


# the decoder

## Media Kit 2024

Powered by 

the decoder



OpenAI's GPT-4 is a safer and more useful ChatGPT that understands images


Update

AI in practice Mar 15, 2023



Google launches PaLM API and generative AI for cloud

AI in practice Mar 14, 2023



Midjourney v5 launching this week, see some alpha version images


Update

AI in practice Mar 14, 2023

the decoder DE

AI in practice Mar 15, 2023 Update


OpenAI's GPT-4 is a safer and more useful ChatGPT that understands images



AI research AI and society AI in practice


AI in practice Mar 14, 2023

Google launches PaLM API and generative AI for cloud




AI in practice Mar 14, 2023 Update

Midjourney v5 launching this week, see some alpha version images



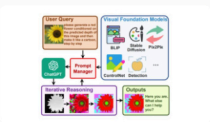
AI in practice Mar 14, 2023

Google takes on Microsoft's AI push, but still plays it safe




AI research Mar 14, 2023

Visual ChatGPT: Chatbot can now process images



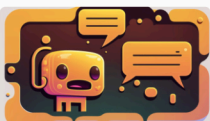
AI and society Mar 14, 2023

Microsoft fires AI ethics team, pushes to roll out OpenAI tech



AI in practice Mar 13, 2023

See these 7 apps using OpenAI's new ChatGPT API



**THE DECODER** is a digital publishing, knowledge, and business platform that bridges AI science, politics, and business.

Our coverage is factual, in-depth and yet entertaining. We don't chase hype. We value true relevance.

Through our platform, events, and workshops, we create a network between people - experts, learners, and beginners - who want to understand and advance artificial intelligence.

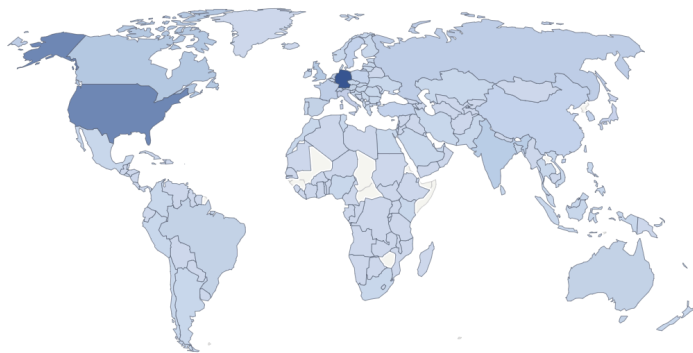
- 3 **Our reach**
- 4 **Our readers**
- 5 **Media**
- 6 **Sponsored Posts**
- 7 **Display-Advertising**
- 8 **Newsletter**
- 9 **Social Media-Seeding**

# Our reach

We think and report globally. Based in Germany, we have a sharp eye on European research and its position in the global competition.

THE DECODER is published in English and German.

THE DECODER is read worldwide, with hotspots in Europe and the USA.



**5,5 M**

Pageviews per year  
Total

**2,0 M**

Pageviews per year  
THE-DECODER.de

**3,5 M**

Pageviews per year  
THE-DECODER.com

**2.000**

Newsletter Subscribers  
Total

**1.000**

Subscribers  
THE-DECODER.de

**1.000**

Subscribers  
THE-DECODER.com

**1.500**

Podcast listeners  
DEEP MINDS

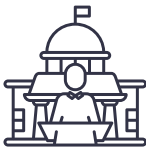
# Our readers



**Corporate innovation managers** who want to stay informed about developments relevant to their work



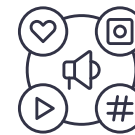
**Researchers following developments** in science and industry or publishing their research with us



**Policy makers** exploring the potential of new technologies and possible societal impacts



**(Tech) journalists** seeking a good, transparent and trustworthy AI source



**Marketing and media professionals** looking to use AI to reach their audiences



**German-speaking and international audience**

# THE DECODER in Media

International press and publishers who trust our reporting and research

BUSINESS  
INSIDER

**Futurism**

**Forbes**

**KOTAKU**

**The Observer**

**PC**  
PCMAG.COM

**+** digitaltrends®

**Y**

**INTERESTING  
ENGINEERING**

**ars** TECHNICA

**TE**

**ZD  
NET**

WIKIPEDIA

**TIME**

**\sifted/**

**watson**

**Slashdot**

**Science**

**VentureBeat**

**IEEE Spectrum**

**salon**

 **LESSWRONG**

# Sponsored Posts

**Sponsored posts are published equally to editorial content on THE DECODER and our social media channels.**

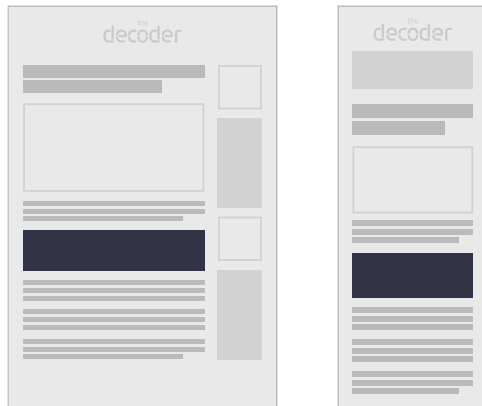
Increase the visibility of your products, brand, events, and jobs. Our editorial team reviews all sponsored posts and ensures they deliver the most value for B2B and B2C content.

