TOTAL REACH: STATISTA

statista

50.0m worldwide page views per month

16.1m worldwide monthly active users

Global No.1 Business Data Platform

Insights and facts across 170 industries and 150+ countries

		🖥️	👥
🇺🇸	NORTH AMERICA	6.5m	2.3m
🇩🇪	DACH REGION	9.3m	2.1m
🌏	ASIA	2.8m	1.6m
🇬🇧	UK	3.3m	0.9m
🇪🇸	SPAIN	1.5m	0.5m
🇫🇷	FRANCE	1.1m	0.3m

STATISTA DAILY DATA NEWSLETTER

statista
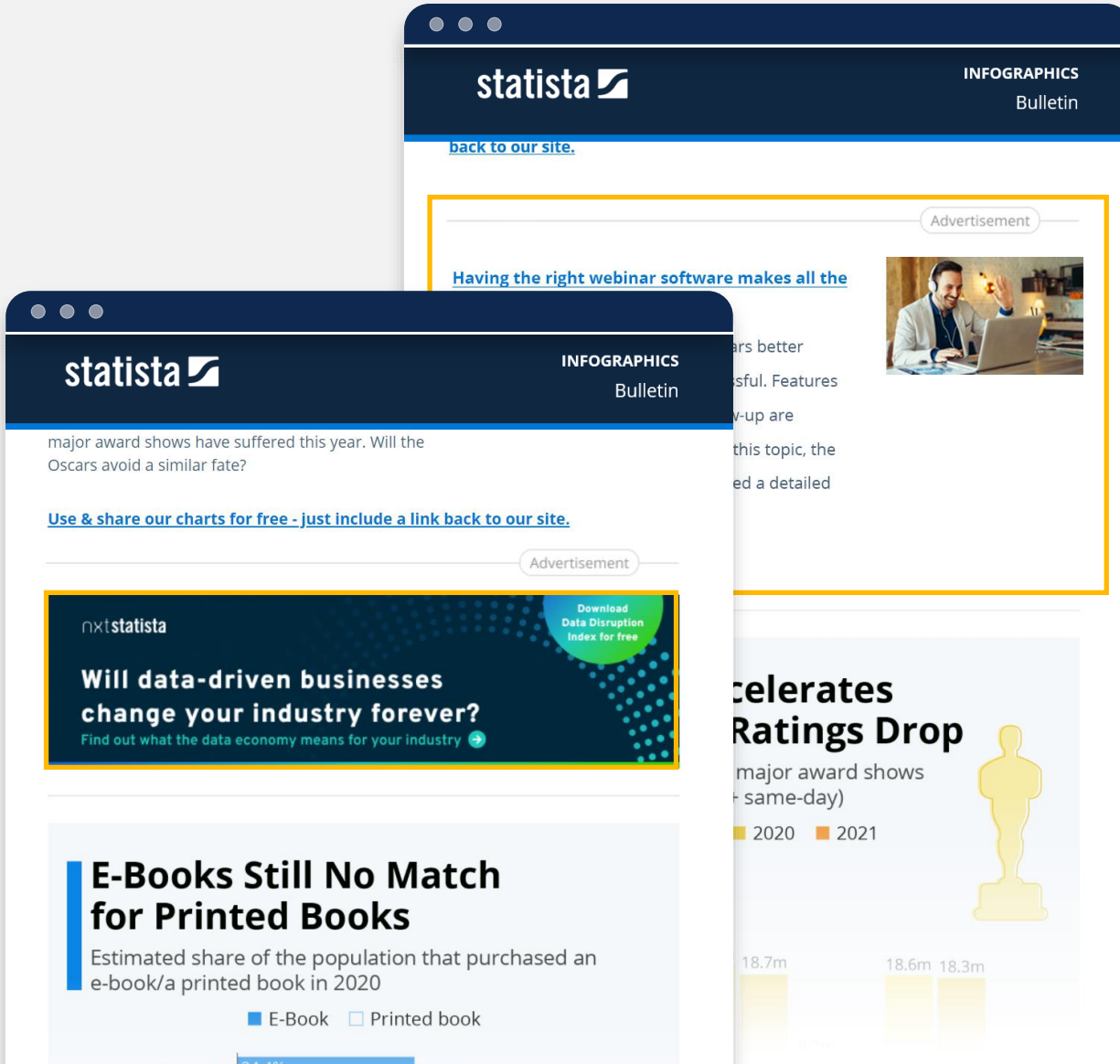
Recipients
542,000

Open rate
17.1%

Click rate
0.41%

Delivery
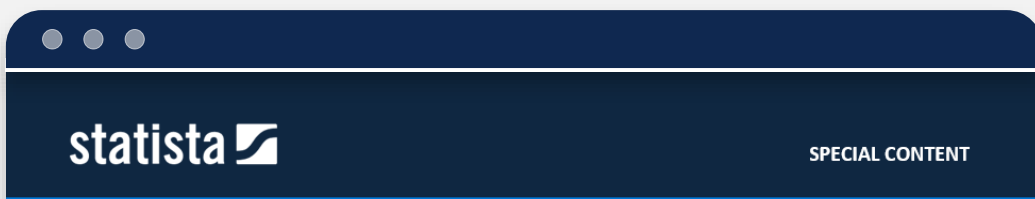**10x** per week

DETAILS:

> **Exclusive placement** : Directly above the editorial content — the infographic of the day

> High engagement in user inbox with the daily release of the newsletter

> → **Ideal mix of news coverage and relevance**

> Integration for an **entire week**

> **Low entry price** offers a good opportunity to become familiar with Statista as a publisher

KPIs valid for global English-speaking audience of the Infographic Bulletin

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INFOGRAPHICS
Bulletin

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...rs better
...sful. Features
...w-up are
...this topic, the
