



CONCEPT

Germany's fastest growing, widest-reaching financial and stock market portal

Quality-conscious, high-income, educated, luxury affine users as an audience for your brand

The deepest information- und database of European financial portals

Private and professional usage

A high level of satisfaction along with loyal users are the main characters of finanzen.net

TARGETGROUP

Net income above average

Male and high level of education

Affinity index over 210 for a net income of 4000 € and more. .

- 75% are male
- 72% are employed

Key Figures /Month Digital

Unique user ¹⁾	3.67 million
Page impressions ²⁾	191,854,967
Visits ²⁾	29,147,323

Target Audience¹⁾

	Digital
Male	75 %
betw een 20 and 39 years	41 %
Employed	73 %
Net income of >3000 €	49 %

1) AGOF daily digital facts, basis: digital WNK 16+ years (59.14 million); single month October 2018
 2) IWV October 2018

		DESKTOP			
MULTISCREEN		AdBundle, Skyscraper, Superbanner, Native Style Ads ¹ Medium Rectangle	Wallpaper, Sitebar, Halfpage Ad	Fireplace, Floor Ad, Billboard ⁵	Interstitial ³ , Video Wall ⁶ , Multiscreen-special formats ⁴
MOBILE	Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ²	Channel: € 50 ROS: € 40 TK: € 30 ROP: € 20	Channel: € 60 ROS: € 50 TK: € 40 ROP: € 30	Channel: € 70 ROS: € 60 TK: € 50 ROP: € 40	Channel: € 80 ROS: € 70 TK: € 60 ROP: € 50
	Mobile Content Ad 2:1, Mobile-/Social- ² Medium Rectangle, Push Ad,	Channel: € 60 ROS: € 50 TK: € 40 ROP: € 30	Channel: € 70 ROS: € 60 TK: € 50 ROP: € 40	Channel: € 80 ROS: € 70 TK: € 60 ROP: € 50	Channel: € 90 ROS: € 80 TK: € 70 ROP: € 60
	Mobile Content Ad 1:1, Understitial	Channel: € 70 ROS: € 60 TK: € 50 ROP: € 40	Channel: € 80 ROS: € 70 TK: € 60 ROP: € 50	Channel: € 90 ROS: € 80 TK: € 70 ROP: € 60	Channel: € 100 ROS: € 90 TK: € 80 ROP: € 70
	(Video-) Interstitial ³ , Vertical Video, Multiscreen- Sonderformate ⁴	Channel: € 75 ROS: € 65 TK: € 55 ROP: € 45	Channel: € 85 ROS: € 75 TK: € 65 ROP: € 55	Channel: € 95 ROS: € 85 TK: € 75 ROP: € 65	Channel: € 105 ROS: € 95 TK: € 85 ROP: € 75
VIEW IMPACT	Sticky Half Page Ad / Sitebar + Sticky Content Ad 6:1 / 4:1	Channel: n/a ROS: n/a TK: € 45 ROP: € 30	VIDEO	PreRoll, MidRoll, Header Outstream Ad (up to incl. 20 sec.) ⁹	Channel: € 100 ROS: € 90 TK: € 90 ROP: € 70
	Sticky Billboard + Sticky Content Ad 6:1 / 4:1	Channel: n/a ROS: n/a TK: € 60 ROP: € 45		Bumper Ads (up to incl. 6 sec.)	Channel: € 70 ROS: € 60 TK: € 60 ROP: € 50

MULTISCREEN - Traffic distribution between stationary and mobile is subject to availability

Options:	Mobile- / Desktop- / Tablet-only	regular cpm + € 10 cpm
	Expandable Ads	+ € 10 cpm
	InText Outstream Ad (Abrechnung: Cost Per Completed View)	s. separate Ratecard
	Data-products	s. separate Ratecard
	Tandem- / Triple Ads	highest Pricecategory + Devicesurcharge

Remarks:

- 1) Billing on CpC basis on request
- 2) Bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) currently at BILD.de, finanzen.net, computerbild.de, transferrmarkt.de, Lifeline (9month.de, herzberatung.de, harminkontinenz.de, yavivo.de). More titles will follow. At Welt.de exclusively Google AMP bookable.
- 3) On BILD mobile or BILD.de only bookable as a fixed placement.
- 4) For example, Transformer ad
- 5) For autobild.de applies a surcharge of 20 € TKP on any combination of a billboard with a mobile format
- 6) On BILD.de only as a homepage fixed placement bookable.
- 7) Only mobile bookable (without mobile-only surcharge) // key word targeting upday + 10 € CPM
- 8) Overlength (21-30 sec.) + 20 € CPM // Short spots (≤ 15 sec.) - 20 € CPM // VPAID + 10 € CPM

DAY FIXED PLACEMENT HOME (o'clock to 0 o'clock , weekdays only)

Placement	Desktop, MEW und APP	Price
Guaranteed ad impressions	800,000	
WP / SB / HPA / FP / BB / Interstitial / Video-Wall	Medium Rectangle / Contend Ad / Interstitial / Reminder	€ 17,000

DECISION MAKERS IMPACT

	Decision Homepage Bundle Fixedprice (CPM) ^{2) 5)}	Decision Day Fixedprice (CPM) ^{3) 5)}	Decision Week Fixedprice (CPM) ^{4) 5)}
Guaranteed ad impressions	1,300,000	2,300,000	4,100,000
Wallpaper	€ 27,300 (€ 21)	€ 48,300 (€ 21)	€ 86,100 (€ 21)
Billboard	€ 39,000 (€ 30)	€ 69,000 (€ 30)	€ 123,000 (€ 30)
Interstitial / Fireplace + Billboard	€ 45,500 (€ 35)	€ 80,500 (€ 35)	€ 143,500 (€ 35)

REACH PACKAGES MULTISCREEN ROS

Guaranteed ad impressions		500 K AIs	1 M AIs	1,5 M AIs
Fixed prices correspond		40 % Discount	50% Discount	60% Discount
	DESKTOP	MOBILE		
Super Banner / Skyscraper / Ad Bundle	Content Ad 6:1 / 4:1	€ 12,000	€ 20,000	€ 24,000
Super Banner / Skyscraper / Ad Bundle	Content Ad 2:1	€ 15,000	€ 25,000	€ 30,000
Medium Rectangle	Medium Rectangle	€ 15,000	€ 25,000	€ 30,000
Wallpaper / Layer / Sitebar / Halfpage Ad	Content Ad 2:1	€ 18,000	€ 30,000	€ 36,000
Fireplace / Billboard	Content Ad 2:1 / Medium Rectangle	€ 21,000	€ 35,000	€ 42,000

Specs: <http://www.mediapilot.de/specs>

All prices are CPM or fixed price, without agency discount. Value added tax not included | Changes and errors excepted.

ADVERTORIALS ^{1,3} / SPECIAL EDITION ^{1,3}

Package	Running Time	Guaranteed Views	Package Price
Advertorial Paket Size S	2 Weeks	5,000	€ 15,000
Advertorial Paket Size M	4 Weeks	10,000	€ 30,000
Advertorial Paket Size L	8 Weeks	20,000	€ 45,000
SPECIAL EDITION	12 Weeks = 3 Month	Uo to 7 Topics (incl. Interview) in one SPECIAL EDITION available	30,000 € 65,000

NEWSLETTER ^{1,2}

	Recipients	Specification	Package Price
Finanzen.net NL	40,000	HTML New sletter, Sender: Finanzen.net	€ 10,000

BRAND STORY ¹

	Running Time 4 Weeks	Page Views	Package Price
Guaranteed View s		10,000	€ 30,000

¹ All Special Editions, Advertorials and Brand Stories contain € 2,500 added creative costs, no discount on creative costs

² Delivered as HTML-File, otherwise 2,500 Euro added as creative costs no discount on creative costs

³ Purchase of Fixed Placement and ROS Ais during runtime

⁴ Internal Linking of Display-Ais on Advertorial

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