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# ADVERTISING MEDIA KIT

New York, 2019

# Statista – The Premiere Statistics Portal and Research Provider

## About Statista

Statista is the **leading internet statistic portal**, providing statistics and quantitative data on over 80,000 subjects and areas of interest

Statista's team includes over **550 employees**: researchers, database experts, statisticians, technical journalists

With information on over **200 industries and market sectors**, Statista is the premiere online research platform for statistics and relevant facts

Our clients are **product managers, market researchers, strategic planners, marketing executives and members of academia.**

**Over 8 million users** visit our website **www.statista.com** every month

Our infographics are regularly published in Forbes, Wall Street Journal, Mashable, Business Insider, The Financial Times and others



**550+**  
Employees



**5 locations**  
Hamburg, Berlin,  
London,  
New York, Tokyo



**4 languages**  
on 4 platforms



**1.5 million**  
Registered Users



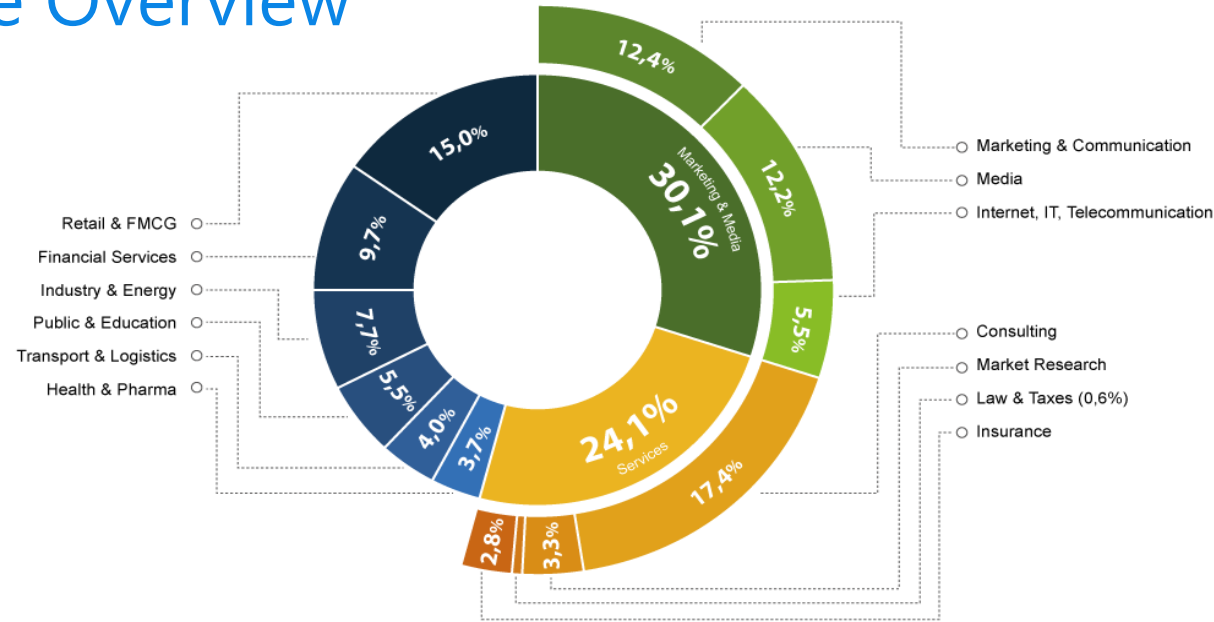
**#1**  
Destination for market  
and consumer data

