

STATISTA MEDIAKIT

WEBSITE & NEWSLETTER

Statista

The Portal

The screenshot shows the Statista website homepage. At the top, there is a navigation bar with the Statista logo, the text 'The Statistics Portal', and a search bar. Below the navigation bar, there are several menu items: 'Prices & Access', 'Our Services', 'Industries', 'Companies & Topics', and 'Infographics'. A sidebar on the left contains social media follow buttons for Facebook (11.8k), YouTube (5.6k), LinkedIn (2.6k), and RSS. The main content area features a large promotional graphic for '2013 GDP' with the following data: 313.95m, +1.8%, 5.3%, 15.7b U.S. dollars, and 4,912\$ United States. Below this graphic is a search bar with the text 'Search in our statistics database with over 1,000,000 statistics...'. The page is divided into three columns: 'About Statista', 'For individual clients', and 'For corporate clients'. Each column contains a brief description of the service and a corresponding button: 'Free Registration', 'Book Now', and 'Corporate Account'. On the right side, there is a 'Live Webinar' section with the text 'Statista benefits professionals in every industry!' and a 'Daily Webinar: 4pm EST' section with an 'Attend Webinar' button.

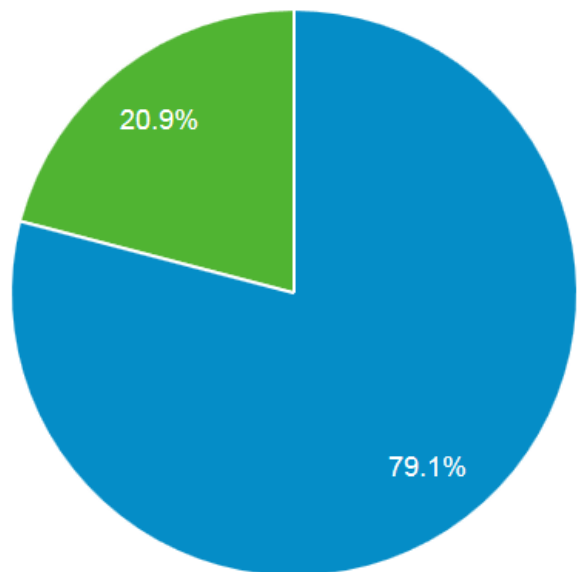
On statista.com users can find facts and figures on more than **80,000 topics** from more than **18,000 sources**, covering **170 industries**.

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)

■ New Visitor ■ Returning Visitor



Traffic (monthly average)

