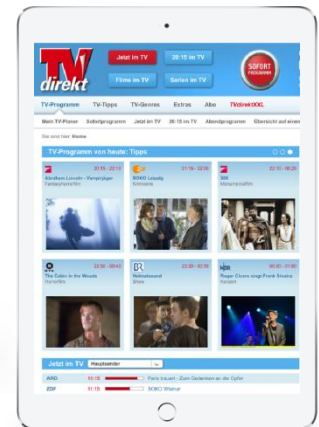


App



Mobile

## CONCEPT

The services offered by the TVdirekt Online Group Digital are characterized by fast and personalized EPGs, easy navigation, best visibility as well as loyal and qualitative users.

The media offer combines the media penetration of all program pages belonging to Gong Verlag.

- tvdirekt-online.de
- tvdirekt.de
- klack.de
- gong.de
- bildundfunk.de
- nurtv.de
- tvfuermich.de
- sudokutv.de
- spiele.klack.de



- TVdirekt Mobil
- Klack Mobil



User Figures/Month	desktop	mobile	App <sup>3)</sup>	Target audience	Desktop <sup>4)</sup>	Mobile <sup>4)</sup>
Page Impressions <sup>2)</sup>	3,249,571	836,052	83,873,825	female	43 %	52 %
Visits <sup>2)</sup>	944,094	248,241	11,850,638	between 20 & 49 years	57 %	69 %
Unique User <sup>1)</sup>	220,000	66,252	757,972	Highly educated	47 %	40 %
				Household net income 2.000€+	69 %	59 %

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 (basic 14+)

MULTISCREEN		DESKTOP							
		AdBundle, Skyscraper, Superbanner, Native Style Ads <sup>1</sup> Medium Rectangle		Wallpaper, Sitebar, Halfpage Ad		Fireplace, Floor Ad, Billboard		Video Wall, Multiscreen-Sonderformate <sup>3</sup>	
MOBILE	Mobile Content Ad 6:1 + 4:1 <sup>1</sup> , Mobile Native Style Ads	Category: 50 €	Category: 60 €	Category: 70 €	Category: 80 €	Category: 50 €	Category: 60 €	Category: 70 €	Category: 80 €
		ROS: 40 €	ROS: 50 €	ROS: 60 €	ROS: 70 €	ROS: 40 €	ROS: 50 €	ROS: 60 €	ROS: 70 €
		TK: 30 €	TK: 40 €	TK: 50 €	TK: 60 €	TK: 30 €	TK: 40 €	TK: 50 €	TK: 60 €
		ROP: 20 €	ROP: 30 €	ROP: 40 €	ROP: 50 €	ROP: 20 €	ROP: 30 €	ROP: 40 €	ROP: 50 €
	Mobile Content Ad 2:1, Mobile-/Social- <sup>2</sup> Medium Rectangle, Push Ad	Category: 60 €	Category: 70 €	Category: 80 €	Category: 90 €	Category: 50 €	Category: 60 €	Category: 70 €	Category: 80 €
		ROS: 50 €	ROS: 60 €	ROS: 70 €	ROS: 80 €	ROS: 40 €	ROS: 50 €	ROS: 60 €	ROS: 70 €
		TK: 40 €	TK: 50 €	TK: 60 €	TK: 70 €	TK: 30 €	TK: 40 €	TK: 50 €	TK: 60 €
		ROP: 30 €	ROP: 40 €	ROP: 50 €	ROP: 60 €	ROP: 20 €	ROP: 30 €	ROP: 40 €	ROP: 50 €
	Mobile Content Ad 1:1, Understitial	Category: 70 €	Category: 80 €	Category: 90 €	Category: 100 €	Category: 60 €	Category: 70 €	Category: 80 €	Category: 90 €
		ROS: 60 €	ROS: 70 €	ROS: 80 €	ROS: 90 €	ROS: 50 €	ROS: 60 €	ROS: 70 €	ROS: 80 €
		TK: 50 €	TK: 60 €	TK: 70 €	TK: 80 €	TK: 40 €	TK: 50 €	TK: 60 €	TK: 70 €
		ROP: 40 €	ROP: 50 €	ROP: 60 €	ROP: 70 €	ROP: 30 €	ROP: 40 €	ROP: 50 €	ROP: 60 €
	(Video-) Interstitial <sup>3</sup> , Vertical Video, Multiscreen- Sonderformate	Category: 75 €	Category: 85 €	Category: 95 €	Category: 105 €	Category: 65 €	Category: 75 €	Category: 85 €	Category: 95 €
		ROS: 65 €	ROS: 75 €	ROS: 85 €	ROS: 95 €	ROS: 55 €	ROS: 65 €	ROS: 75 €	ROS: 85 €
		TK: 55 €	TK: 65 €	TK: 75 €	TK: 85 €	TK: 45 €	TK: 55 €	TK: 65 €	TK: 75 €
		ROP: 45 €	ROP: 55 €	ROP: 65 €	ROP: 75 €	ROP: 35 €	ROP: 45 €	ROP: 55 €	ROP: 65 €
VIEW IMPACT	Sticky Half Page Ad / Sitebar + Sticky Content Ad 6:1 / 4:1	Category: n/a	PreRoll, MidRoll, Header Outstream Ad (till incl. 20 sec.) <sup>4</sup>		Category: 100 €	Category: n/a	Category: 90 €	Category: 90 €	Category: 70 €
		ROS: n/a			ROS: 90 €	Category: n/a	TK: 90 €	TK: 90 €	ROP: 70 €
		TK: 45 €			ROP: 70 €	Category: 70 €	Category: 60 €	Category: 60 €	Category: 50 €
		ROP: 30 €			Category: 70 €	Category: 60 €	Category: 60 €	Category: 50 €	Category: 50 €
	Sticky Billboard + Sticky Content Ad 6:1 / 4:1	Category: n/a	Bumper Ads (till incl. 6 sec.)		Category: 70 €	Category: n/a	Category: 60 €	Category: 60 €	Category: 50 €
		ROS: n/a			ROS: 60 €	Category: n/a	TK: 60 €	TK: 60 €	Category: 50 €
		TK: 60 €			Category: 50 €	Category: 50 €	Category: 50 €	Category: 50 €	Category: 50 €
		ROP: 45 €			Category: 50 €	Category: 50 €	Category: 50 €	Category: 50 €	Category: 50 €

**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**  

Guaranteed Ad Impressions		500 k Als	1 m Als	1,5 m Als
Fixed prices according to		40 % Discount	50% Discount	60% Discount
	<b>DESKTOP</b>	<b>MOBILE</b>		
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 €

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.

**ADVERTORIAL (4 weeks) MULTISCREEN**  

	Ad Impressions	Package
<b>Package XXL:</b> 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	
	<b>1.200.000</b>	

Creative and production charges: 2.300 € per Advertorial

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