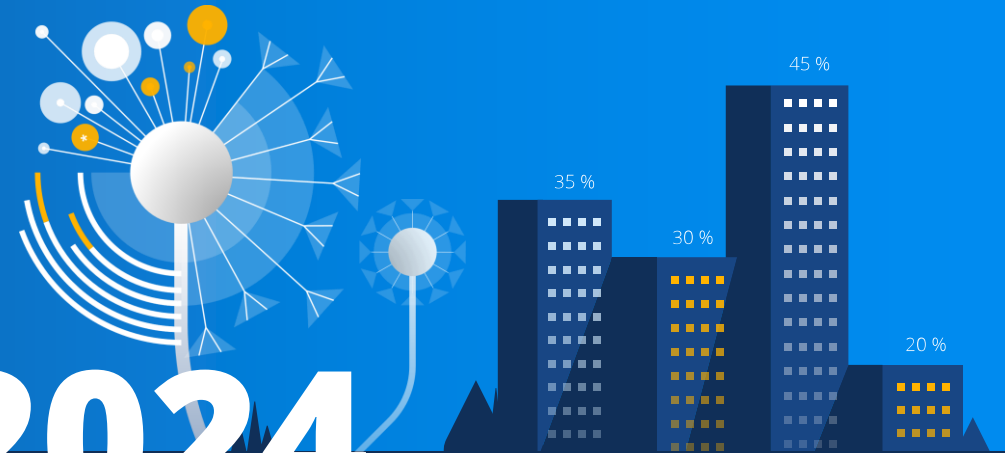


# STATISTA ADVERTISING 2024

Figures, data, facts & integration options



# ABOUT US

---

01

# 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



REASON WHY

# THE BENEFITS OF STATISTA



**1** 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](#)**.

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

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

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

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



## 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

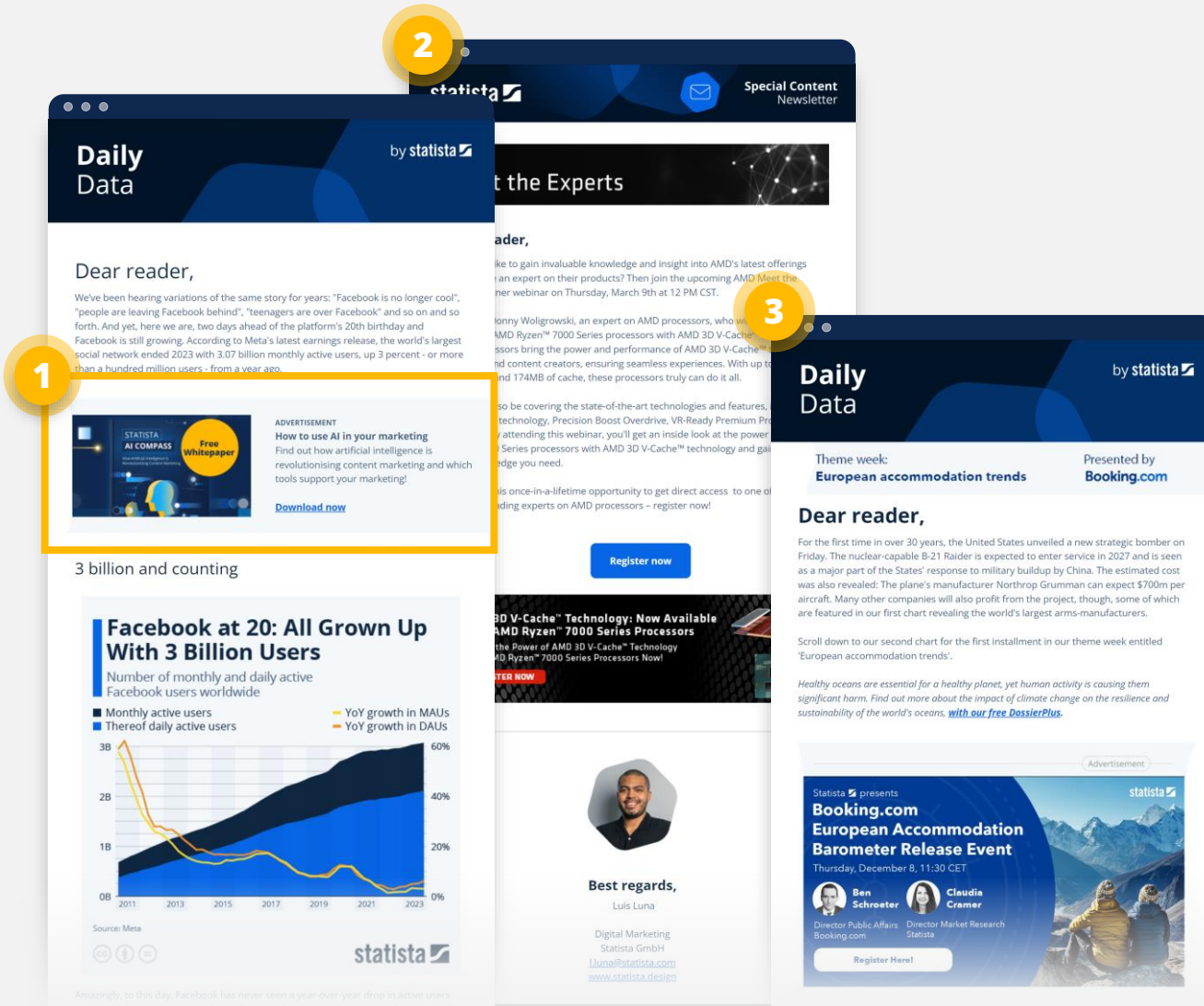
Finding topics, designing infographics and distributing content - all from a single source. We take care of the success of your campaign and ensure that the sponsored content is permanently available on Statista.



## DISPLAY ADVERTISING

They strengthen their presence on Statista and position themselves in relevant and trustworthy environments with the help of display ads.

