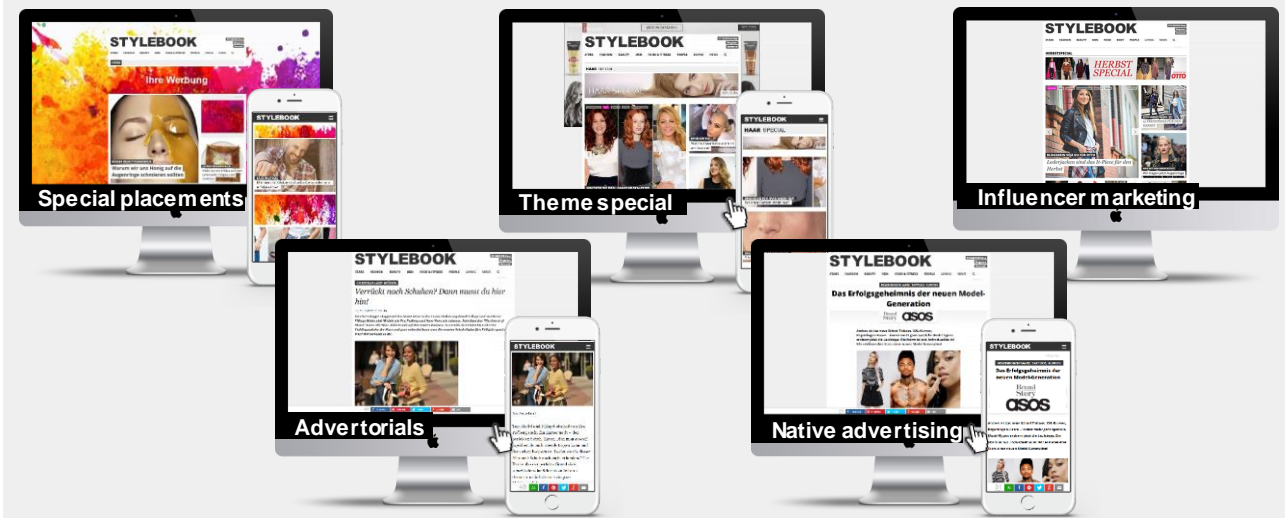




STYLEBOOK.de

- ▶ offers competent lifestyle journalism
- ▶ surprises with stories in the broad range of fashion, beauty, stars, food, people & interior
- ▶ is characterized by a high-quality design
- ▶ has access to more than 32,000 English- and German-speaking influencers

MARKETING HIGHLIGHTS



Key Figures / Month	Digital	Target Audience ¹⁾ :	Digital
Unique Users ¹⁾	2.31 million	between 20 and 39 years old	46 %
Page Impressions ²⁾	7,245,285	employed	83 %
Visits ²⁾	5,018,185	HNI minimum of € 2,000	69 %
		Highly educated (min. A-level)	44 %

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

CPM PRICING

		DESKTOP			
MULTISCREEN		AdBundle, Skyscraper, Superbanner, Medium Rectangle	Wallpaper, Sitebar, Halfpage Ad	Fireplace, Billboard	Interstitial, Video Wall, Multiscreen special formats ¹ , Fireplace + Billboard
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 (up to 20 sec.) ²	Channel: € 100 ROS: € 90			
	Bumper Ads (up to 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

HOMEPAGE PLUS¹ (Fixed placement on homepage + First Contact²: 60,000 AIs per day, 360,000 AIs per week)

MULTISCREEN		DESKTOP							
		AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Sitebar, Halfpage Ad		Fireplace, Billboard		Interstitial, Video Wall, Multiscreen special formats, Fireplace + Billboard	
		Per day	Per week	Per day	Per week	Per day	Per week	Per day	Per week
MOBILE	Mobile Content Ad 6:1 + 4:1, Bild Text Teaser	€ 6,000	€ 30,000	€ 6,000	€ 30,000	€ 6,000	€ 30,000	€ 6,000	€ 30,000
	Mobile Content Ad 2:1, Mobile Medium Rectangle	€ 6,000	€ 30,000	€ 6,000	€ 30,000	€ 6,000	€ 30,000	€ 7,500	€ 37,500
	Mobile Content Ad 1:1, Understitial	€ 6,000	€ 30,000	€ 6,000	€ 30,000	€ 6,000	€ 30,000	€ 7,500	€ 37,500
	(Video-) Interstitial, Vertical Video, Multiscreen special formats	€ 6,000	€ 30,000	€ 7,500	€ 37,500	€ 7,500	€ 37,500	€ 7,500	€ 37,500

