IN ACTION AROUND THE GLOBE
WE AS A COMPANY

1,500 employees worldwide

1 platform in 5 languages
German, English, French, Spanish, Japanese

Number 1 Target for market and consumption data

15 locations
Tailored to your business and objectives, we use our extensive database and B2B networks to generate highly qualified leads for you.

Thanks to the large number of active Statista users, qualitative reach can also be achieved for specific specialised topics.

Decisions are made based on Statista data – with us you meet the decision-makers.

Statista is a lean-forward portal: our users actively seek out content to solve problems, and are therefore more attentive to research and use.

Through strict quality standards in research and market research, we offer trustworthy advertising environments. It is not for nothing that we are among the top 150 websites of the Majestic Million.

REASON WHY
THE BENEFITS OF STATISTA
**ACTIVE USERS**

* Germany only: 1,500,000 monthly active users; monthly page impressions: n/a
Source: Google Analytics, monthly average of Q1 2023
1. Statista’s data is highly or extremely accurate, according to 73% of its users.

2. Statista is the go-to platform for industry and economic statistics, with 74% of our users relying on us for this information.

3. More than 60% of our users think that Statista is crucial for market sizing and making strategic decisions.

4. Statista has an incredibly broad reach across a wide range of geographies, industries, job functions, and types of enterprises!

5. Statista is the primary paid data resource for 70% of our users, and over 60% have acknowledged its growing significance.
**DAILY DATA NEWSLETTER**

Our editorial newsletter provides daily information on the most important news in the form of infographics. You can position yourself prominently in this environment and promote relevant content.

**NEWSLETTER TAKEOVER**

Sponsor our Daily Data Newsletter exclusively. We integrate your logo directly into the header area and focus on a topic of your choice.

**„SPECIAL CONTENT“ NEWSLETTER**

The Special Content Newsletter is ideal as a standalone newsletter to recommend your content and generate qualified leads.

**THOUGHT LEADERSHIP NEWSLETTER**

Our exclusive industry newsletter strengthens your positioning as an expert within your target group. Our monthly format analyzes trends and topics in your industry.

**DEMAND GENERATION**

Our global reach across all industries and our strong partner network enables us to generate high-quality leads for your business.

**NATIVE ADVERTISING**

Finding topics, designing infographics and distributing content - all from a single source. We take care of the success of your campaign and ensure that the sponsored content is permanently available on Statista.

**DISPLAY ADVERTISING**

Strengthen your presence on Statista and position in relevant and trustworthy environments with the help of display ads.
STATISTA NEWSLETTERS
AT A GLANCE
OUR NEWSLETTERS

1. **DAILY DATA NEWSLETTER**
   Thanks to the wide reach of our daily editorial newsletter, our partners can generate a lot of attention from our users in a very short time.

2. **SPECIAL CONTENT NEWSLETTER**
   In our Special Content Newsletter, we regularly recommend insightful content from our partners and generate high-quality leads.

3. **THOUGHT LEADERSHIP NEWSLETTER**
   In our monthly Thought Leadership Newsletter, we analyse trends and developments together with our partners, for which we research exclusive data that our industry experts classify for you and visualize in individual infographics.
**INTEGRATION IN THE EDITORIAL NEWSLETTER**

**DAILY DATA NEWSLETTER**

**ELEMENTS:**

- **Top placement:** Recommendation of our partner's content immediately after the welcome from our editors
- **Integration through the placement of a responsive native ad**
- **High visibility** in users' inboxes thanks to daily mailings
  - Ideal mix of reach and relevance
- **Placement is active for an entire week and thus appears in up to 6 mailings**

