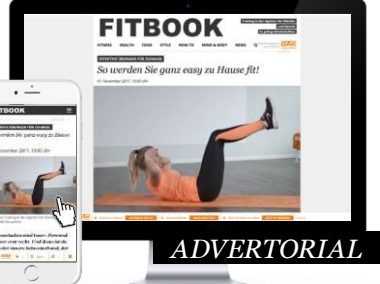
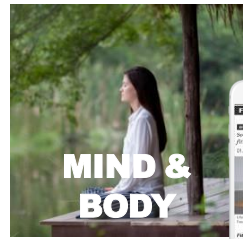
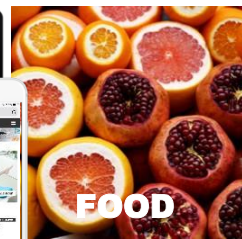
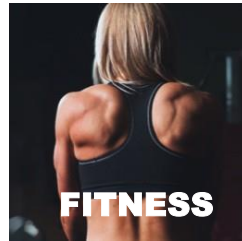
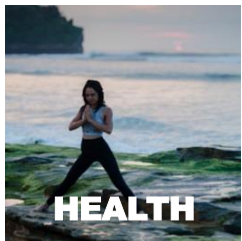


# FITBOOK

## THE DIGITAL FITNESS AND HEALTH MAGAZINE

- ✓ **FITBOOK** is newly quality-journalism of fitness and health themes – understandable for everyone
- ✓ **FITBOOK** gives orientation and arranges topics in a opinionated and scientific way – most of the articles contain expertise of doctors, athletes, scientest and innovation researches
- ✓ **FITBOOK** provides inspiration and instructions for a healthier and more athletic life with the support of athletes, celebrities and influencers
- ✓ **FITBOOK** – to live more activ



Key Figures/Month	Digital	Target Audience	Digital
Unique user <sup>1</sup>	1.71 million	Male <sup>1</sup>	56 %
Visits <sup>2</sup>	3.32 million	20 – 49 years old <sup>1</sup>	71 %
Page impressions <sup>2</sup>	4.86 million	HHNI > 3.000 € <sup>1</sup>	47 %
		High education level <sup>1</sup>	43 %

<sup>1</sup>AGOF daily digital facts, basis: digital WNK 16+ years (59.14 million); single month December 2018

<sup>2</sup>IWV December 2018

		Desktop				
<b>Multiscreen</b>		<ul style="list-style-type: none"> <li>· AdBundle</li> <li>· Skyscraper</li> <li>· Superbanner</li> <li>· Native Style Ads<sup>1</sup></li> <li>· Medium Rectangle</li> </ul>	<ul style="list-style-type: none"> <li>· Wallpaper</li> <li>· Halfpage Ad</li> </ul>	<ul style="list-style-type: none"> <li>· Fireplace</li> <li>· Floor Ad</li> <li>· Billboard</li> <li>· Sitebar</li> </ul>	<ul style="list-style-type: none"> <li>· Interstitial</li> <li>· Video Wall</li> <li>· Cinematic Ad</li> <li>· Double Dynamic Sitebar</li> </ul>	
<b>Mobile</b>	<ul style="list-style-type: none"> <li>· Mobile Content Ad 6:1</li> <li>· Mobile Content Ad 4:1</li> <li>· Mobile Native Style Ads<sup>1</sup></li> </ul>	Channel <b>€ 50</b> ROS <b>€ 40</b>	Channel <b>€ 60</b> ROS <b>€ 50</b>	Channel <b>€ 75</b> ROS <b>€ 65</b>	Channel <b>€ 80</b> ROS <b>€ 70</b>	
	<ul style="list-style-type: none"> <li>· Mobile Content Ad 2:1</li> <li>· Mobile- / Social Medium Rectangle</li> </ul>	Channel <b>€ 60</b> ROS <b>€ 50</b>	Channel <b>€ 70</b> ROS <b>€ 60</b>	Channel <b>€ 85</b> ROS <b>€ 75</b>	Channel <b>€ 90</b> ROS <b>€ 80</b>	
	<ul style="list-style-type: none"> <li>· Mobile Content Ad 1:1</li> <li>· Understitial</li> </ul>	Channel <b>€ 70</b> ROS <b>€ 60</b>	Channel <b>€ 80</b> ROS <b>€ 70</b>	Channel <b>€ 95</b> ROS <b>€ 85</b>	Channel <b>€ 100</b> ROS <b>€ 90</b>	
	<ul style="list-style-type: none"> <li>· (Video-) Interstitial</li> <li>· Interscroller Ad</li> </ul>	Channel <b>€ 75</b> ROS <b>€ 65</b>	Channel <b>€ 85</b> ROS <b>€ 75</b>	Channel <b>€ 100</b> ROS <b>€ 90</b>	Channel <b>€ 105</b> ROS <b>€ 95</b>	
<b>Video</b>	<ul style="list-style-type: none"> <li>· PreRoll</li> <li>· MidRoll</li> <li>· Header Outstream Ad (up to incl. 20 sec.)<sup>2</sup></li> </ul>	Channel <b>€ 100</b> ROS <b>€ 90</b>	<b>100/1</b>		<ul style="list-style-type: none"> <li>· Sticky Billboard + Sticky Content Ad 6:1/ 4:1</li> </ul>	Channel <b>€ 95</b> ROS <b>€ 85</b>
	<ul style="list-style-type: none"> <li>· Bumper Ads (up to incl. 6 sec.)</li> </ul>	Channel <b>€ 70</b> ROS <b>€ 60</b>				

