IN ACTION ALL OVER THE WORLD

WE AS A COMPANY

12 locations


> 1,200 employees worldwide

4 platforms in 4 languages

Number 1 destination for market and user data
ABOUT US

TOTAL REACH: STATISTA

Global No.1 Business Data Platform
Insights and facts across 170 industries and 150+ countries

50 million page views per month

20 million users per month

Source: Google Analytics; average from the period 04.01.2020 – 03.31.2021

NORTH AMERICA
12.3m
6.0m

DACH REGION
14.6m
4.3m

UK
3.8m
1.5m

+ BTN Network:
1.3m B2B contacts
20m page views/month
## Total Reach: Newsletter

<table>
<thead>
<tr>
<th>Recipients</th>
<th>Average Open Rate</th>
<th>Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>12%</td>
<td>323K</td>
</tr>
<tr>
<td>German-Speaking Europe</td>
<td>21%</td>
<td>57K</td>
</tr>
<tr>
<td>Spain</td>
<td>14%</td>
<td>34K</td>
</tr>
<tr>
<td>France</td>
<td>20%</td>
<td>18K</td>
</tr>
<tr>
<td>UK</td>
<td>13%</td>
<td>17K</td>
</tr>
</tbody>
</table>

*BTN Network:*

- 1.3m B2B contacts
- 20m page views/month

Source: Statista CMS; date: April 2021
Dear Ladies and Gentlemen,

Content marketing is becoming increasingly important for companies – and will soon be a ten-billion-euro market.

This growing importance led us and our partners at mediaresearch and content-marketing.com to take a closer look at relevant content marketing studies and compile them in one paper.

The result is the Content Marketing Compass 2021, the most important challenges, comparisons of the top 100 agencies and valuable insights and recommendations for content marketing strategists.

Available to download now!

STANDALONE NEWSLETTER

Here you can explain your topic in detail an entire mailing and design it in an appealing way.

INFOGRAPHICS BULLETIN

In this daily newsletter, you will receive an exclusive placement above the infographic of the day.
This growing importance led us and our partners at mediaresearch42 and content-marketing.com to take a closer look at relevant content marketing studies and compile them in one paper.

The result is the Content Marketing Compass 2021 which provides an overview of the most important challenges, competitive advantages, and tactics, as well as valuable insights and recommendations for your company's content marketing strategists.

Available to download now!

Data-driven strategies, where every decision is based on comprehensive data analysis and interpretation, are fast becoming decisive for companies looking for that competitive edge. Download our Content Marketing Compass now for an even better

DETAILS:

› Placement of content assets
› Monothematic mailing
› Dissemination of content to generate contacts is done within the Statista usership
› Mailing appears less promotional and is perceived as editorial content
› Link follows on an external landing page

OPTIONAL:

› Reduction of recipient numbers per mailing
› Link to a Statista landing page
  ➔ No media disruption
NEWSLETTER DAILY MALLING

STATISTA INFOGRAPHICS BULLETIN

Recipients: 345,000
Open rate: 12.1%
Click rate: 0.97%
Delivery: 10x per week

DETAILS:

- **Exclusive placement**: Directly above the proprietary content — the infographic of the day
- High engagement in user inbox with the daily release of the newsletter
  - Ideal mix of coverage and relevance
- Integration for an entire week
- **Low entry price** offers a good opportunity to become acquainted with Statista as a publisher

**NEWSLETTER DAILY MAILING**

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NEWSLETTER RECIPIENTS
BY INDUSTRY

- MARKETING & MEDIA: 30.1%
- SERVICES: 24.1%
- FINANCIAL SERVICES: 9.7%
- INDUSTRY & ENERGY: 7.7%
- PUBLIC & EDUCATION: 5.5%
- TRANSPORT & LOGISTIC: 4.0%
- HEALTH & PHARMA: 3.7%

NEWSLETTER RECIPIENTS
BY POSITION

- C-SUITE EXEC.: 26%
- DIRECTOR / HEAD OF DEPT.: 21%
- ANALYST: 6%
- CONSULTANT: 6%
- SENIOR-LEVEL: 5%
- VP: 4%
- MANAGER: 32%
- CONSULTING: 17.4%
- MARKETING, COMMUNICATION: 12.4%
- MEDIA: 12.2%
- INTERNET, IT, TELECOMMUNICATION: 5.5%
- MARKET RESEARCH: 3.3%
- LAW & TAXES: 0.6%
- INSURANCE: 2.8%

Source: Survey of newsletter recipients, May 2020
DISPLAYS
The viewer's attention is immediately captured by the billboard's immediately visible area above the proprietary content.

With our sticky skyscraper, you'll get an exclusive position on our website and be visible at all times.

