

# BUSINESS INSIDER

## MEDIA KIT 2025

*impassioned by*

media **impact**—

**BUSINESS  
INSIDER**

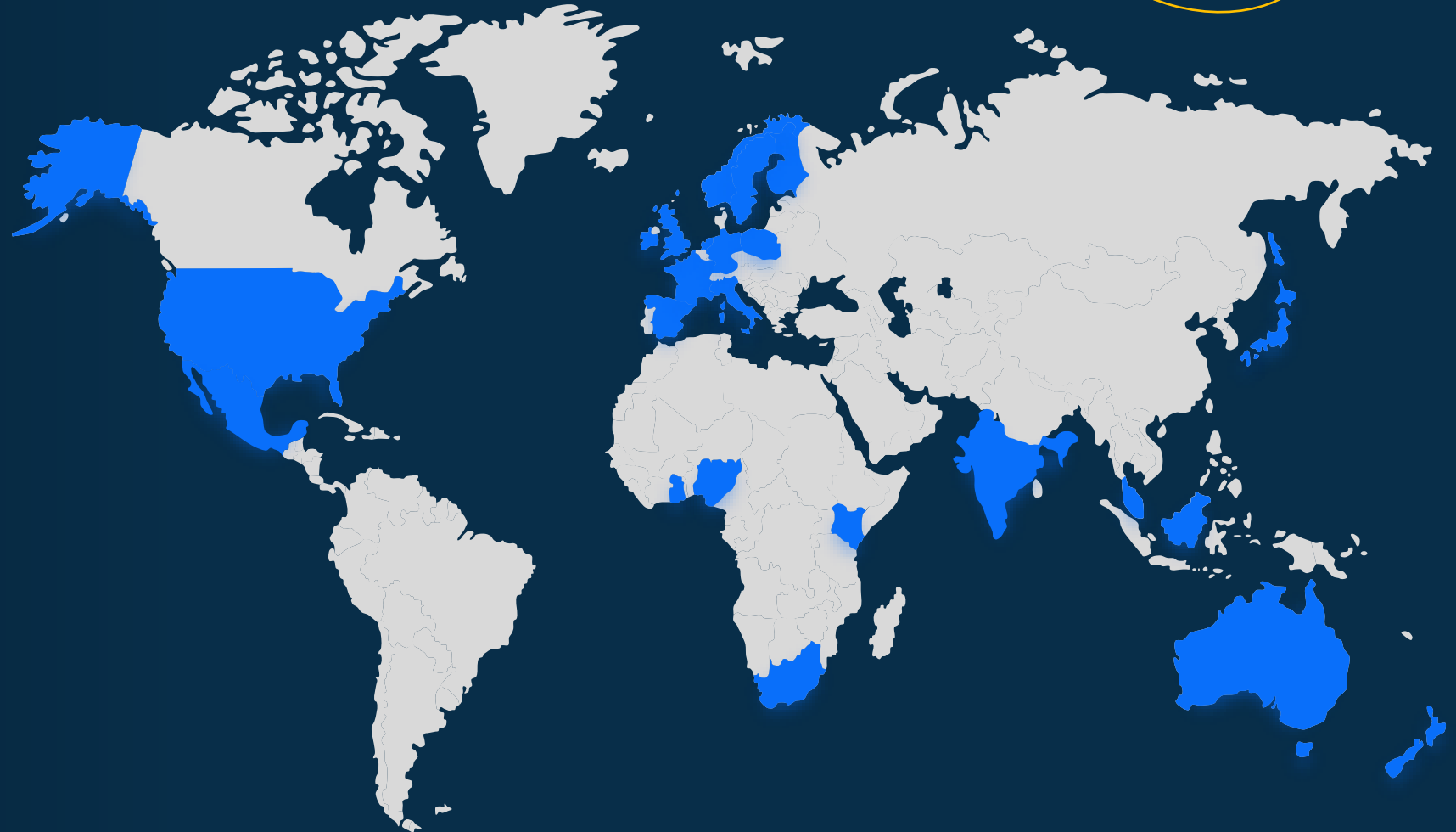
| media **impact**—

# 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

## 6.51 million

UNIQUE USERS / MONTH<sup>1</sup>

BI embodies high-quality business journalism for an engaged generation, focusing on the core topics: economy, finance, career, politics, and technology.

# GRÜNDERSZENE

## 1.03 million

UNIQUE USERS / MONTH<sup>1</sup>

GRÜNDERSZENE is the leading platform for the German startup scene, focusing on relevant news about startups, fintechs, finance, business, and careers.

