

PEGASUS MEDIA KIT 2022

ADVERTISING

	PRODUKT/SERVICE	BESCHREIBUNG/LEISTUNGEN	PREIS
MEDIA	Skyscraper Ad	B2B rotation on the 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 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 portal // Above the fold – in an immediately visible area // ad-size: 970×250px	\$50 / CPM
	Billboard Ad + Channel-targeting	B2B rotation on the 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



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