

# STATISTA MEDIA KIT 2021

Numbers, Data, Facts & Options for Implementation





IN ACTION ALL OVER THE WORLD

# WE AS A COMPANY



**12 locations**

Hamburg – Amsterdam – Copenhagen – London – Los Angeles –  
New York – Paris – Singapore – Tokyo – Madrid – Milan – Warsaw



**> 1,200 employees** worldwide



**4 platforms** in 4 languages



**Number 1** destination for market and user data

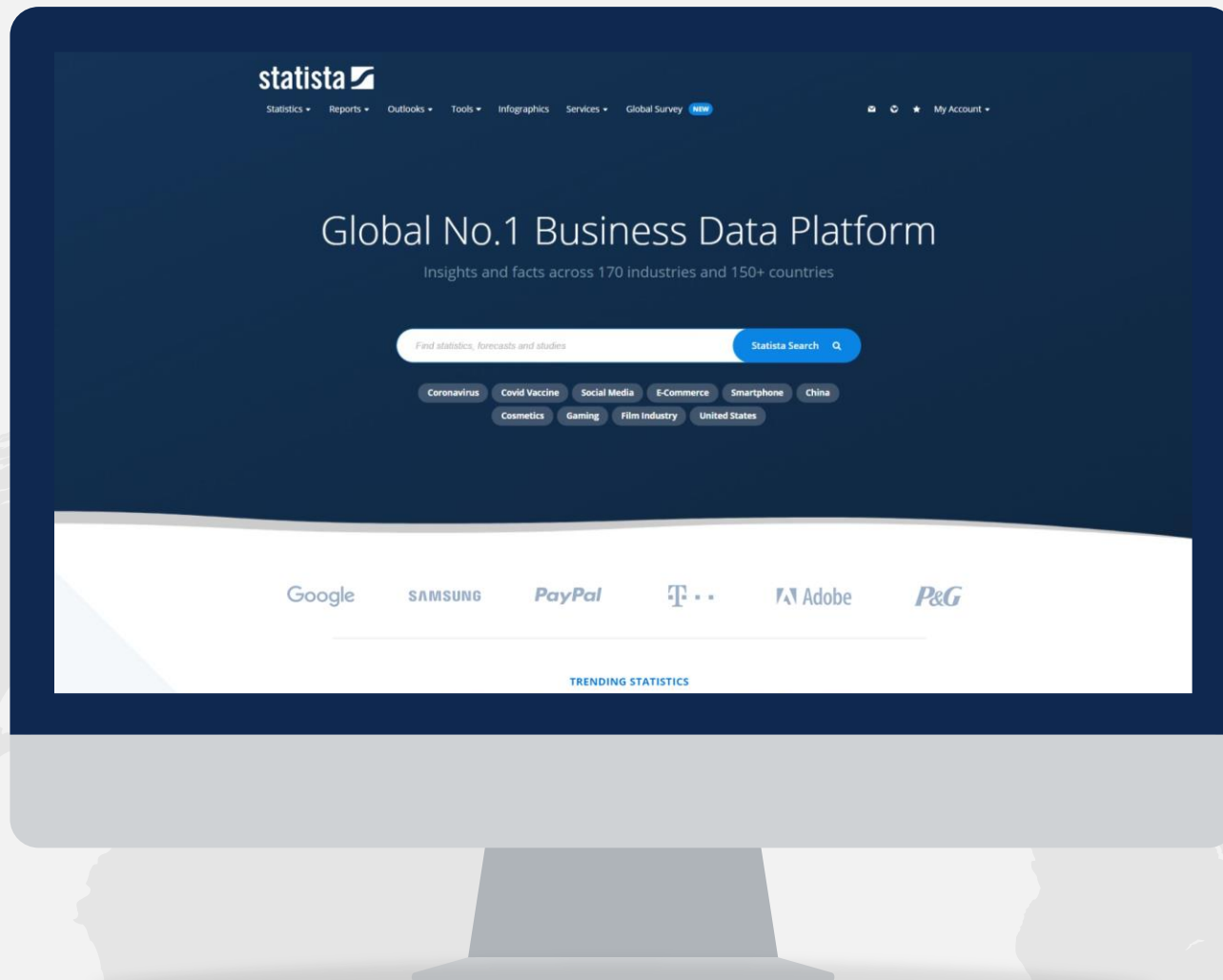




ABOUT US

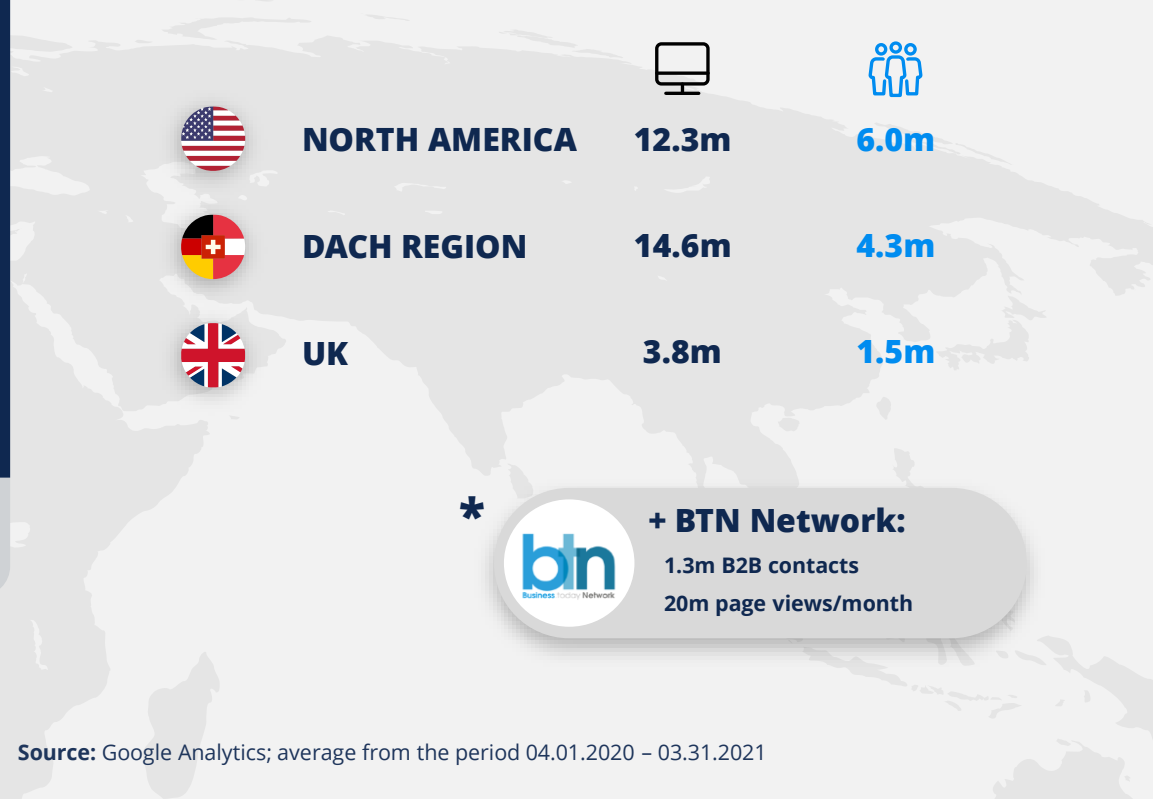
# TOTAL REACH: STATISTA

statista  
MEDIA



\*  **50 million** page views per month

 **20 million** users per month



\*  **+ BTN Network:**  
 1.3m B2B contacts  
 20m page views/month

Source: Google Analytics; average from the period 04.01.2020 – 03.31.2021



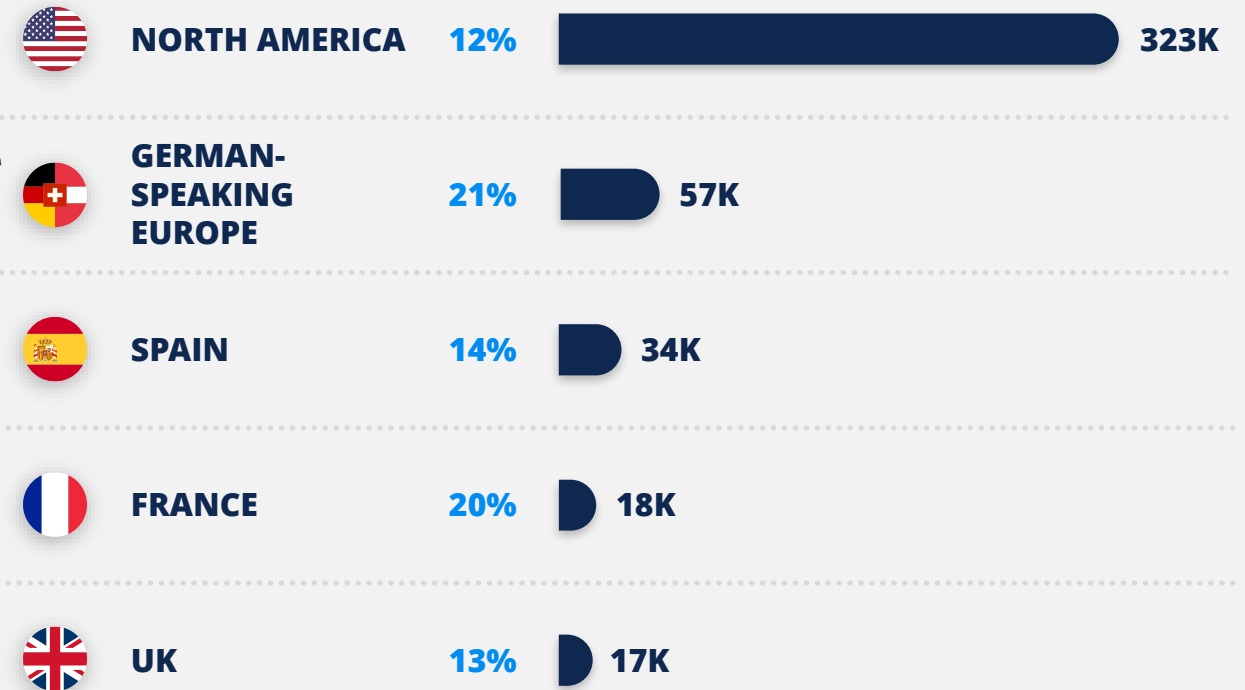
ABOUT US

# TOTAL REACH: NEWSLETTER



## RECIPIENTS

## AVERAGE OPEN RATE



\* **+ BTN Network:**  
 1.3m B2B contacts  
 20m page views/month

Source: Statista CMS; date: April 2021

# NEWSLETTERS

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# PRODUCTS OVERVIEW

statista SPECIAL CONTENT

**1**

**Dear Ladies and Gentlemen,**

Content marketing is becoming increasingly important for companies - and will soon be a ten-billion-euro market.

This growing importance led us and our partners at mediaresearch42 and content-marketing.com to take a closer look at relevant content marketing studies and compile them in one paper.

The result is the **Content Marketing Compass 2021**, the most important challenges, competitive insights and recommendations for content marketing strategists.

[Available to download now!](#)

**STATISTA CONTENT MARKET COMPASS 2021**

The most important insights compiled in one paper.

[DOWNLOAD NOW](#)