# DISPLAY ADVERTISING

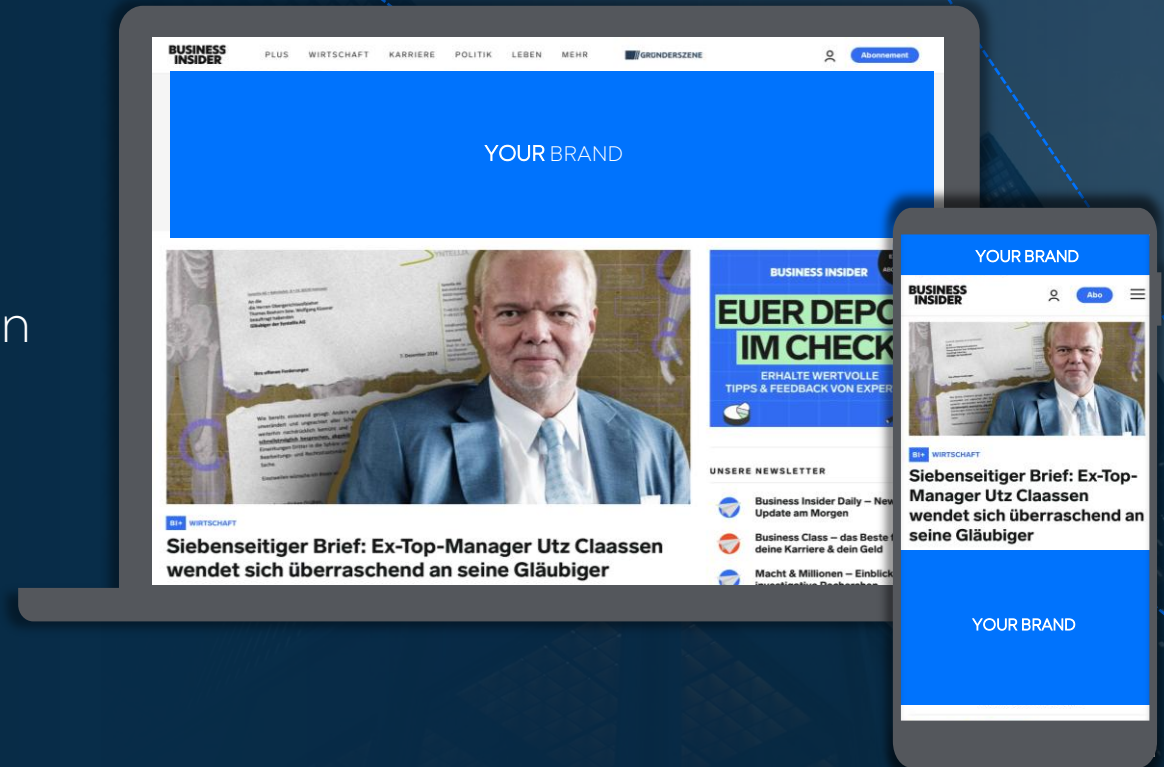
# BUSINESS INSIDER HOMERUN

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



Available in the variants Basic (8.000 €/TFP; 42.000€/WFP), Deluxe (9.500 €/TFP; 48.500€/WFP) and Supreme (16.000 €/TFP; 81.000/WFP);  
Gross prices (eligible for special discounts, agency commission & agency discounts)  
Exemplary presentation of advertising material (Desktop: Billboard, MEW: Sticky Lead Ad & Mobile Medium Rectangle)