# Statista Audience Overview

## Audience Breakdown

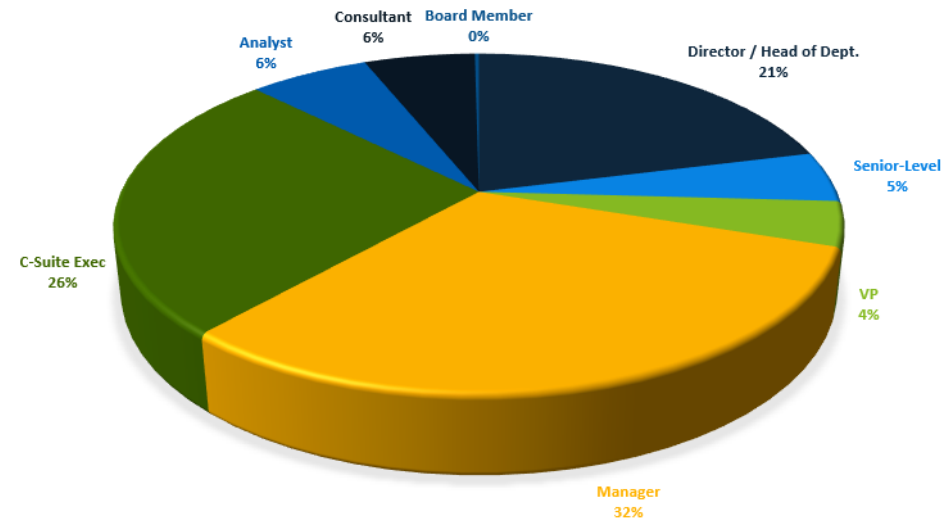
### Platform Metrics

- 8M Monthly Unique Users
- 23M Monthly Pageviews



### Audience Metrics

- 88% of Audience holds a decision-making position
- 12% of Audience is entry level consultant/analyst
- Over 50% of C-Suite Executives are CEO/Founder of Company
- 30%+ of companies produce >\$1Billion in revenue



# Sampling of Statista's Subscriber Base (14K Corporate Clients)

The World's Leading Tech, Finance, Media & Agencies, FMCG, Consulting & Transportation Companies Subscribe to Statista.



# Endemic Audience Offering

Advertisers want to reach insights-focused B2B decision makers that visit Statista.com for research.

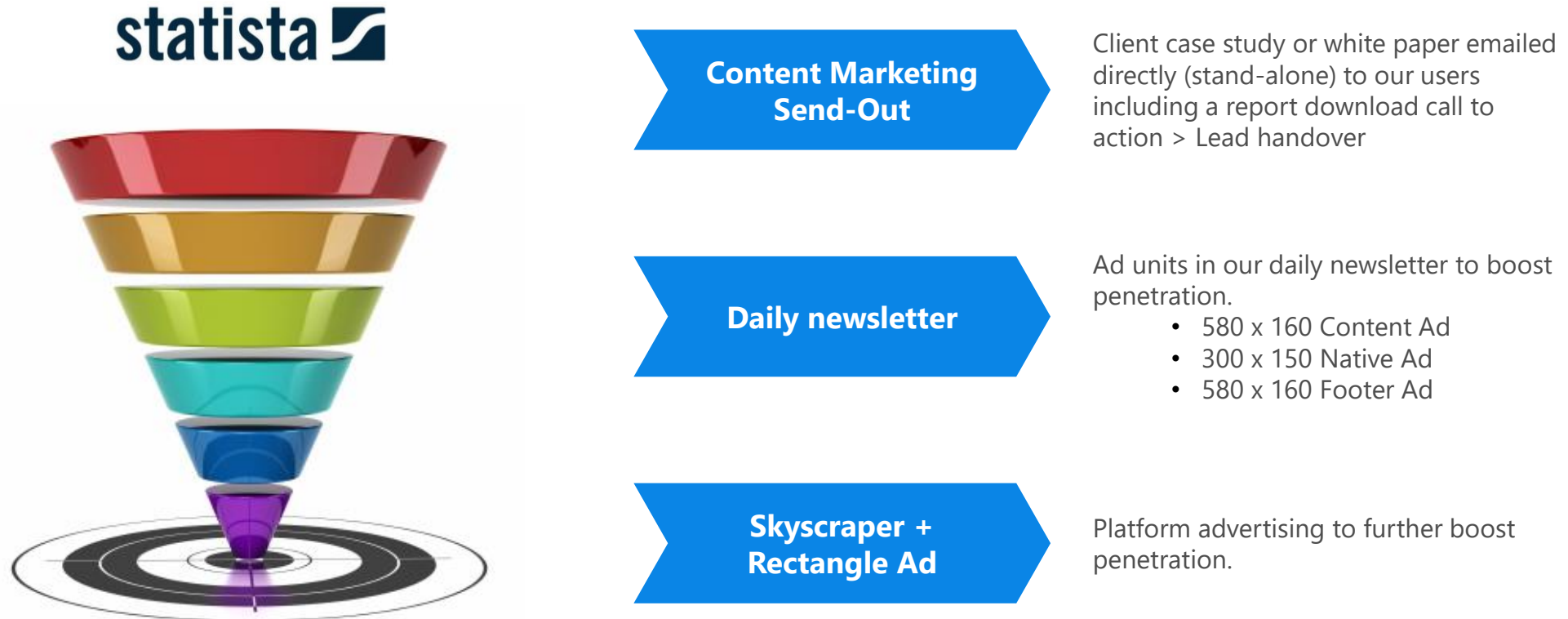
**statista** 

Statista is one of the largest statistics and market research platforms in the world with an information pool for a wide range of industries e.g. retail, advertising, media & entertainment, consumer goods, technology, travel and logistics, consulting, finance and academia. **Our B2B decision makers are Managers, Directors, VP's and C-Suite Executives who have a focus on data and data-specific insights.**

Advertisers Relevant Content and Statista's Audience – An Ideal Partnership!

