



## CONCEPT

Motorsport-Total.com is the leading motorsports website in German language with all information on Formula One, DTM, motorcycling and more exciting motorsports series:

- Official media partner of the DTM, WTCC, ERC and NASCAR.com
- License holder of Formula One World Championship
- Ideal advertising medium for innovative ad formats surrounded by a high quality editorial content
- During the motorsports' season up to 1.6 million Unique User (AGOF digital facts 2017-03 bis 2017-11)

## SPECIALS

Benefit from our variety of special formats for your campaign:

- Cross media concepts (e.g. events) with the AUTO BILD media group
- Fix Rates for Homepage Events
- Advertorials
- Presentership for channels / specials
- High reach media combination with autobild.de

### Key figures / month Desktop

Page Impressions <sup>1)</sup>	12.57 mill.
Visits <sup>2)</sup>	4.85 mill.
Unique User <sup>3)</sup>	1.2 mill.

### Target Group<sup>3)</sup>

	Desktop
Male	82 %
Between 20 & 49 years old	67 %
Employed	79 %
HHNI of min. 3,000 €	47 %

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: <b>60 €</b>	Channel: <b>70 €</b>	Channel: <b>80 €</b>	Channel: <b>90 €</b>	
ROS: <b>50 €</b>	ROS: <b>60 €</b>	ROS: <b>70 €</b>	ROS: <b>80 €</b>	

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

Add.Options: Expandable Ads + 10 € CPM  
 InText Outstream Ad (Abrechnung: Cost Per Completed View) pls. see separate ratecard  
 Daten-Produkte pls. see separate ratecard  
 Tandem- / Triple Ads highest price category

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

DESKTOP FIXED PLACEMENTS 10 o'clock – 10 o'clock (2 days)		HOME PAGE
	Guaranteed Ad Impressions / 2 days	30.000
BASIC	Superbanner, Wallpaper, (Dynamic) Sitebar	3.000 €
PREMIUM	Fireplace, Billboard	3.600 €
DELUXE	Interstitial, Understitial, Video Wall, Special Ads <sup>1</sup>	4.300 €

1) Special Ads: Sidekick, Supreme Ad, Push Down Ad, Slider Ad, Pushboard, Video Cube, Cascade Ad, Sticky Billboard, Curtain Ad, Curtain Dropper, Fireplace Supreme, further formats upon request

ADVERTORIALS		Total AI	CPM	Package rate
Run time 4 weeks <sup>1</sup>				
DESKTOP	1 page Homepage-Teaser	400.000	35 €	14.000 €
	Technical costs <sup>2</sup>			1.690 €

1) Run time and AI can be adapted upon request

2) Technical costs not discountable and no agency commission. The design of the creative is included in the technical costs.

SPONSORED POST		FACEBOOK & INSTAGRAM
		Targeting <sup>1</sup>
Guaranteed Ad Impressions / 4 Posts		600.000
4 Sponsored Post		21.000 € <sup>2</sup>

1) Maximum of 3 targeting criteria can be combined, targeting on brand fans can not be combined with other criteria. No surcharge for targeting, targeting is included in the fixed rate

2) Plus 600 € creative costs for the carousel ad, video and slideshow ad (5 working days lead time). For canvas ad pls calculate with 1.890 € creative costs (10 working days lead time). For sweepstake extensions pls. calculate 2.990€ creative costs (15 working days lead time). Creative costs are not discountable and no agency commission is granted

CHANNEL FIXED PLACEMENTS	MINIMUM RUN TIME 1 MONTH	
	Run Time	Season
<b>FORMEL 1 Channel (starting page formula 1)</b>	<b>1 month (March)</b>	<b>(March – November)</b>
Guaranteed Ad Impressions	800.000	4,8 mill.
Format: Banner + Reminder (1000 x 125 / 1000 Pixel x 90 Pixel)	32.000 €	96.000 € (50% pre discount)
<b>DTM Channel (TTL Channel)</b>	<b>1 month (May)</b>	<b>Saison (May - October)</b>
Guaranteed Ad Impressions	400.000	3 mill.
Banner + Reminder (1000 x 125 / 1000 Pixel x 90 Pixel)	16.000 €	72.000 € (40% pre discount)
<b>LANGSTRECKE Channel (TTL Channel long distance)</b>	<b>1 month (May)</b>	
Guaranteed Ad Impressions	1,2 mill..	
Banner + Reminder (1000 x 125 / 1000 Pixel x 90 Pixel)	48.000 €	
<b>TOURENWAGEN Channel (starting page &amp; news touring car)</b>	<b>1 month (April)</b>	<b>Saison (April - November)</b>
Guaranteed Ad Impressions	50.000	800.000
Banner + Reminder (1000 x 125 / 1000 Pixel x 90 Pixel)	2.000 €	32.000 €
<b>RALLYE Channel (TTL Channel touring car)</b>	<b>1 month (January)</b>	<b>Saison (January - November)</b>
Guaranteed Ad Impressions	380.000	1,8 mill..
Banner + Reminder (1000 x 125 / 1000 Pixel x 90 Pixel)	15.200 €	72.000 €
<b>MOTORRAD / Channel (starting page channel motorbike)</b>	<b>1 month (March)</b>	<b>Saison (March - November)</b>
Guaranteed Ad Impressions	160.000	1,4 mill.
Banner + Reminder (1000 x 125 / 1000 Pixel x 90 Pixel)	6.400 €	56.000 €

1) Presenting packages have to be calculated individually. The guaranteed Ad Impressions as well as package rates vary according to the chosen month. Further channels and race series (e.g. Formula Sports, Formel E, 24h race Nürburgring, Le Mans) upon request