Twitter Promoted Tweets | Facts 2019

**Concept**

- **High Credibility & Reach**
  We connect your product with our strong journalistic offers. Benefit from the reputation of the brand WELT.

- **Targeting**
  You have the opportunity to reach your target group of all Twitter users in Germany beyond the fans of the respective brand.

- **High Reach and Brand Recall**
  4 Posts in the campaign period of 2 weeks displayed multiscreen

- **Choose your suitable advertising form!**
  Choose between the classic (1 picture) or the video ad.

- **Let your creativity take over!**
  The greater the added value for the user, the more interactivity.

- **Full Service**
  Our In-House creative agency creates your promoted tweets in consultation with you.

**Targeting: Choose your target group from 12 million¹ German Twitter users!**

**Place**
- Country
- State
- Post Code

**Demographic data**
- Age
- Gender
- Languages

**Interest**
- Several categories, eg. Music, movies or sports.

**Behaviour**
- Reaching your audience based on their buying behaviour, device usage and other activities.

**Prices**

<table>
<thead>
<tr>
<th>4 Promoted tweets ²</th>
<th>Twitter Fans</th>
<th>Guaranteed Als</th>
<th>Fixed price</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIE WELT</td>
<td>1,290,000</td>
<td>500,000</td>
<td>17,500 €</td>
</tr>
</tbody>
</table>

¹ Source: Social Media Institute 2018
² Each price plus 600 € creation cost (must be planned 5 days in advance)

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

Each price is considered (unless otherwise noted) as CPT or fixed price, less usual discounts and AE, plus VAT | Changes and errors excepted

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