# 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 thus 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.

# 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**

## DAILY DATA AT A GLANCE

Mailing list	Editions peer week	Contacts per sendout
International	6	548,600
Pan-Asia	1	149,000
Spain	5	79,700
German, Austria, Switzerland	6	72,300
India	1	53,100
France	5	25,800



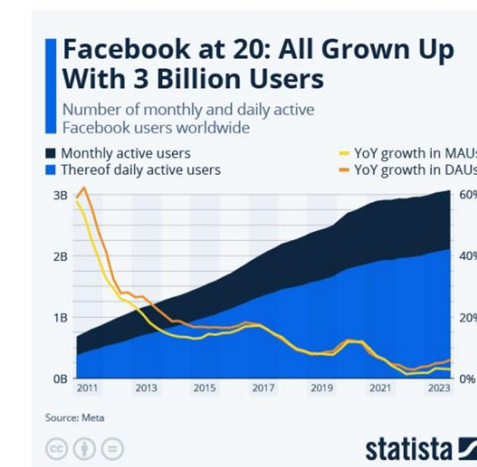
Dear reader,

We've been hearing variations of the same story for years: "Facebook is no longer cool", "people are leaving Facebook behind", "teenagers are over Facebook" and so on and so forth. And yet, here we are, two days ahead of the platform's 20th birthday and Facebook is still growing. According to Meta's latest earnings release, the world's largest social network ended 2023 with 3.07 billion monthly active users, up 3 percent - or more than a hundred million users - from a year ago.

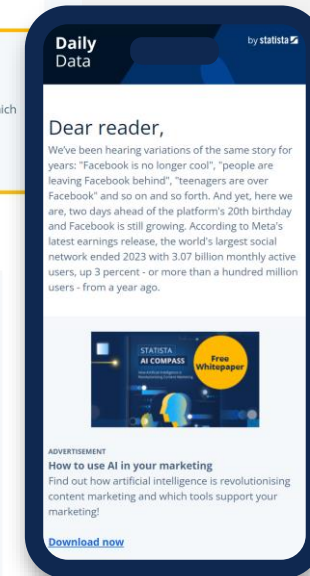


**ADVERTISEMENT**  
**How to use AI in your marketing**  
 Find out how artificial intelligence is revolutionising content marketing and which tools support your marketing!  
[Download now](#)

3 billion and counting



Amazingly, to this day, Facebook has never seen a year-over-year drop in active users and once it happens, we won't know, because the company announced that it won't be reporting Facebook user numbers going forward. Instead, the company will focus on metrics that are more relevant to its advertising business, such as changes in ad





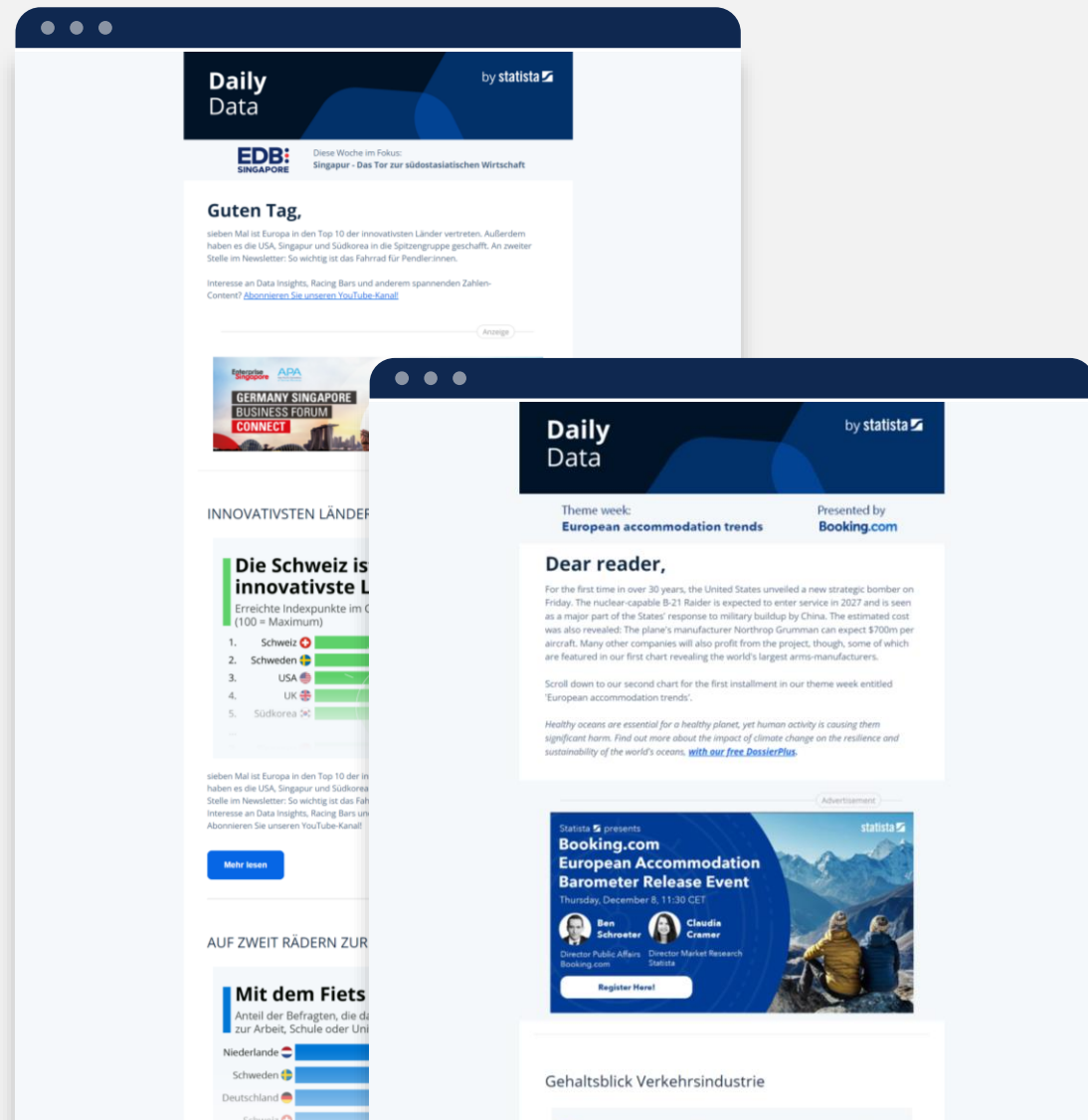
# PREMIUM DAILY DATA NEWSLETTER INTEGRATION