# Demand Generation Strategy

Statista will be the top of the sales funnel driving our users to advertisers content.



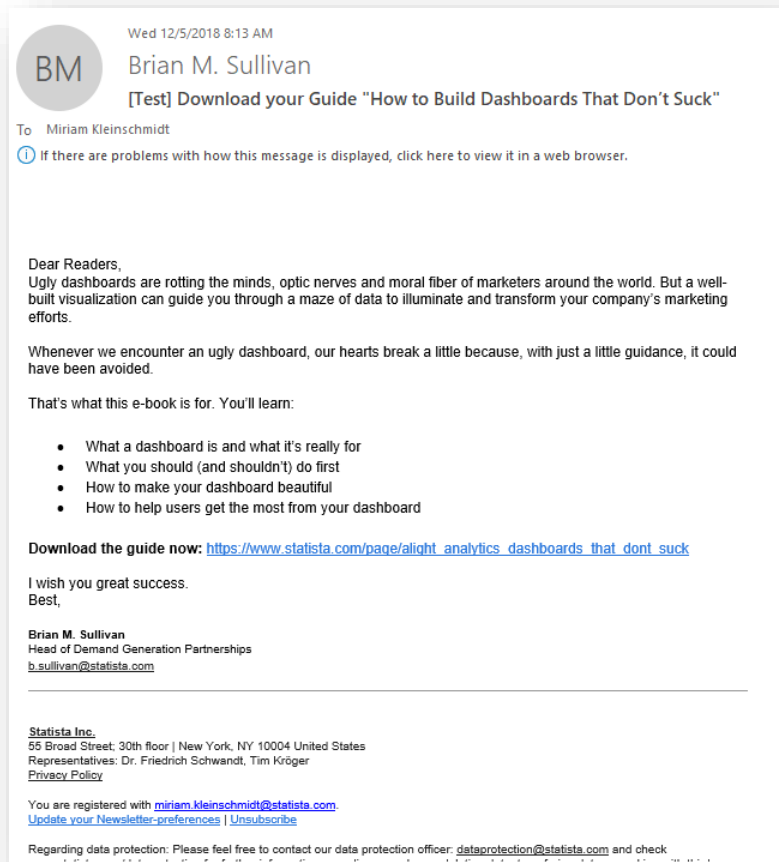
# Opportunities to engage with Statista's clientbase

Optimize engagement and lead generation via three distinct approaches that work together for 360° coverage each week



# Content Marketing Email Send-Out

Statista will refer Client directly to our subscribers via email featuring a downloadable content marketing resource

