



Benefit from the relevant and large Media Impact In-App reach!

- 0.7 billion page impressions with 7.6 million unique users per month.¹
- Always up to date content!
- Apps offer a longer stay, a higher emotional connection and a more intense personal experience!
- Classic targeting such as operating system, time, etc. is possible.²

Formats	Home Rotation ³	ROP
Mobile Content Ad 6:1, 4:1	30 €	10 €
Mobile Content Ad 2:1, Mobile Medium Rectangle	35 €	15 €



1) IWW December 2018; AGOF daily digital facts, basis: 10+ years (59.14 million); single month April 2018; called on: 02.01.2019

2) No combination with MI data products possible.

3) Delivery according to availability

Technical specifications of the advertising forms and dimensions can be found at <http://www.mediaimpact.de/specs> or <http://www.mediaimpact.de/abmessungen>

All prices are (unless otherwise stated) CPM or fixed prices, less usual discounts and AE, plus VAT. | Changes and errors excepted.