UPDATE

THE TECH-BRIEFING BY BASIC thinking

NEWSLETTER MEDIA DATA

WHAT IS UPDATE?

UPDATE is our daily tech briefing, which keeps our readers up to date on the most important developments in tech, business, and sustainability from Monday to Friday.

We use journalistic formats developed specifically for the newsletter, such as our “BREAK/THE NEWS” and “Headline Buzz.” Our newsletter is a standalone product, not just an extension of our famous online magazine.

With our newsletter ads, you can place your message directly in our readers' inboxes. There is no more direct channel with such a high level of trust. All placements are designed to fit perfectly into the context of our newsletter.

We would also be happy to advise you personally, with no obligation. Just get in touch.

AT A GLANCE

Subscribers	13.000+
Sends / Monat	260.000+
Open Rate*	40%
Click Rate (CTR)	10%
Rhythm	Daily (Mo-Fr)
Time	6:00 am (UTC+1)
Booking Deadline	3 Business Days Before Sending

* Measured open rate plus estimate of Apple devices that block tracking since iOS 15.

MAIN SPONSORING

With this format, you will appear as the main sponsor of the UPDATE newsletter. We will place your logo with text and a link to a URL of your choice in the header section of the newsletter. This will give you maximum visibility and ensure that you are immediately visible when our readers open the issue.

SPECIFICATIONS

Placement	Top
Image	Logo, 300 x 300 px
Text	ca. 20 Words
Link	Logo and in Text
Cost*	**299,- / Issue**

* Volume discounts available for longer booking periods:
1 week (5 issues): 5% | 2 weeks (10 issues): 10% | 4 weeks (20 issues): 20%



F E A T U R E - A D

With our Feature-Ad, you get a whole section in our newsletter just for yourself. A Feature-Ad consists of a headline, an image, and a longer text that provides enough space to present your message with full attention.

S P E C I F I C A T I O N S

Placement	Middle
Image	1200 x 675 px (16:9)
Text	ca. 100 Words
Link	Image and in Text
Cost*	**199,- / Issue**

* Volume discounts available for longer booking periods:
1 week (5 issues): 5% | 2 weeks (10 issues): 10% | 4 weeks (20 issues): 20%



HEADLINE-AD

With our Headline-Ad, we place you in our popular and high-click section “Headline Buzz,” where we curate the most important links of the day. A Headline-Ad is always placed in position 2 to guarantee maximum visibility and clicks.

SPECIFICATIONS

Placement	Middle
Image	–
Text	ca. 40 Words
Link	In Text
Cost*	**149,- / Issue**

* Volume discounts available for longer booking periods:
1 week (5 issues): 5% | 2 weeks (10 issues): 10% | 4 weeks (20 issues): 20%



DISPLAY-AD

With our Display-Ad, we place you in the middle section of our newsletter with a banner that appears directly below our main format, “BREAK/THE NEWS”. This allows you to reach our readers in a visually appealing way in a prominent position in the flow of reading.

SPECIFICATIONS

Placement	Middle
Image	600 x 500 px
Text	–
Link	Image
Cost*	**149,- / Issue**

* Volume discounts available for longer booking periods:
1 week (5 issues): 5% | 2 weeks (10 issues): 10% | 4 weeks (20 issues): 20%



W E A R E R E A D B Y

Employees of these companies read UPDATE (selection):





»The perfect morning routine: coffee and UPDATE. There's no better way to start the day! If you want to be in the loop in the world of tech and business, UPDATE is a must. Precise analyses and exciting news included.«

Ricardo Tunnissen, CEO Baufi Deutschland GmbH

GET IN TOUCH

If you have any further questions, please feel free to contact us at any time.
Our sales team will be happy to advise you without obligation.



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BASIC thinking