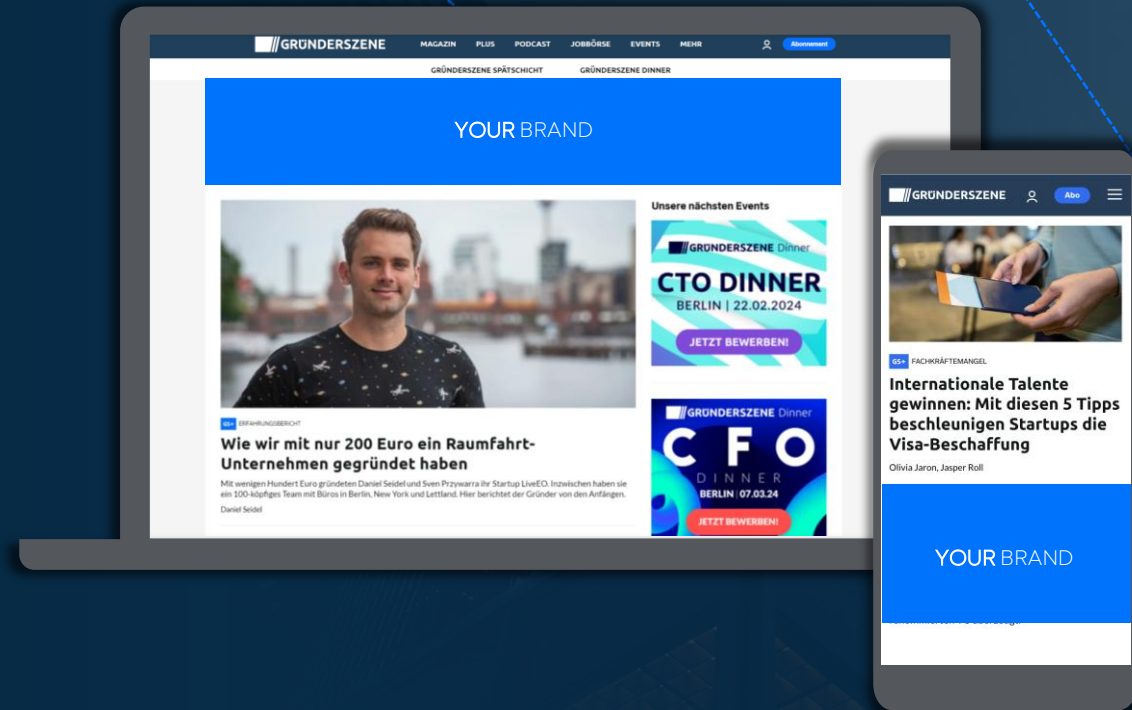


# GRÜNDERSZENE WEEKLY FIXED PLACEMENT

Secure the weekly fixed placement<sup>1</sup> across the entire Gründerszene channel and additionally reach an audience with startup vibes.

# 250,000

GUARANTEED AIS / WEEK



<sup>1</sup>) 9,000 € net (not eligible for special discount, agency commission & agency discount), advertising material identical to Business Insider Homerun

# CONTENT PRESENTING

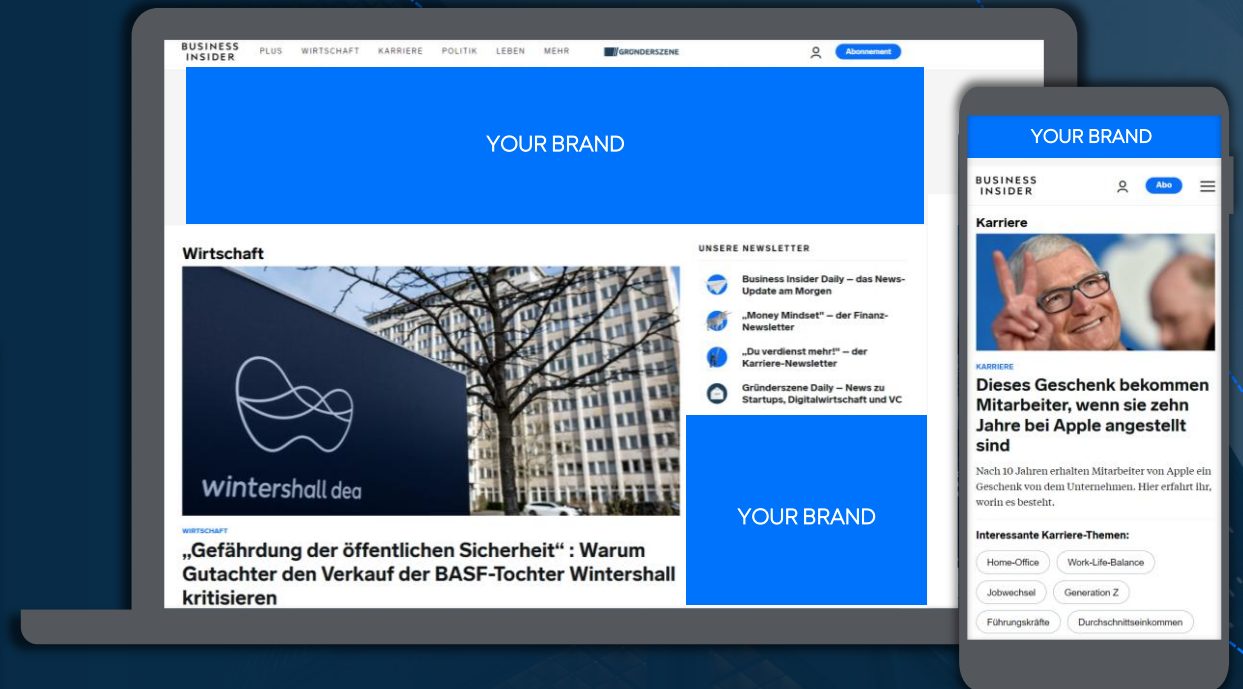
Place your advertising material permanently and exclusively in the desired channel and on all associated article pages<sup>1</sup>.