Data-driven strategies, where every detail and interpretation, are fast becoming a competitive edge. Download our Content Marketing Compass 2021 for a deeper understanding of this marketing mechanism.

We hope you enjoy the read!

statista INFOGRAPHICS Bulletin

presidents through the ages.

[Use & share our charts for free - just include a link back to our site.](#)

Advertisement

**2**

Cloud software makes all the difference in your webinars better and successful. Features and follow-up are very & follow-up are information on this topic, the have provided a detailed press here.

statista INFOGRAPHICS Bulletin

major award shows have suffered this year. Will the Oscars avoid a similar fate?

[Use & share our charts for free - just include a link back to our site.](#)

**2**

nextstatista

**Will data-driven businesses change your industry forever?**

Find out what the data economy means for your industry →

Download Data Disruption Index for free

**E-Books Still No Match for Printed Books**

Estimated sales of film and television that peaked in 2019

■ 2019 ■ 2020 ■ 2021

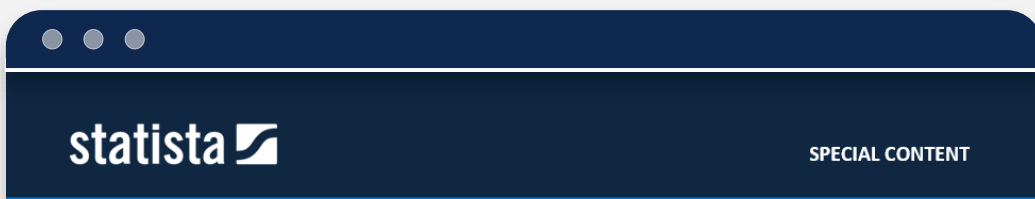
**1 STANDALONE NEWSLETTER**

Here you can explain your topic in detail an entire mailing and design it in an appealing way.

**2 INFOGRAPHICS BULLETIN**

In this daily newsletter, you will receive an exclusive placement above the infographic of the day.

# STATISTA SPECIAL CONTENT



This growing importance led us and our partners at mediaresearch42 and content-marketing.com to take a closer look at relevant content marketing studies and compile them in one paper.

The result is the [Content Marketing Compass 2021](#) which provides an overview of the most important challenges, competitive advantages, and tactics, as well as valuable insights and recommendations for your company's content marketing strategists.

