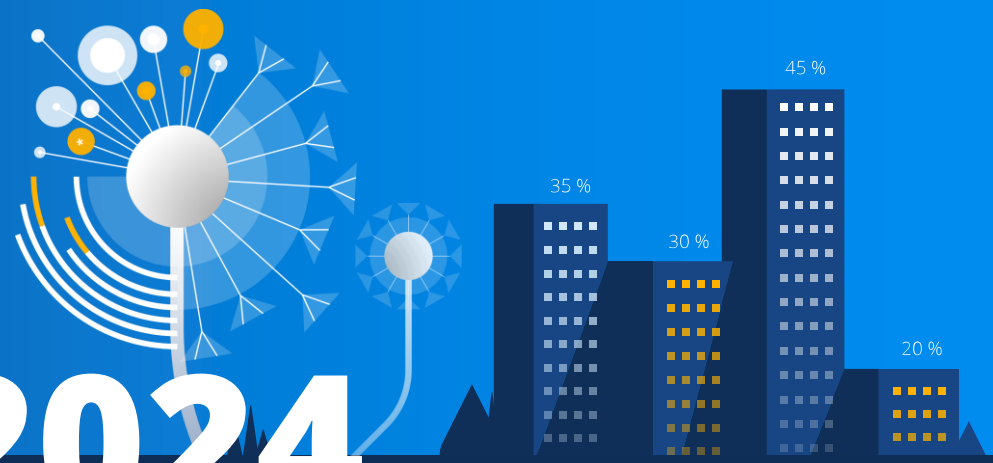
STATISTA ADVERTISING 2024

Figures, data, facts & integration options



ABOUT US

01

IN ACTION AROUND THE GLOBE

WE AS A COMPANY

statista

1,500 employees

worldwide

1 platform in 5 languages

German, English, French, Spanish, Japanese

Number 1

Target for market and consumption data

15 locations

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**.

AT A GLANCE

OUR SERVICES

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

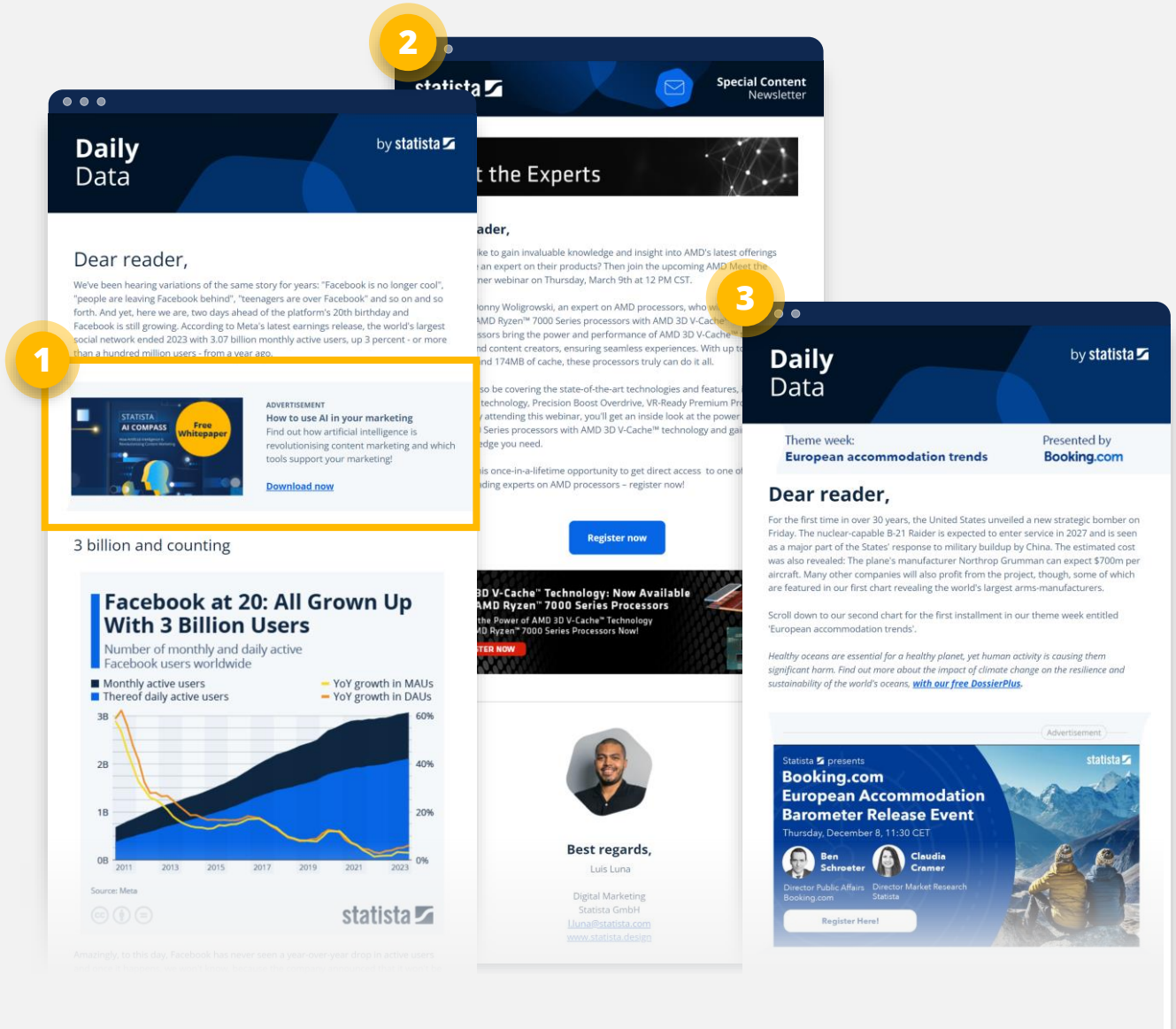
Finding topics, designing infographics and distributing content - all from a single source. We take care of the success of your campaign and ensure that the sponsored content is permanently available on Statista.

DISPLAY ADVERTISING

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

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 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.