Channel	Formats	Guaranteed AI	Price <sup>2</sup>
Business <sup>3</sup>	Desktop:	2,400,000 / month	70,000 €
	Billboard, Fireplace, Sitebar	600,000 / week	17,000 €
Science	or Skyscraper &	1,600,000 / month	45,000 €
Politics	Mobile:	1,600,000 / month	45,000 €
Life	Banner (2:1, 4:1)	600,000 / month	17,000 €

1) Includes BI & BI+ articles

2) Prices are eligible for special discount, agency commission & agency discount

3) Except sub-channel: business/tech



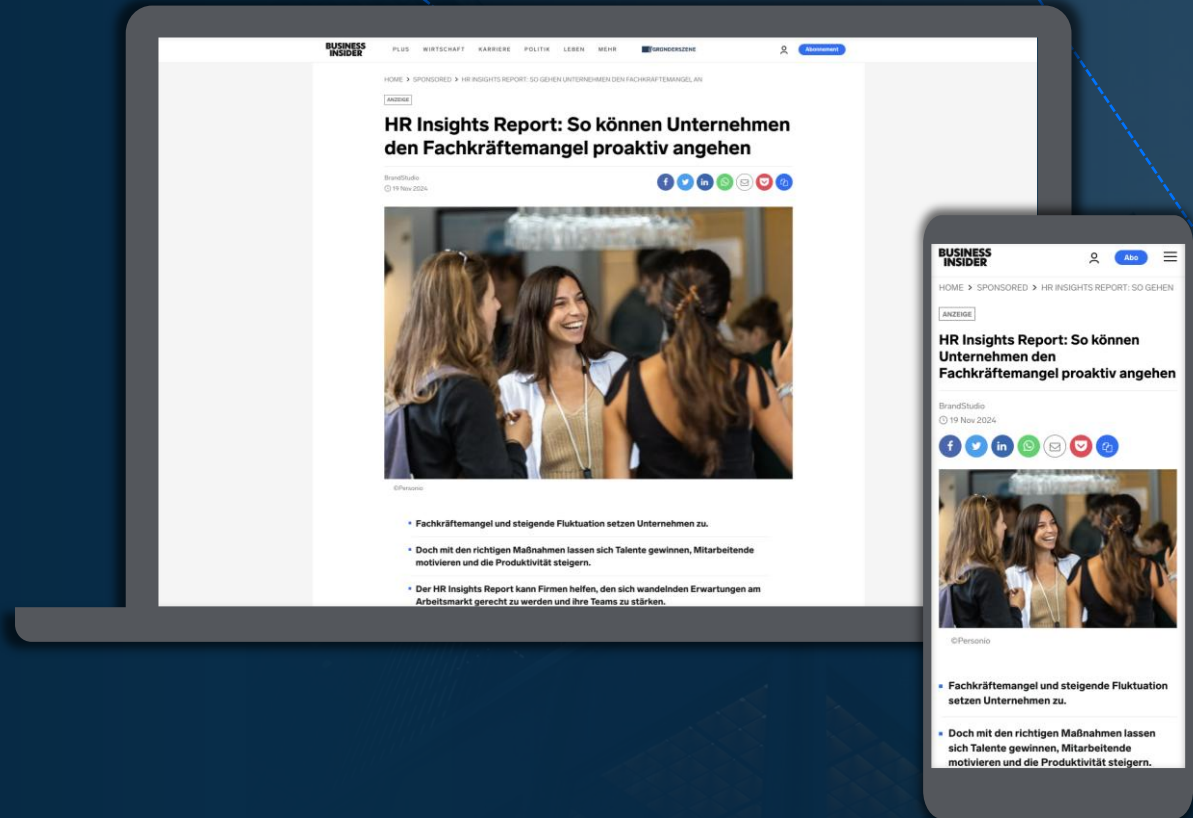
# ADVERTORIAL

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  
Gross price: €25,000 (eligible for special discount, agency commission & agency discount) plus  
€3,500 creation costs (not eligible for special discount, agency commission & agency discount)



