



CONCEPT

TV DIGITAL provides comprehensive information about the world of digital television with over 190 channels. TV DIGITAL's digital portals thus complement Europe's largest TV guide editorial staff with :

- a first-class entertainment area with cinema and DVD reviews, game tests, trends and technical news,
- Media libraries, WebTV and Live TV (Zattoo)
- digital news about TV channels, Internet TV and mobile media,
- Star interviews and high-quality photo galleries,
- personalized services such as connection to the Facebook community and watchmi,
- attractive sweepstakes

Use our diverse specials for your advertising campaign :

- Native Advertising / Advertorials
- special productions / Online Events / InBoard Video Ads
- lottery cooperations
- social media campaigns

Key figures/month	stationary	Mobil	App	Target group:	stationary ⁴	mobil ⁴
Page Impressions ²⁾	4.333.941	16.042.990	17.831.117	Men	60 %	52 %
Visits ²⁾	460.661	3.654.205	2.905.177	between 20 and 49 years old	54 %	67 %
Unique User ¹⁾	510.000 (stationary + mobile)			graduate school, FH or university	37 %	41 %
				HHNI of	2000€+	63 %
					3000€+	47 %

1 AGOF digital facts 2018 – 11 (Basis 14+ years)
 2 IVW November 2018
 3 App = Own survey, iOS & Android cumulated. Google Analytics October 2018
 4 AGOF daily digital facts November 2018 , Basis: digital WNK 14+ years (57.07 million); single month November 2018

		STATIONÄR										
MULTISCREEN		AdBundle, Skyscraper, Superbanner, Native Style Ads ¹ , Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard ⁴		Interstitial ³ , Video Wall ⁵ , Cinematic Ad ⁶				
MOBILE	Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ¹	Category:	50 €	Category:	60 €	Category:	75 €	Category:	80 €			
		ROS:	40 €	ROS:	50 €	ROS:	65 €	ROS:	70 €			
		TK:	30 €	TK:	40 €	TK:	55 €	TK:	60 €			
		ROP:	20 €	ROP:	30 €	ROP:	45 €	ROP:	50 €			
	Mobile Content Ad 2:1, Mobile-/Social- ² Medium Rectangle, Push Ad	Category:	60 €	Category:	70 €	Category:	85 €	Category:	90 €			
		ROS:	50 €	ROS:	60 €	ROS:	75 €	ROS:	80 €			
		TK:	40 €	TK:	50 €	TK:	65 €	TK:	70 €			
		ROP:	30 €	ROP:	40 €	ROP:	55 €	ROP:	60 €			
	Mobile Content Ad 1:1, Understitial	Category:	70 €	Category:	80 €	Category:	95 €	Category:	100 €			
		ROS:	60 €	ROS:	70 €	ROS:	85 €	ROS:	90 €			
		TK:	50 €	TK:	60 €	TK:	75 €	TK:	80 €			
		ROP:	40 €	ROP:	50 €	ROP:	65 €	ROP:	70 €			
Interstitial ³ , Interscroller Ad	Category:	75 €	Category:	85 €	Category:	100 €	Category:	105 €				
	ROS:	65 €	ROS:	75 €	ROS:	90 €	ROS:	95 €				
	TK:	55 €	TK:	65 €	TK:	80 €	TK:	85 €				
	ROP:	45 €	ROP:	55 €	ROP:	70 €	ROP:	75 €				
VIDEO + SNAPCHAT DISCOVER	VIDEO	PreRoll, MidRoll, Header Outstream Ad (up to 20 sec incl.) ⁷	Category:	100 €	VIEW IMPACT ¹¹	Sticky Half Page Ad + Sticky Content Ad 6:1 / 4:1	Category:	n/a	VIEW FUSE AD ¹¹	Billboard + Content Ad 1:1	Category:	n/a
			ROS:	90 €			ROS:	n/a			ROS:	n/a
			TK:	90 €			TK:	50 €			TK:	65 €
			ROP:	70 €			ROP:	40 €			ROP:	55 €
	VIDEO	InText Outstream Ads ⁸ (up to 20 sec incl.)	Category:	60 €	Sticky Billboard / Sitebar + Sticky Content Ad 6:1 / 4:1	Category:	n/a	Billboard + Mobile Medium Rectangle	Category:	n/a		
			ROS:	50 €		ROS:	n/a		ROS:	n/a		
			TK:	50 €		TK:	65 €		TK:	n/a		
			ROP:	40 €		ROP:	55 €		ROP:	75 €		
	BILD SNAPCHAT DISCOVER ¹⁰	Bumper Ads (PreRoll up to 6 sec incl.) ⁹	Category:	70 €	Billboard + Mobile Medium Rectangle	Category:	n/a	Billboard + Mobile Medium Rectangle	Category:	n/a		
			ROS:	60 €		ROS:	n/a		ROS:	n/a		
			TK:	60 €		TK:	n/a		TK:	n/a		
			ROP:	50 €		ROP:	n/a		ROP:	65 €		
BILD SNAPCHAT DISCOVER ¹⁰	Vertical Video	Category:	n/a	Billboard + Mobile Medium Rectangle	Category:	n/a	Billboard + Mobile Medium Rectangle	Category:	n/a			
		ROS:	65 €		ROS:	n/a		ROS:	n/a			
		TK:	n/a		TK:	n/a		TK:	n/a			
		ROP:	n/a		ROP:	n/a		ROP:	65 €			