1) Saturday and Sunday amount for 1 day
 2) Ad appears at first page view on website

A-TEASER (Fixed daily placement on homepage)¹

MULTISCREEN	40,000 AIs	€ 4,500
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1) Saturday and Sunday amount for 1 day, plus € 500 creation costs (not eligible for discounts), no external impression tracking possible

TAKEOVER AD (Fixed daily placement on homepage + channel entry sites)

MULTISCREEN		DESKTOP	
		Background + Superbanner + Billboard + Medium Rectangle	
MOBILE	Header + Content Ad + Footer	60,000 AIs	€ 6,600

1) Saturday and Sunday amount for 1 day

„BEAUTY“ / „FASHION“ FIXED PLACEMENT (35,000 AIs per day, 210,000 AIs per week)¹

MULTISCREEN		DESKTOP							
		AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Sitebar, Halfpage Ad		Fireplace, Billboard		Interstitial, Video Wall, Multiscreen special formats, Fireplace + Billboard	
		Per day	Per week	Per day	Per week	Per day	Per week	Per day	Per week
MOBILE	Mobile Content Ad 6:1 + 4:1, Bild Text Teaser ³	€ 1,750	€ 7,875	€ 2,100	€ 9,450	€ 2,450	€ 11,025	€ 2,800	€ 12,600
	Mobile Content Ad 2:1, Mobile Medium Rectangle	€ 2,100	€ 9,450	€ 2,450	€ 11,025	€ 2,800	€ 12,600	€ 3,150	€ 14,175
	Mobile Content Ad 1:1, Understitial	€ 2,450	€ 11,025	€ 2,800	€ 12,600	€ 3,150	€ 14,175	€ 3,500	€ 15,750
	(Video-) Interstitial, Vertical Video, Multiscreen special formats	€ 2,625	€ 11,813	€ 2,975	€ 13,388	€ 3,325	€ 14,963	€ 3,675	€ 16,538

„STARS“ FIXED PLACEMENT (75,000 AIs per day, 450,000 AIs per week)¹

MULTISCREEN		DESKTOP							
		AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Sitebar, Halfpage Ad		Fireplace, Billboard		Interstitial, Video Wall, Multiscreen special formats, Fireplace + Billboard	
		Per day	Per week	Per day	Per week	Per day	Per week	Per day	Per week
MOBILE	Mobile Content Ad 6:1 + 4:1, Bild Text Teaser ³	€ 3,750	€ 16,875	€ 4,500	€ 20,250	€ 5,250	€ 23,625	€ 6,000	€ 27,000
	Mobile Content Ad 2:1, Mobile Medium Rectangle	€ 4,500	€ 20,250	€ 5,250	€ 23,625	€ 6,000	€ 27,000	€ 6,750	€ 30,375
	Mobile Content Ad 1:1, Understitial	€ 5,250	€ 23,625	€ 6,000	€ 27,000	€ 6,750	€ 30,375	€ 7,500	€ 33,750
	(Video-) Interstitial, Vertical Video, Multiscreen special formats	€ 5,625	€ 25,313	€ 6,375	€ 28,688	€ 7,125	€ 32,063	€ 7,875	€ 35,438

