



kaufDA - Professional Solutions for the Retail Industry

Let us help you discover the best daily offers in your area.

kaufDA offers **professional solutions** for traditional retailers in the area of location-based services and is thus paving the way for the future of digital advertising to households. In addition to brochures, you will also find **current offers, coupons** and the **opening hours and telephone numbers** of retailers in your area.

In Germany, the brands **kaufDA** and **MeinProspekt** are the alliance with the widest reach in its segment, with more than **12 billion** brochure pages accessed to date and **8 million** enthusiastic users per month.

- **Brochures of digital offers for around 220,000 individual retailers**
- **Opening hours, address and telephone numbers of the individual retailers**
- **Convenient product search allows comparison of offers**
- **Geolocation or postcode entry directs you to the retailers closest to you**

| Key Figures/Month | Desktop | Target Audience kaufDA ¹⁾ : | Desktop |
|--|------------|--|---------|
| Unique User ¹⁾ | 6,86 Mio. | female | 58 % |
| Visits per month ²⁾ | 13,44 Mio. | between 20 & 49 years old | 58 % |
| Page Impressions per month ²⁾ | 36,45 Mio. | higher education level | 34 % |

Source: 1) AGOF daily digital facts, Basis: digitale WNK 16+ years (59,14M); month October 2018 / 2) IVW October 2018

The technical specifications of all forms of advertising and dimensions can be found at <http://www.mediapilot.de/specs>
 All prices are given (unless otherwise stated) as CPM or fixed prices, less agency commission, plus VAT. | Alterations and errors excepted.

Stand: 03.12.2018

| DESKTOP | | | | | |
|---|------|---------------------------------|------|--------------------------------|------|
| AdBundle, Skyscraper, Superbanner, Medium Rectangle | | Wallpaper, Sitebar, Halfpage Ad | | Fireplace, Floor Ad, Billboard | |
| Channel: | € 65 | Channel: | € 75 | Channel: | € 85 |
| ROS: | € 55 | ROS: | € 65 | ROS: | € 75 |

Additional options:

Expandable Ads
Data-Products
Tandem- / Triple Ads

+ €10 CPM
please refer to specific Ratecard
highest pricing category plus device surcharge

REACH PACKAGES ROS - DISPLAY

| Guaranteed Ad Impressions | 500K AIs | 1M AIs | 1.5M AIs |
|---------------------------------------|----------------------|---------------------|---------------------|
| Fixed prices correspond | 40 % discount | 50% discount | 60% discount |
| Super Banner / Skyscraper / Ad Bundle | € 16,500 | € 27,500 | € 33,000 |
| Medium Rectangle | € 16,500 | € 27,500 | € 33,000 |
| Wallpaper / Sitebar / Halfpage Ad | € 19,500 | € 32,500 | € 39,000 |
| Fireplace / Billboard | € 22,500 | € 37,500 | € 45,000 |

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