MULTISCREEN - Traffic distribution between stationary and mobile according to availability

additional options : Mobile- / Desktop- / Tablet-only
 Expandable Ads
 VideoRoll (In- / Outstream Kombination)
 Data-Product
 Tandem- / Triple Ads

Basic price + 10 € CPM
 + 10 € CPM
 see separate Ratecard
 see separate Ratecard
 highest price category plus device surcharge

annotations :

- 1) Billing in RoP on CpC basis possible (excluded: Bild.de and Bild.mobil).
- 2) Bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) currently at AutoBild, Bild.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harninkontinenz.de, yavivo.de). Further titles will follow. Only Google AMP bookable at Welt.de.
- 3) Not bookable: AutoBild, Bilanz, BILD, Bild Sport, Bild der Frau, Business Insider, B.Z., ComputerBild, eGarden, eKitchen, eVivam, Finanzen.Net, Fitbook, Hörzu, Iconist, Klack, Noizz, SportBild, Stylebook, Techbook, Travelbook, TV Digital, TV Direkt, Welt.
- 4) For autobild.de there is a surcharge of 20€ CPM on each booking of a billboard (combination with a mobile format or single booking).
- 5) On Bild.de exclusively as homepage fixed placement bookable. Not available in theme combinations or ROP.
- 6) On SportBild only bookable as fixed placement. Not bookable: Bild, Bild Sport, Transfermarkt, idealo, kaufDA, MeinProspekt, RollingStone, Musikexpress, MetalHammer.
- 7) Extra length (21-30 seconds) + 20 € CPM // Short spots (7-15 seconds) - 10 € CPM // VPAID + 10 € CPM
- 8) Overlength (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // Also bookable on CPCV basis.
- 9) Optionally bookable on YouTube.
- 10) Can only be booked mobile (without mobile-only surcharge).
- 11) Delivery guarantee on Viewability 100/1 (not bookable on Bild.de and Bild.mobil).

Technical specifications of the advertising forms and dimensions can be found at <https://www.mediaimpact.de/de/preisliste>
 All prices are (unless otherwise stated)CPM or fixed prices, minus AE, plus VAT. | Changes and errors excepted.

REACH PACKAGES MULTISCREEN ROS

Guaranteed Ad Impressions		500 Tsd. Als	1 Mio. Als	1,5 Mio. Als
Fixed prices correspond to		40 % discount	50% discount	60% discount
STATIONARY	MOBILE			
Super Banner / Skyscraper / Ad Bundle	Content Ad 6:1 / 4:1	12.000 €	20.000 €	24.000 €
Super Banner / Skyscraper / Ad Bundle	Content Ad 2:1	15.000 €	25.000 €	30.000 €
Medium Rectangle	Medium Rectangle	15.000 €	25.000 €	30.000 €
Wallpaper / Layer / Sitebar / Halfpage Ad	Content Ad 2:1	18.000 €	30.000 €	36.000 €
Fireplace / Billboard	Content Ad 2:1 / Medium Rectangle	21.000 €	35.000 €	42.000 €

ADVERTORIAL (4 Weeks) MULTISCREEN

	Als total	Package price
Advertorial-Package: incl. a editorial-looking article, which will be designed in the look & feel of tvdigital.de, a fixed placement as a start page teaser and teaser package RoS over 4 weeks (AI 2.0 million)		16.000 €
▪ Ad Bundle (Superbanner, Skyscraper, Medium Rectangle) + Mobile Content Ad 6:1 + 4:1	1.000.000	
▪ Wallpaper + Mobile Content Ad 2:1	500.000	
▪ Fireplace/Sitebar/Billboard + Mobile Content Ad 2:1	500.000	
▪ Native teasers on home and action stage		
▪ 2 Teaser im Newsletter		
	2.000.000	

plus creation costs according to expenditure (max. 2,490 €). Creative costs are not eligible for discounts and AE.

FACEBOOK SPONSORED POST	FACEBOOK: MYSELF GERMANY
	Guaranteed Als (4 Posts): 200.000
4 Sponsored Post ¹	8.000 €
Technical costs ²	600 €

1) Maximum 3 targeting criteria can be combined, targeting on brand fans is not possible with other targeting criteria. No surcharge for targeting. Targeting is included in the fixed price.