...ed a detailed

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

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nxtstatista

Download Data Disruption Index for free

Will data-driven businesses change your industry forever?
Find out what the data economy means for your industry

...celerates
...Ratings Drop

...major award shows
...same-day)

2020   2021

18.7m   18.6m   18.3m

E-Books Still No Match for Printed Books

Estimated share of the population that purchased an e-book/a printed book in 2020

■ E-Book   □ Printed book

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	Open rate	Click rate	Delivery
115,000 US/CA	**19.5%**	**1.1%**	**2x** per week (max.)

## DETATS:

> Integration of content assets
> **Monothematic mailing**
> Dissemination of content to generate leads in the **Statista user base**
> Mailing is **perceived as editorial news**
> Link directs our users to an **external landing page**

OPTIONAL:

> *Reduction of recipient number per mailing*
> *Content to be downloaded on a co-branded landingpage*
> **No media discontinuity**

KPIs valid for US-American and Canadian audience
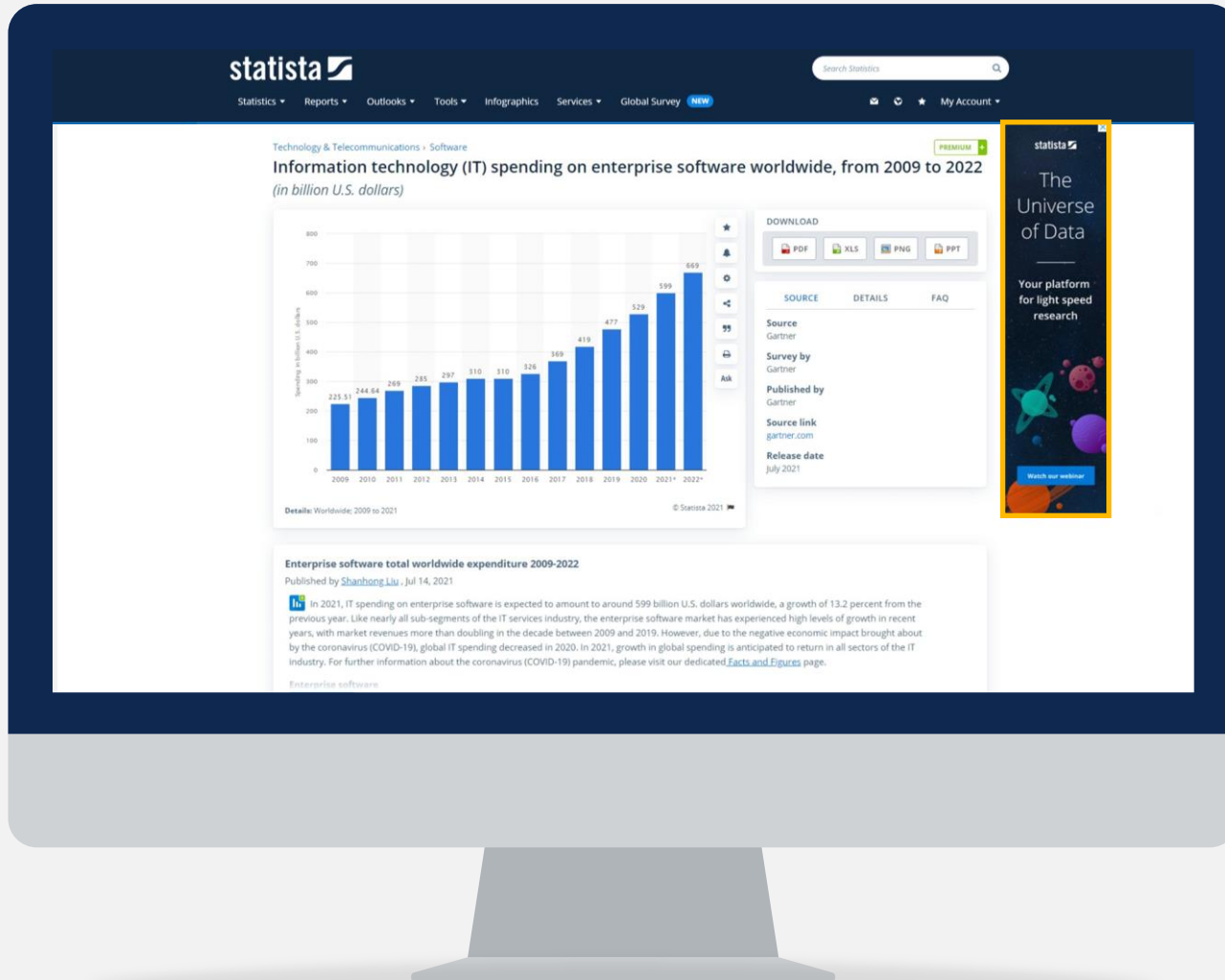
WIDE SKYSCRAPER

