



Concept

Formel1.de is the leading Formula One website in German language:

- 365 days/year red-hot news, fascinating background reports and exclusive interviews from the world of Formula One as well as lifestyle and boulevard topics.
- License holder of Formula One World Championship
- Average of 0.0.53 million unique users in the Formula 1 season

SPECIALS

Take advantage of our multifaceted special formats for your campaign:

- Cross media packages with the AUTO BILD
- Fixed placements on the homepage
- Advertorials
- Channel fixed placements - presenter ships for news / specials / channels
- Strong coverage combinations with autobild.de

Key Figures/month

	Desktop
Page Impressions ¹⁾	6,64 mill.
Visits ²⁾	2,84 mill.
Unique User ³⁾	0,58 mill.

Target Group⁴⁾

	Desktop
Male	84 %
Between 20 & 49 years old	61 %
employed	78 %
HHNI min. 3.000 €	45 %

1) IVW June 2018

2) AGOF daily digital facts, Basis: digitale BUG, 16+ years (59,14 mill.); single month July 2018; recalled data on 02.08.2018

3) Google Analytics July 2018

DESKTOP							
AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Sitebar, Halfpage Ad		Fireplace, Floor Ad, Billboard		Interstitial, Video Wall	
Channel:	60 €	Channel:	70 €	Channel:	80 €	Channel:	90 €
ROS:	50 €	ROS:	60 €	ROS:	70 €	ROS:	80 €

VIDEO			
	PreRoll, MidRoll, Header Outstream Ad (bis inkl. 20 Sek.) ¹	Channel:	95 €
		ROS:	85 €
	Bumper Ads (bis inkl. 6 Sek.)	Channel:	65 €
		ROS:	55 €

Additional Option: Expandable Ads
 InText Outstream Ad (Abrechnung: Cost Per Completed View)
 Data-products
 Tandem- / Triple Ads

+ 10 € CPM
 pls see special ratecard
 pls see special ratecard
 highest price category plus device surcharge

Notes:
 1) overlength (21-30 Sek.) + 20€ CPM // short spots (≤ 15 Sek.) - 20€ CPM // VPAID + 10€ CPM

DESKTOP FIXED PLACEMENT 10 – 10 o'clock		HOME PAGE ¹	HOME PAGE F1 RACING WEEKEND ²
		2-Days	RACING WEEKEND
Guaranteed Ad Impressions/ 2 days		30.000	145.000
BASIC	Superbanner, Wallpaper, (Dynamic) Sitebar	3.000 €	12.300 €
PREMIUM	Fireplace, Billboard	3.600 €	14.700 €
DELUXE	Interstitial, Understitial, Video Wall, Sonderformate ¹	4.300 €	17.400 €

1) Special Formats: Sidekick, Supreme Ad, Push Down Ad, Slider Ad, Pushboard, Video Cube, Cascade Ad, Sticky Billboard, Curtain Ad, Curtain Dropper, Fireplace Supreme, weitere auf Anfrage

2) SCHEDULE 2018 FORMEL 1 RACING WEEKEND

24.+25.03.2018, 09.+10.06.2018, 25.+26.08.2018, 27.+28.10.2018,	07.+08.04.2018, 23.+24.06.2018, 01.+02.09.2018, 10.+11.11.2018,	14.+15.04.2018, 30.06.+01.07.2018, 15.+16.09.2018, 24.+25.11.2018	28.+29.04.2018, 07.+08.07.2018, 29.+30.09.2018,	12.+13.05.2018, 21.+22.07.2018, 06.+07.10.2018,	26.+27.05.2018, 28.+29.07.2018, 20.+21.10.2018,
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ADVERTORIALS		AI TTL	CPM	Package Rate
		Run Time 4 weeks 1)		
DESKTOP	1/1 page Homepage Teaser	400.000	35 €	14.000 €
	Technical Costs			1.690 €

1) Laufzeiten und AI Mengen können im Rahmen von größeren Mediapaketen (z.B. bei Leseraktionen) variieren. Mindestlaufzeit 1 Woche

2) Technische Kosten sind nicht rabatt- und AE-fähig. Die Gestaltung der Werbemittel ist in den Technischen Kosten enthalten.

SPONSORED POST		FACEBOOK & INSTAGRAM
		Targeting ¹
Guaranteed Ad Impressions/ 4 Posts		1.000.000
4 Sponsored Post		34.000 € ²

1) Max. 3 criteria in combination, Targeting on brand fans can not be combined with other criterias. No surcharge for targeting. Targeting is included in the fix rate

2) plus 600 € creative costs for carousel ad, Video, Slideshow Ad (5 days in advance). For canvas ad extra costs of 1.890 € creative costs (10 days in advance). Competition tool extension 2.990€ creative costs (15 days in advance). No agency commission and discounts on creative costs

CHANNEL-FIXED PLACES	Minimum Run Time 1 Month ¹	
	RUN TIME	Season
NEWS Channel Presenting	1 month (March)	(March – November)
Guaranteed Ad Impressions	3,8 mill.	27 mill.
Banner + Reminder (Format 1000 x 125 px and 1000 Pixel x 90 Pixel)	76.000 € (50% discounted)	270.000 € (75% discounted)
LIVE TICKER Presenting	1 month (Mai)	Season (May - October)
Guaranteed Ad Impressions	400.000	2,9 mill.
Banner + Reminder (Format 1000 x 125 px und 1000 Pixel x 90 Pixel)	16.000 €	58.000 € (50% discounted)

- 1) Presenting-Pakete müssen nach Monaten individuell zusammengestellt werden. Die garantierten Als und Paketpreise variieren je nach gewählten Monaten. Weitere Channel und Rennserien (z.B. Formelsport, Formel E, 24h Rennen Nürburgring, Le Mans) auf Anfrage.