

STATISTA MEDIA KIT 2022

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

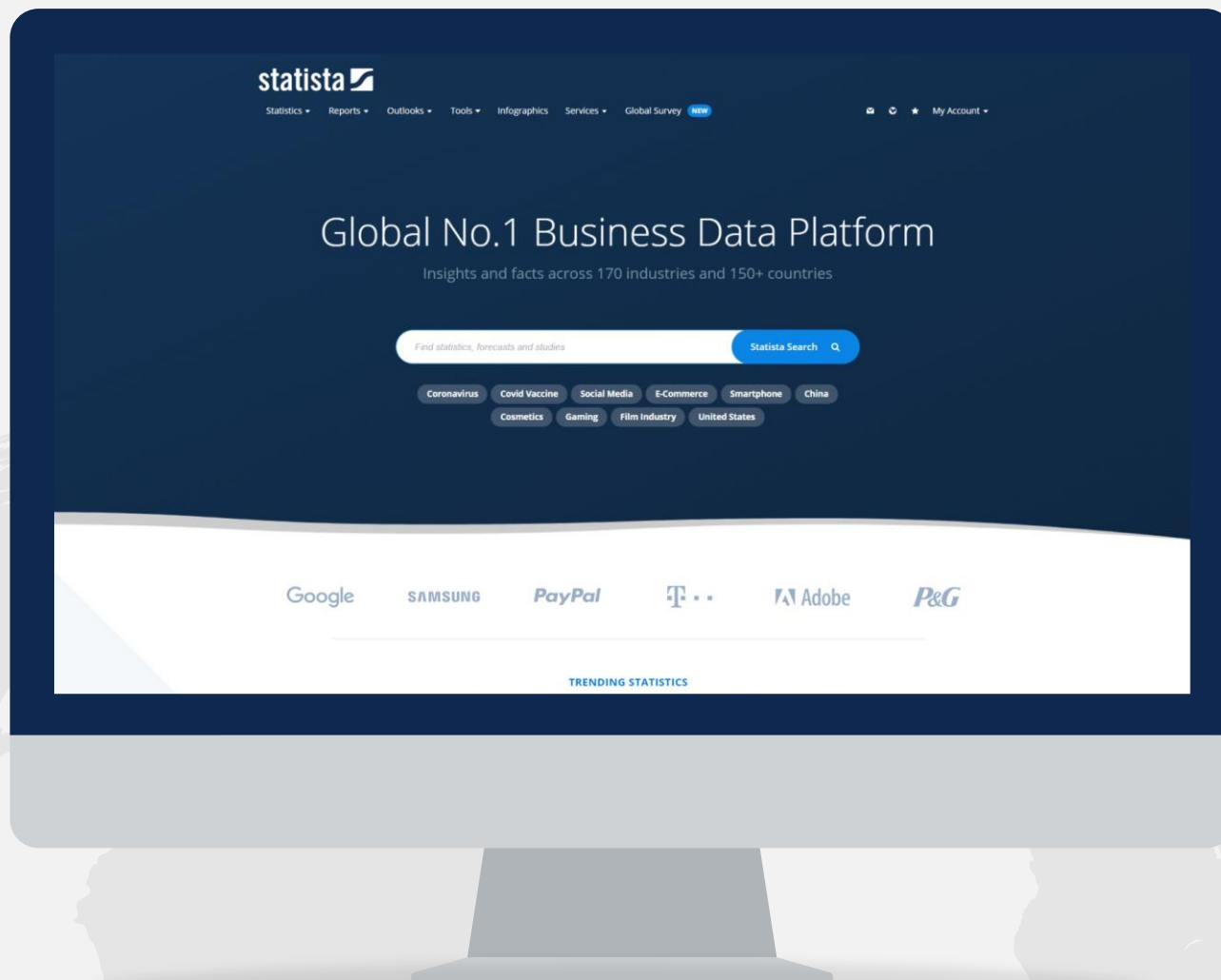




ABOUT US

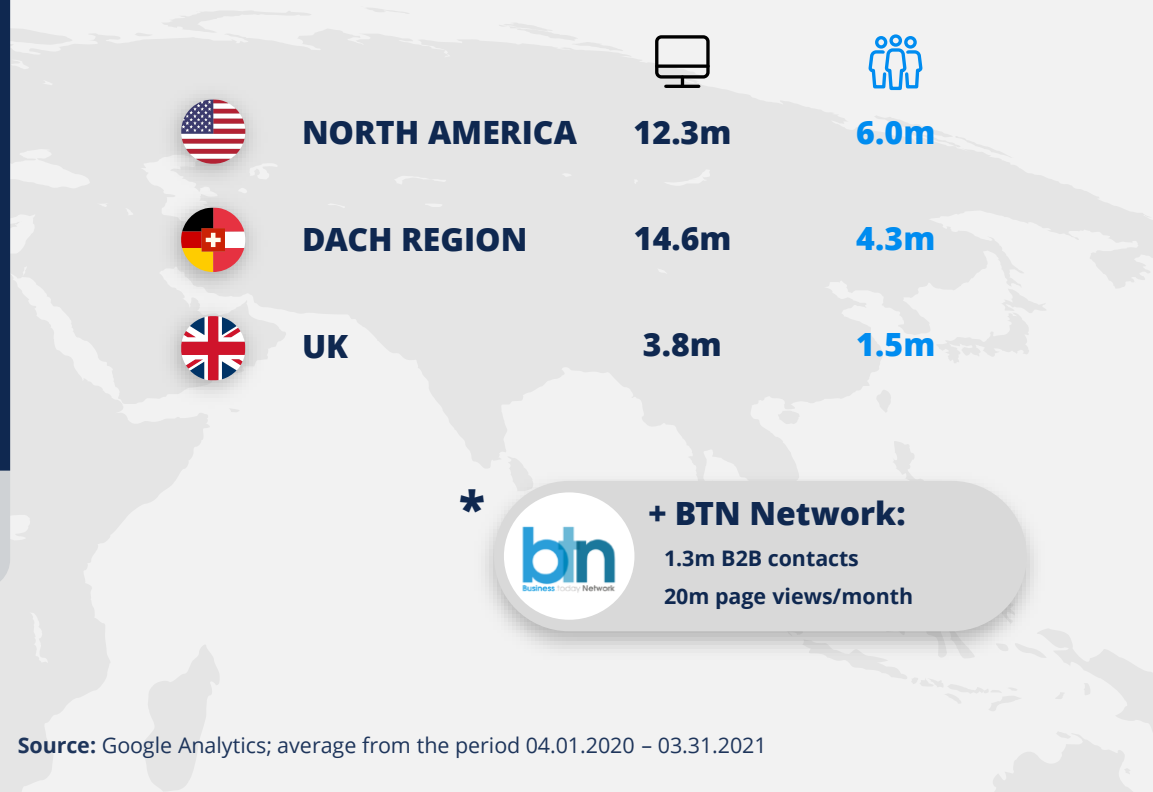
TOTAL REACH: STATISTA

statista
MEDIA



