



CONCEPT

Lifeline launched more than 20 years ago the first German-language online health service. Since then, Lifeline competently informs its users about disease patterns, prevention and therapies. Lifeline includes a board of 110 experts who give the user support and information in medical issues. This makes Lifeline the health portal with the highest advisory competence.

MEDIA HIGHLIGHTS

High quality special executions, theme allocations, advertorials

ADDITIONAL BOOKING UNITS



User figures/ Month	Digital	Target audience ¹ :	Digital
Unique User ¹	2.58 Mio.	female	75 %
Page Impressions ²	15,452,929	between 20 and 49 years old	69 %
Visits ²	5,230,020	employed	70 %
		highly educated	45 %
		HHI of min. € 3,000	41 %

1) AGOF daily digital facts, Basis: digitale WNK 16+ (59,14 Mio.); month October 2018
 2) IVW October 2018

CPM PRICING

MULTISCREEN		DESKTOP			
		AdBundle, Skyscraper, Superbanner, Medium Rectangle	Wallpaper, Sitebar, Halfpage Ad	Fireplace, Billboard	Interstitial, Video Wall, Multiscreen special formats ¹
MOBILE	Mobile Content Ad 6:1 + 4:1	Channel: € 50 ROS: € 40	Channel: € 60 ROS: € 50	Channel: € 70 ROS: € 60	Channel: € 80 ROS: € 70
	Mobile Content Ad 2:1, Mobile Medium Rectangle	Channel: € 60 ROS: € 50	Channel: € 70 ROS: € 60	Channel: € 80 ROS: € 70	Channel: € 90 ROS: € 80
	Mobile Content Ad 1:1, Understitial	Channel: € 70 ROS: € 60	Channel: € 80 ROS: € 70	Channel: € 90 ROS: € 80	Channel: € 100 ROS: € 90
	(Video-) Interstitial, Vertical Video, Multiscreen special formats ¹	Channel: € 75 ROS: € 65	Channel: € 85 ROS: € 75	Channel: € 95 ROS: € 85	Channel: € 105 ROS: € 95
VIDEO	PreRoll, MidRoll, Header Outstream Ad (until 20 sec.) ²	Channel: € 100 ROS: € 90			
	Bumper Ads (until 6 sec.)	Channel: € 70 ROS: € 60			

MULTISCREEN – mobile and desktop traffic is distributed according to

Additional options: Mobile- / Desktop- / Tablet-only basic price + € 15 CPM
 Expandable Ads + € 10 CPM
 Tandem- / Triple Ads highest pricing category plus extra charge for device

1) e.g. Transformer Ad

2) Overlength (21-30 sec.) + € 20 CPM // short spots (≤ 15 sec.) - € 20 CPM // VPAID + € 10 CPM

THEME ALLOCATION

PLACEMENT IN CERTAIN INDICATIONS, MEDICATIONS, ETC. ¹	GUARANTEED AD IMPRESSIONS	CPM
On request (e.g. arthrosis, cold, heel spur, ...)	On request	€ 90 ²

1) Free choice of formats

ADVERTORIAL

PACKAGE	TERM	TRAFFIC SUPPLY ¹	PRICE
Advertorial package size S	2 weeks	500,000 AIs	€ 10,000 ²
Advertorial package size M	4 weeks	1,000,000 AIs	€ 17,500 ²
Advertorial package size L	6 weeks	1,500,000 AIs	€ 22,500 ²

1) AdBundle + Mobile Medium Rectangle in ROS

2) Plus € 2,000 creation costs (not eligible for discounts) -> creation of microsite + traffic supplying ads