[Available to download now!](#)



Data-driven strategies, where every decision is based on comprehensive data analysis and interpretation, are fast becoming decisive for companies looking for that competitive edge. Download our Content Marketing Compass now for an even better



Recipients

**217,000**



Open rate

**11.0%**



Click rate

**7.1%**



Delivery

**2X per week**

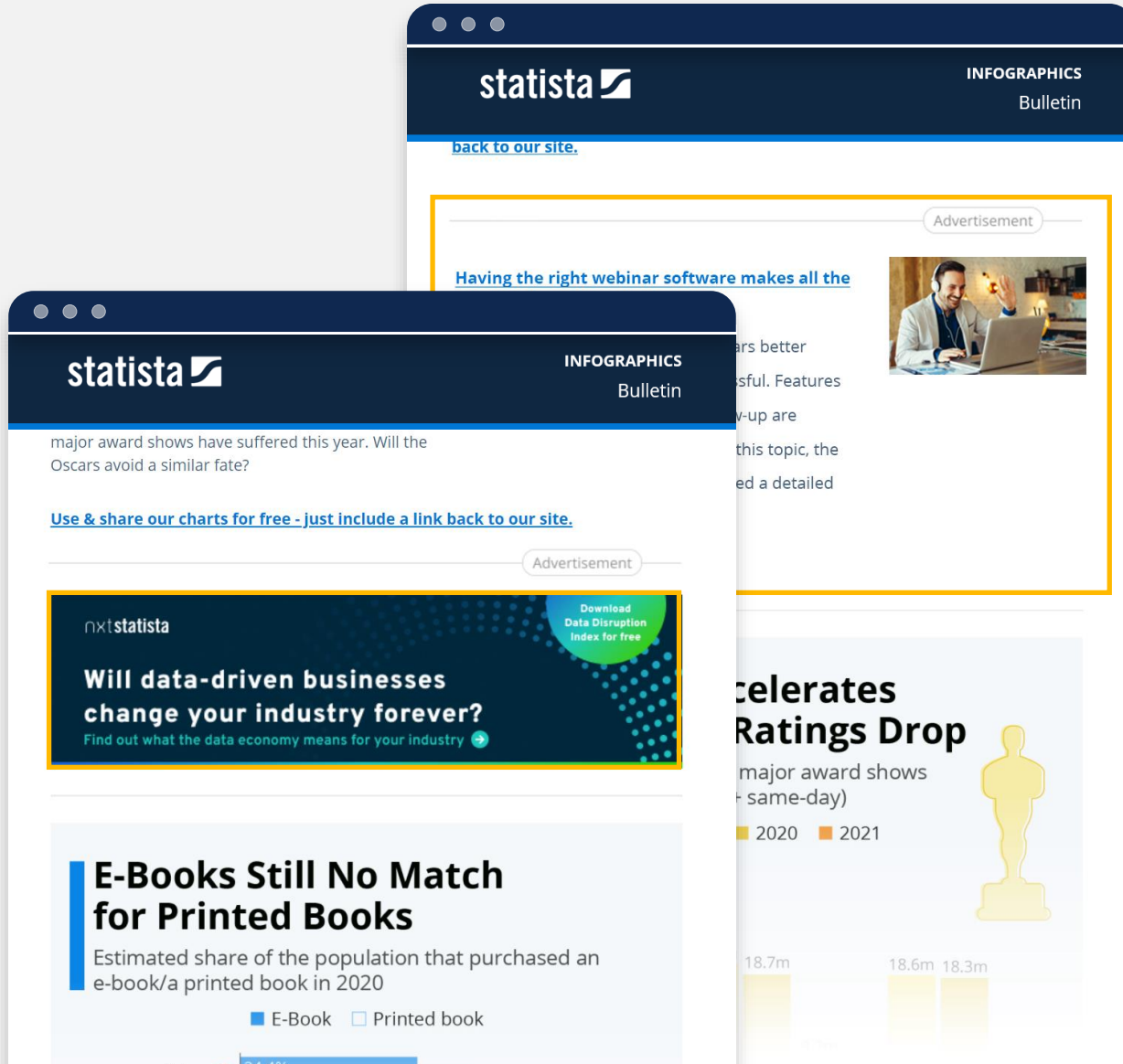
## DETAILS:

- > Placement of content assets
- > **Monothematic mailing**
- > Dissemination of content to generate contacts is done within the **Statista usership**
- > Mailing appears less promotional and is perceived as **editorial content**
- > Link follows on an **external landing page**

## OPTIONAL:

- > Reduction of recipient numbers per mailing
- > Link to a Statista landing page
  - **No media disruption**

# STATISTA INFOGRAPHICS BULLETIN



Recipients

345,000



Open rate

12.1%



Click rate

0.97%



Delivery

10X per week

## DETAILS:

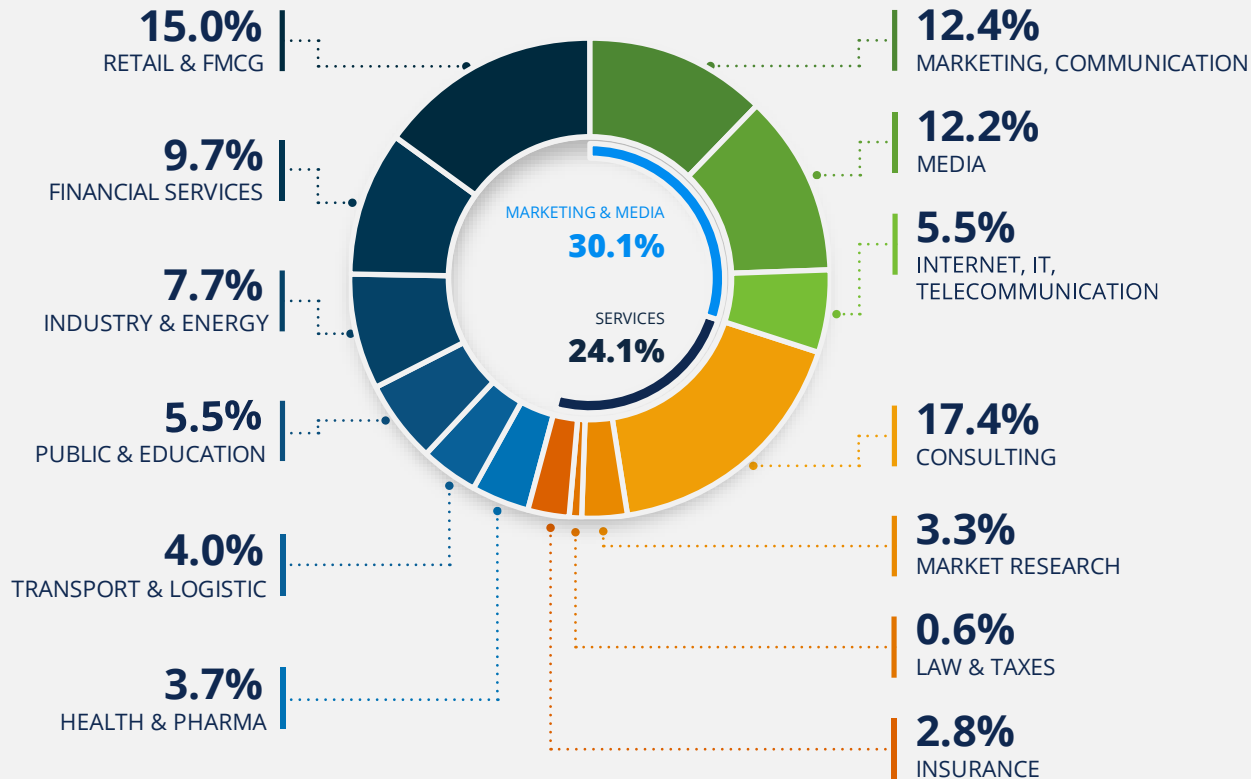
- > **Exclusive placement** : Directly above the proprietary content — the infographic of the day
- > High engagement in user inbox with the daily release of the newsletter
  - **Ideal mix of coverage and relevance**
- > Integration for an **entire week**
- > **Low entry price** offers a good opportunity to become acquainted with Statista as a publisher