*  **50 million** page views per month

 **20 million** users per month



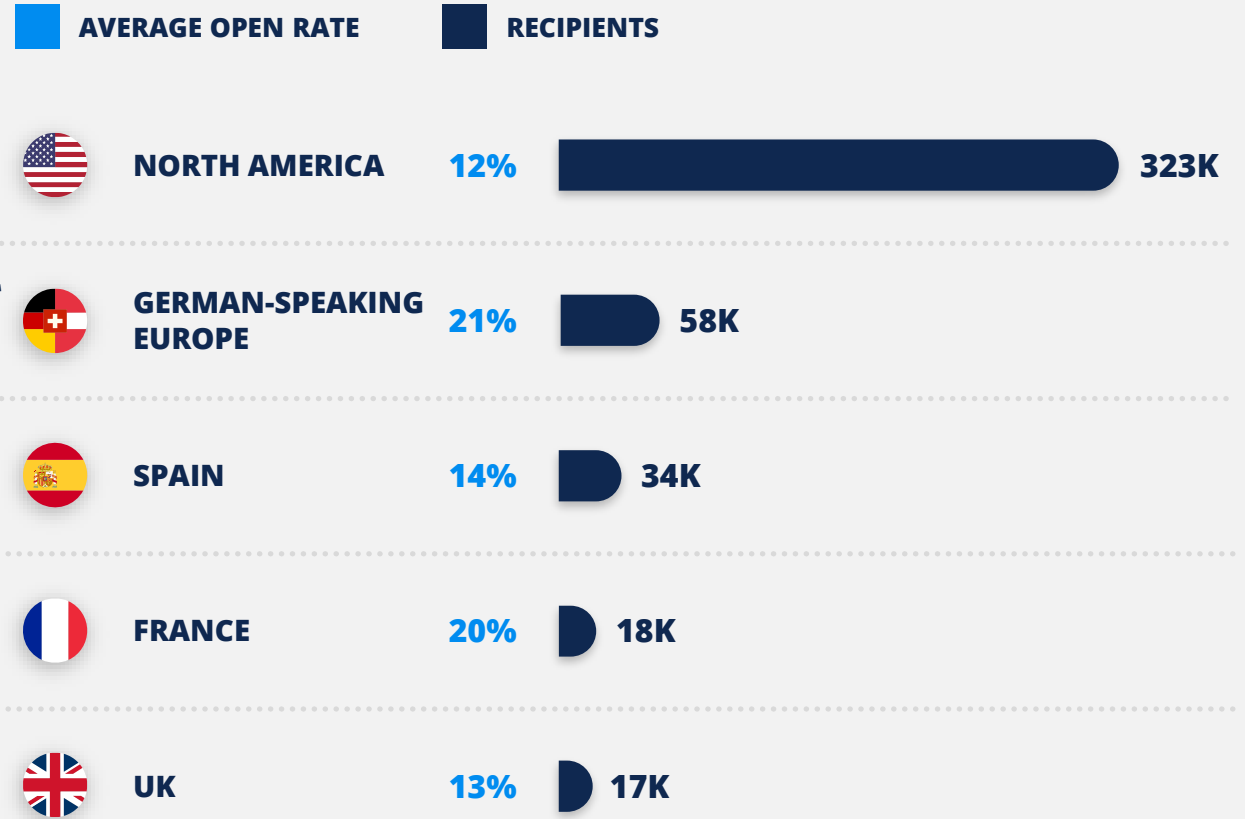
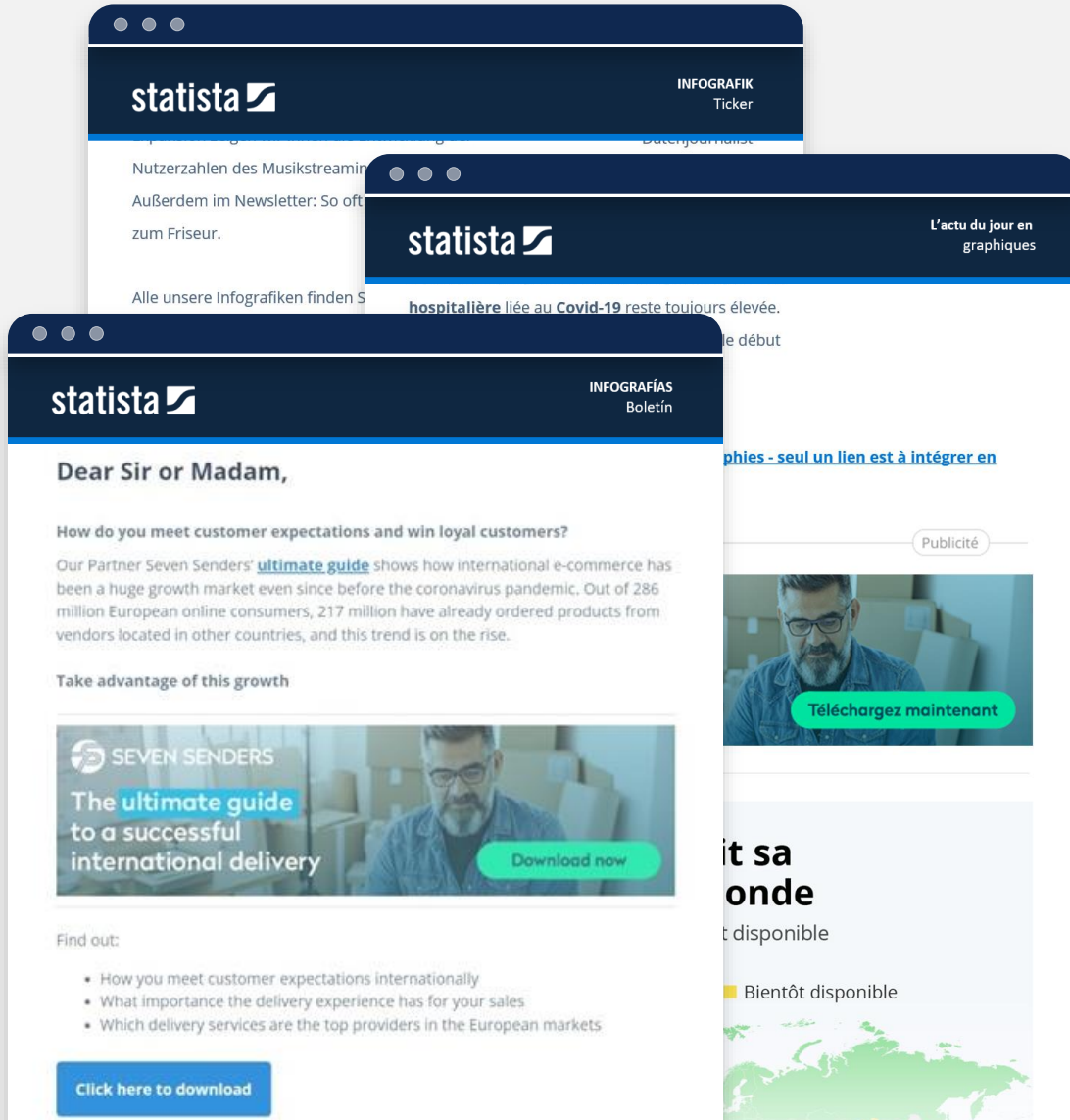
*  **+ BTN Network:**
 1.3m B2B contacts
 20m page views/month