	Basis	Basis+	Medium	Premium
<b>Sponsored Post</b>	500 words	500 words	800 words	800 words
<b>On par with native editorial content</b>	✓	✓	✓	✓
<b>Social Media Seeding</b>	✓	✓	✓	✓
<b>Do-follow link to your website</b>	✓	✓	✓	✓
<b>Newsletter</b>	–	✓	✓	✓
<b>Mention as podcast sponsor</b>	–	✓	✓	✓
<b>Highlight position (7 days)</b>	–	–	–	✓
<b>Display Ads</b>	–	–	–	Skyscraper
<b>SEO-Check</b>	Simple	Simple	comprehensive	comprehensive
<b>Creation by THE DECODER editorial team incl. feedback loop</b>	–	–	✓	✓
	<b>€999</b>	<b>€1,499</b>	<b>€2,899</b>	<b>€2,999</b>

# Display-Advertising

- ✓ Highest visibility in all articles
- ✓ Convey important key messages
- ✓ Show your brand
- ✓ Link to your content

**Desktop/Mobile In-Content**  
770x500px



**CPM €79**

**Best visibility**

**Desktop Skyscraper**  
300x600px



**CPM €25**

# Newsletter

- ✓ **Opening rate approx. 45%**
- ✓ **Published weekly**

Decision-makers from major corporations, research institutions, state governments and consulting firms read our newsletter.

Selection of companies:

Samsung, Microsoft, Lenovo, Oracle, Qualcomm, SAP, Tencent, Nvidia, Volvo, AstraZeneca, BASF.

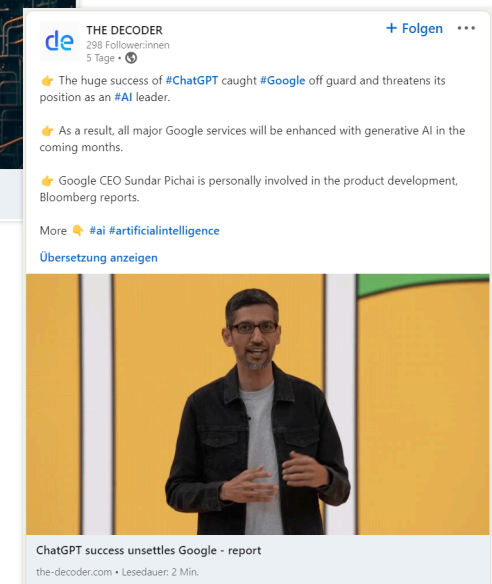
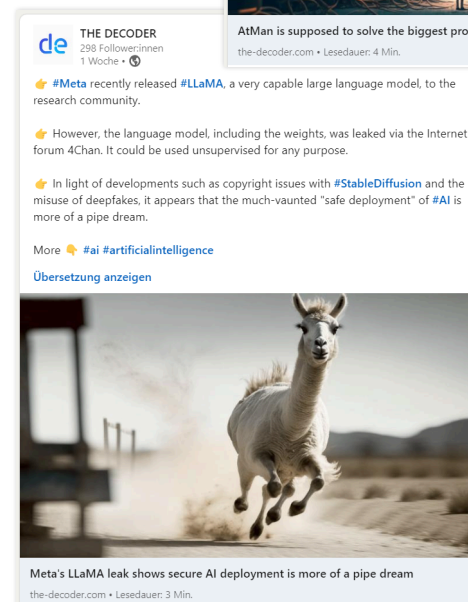
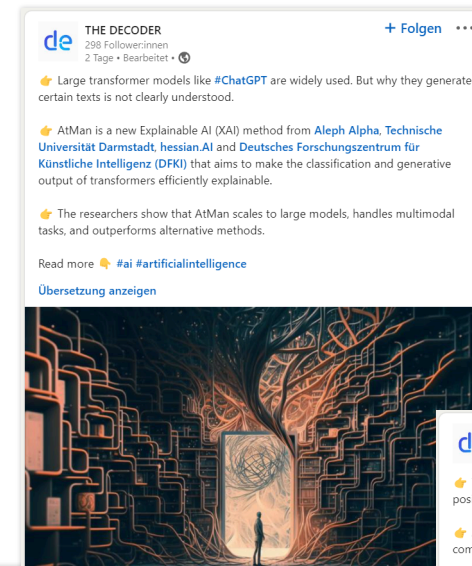
**Content Ad**  
€250/Newsletter





# Social Media-Seeding

- ✓ Featured on Facebook, Twitter, LinkedIn
- ✓ Followed by over 2,800 AI enthusiasts
- ✓ Optional targeted advertising boost



# Your contact

**Benjamin Danneberg**

ben@deep-content.io

**DEEP CONTENT GmbH**

Gutenbergplatz 3  
04103 Leipzig  
Germany

hallo@deep-content.io  
www.deep-content.io