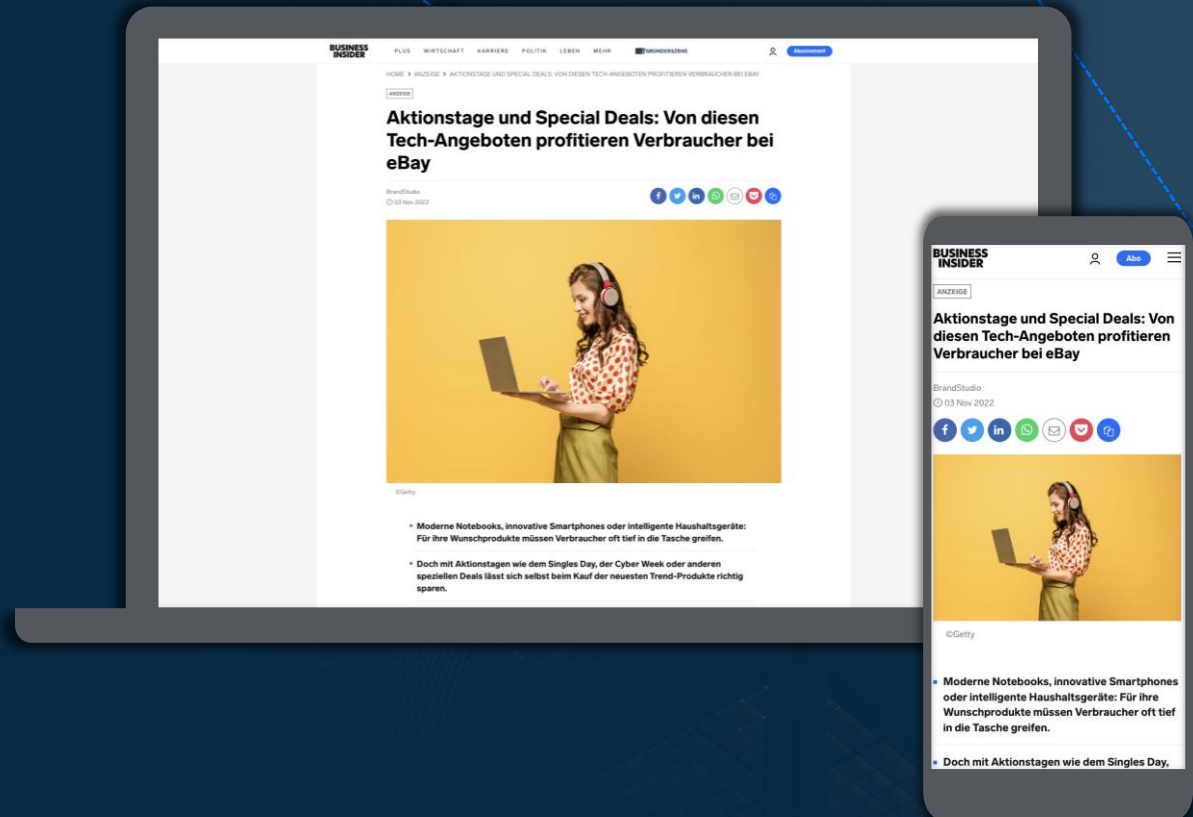
# BRAND STORY

Editorial-style story<sup>1</sup> 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



<sup>1</sup>) Several stories can be bundled within an individually designed brand hub  
Gross price: €27,500 (eligible for special discount, agency commission & agency discount) plus €3,500 creation costs (not eligible for special discount, agency commission & agency discount)

