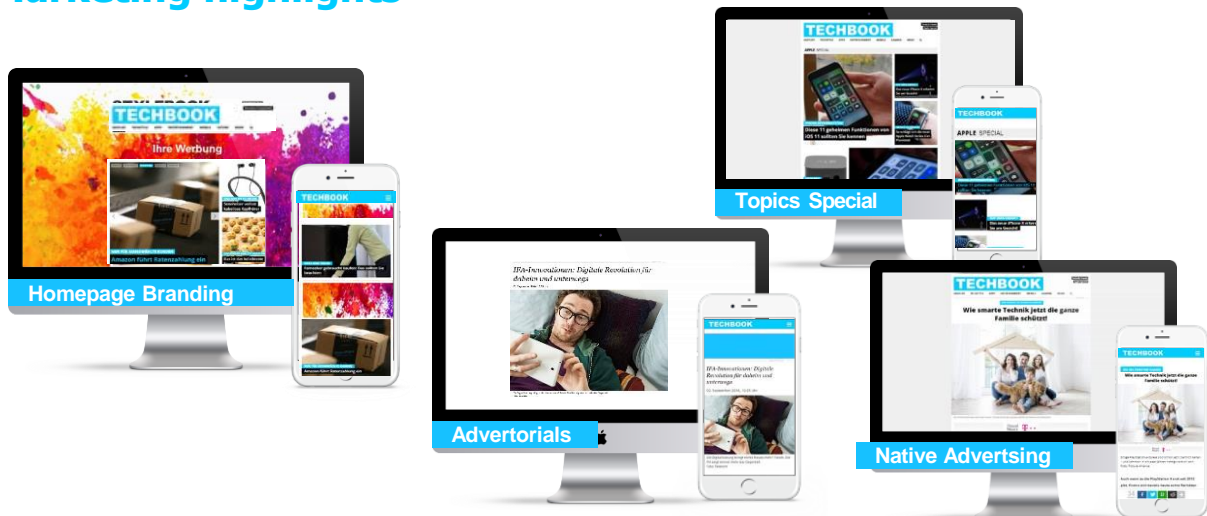


## TECHBOOK.DE

- Stands for competent technical and lifestyle journalism.
- Surprises with stories from the spheres of Easylife, Techstyle, Mobile, Apps, Entertainment & Gaming
- Offers its users news, product tests and trends in all mentioned categories
- Is characterized by a high-quality design and a clear and emotional imagery

## Marketing highlights



Key figures/month	Digital	Target group	Digital
Unique User <sup>1</sup>	2,60 Mio.	Men <sup>1</sup>	70 %
Visits <sup>2</sup>	4,80 Mio.	20 – 49 years old <sup>1</sup>	67 %
Page Impressions <sup>2</sup>	6,53 Mio.	Household income > €3,000 <sup>1</sup>	45 %
		Higher education level <sup>1</sup>	43 %

<sup>1</sup> AGOF daily digital facts, Basis: digitale WNK 16+ Jahre (59,14 Mio.); Einzelmonat September 2018; abgerufen am: 02.09.2018  
<sup>2</sup> IVW September 2018

**Homepage**  
**First Contact<sup>1</sup>(Multiscreen)<sup>2</sup> | 10 – 10 o'clock**

Mobile

- Mobile Content Ad 6:1
- Mobile Content Ad 4:1
- Native Style Ads
- Mobile Content Ad 2:1
- Mobile Medium Rectangle
- Mobile Content Ad 1:1
- Understitial
- (Video)-Interstitial/Interscroller
- Vertical Video
- Multiscreen-special format