INTEGRATION IN OUR EDITORIAL NEWSLETTER

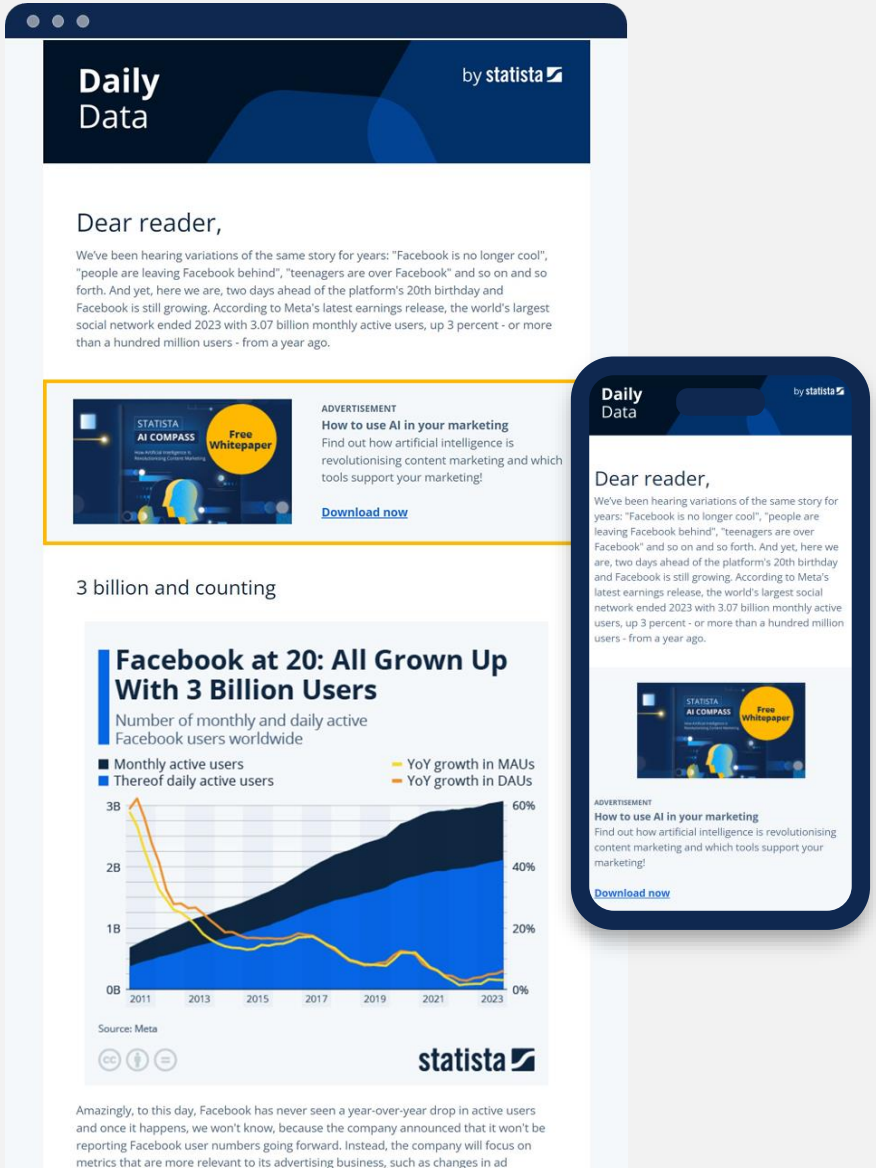
DAILY DATA NEWSLETTER

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**

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



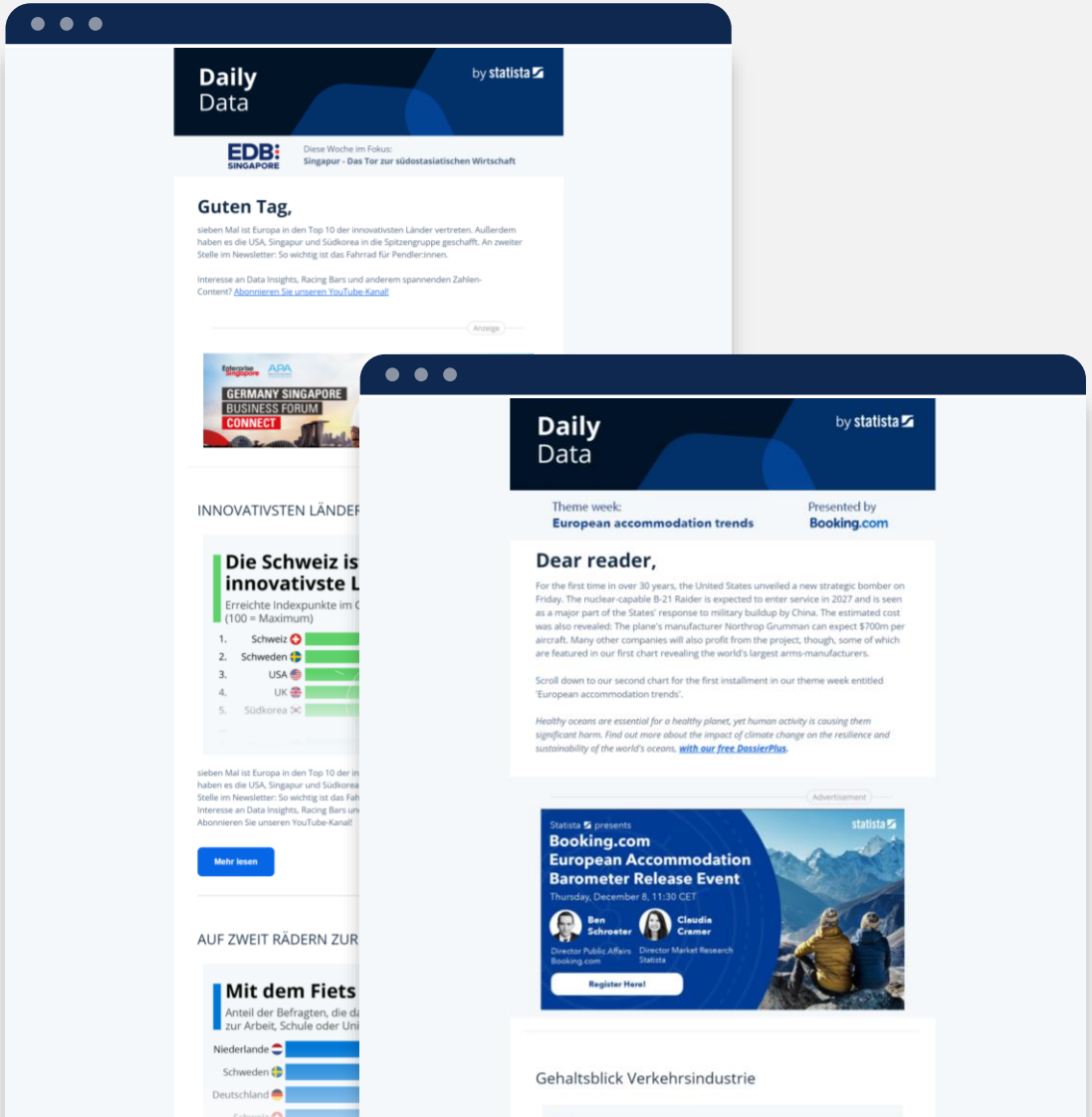
PREMIUM DAILY DATA NEWSLETTER INTEGRATION

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



NEWSLETTER WITH RECOMMENDATION CHARACTER