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



ABOUT US

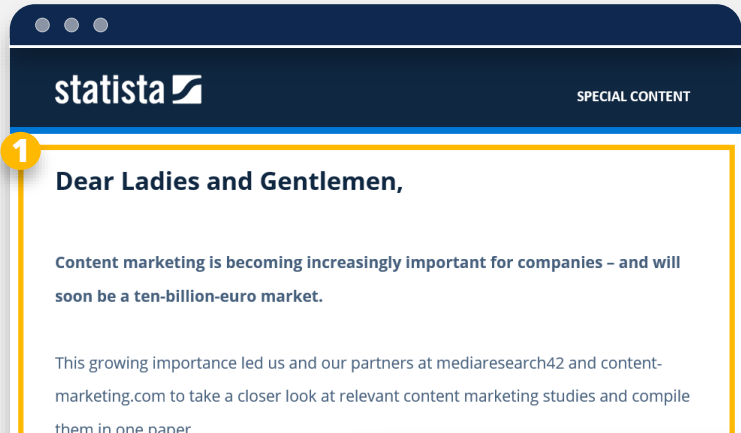
TOTAL REACH: NEWSLETTER



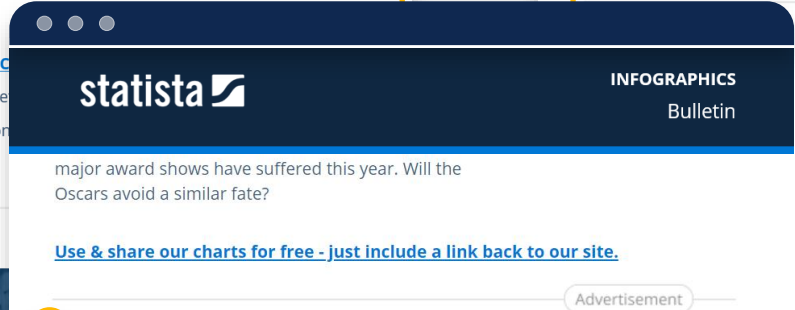
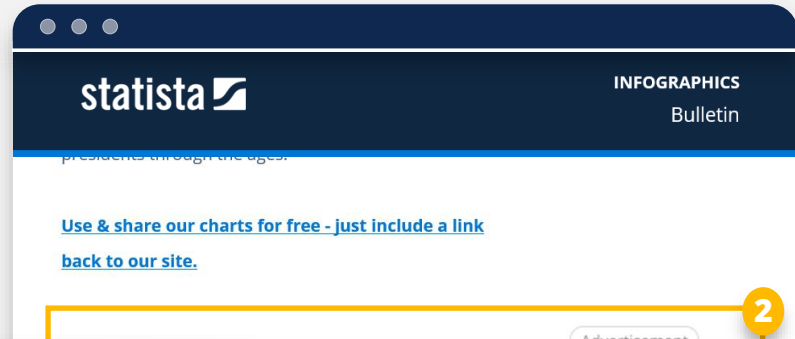
* **+ BTN Network:**
 1.3m B2B contacts
 20m page views/month

Source: Statista CMS; date: April 2021

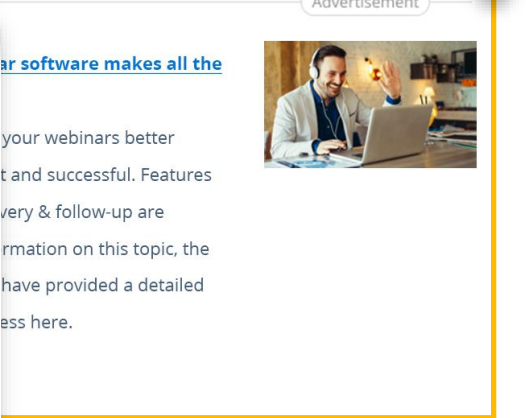
NEWSLETTERS



1



2



2



Data-driven strategies, where every de
and interpretation, are fast becoming c
competitive edge. Download our Conte
understanding of this marketing mecha
discipline.

We hope you enjoy the read!