**OVERVIEW DAILY DATA**

<table>
<thead>
<tr>
<th>Mailing list</th>
<th>Editions peer week</th>
<th>Contacts per sendout</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>6</td>
<td>548,600</td>
</tr>
<tr>
<td>Germany, Austria, Switzerland</td>
<td>6</td>
<td>71,000*</td>
</tr>
<tr>
<td>Spain</td>
<td>5</td>
<td>79,700</td>
</tr>
<tr>
<td>France</td>
<td>5</td>
<td>25,800</td>
</tr>
<tr>
<td>Pan-Asia</td>
<td>1</td>
<td>149,000</td>
</tr>
<tr>
<td>India</td>
<td>1</td>
<td>53,100</td>
</tr>
</tbody>
</table>

* Please see slide 36 for prices and further figures.
FEATURES:

- Selection of a focus topic for one week in consultation with the editorial team*
- Integration of the brand logo and "presented by" directly below the header ("Hero Ad")
- Further advertising integration through a native ad
- 100% share of voice: no third-party ads are integrated during a takeover
- Possibility of additional integration of up to 2 sponsored posts per week

* Content is selected from the editorial database
MERKMALE:

- Exclusive partner mailing
- Ideal for lead generation
- Newsletter appears less promotional and is perceived more as editorial content
- Sent at the desired time
- Link to external landing page

OPTIONALES TARGETING:

- Reduktion der Anzahl von Empfänger:innen pro Versand durch folgende Optionen:
  - Geo-Targeting
  - Opener vs. Non-Opener Targeting bei Versand von mehreren Special Content Newsletter (z.B. bei Webinar-Einladungen)
  - Industrie-Targeting
  - Account-Based Marketing

Please see slide 37 for prices & figures
GLOBAL BREAKDOWN OF OUR SUBSCRIBERS

INDUSTRY
- 17% Computer & IT
- 14% Manufacturing
- 11% Retail
- 9% Education
- 7% Medical

JOB AREA
- 18% Marketing
- 11% Business
- 10% IT, Computers & Electronics
- 8% Human Resources
- 7% Education

JOB LEVEL
- 28% C-Level
- 17% Director
- 8% Consultant
- 5% VP Student

COMPANY SIZE
- 22% 100 bis 999
- 54% 1 bis 99
- 24% > 1000

Source: Internal reporting, January 2024
DISPLAY
The high visibility of our ad formats generates strong awareness effects – both in selected environments and across the Statista platform.
INFOTORIAL
EDITORIAL BRANDING ON STATISTA.COM

DISTRIBUTION OF YOUR INFOGRAPHIC
Featuring your infographic as a Sponsored Post in the Statista Newsletter „Infographic Bulletin“

PRESENCE ON STATISTA
Permanent presence of your infographic on the Statista portal in the relevant environment and findable through suitable keywords

REACH BOOSTER
Supporting your reach through the distribution of attention-grabbing display ads

ON REQUEST: LEAD PACKAGE
Ensuring success by generating qualified leads from your infographic
CONTENT CREATION & NEWSLETTER POSTING

INFOTORIAL BUNDLE

PROMOTION VIA THE INFOGRAPHIC BULLETIN

INFOGRAPHIC

European accommodation sector: Mapping the past 6 months against future expectations

- Positive about the future
- Cautious about the present

PROMOTION VIA THE DISPLAY BANNERS

PERMANENT HOSTING ON STATISTA

INFOGRAPHIC

European accommodation sector: Mapping the past 6 months against future expectations

Webinar on the accommodation industry in the new normal: Trends and expectations for 2023

Sponsored by Booking.com and Statista
TARGETED LEAD-CAMPAIGNS
WORLDWIDE REAL-DATA TARGETING
125M CONTACTS IN OUR GLOBAL NETWORK

YOU CAN CHOOSE FROM THESE TARGET CRITERIA, AMONG OTHERS:

**INDUSTRY:**
- Manufacturing
- IT & Communication
- Services
- Commerce
- Healthcare
- Education
- Energy
- Finance
- And much more

**JOB-LEVEL:**
- C-Level
- Middle management
- Lower management

**DEPARTMENTS:**
- Administration
- HR
- Marketing
- R&D
- Accounting
- IT
- Sales
- Engineering
- And much more

**EMPLOYEE COUNT**

**REVENUE SIZE**
The key driver for lead activation is content - the quality, uniqueness and relevance of your content to the pre-defined audience is critical.