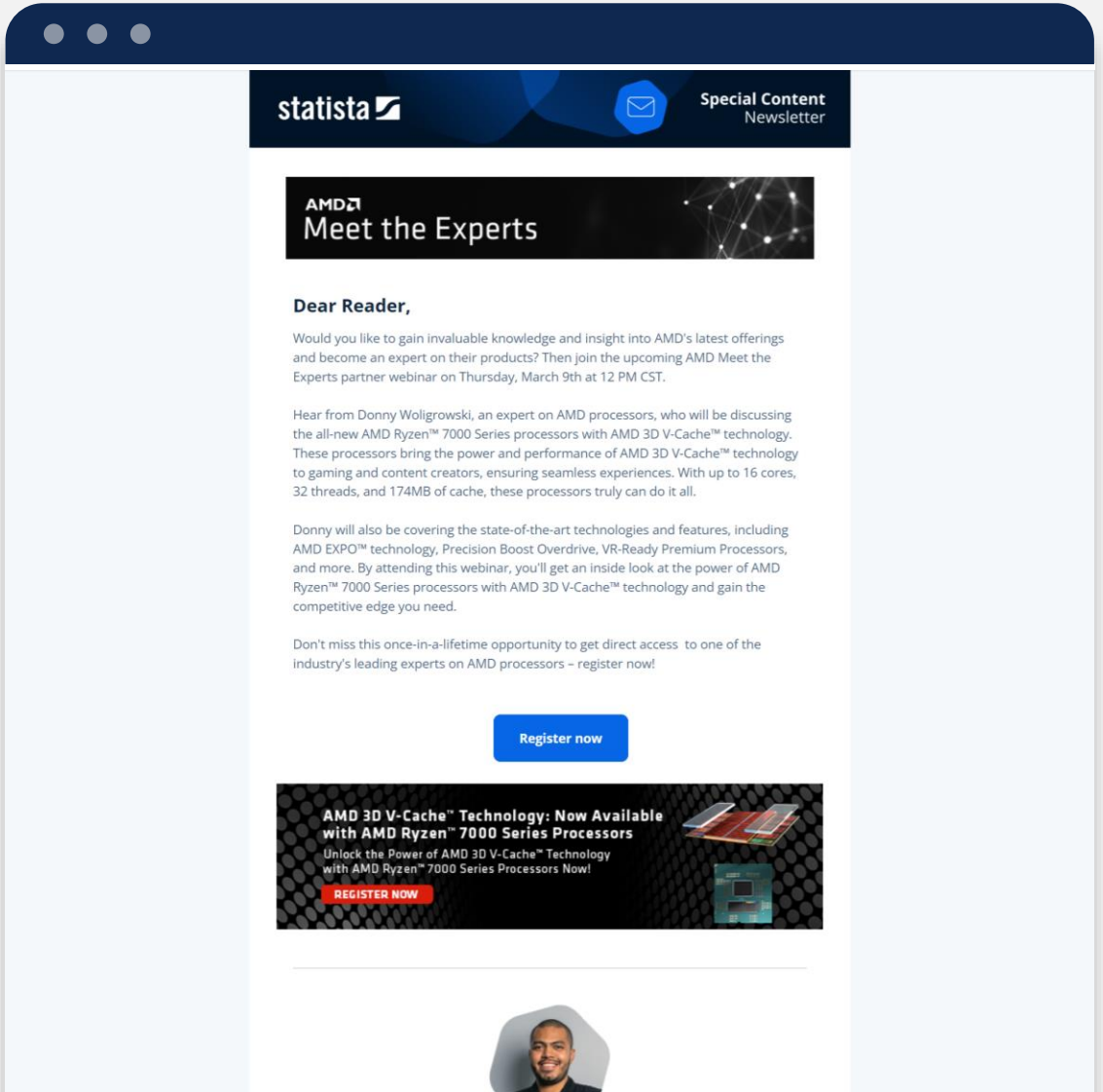
SPECIAL CONTENT NEWSLETTER

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:

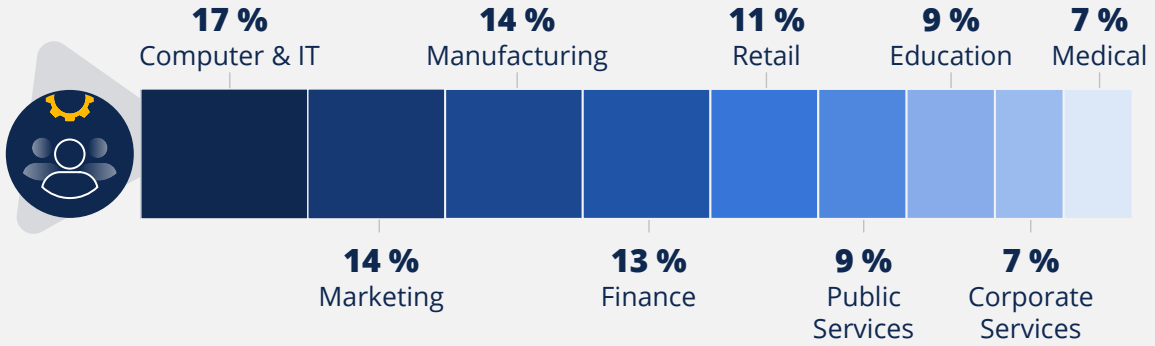
- Reduce the number of recipients per message with the following options
  - Geo-targeting
  - Opener vs. non-opener targeting when sending multiple Special Content Newsletters (e.g. for webinar invitations)
  - Industry targeting
  - Account based marketing