**Desktop**

AdBundle · Skyscraper · Superbanner · Native Style Ads · Medium Rectangle	· Wallpaper · Sitebar · Halfpage Ad	· Fireplace · Floor Ad · Billboard	· Interstitial · Video Wall · Fireplace + Billboard · Multiscreen- · Special formats
per day: <b>€6,000</b> per week: <b>€30,000</b>	Per day: <b>€6,000</b> Per week: <b>€30,000</b>	Per day: <b>€6,000</b> Per week: <b>€30,000</b>	Per day: <b>€6,000</b> Per week: <b>€30,000</b>
per day: <b>€6,000</b> per week: <b>€30,000</b>	Per day: <b>€6,000</b> Per week: <b>€30,000</b>	Per day: <b>€6,000</b> Per week: <b>€30,000</b>	Per day: <b>€7,500</b> Per week: <b>€37,500</b>
Per day: <b>€6,000</b> per week: <b>€30,000</b>	Per day: <b>€6,000</b> Per week: <b>€30,000</b>	Per day: <b>€6,000</b> Per week: <b>€30,000</b>	per day: <b>€7,500</b> per week: <b>€37,500</b>
Per day: <b>€6,000</b> Per week: <b>€30,000</b>	per day: <b>€7,500</b> Per week: <b>€37,500</b>	Per day: <b>€7,500</b> Per week: <b>€37,500</b>	Per day: <b>€7,500</b> Per week: <b>€37,500</b>

**Brand Day<sup>3</sup>(Multiscreen) | 10 – 10 o'clock**

**Desktop:**

Billboard, A-Teaser, Medium Rectangle, Contentbar (Homepage) +

Billboard, Contentbar on the Channel start pages

**Mobile:**

A-Teaser+ Content Ad (4:1/ 6:1) + Medium Rectangle

**Price: €14,500**

With guaranteed daily reach of **121,000 AIs**

**A-Teaser<sup>4</sup> | 10 – 10 o'clock**

**Guaranteed Ad Impressions**

**Desktop:** A-Teaser

**Mobile:** A-Teaser

**40,000 AIs**

**€4,500**

<sup>1</sup> Saturday and Sunday count as 1 day together

<sup>2</sup> Advertising material appears at the first page view on the website off the homepage

<sup>3</sup> The Brand Day consists of: Billboard, A-Teaser, MR2, Contentbar on the homepage + Billboard and Contentbar on the channel start pages, the playlist via Mobile Content Ad (on the banner and footer position), Mobile MedRec and the mobile A-Teaser.

<sup>4</sup> Saturday and Sunday count together as 1 day, when created by TECHBOOK.de plus €500 creation costs (no discounts or agency commissions deductible), a build-up of an external pixel is not possible

The technical specifications of all forms of advertising and dimensions can be found at <http://www.mediapilot.de/specs>

Standard ads must be available 3 days prior to going live, special ads at least 5 days before.

In case of under delivery, Media Impact reserves the right to use placements in a related channel or as RoS (desktop and / or MOBILE) as a subsequent delivery. All prices are given (unless otherwise stated) as CPM or fixed prices, less agency commission, plus VAT. | Alterations and errors excepted.