**i** MULTISCREEN – Traffic division between desktop and mobile according to availability.

**Additional Options:**

Mobile- / Desktop- / Tablet-only	Base price + € 10 CPM
Expandable Ads	+ € 10 CPM
Tandem- / Triple-Ads	Highest price category incl. device surcharge

<sup>1</sup>Presented at the MedRec position

<sup>2</sup>Excess length (21-30 sec.) + € 20 CPM // short spots (< 15 sec.) - € 10 CPM // VPAID + € 10 CPM

**i** The technical specifications of all forms of advertising and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>  
 Standard ads must be available 3 days prior to going live, special ads at least 5 days before.  
 In case of under delivery, Media Impact reserves the right to use placements in a related channel or as RoS (desktop and/or MOBILE) as a subsequent delivery.  
 All prices are given (unless otherwise stated) as CPM or fixed prices, less agency commission, plus VAT. | Alterations and errors excepted.

**Homepage + First Contact (Multiscreen)<sup>2</sup>:**

**60,000 AIs per day,  
360,000 AIs per week**

| 10 – 10 o'clock

Mobile

- Mobile Content Ad 6:1 + 4:1
- Mobile Native Style Ads

- Mobile Content Ad 2:1
- Mobile- / Social Medium Rectangle

- Mobile Content Ad 1:1
- Understitial

- (Video)-Interstitial
- Interscroller Ad

**Desktop**

- AdBundle
- Skyscraper
- Superbanner
- Native Style Ads
- Medium Rectangle

- Wallpaper
- Halfpage Ad

- Fireplace
- Floor Ad
- Billboard
- Sitebar

- Interstitial
- Video Wall
- Cinematic Ad
- Double Dynamic Sitebar

per day: **€6.000**  
per week: **€30.000**

per day: **€6.000**  
per week: **€30.000**

per day: **€6.000**  
per week: **€30.000**

per day: **€6.000**  
per week: **€30.000**

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per week: **€30.000**

per day: **€6.000**  
per week: **€30.000**

per day: **€6.000**  
per week: **€30.000**

per day: **€7.500**  
per week: **€37.500**

per day: **€6.000**  
per week: **€30.000**

per day: **€6.000**  
per week: **€30.000**

per day: **€7.500**  
per week: **€37.500**

per day: **€7.500**  
per week: **€37.500**

per day: **€6.000**  
per week: **€30.000**

per day: **€7.500**  
per week: **€37.500**

per day: **€7.500**  
per week: **€37.500**

per day: **€7.500**  
per week: **€37.500**

**Brand Day (Multiscreen) | 10 – 10 o'clock**

**Guaranteed Ad impressions**

**121,000 AIs**

**Desktop:**

Billboard, A-Teaser, Medium Rectangle, Contentbar on the Home +  
Billboard + Contentbar on the channel start pages

**Price: €14,500**

**Mobile:**

A-Teaser + Content Ad (4:1/6:1) + Mobile Medium Rectangle on the Home, Content Ad (4:1/6:1) + Mobile Medium Rectangle on the channel start pages

