

BUSINESS INSIDER MEDIA KIT

2024

impassioned by

media **impact** —

BUSINESS INSIDER

At the core of Business Insider Germany is: BETTER EVERY DAY! High-quality, relevant business journalism paired with exciting formats and products inspires readers.

The brand helps users make more informed decisions. This is what Business Insider fights for every day.

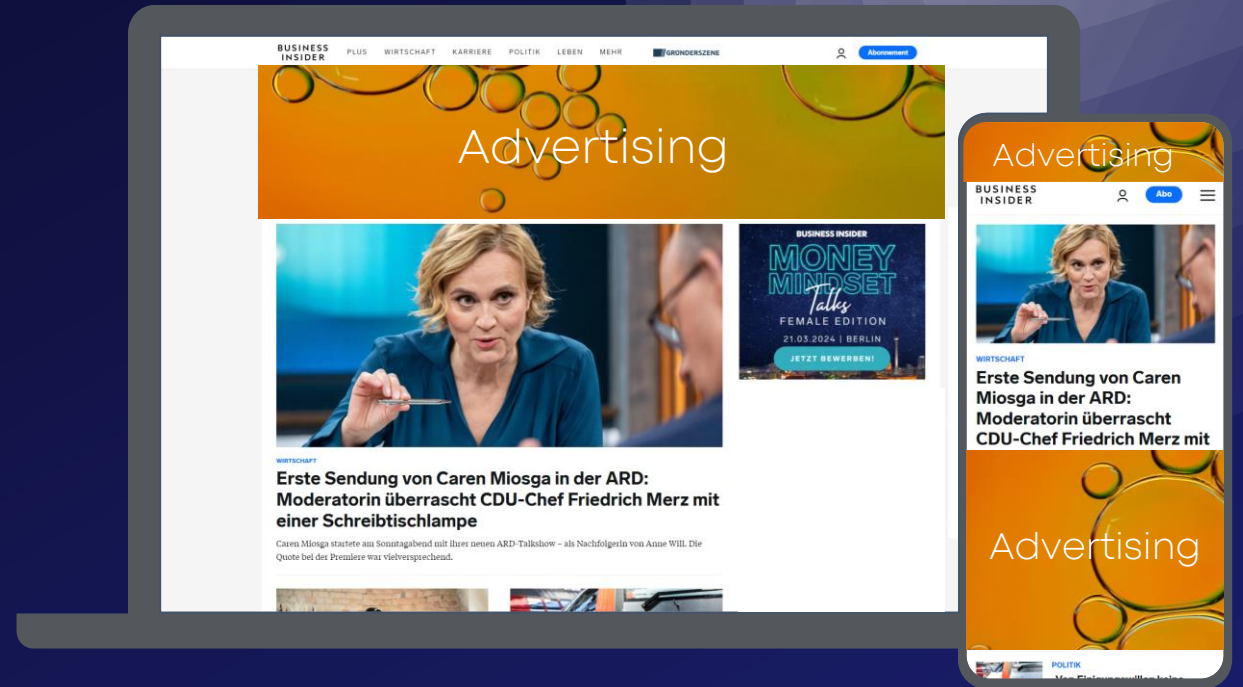
Gründerszene has been the leading platform of the German startup economy for 15 years and has been a department of Business Insider Germany since 2020.

HOMERUN

The Homerun is ideal for an individual and first-class appearance of your brand. 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 in order to reach the target group in the best possible way in every usage situation.

With the Homerun extension you are present on the GRÜNDERSZENE for a week and reach the relevant target group of the start-up scene.