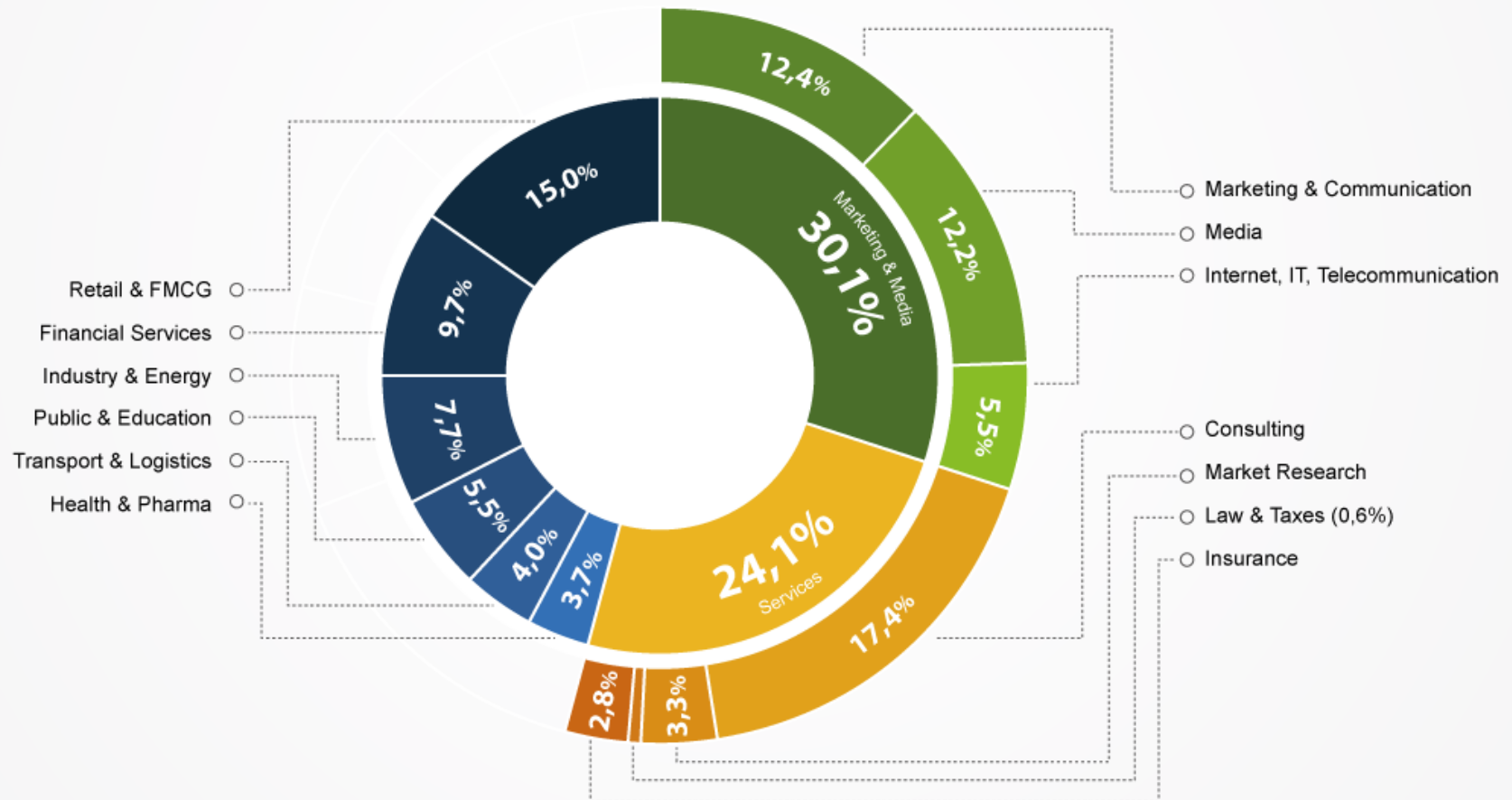
Unique User	1,478,892
Visits	1,850,529
Page Impressions	4,432,903
Duration per Visit	2:36 minutes

Audience

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

Audience

Corporate Users breakdown by industries



KPIs Statista Campus-Licences

Statista is one of the most popular databases at universities

More than 200 universities and colleges in the USA purchased a Statista Campus License.

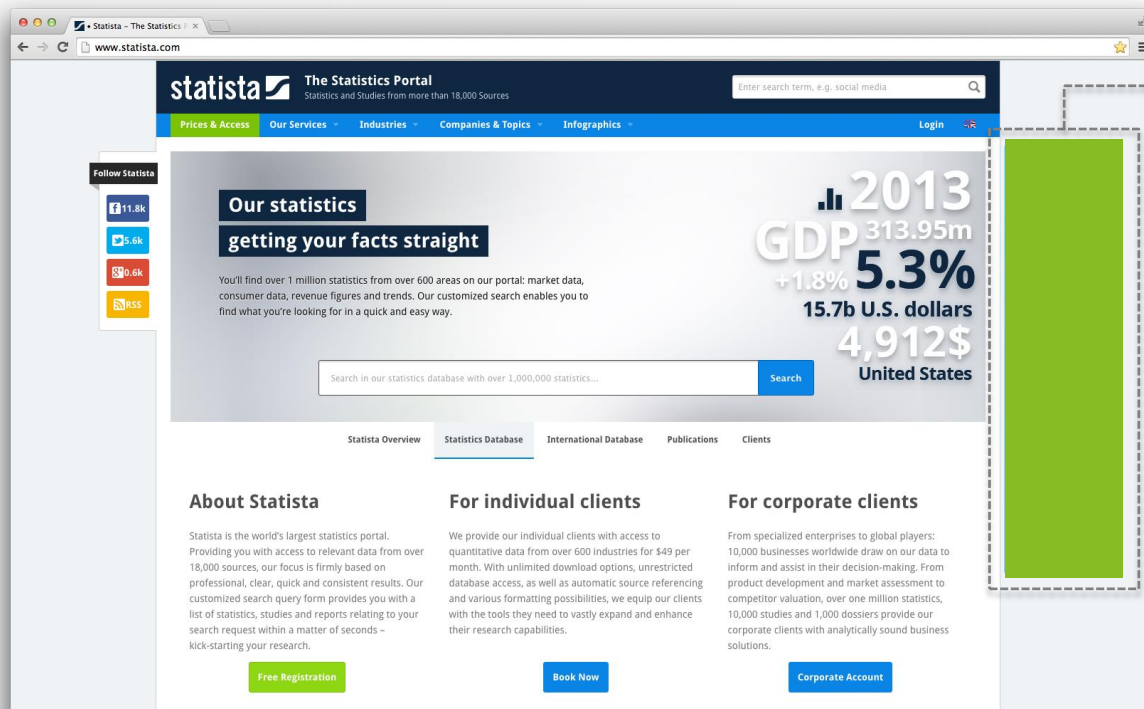
All their students and teaching have are using full access and publication rights on statista's statistics and studies.