**A-Teaser<sup>4</sup> | 10 – 10 o'clock**

**Guaranteed Ad impressions**

**40,000 AIs**

**Desktop:** A-Teaser

**Price: €4,500**

**Mobile:** A-Teaser

**Takeover Ad<sup>5</sup> | 10 – 10 o'clock**

**Guaranteed Ad impressions**

**60,000 AIs**

**Desktop:** background + Superbanner + Billboard + Medium Rectangle

**Price: €6,600**

**Mobile:** Header + Content Ad + Footer

<sup>1</sup> Saturday and Sunday count together as 1 day

<sup>2</sup> Advertisement appears at the first page view on the website off the homepage

<sup>3</sup> Saturday and Sunday count together as 1 day, additionally €500 creation costs for the A-Teaser, if created through FITBOOK.de (no discount or agency commission deductible), no build-up of an external pixel is possible

<sup>4</sup> Saturday and Sunday count together as 1 day, additionally €500 creation costs, if created through FITBOOK.de (no discount or agency commission deductible), no build-up of an external pixel is possible

<sup>5</sup> The Takeover Ad consists of: fixed daily placements on the homepage and on the channel start pages, Saturday and Sunday count together as 1 day



The technical specifications of all forms of advertising and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>

Standard ads must be available 3 days prior to going live, special ads at least 5 days before.

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Brand Story	Period	Guaranty	Package price
<b>Brand Story Package M<sup>1</sup></b>	4 weeks	15,000 Views	<b>€50,000<sup>2</sup></b>
<b>Brand Story Package L<sup>1</sup></b>	4 weeks	20,000 Views	<b>€62,500<sup>2</sup></b>
<b>Brand Channel<sup>3</sup></b> · 3 Text Brand Story incl. Native Teaser (desktop & mobile) · Social Media Postings (Facebook or Instagram) · Own client stage	6 weeks	15,000 Views	<b>€52,500<sup>4</sup></b>
Influencer Brand Story Package	Period	Guaranty	Package price <sup>2</sup>
<b>Influencer Brand Story Package M<sup>5</sup></b>	4 weeks	15,000 Views (FITBOOK.de) 340,000 Follower + 80,000 Views (Instagram) <sup>6</sup>	<b>€70,000<sup>7</sup></b>
<b>Influencer Brand Story Package L<sup>5</sup></b>	4 weeks	20,000 Views (FITBOOK.de) 340,000 Follower + 80,000 Views (Instagram) <sup>6</sup>	<b>€82,500<sup>7</sup></b>

<sup>1</sup>Traffic generation via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts

<sup>2</sup>Additionally creation costs Package S: €3,500 | Package M: €4,000 | Package L: €4,500. No discount or agency commission deductible, but plus VAT.

<sup>3</sup>Further Brand Stories with surcharge bookable, traffic generation through Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts

<sup>4</sup>Additionally €8,000 creation costs (no discount or agency commission deductible) -> Creations of Brand Stories, Teaser, Social Sponsored Posts; in case of special productions (e.g. Influencer Story or Quiz Story) potentially more

<sup>5</sup>Traffic generation through Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts and Instagram-Stories

<sup>6</sup>Potential total coverage depend on individual selection of suitable influencers. We would be glad to make an individual offer.

<sup>7</sup>Additionally €2,000 creation costs for coordination by influencer agency Interimate

**i** The technical specifications of all forms of advertising and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>

Standard ads must be available 3 days prior to going live, special ads at least 5 days before.

In case of under delivery, Media Impact reserves the right to use placements in a related channel or as RoS (desktop and/or MOBILE) as a subsequent delivery.

All prices are given (unless otherwise stated) as CPM or fixed prices, less agency commission, plus VAT. | Alterations and errors excepted.

