

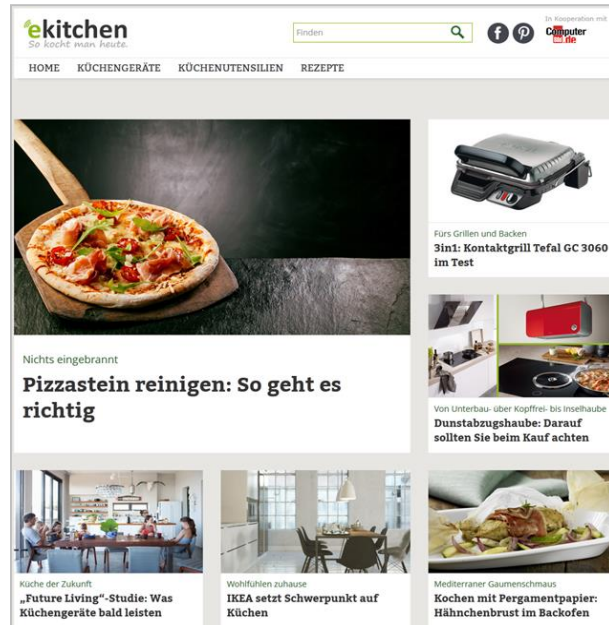
**‘That’s How You Cook Today’  
The COMPUTER BILD Group’s  
Vertical Publication for the Kitchen**



media **impact** ■

# eKitchen

Cooking 2.0 - that's how you cook today



**Red-hot, not lukewarm - eKitchen brings you news a cut above the rest.**

eKitchen provides the user with information on the **latest kitchen and nutrition trends**.

**Tests, current news and videos** - always on fitting topics.

**New cooking trends, innovative ideas and modern kitchen appliances** - users can find all this on eKitchen.de.

eKitchen focuses on the **connected home**. As digitalisation continues, the networked kitchen is playing a more central role in its content.

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Examples of topics

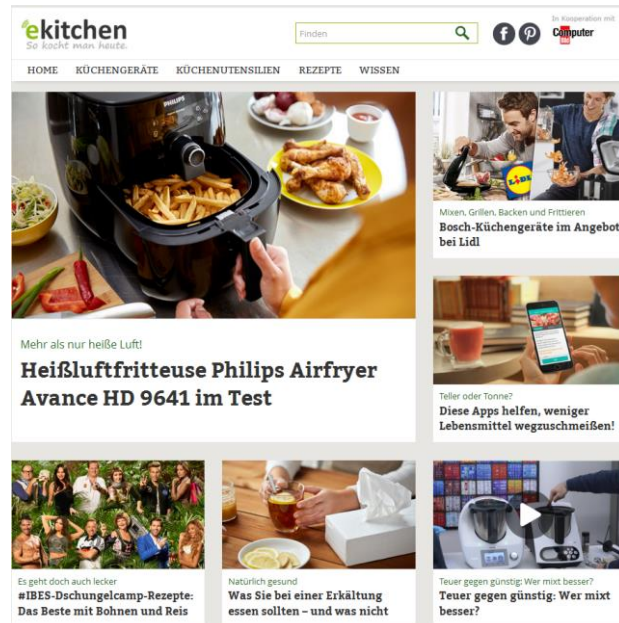
In the coming years, customers will be increasingly confronted with **networked kitchen and household appliances** - this arouses interest; and you can use this **compelling environment to communicate with your target group**.

**eKitchen** has a **Facebook** presence, which means that you can also use this **platform for joint campaigns to interact with your target group**.

With eKitchen you can reach a **target group** that is highly savvy on topics such as the **networked kitchen and on the new possibilities** opened up by the use of smartphones and tablets.