2) Technical costs are not eligible for discounts and AE. The design of the advertising material is included in the technical costs.

BRAND STORY

In keeping with your brand message, our online editorial team will work with you to create an editorial-looking story in the look and feel of tvdigital.de. We guarantee you at least 3,000, 6,000 or 15,000 views of your brand story.

Traffic supply: Traffic is supplied natively and via various channels: native teasers on tvdigital.de, Social Sponsored Posts (Facebook), Newsletter Ads.

MULTISCREEN BRAND STORY ¹	Garanteed Views	Run time	Gross price
Package 3.000 plus creation costs ²	3.000	4 Weeks	11.250 € 2.500 €
Package 6.000 plus creation costs ²	6.000	4 Weeks	22.500 € 3.000 €
Package 15.000 plus creation costs ²	15.000	4-6 Weeks,	50.000 € 3.500 €

1) Brand Story: Standardized HTML structure, image galleries, video files, if necessary raffles

2) plus 2,500 € to 3,500 € creation costs depending on the effort (creation by Media Impact, creation of the brand story, teaser placement and Facebook posts included). These are not eligible for discounts and AE, but are subject to VAT.

INTERACTIVE STORY

MULTISCREEN INTERACTIVE STORY ¹	Garanteed Views	Run time	Gross price
Package 3.000 plus creation costs ²	3.000	4 Weeks	11.250 € 4.000 €
Package 6.000 plus creation costs ²	6.000	4 Weeks	22.500 € 4.500 €
Package 15.000 plus creation costs ²	15.000	4-6 Weeks,	50.000 € 5.000 €

1) Interactive Story: Individualized structure & design with web designer and programmer, key visuals with focus on image transfer, image galleries, video & audio files and quotations

2) plus 5.00 € to 6.000 € creation costs depending on effort (creation by Media Impact, creation of the interactive story, teaser placement and Facebook posts included). These are not eligible for discounts and AE, but are subject to VAT.

In case of underdelivery Media Impact reserves the right to use inventory in an affine channel or inventory in ROS (stationary and/or MOBIL) as subsequent delivery. Technical specifications of the advertising forms and dimensions can be found at <https://www.mediaimpact.de/de/preisliste>
All prices are (unless otherwise stated) CPM or fixed prices, minus AE, plus VAT. | Changes and errors excepted.

PRODUCT TESTS

MEDIA – PRODUCT TEST			
	constituent elements	Run time	Gross price
Product test Package S	<ul style="list-style-type: none"> ▪ 2 weeks multiscreen teaser on Home + TV program (100.000 AIs) ▪ 6 weeks Billboard/Fireplace/Sitebar + Mobile Medium Rectangle (total 400.000 AIs) ▪ 4 x Facebook Sponsored Posts 	6 Weeks	35.000 €
Product test Package M	<ul style="list-style-type: none"> ▪ 3 weeks multiscreen teaser on Home + TV program (150.000 AIs) ▪ 10 weeks Billboard/Fireplace/Sitebar + Mobile Medium Rectangle (in total 700.000 AIs) ▪ 6 x Facebook Sponsored Posts 	10 Weeks	52.000 €
Product test Package L	<ul style="list-style-type: none"> ▪ 5 weeks multiscreen teaser on Home + TV program (220.000 AIs) ▪ Duration individual: Billboard/Fireplace/Sitebar + Mobile Medium Rectangle (total 1.000.000 AIs) ▪ 8 x Facebook Sponsored Posts ▪ 2 x Teaser im Newsletter 	From 10 Weeks	68.000 €
SETUP – PRODUCT TEST			
	constituent elements	Number of testers	Gross price
Setup Package S	Preparation (4 weeks), call phase (1 week plus 1 week shipping), test phase (2 weeks plus 1 week evaluation), results phase (1 week) = total: 10 weeks	500	11.150 €¹
Setup Package M	Preparation (4 weeks), call phase (2 weeks plus 1 week shipping), test phase (4 weeks plus 1 week evaluation), result phase (2 weeks) = total: 14 weeks	1.000	13.350 €¹
Setup Package L	Preparation (individual), Call Phase (individual), Test Phase (individual), Results Phase (individual) = Total: individual	Up to 2.500	16.950 €¹

1) Not SR or AE capable

In case of underdelivery Media Impact reserves the right to use inventory in an affine channel or inventory in ROS (stationary and/or MOBIL) as subsequent delivery. Technical specifications of the advertising forms and dimensions can be found at <https://www.mediaimpact.de/de/preisliste>
 All prices are (unless otherwise stated) CPM or fixed prices, minus AE, plus VAT. | Changes and errors excepted.