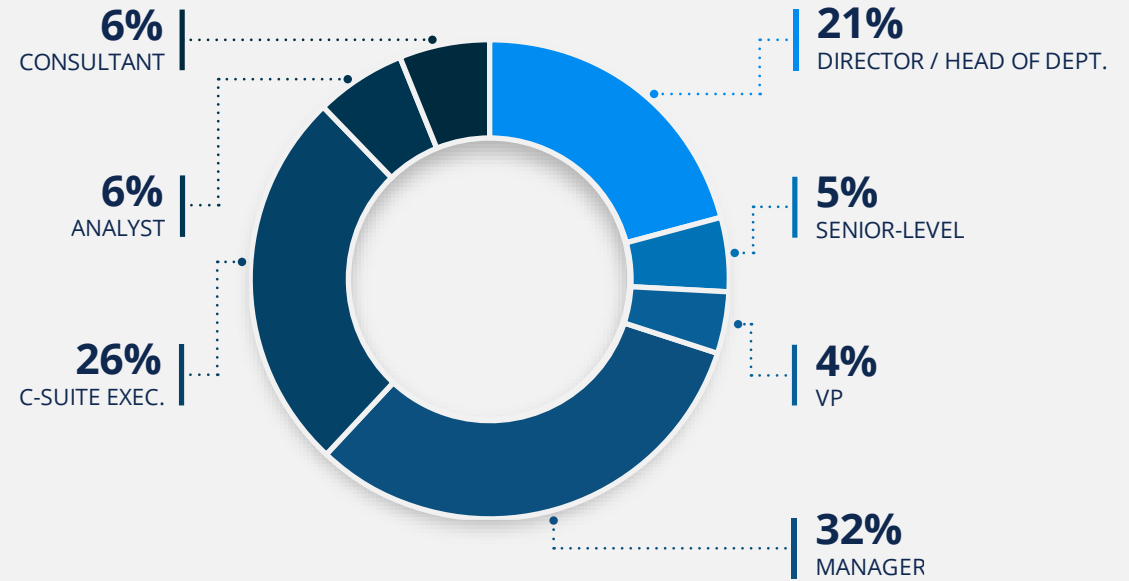
# STRUCTURE: NEWLETTER RECIPIENTS



## NEWSLETTER RECIPIENTS BY INDUSTRY



## NEWSLETTER RECIPIENTS BY POSITION



# DISPLAYS

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1

**BILLBOARD**

The viewer's attention is immediately captured by the billboard's immediately visible area above the proprietary content.

2

**SKYSCRAPER**

With our sticky skyscraper, you'll get an exclusive position on our website and be visible at all times.

3

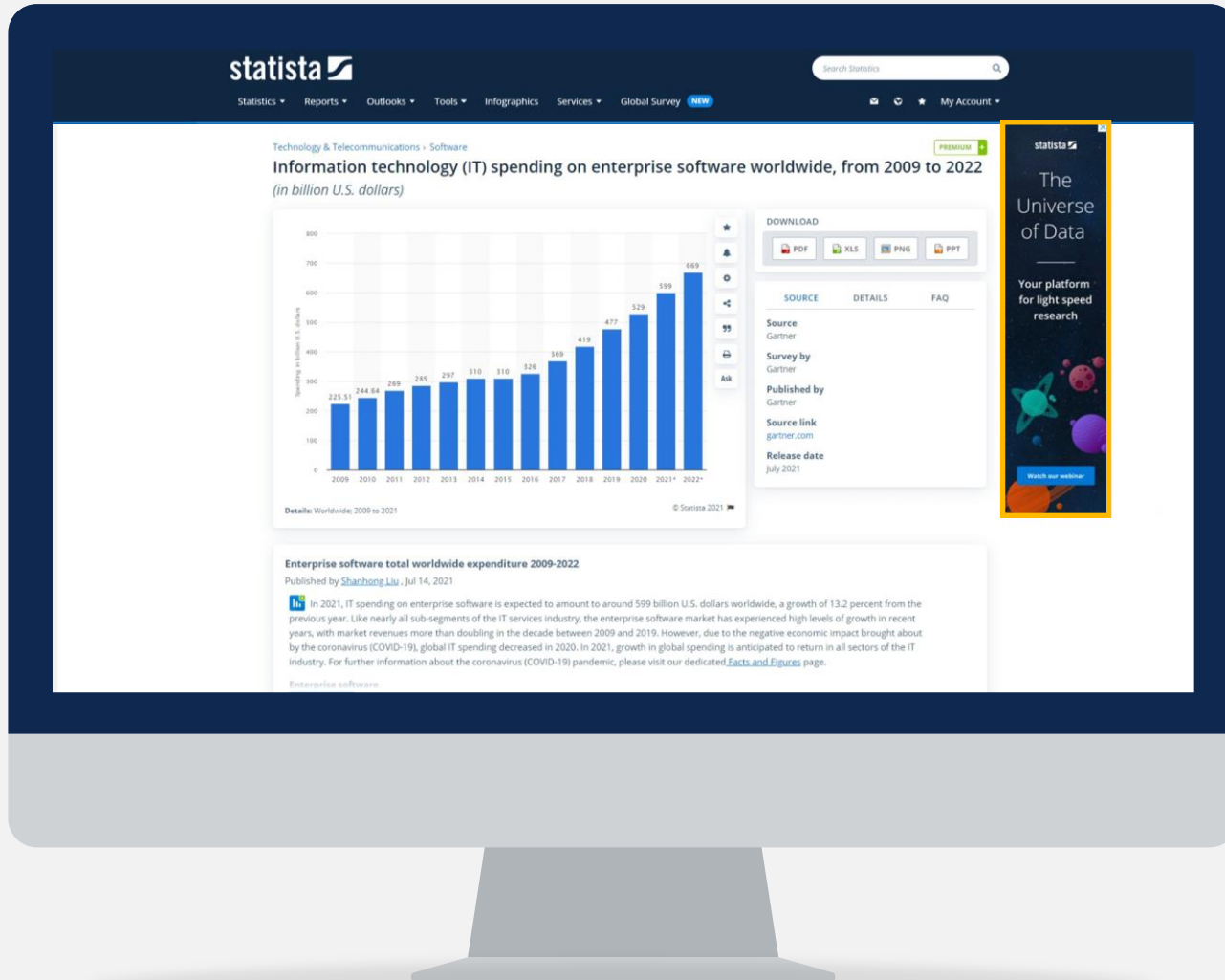
**DOSSIER INTEGRATION**

Position yourself as an expert on the dossiers and reports pages and establish contact with users.