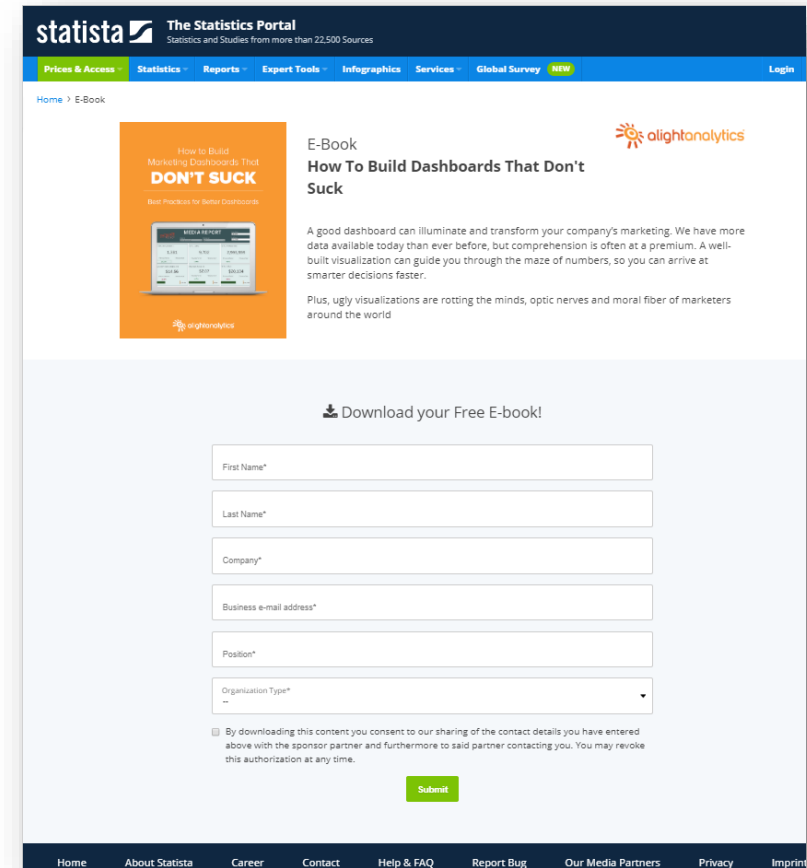


Content send-out  
drives to Statista  
hosted landing page



Landing page form-fill  
options include :

- Name
- Email
- Phone
- Company
- Position/Title
- Company Size
- Company Revenue
- Department
- Industry





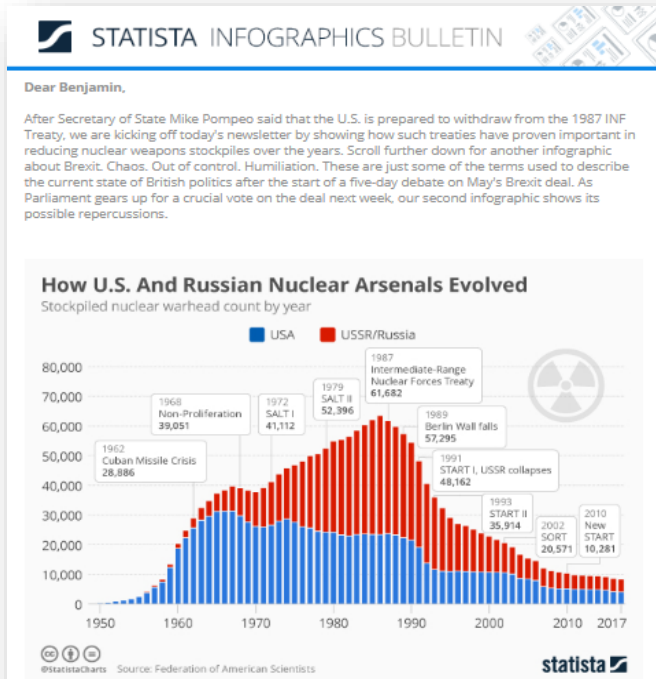
# Daily Newsletter

The [Statista Daily Newsletter](#) is sent twice daily to our 175,000+ Opt-in Subscribers.

Statista's Infographic style newsletter is a multi-industry favorite experiencing 15%+ open rates.

## US Newsletter

- Two daily deliveries to over 175K Subscribers
- Open rate: 15%+
- 580 x 160 Content Ad
- 200 x 120 Native Ad
- 580 x 160 Footer Ad



Pompeo offered Russia an ultimatum: compliance in 60 days or the U.S. will leave the 1987 Intermediate-Range Nuclear Forces Treaty. The infographic above uses Federation of American Scientists data to provide an overview of the evolution of U.S. and Soviet/Russian nuclear warhead arsenals since the 1950s. Particularly since the collapse of the Soviet Union, a series of treaties such as the INF Treaty have proven instrumental in massively reducing the nuclear stockpiles controlled by Washington and Moscow. [Read more.](#)

**16 ways to manage products**  
Download now

Content Ad

Native Ad

**What could happen after the Brexit vote?**  
Overview of outcomes after upcoming vote on May's Brexit deal

Accepted: Orderly exit

Rejected: Chaotic exit, General election, Put to Parliament again, Second referendum, Vote of No Confidence, Election or new government, Leadership Challenge, New leader or PM stays

Source: Bloomberg

Yesterday might have just been a warm-up with the big vote on May's Brexit deal not set to occur until next week. When that does happen, it will have several possible outcomes with all of them considered equally unlikely. [Read more.](#)

**Advertisement**

**16 Research Methods to Maximize Product Success**  
Breakthrough products have one thing in common - they're all built with product research and insights at their heart. Find out how you can make crucial product decisions from the features to include to the price to set with these 16 tried and tested research methods. [Download now.](#)

**Also worth a look...**

**Russia Has Increased Spending On Its Nuclear Weapons**  
Total Russian military spending in FY16 rose 10% to \$112 billion. Nuclear weapons spending rose 11% to \$11.2 billion.