# THEME SPECIAL<sup>1</sup>

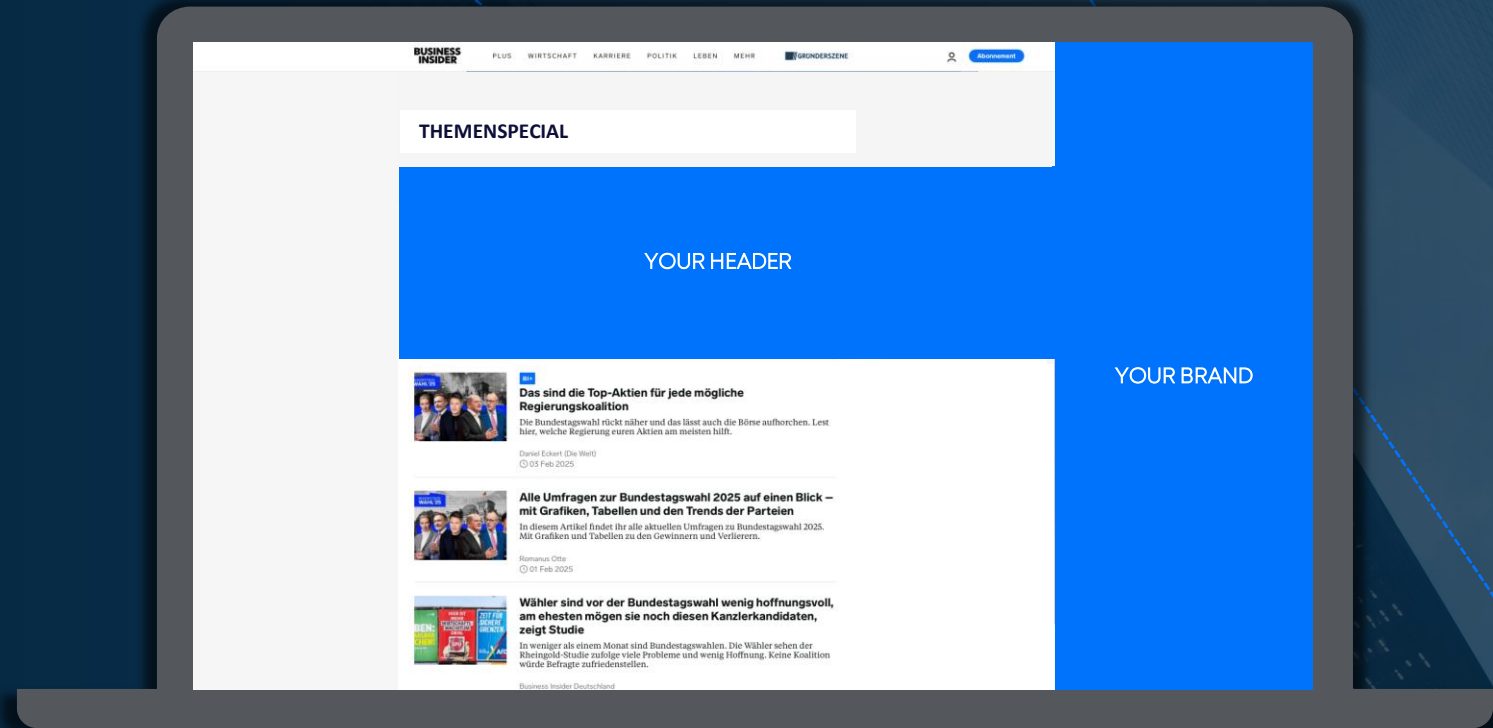
You will be presented as an exclusive advertising partner within a customized selection of editorial articles on a topic of your choice.

Throughout the entire duration, you will act as the sender of the special and additionally receive your own navigation entry on the website.

# 400,000

## GUARANTEED AIS

YOUR TOPIC  
OF CHOICE



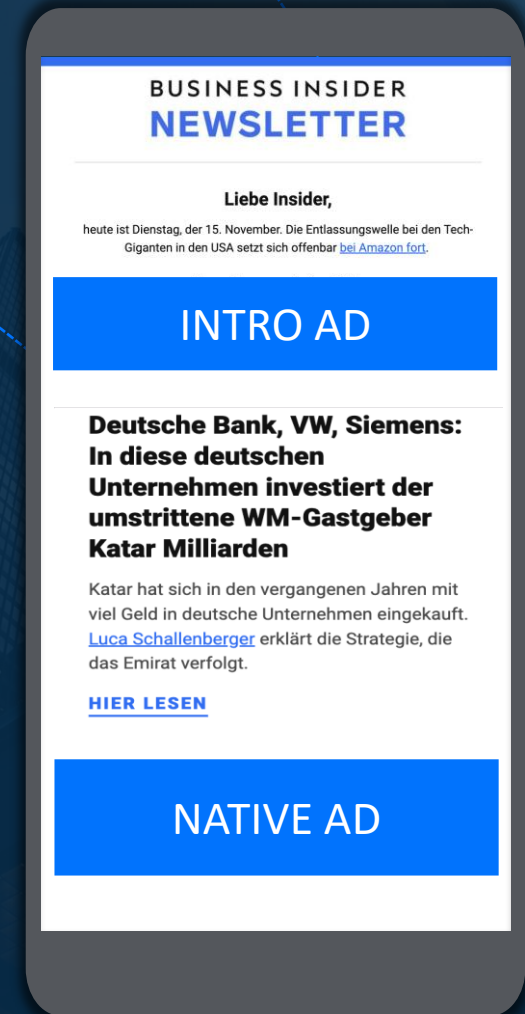
1) Gross Price: €25,000 (eligible for special discount, agency commission & agency discount) plus €4,000 creation costs (not eligible for special discount, agency commission & agency discount), exemplary presentation subject to editorial approval

