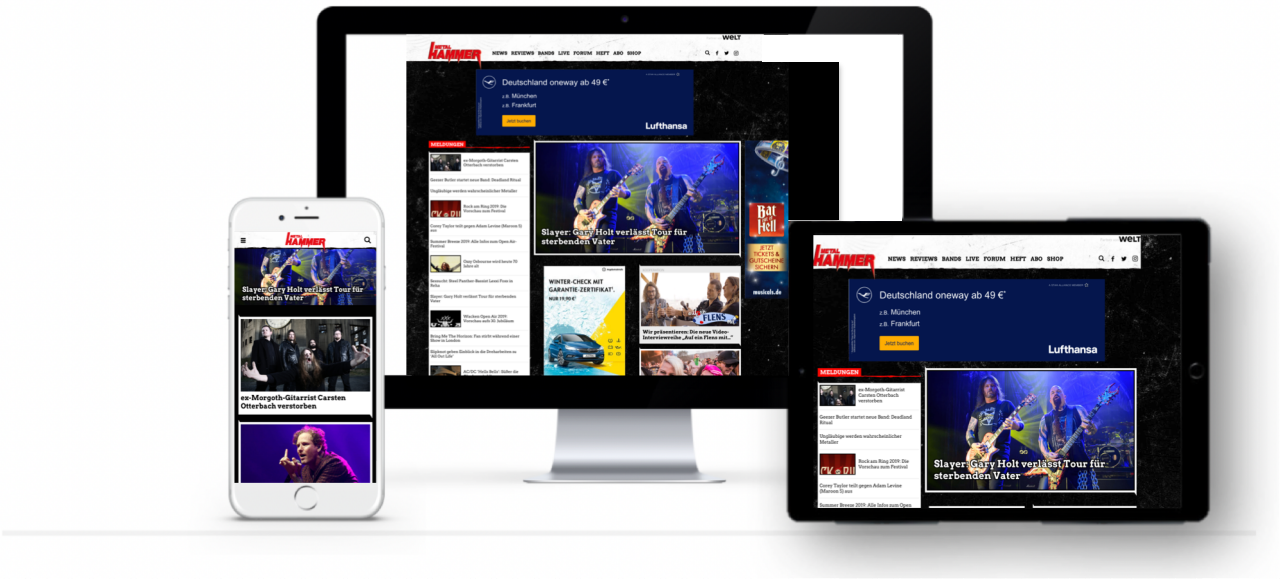


CONCEPT

METAL-HAMMER.de is the leading website for those who love metal and the harder subgenres of rock.

METAL HAMMER DIGITAL 2019

METAL HAMMER is seen as a lighthouse brand of the genre and is the rock site with the widest reach in Germany.
The target group has a high activation potential and commitment, with over 300,000 likes on Facebook among other achievements.
Metal Hammer is a popular hangout destination for a very large fan base of some of the biggest bands in the world (AC/DC, Metallica, Guns N' Roses, Rammstein, etc.).

Key Figures/Month	Value [1]
Unique User	580,725
Visits	956,762
Page Impressions	1,864,058
Facebook Fans	316,137

Key Figures/Month	Desktop/Mobile [1]
Male	29%/ 65%
Female	18%/ 75%
Age 25 – 34	26%/ 71%
Age 35 – 44	25%/ 69%

1) Google Analytics, January 2019

	stationary			
	• AdBundle • Skyscraper, • Superbanner, • Native Style Ads 1 • Medium Rectangle	• Wallpaper, • Sitebar • Halfpage Ad	• Fireplace, • Floor Ad, • Billboard	• Intertestitial-3 • Video Wall- • Multiscreen- • Sonderformate 4
mobile	• Mobile Content Ad 6:1 + 4:1 1 • Mobile Native Style Ads 1	environment: **50 €** ROS: **40 €**	environment: **60 €** ROS: **50 €**	environment: **70 €** ROS: **60 €**	environment: **80 €** ROS: **70 €**
	• Mobile Content AD 2:1 • Mobile- / Social- 3 Medium Rectangle • Push Ad	environment: **60 €** ROS: **50 €**	environment: **70 €** ROS: **60 €**	environment: **80 €** ROS: **70 €**	environment: **90 €** ROS: **80 €**
	• Mobile Content Ad 1:1 • Understitial	environment: **70 €** ROS: **60 €**	environment: **80 €** ROS: **70 €**	environment: **90 €** ROS: **80 €**	environment: **100 €** ROS: **90 €**
	• Video-) Interstitial 3 • Vertical Video, • Multiscreen Special Formats	environment: **75 €** ROS: **65 €**	environment: **85 €** ROS: **75 €**	environment: **95 €** ROS: **85 €**	environment: **105 €** ROS: **95 €**

MULTISCREEN – traffic destribution between stationary and mobile occurs after availability.

Additional Options:

Mobile- / Desktop- / Tablet-only	basic price + 15 € CPT
Expandable Ads	+ 10 € CPT
InText Outstream Ad (Abrechnung: Cost per completed View)	see separate Ratecard data products
Data products	see separate Ratecard data products
Tandem- / Triple-Ads	highest price category + device surcharge

1) accounting on CpC basis on request
2) booking in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) currently available on BILD.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harninkontinenz.de, yavivo.de). Additional ones will follow. On Welt.de only Google AMP is bookable.
3) On BILD mobile or BILD.de only fixed placements are bookable..
4) e.g. Transformer Ad.