YOUNG PROFESSIONALS BUNDLE

Homerun Business Insider

Daily fixed placement: 200,000 AIs for €8,000

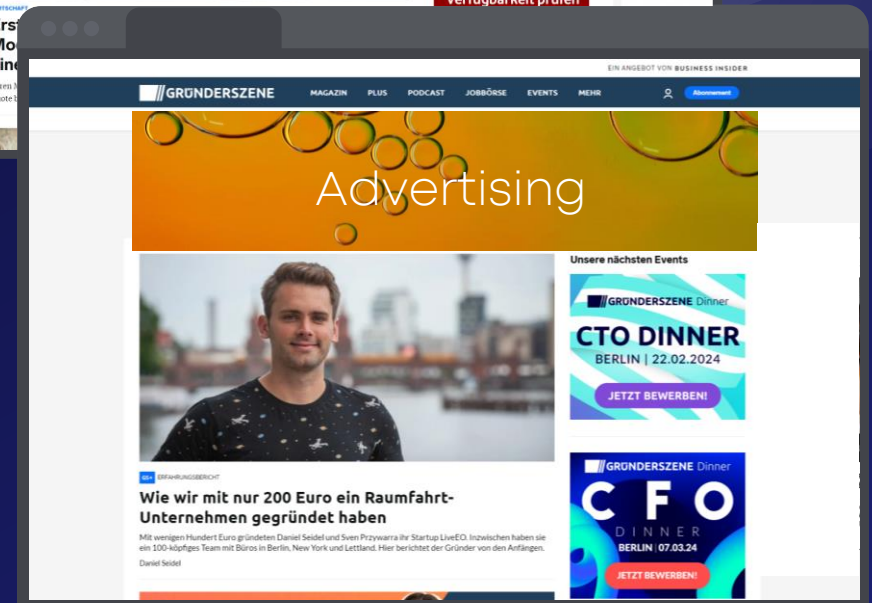
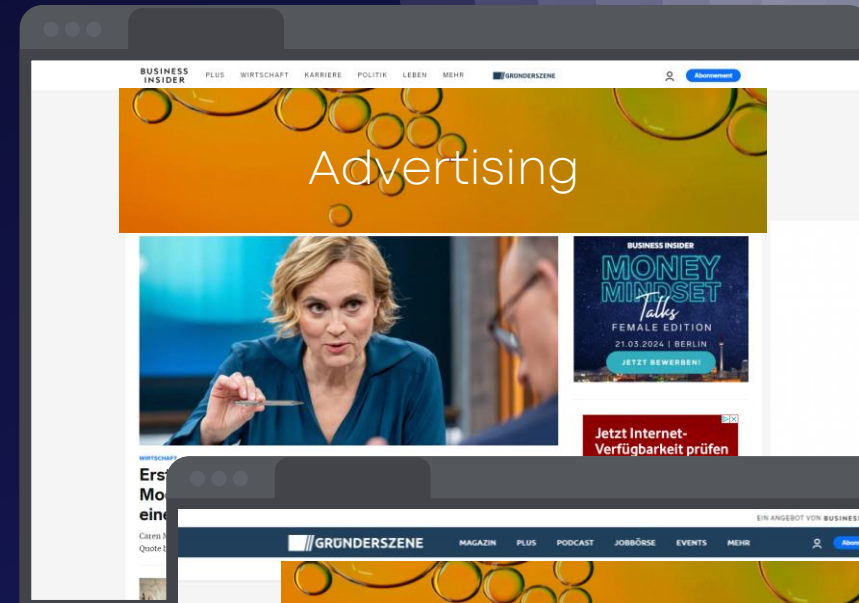
Weekly fixed placement: 1,400,000 AIs for €42,000



GRÜNDERSZENE expansion

Weekly fixed placement throughout

Channel Gründerszene¹: 250,000 AIs for €5,000²



1) Net price in connection with the Homerun Business Insider; Not special discount capable, but agency discount capable.

2) Stand alone booking: €9,000 net, no special discount, but agency discount capable, advertising material identical to the Business Insider Homerun