# NEWSLETTER

# NEWSLETTER PLACEMENTS

Place your brand in our high-performance newsletters Business Insider Daily, Business Class and Gründerszene Daily.

You can choose between the Intro Ad<sup>1</sup> and Native Ad<sup>2</sup> variants – each as an image/text combination.



- 1) Price includes: Headline with max. 49 characters, text with max. 250 characters, banner as JPG (1080\*160), CTA with max. 20 characters
- 2) Price includes: Headline with max. 80 characters, text with max. 350 characters, banner as JPG (1080\*508), CTA with max. 20 characters
- 3) Price for weekly fixed placement BI Daily Intro Ad: €4,000; Price Native Ad: €3,000 costs (prices not eligible for special discount, agency commission & agency discount)
- 4) Price for weekly fixed placement GS Daily Intro Ad: €5,000€; Price Native Ad: €4,000€ (prices not eligible for special discount, agency commission & agency discount)
- 5) Price for Business Class Intro Ad: €750; Price Native Ad: €650 (minimum purchase of 4 placements; prices not eligible for special discount, agency commission & agency discount)



# BUSINESS INSIDER DAILY

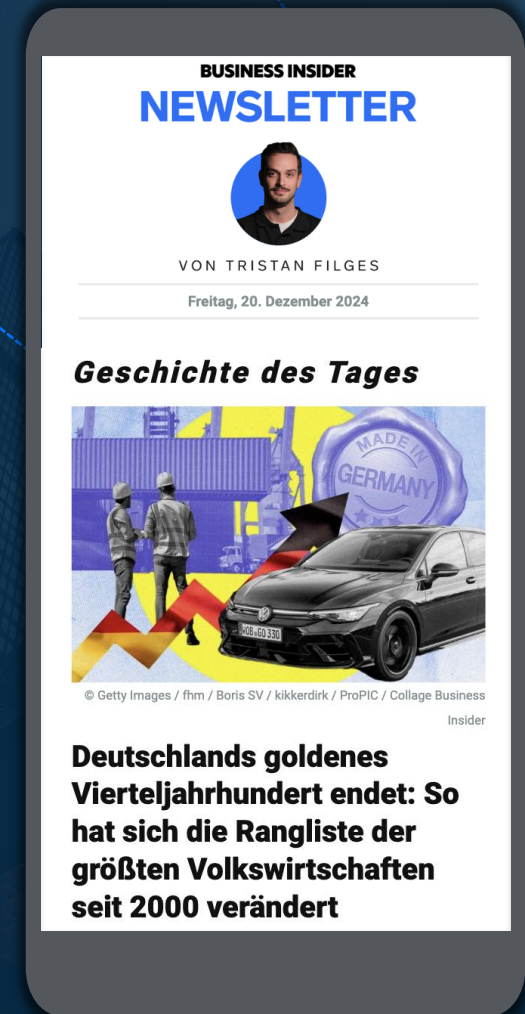
The **Business Insider Daily**<sup>1</sup> focusses on political & business news, consisting of selected top articles from the web written by the editorial team.

16,000

SUBSCRIBERS

54 %

OPEN RATE



1) Published Monday - Friday at 5:30 a.m. (German public holidays excluded)



