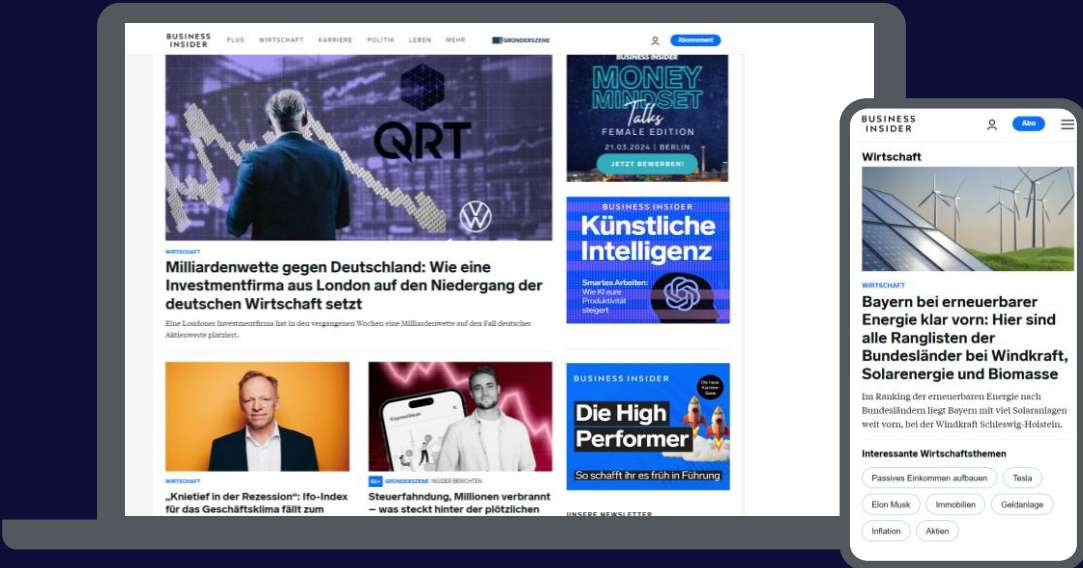


BUSINESS INSIDER



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 | 6.51 million | male ¹ | 57 % |
| Visits ² | 12.4 million | 16-49 years ¹ | 56 % |
| Page impressions ² | 14.85 million | household net income €3,000 and more ¹ | 53 % |

¹⁾ Source agof daily digital facts, basis: digital WNK 16+ years (61.63 million.); Single month Mai 2022
²⁾ IVW Februar 2024

PRICE LIST 2025

Daily and weekly fixed placements

| HomeRun + First Contact (multiscreen) ¹ 10 a.m. – 10 a.m. | Guarantee ² / Price | |
|---|--------------------------------|-------------------------|
| Guaranteed Ad Impressions | 200,000 AIs/day | 1.4 million AIs/week |
| BASIC 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 |
| DELUXE Stationary: Billboard (100/1) / Video Wall / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad / TwoFace Ad ³ , 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 ³ / Gallery Ad (MMR) / Mobile Click & Swipe | €9,500 | €48,500 |
| SUPREME Stationary: Big Stage ⁴ (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 ⁵ | 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 ¹ WELT Home, Business Insider Home + First Contact 10 a.m. – 10 a.m. | Guarantee ² / Price |
|---|--------------------------------|
| Guaranteed Ad Impressions | 2,450,000 AIs/day |
| BASIC Stationary: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle | €66,000 |
| DELUXE Stationary: Video Wall ³ / 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 |
| SUPREME Stationary: Big Stage ⁴ (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 ¹ WELT Home + First Contact, Business Insider Home + First Contact 10 a.m. – 10 a.m. | Guarantee / Price |
|---|-------------------|
| Guaranteed Ad Impressions | 4,450,000 AIs/day |
| BASIC Stationary: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle | €93,000 |
| DELUXE Stationary: Video Wall ³ / 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 |
| SUPREME Stationary: Big Stage ⁴ (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 | |
|--|------------------------|---|--------------------|
| 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⁾ | 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 ²⁾ | |
| Exclusive Presenting of an individually selected topic for 4 weeks | | 400,000 AIs | €25,000 |
| Advertorial | | Guarantee / Price ³⁾ | |
| | | 2.5 milion AIs | €25,000 |
| Brand Story | | Guarantee / Price ³⁾ | |
| | | 5,000 views | €27,500 |
| Business Insider Daily Newsletter | | Subscribers / Price ⁴⁾ | |
| Intro Ad Placement Native Ad Placement | | 16,000 | €4,000 €3,000 |
| Gründerszene Daily Newsletter | | Guarantee / Price ⁴⁾ | |
| Intro Ad Placement Native Ad Placement | | 19,000 | €5,000 €4,000 |

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) 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 Ads² | Outstream 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 commission, plus VAT. [Subject to alterations and errors excepted] Specifications at: www.mediaimpact.de/de/digital-formate