These Universities include top adresses 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



The screenshot shows the Statista website homepage. The header includes the Statista logo, navigation links (Prices & Access, Our Services, Industries, Companies & Topics, Infographics), and a search bar. The main content area features a large graphic for 2013 GDP data: 313.95m, +1.8%, 5.3%, 15.7b U.S. dollars, and 4,912\$ United States. Below this is a search bar and navigation tabs (Statista Overview, Statistics Database, International Database, Publications, Clients). The footer contains three columns: 'About Statista', 'For individual clients', and 'For corporate clients', each with a corresponding button (Free Registration, Book Now, Corporate Account).

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

Period	No. of Partners	Type	Display	Preis
3 Months	Maximum to 10	Skyscraper 120x600 / 160x600 Pixels JPG, PNG, animateg GIF	English Website Run of Site*	\$ 4,000
6 Months				\$ 6,000
12 Months				\$ 10,000

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

statista Chart of the Day May 29, 2015

Sehr geehrter Herr Ahrens,

According to the [Social Media Examiner's](#) latest report on social media marketing, Facebook is still the most commonly used platform among both B2B and B2C marketers. With usage levels of 96% and 88% among B2C and B2B companies, respectively, Facebook is clearly considered an important marketing tool regardless of the customer focus.



Felix Richter
Media Relations Manager

However, when asked which social channel is the single most important to them, it turns out that the majority of B2B marketers actually puts LinkedIn ahead of Facebook. 41% of the 1,000+ respondents with a B2B focus named LinkedIn as their number 1 choice, while Facebook got the nod from 30% of the surveyed B2B professionals.

Among B2C marketers it's a different story entirely: 65% of the respondents consider Facebook the most important social network for their business, putting it miles ahead of Twitter (10%) and LinkedIn (9%) as a tool for consumer marketing.

[Click here for more charts and infographics.](#)

B2B Marketers Choose LinkedIn Over Facebook

% of respondents naming platform the single most important for their business

Platform	B2B Marketers (%)	B2C Marketers (%)
LinkedIn	41%	9%
Facebook	30%	65%
Twitter	19%	10%
YouTube	4%	4%
Google+	3%	4%
Pinterest	2%	2%
Instagram	0%	3%
Others	1%	1%

Percentages may not add up to 100 due to rounding. Source: Social Media Examiner.

<http://www.statista.com/chart/3209/b2c-marketers-choose-linkedin-over-facebook/>

Our charts are intended for public use in online articles and social media. Please feel encouraged to share them. If you do, we kindly ask you to refer to Statista using the URL given below the respective chart.


Please feel free to contact me with any questions you may have.