Create your own content or let us, your data storytelling experts, create it for you.

THE FOLLOWING FORMATS ARE PARTICULARLY ATTRACTIVE LEAD MAGNETS:

1. CONTENT PAPER & E-BOOK
2. STUDIES
3. ANIMATED INFOGRAPHICS
4. WEBINARE
5. STORY CHART
PROCESS OF LEAD GENERATION

HOW DO WE GENERATE THE LEADS

1. APPROACHING THEM VIA SEVERAL CHANNELS
2. IDENTIFYING YOUR TARGET AUDIENCE
3. IN OUR GLOBAL STATISTA NETWORK

Rely on newsletters, banner ads and other formats to distribute your white paper or promote your webinar.

OUR DATA BASE

TARGET AUDIENCE
We use a **variety of channels** to find your audience in our network. We continually optimise the campaign to ensure the best possible performance and deliver the leads as quickly as possible.
As soon as you receive the leads, you can upload them into any software and start your marketing and sales journey.

We can provide new leads on a daily basis via a .csv file.

1. Ongoing and timely transfer of generated leads
2. Lead nurturing in your own tools by your sales team
3. Immediate and direct contact with leads by your marketing and sales team
4. New sales opportunities for your sales team
INFORMATION ON YOUR LEADS

WHAT INFORMATION CAN WE GATHER?

Your lead contains all the relevant information for your business activities.

- **Company**
- **Address**
- **Business e-mail-address**
- **Company size**
- **Industry**

*GDPR-compliant; Selection of campaigns based on 600 filter criteria*
SPEZIFICATIONS
**CONTENT AD**

<table>
<thead>
<tr>
<th>Dimensions:</th>
<th>(600 x 75 px), (600 x 150 px) or (600 x 300 px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filesize:</td>
<td>Bis zu 200 KB</td>
</tr>
<tr>
<td>Format:</td>
<td>JPEG, PNG, GIF</td>
</tr>
<tr>
<td>Recommendation:</td>
<td>Logo &amp; call-to-action</td>
</tr>
</tbody>
</table>

**RECOMMENDED ASSET DELIVERY**

<table>
<thead>
<tr>
<th>Text body:</th>
<th>Word file (or similar) in the official language of the audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>URL</td>
<td></td>
</tr>
<tr>
<td>Word count:</td>
<td>130 – 150</td>
</tr>
<tr>
<td>Characters (excl. spaces):</td>
<td>800 – 1,000</td>
</tr>
<tr>
<td>Characters (incl. spaces):</td>
<td>1,000 – 1,200</td>
</tr>
<tr>
<td>Paragraphs:</td>
<td>5 – 8</td>
</tr>
<tr>
<td>Lines:</td>
<td>15 – 20</td>
</tr>
<tr>
<td>Delivery by</td>
<td>3 working days before campaign start</td>
</tr>
</tbody>
</table>
BILLBOARD

Dimensions: 970 x 250 px

File size: Up to 200 KB

Format: JPEG, PNG, HTML 5

Placement: Below the navigation bar on statistic sites

Distribution: Single statistics sites

Asset delivery: Latest 3 working days prior to start date
TECH SPECS

SKYSCRAPER

Dimensions: 160 x 600 px

File size: Up to 200 KB

Format: JPEG, PNG, HTML 5

Placement: Below the navigation bar on statistic sites

Distribution: Single statistics sites

Asset delivery: Latest 3 working days prior to start date
OUR PACKAGES
## OUR PACKAGES
### THE RIGHT PACKAGES FOR EVERY BUDGET