„FOOD“ FIXED PLACEMENT (15,000 AIs per day, 90,000 AIs per week)^{1,2}

MULTISCREEN		DESKTOP							
		AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Sitebar, Halfpage Ad		Fireplace, Billboard		Interstitial, Video Wall, Multiscreen special formats, Fireplace + Billboard	
		Per day	Per week	Per day	Per week	Per day	Per week	Per day	Per week
MOBILE	Mobile Content Ad 6:1 + 4:1, Bild Text Teaser	€ 750	€ 3,375	€ 900	€ 4,050	€ 1,050	€ 4,725	€ 1,200	€ 5,400
	Mobile Content Ad 2:1, Mobile Medium Rectangle	€ 900	€ 4,050	€ 1,050	€ 4,725	€ 1,200	€ 5,400	€ 1,350	€ 6,075
	Mobile Content Ad 1:1, Understitial	€ 1,050	€ 4,725	€ 1,200	€ 5,400	€ 1,350	€ 6,075	€ 1,500	€ 6,750
	(Video-) Interstitial, Vertical Video, Multiscreen special formats	€ 1,125	€ 5,063	€ 1,275	€ 5,738	€ 1,425	€ 6,413	€ 1,575	€ 7,088

1) Saturday and Sunday amount for 1 day

2) Lead time: 3 weeks

Specs: <https://www.mediaimpact.de/en/spec/>

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

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) Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS
 2) Plus € 2,000 creation costs (not eligible for discounts) -> creation of microsite + traffic supplying ads

SPECIALS

PACKAGE	TERM	TRAFFIC SUPPLY ¹	SPECIAL STAGE ²	PRICE
Theme sponsoring size S ³	1 week	250,000 AIs	50,000 AIs	€ 12,500 ⁴
Theme sponsoring size M ³	2 weeks	500,000 AIs	100,000 AIs	€ 22,500 ⁴
Native Special (1 Advertorial incl.)	4 weeks	1,160,000 AIs	200,000 AIs	€ 40,000 ⁴

- 1) Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS
 2) Placement of Fireplace + Medium Rectangle and Content Ad 2:1 + Mobile Medium Rectangle, alternative placements on request
 3) An additional advertorial can be booked, but only in combination with media for at least € 7,500 (plus € 2,000 creation costs, not eligible for discounts)
 4) Plus € 2,000 creation costs (not eligible for discounts) -> creation of special stage, presenting header, logo integration, integration into the navigation, (microsite), traffic supplying ads; ads on the special stage have to be provided by the customer

INFLUENCER MARKETING

COMPONENTS	YOUR CHOICE OF MEDIA	BLOGGER COSTS + HANDLING FEE ¹
5 influencers, each 1 post	min. € 10,000 ²	€ 10,000

- 1) not eligible for discounts, additional blogger on request
 2) Net2 value

FACEBOOK SPONSORED POSTS

COMPONENTS	GUARANTEED	PRICE
4 Sponsored Posts	400,000 AIs	€ 14,500

- 1) All prices with additionally € 600 creation costs (not eligible for discounts) for classical on picture ad, carousel ad, slideshow oder video (5 days of working before campaign starts)
 For Canvas ad with additionally € 1,890 creation costs (not eligible for discounts, 10 days of working before campaign starts)
 For engagement tools like competitions, sweepstakes additionally € 2,990 creation costs (not eligible for discounts, 15 days of working before campaign starts)
 3 targeting criteria combinable at most; targeting category "brand date" is not combinable with other targetings

NATIVE ADVERTISING

PACKAGE	TERM	GUARANTEED	PRICE
Brand Story ¹	4 weeks	5,000 Views	€ 22,500 ²
Brand Channel ³	6 weeks	15,000 Views	€ 52,500 ⁴

- 1) Traffic supply via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts
 2) Plus € 3,000 creation costs (not eligible for discounts) -> creation of Brand Story, Teaser, Social Sponsored Posts; in case of special production can be charged more (e.g. Influencer Story or Quiz Story)
 3) Contains 1 customer stage and 3 Brand Stories, additional Brand Stories can be booked and will be extra charged, Traffic supply via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts
 4) Plus € 8,000 creation costs (not eligible for discounts) -> creation of Brand Story, Teaser, Social Sponsored Posts; in case of special production can be charged more (e.g. Influencer Story or Quiz Story)

Specs: <https://www.mediaimpact.de/en/spec/>

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