## NEWSLETTER TAKEOVER

### 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



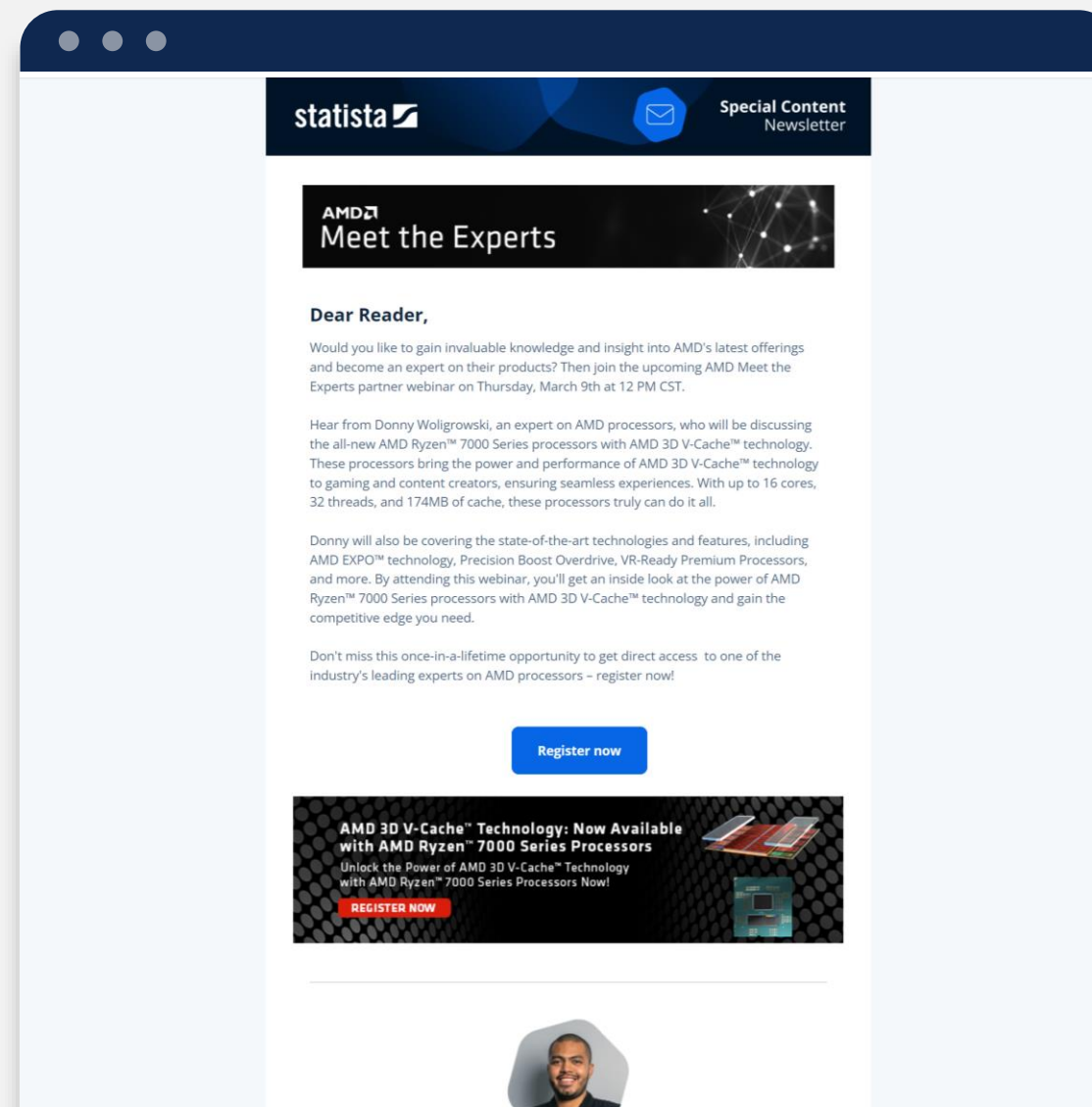


## ELEMENTS:

- > **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**

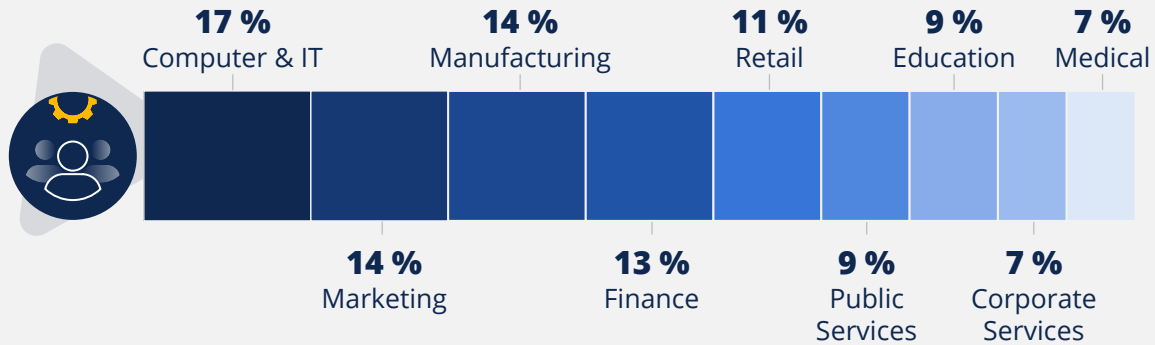
## TARGETING OPPORTUNITIES:

- > Reduce the number of recipients per message with the following options
  - > Geo-targeting
  - > Opener vs. non-opener targeting when sending multiple Special Content Newsletters (e.g. for webinar invitations)
  - > Industry targeting
  - > Account based marketing