<table>
<thead>
<tr>
<th>STATISTA MEDIA STARTER</th>
<th>STATISTA MEDIA ADVANCED</th>
<th>STATISTA MEDIA ADVANCED+</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 1 “Special Content” Standalone Newsletter</td>
<td>• 2 “Special Content” Standalone Newsletters</td>
<td>• 3 “Special Content” Standalone Newsletters</td>
</tr>
<tr>
<td>• 1 week Native Ad integration in the DACH Daily Data Newsletter</td>
<td>• 2 weeks Native Ad integration in the DACH Daily Data Newsletter</td>
<td>• 3 weeks Native Ad Integration in the DACH Daily Data Newsletter</td>
</tr>
<tr>
<td>• 50,000 Skyscraper ad impressions</td>
<td>• 150,000 Skyscraper ad impressions</td>
<td>• 300,000 Skyscraper ad impressions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 100 business leads</td>
</tr>
<tr>
<td>€ 15,650</td>
<td>€ 34,050</td>
<td>€ 62,200</td>
</tr>
<tr>
<td>€ 9,900</td>
<td>€ 17,900</td>
<td>€ 27,500</td>
</tr>
</tbody>
</table>
OUR PACKAGES
THE RIGHT PACKAGES FOR EVERY BUDGET

STATISTA MEDIA STARTER
• 1 “Special Content” Standalone Newsletter
• 1 week Native Ad integration in the INT Daily Data Newsletter
• 100,000 Skyscraper ad impressions

€ 28,500
€ 17,500

STATISTA MEDIA ADVANCED
• 2 “Special Content” Standalone Newsletters
• 2 weeks Native Ad integration in the INT Daily Data Newsletter
• 200,000 Skyscraper ad impressions

€ 57,000
€ 31,000

STATISTA MEDIA ADVANCED+
• 3 “Special Content” Standalone Newsletters
• 3 weeks Native Ad Integration in the INT Daily Data Newsletter
• 500,000 Skyscraper ad impressions
• 100 business leads

€ 103,500
€ 42,500
<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DESCRIPTION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper Ad</td>
<td>ROS on Statista // OOP distribution // sticky ad format // dimension: 160 × 600 px // file size: max. 200 KB // format: .jpg, .png or HTML5</td>
<td>EUR 55 / gross ratecard CPM</td>
</tr>
<tr>
<td>Skyscraper + Channel-targeting</td>
<td>ROC on Statista // OOP distribution // sticky ad format // dimension: 160 × 600 px // file size: max 200 KB // format: .jpg, .png or HTML5</td>
<td>EUR 65 / gross ratecard CPM</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>ROS on Statista // immediately visible – distribution in the first horizontal ad slot right below the navigation bar // dimension: 970 × 250px // file size: max 200 KB // format: .jpg, .png or HTML5</td>
<td>EUR 95 / gross ratecard CPM</td>
</tr>
<tr>
<td>Billboard Ad + Channel-targeting</td>
<td>ROC distribution // immediately visible – distribution in the first horizontal ad slot right below the navigation bar // dimension: 970 × 250px // file size: max 200 KB // format: .jpg, .png or HTML5</td>
<td>EUR 105 / gross ratecard CPM</td>
</tr>
</tbody>
</table>
Integration in the first ad slot below the introduction via a Native Ad (image and text combination)

Specifications:
- Image: 264 × 150 px (max. 200 KB // .jpg, .png or .gif)
- Text: 40 words or 240 characters (incl. spaces)
- Possible file formats: .jpg, .png, .gif