DISPLAY

# WIDE SKYSCRAPER

statista  
M E D I A



Ad impressions

11.1M / MONTH



Click rate

0.1%

## DETAILS:

- > Target groups within the appropriate statistical environments with appropriate **run of site or industry targeting**
- > Payout via **AdServer**

## ADVERTISING MEDIUM:

- > Sticky skyscraper ad — it moves along the page and remains within sight at all times





Ad impressions

8.6M / MONTH



Click rate

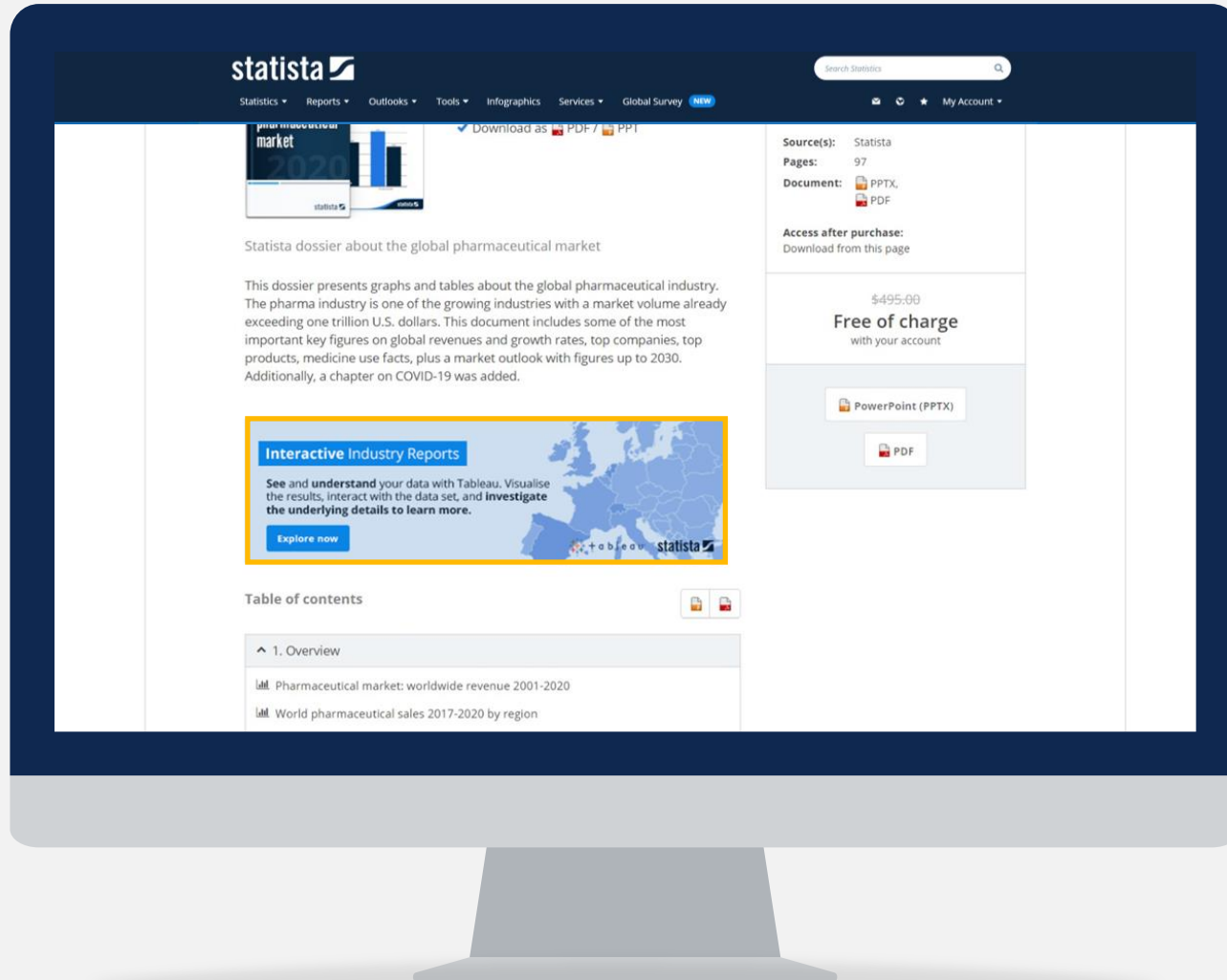
0.2%

**DETAILS:**

- > Allocated to preferred clients for six campaigns only
  - **Above the fold** — in an immediately visible area
- > Payout via **AdServer**

**OPTIONAL:**

- > Selected contexts or run of site
- > Combination with skyscraper
- > A/B testing possible



Ad impressions

2.7M/ YEAR



Click rate

0.14%

## DETAILS:

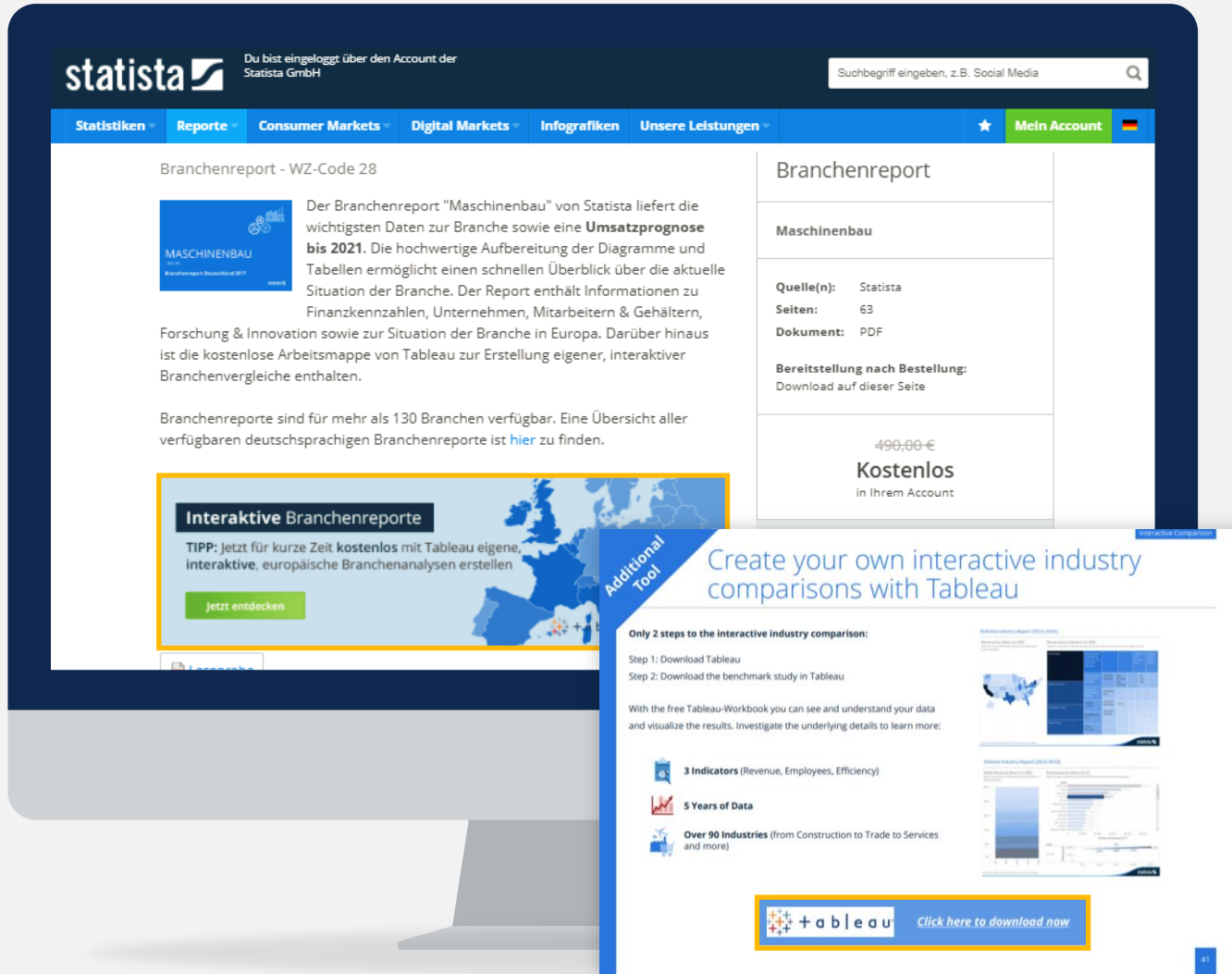
- Allocated to preferred clients for six campaigns only
  - ➔ Dossier
  - ➔ Industry report
  - ➔ Company report