		Desktop			
		<ul style="list-style-type: none"> <li>· AdBundle</li> <li>· Skyscraper</li> <li>· Superbanner</li> <li>· Native Style Ads<sup>1</sup></li> <li>· Medium Rectangle</li> </ul>	<ul style="list-style-type: none"> <li>· Wallpaper</li> <li>· Sitebar</li> <li>· Halfpage Ad</li> </ul>	<ul style="list-style-type: none"> <li>· Fireplace</li> <li>· Floor Ad</li> <li>· Billboard</li> </ul>	<ul style="list-style-type: none"> <li>· Interstitial</li> <li>· Video Wall</li> <li>· Fireplace + Billboard</li> <li>· Multiscreen-Special format<sup>2</sup></li> </ul>
<b>Mobile</b>	<ul style="list-style-type: none"> <li>· Mobile Content Ad 6:1</li> <li>· Mobile Content Ad 4:1</li> <li>· Mobile Native Style Ads<sup>1</sup></li> </ul>	Environment: <b>€50</b>	Environment: <b>€60</b>	Environment: <b>€70</b>	Environment: <b>€80</b>
		ROS: <b>€40</b>	ROS: <b>€50</b>	ROS: <b>€60</b>	ROS: <b>€70</b>
	<ul style="list-style-type: none"> <li>· Mobile Content Ad 2:1</li> <li>· Mobile Medium Rectangle</li> <li>· Push Ad</li> <li>· Mobile Native Style Ads</li> </ul>	Environment: <b>€60</b>	Environment: <b>€70</b>	Environment: <b>€80</b>	Environment: <b>€90</b>
		ROS: <b>€50</b>	ROS: <b>€60</b>	ROS: <b>€70</b>	ROS: <b>€80</b>
<ul style="list-style-type: none"> <li>· Mobile Content Ad 1:1</li> <li>· Understitial</li> </ul>	Environment: <b>€70</b>	Environment: <b>€80</b>	Environment: <b>€90</b>	Environment: <b>€100</b>	
	ROS: <b>€60</b>	ROS: <b>€70</b>	ROS: <b>€80</b>	ROS: <b>€90</b>	
<ul style="list-style-type: none"> <li>· Vertical Video</li> <li>· (Video)-Interstitial/Interscroller</li> <li>· Multiscreen-Special format<sup>2</sup></li> </ul>	Environment: <b>€75</b>	Environment: <b>€85</b>	Environment: <b>€95</b>	Environment: <b>€105</b>	
	ROS: <b>€65</b>	ROS: <b>€75</b>	ROS: <b>€85</b>	ROS: <b>€95</b>	
<b>Video</b>	<ul style="list-style-type: none"> <li>· PreRoll</li> <li>· MidRoll</li> <li>· Header Outstream Ad (up to and inc. 20 Sec.)<sup>3</sup></li> </ul>	Environment: <b>€100</b>			
		ROS: <b>€90</b>			
	<ul style="list-style-type: none"> <li>· Bumper Ads (Up to and inc. 6 Sec.)</li> </ul>	Environment: <b>€70</b>			
		ROS: <b>€60</b>			
			<b>TechView 100/1</b>	<ul style="list-style-type: none"> <li>· Sticky Billboard + Sicky Content Ad 6:1/ 4:1</li> </ul>	Environment: <b>€90</b>
					ROS: <b>€80</b>

**i** MULTISCREEN – Traffic division between desktop and mobile according to availability.

**Additional options:**

Mobile- / Desktop- / Tablet-only	Base price + 15 €/ 1000 clicks
Expandable Ads	+ 10 €/ 1000 clicks
InText Outstream Ad (Worked out: Cost Per Completed View)	see separate ratecard data products
Data-Products	see separate ratecard data products
Tandem- / Triple-Ads	highest price category plus device surcharge

- <sup>1</sup> Played out at the MedRec position
- <sup>2</sup> e.g. Transformer Ad
- <sup>3</sup> Excess length (21-30 sec.) + €20 CPM // short spots (≤ 15 sec.) - €20 CPM //VPAID + €10 CPM