<table>
<thead>
<tr>
<th>MAILING LIST</th>
<th>INCLUDED COUNTRIES</th>
<th>EDITIONS PER WEEK</th>
<th>SUBSCRIBERS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>Mainly the US and Canada</td>
<td>6</td>
<td>542,000</td>
<td>EUR 12,500</td>
</tr>
<tr>
<td>Europe Big 5</td>
<td>The UK, France, Spain, Italy, and GSA</td>
<td>6</td>
<td>75,800</td>
<td>EUR 4,000</td>
</tr>
<tr>
<td>Spain</td>
<td>Spain</td>
<td>5</td>
<td>78,000</td>
<td>EUR 4,000</td>
</tr>
<tr>
<td>GSA</td>
<td>Germany, Austria, and Switzerland</td>
<td>6</td>
<td>71,000</td>
<td>EUR 4,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>GER: 47,800</td>
<td>GER: EUR 2,800</td>
</tr>
<tr>
<td>UKI</td>
<td>United Kingdom and Ireland</td>
<td>6</td>
<td>48,100</td>
<td>EUR 3,500</td>
</tr>
<tr>
<td>France</td>
<td>France</td>
<td>5</td>
<td>25,200</td>
<td>EUR 2,500</td>
</tr>
<tr>
<td>Benelux</td>
<td>Belgium, the Netherlands, and Luxemburg</td>
<td>6</td>
<td>6,100</td>
<td>EUR 2,000</td>
</tr>
<tr>
<td>Pan-Asia</td>
<td>Continent of Asia</td>
<td>1</td>
<td>145,000</td>
<td>EUR 3,500</td>
</tr>
<tr>
<td>India</td>
<td>India</td>
<td>1</td>
<td>51,700</td>
<td>EUR 2,900</td>
</tr>
</tbody>
</table>
RATES & SERVICES

STAND ALONE MAILING “SPECIAL CONTENT”

› One-time mailing of a stand-alone newsletter recommending content or events
› Promotion of content, such as whitepapers, ebooks, sponsored content, webinars etc.
› Creatives, text and lead magnet* provided by client
  › Banner sizes:
    › 600 × 75 px,
    › 600 × 150 px or
    › 600 × 300 px
    › max. 200 KB
    › .jpg, .png, .gif
  › Text:
    › 130 – 150 words
    › If requested: creation of a Statista-branded download landing page
› On request: creation of a Statista-branded download landing page
› Sharing all contacts having downloaded the content

<table>
<thead>
<tr>
<th>MAILING LIST</th>
<th>INCLUDED COUNTRIES</th>
<th>SUBSCRIBERS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>USA and Canada</td>
<td>115,200</td>
<td>EUR 10,500</td>
</tr>
<tr>
<td>Europe Big 5</td>
<td>The UK, France, Spain, Italy, and GSA (1 English newsletter that is sent to the above-mentioned regions)</td>
<td>154,000</td>
<td>EUR 11,500</td>
</tr>
<tr>
<td>GSA</td>
<td>Germany, Austria, and Switzerland (GER: 43,400)</td>
<td>63,700 GER: 43,400</td>
<td>EUR 8,900 GER: EUR 6,200</td>
</tr>
<tr>
<td>UKI</td>
<td>The UK and Ireland</td>
<td>42,900</td>
<td>EUR 3,500</td>
</tr>
<tr>
<td>Spain</td>
<td>Spain</td>
<td>15,700</td>
<td>EUR 3,250</td>
</tr>
<tr>
<td>France</td>
<td>France</td>
<td>15,200</td>
<td>EUR 3,250</td>
</tr>
<tr>
<td>Benelux</td>
<td>Belgium, the Netherlands, and Luxemburg</td>
<td>7,000</td>
<td>EUR 2,000</td>
</tr>
<tr>
<td>India</td>
<td>India</td>
<td>46,400</td>
<td>EUR 4,500</td>
</tr>
<tr>
<td>Download Landing Page</td>
<td>//</td>
<td>//</td>
<td>EUR 1,150</td>
</tr>
</tbody>
</table>

If you are interested in Special Content Newsletters for different geos or apply industry targetings, please let us know.

We’ll be happy to create customised mailing lists for you.

* If you don't have a lead magnet, we can research relevant content for you and prepare it visually and editorially in the form of infographics, white papers or webinars.