DECISION MAKER RUN

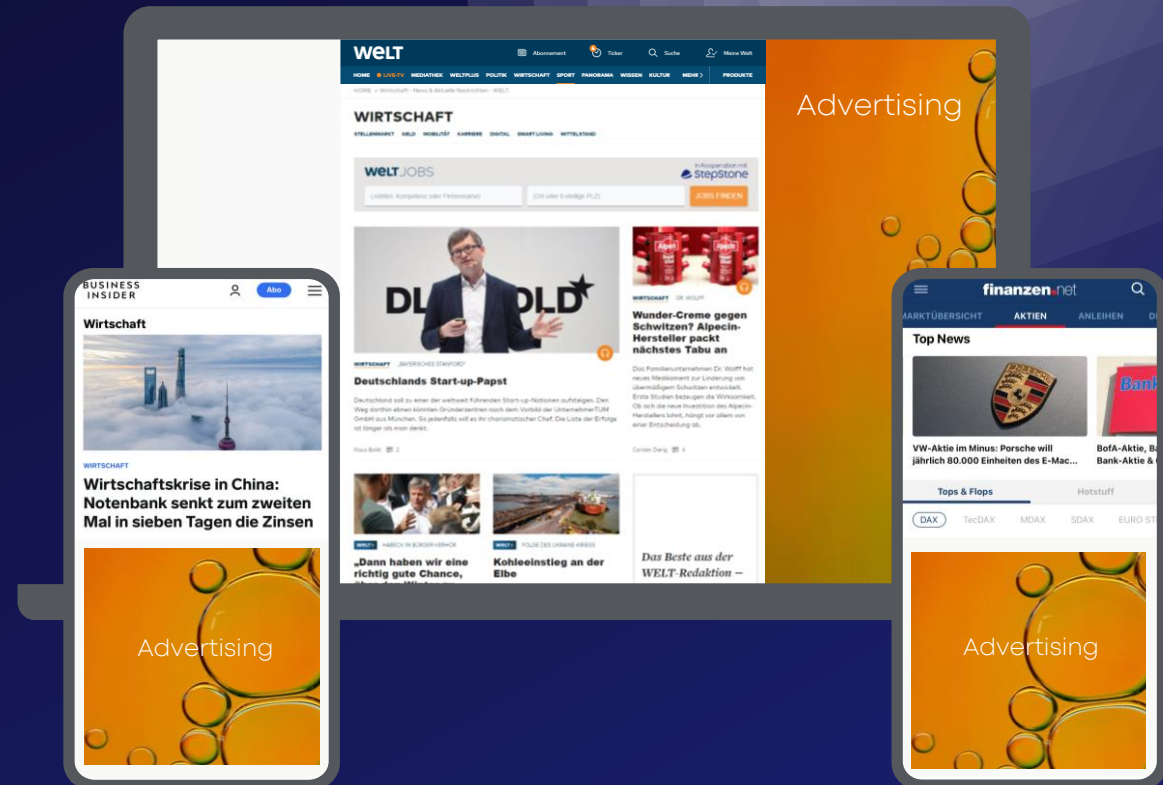
Maximum visibility in all top decision maker channels!

The Decision Maker Run bundles the channel start and article pages with the highest reach in one product.

For a whole day¹ you will occupy exclusive placements in the visible area where the attention of our WELT, Business Insider and Finanz.net² users is highest. We thus guarantee optimal viewability³ and maximum engagement.

5.30 million guaranteed Als

Gross price: €110,000



1) only bookable Monday - Friday, Business Insider and WELT from 10 a.m. to 10 a.m., Finanzen.net from 12 a.m. to 11:59 p.m.

2) Package can also be booked without Finanzen.net: 2.7 million Als per day, €54,000.

3) Desktop advertising material: wallpaper or half-page ad, mobile advertising material: content ad or medium rectangle AND lead ad (4:1/6:1) mandatory, other advertising materials on request