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Brand Story	Duration	Page Views	Price
<b>Brand Story<sup>1</sup></b> · Text Brand Story inkl. Native Teaser (Desktop & Mobile) · Social Media Postings (Facebook or Instagram)	4 weeks	5,000	<b>€62,000<sup>2</sup></b>
<b>Brand Channel<sup>3</sup></b> · Text Brand Story inc. Native Teaser (Desktop & Mobile) · Social Media Postings (Facebook or Instagram) · BILD.de Home A-Teaser	6 weeks	15,000	<b>€170,000<sup>4</sup></b>
Topic specials	Traffic generation <sup>6</sup>	Special stages <sup>7</sup>	Price of package <sup>8</sup>
<b>Themed specials Packet S<sup>5</sup></b>   max. 1 week · 1x positioning of the themed special on the Home · Inc. Advertorial	250,000	50,000	<b>€13,000</b>
<b>Themed specials Packet M<sup>5</sup></b>   max. 2 weeks · 2x positioning of the themed special on the Home und permanently on the affiliated Channel · Inc. Advertorial	500,000	100,000	<b>€23,000</b>
<b>Native Special</b>   max. 4 weeks · 2x positioning of the themed special teasers on the Home und permanently on the affiliated Channel · inc Brand Story	1,160,000	200,000	<b>€40,500</b>
Advertorials, Action stages und Competition advertorials	Ad Impressions <sup>6</sup>	Packet price <sup>9</sup>   inc. SR	
<b>Advertorial Packet S</b>   max. 2 weeks · Contentbar Home / Contentbar Channel start page / Content-Teaser in RoS (Desktop) · Medium Rectangle Multiscreen in RoS	500,000	<b>€11,000</b>	
<b>Advertorial Packet M</b>   max. 4 Weeks · Medium Rectangle Home / Contentbar Home / Contentbar Channel start pages / Content-Teaser in RoS (Desktop) · Medium Rectangle Multiscreen in RoS	1,000,000	<b>€18,500</b>	
<b>Advertorial Packet L</b>   max. 6 Weeks · Medium Rectangle Home / Contentbar Home / Contentbar Channel start pages / Content-Teaser in RoS (Desktop) · Medium Rectangle Multiscreen in RoS	1,500,000	<b>€23,500</b>	
<b>Action stages</b>   max. 4 weeks · Medium Rectangle Home / Contentbar Home / Contentbar Channel start pages / Content-Teaser in RoS (Desktop) · Medium Rectangle Multiscreen in RoS	1,500,000	<b>€36,000</b>	

<sup>1</sup> Traffic generation by Native Home Teaser, Native Teaser in ROS, Social Sponsored posts

<sup>2</sup> plus €3,000 creation costs (no discounts or agency commissions deductible) -> Creation of Brand Story, Teaser, Social Sponsored Posts; for special productions (e.g. Influencer Story or Quiz Story) potentially more

<sup>3</sup> Contains 1 own customer stage and 3 brand stories, additional brand stories for additional charges, traffic through Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts

<sup>4</sup> plus €8,000 creation costs (no discounts or agency commissions deductible) -> Creation of Brand Stories, Teaser, Social Sponsored Posts; for special productions (e.g. Influencer Story or Quiz Story) potentially more

<sup>5</sup> Advertorial additionally bookable in combination with Media for min. €7,500 plus creation costs for the Advertorial

<sup>6</sup> Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS

<sup>7</sup> Booking of Fireplace + Medium Rectangle, as well as Content Ad 2: 1 + Mobile Medium Rectangle, other placement possible on request

<sup>8</sup> plus €2,000 creation costs when creating through TECHBOOK (no discounts or agency commissions deductible) -> Creation of special stage, presentation header with logo-in

<sup>9</sup> plus €2,000 creation costs when created through TECHBOOK (no discounts or agency commissions deductible) -> Creation of advertorial + traffic-generating advertising material included

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Facebook Sponsored Posts <sup>10</sup>	Ad Impressions	Price of package
4 Sponsored Posts	400,000	<b>€14,500</b>
Influencer Marketing with Techbook Blogstars <sup>11</sup>	Media of your choice	Blogger costs + Handling fee <sup>12</sup>
5 Bloggers each with 1 Blogpost	<b>min. €10,000 <sup>11</sup></b>	<b>€14,500</b>

<sup>10</sup> If created by Creative Services plus €600 creation costs (no discounts or agency commissions deductible) for the advertising forms Classic, Caroussel Ad, Video, Slideshow Ad (5 working days in advance). The Canvas Ad costs €1,890 in creation costs (no discounts or agency commissions deductible) (10 working days in advance). Extension of a competition tool incurs € 2,999 creative costs (no discounts or agency commissions deductible) (15 working days in advance). A maximum of 3 targeting criteria can be combined, targeting brand fans is not possible with other targeting criteria. No surcharge for targeting. Targeting is included in the fixed price

<sup>11</sup> no discounts or agency commissions deductible, every additional blogger on request

<sup>12</sup> Nett2 value

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