the decoder

Media Kit 2024

Powered by **deep content**

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.

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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.
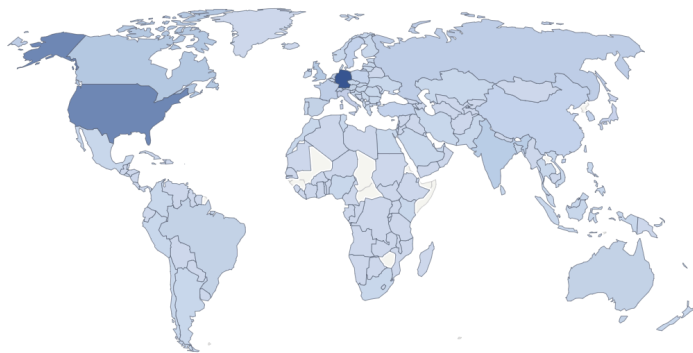
5,5 M
Pageviews per year
Total

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

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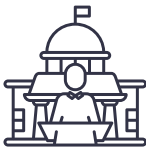
Policy makers exploring the potential of new technologies and possible societal impacts

(Tech) journalists seeking a good, transparent and trustworthy AI source
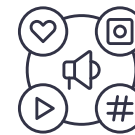
Marketing and media professionals looking to use AI to reach their audiences

German-speaking and international audience

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THE DECODER in Media

International press and publishers who trust our reporting and research

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

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Display-Advertising

✓ **Highest visibility in all articles**

✓ **Convey important key messages**

✓ **Show your brand**

✓ **Link to your content**

Desktop/Mobile In-Content
770x500px
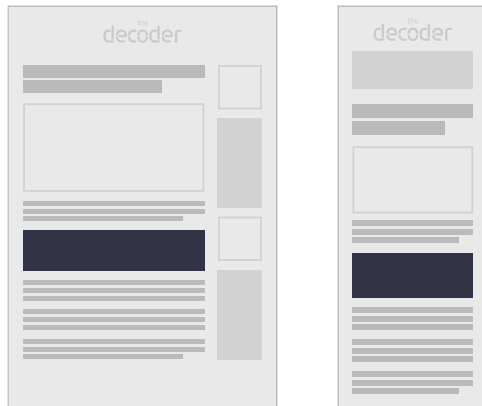
CPM €79

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:

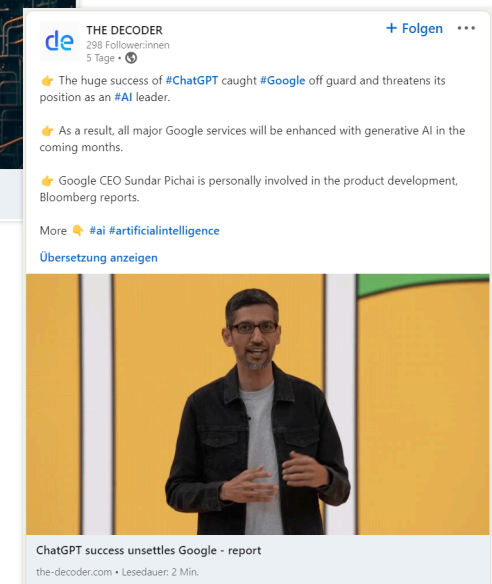Samsung, Microsoft, Lenovo, Oracle, Qualcomm, SAP, Tencent, Nvidia, Volvo, AstraZeneca, BASF.
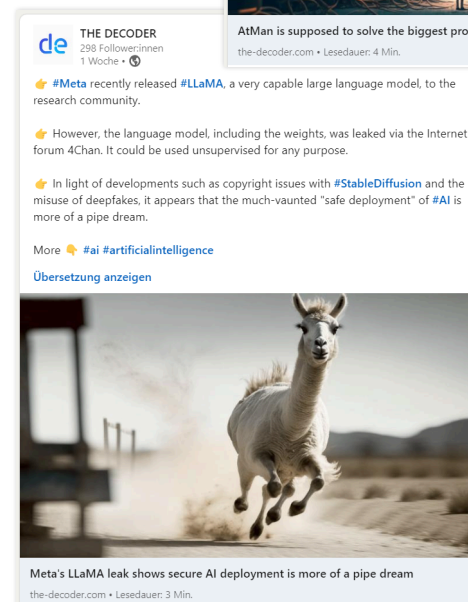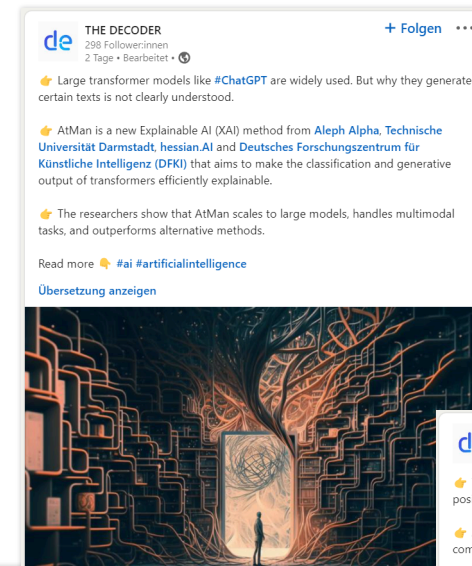
Content Ad
€250/Newsletter

Social Media-Seeding

✓ **Featured on Facebook, Twitter, LinkedIn**

✓ **Followed by over 2,800 AI enthusiasts**

✓ **Optional targeted advertising boost**

Powered by **deep content**

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