**Scant public support for the draft Brexit agreement**  
Only 28% of Britons support the draft Brexit agreement. 72% oppose it.

**Big Mac index - global prices for a Big Mac in July 2018, by country (in U.S. dollars)\***

Country	Price (U.S. dollars)
Switzerland	6.54
Sweden	5.83
United States	5.51
Norway	5.22
Canada	5.07
Euro area	4.74
Denmark	4.72
Israel	4.68
Australia	4.52
Uruguay	4.47
Brazil	4.4
Lebanon	4.3
Singapore	4.28
New Zealand	4.23
Britain	4.23

**CommonBond**  
You save time with Statista.  
You save money with CommonBond.  
SEE HOW MUCH

**Global market share held by leading smartphone vendors from 4th quarter 2009 to 3rd quarter 2018**

**Exclusive Premium statistic**  
You need a Premium Account for unlimited access.

**Premium Account**  
only \$49 / month +  
Activate functions

**Find stats with Statista.**  
Create stats with SurveyGizmo.  
CREATE STATS

## Platform ad units built for conversion:

- Skyscraper ad unit (160 x 600) on the Statista.com homepage and it travels with the user journey.
- Rectangular ad unit (300x250) on all 1.5mil Statistics pages. (Our most viewed content)
- Advertisers that have participated in our demand generation program have seen a huge benefit from coupled platform ad units.

# Ad Partnership References

Advertising with Statista is an opportunity to position your company as a partner to Statista, driving trust and engagement.

commonbond

Statista saves you time.  
But can we save you money?

TAKE THE QUIZ

This advertisement for Commonbond features the company logo at the top. The main text asks 'Statista saves you time. But can we save you money?' and includes a call-to-action button that says 'TAKE THE QUIZ'. The bottom of the ad has a decorative graphic with orange and blue wavy shapes.

surveygizmo

Find stats with Statista.  
Create stats with SurveyGizmo.

CREATE STATS

This advertisement for SurveyGizmo features the company logo at the top. The main text says 'Find stats with Statista. Create stats with SurveyGizmo.' and includes a call-to-action button that says 'CREATE STATS'. The background shows a computer monitor displaying a survey interface.

+ a b l e a u

Connect with your Statista data and start analyzing now

FREE TRIAL

FULL TRIAL VERSION. NO CREDIT CARD REQUIRED.

As a Statista customer, you understand the importance of information and data.

Statista gives you access to over one million statistics, various data sources, industry reports, studies, and Excel evaluations, thus guaranteeing a consistently sound database at all times. And now you can use Tableau to take the next step: visualize and analyze your data. Experiment and play around with it!

This advertisement for Tableau features the company logo at the top. The main text says 'Connect with your Statista data and start analyzing now' and includes a call-to-action button that says 'FREE TRIAL'. Below the button, it says 'FULL TRIAL VERSION. NO CREDIT CARD REQUIRED.'. The background shows a person's hands typing on a laptop keyboard, with the laptop screen displaying a data visualization. Below the image, there is a paragraph of text explaining the benefits of using Tableau with Statista data.

# Content Send-Out + Newsletter Ads + Platform Ads

A 360° Approach to Lead Generation Each Week!

ADVERTISEMENT PACKAGE	SINGLE CONTENT SEND-OUT	WEEKLY NEWSLETTER ADVERTISEMENT	WEEKLY PLATFORM ADVERTISEMENT		WEEKLY TOTAL COST
Content Package	✓	Content Ad (580 x 160) <i>(Avg. 250k Impressions)</i>	Skyscraper Ad (160 x 600) <i>(Avg. 500k Impressions)</i>		\$10,000.00
Native Package	✓	Native Ad (200 x 120) <i>(Avg. 250k Impressions)</i>	Skyscraper Ad (160 x 600) <i>(Avg. 500K Impressions)</i>		\$10,000.00
Total Package	✓	Content Ad (580 x 160) Native Ad (200 x 120) Footer Ad (580 x 160) <i>(Avg. 750k Impressions)</i>	Skyscraper Ad (160 x 600) Rectangular Ad (300x250) <i>(Avg. 1Mil Impressions)</i>		\$17,500.00
				<b>Total</b>	-

This proposal was crafted so client could have direct referral access to Statista customers in the US through the Content Marketing Send-Out and to allow for additional lead generation engagement via exposure within our daily newsletter and platform ads.



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