IN ACTION ALL OVER THE WORLD
WE AS A COMPANY

12 locations

> 1,200 employees worldwide

4 platforms in 4 languages

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

**TOTAL REACH: STATISTA**

- **20 million** users per month
- **50 million** page views 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

---

- **NORTH AMERICA**
  - 12.3m users
  - 6.0m page views

- **DACH REGION**
  - 14.6m users
  - 4.3m page views

- **UK**
  - 3.8m users
  - 1.5m page views
Dear Sir or Madam,

How do you meet customer expectations and win loyal customers?

Our Partner Seven Senders’ **ultimate guide** shows how international e-commerce has been a huge growth market even since before the coronavirus pandemic. Out of 286 million European online consumers, 217 million have already ordered products from vendors located in other countries, and this trend is on the rise.

Take advantage of this growth.

**The ultimate guide to a successful international delivery**

Download now

---

**AVERAGE OPEN RATE**

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>12%</td>
</tr>
<tr>
<td>German-speaking Europe</td>
<td>21%</td>
</tr>
<tr>
<td>Spain</td>
<td>14%</td>
</tr>
<tr>
<td>France</td>
<td>20%</td>
</tr>
<tr>
<td>UK</td>
<td>13%</td>
</tr>
</tbody>
</table>

**RECIPIENTS**

<table>
<thead>
<tr>
<th>Region</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>323K</td>
</tr>
<tr>
<td>German-speaking Europe</td>
<td>58K</td>
</tr>
<tr>
<td>Spain</td>
<td>34K</td>
</tr>
<tr>
<td>France</td>
<td>18K</td>
</tr>
<tr>
<td>UK</td>
<td>17K</td>
</tr>
</tbody>
</table>

---

Source: Statista CMS; date: April 2021

+ BTN Network:
  1.3m B2B contacts
  20m page views/month
NEWSLETTER
PRODUCTS OVERVIEW

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

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

---

**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**
NEWSLETTER DAILY MAILING
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: NEWSLETTER RECIPIENTS

NEWSLETTER RECIPIENTS BY INDUSTRY

- MARKETING & MEDIA: 30.1%
- SERVICES: 24.1%
- INDUSTRY & ENERGY: 7.7%
- PUBLIC & EDUCATION: 5.5%
- TRANSPORT & LOGISTIC: 4.0%
- HEALTH & PHARMA: 3.7%
- FINANCIAL SERVICES: 9.7%
- RETAIL & FMCG: 15.0%

NEWSLETTER RECIPIENTS BY POSITION

- C-SUITE EXEC.: 26%
- CONSULTING: 17.4%
- MARKET RESEARCH: 3.3%
- LAW & TAXES: 0.6%
- INSURANCE: 2.8%
- ANALYST: 6%
- DIRECTOR / HEAD OF DEPT.: 21%
- SENIOR-LEVEL: 5%
- VP: 4%
- MANAGER: 32%

Source: Survey of newsletter recipients, May 2020
DISPLAYS
The viewer’s attention is immediately captured by the billboard's immediately visible area above the proprietary content.

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

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

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

**ADVERTISING MEDIUM:**

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

**Statista Media**

**Country Outlook**

Extensive country insights at a glance

Information technology (IT) spending on enterprise software worldwide, from 2009 to 2022 (in billion U.S. dollars)

- **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
- Playout via AdServer

**OPTIONAL:**
- Selected contexts or run of site
- Combination with skyscraper
- A/B testing possible
ON-SITE SPONSORING
REPORTS & DOSSIERS

Ad impressions

2.7 M/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)
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)
OUR CHANNELS AT A GLANCE

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

Source: Google AdManager, Monthly available impressions; May 2021
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, LMU, University of Oxford, ETH Zürich, The University of Melbourne, Princeton University, LSE, University of Cambridge.
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 insights, are essential for modern content marketing. The Content Marketing Compass 2021 offers a comprehensive overview of the latest trends and best practices to help you develop effective content marketing strategies.

Download the Content Marketing Compass 2021 now!
TECHNICAL SPECIFICATIONS

BILLBOARD

**BILLBOARD**

**Size:** 970 x 250 px

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

**Position:** Statistics page above the statistic

**Targeting:** B2B run of site or channels
TECHNICAL SPECIFICATIONS

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
This dossier presents graphs and tables about the global pharmaceutical industry. The pharmaceutical industry is one of the fast-growing industries with a market value already exceeding one trillion U.S. dollars. This document includes some of the most important key figures on global revenues and growth rates, top companies, top products, medicine use facts, plus a market outlook with figures up to 2050. Additionally, a chapter on COVID-19 was added.

Table of contents

- 1. Overview
- Pharmaceutical market: worldwide revenue 2001-2020

**CONTENT AD**

<table>
<thead>
<tr>
<th>Size:</th>
<th>580 x 160 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format:</td>
<td>JPEG, PNG</td>
</tr>
<tr>
<td>Position:</td>
<td>Dossiers &amp; reports</td>
</tr>
</tbody>
</table>
SERVICES & PRICES
## PRICES & SERVICES

<table>
<thead>
<tr>
<th>PRODUCT/SERVICE</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Skyscraper Ad</strong></td>
<td>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</td>
<td>$35 / CPM</td>
</tr>
<tr>
<td><strong>Skyscraper + Channel-targeting</strong></td>
<td>B2B rotation on the Statista portal with channel targeting (z.B. Digital Business, Technology &amp; 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</td>
<td>$45 / CPM</td>
</tr>
<tr>
<td><strong>Billboard Ad</strong></td>
<td>B2B rotation on the Statista portal // Above the fold – in an immediately visible area // ad-size: 970×250px</td>
<td>$50 / CPM</td>
</tr>
<tr>
<td><strong>Billboard Ad + Channel-targeting</strong></td>
<td>B2B rotation on the Statista portal with channel targeting (e.g. Digital Business, Technology &amp; Industry, etc.) // Above the fold – in an immediately visible area // ad-size: 970×250px</td>
<td>$60 / CPM</td>
</tr>
<tr>
<td><strong>Content ad in the newsletter “Statista Infographics Bulletin”</strong></td>
<td>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</td>
<td>$10,500 / week</td>
</tr>
<tr>
<td><strong>Standalone mailing “Statista Special-Content”</strong></td>
<td>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)</td>
<td>$15,000</td>
</tr>
</tbody>
</table>