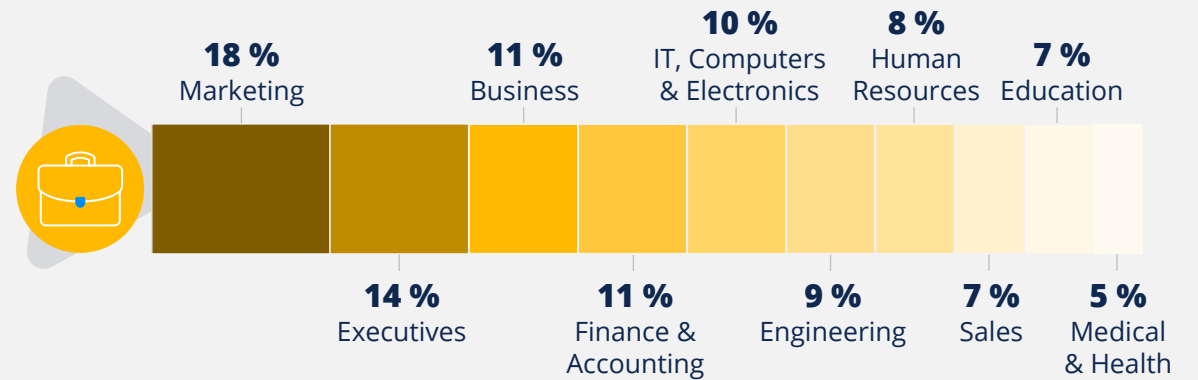


# GLOBAL BREAKDOWN OF OUR SUBSCRIBERS

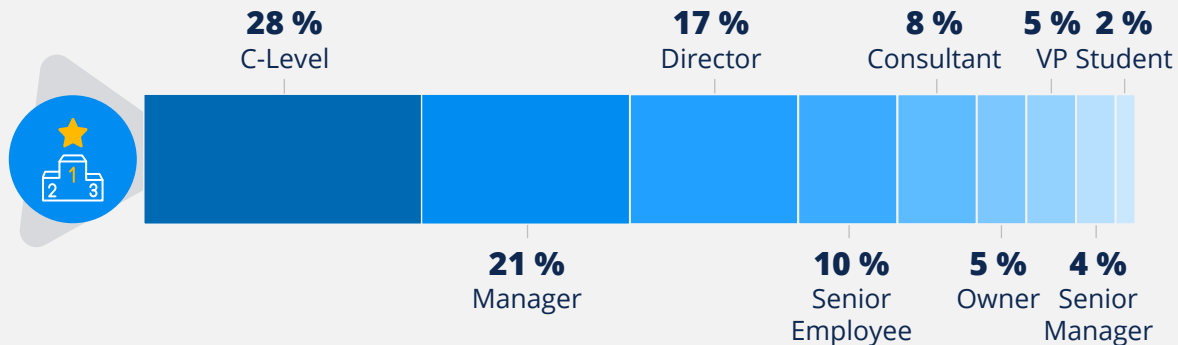
## INDUSTRY



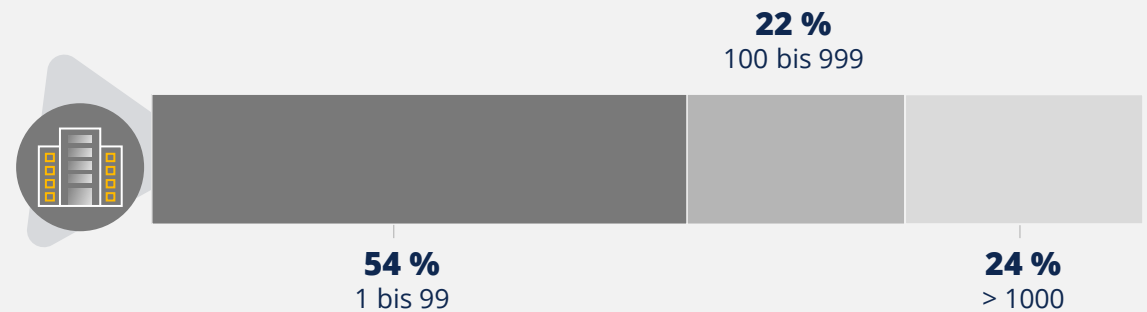
## JOB AREA



## JOB LEVEL



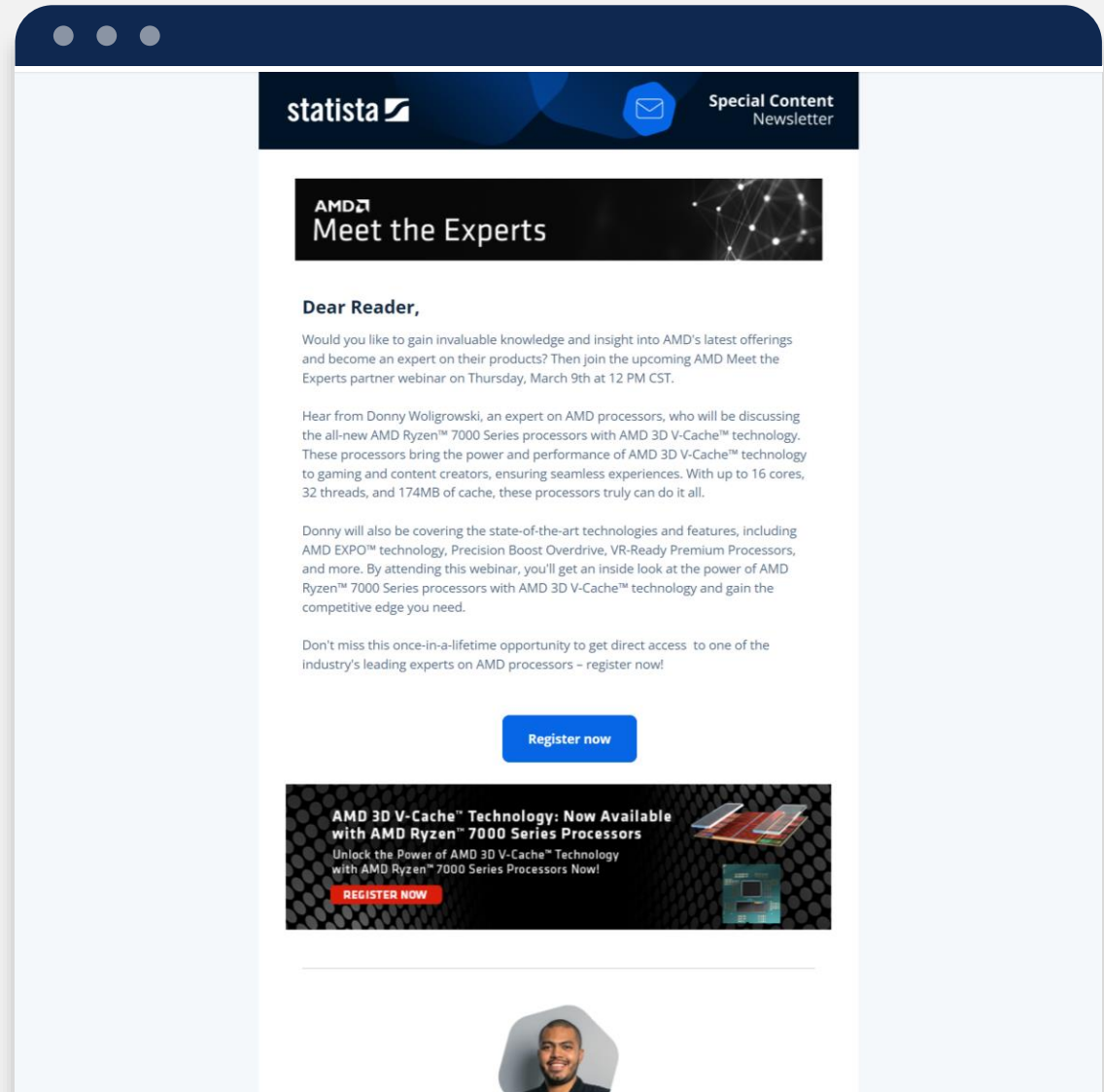
## COMPANY SIZE



## ELEMENTS:

- > Comprehensive newsletter covering specific industry trends and developments, as well as other topics you choose
- > Sending the newsletter to a relevant B2B target audience
- > Sent out by you and Statista as a co-branded sender
- > Serial format ideal for long-term thought leadership positioning
- > Editorial look & feel thanks to infographics curated and designed for the topic
- > Possible to split into several chapters