## ADVANTAGE:

- Positioning as an expert via sponsoring on the landing pages of the corresponding reports

## OPTIONAL:

- Downloaders are known — thank-you e-mails can be sent as a follow-up
- Promotional integration within the dossiers (branding)



statista Du bist eingeloggt über den Account der Statista GmbH

Suchbegriff eingeben, z.B. Social Media

Statistiken | **Reporte** | Consumer Markets | Digital Markets | Infografiken | Unsere Leistungen | Mein Account

Branchenreport - WZ-Code 28

**MASCHINENBAU**  
Branchenreport bis 2021

Der Branchenreport "Maschinenbau" von Statista liefert die wichtigsten Daten zur Branche sowie eine **Umsatzprognose bis 2021**. Die hochwertige Aufbereitung der Diagramme und Tabellen ermöglicht einen schnellen Überblick über die aktuelle Situation der Branche. Der Report enthält Informationen zu Finanzkennzahlen, Unternehmen, Mitarbeitern & Gehältern, Forschung & Innovation sowie zur Situation der Branche in Europa. Darüber hinaus ist die kostenlose Arbeitsmappe von Tableau zur Erstellung eigener, interaktiver Branchenvergleiche enthalten.

Branchenreporte sind für mehr als 130 Branchen verfügbar. Eine Übersicht aller verfügbaren deutschsprachigen Branchenreporte ist [hier](#) zu finden.

**Interaktive Branchenreporte**  
TIPP: Jetzt für kurze Zeit **kostenlos** mit Tableau eigene, interaktive, europäische Branchenanalysen erstellen  
[Jetzt entdecken](#)

**Additional Tool**  
Create your own interactive industry comparisons with Tableau

Only 2 steps to the interactive industry comparison:  
Step 1: Download Tableau  
Step 2: Download the benchmark study in Tableau

With the free Tableau-Workbook you can see and understand your data and visualize the results. Investigate the underlying details to learn more:

- 3 Indicators (Revenue, Employees, Efficiency)
- 5 Years of Data
- Over 90 Industries (from Construction to Trade to Services and more)

**490,00€  
Kostenlos**  
in Ihrem Account

**+ a b l e a u** [Click here to download now](#)

**DETAILS:**

- Combination of all statistics into one topic
  - ➔ Dossier
  - ➔ Industry report
  - ➔ Company report

**ADVANTAGE:**

- Positioning as expert via sponsoring

**OPTIONAL:**

- Downloaders are known — thank-you e-mails can be sent as a follow-up
- 1/1 promotional integration within the dossiers (branding)



Content targeting for your target group...

## RUN OF SITE B2B

Skyscraper:  
10.5m impressions

Billboard:  
8.2m impressions



**SOCIETY & LIVING**

... Demography, Law & Justice, and Social Affairs



**HEALTH & ENVIRONMENT**

... Healthcare Systems, Medicine, Pharmaceuticals, and Energy



**CONSUMER GOODS, TRADE & E-COMMERCE**

... Mail Order, Consumption, and FMCG



**DIGITAL BUSINESS**

... Internet, Sales, Marketing, and Communication



**ECONOMY & POLITICS**

... Finance, Real Estate, Politics, and Insurance



**IT, TECHNOLOGY & INDUSTRY**

... Telecommunications, Metal, Electronics, Chemistry, and Construction



**MOBILITY, TOURISM**

... Service Providers & Crafts, Transport & Logistic, Gastronomy, and Countries





ACADEMIA

# CAMPUS LICENSE

Currently, **access privileges** to Statista are enjoyed by **more than 2.5m students at 2,000 institutions.**

**Recruit directly to the top Universities in the United States**

**Direct access to undergraduate, graduate, and faculty transitioning into new careers**

Skyscraper:

518,000 impressions

Billboard:

363,000 impressions

Yale



HARVARD  
UNIVERSITY

Stanford  
University



LUDWIG-  
MAXIMILIANS-  
UNIVERSITÄT  
MÜNCHEN

UNIVERSITY OF  
OXFORD

ETH zürich



THE UNIVERSITY OF  
MELBOURNE



PRINCETON  
UNIVERSITY



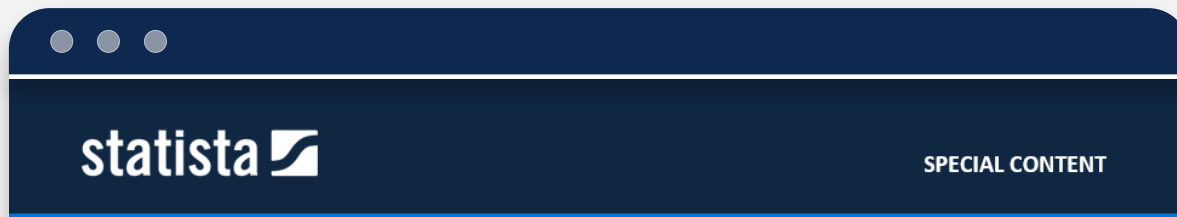
THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE



UNIVERSITY OF  
CAMBRIDGE

# SPECIFICATIONS

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marketing.com to take a closer look at relevant content marketing studies and compile them in one paper.

