



**Decision Makers Homepage
Bundle 2018**

media **impact** ■

Decision Makers Homepage Bundle

Peak coverage in our decision makers target group

BUSINESS
INSIDER
DEUTSCHLAND

WELT

finanzen.net

BILANZ



Peak coverage in our decision makers target group



Price-performance winner with convenient gross-CPM in comparison to IQ Roadblock



Reach a high amount of decision makers as target group with high income



All Media Impact decision makers areas with one booking



Highest possible attention on only one day

WELT

finanzen.net

BILANZ

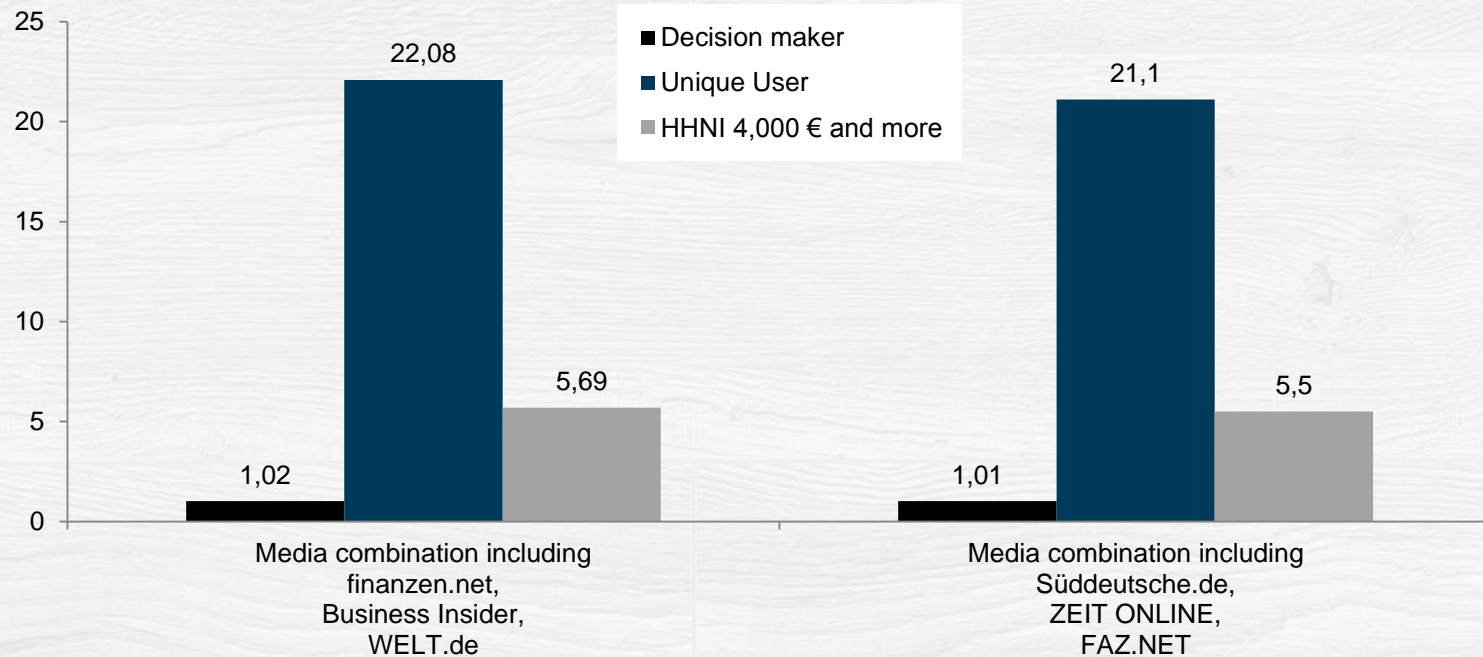
BUSINESS
INSIDER
DEUTSCHLAND

Decision Makers Homepage-Bundle¹
2.3 M. Als¹

¹ WELT.de, Finanzen.net, Business Insider and BILANZ Online; aggregated volume: not all positions of the package have to contribute to the aggregated volume, crucial is the achievement of the aggregated Als

Decision Makers Homepage Bundle is leading

Decision makers according to AGOF, Unique User and HHNI in M.



AGOF daily digital facts; basis: digital WNK 14+ Jahre, single month December, accessed on 30th of January 2018

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2.3 M.
Als

	Desktop	Mobile	Fixed Price	Gross CPM
Decision Makers Homepage Bundle	Wallpaper/ Fireplace/ Billboard/ Sitebar	Medium Rectangle	43,700 €	19 €
Decision Makers Homepage Bundle Deluxe	Interstitial/ Fireplace + Billboard	Interstitial/ Understitial/ TakeOver Ad	80,500 €	35 €

The following homepages (multiscreen) will be occupied for one day:¹

WELT.de
finanzen.net
Business Insider
BILANZ Online

¹ aggregated volume: not all positions of the package have to contribute to the aggregated volume, crucial is the achievement of the aggregated Als

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