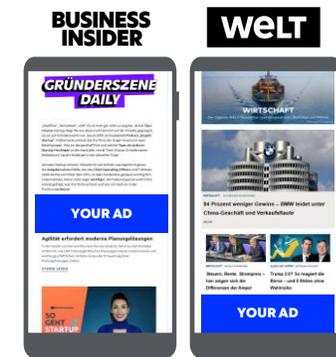
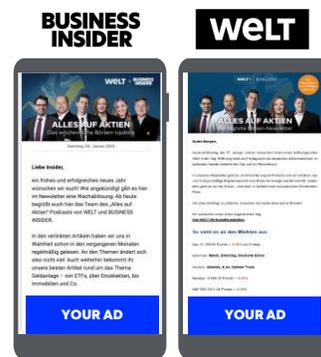
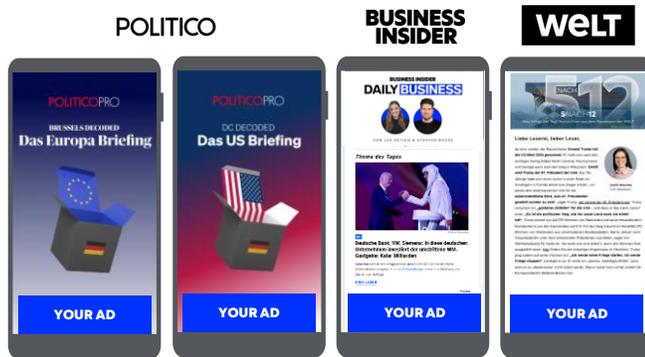
<sup>1</sup> Gross price after 5% combo discount; SR-, AE- and AR-eligible; plus creation costs of €5,000

<sup>2</sup> No textual adjustments; client/agency provides text (min. 800, max. 1,000 words) and ad assets

Required traffic-driving ad formats: Billboard (desktop), Mrec (MEW), Content Ad 4:1 (app); additionally for politico.eu: main image (advertorial) – must not contain portrait, graphic, banner or text overlay; displayed as thumbnail; resolution: large – minimum 1,600 pixels width

# SETTING TOPICAL FOCUSES

## NEWSLETTER COMBO



### POLITICS

**5nach12 + Daily Business +  
DECODED<sup>2</sup>**  
approx. 1,000,000 send-outs<sup>1</sup>  
4 weeks

**€75.515 gross<sup>5</sup>**

### FINANCE

**Alles auf Aktien Daily +  
Alles auf Aktien Weekly<sup>3</sup>**  
257,560 send-outs<sup>1</sup>  
4 weeks

**€14.078 gross<sup>5</sup>**

### BUSINESS

**Gründerszene Daily +  
WELT Wirtschaft<sup>4</sup>**  
610,740 send-outs<sup>1</sup>  
4 weeks

**€31.537 gross<sup>5</sup>**

Format: 1200 x 400 px; <sup>1</sup>Total reach over 4 weeks; <sup>2</sup>Distribution: 5nach12 – weekdays, Daily Business – weekdays, DECODED (POLITICO Pro offering) – weekdays; <sup>3</sup>Distribution: AAA Daily – weekdays, AAA Weekly – Saturday; <sup>4</sup>Distribution: Gründerszene – weekdays, WELT Business – daily; <sup>5</sup>WELTcomponents are SR-, AE- and AR-eligible; BI components are SR-eligible; POLITICO components are not discount-eligible

# ALLES AUF AKTIEN

## DAILY VIDEO SPONSORING

Exclusive sponsorship of five AI-generated videos covering daily financial news offers you maximum visibility within an attractive target audience.

The videos are distributed across the high-reach social media channels of **WELT** and **BUSINESS INSIDER**.

Your brand is prominently integrated through:

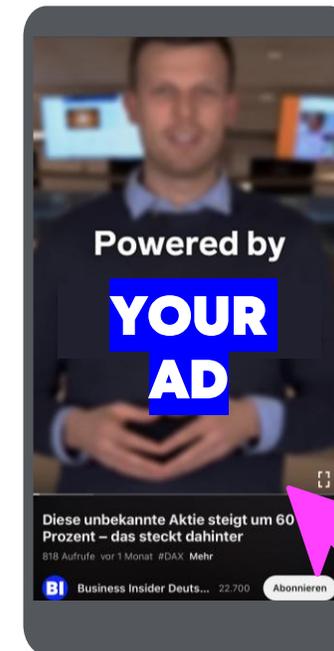
- Logo placements within the video
- A call-to-action at the end including direct linking
- A mention in the description text

This creates a high-impact placement that drives both brand presence and traffic.

<sup>1</sup> Including video production; SR-, AE- and AR-eligible

Campaign duration: 1 week  
Required material: short target link + text (max. 300 characters incl. spaces)  
Counting of video views depending on platform standard: YouTube Shorts from video impression, Facebook + Instagram from 3 seconds, LinkedIn from 2 seconds  
Lead time for material delivery: minimum 2 weeks