Position yourself as an expert on the dossiers and reports pages and establish contact with users.
11.1M / MONTH

Ad impressions
0.1%
Click rate

DETAILS:
- Target groups within the appropriate statistical environments with appropriate run of site or industry targeting
- Playout via AdServer

ADVERTISING MEDIUM:
- Sticky skyscraper ad — it moves along the page and remains within sight at all times

Bestseller!
**DETAILS:**

- Allocated to preferred clients for six campaigns only
  - Above the fold — in an immediately visible area
- Playout via AdServer

**OPTIONAL:**

- Selected contexts or run of site
- Combination with skyscraper
- A/B testing possible
ON-SITE SPONSORING
REPORTS & DOSSIERS

Ad impressions: 2.7M/YEAR
Click rate: 0.14%

DETAILS:
- Allocated to preferred clients for six campaigns only
  - Dossier
  - Industry report
  - Company report

ADVANTAGE:
- Positioning as an expert via sponsoring on the landing pages of the corresponding reports

OPTIONAL:
- Downloaders are known — thank-you e-mails can be sent as a follow-up
- Promotional integration within the dossiers (branding)
ON-SITE SPONSORING
REPORTS & DOSSIERS

DETAILS:
› Combination of all statistics into one topic
  › Dossier
  › Industry report
  › Company report

ADVANTAGE:
› Positioning as expert via sponsoring

OPTIONAL:
› Downloaders are known — thank-you e-mails can be sent as a follow-up
› 1/1 promotional integration within the dossiers (branding)
Content targeting for your target group...

RUN OF SITE B2B

Skyscraper:
10.5m impressions

Billboard:
8.2m impressions

Source: Google AdManager, Monthly available impressions; May 2021
Currently, access privileges to Statista are enjoyed by more than 2.5m students at 2,000 institutions.

Recruit directly to the top Universities in the United States

Direct access to undergraduate, graduate, and faculty transitioning into new careers

Skyscraper: 518,000 impressions
Billboard: 363,000 impressions
SPECIFICATIONS
marketing.com to take a closer look at relevant content marketing studies and compile them in one paper.

The result is the Content Marketing Compass 2021 which provides an overview of the most important challenges, competitive advantages, and tactics, as well as valuable insights and recommendations for your company’s content marketing strategists.

Available to download now!

Data-driven strategies, where every decision is based on comprehensive data analysis...
look at the dramatic declines in TV viewership that major award shows have suffered this year. Will the Oscars avoid a similar fate?

Use & share our charts for free - just include a link back to our site.

E-Books Still No Match for Printed Books

**BILLBOARD**

**Size:** 970 x 250 px

**Format:** JPEG, PNG, or animated GIF

**Position:** Statistics page above the statistic

**Targeting:** Statistics pages: B2B run of site or channels
**TECHNICAL SPECIFICATIONS**

**WIDE SKYSCRAPER**

<table>
<thead>
<tr>
<th>Size:</th>
<th>160 x 600 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format:</td>
<td>JPEG, PNG, or animated GIF</td>
</tr>
<tr>
<td>Position:</td>
<td>Statistics pages, right-hand side next to the content</td>
</tr>
<tr>
<td>Targeting:</td>
<td>B2B run of site or channels</td>
</tr>
</tbody>
</table>

**Information technology (IT) spending on enterprise software worldwide, from 2009 to 2022**

(in billion U.S. dollars)

*Source: Statista*
TECHNICAL SPECIFICATIONS

DOSSIER CONTEXT

This dossier presents graphs and tables about the global pharmaceutical industry. The pharmaceutical industry is one of the growing industries with a market volume already exceeding one trillion U.S. dollars. This document includes some of the most important key figures on global revenues and growth rates, top companies, key products, medicine use facts, plus a market outlook with figures up to 2030. Additionally, a chapter on COVID-19 was added.
## PREISE & SERVICES

<table>
<thead>
<tr>
<th>PRODUKT/SERVICE</th>
<th>BESCHREIBUNG/LEISTUNGEN</th>
<th>PREIS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Skyscraper Ad</strong></td>
<td>B2B rotation on the Statista portal // Right next to the content // sticky-ad – it moves along the page and remains within sight at all times // ad-size: 160×600px</td>
<td>$35 / CPM</td>
</tr>
<tr>
<td><strong>Skyscraper + Channel-targeting</strong></td>
<td>B2B rotation on the Statista portal with channel targeting (z.B. Digital Business, Technology &amp; Industry, etc.) // Right next to the content // sticky-ad – it moves along the page and remains within sight at all times // ad-size: 160×600px</td>
<td>$45 / CPM</td>
</tr>
<tr>
<td><strong>Billboard Ad</strong></td>
<td>B2B rotation on the Statista portal // Above the fold – in an immediately visible area // ad-size: 970×250px</td>
<td>$50 / CPM</td>
</tr>
<tr>
<td><strong>Billboard Ad + Channel-targeting</strong></td>
<td>B2B rotation on the Statista portal with channel targeting (e.g. Digital Business, Technology &amp; Industry, etc.) // Above the fold – in an immediately visible area // ad-size: 970×250px</td>
<td>$60 / CPM</td>
</tr>
<tr>
<td><strong>Content ad in the newsletter “Statista Infographics Bulletin”</strong></td>
<td>First ad position in the infographics newsletter for one week // releases: up to 2 daily to 345,000+ recipients // 5-10 inclusions per week // 3,450,000+ gross contacts // opening rate: approx. 12 % // ad click rate: approx. 1 % // ad-size: 580×160px as .jpg or gif</td>
<td>$10,500 / week</td>
</tr>
<tr>
<td><strong>Standalone mailing “Statista Special-Content”</strong></td>
<td>One time send out promoting your special topic specific content // 217,000 recipients // opening rate: approx. 11 % // click rate: approx. 7 % // content examples: survey, white paper, e-book, sponsored content, webinar etc. // revising your content // landing page and mail creation // handing out all content downloaders as leads // link to external client landing page (upon request)</td>
<td>$15,000</td>
</tr>
</tbody>
</table>
YOUR CONTACT

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