# BUSINESS CLASS

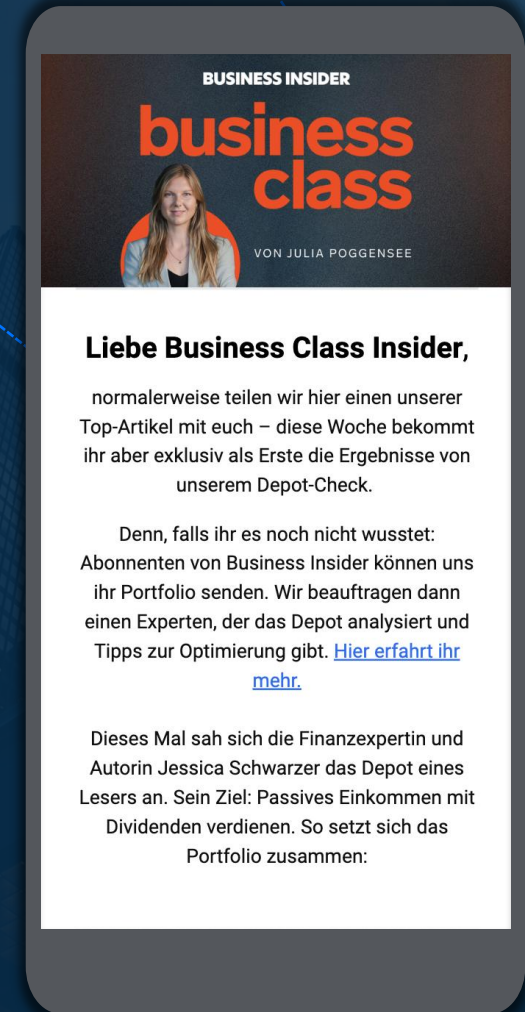
In the **Business Class Newsletter**<sup>1</sup>, editor Julia Poggensee compiles the most interesting finance & career articles every week. She also shares her personal insights and lessons learnt in the areas of career and professional development.

20,000

SUBSCRIBERS

54 %

OPEN RATE



1) Published every Wednesday at 7:00 am (German public holidays excluded), minimum booking volume of 4 placements

# GRÜNDERSZENE DAILY

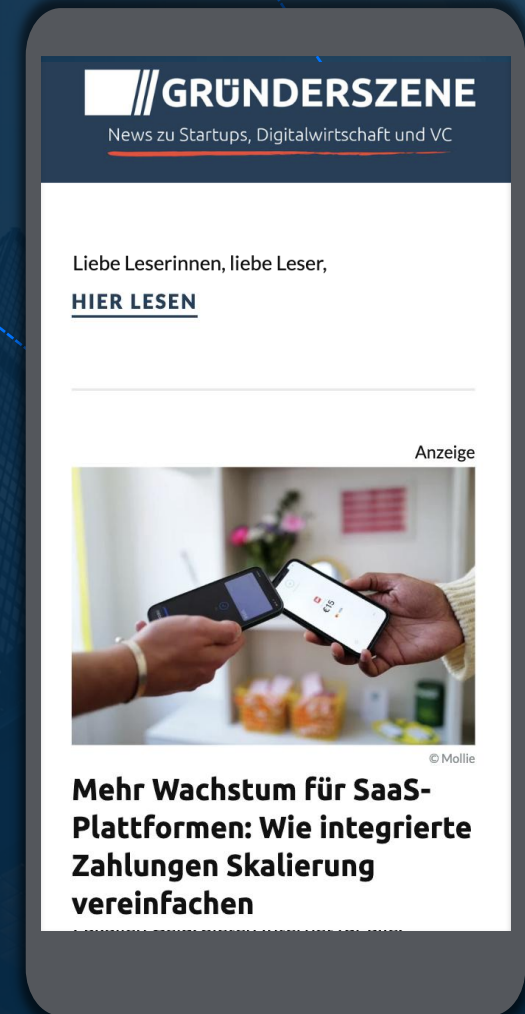
**Gründerszene Daily**<sup>1</sup> brings together the must-read articles from our Gründerszene editorial team as well as the most important news about founders, startups, investors and the digital economy.

19,000

SUBSCRIBERS

57 %

OPEN RATE



<sup>1</sup>) Published Monday - Friday at 8:30 a.m. (German public holidays excluded)

# 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<sup>1</sup>

 **200,000**

GUARANTEED AIS<sup>2</sup>

 **200,000**

GUARANTEED AIS<sup>2</sup>

 **500,000**

GUARANTEED AIS<sup>3</sup>

1) 4 posts with a duration of 3-5 days each at a price of €16,000 plus €800 creation costs (not eligible for special discount, agency commission & agency discount)

2) 4 posts within 2 weeks at a price of €10,000 plus €800 creation costs (not eligible for special discount, agency commission & agency discount)

3) 4 posts within 2 weeks at a price of €17,500 plus €800 creation costs (not eligible for special discount, agency commission & agency discount)



# YOUR CONTACT

YOU CAN FIND YOUR  
SALES CONTACT [HERE.](#)