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**

> Playout via **AdServer**

ADVERTISING MEDIUM:

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

125M CONTACTS IN OUR GLOBAL NETWORK

statista

YOU CAN CHOOSE FROM THESE TARGET CRITERIA, AMONG OTHERS:

INDUSTRY:

- Manufacturing
- IT & Communication
- Services
- Commerce
- Healthcare
- Education
- Energy
- Finance
- **And much more**

JOB-LEVEL:

- C-Level
- Middle management
- Lower management

DEPARTMENTS:

- Administration
- HR
- Marketing
- R&D
- Accounting
- IT
- Sales
- Engineering
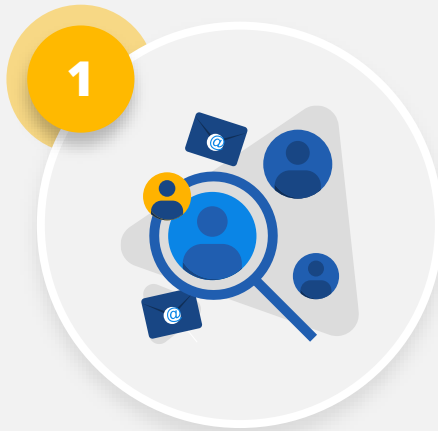- **And much more**

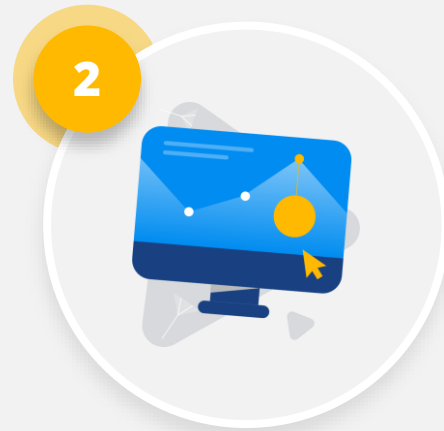### EMPLOYEE COUNT

REVENUE SIZE

HOW OUR PARTNERS PROCESS THEIR LEADS

statista

As soon as you receive the leads, you can upload them into any software and start your marketing and sales journey.

We can provide new leads on a weekly basis via a .csv file.

1

Ongoing and timely transfer of generated leads

2

Lead nurturing in your own tools

3

Immediate and direct contact with leads by your marketing and sales team

4

New sales opportunities for your business