Best regards,
Felix Richter
Media Relations Manager
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statista Chart of the Day - Economy and Society June 16, 2015

Ladies and Gentlemen,

Which countries churn out the most engineering graduates every year? When it comes to engineering degrees, the United States, Japan and other developed nations produced the majority of the world's graduates over past few decades. However, things have started to change and a significant number of new engineering, manufacturing and construction graduates now come from developing and emerging countries.



Niall McCarthy
Media Relations Manager

According to research conducted by the World Economic Forum (which excludes China and India due to lack of data), Russia leads the way, producing an annual total of 454,000 graduates in engineering, manufacturing and construction. The United States is in second position with 237,826 while Iran rounds off the top three with 233,695. Developing economies including Indonesia and Vietnam have also made it into the top 10, producing 140,000 and 100,000 engineering graduates each year respectively.

The Countries With The Most Engineering Graduates

Top countries for graduates in engineering, manufacturing and construction*

Country	Number of Graduates
Russian Federation	454,436
United States	237,826
Iran	233,695
South Korea	147,858
Ukraine	130,391
France	104,746
Japan	168,214
Indonesia	140,169
Mexico	113,944
Vietnam	100,390

* 2015 rank out of 124 economies. No data available for China, India.

Sources: World Economic Forum 2015/UNESCO
@statistacharts
Institute for Statistics

<http://www.statista.com/chart/3456/the-countries-with-the-most-engineering-graduates/>

Our charts are intended for public use in online articles and social media. Please feel free to share them. If you do, we kindly ask you to refer to Statista using the URL given below the respective chart.

Please feel free to contact me with any questions you may have.

Best regards,
Niall McCarthy
Media Relations Manager
Phone: +1 (212) 433 2270
niall.mccarthy@statista.com

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

statista Infografik des Tages
20. Januar 2019

Sehr geehrte Damen und Herren,

31 Prozent der deutschen Onliner glauben, dass PCs, Tablets, oder Smartphones vor allem einen negativen Einfluss auf das Vertrauen in die Medien haben. Vom Gegenteil sind lediglich 17 Prozent überzeugt. Ein ähnliches Bild bietet sich auch in anderen entwickelten Ländern wie Frankreich oder den USA. Dagegen sind die Internetnutzer in Entwicklungsländern genau der Gegenteiligen Ansicht. In China glauben beispielsweise 35 Prozent an einen eher positiven Einfluss digitaler Technologien auf das Vertrauen in die Medien, in Indien sind es gar 49 Prozent.

[Weiterlesen...](#)

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Deutsche sehen Medien durch digitale Geräte beschädigt
Einfluss digitaler Technologien auf das Vertrauen in die Medien (in %)

● Vor allem positiver Einfluss ● Vor allem negativer Einfluss

Land	Vor allem positiver Einfluss (%)	Vor allem negativer Einfluss (%)
Indien	49%	14%
Brasilien	42%	21%
China	35%	18%
Rusland	29%	22%
Türkei	24%	42%
USA	19%	39%
Frankreich	18%	40%
Deutschland	17%	31%
Südkorea	16%	38%
Japan	14%	27%

Digitale Technologien = PCs, Tablets, Smartphones und Spielkonsolen
Basis: je Land 1.000 befragte Internetnutzer, Befragungszeitraum: 17.2.2014 bis 01.01.2015, die Quelle macht keine Angaben zu an 100 fehlenden Prozentpunkten.
© statista.com Quelle: Microsoft

<http://de.statista.com/infografik/3145/einfluss-digitaler-technologien-auf-das-vertrauen-in-die-medien/>

Sie haben Daten und Sie haben Fragen. Aber wie finden Sie die nötigen Antworten zur Lösung Ihrer schwierigsten Probleme? Ganz einfach: mit SAS® Analytics.
[Jetzt direkt mehr erfahren und sofort loslegen!](#)



→ 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

Type	Position	Period	Contacts	Price
Content Ad	First Position	1 week 10 mailings	> 600.000	\$ 3,000
		4 weeks 40 mailings	> 2.400.000	\$ 9,000 25% discount
Native Ad	Second Position	1 week 10 mailings	> 600.000	\$ 2,000
		4 weeks 40 mailings	> 2.400.000	\$ 6,000 25% discount

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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