MORE REACH IS NOT POSSIBLE

DECISION MAKER MAX

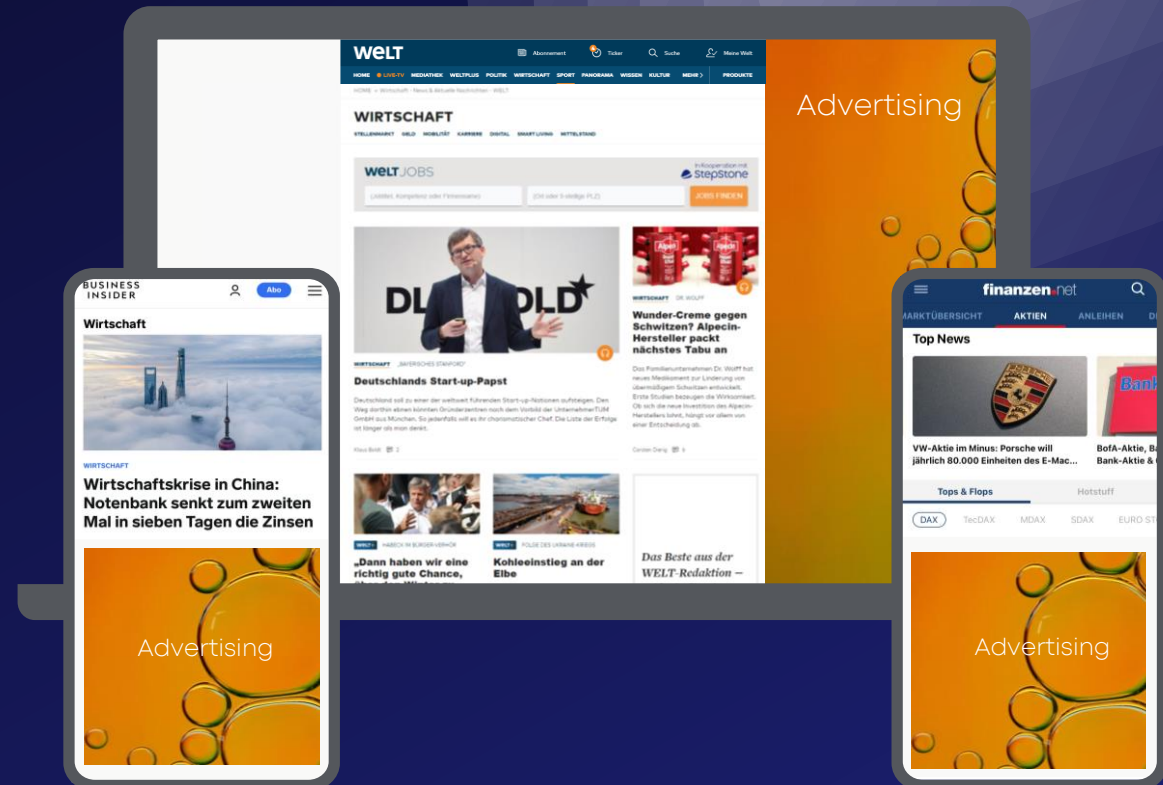
Maximum visibility on all our decision makers brands for one day!

With the Decision Maker Max, all homepage start pages as well as the channel start and article pages with the highest reach are exclusively occupied on one day¹.