- > Charts also published on Statista.com as Sponsored Posts
- > Opportunity to increase your reach as an integral part of a long-term collaborative relationship\*

\* from 6 months/ send outs



# DISPLAY

---

# 02

# DISPLAY ADVERTISING

Ecommerce drove

**51%**

of China's retail sales last year.

Get payment industry insights tailored to global businesses.

Explore the insights

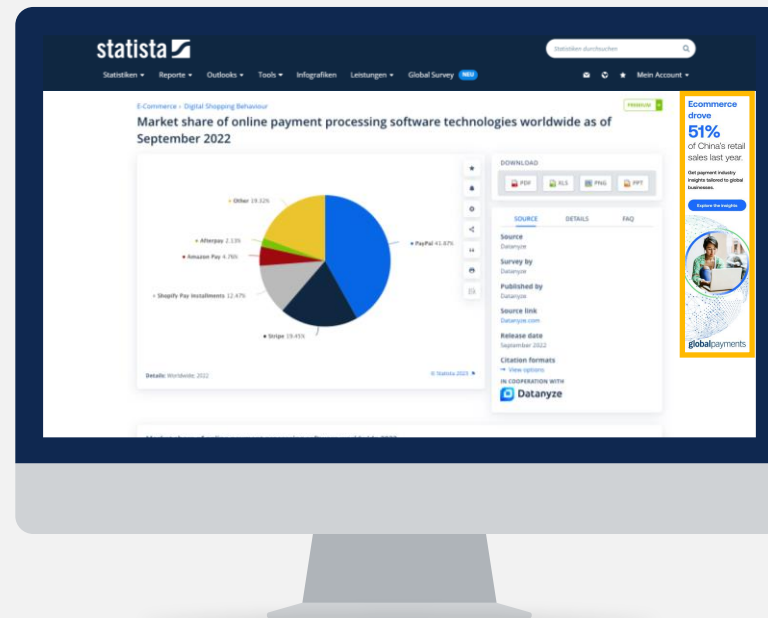


globalpayments

## STICKY SKYSCRAPER AD

160x600 px

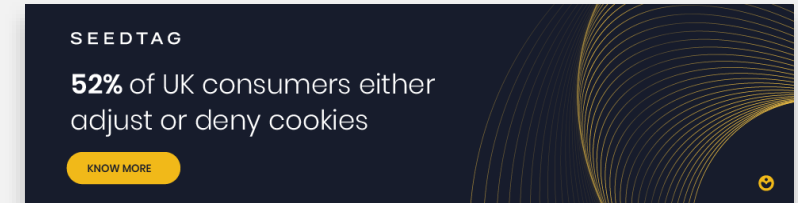
Always in view



## BILLBOARD AD

970x250 px

Prominent placement below the navigation bar



The **high visibility** of our ad formats generates **strong awareness effects** – both in selected environments and across the Statista platform.