**300,000 GUARANTEED VIEWS**  
**€ 32,000 GROSS<sup>1</sup>**



**welt**  
**BUSINESS INSIDER**

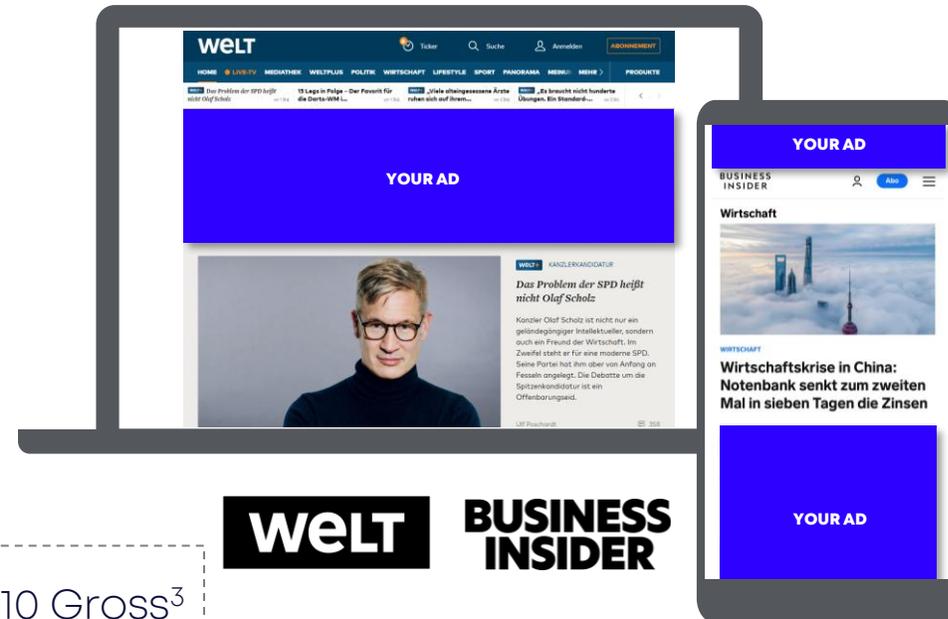
[CLICK HERE FOR EXAMPLE](#)

# DECISION-MAKER HOMEPAGE BUNDLE

**2.7 MILLION GUARANTEED AIs**  
**€ 82,710 GROSS<sup>3</sup>**

Leverage the reach of our PREMIUM decision-maker homepages WELT and Business Insider and secure an exclusive placement with a single booking.

The campaign is delivered multiscreen to optimally reach your target audience in every usage situation.



## Prices<sup>1</sup>

Decision-Maker Homepage Bundle <sup>2</sup>	€82,710 Gross <sup>3</sup>
Decision-Maker Homepage Bundle Plus <sup>2</sup>	€115,740 Gross <sup>3</sup>

<sup>1</sup> Formats see WELT Digital Factsheet: [https://www.mediaimpact.de/wp-content/uploads/WELT-Digital\\_Factsheet-2026.pdf](https://www.mediaimpact.de/wp-content/uploads/WELT-Digital_Factsheet-2026.pdf) <sup>2</sup> The following homepages are booked for one day: WELT.de, Business Insider – combined volume: billing-relevant is the total AI of the package; not all positions must contribute to achieving the total AI. On Business Insider homepage, interstitial and underscroller are not possible. Duration: 1 day <sup>3</sup> Gross price after combo discount; SR-, AE- and AR-eligible

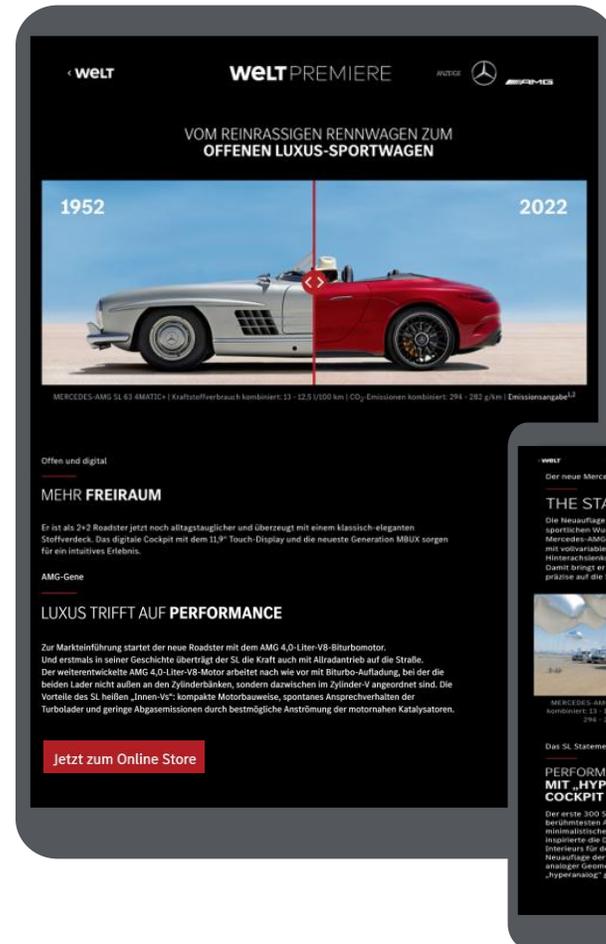
# DECISION-MAKER STORY COMBO

Your story around new products or current offers is presented authentically, clearly, and interactively in the style of our decision-maker brands.

The story, as well as the corresponding teaser, is created according to your wishes.

**WELT + Business Insider**  
28,000 guaranteed views  
Duration: 4-6 weeks

<sup>1</sup>Gross prices (SR-, AE- & AR-eligible), plus €8,000 creation costs + €4,000 for interactive implementation (not SR-, AE- & AR-eligible) Example of an interactive product story on WELT (desktop) and Business Insider (MEW); optional creation as a non-interactive story available for €8,000



**2.7 MILLION GUARANTEED AIs**  
**€ 90,000 GROSS<sup>3</sup>**

**INTERACTIVE ELEMENTS**



**CALL TO ACTION BUTTON**

**Jetzt konfigurieren**

POLITICO

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# YOUR SALES CONTACTS

CAN BE FOUND [HERE](#).



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