ADVERTISING MEDIA KIT

New York, 2019
About Statista

Statista is the leading internet statistic portal, providing statistics and quantitative data on over 80,000 subjects and areas of interest.

Statista’s team includes over 550 employees: researchers, database experts, statisticians, technical journalists.

With information on over 200 industries and market sectors, Statista is the premiere online research platform for statistics and relevant facts.

Our clients are product managers, market researchers, strategic planners, marketing executives and members of academia.

Over 8 million users visit our website www.statista.com every month.


550+ Employees
5 locations
Hamburg, Berlin, London, New York, Tokyo

4 languages
on 4 platforms

1.5 million Registered Users

#1 Destination for market and consumer data.
Statista Audience Overview

Platform Metrics
- 8M Monthly Unique Users
- 23M Monthly Pageviews

Audience Breakdown

Audience Metrics
- 88% of Audience holds a decision-making position
- 12% of Audience is entry level consultant/analyst
- Over 50% of C-Suite Executives are CEO/Founder of Company
- 30%+ of companies produce >$1Billion in revenue
Sampling of Statista’s Subscriber Base (14K Corporate Clients)
The World’s Leading Tech, Finance, Media & Agencies, FMCG, Consulting & Transportation Companies Subscribe to Statista.
Endemic Audience Offering

Advertisers want to reach insights-focused B2B decision makers that visit Statista.com for research.

Statista is one of the largest statistics and market research platforms in the world with an information pool for a wide range of industries e.g. retail, advertising, media & entertainment, consumer goods, technology, travel and logistics, consulting, finance and academia. Our B2B decision makers are Managers, Directors, VP's and C-Suite Executives who have a focus on data and data-specific insights.

Advertisers Relevant Content and Statista’s Audience – An Ideal Partnership!
Demand Generation Strategy
Statista will be the top of the sales funnel driving our users to advertisers content.

- **Content Marketing Send-Out**: Client case study or white paper emailed directly (stand-alone) to our users including a report download call to action > Lead handover

- **Daily newsletter**: Ad units in our daily newsletter to boost penetration.
  - 580 x 160 Content Ad
  - 300 x 150 Native Ad
  - 580 x 160 Footer Ad

- **Skyscraper + Rectangle Ad**: Platform advertising to further boost penetration.
Opportunities to engage with Statista’s clientbase

Optimize engagement and lead generation via three distinct approaches that work together for 360° coverage each week.

- **Content Send-Out**
  - Over 85K English Special Content Subscribers
  - Endemic Audience

- **Newsletter Ads**
  - Over 175k English Newsletter Subscribers
  - Endemic Audience
  - 3 Different Ad Placements

- **Platform Ads**
  - Average CTA of .08%
  - (160 x 600) on the Statista.com homepage.
  - (300 x 250) on all 1.5M statistics pages
Content Marketing Email Send-Out
Statista will refer Client directly to our subscribers via email featuring a downloadable content marketing resource.

Content send-out drives to Statista hosted landing page

Landing page form-fill options include:

- Name
- Email
- Phone
- Company
- Position/Title
- Company Size
- Company Revenue
- Department
- Industry
Daily Newsletter

The Statista Daily Newsletter is sent twice daily to our 175,000+ Opt-in Subscribers.

Statista’s Infographic style newsletter is a multi-industry favorite experiencing 15%+ open rates.

US Newsletter

- Two daily deliveries to over 175K Subscribers
- Open rate: 15%+
- 580 x 160 Content Ad
- 200 x 120 Native Ad
- 580 x 160 Footer Ad
Platform ad units built for conversion:

- Skyscraper ad unit (160 x 600) on the Statista.com homepage and it travels with the user journey.
- Rectangular ad unit (300x250) on all 1.5mil Statistics pages. (Our most viewed content)
- Advertisers that have participated in our demand generation program have seen a huge benefit from coupled platform ad units.
Ad Partnership References

Advertising with Statista is an opportunity to position your company as a partner to Statista, driving trust and engagement.

Statistics and data can play a crucial role in your business strategy. They can help you identify trends, make informed decisions, and understand your audience. In this section, we will explore how to leverage statistical data to gain insights and drive growth.

You can start by using Statista's search bar to find the data you need. This tool allows you to search for statistics on virtually any topic, from market sizes to consumer behavior. Once you find the data you need, you can download it directly into your Excel spreadsheet or take a deeper dive by creating your own visualizations with Tableau.

As a Statista customer, you understand the importance of information and data. Statista gives you access to over one million statistics, various data sources, industry reports, studies, and Excel evaluations, thus guaranteeing a consistently sound database at all times. And now you can use Tableau to take the next step: visualize and analyze your data. Experiment and play around with it!
## Content Send-Out + Newsletter Ads + Platform Ads

A 360° Approach to Lead Generation Each Week!

<table>
<thead>
<tr>
<th>ADVERTISEMENT PACKAGE</th>
<th>SINGLE CONTENT SEND-OUT</th>
<th>WEEKLY NEWSLETTER ADVERTISEMENT</th>
<th>WEEKLY PLATFORM ADVERTISEMENT</th>
<th>WEEKLY TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Package</td>
<td>Content Ad (580 x 160)</td>
<td>Skyscraper Ad (160 x 600)</td>
<td>$10,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Avg. 250k Impressions)</td>
<td>(Avg. 500k Impressions)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Package</td>
<td>Native Ad (200 x 120)</td>
<td>Skyscraper Ad (160 x 600)</td>
<td>$10,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Avg. 250k Impressions)</td>
<td>(Avg. 500K Impressions)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Package</td>
<td>Content Ad (580 x 160)</td>
<td>Skyscraper Ad (160 x 600)</td>
<td>$17,500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Native Ad (200 x 120)</td>
<td>Rectangular Ad (300x250)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Footer Ad (580 x 160)</td>
<td>(Avg. 750k Impressions)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Avg. 1Mil Impressions)</td>
<td>(Avg. 1Mil Impressions)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This proposal was crafted so client could have direct referral access to Statista customers in the US through the Content Marketing Send-Out and to allow for additional lead generation engagement via exposure within our daily newsletter and platform ads.