Brand Story |6 weeks max.	Page Views	Price
Bundle S Brand Story, including: • Native Teaser (Homepage) • Native Teaser (RoS) • Native Teaser Social Media (Facebook)	6,000	**22,500 €**[1]
Bundle M Brand Story, including: • Native Teaser (Homepage) • Native Teaser (RoS) • Native Teaser Social Media (Facebook)	15,000	**50,000 €**[1]
Bundle L Brand Story, including: • Native Teaser (Homepage) • Native Teaser (RoS) • Native Teaser Social Media (Facebook)	20,000	**62,500 €**[1]
Also available with print extension	–	On request

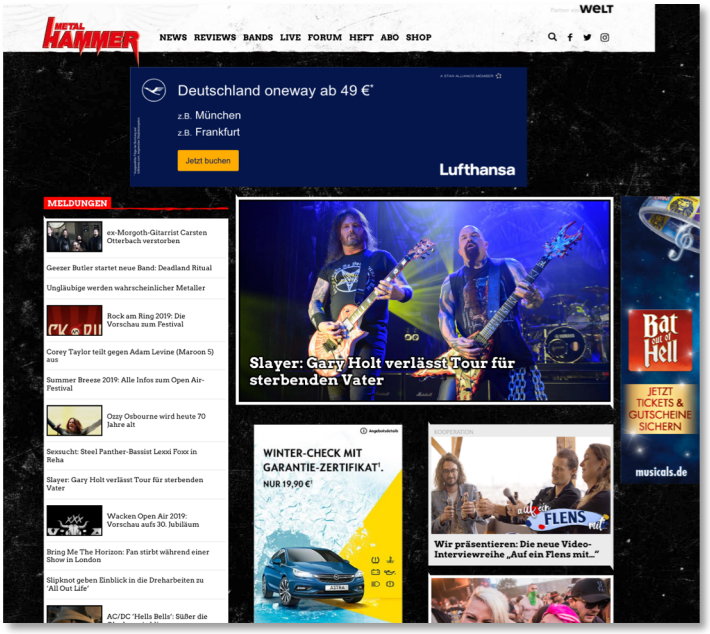
Advertorials[2] (run-time 4 weeks)	Ad Impressions	Price
Bundle M • Creation of an advertorial according to customer requirements • One Teaser on the homepage: B-Teaser fixed placement	80,000	**6,100 €**
Bundle L • Creation of an advertorial according to customer requirements • Two Teasers on the Homepage: A-Teaser with 1 day run-time and B-Teaser fixed placement	250,000 (Teaser & Banner AIs)	**7,700 €**
Bundle XL • Creation of an advertorial according to customer requirements • Two Teasers on the Homepage: A-Teaser with 1 day run-time and B-Teaser fixed placement • AdBundle stationary + mobile Medium Rectangle for traffic input	420,000 (Teaser & Banner AIs)	**10,700 €**

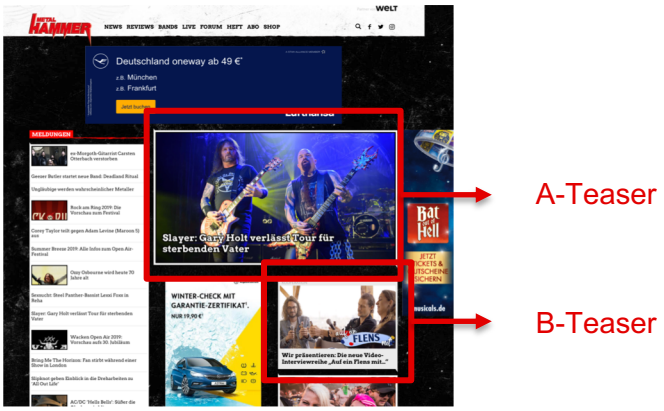
Branded Section[3]	Ad Impressions	Price
The Branded Section • Monothematic and individual theme site on our music portfolio • editorial articles settled in the theme environment and additionally bookable Brand Stories (optional) • Integration of promotional teasers with external links to the clients website possible • Supporting CMS-Teaser to the Branded Section as CMS-Teaser ROS (Sidebar)	200,000 (per month)	**15,000 €** (per month)

Weitere Integration	Ad Impressions	Price
Facebook Sponsored Posts • Integration of your campaigne in the Facebook Newsfeed branded with our strong brands as the publisher • Wide reach and brand remembrance • 4 Postings in a period of 4 weeks, displayed Multiscreen • **Also possible: 2 Posts for half of the ammount!**	600,000	**21,000 €**
Raffle • Creation of an own raffle article • CMS-Teaser in the News on the Homepage and on the „Gewinnen"-website • Run-Time: 2 weeks	100,000 (Teaser AIs)	**from 2,200 €**

1) + creation costs. Bundle S: 3,500 €; Bundle M: 4,000 €; Bundle L: 4.500 €. These are not possible to get a discount on. You still have to pay VAT.
2) + creation costs of 1,250 €. These are not possible to get a discount on. You still have to pay VAT.
3) + creation costs of 1,000 €. These are not possible to get a discount on. You still have to pay VAT.

Advertorials are designed individually. Thanks to the editorial appearance in the Look & Feel of METAL-HAMMER.de, your brand will be displayed in a first-class journalistic environment resulting in a high degree of credibility.



Facts Advertorial

- Suitable for displaying product-highlights, for market launches of products or campaigns reffering to musical topics
- Extensive integration of content, various special formats and innovative presentations can be realised.