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[Available to download now!](#)



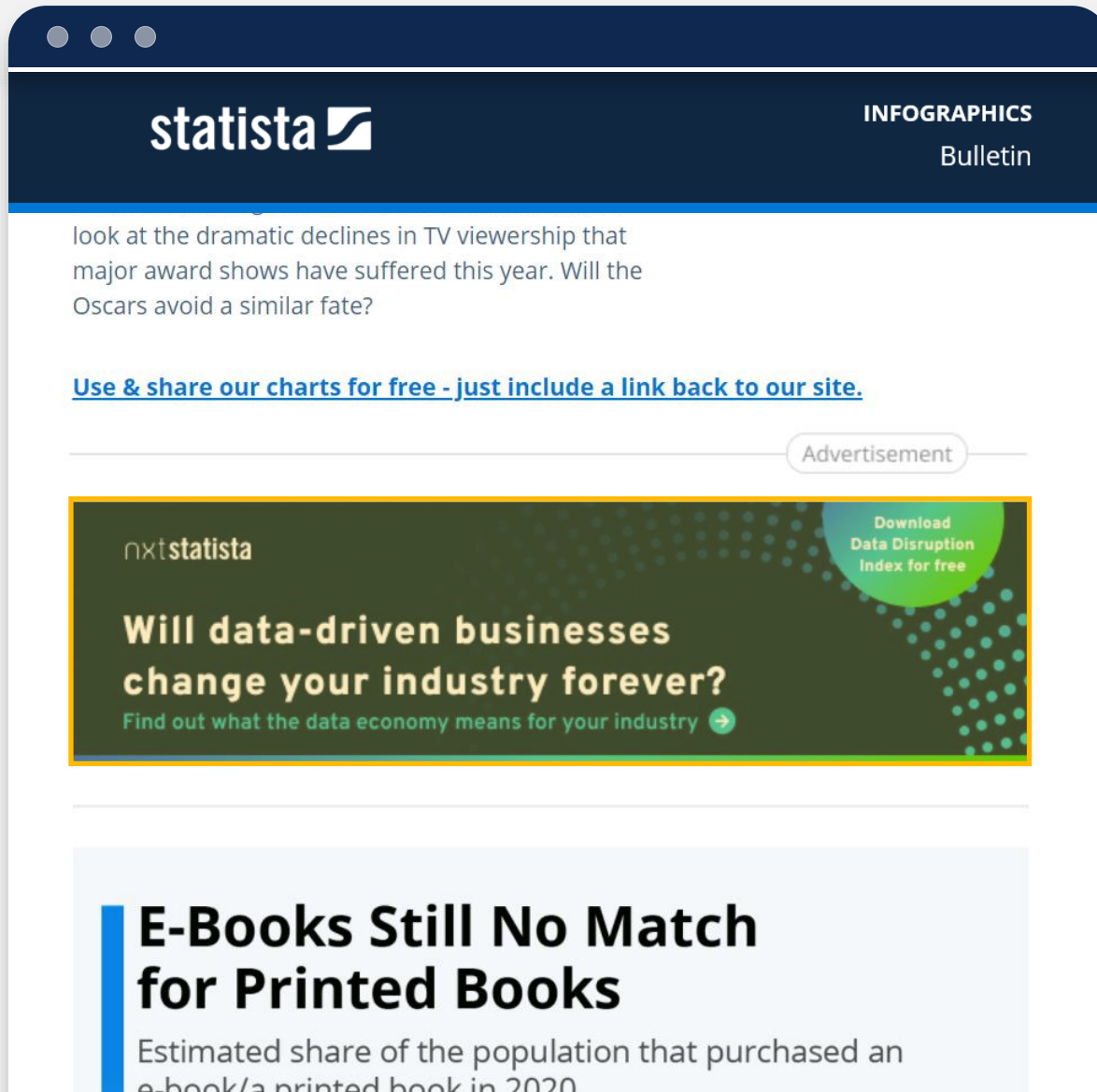
Data-driven strategies, where every decision is based on comprehensive data analysis

## CONTENT AD

<b>Size:</b>	580 x 160 px
<b>Format:</b>	JPEG, PNG
<b>Recommendation:</b>	Logo & call to action

## RECOMMENDED TEXT DELIVERY

<b>Document:</b>	Word
<b>Word count:</b>	130-150
<b>Characters (without spaces):</b>	800-1,000
<b>Characters (with spaces):</b>	1,000-1,200
<b>Paragraphs:</b>	5-8
<b>Lines:</b>	15-20



