STATISTA MEDIAKIT
WEBSITE & NEWSLETTER
On statista.com users can find facts and figures on more than **80,000 topics** from more than **18,000 sources**, covering **170 industries**.

The portal offers access to more than 1,000,000 statistics, 20,000 studies, more than 1,000 infographics, more than 2,000 dossiers, more than 80 industry reports and a corporate and source database.
Traffic & Audience

www.statista.com (English Portal)

Traffic (monthly average)
- Unique User: 1,478,892
- Visits: 1,850,529
- Page Impressions: 4,432,903
- Duration per Visit: 2:36 minutes

Audience
- Men/Women: 54%/46%
- Age 18-44 Years: 76,5%
- Professional Users*: 78%
- Academic Users: 22%

Source: Google Analytics, Monthly Average 2015, english Portal statista.com,
*most frequent departments: Research, Knowledge / Data-Management, Communication, Marketing
Audience
Corporate Users breakdown by industries

Source: Statista internal analysis, Extrapolation by 1,000 Corporate Accounts
More than 200 universities and colleges in the USA purchased a Statista Campus License.

All their students and teaching have are using full access and publication rights on statista’s statistics and studies.

These Universities include top addresses f.e.:

- Harvard University
- Yale
- Columbia University
- University of Michigan
- New York University
- Dartmouth College
- MIT - Massachusetts Institute of Technology
- Swarthmore College
- Stanford University
- University of Pennsylvania
Advertising on statista.com

Specs

Type: Skyscraper
Dimension: 120/160 x 600 Pixels
Format: JPG, Gif, PNG (50Kb)
Position: visual range
Display: Run of Site
Homepage & Subpages
No. of Partners: maximum to 10
# Rates

## Website

<table>
<thead>
<tr>
<th>Period</th>
<th>No. of Partners</th>
<th>Type</th>
<th>Display</th>
<th>Preis</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months</td>
<td></td>
<td>Skyscraper 120x600 / 160x600 Pixels</td>
<td>English Website Run of Site*</td>
<td>$ 4,000</td>
</tr>
<tr>
<td>6 Months</td>
<td>Maximum to 10</td>
<td>JPG, PNG, animateGIF</td>
<td></td>
<td>$ 6,000</td>
</tr>
<tr>
<td>12 Months</td>
<td></td>
<td></td>
<td></td>
<td>$ 10,000</td>
</tr>
</tbody>
</table>

Prices are excl. VAT

*by choice: only within or outside the Campus License
except single product sites and sites in the logged-in status of the Premium/Corporate Accounts (makes up less than 10% of the traffic)
Advertising in the infographic newsletters

**KPIs**

- daily two newsletter mailings
- to two groups with 60,000 recipients
- > 600,000 contacts each week
- daily approx. 100 new subscribers

**Audience breakdowns**

- 50% companies
- 17% media & agencies
- 15% universities & public sector
- Rest to 100%: not specified

- 70% USA
- 9% United Kingdom
- Rest from 100%: EU Countries, India, China, Canada, Australia
Advertising in the infographic newsletters

**Specs**

**Type:** Content Ad (Banner)

**Dimension:** 580 x 160 Pixel

**Format:** JPG, PNG

**Position:** first or second position

**Type:** Native Ad (Text & Graphic-Ad)

**Format:** Grafik/Logo (JPG/PNG) + Text

**Graphic/logo:** 300 x150 px

**Text:** max. 300 types incl. spaces

**Link to URL**

**Platzierung:** second position
## Rates
### Newsletter

<table>
<thead>
<tr>
<th>Type</th>
<th>Position</th>
<th>Period</th>
<th>Contacts</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Content Ad</td>
<td>First Position</td>
<td>1 week 10 mailings</td>
<td>&gt; 600,000</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 weeks 40 mailings</td>
<td>&gt; 2,400,000</td>
<td>$9,000 (25% discount)</td>
</tr>
<tr>
<td>Native Ad</td>
<td>Second Position</td>
<td>1 week 10 mailings</td>
<td>&gt; 600,000</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
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Prices are excl. VAT  
Please send graphics & textes 48 hours before the mailing
Statista
One of the Leading Statistics Company Online

Statista.com is one of the world's leading online statistics portal, with a headquarter in Hamburg and further offices in Frankfurt, Berlin, New York City and London.

To corporate clients the company offers an innovative and intuitive research tool for quantitative data. The German- and English-speaking portal has more than 3 million users every month.

Statista offers several additional services like research and market research, market analyses and prognoses as well as graphic data preparation in infographics. More than 150 employees are working for you, including data analysts and statisticians, editors and infographic artists.
Contact Us

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