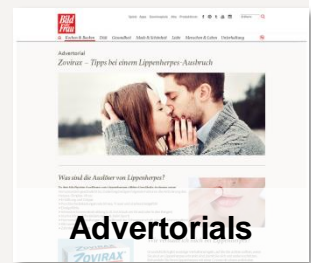


ABOUT THE BODY AND SOUL WELL-BEING

Since more than 15 years bildderfrau.de accompanies the **modern, healthy and enjoyable** living woman online.

Every day we show our user the most **beautiful sites of live** – to feel good, to look gorgeous and to enjoy a healthy lifestyle.

MARKETING HIGHLIGHTS



Key Figures/Month	Digital	Target Audience ¹ :	Digital
Unique user ¹	1.95 million	female	79 %
Page impressions ²	14,862,011	betw een 20 & 59 years old	83 %
Visits ²	3,766,354	employed	69 %
		Monthly net income > € 2,000	62 %

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

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

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

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

FIXED CHANNEL PLACEMENT (Fixed weekly placement on a certain channel)¹

MULTISCREEN	Als on request	Price results from channel CPM minus 25 % discount

1) Saturday and Sunday amount for 1 day

TAKEOVER AD (Fixed weekly placement on homepage + channel entry sites)¹

MULTISCREEN		DESKTOP	
		Background + Superbanner + Billboard + Medium Rectangle	
MOBILE	Header + Content Ad + Footer	100,000 Als	€ 11,000

1) Saturday and Sunday amount for 1 day, channel entry sites: Kochen & Backen, Diät, Gesundheit, Mode & Schönheit, Liebe, Menschen & Leben

ADVERTORIAL

PACKAGE	TERM	TRAFFIC SUPPLY ¹	PRICE
Advertorial package size S	2 weeks	400,000 AIs	€ 8,000 ²
Advertorial package size M	4 weeks	800,000 AIs	€ 14,000 ²
Advertorial package size L	6 weeks	1,200,000 AIs	€ 18,000 ²

1) Medium Rectangle and Mobile Medium Rectangle on homepage, 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
Native Special (1 Advertorial incl.)	4 weeks	On request	On request	On request

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

FACEBOOK SPONSORED POSTS

COMPONENTS	GUARANTEED	PRICE
4 Sponsored Posts	600,000 AIs	€ 21,000

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

PRODUCT TEST (WORD-OF-MOUTH)

TRAFFIC	TERM	COMPONENTS	PRICE
Product test traffic package S	6 weeks	2 weeks homepage teaser, Med Rec multiscreen (300,000 AIs), 4 x Facebook Sponsored Posts	€ 35,000
Product test traffic package M	10 weeks	3 weeks homepage teaser, Med Rec multiscreen (500,000 AIs), 6 x Facebook Sponsored Posts	€ 52,000
Product test traffic package L	> 10 weeks	5 weeks homepage teaser, Med Rec multiscreen (700,000 AIs), 8 x Facebook Sponsored Posts, 2 x newsletter teaser	€ 68,000
SETUP	AMOUNT OF TESTER	COMPONENTS	PRICE
Product test setup package S	500	Preparation (4 weeks), appeal phase (1 week + 1 week shipping), testing phase (2 weeks + 1 week evaluation), result phase (1 week)	€ 10,100 ¹
Product test setup package M	1,000	Preparation (4 weeks), appeal phase (2 weeks + 1 week shipping), testing phase (4 week + 1 week evaluation), result phase (2 weeks)	€ 12,110 ¹
Product test setup package L	Up to 2,500	Preparation (4 weeks), appeal phase (individual), testing phase (individual), result phase (individual)	€ 15,470 ¹

1) not eligible for discounts