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## Who you can reach on eKitchen:

- **390,000 unique users**
- **12.218 fans on Facebook**
- **986.743 PI per month\*\***
- **47% men**
- **53% women**
- **58% aged 30 - 59 years**
- **64% with a net household income of more than €2,000 / 43% with more than €3,000**
- **Planned purchase (definite/maybe) of large household appliances in the next 12 months > Affinity index 129**

\*AGOF 2018-06 - Average in the last 3 months February-April \*\* according to Google Analytics

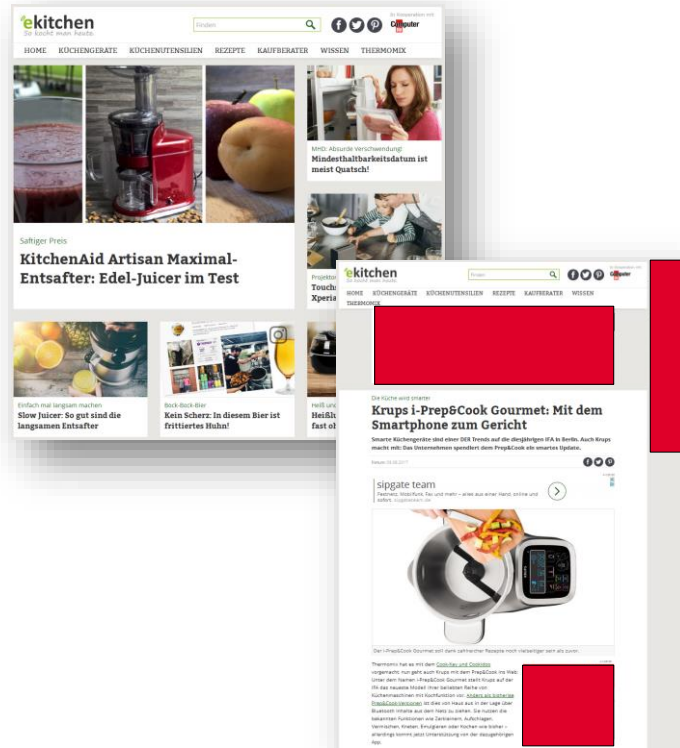
Cooperation opportunities

**ekitchen**  
*So kocht man heute.*

media **impact** ■

# Display integration

eKitchen - that's how you cook today

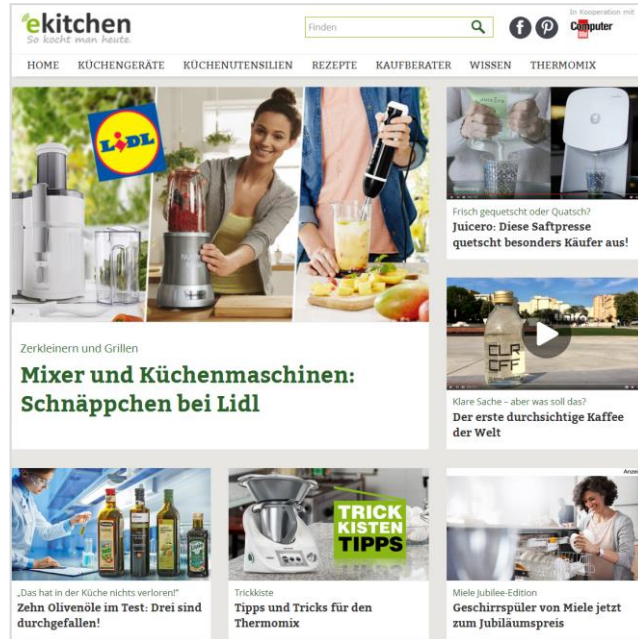


The partner can be integrated into eKitchen with **display ads**:

- large format sizes such as **billboards** and **wallpapers**
- Standard formats like **superbanner**, **skyscraper** and **medium-rectangle**.
- **exclusive week placement** - the partner books a particular advertising format for one week at an attractive 'exclusive' package price