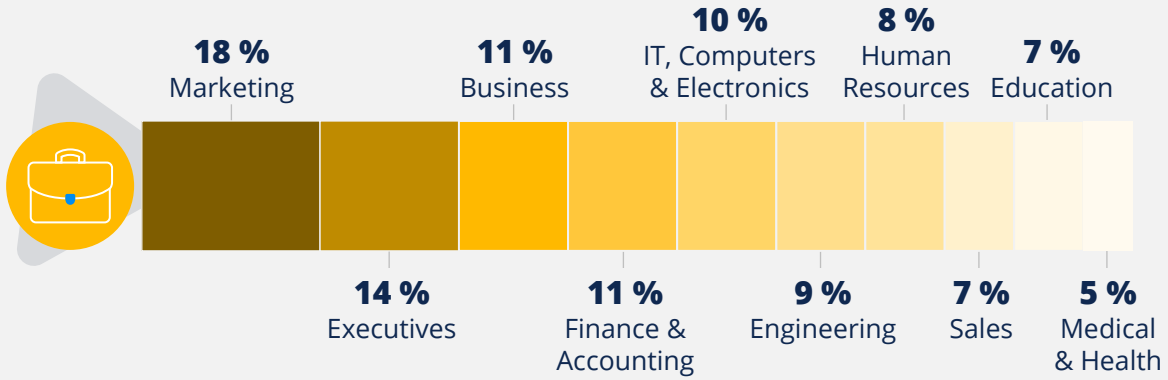
NEWSLETTER AUDIENCE

GLOBAL BREAKDOWN OF OUR SUBSCRIBERS

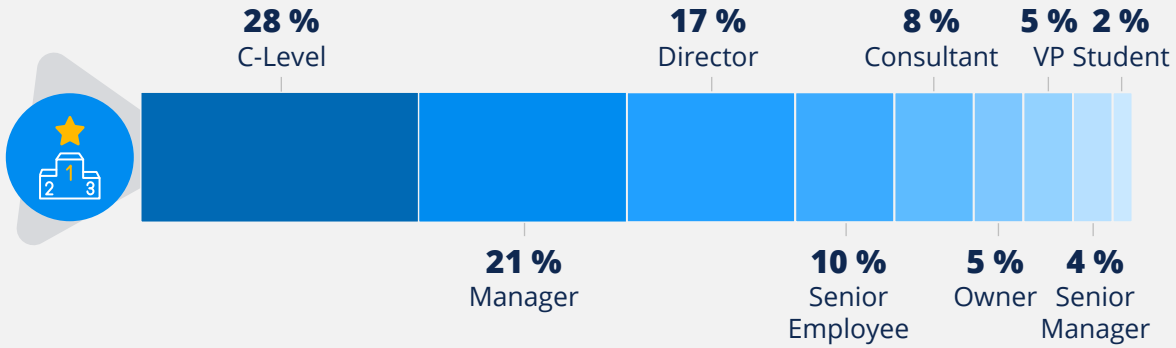
INDUSTRY



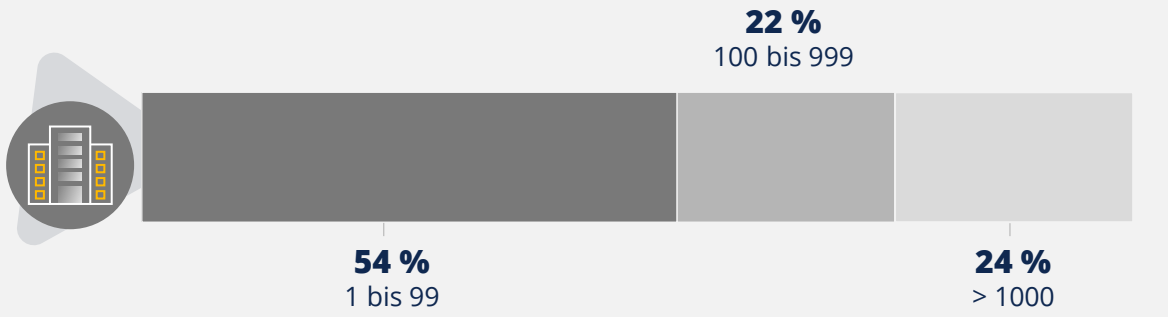
JOB AREA



JOB LEVEL



COMPANY SIZE



Quelle: Interne Auswertung, January 2024

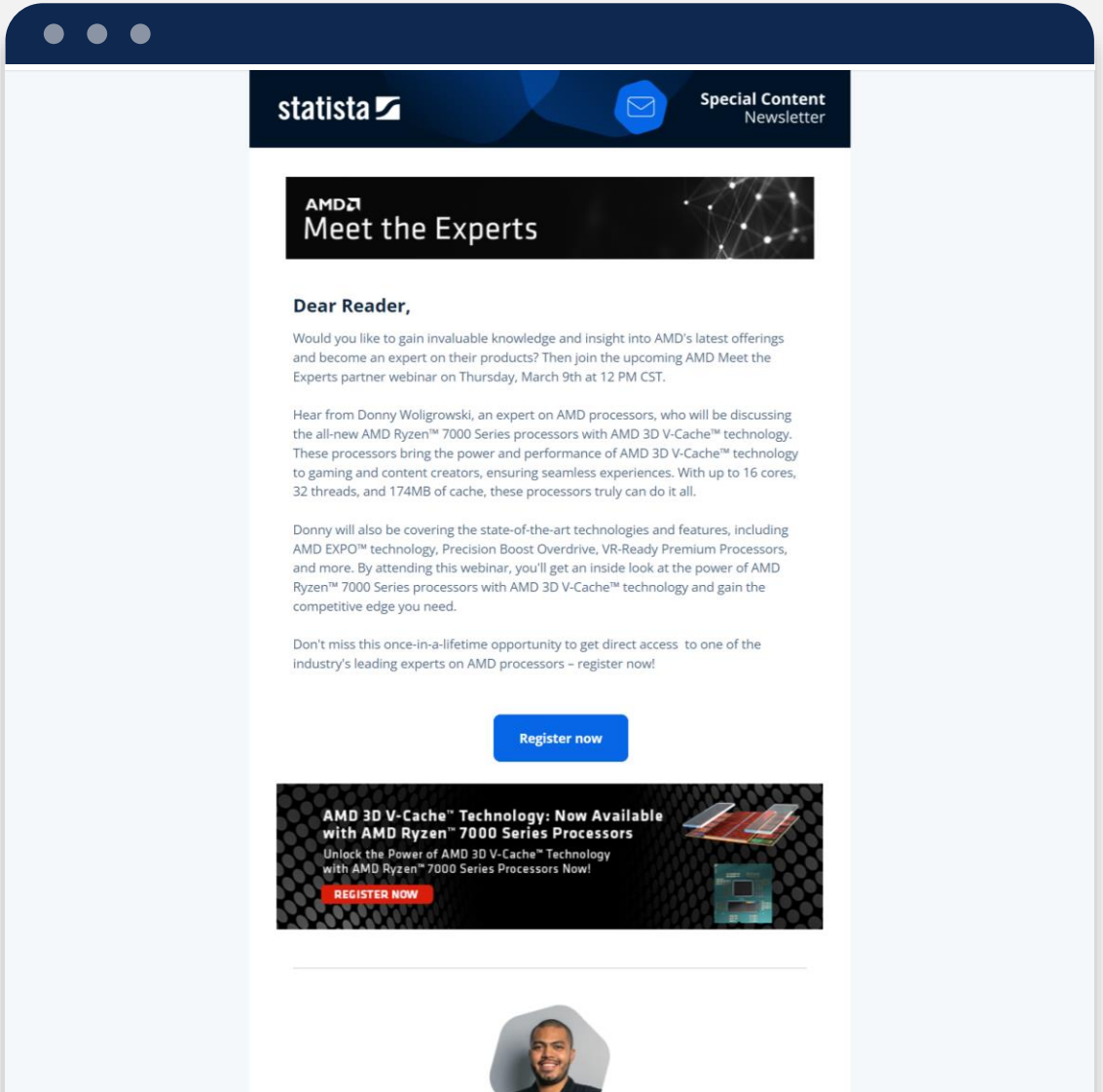
EXCLUSIVE INDUSTRY NEWSLETTER

THOUGHT LEADERSHIP NEWSLETTER

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