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

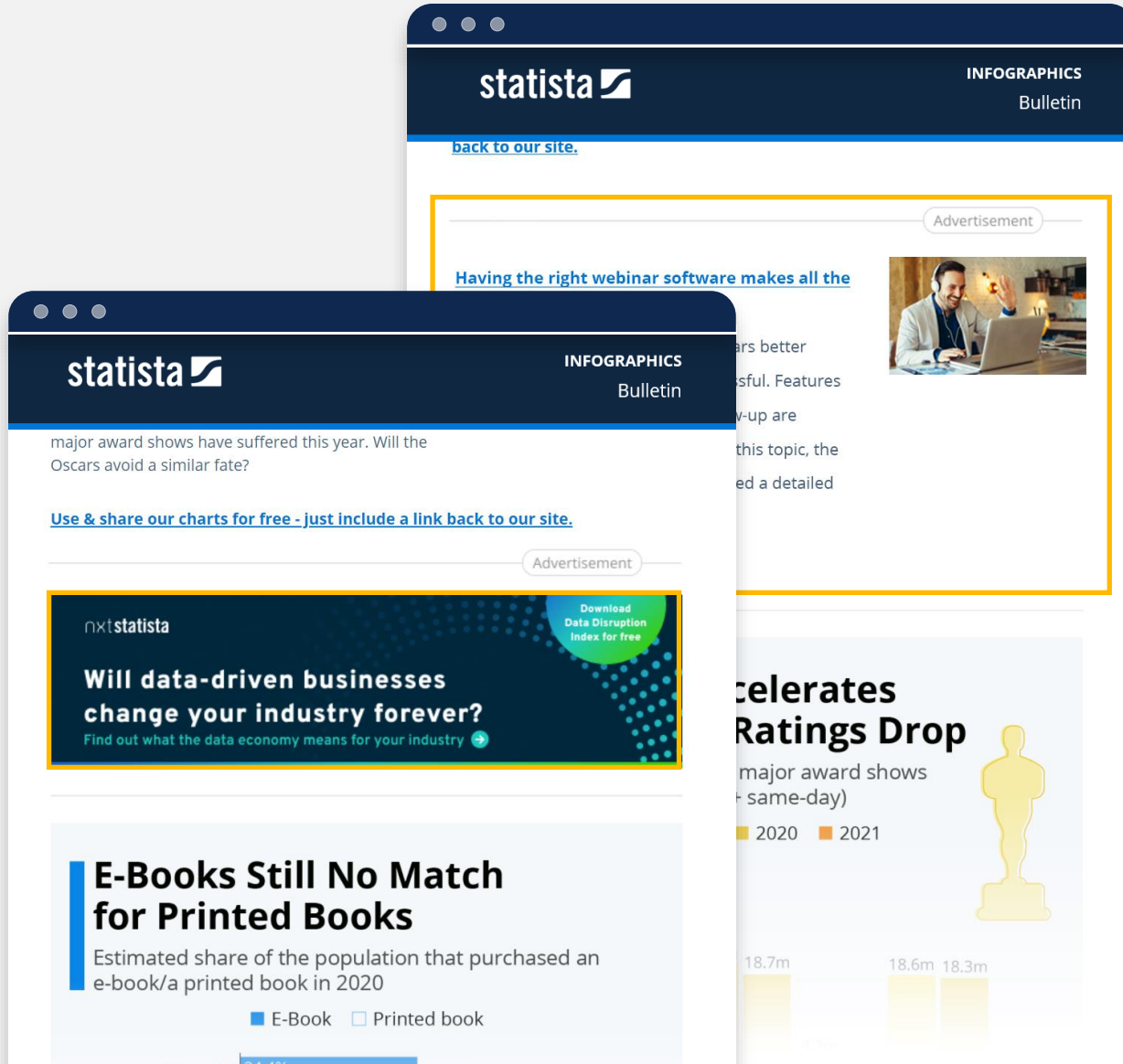
DETAILS:

- > 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

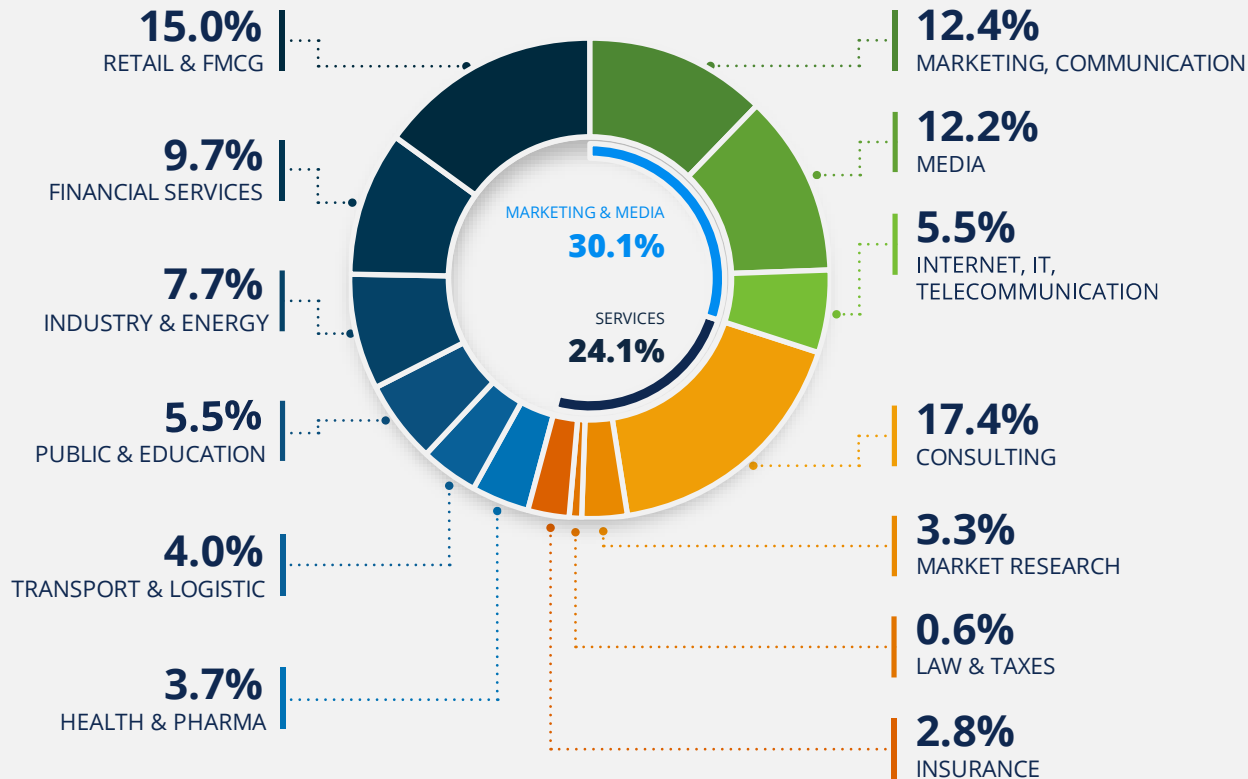
DETAILS:

- > **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

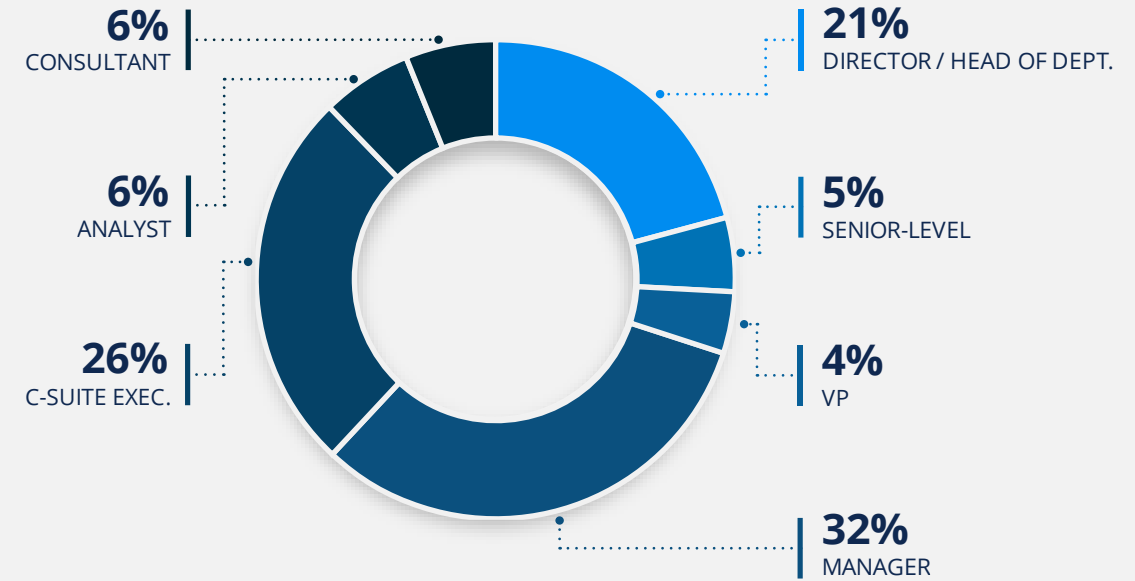
STRUCTURE: NEWLETTER RECIPIENTS



NEWSLETTER RECIPIENTS BY INDUSTRY



NEWSLETTER RECIPIENTS BY POSITION



DISPLAYS



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

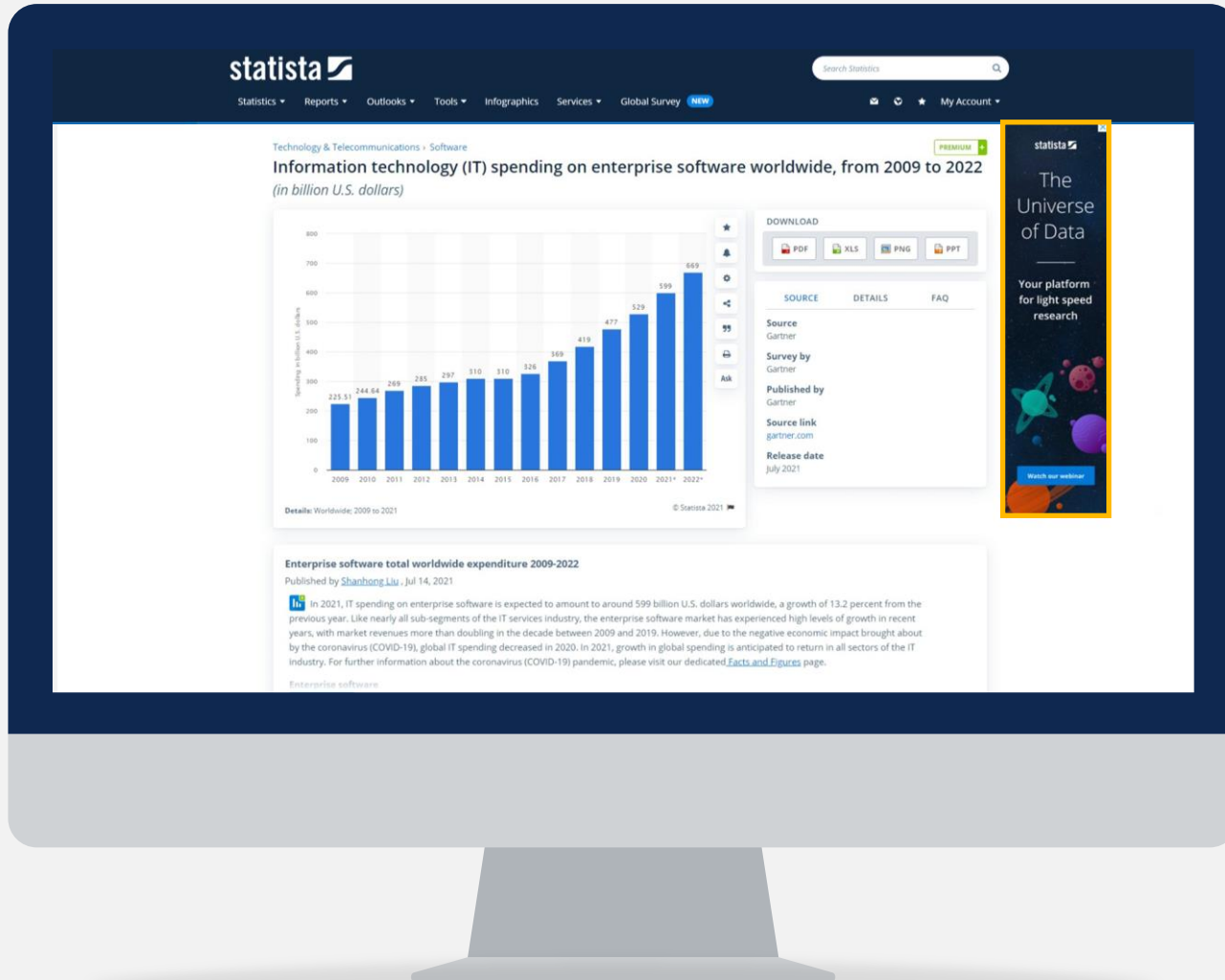
DOSSIER INTEGRATION

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

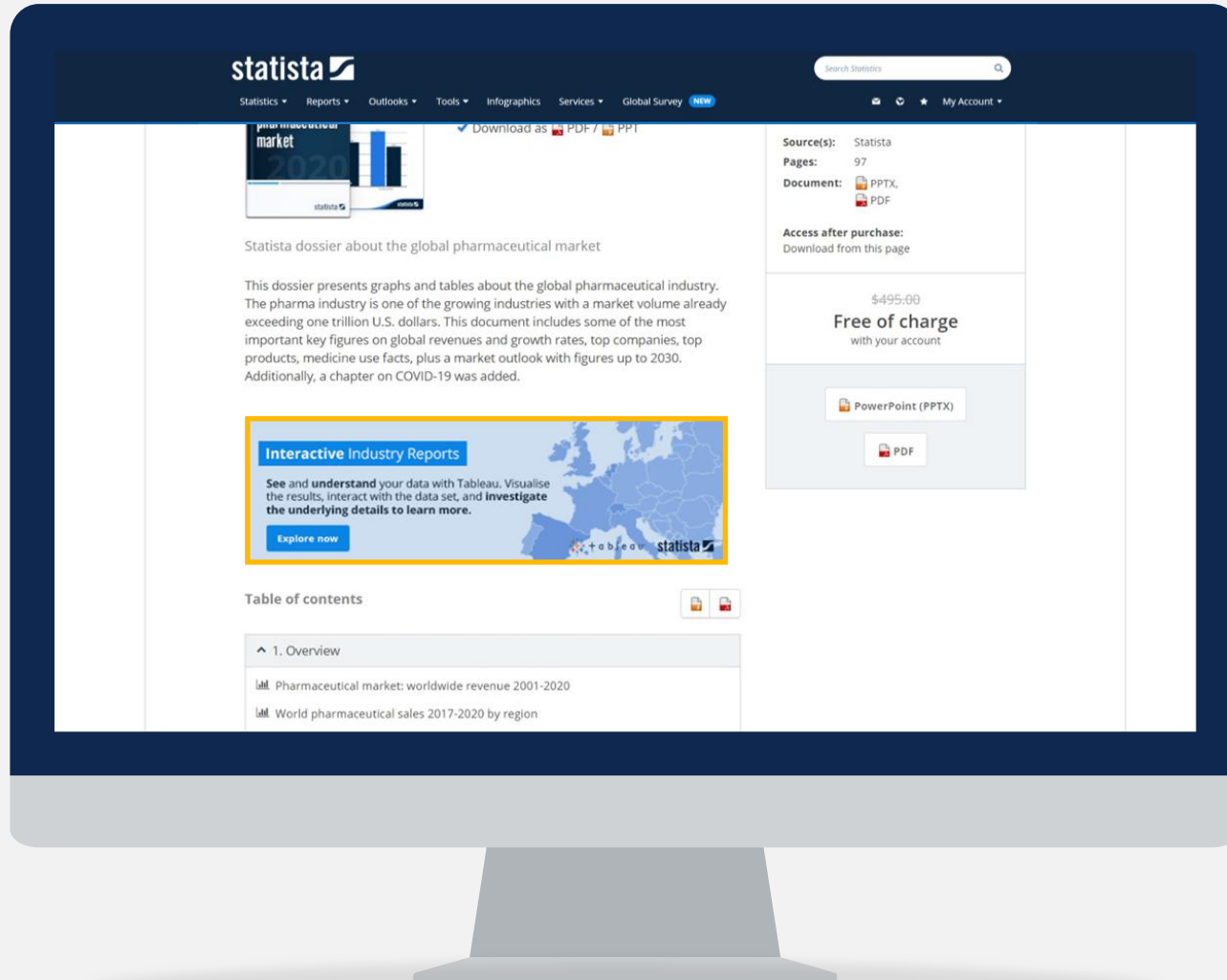
0.2%

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:

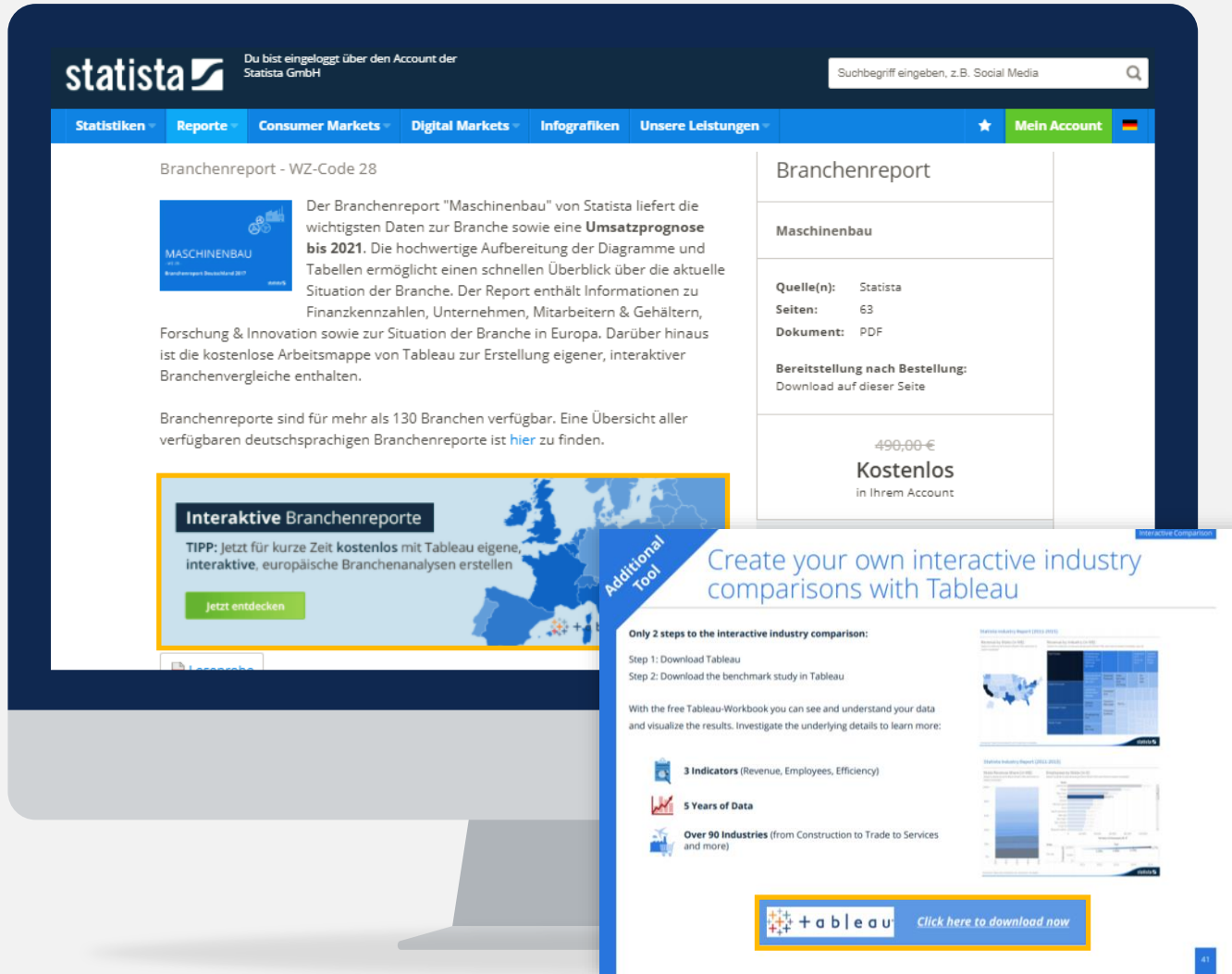
- Allocated to preferred clients for six campaigns only
 - ➔ Dossier
 - ➔ Industry report
 - ➔ Company report

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

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

Branchenreport

Maschinenbau

Quelle(n): Statista
Seiten: 63
Dokument: PDF

Bereitstellung nach Bestellung:
Download auf dieser Seite

490,00 €
Kostenlos
in Ihrem Account

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)