# Cooperation partner

eKitchen - that's how you cook today

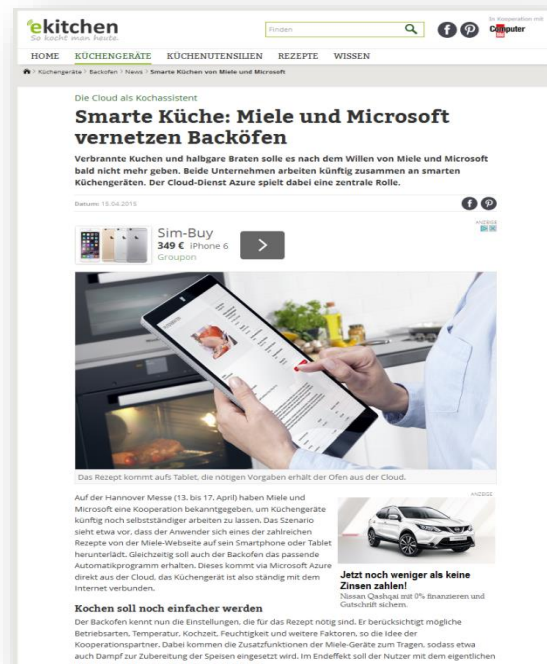


The partner can be integrated into **eKitchen** as **cooperation partner**:

- Logo in the 'in partnership with' header
- **Personal menu item** in the upper navigation bar and link to **your own online advertorial possible**
- Temporary **image-text teaser** on the eKitchen homepage. Link to the partner's online advertorial
- Temporary **teaser** in suitable environments of the sub-channels. Link also to the corresponding online advertorial

# Cooperation partner

eKitchen - that's how you cook today



Illustrative example: Online advertorial 'Miele'

## Further integration options:

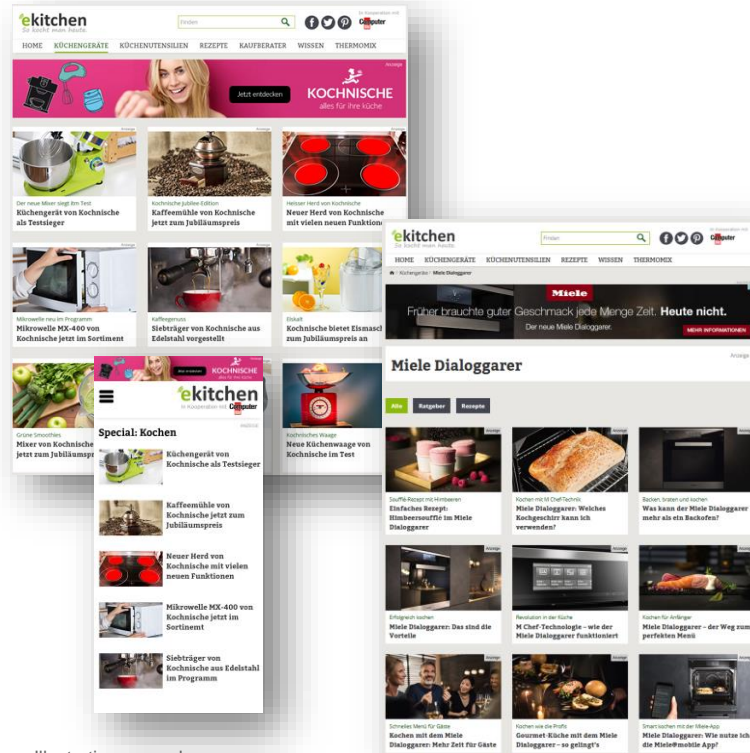
- The partner is incorporated in an **expert tip** for suitable articles. The experts can then be presented on a separate page.
- Integration of the partner into an **online advertorial** with own content, including personal **navigation item**
- Integration of other '**partner campaigns**' possible - these could also be run on the Facebook page of eKitchen, e.g. sweepstakes, competitions or joint user actions

We will gladly make you an individual offer!



# Cooperation partner 'brand channel'

eKitchen - that's how you cook today



Illustrative example

You can promote your product range in all its glory or present yourself as an expert advisor or consultant on your 'own' channel:

- Menu item in main navigation bar
- Your own index page with at least 9 image-text teasers - these link to relevant articles or online advertorials
- Native image-text teaser, e.g. on the home page, in suitable subchannels and within corresponding newsletters
- Comprehensive media package
- Duration from 3 months

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