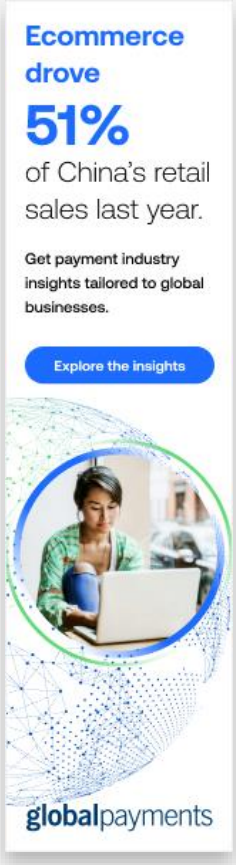


DISPLAY

02

STATISTA PORTAL

DISPLAY ADVERTISING



STICKY SKYSCRAPER AD

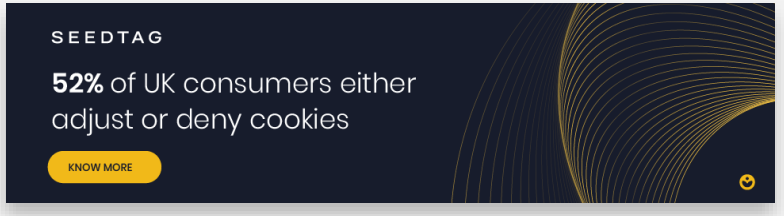
160x600 px

Always in view

BILLBOARD AD

970x250 px

Prominent placement below the navigation bar



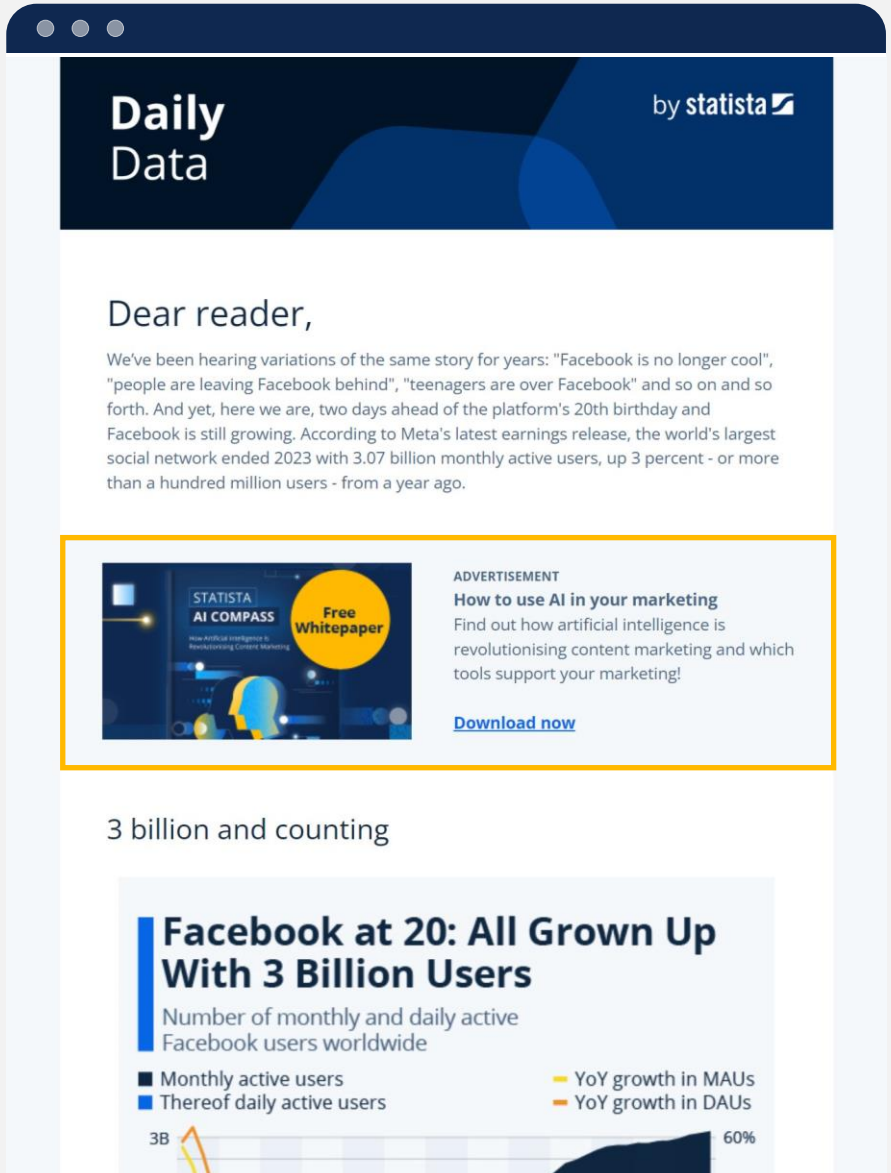
The **high visibility** of our ad formats generates **strong awareness effects** – both in selected environments and across the Statista platform.