 [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

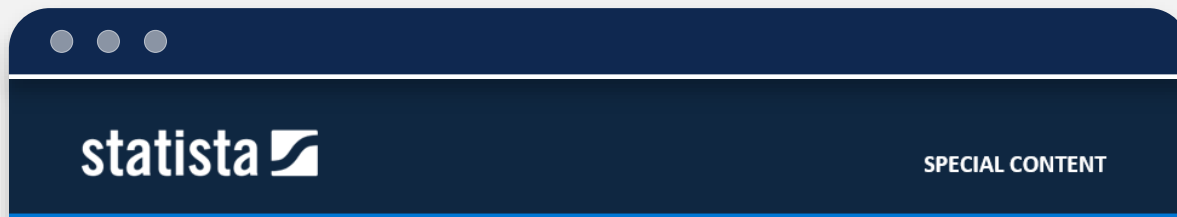


THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



UNIVERSITY OF
CAMBRIDGE

SPECIFICATIONS



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!](#)



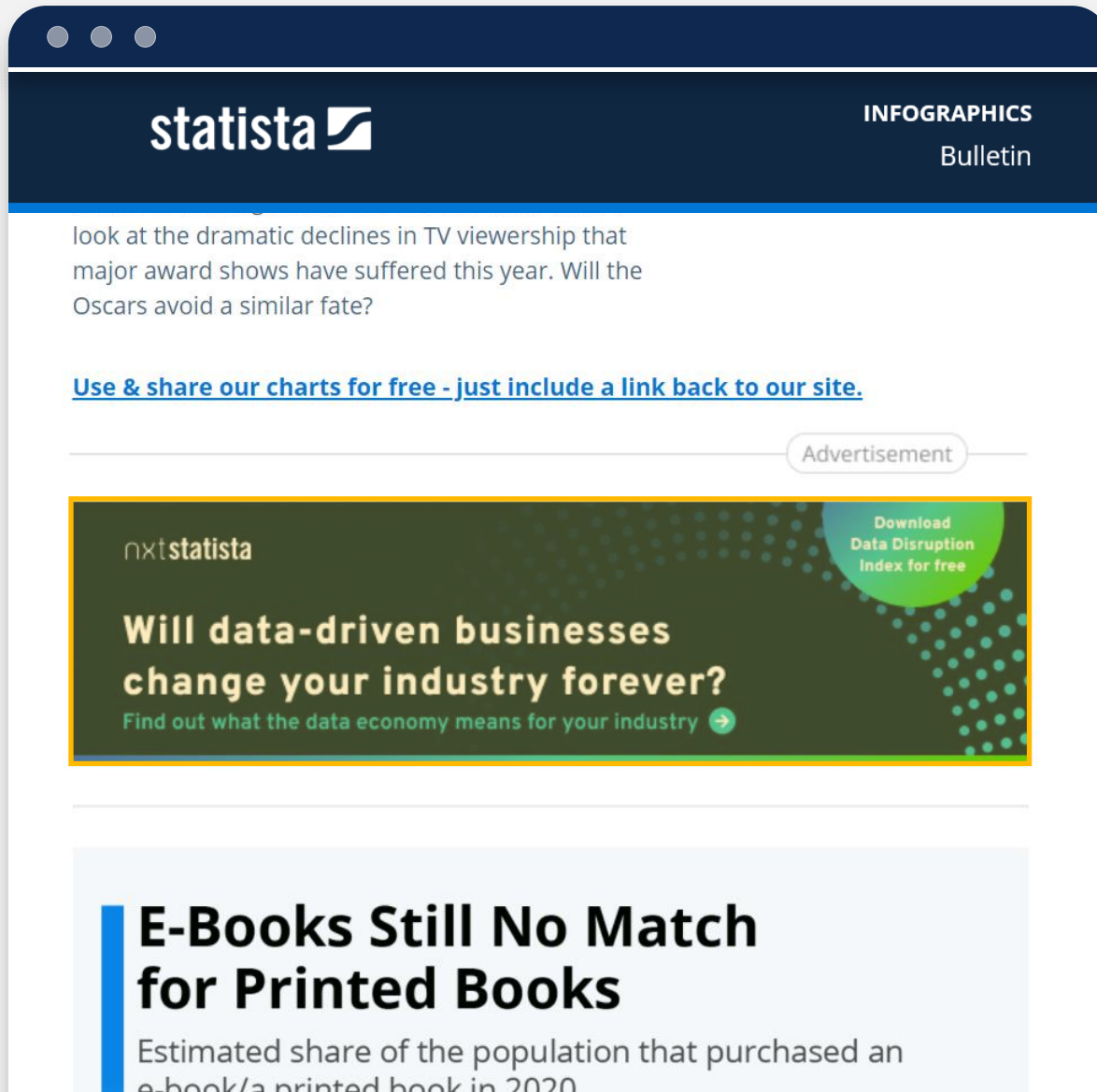
Data-driven strategies, where every decision is based on comprehensive data analysis