# SPEZIFIKATIONS

---

# 03

# DAILY DATA NEWSLETTER – NATIVE AD



Dear reader,

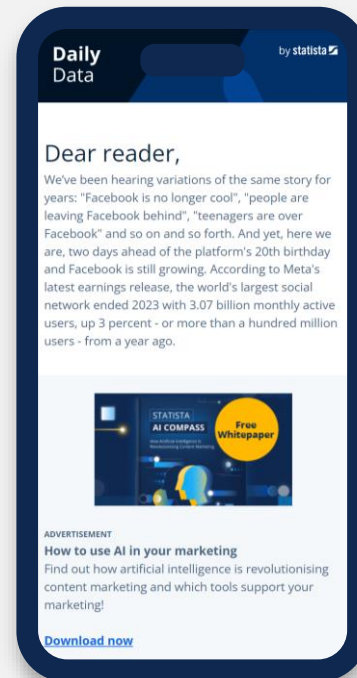
We've been hearing variations of the same story for years: "Facebook is no longer cool", "people are leaving Facebook behind", "teenagers are over Facebook" and so on and so forth. And yet, here we are, two days ahead of the platform's 20th birthday and Facebook is still growing. According to Meta's latest earnings release, the world's largest social network ended 2023 with 3.07 billion monthly active users, up 3 percent - or more than a hundred million users - from a year ago.



**ADVERTISEMENT**  
**How to use AI in your marketing**  
 Find out how artificial intelligence is revolutionising content marketing and which tools support your marketing!

[Download now](#)

3 billion and counting



## NATIVE AD

**Image dimensions:** 264 x 150 px

**Word count:** 40

**Characters (incl. spaces):** 240

**File size:** Up to 200 KB

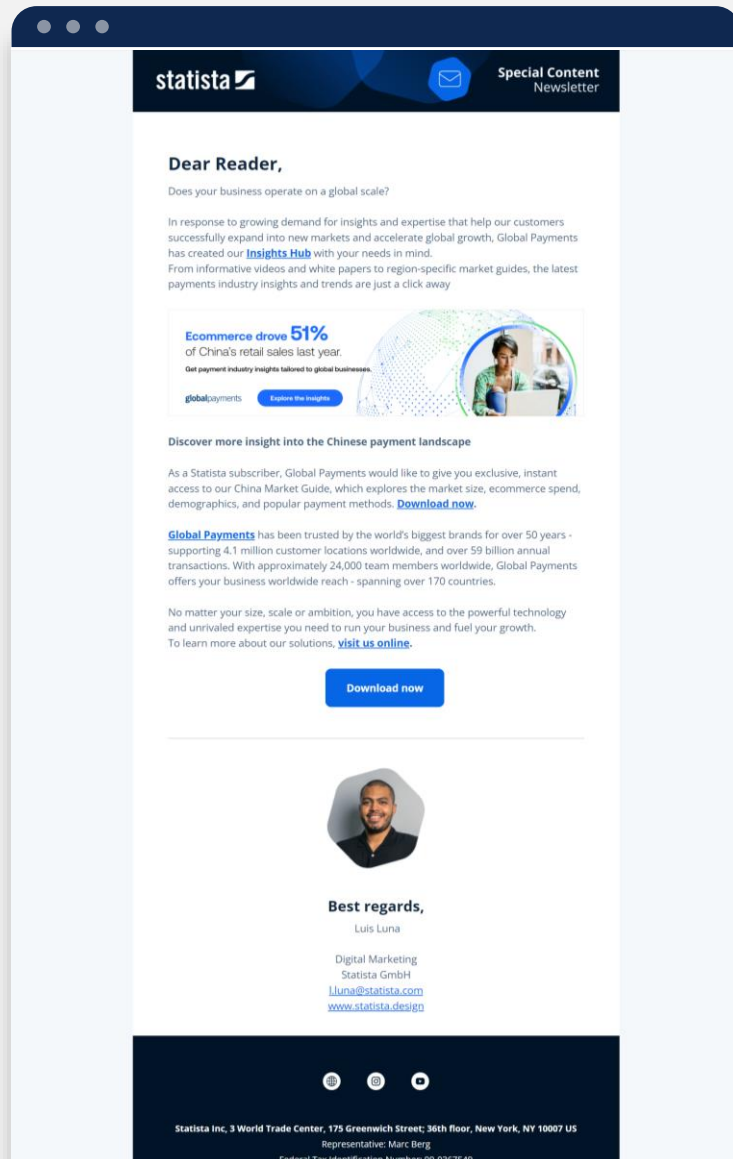
**Format:** JPEG, PNG

**Placement:** First

**URL:** Campaign landingpage

**Delivery deadline:** 3 working days prior to campaign date





## CONTENT AD

**Dimensions:** (600 x 75 px), (600 x 150 px) or (600 x 300 px)

**Filesize:** Up to 200 KB

**Format:** JPEG, PNG, GIF

**Recommendation:** Logo & Call-to-Action

## RECOMMENDED ASSET DELIVERY

**Text body:** Word file (or similar) in the official language of the audience

**URL:** Campaign landingpage

**Word count:** 130 – 150

**Characters (excl. spaces):** 800 – 1,000

**Characters (incl. spaces):** 1,000 – 1,200

**Paragraphs:** 5 – 8

**Lines:** 15 – 20

**Delivery by:** 3 working days before campaign start



## BILLBOARD AD

Dimensions:

970 x 250 px

File size:

Up to 200 KB

Format:

JPEG, PNG, HTML 5

Placement:

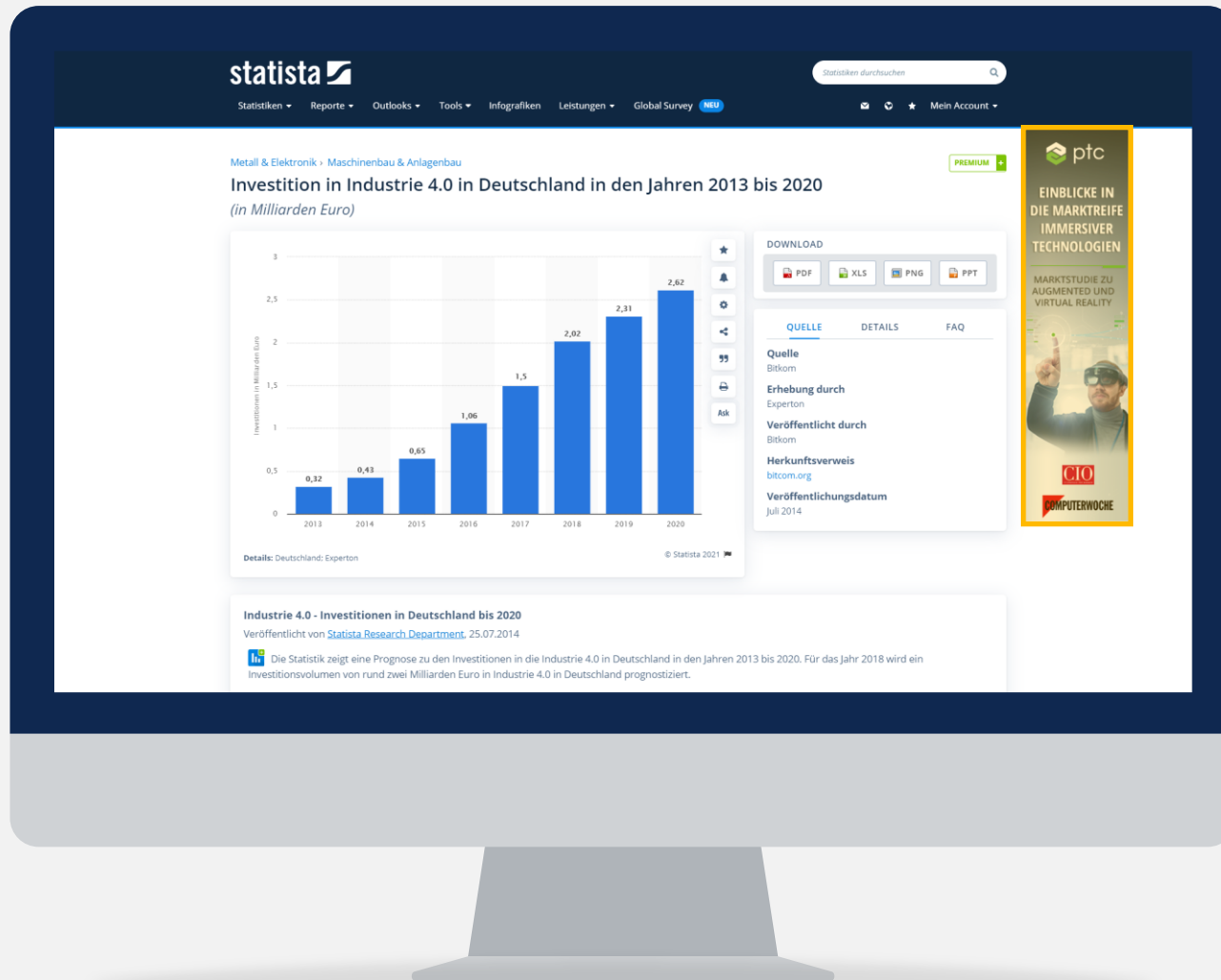
Below the navigation bar  
on statistic sites

Distribution:

Single statistic sites

Asset delivery:

Latest 3 working days prior to start date



## SKYSCRAPER AD

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 statistic sites

Asset delivery:

Latest 3 working days prior to start date

# INFOTORIAL

---

04



## YOUR INFOGRAPHIC

Featuring your infographic as a Sponsored Post in the Statista Newsletter „Daily Data“



## 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 DAILY DATA

The screenshot shows the Statista 'Daily Data' interface. At the top, it says 'statista INFOGRAPHICS Bulletin'. The main content area features a sponsored infographic titled 'European accommodation sector: Mapping the past 6 months against future expectations'. The infographic is a 2x2 matrix with axes 'Cautious about the present' vs 'Positive about the present' and 'Cautious about the future' vs 'Positive about the future'. It plots data points for various European countries. Below the infographic, there is a 'SPONSORED' banner and a 'Read the full article' button. The page also includes a sidebar with a 'Join free webinar' button and a 'CHRISTMAS IS AROUND THE CORNER' section with related content.

## INFOGRAPHIC

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



Notes: n=1,000; respondents are executives/managers in the European accommodation industry  
Sources: Statista & Booking.com, European Accommodation Barometer 2022



## PERMANENT HOSTING ON STATISTA

The screenshot shows the infographic hosted on the Statista website. The page title is 'European accommodation sector: Mapping past 6 months against future expectations'. It includes the infographic, a 'DESCRIPTION' section, a 'URL TO BE USED AS REFERENCE LINK', and an 'HTML CODE TO EMBED CHART' section. The infographic is identical to the one shown in the 'INFOGRAPHIC' section. The page also features a 'CITATION (BIB)' section and a 'Download Chart' button.

The screenshot shows a display banner for the infographic on the Statista website. The banner features the infographic and a 'Facts and figures on travel and tourism' sidebar. The banner is designed to be used as a promotional tool on other websites.

## PROMOTION VIA DISPLAY BANNERS

The screenshot shows the 'Related Infographics' section on the Statista website. It features three related infographics:

- NUMBER OF ACCOMMODATION SECTOR ESTABLISHMENTS IN THE EU GROW BY 1/3 IN A DECADE**
- IN THE US, ONLINE TRAVEL PLATFORMS HELP GENERATE ADDITIONAL HOTEL BOOKINGS**
- 2023'S MOST WELCOMING CITIES ON EARTH BY BOOKING.COM**

# TARGETED LEAD-CAMPAIGNS

---

05



# 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

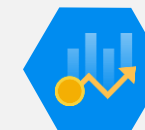
### DEPARTMENTS:



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



### EMPLOYEE COUNT

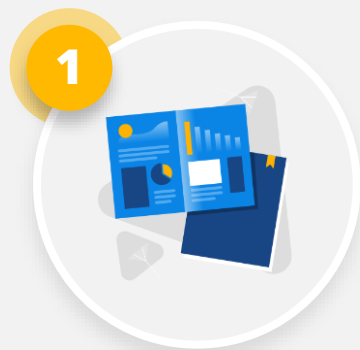


### REVENUE SIZE

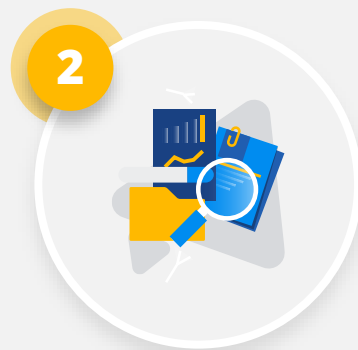
# OFFERING THE RIGHT CONTENT TO YOUR ICP