## CONTENT AD

**Size:** 580 x 160 px

**Format:** JPEG, PNG

**Position:** First, second, or third promotional position



## BILLBOARD

**Size:** 970 x 250 px

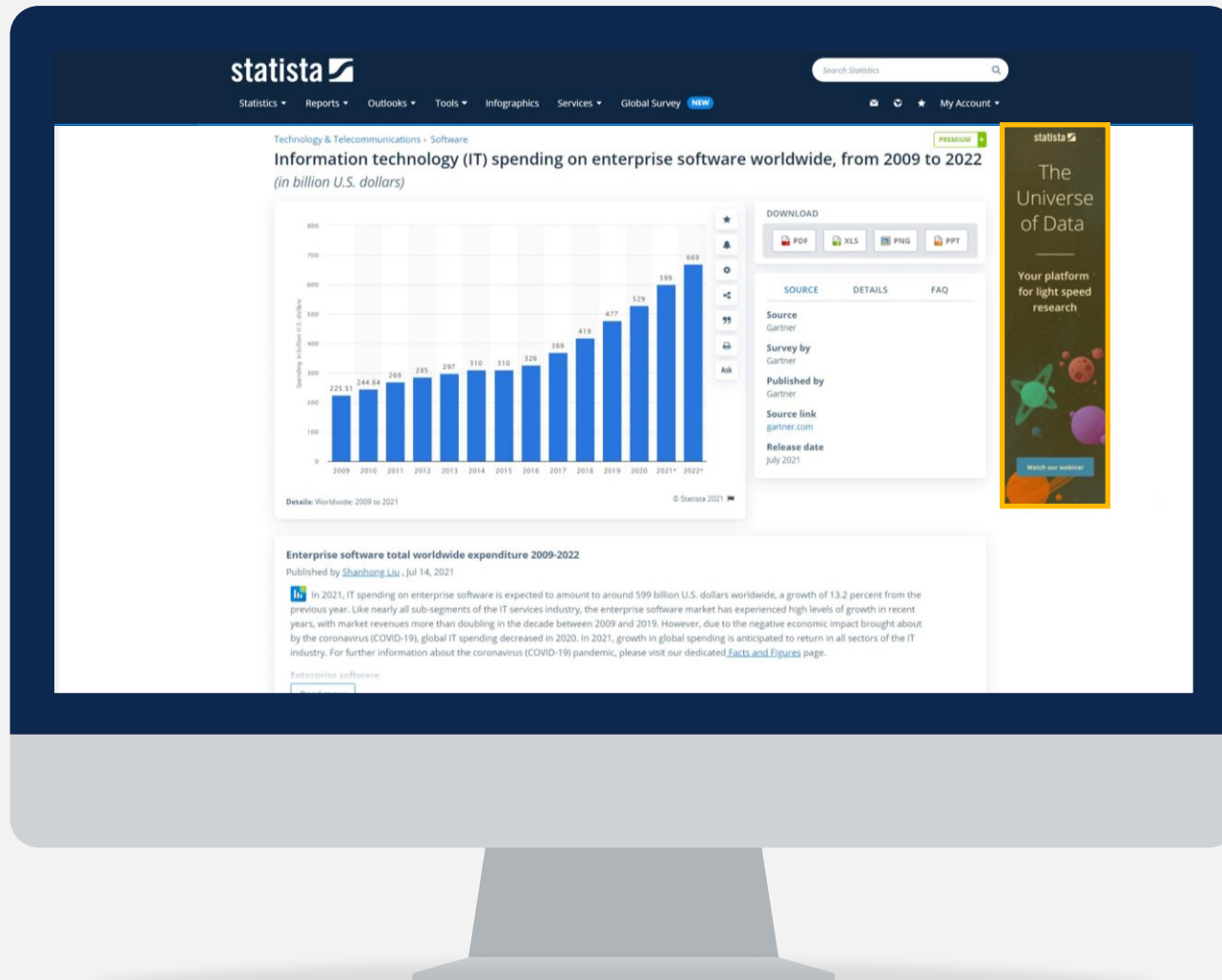
**Format:** JPEG, PNG, or animated GIF

**Position:** Statistics page above the statistic

**Targeting:** **Statistics pages:**  
B2B run of site or channels

# TECHNICAL SPECIFICATIONS

## WIDE SKYSCRAPER



## WIDE SKYSCRAPER

Size: 160 x 600 px

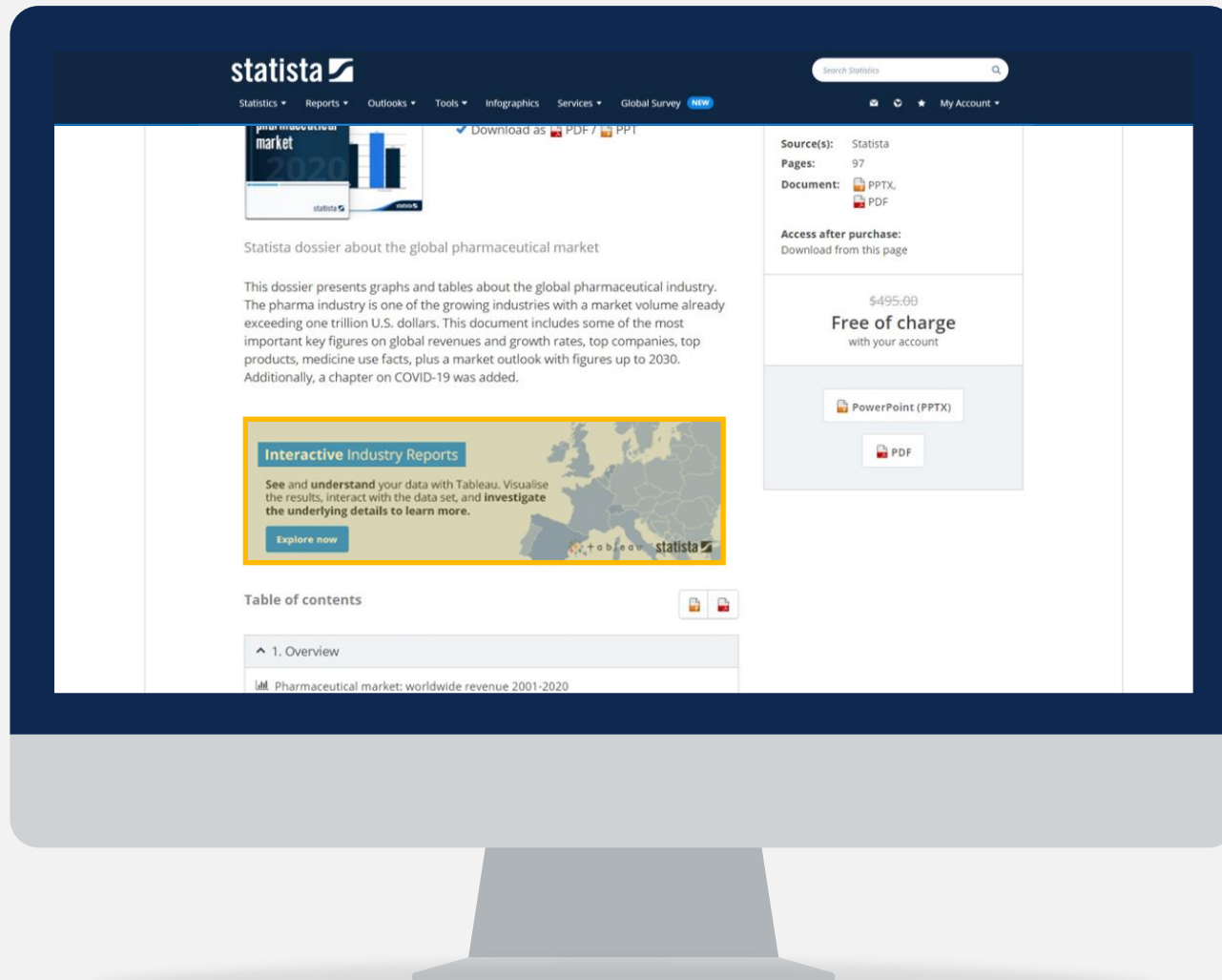
Format: JPEG, PNG, or animated GIF

Position: Statistics pages, right-hand side next to the content

Targeting: **Statistics pages:**  
B2B run of site or channels

# TECHNICAL SPECIFICATIONS

## DOSSIER CONTEXT



## CONTENT AD

Size: 580 x 160 px

Format: JPEG, PNG

Position: Dossiers & reports

# SERVICES & PRICES

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# PREISE & SERVICES

	PRODUKT/SERVICE	BESCHREIBUNG/LEISTUNGEN	PREIS
MEDIA	<b>Skyscraper Ad</b>	B2B rotation on the Statista portal // Right next to the content // sticky-ad – it moves along the page and remains within sight at all times // ad-size: 160×600px	\$35 / CPM
	<b>Skyscraper + Channel-targeting</b>	B2B rotation on the Statista portal with channel targeting (z.B. Digital Business, Technology & Industry, etc.) // Right next to the content // sticky-ad – it moves along the page and remains within sight at all times // ad-size: 160×600px	\$45 / CPM
	<b>Billboard Ad</b>	B2B rotation on the Statista portal // Above the fold – in an immediately visible area // ad-size: 970×250px	\$50 / CPM
	<b>Billboard Ad + Channel-targeting</b>	B2B rotation on the Statista portal with channel targeting (e.g. Digital Business, Technology & Industry, etc.) // Above the fold – in an immediately visible area // ad-size: 970×250px	\$60 / CPM
	<b>Content ad in the newsletter “Statista Infographics Bulletin”</b>	First ad position in the infographics newsletter for one week // releases: up to 2 daily to 345,000+ recipients // 5-10 inclusions per week // 3,450,000+ gross contacts // opening rate: approx. 12 % // ad click rate: approx. 1 % // ad-size: 580×160px as .jpg or gif	\$10,500 / week
	<b>Standalone mailing “Statista Special-Content”</b>	One time send out promoting your special topic specific content // 217,000 recipients // opening rate: approx. 11 % // click rate: approx. 7 % // content examples: survey, white paper, e-book, sponsored content, webinar etc. // revising your content // landing page and mail creation // handing out all content downloaders as leads // link to external client landing page (upon request)	\$15,000



## YOUR CONTACT

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<https://statista.design/>