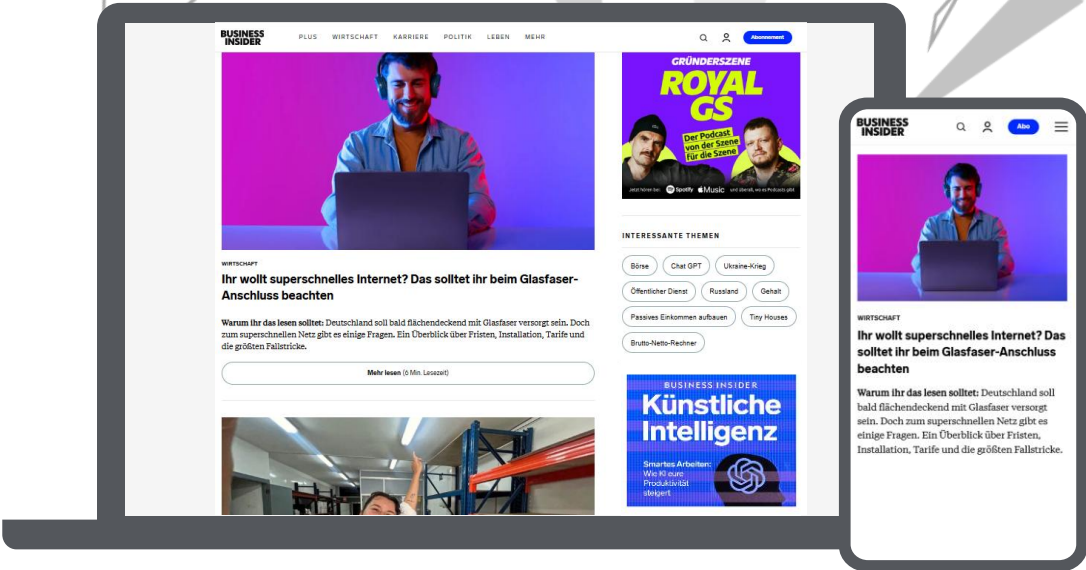


BUSINESS INSIDER



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 ¹ | 2.68 M. | Male ¹ | 58 % |
| Visits ² | 10.94 M. | 20 – 49 years old ¹ | 42 % |
| Page Impressions ² | 13.80 M. | Household net income €3,000 and more ¹ | 67 % |

1) b4p 2025 II
2) IVW november 2025

BUSINESS INSIDER

Daily fixed placements

| Product 10 a.m. – 10 a.m. | Ad Impressions ² | Price |
|---|-----------------------------|---------------------|
| HomeRun + First Contact ¹ HomeRun + First Contact plus ¹ | 200,000 | €9,400 €13,600 |
| Decision Maker Homepage Bundle ³ Decision Maker Homepage Bundle Plus ³ | 2,700,000 | €82,710 €115,740 |
| Decision Maker Roadblock ⁴ | 10,090,000 | €295,100 |

| Formats |
|--|
| <p>Desktop: Wallpaper / Fireplace⁵ / Billboard / (Dynamic) Sitebar / Video Wall⁶ / Double Dynamic Sitebar / Dynamic Fireplace⁵ / TwoFace Ad⁷ / Direction Ad / Catalogue Ad / Engagement Ad</p> <p>MEW: Sticky Lead Ad (6:1 / 4:1 / 2:1 (not sticky)) & Understitial¹ / Interscroller¹ / Medium Rectangle / Cube Ad (MMR) / TwoFace Ad⁷ / Gallery Ad (MMR) / Mobile Click & Swipe / Catalogue Ad / Welcome Ad⁸ / Halfpage Ad</p> <p>WELT APP: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad⁷ / Gallery Ad (MMR)</p> |
| <p>PLUS</p> <p>Stationary: Bridge Ad⁹ / Frame Ad</p> <p>MEW: Sticky Lead Ad (6:1 / 4:1 / 2:1) & Prestitial¹⁰ & Medium Rectangle / (video) Interscroller¹ / Content Ad / Understitial¹ / Cube Ad (MMR) / Gallery Ad (MMR)</p> <p>WELT APP: Lead Ad (6:1 / 4:1 / 2:1) & Prestitial¹⁰ & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)</p> |

1) Understitial and interscroller formats are not possible on the Business Insider homepage.

2) 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.

3) 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.

4) 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.

5) Displayed above the navigation bar on WELT.de

6) 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

7) A billboard is required for tablets | no video | On mobile devices, the advertising material is displayed in the interscroller | In the WELT app, the advertising material is displayed in the Mrec

8) Not possible on Business Insider

9) Combination of Fireplace (display above navigation) and Billboard (display below navigation)

10) Auto-close after 8 seconds; optional, only in HomeRun and in combination with a Mobile Medium Rectangle or equivalent alternative, not relevant for guarantee.

BUSINESS INSIDER

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 <ul style="list-style-type: none">• 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 |
| Gründerszene Daily | 18,000 | €4,750 |

1) Excluding sub-channel Economy/Tech
2) Price per week on request
3) YouTube, Instagram, Facebook, LinkedIn; video views counted according to platform standard: YouTube Short from video display, 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 are not SR, AE, and AR compatible

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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)
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.

| | 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 |

| | | | | |
|----------------------------------|-----------------------------------|----------------------------|-------------------|--|
| 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 | |

- 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.