



Mobile

KONZEPT

TV DIGITAL provides comprehensive information about the world of digital television on more than 190 channels. As a result, the **digital portals** of TV DIGITAL complement Europe's largest programme guide editorial team with:

- A first-class entertainment section that has movie and DVD critiques, game reviews, trends and news
- Media libraries, WebTV and live TV (Zattoo)
- Digital news on TV stations, Internet TV and mobile media
- Star interviews and high-quality photo series
- Personalised services such as connection to the Facebook community and Watchmi
- Appealing contests

Use our variety of specials for your advertising campaign:

- Native advertising / advertorials
- Special stagings/ online events / InBoard video ads
- Contest cooperations
- Social media campaigns
- watchmi – personal television by TV DIGITAL

User Figures/Month	desktop	mobile	App ³	Target audience	desktop ⁴	mobile ⁴
Page Impressions ²⁾	2,708,661	6,092,611	17,831,117	male	60 %	52 %
Visits ²⁾	503,204	1,444,394	2,905,177	between 20 & 49 years	54 %	67 %
Unique User ¹⁾	180,000	300,000	244,527	Highly educated	37 %	41 %
				Household net income	2000€+ 63 %	3000€+ 47 %

1 AGOF digital facts 2018 – 03 (Basic 14+)
 2 IVW 02 / 2018
 3 App = iOS & Android from Google Analytics March 2018
 4 AGOF daily digital facts March 2018, Basis: digitale WNK 14+ Jahre (57,07 Mio.)

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

MULTISCREEN – mobile and desktop traffic is distributed according to

Additional options: Mobile- / Desktop- / Tablet-only basic price + € 10 CPM
 Expandable Ads + € 10 CPM
 Tandem- / Triple Ads highest pricing category plus extra charge for device

- 1) Billing for CpC on demand
- 2) Bookable in Facebook instant articles and Google AMP (Accelerated Mobile Pages) currently available at bei BILD.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harminkontinenz.de, yavivo.de). More to come.
- 3) e.g. Transformer Ad
- 4) Overlength (21-30 sec.) + € 20 CPM // short spots (≤ 15 sec.) - € 20 CPM // VPAID + € 10 CPM

In case of imminent underdelivery, Media Impact reserves the right to add inventory from a related channel and/or inventory from ROS in the booked campaign period.

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

Unless stated otherwise, all prices are CPM or fixed rates, less agency commission and excl. VAT / Subject t change. Errors and omissions excepted

REACH PACKAGES MULTISCREEN ROS



		500 k Als	1 m Als	1,5 m Als
		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 €

ADVERTORIAL (4 weeks) MULTISCREEN



	Ad Impressions	Package
Package XXL: inkl. flash stage on the home site and campaign stage with max. 4 articles and teaser packages RoS over 4 weeks (1,2 Mio. AI):		16.000 €
▪ Ad Bundle (Superbanner, Skyscraper, Medium Rectangle) + Mobile Content Ad 6:1 + 4:1	800.000	
▪ Wallpaper + Mobile Content Ad 2:1	200.000	
▪ Billboard + Mobile Content Ad 2:1	200.000	
	1.200.000	

Creative and production charges: 2.300 € per Advertorial

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