We guarantee optimal viewability² and maximum engagement

8.76 million guaranteed Als

Gross price³: from €172,000

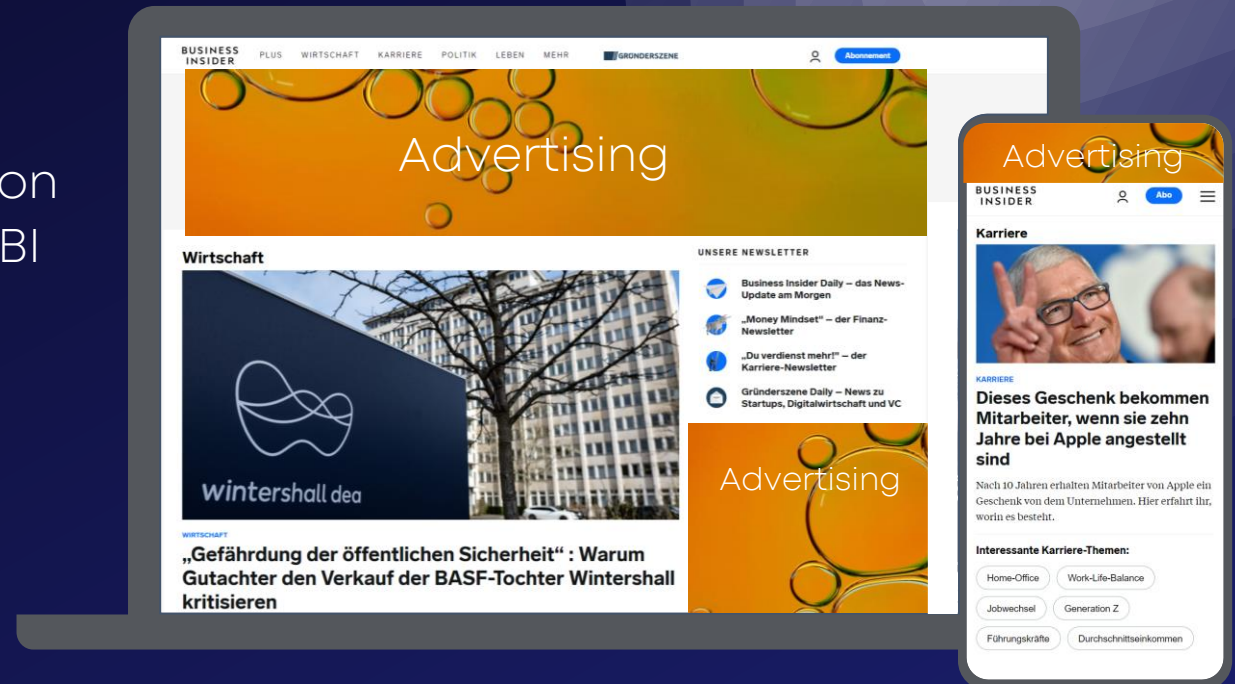


1) only bookable Monday - Friday, Business Insider and WELT from 10 a.m. to 10 a.m., Finanzen.net from 12 a.m. to 11:59 p.m.
2) Desktop advertising material: wallpaper or half-page ad, mobile advertising material: content ad or medium rectangle AND lead ad (4:1/6:1) mandatory, other advertising materials on request.
3) can also be booked in the Deluxe (€221,000) and Supreme (€365,000) variants.

CONTENT PRESENTING

With content presenting, advertising materials are permanently placed exclusively in the desired channel and on all associated article pages (including BI Plus).

Channel	Formats	Guaranteed AI	Price ¹
Business ²	Desktop:	2,400,000 / month	€70,000
	Billboard, Fireplace, Sitebar oder Skyscraper &	600,000 / month	€17,000
Science	Mobil:	1,600,000 / month	€45,000
Politics	Banner (2:1, 4:1)	1,600,000 / month	€45,000
Life		600,000 / month	€17,000



1) Prices are eligible for special discounts and agency discounts
2) except sub-channel: business/tech

ADVERTORIAL

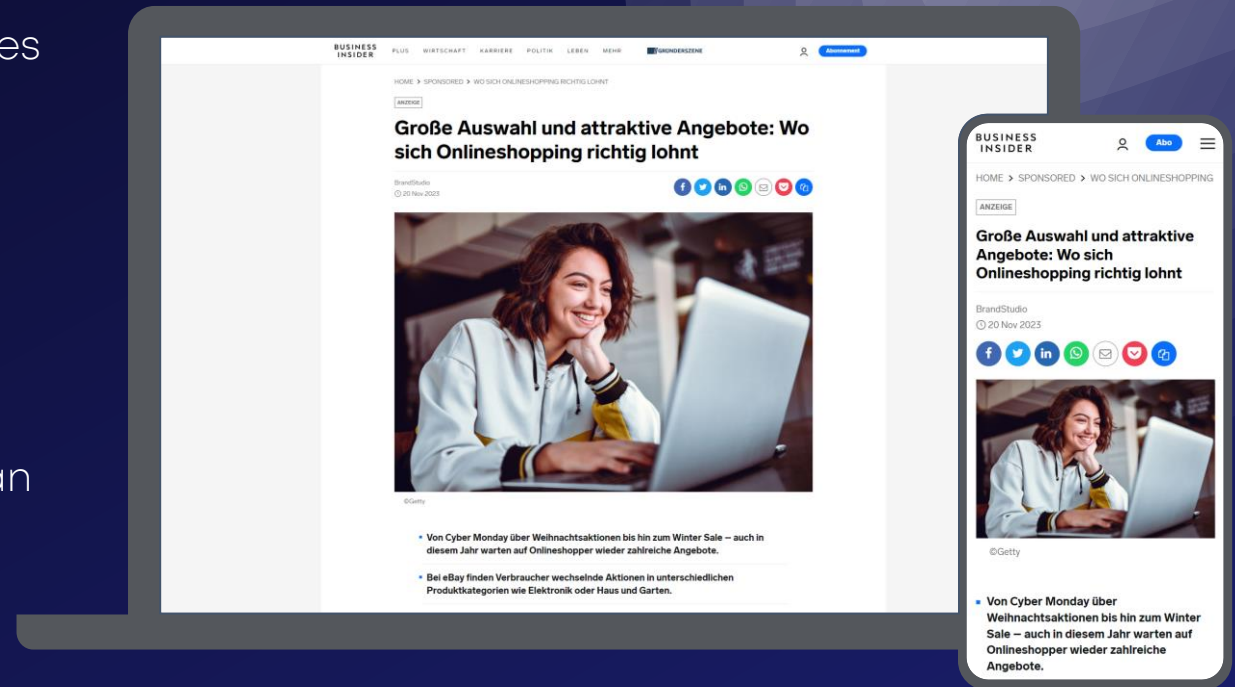
Product-centric story with clear purchase messages in the individual look & feel of Business Insider Germany.