Advertorials, Action Stages and Competition Advertorials	Guaranty	Package price
<b>Advertorial Package S</b>   max. 2 weeks · Homepage Teaser · AdBundle in ROS · Mobile Medium Rectangle in ROS	500,000 AIs	<b>€10,000<sup>1</sup></b>
<b>Advertorial Package M</b>   max. 4 weeks · Homepage Teaser · AdBundle in ROS · Mobile Medium Rectangle in ROS	1,000,000 AIs	<b>€17,500<sup>1</sup></b>
<b>Advertorial Package L</b>   max. 6 weeks · Homepage Teaser · AdBundle in ROS · Mobile Medium Rectangle in ROS	1,500,000 AIs	<b>€22,500<sup>1</sup></b>
<b>Advertorial Stage</b>   max. 4 weeks · Incl. 3 Advertorials · Homepage Teaser · AdBundle in ROS · Mobile Medium Rectangle in ROS	1,500,000 AIs	<b>€35,000<sup>2</sup></b>
Influencer Advertorial Package	Guaranty	Package price <sup>1</sup>
<b>Influencer Advertorial Package S<sup>3</sup></b>   max. 2 weeks	500,000 AIs (FITBOOK.de) 340,000 Follower + 80,000 Views (Instagram) <sup>4</sup>	<b>€30,000<sup>5</sup></b>
<b>Influencer Advertorial Package M<sup>3</sup></b>   max. 4 weeks	1,000,000 AIs (FITBOOK.de) 340,000 Follower + 80,000 Views (Instagram) <sup>4</sup>	<b>€37,500<sup>5</sup></b>
<b>Influencer Advertorial Package L<sup>3</sup></b>   max. 6 weeks	1,500,000 AIs (FITBOOK.de) 340,000 Follower + 80,000 Views (Instagram) <sup>4</sup>	<b>€42,500<sup>5</sup></b>

<sup>1</sup>Additionally €2,000 creation costs by creation through FITBOOK (no discount or agency commission deductible) -> creation of Advertorial + traffic generated Advertisement are included

<sup>2</sup>Additionally €4,000 creation costs by creation through FITBOOK (no discount or agency commission deductible) -> creation of Stage + Advertorial + traffic generated Advertisement are included

<sup>3</sup>Traffic generation through Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS and Instagram-Stories

<sup>4</sup>Potential total coverage depend on individual selection of suitable influencers. We would be glad to make an individual offer.

<sup>5</sup>Additionally €2,000 creation costs for coordination by influencer agency Intermate



The technical specifications of all forms of advertising and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>

Standard ads must be available 3 days prior to going live, special ads at least 5 days before.

In case of under delivery, Media Impact reserves the right to use placements in a related channel or as RoS (desktop and/or MOBILE) as a subsequent delivery.

All prices are given (unless otherwise stated) as CPM or fixed prices, less agency commission, plus VAT. | Alterations and errors excepted.

Themed Specials	Traffic generation	Special Stage <sup>2</sup>	Package price
<b>Topic Special Package S<sup>1</sup></b>   max. 1 week · Homepage Teaser · AdBundle + Mobile Medium Rectangle in ROS	250,000	50,000	<b>€13,000<sup>3</sup></b>
<b>Topic Special Package M<sup>1</sup></b>   max. 2 weeks · Homepage Teaser · AdBundle + Mobile Medium Rectangle in ROS	500,000	100,000	<b>€23,000<sup>3</sup></b>
<b>Power Special</b>   max. 4 weeks · Incl. Advertorial · Homepage Teaser · AdBundle + Mobile Medium Rectangle in ROS	1,160,000	200,000	<b>€40,000<sup>4</sup></b>

Facebook Sponsored Posts <sup>5</sup>	Ad impressions	Package price
4 Sponsored Posts	400,000	<b>€14,800</b>

<sup>1</sup>Advertorial additional bookable in combination with media for at least €7,500, additionally creation costs for the Advertorial

<sup>2</sup>Booking of Fireplace + Medium Rectangle, as well as Content Ad 2:1 + Mobile Medium Rectangle, other placements possible on request

<sup>3</sup>Additionally €2,000 creation costs by creation through FITBOOK (no discount or agency commission deductible) -> creation of Special Stage, Presenting Header with Logo-Integration

<sup>4</sup>Additionally €3,000 creation costs by creation through FITBOOK (no discount or agency commission deductible) -> creation of Special Stage, Presenting Header with Logo-Integration + Advertorial

<sup>5</sup>When created by Creative Services plus €600 creation costs (no discount or agency commission deductible) for classic ad formats, Carousel Ad, Video, Slideshow Ad (5 working days in advance). Canvas Ad incurs €1,890 creation costs (no discount or agency commission deductible, 10 working days in advance). An extension about a competition tool incurs €2,990 creation costs (no discount or agency commission deductible, 15 working days in advance). A maximum of 3 targeting criteria can be combined, targeting on brand fans are not possible with other targeting criteria. No surcharges for targeting. Targeting is included into the fixed price.



The technical specifications of all forms of advertising and dimensions can be found at <https://www.mediaimpact.de/de/digital-formate>

Standard ads must be available 3 days prior to going live, special ads at least 5 days before.

In case of under delivery, Media Impact reserves the right to use placements in a related channel or as RoS (desktop and/or MOBILE) as a subsequent delivery.

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