- 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:



**CONTENT PAPER  
& E-BOOK**



**STUDIES**



**ANIMATED  
INFOGRAPHICS**



**WEBINARE**



**STORY CHART**

# HOW DO WE GENERATE THE LEADS



**APPROACHING THEM  
VIA SEVERAL CHANNELS**

**IDENTIFYING YOUR  
TARGET AUDIENCE**

**IN OUR GLOBAL STATISTA  
NETWORK**



**OUR DATA BASE**

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



**TARGET AUDIENCE**

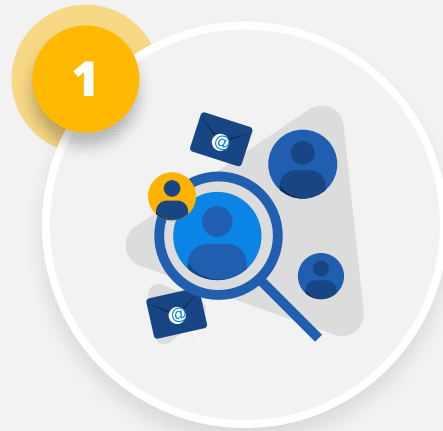
# THAT'S HOW WE FIND YOUR LEADS



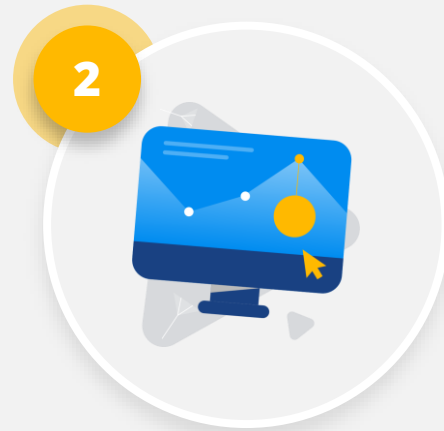
# HOW OUR PARTNERS PROCESS THEIR LEADS

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 weekly basis via a .csv file.



Ongoing and timely transfer of generated leads



Lead nurturing in your own tools



Immediate and direct contact with leads by your marketing and sales team



New sales opportunities for your business

# WHAT INFORMATION CAN WE GATHER?

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

The image shows a CRM lead profile with the following sections and data points:

- Unternehmen (Company):** Firmenname: Beispielfirma; Rechtsform: GmbH; Land: Deutschland; PLZ · Ort: 22453 Hamburg; Str. · Nr.: Papenreye 53; Telefon: +49403289052330; E-Mail Adresse: info@beispielfirma-xy.de; Webseite: www.bsp-firma.de; Betriebsgröße: 100-199; Branchen: Informations- und Kommunikationsdienstleis.
- Kontakt (Contact):** Anrede: Herr; Vorname: Jens; Nachname: Schmidtman; Jobtitel: Head of BTN Content Solutions; Geschäftsbereich: Marketing · Werbung · PR; Entscheiderlevel: Hauptabteilungsleiter · Bereichsleiter · Proku; E-Mail Adresse: info@beispielfirma-xy.de; Telefonnummer: +49403289052336; Mobilnummer: +491724356440; Xing Profil: (empty).
- Business Intelligence:** Recherche Tools; Kontakt ist Lead in folgenden Kampagnen; Kontakt hat folgende Newsletter erhalten; Unternehmen ist Lead in folgenden Kampagnen.
- Interne Info:** Ist ein Beispiel Lead.
- Activity Log Table:**

Datum	IP-Adresse
Registriert 18.10.2017 09:27	188.108.238.94
Opt-in 18.10.2017 09:27	188.108.238.94
PDF Online gelesen 18.10.2017 09:27	188.108.238.94

Callouts on the left side of the image point to the following information:

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

Callouts on the right side of the image point to the following information:

- Full Name
- Position
- Business division
- Decision-maker level
- Telephone extension
- Double opt-in information

\*GDPR-compliant; Selection of campaigns based on 600 filter criteria

# OUR PACKAGES

---

06



# 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**

	FORMAT	DESCRIPTION	RATE
DISPLAY MEDIA	Skyscraper Ad	ROS on Statista // OOP distribution // sticky ad format // dimension: 160 × 600 px // file size: max. 200 KB // format: .jpg, .png or HTML5	EUR 55 / gross ratecard CPM
	Skyscraper + Channel-targeting	ROC on Statista // OOP distribution // sticky ad format // dimension: 160 × 600 px // file size: max 200 KB // format: .jpg, .png or HTML5	EUR 65 / gross ratecard CPM
	Billboard Ad	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	EUR 95 / gross ratecard CPM
	Billboard Ad + Channel-targeting	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	EUR 105 / gross ratecard CPM

- > 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

	MAILING LIST	INCLUDED COUNTRIES	EDITIONS PER WEEK	SUBSCRIBERS	RATE
DAILY DATA NEWSLETTER	International	Mainly the US and Canada	6	542,000	EUR 12,500
	Europe Big 5	The UK, France, Spain, Italy, and GSA	6	75,800	EUR 4,000
	Spain	Spain	5	78,000	EUR 4,000
	GSA	Germany, Austria, and Switzerland	6	71,000	EUR 4,000
	UKI	United Kingdom and Ireland	6	48,100	EUR 3,500
	France	France	5	25,200	EUR 2,500
	Benelux	Belgium, the Netherlands, and Luxemburg	6	6,100	EUR 2,000
	Pan-Asia	Continent of Asia	1	145,000	EUR 3,500
	India	India	1	51,700	EUR 2,900

# 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

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

**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.



## YOUR CONTACT

### **BERND ROGALEWSKI**

Teamlead Sales GSA | Statista Content & Design

 +49 40 284 841 480

 bernd.rogalewski@statista.com

<https://statista.design/>