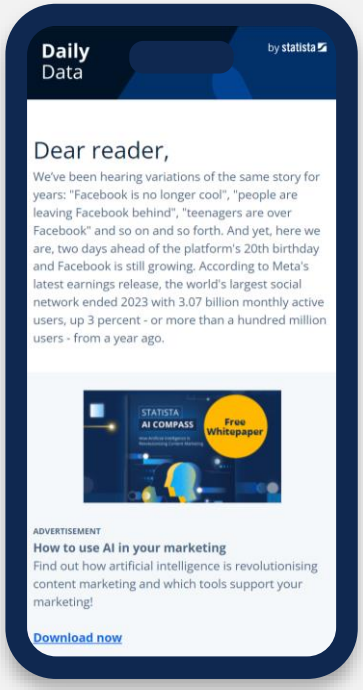
SPEZIFICATIONS

03

TECH SPECS

DAILY DATA NEWSLETTER – NATIVE AD



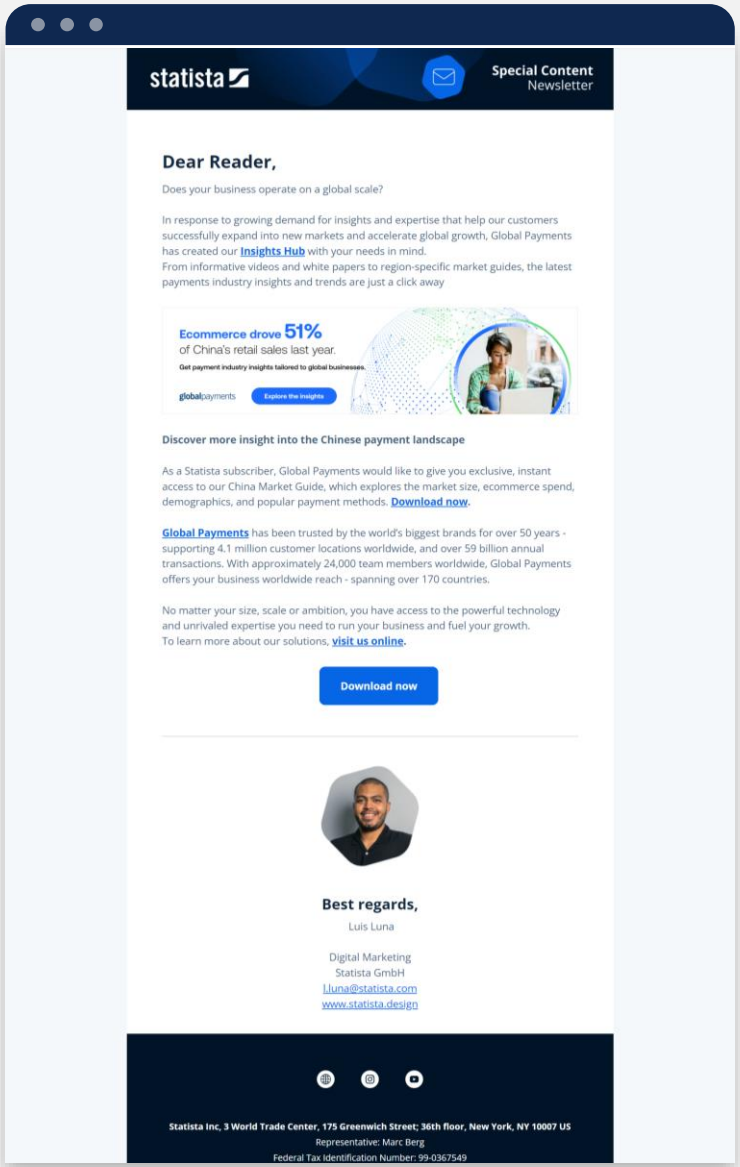


NATIVE AD

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

TECH SPECS

SPECIAL CONTENT NEWSLETTER



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 offical 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