CONTENT AD

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

RECOMMENDED TEXT DELIVERY

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



CONTENT AD

Size: 580 x 160 px

Format: JPEG, PNG

Position: First, second, or third promotional position

TECHNICAL SPECIFICATIONS

BILLBOARD



BILLBOARD

Size: 970 x 250 px

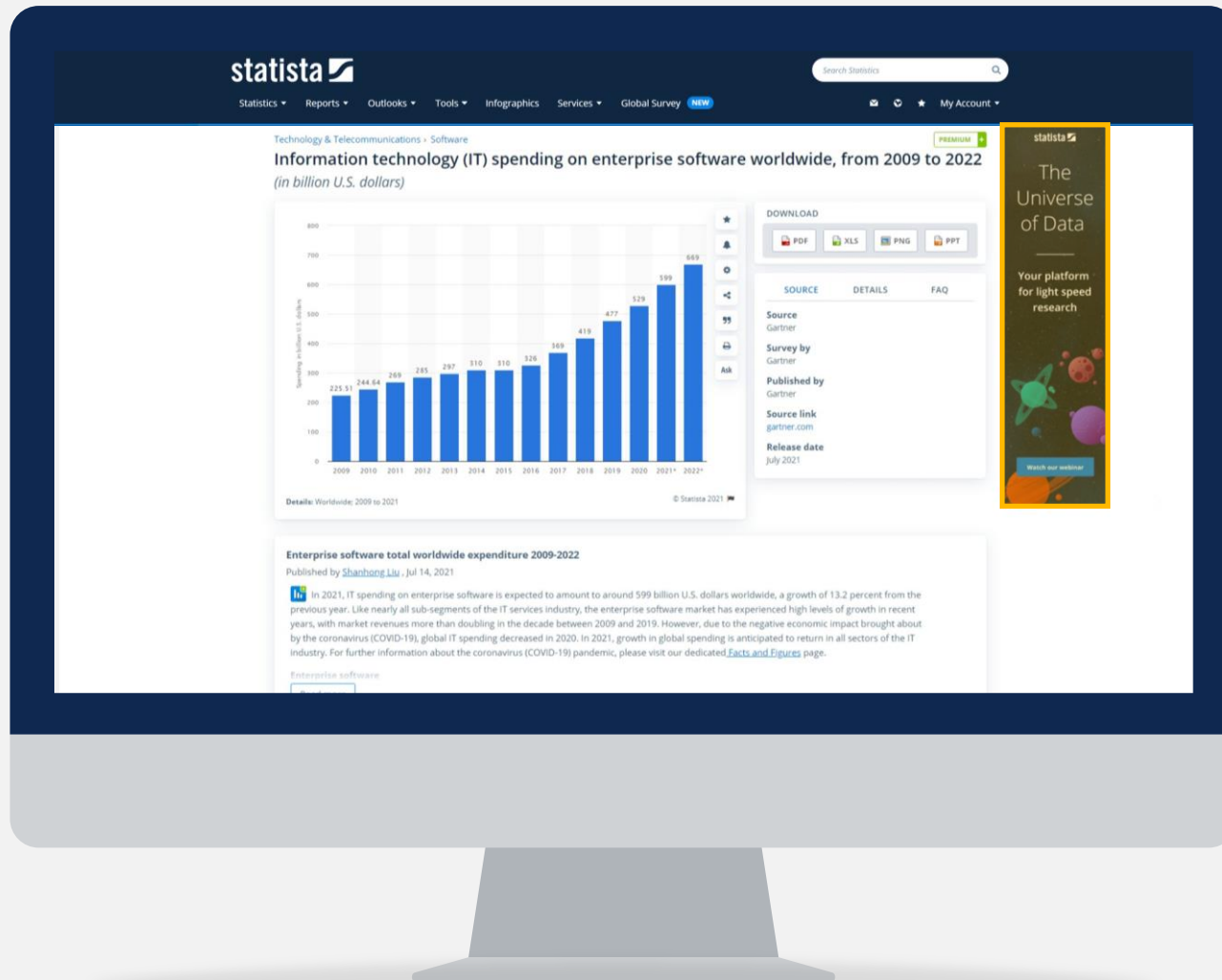
Format: JPEG, PNG, or animated GIF

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

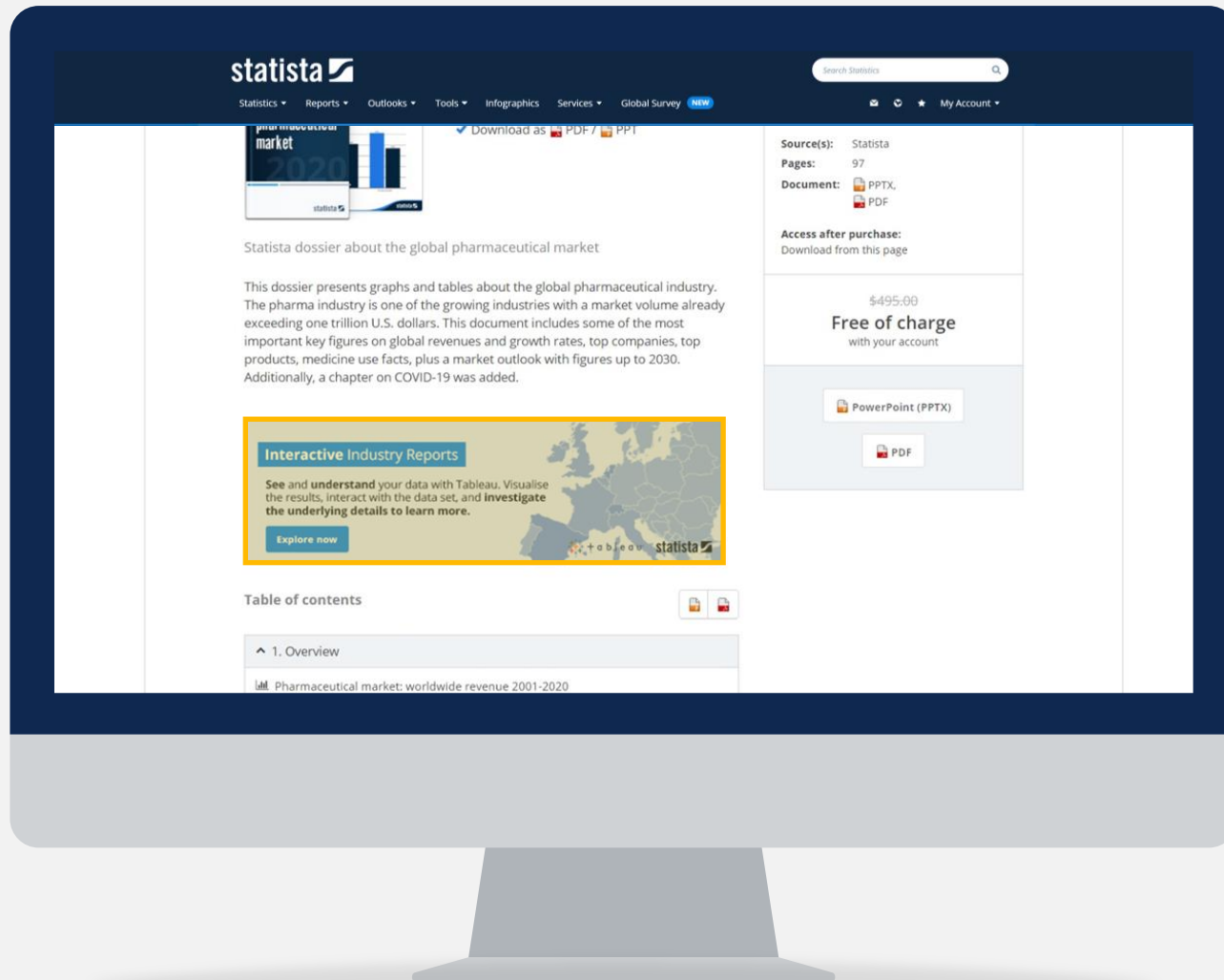
Format: JPEG, PNG, or animated GIF

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

PRICES & SERVICES


	PRODUCT/SERVICE	DESCRIPTION	PRICE
MEDIA	Skyscraper Ad	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
	Skyscraper + Channel-targeting	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
	Billboard Ad	B2B rotation on the Statista portal // Above the fold – in an immediately visible area // ad-size: 970×250px	\$50 / CPM
	Billboard Ad + Channel-targeting	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
	Content ad in the newsletter “Statista Infographics Bulletin”	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
	Standalone mailing “Statista Special-Content”	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/>