Integration of image galleries and videos to showcase products in a particularly stylish and elegant way.

Possible content items: competitions, prizes, brand and product logos, commercials or making-offs can be integrated.

2.50 million guaranteed Als
Gross price: €25,000¹

¹) plus creation costs: €3,500



BRAND STORY

In close consultation with you, Axel Springer Brand Studios will work with you to develop an editorial-like story in the look and tone of Business Insider to match your brand message.

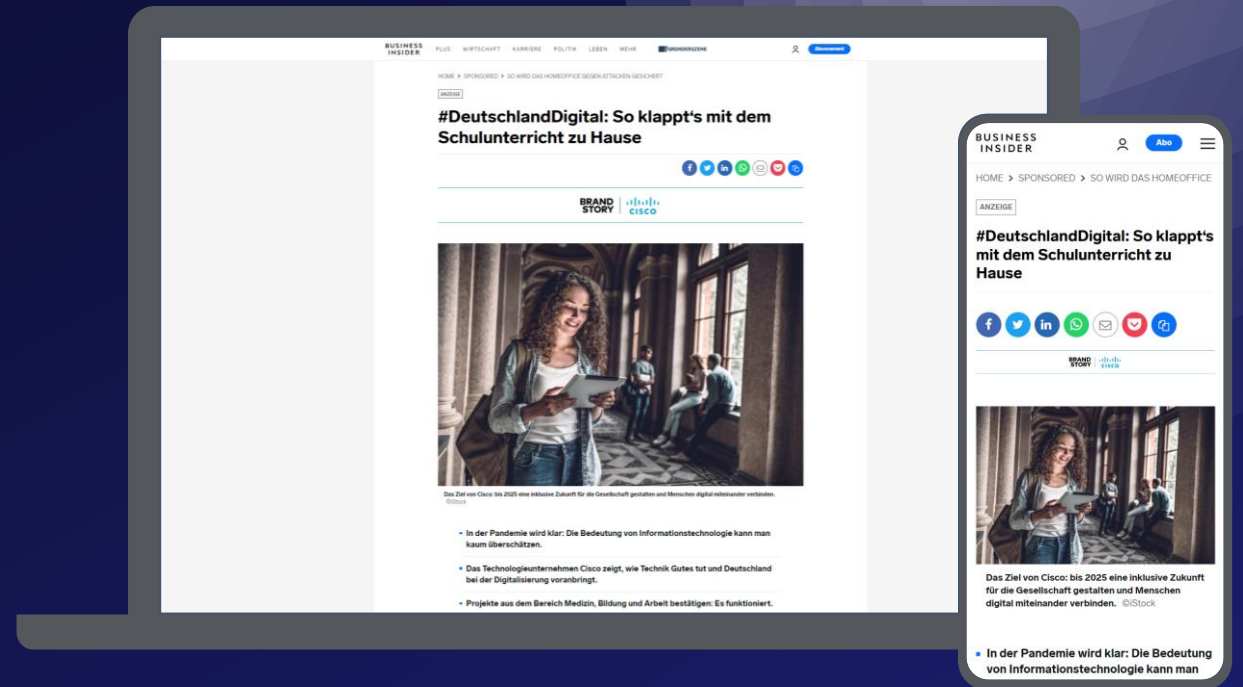
Your brand clearly appears as the sender of the story through logo integration. Multiple stories can be bundled within an individually designed brand hub.

Traffic is fed natively and via various channels (e.g. native teasers on Business Insider, newsfeed, etc.).

5,000 guaranteed views

Gross price: €17,500¹

1) plus creation costs: €3,500



YOU CAN FIND YOUR SALES CONTACTS HERE

WE LOOK FORWARD TO SEEING YOU

impassioned by

media **impact** —