TECH SPECS

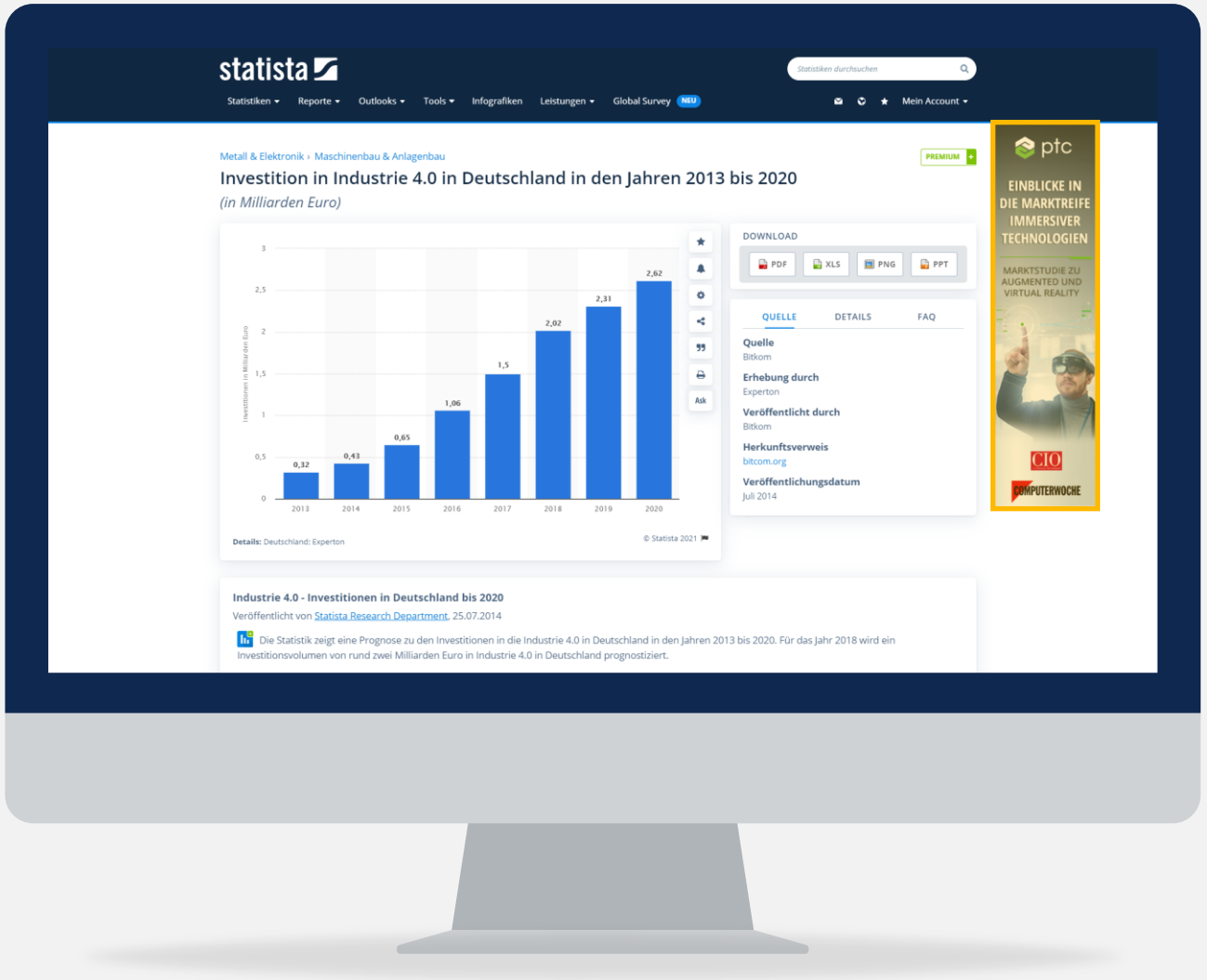
BILLBOARD AD

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

TECH SPECS

SKYSCRAPER AD



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

statista

INFOTORIAL

04

INFOTORIAL

EDITORIAL BRANDING ON STATISTA.COM

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

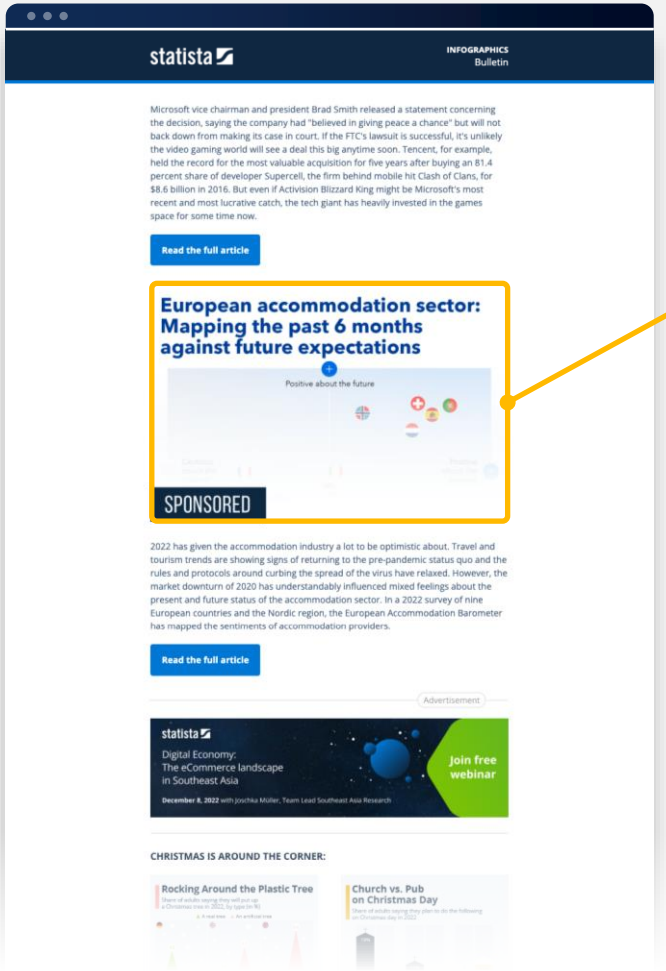
Ensuring success
by generating qualified leads from your infographic

CONTENT CREATION & NEWSLETTER POSTING

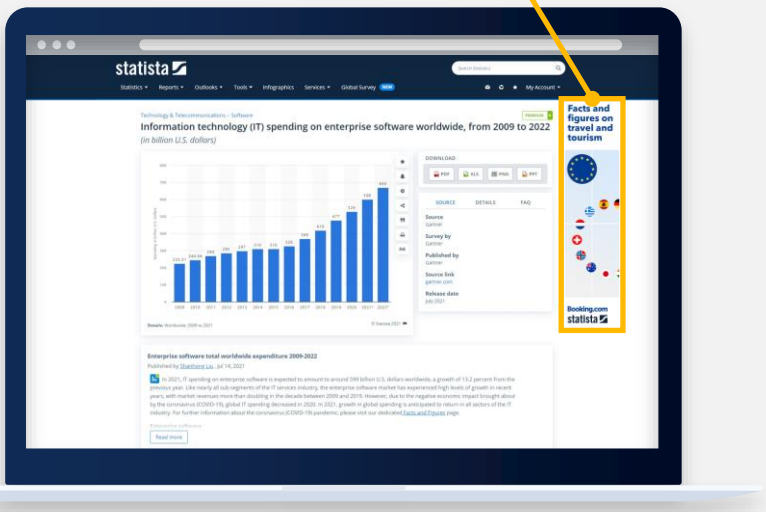
INFOTORIAL BUNDLE

statista

PROMOTION VIA THE DAILY DATA

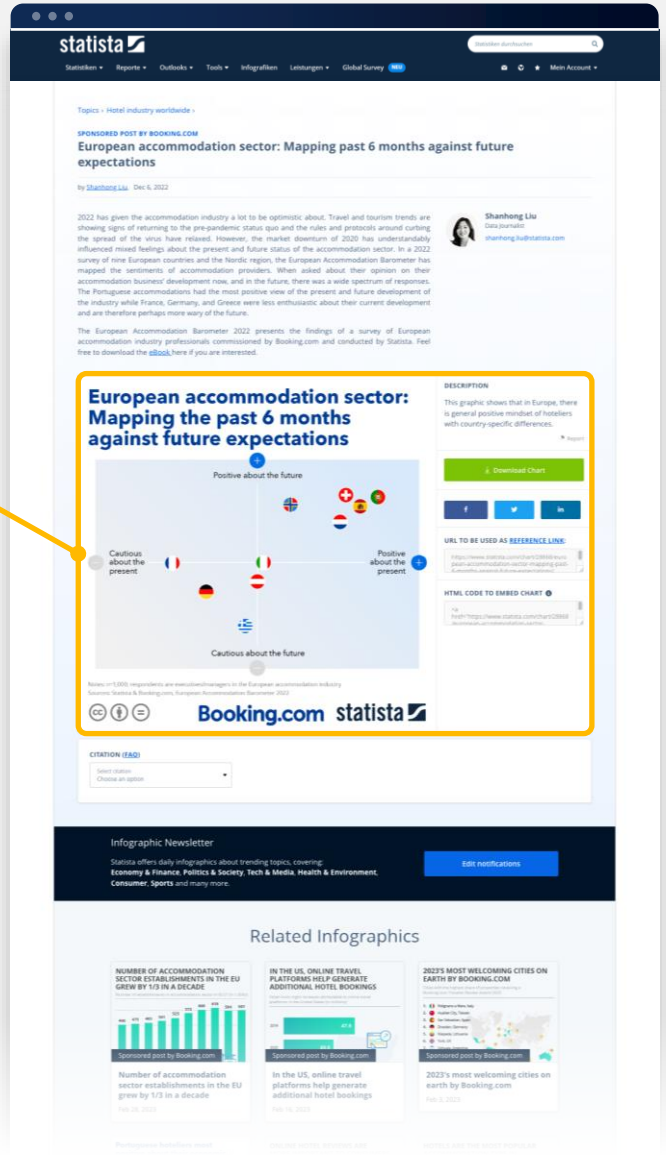


INFOGRAPHIC



PROMOTION VIA DISPLAY BANNERS

PERMANENT HOSTING ON STATISTA



TARGETED LEAD-CAMPAIGNS

05

WORLDWIDE REAL-DATA TARGETING

125M CONTACTS IN OUR GLOBAL NETWORK

statista

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

LEAD MAGNETS

OFFERING THE RIGHT CONTENT TO YOUR ICP

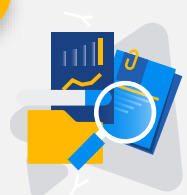
- The **key driver for lead activation** is content - the quality, uniqueness and relevance of your content to the pre-defined audience is critical.
- Create your own content or let us, your **data storytelling experts**, create it for you.

THE FOLLOWING FORMATS ARE PARTICULARLY ATTRACTIVE LEAD MAGNETS:

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

OUR DATA BASE

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

TARGET AUDIENCE

FLOW OF THE CAMPAIGN

THAT'S HOW WE FIND YOUR LEADS

HANDING OVER THE 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.

1

Ongoing and timely transfer of generated leads

2

Lead nurturing in your own tools

3

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

4

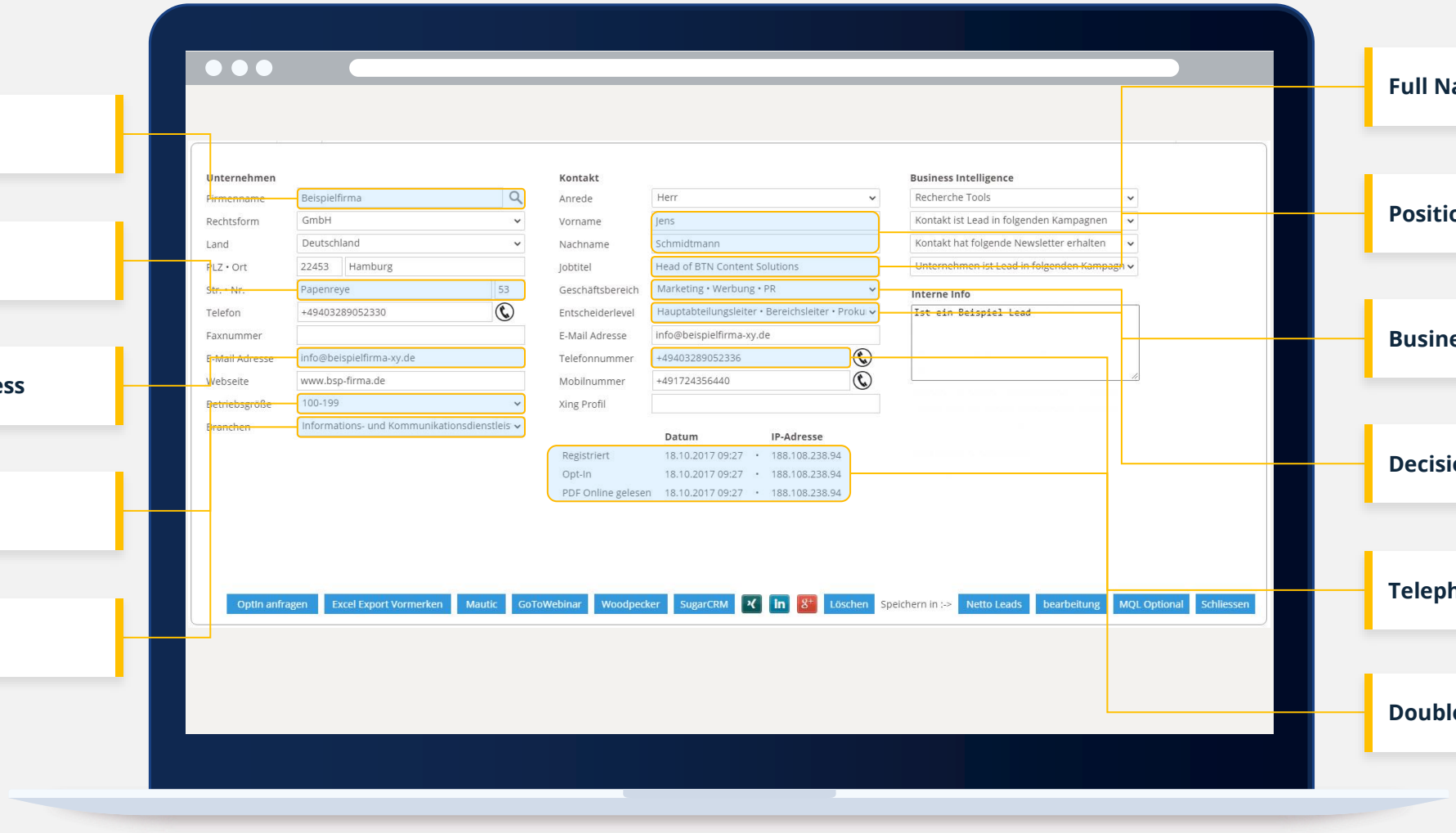
New sales opportunities for your business

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



- 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

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

RATES & SERVICES

DISPLAY MEDIA

	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

RATES & SERVICES

DAILY DATA

- 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

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

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

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