



## CONCEPT

The digital fitness and health magazine

FITBOOK is newly quality-journalism of fitness and health themes – understandable for everyone. Besides providing inspiration and instructions for a healthier and more athletic life with the support of athletes, celebrities and influencers, FITBOOK is giving orientation and arranges topics in a opinionated and scientific way – most of the articles contain expertise of doctors, athletes, scientist and innovation researches.

Key Figures/Month	Digital
Unique User <sup>1</sup>	2.18 million
Visits <sup>2</sup>	4.11 million
Page Impressions <sup>2</sup>	6.06 million

Target Group <sup>1</sup> :	Digital
male	58%
20-49 years old	66%
HHNI > €3,000	46%
High level of education	46%

1) AGOF daily digital facts, Basis: digital WNK 16+ years (59,14 million); Single month January 2020

2) IWW December 2019

## FIXED PLACEMENTS 2020

Homepage Plus <sup>1,3</sup> (Home + First Contact <sup>2</sup> )   10 – 10 o'clock	Day	Week
	Guaranty/ Price	Guaranty / Price
Guaranteed Ad Impressions	100.000	600.000
Desktop: AdBundle, Skyscraper, Superbanner, Medium Rectangle, Native Style Ads, Wallpaper, Halfpage Ad, Fireplace, Sitebar, Floor Ad, Billboard, Videowall, Cinematic Ad or Double Dynamic Sitebar	€7,000	€35,000
Mobile: Mobile Content Ad 6:1, 4:1, 2:1, 1:1, Mobile Medium Rectangle, Understitial, Interscroller Ad oder (Video-) Interstitial		

1) Saturday and Sunday count together as 1 day

2) Ad appears at the first page view on the website off the homepage

3) Exclusivity applies except for the cms areas, e.g. Hometeaser and Taboola

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



Brand Day <sup>1,3,6</sup> (Multiscreen)   10 – 10 o'clock	Guaranty / Price
Guaranteed Ad Impressions	121.000
Desktop: Billboard + A-Teaser <sup>3</sup> + Medium Rectangle + Contentbar (homepage) / Billboard + Contentbar (channel start page)	€14,500
Mobile: A-Teaser + Content Ad (4:1 / 6:1) + Mobile Medium Rectangle (homepage) / Content Ad (4:1 / 6:1) + Mobile Medium Rectangle (channel start page)	

A-Teaser <sup>1,3</sup>   10 – 10 o'clock	Guaranty / Price
Guaranteed Ad Impressions	40.000
Desktop: A-Teaser	€4,500
Mobile: A-Teaser	

Takeover Ad <sup>1,4,6</sup>   10 – 10 o'clock	Guaranty / Price
Guaranteed Ad Impressions	60.000
Desktop: Background + Superbanner + Billboard + Medium Rectangle	€6,600
Mobile: Header + Content Ad + Footer	

Event Extender <sup>1,6</sup> (Home + RoS)   10 – 10 o'clock	Guaranty / Price
Guaranteed Ad Impressions	300.000
Desktop: AdBundle, Skyscraper, Superbanner, Medium Rectangle, Native Style Ads, Wallpaper, Halfpage Ad, Fireplace, Sitebar, Floor Ad, Billboard, Videowall, Cinematic Ad oder Double Dynamic Sitebar	€12,500
Mobile: Mobile Content Ad 6:1, 4:1, 2:1, 1:1, Mobile Medium Rectangle, Understitial, Interscroller Ad oder (Video-) Interstitial	

## BRANDED CONTENT & SOCIAL MEDIA 2020

Facebook Sponsored Posts <sup>5</sup>	Ad Impressions	Package Price
4 Sponsored Posts	400.000	14.800 €

- 1) Saturday and Sunday count together as 1 day
- 2) Ad appears at the first page view on the website off the homepage
- 3) Additionally €500 creation costs for the A-Teaser (no discount or agency commission deductible), no installation of an external pixel possible
- 4) The Takeover Ad consists of: Fixed daily placement on the homepage and on the channel start pages
- 5) 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). A 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.
- 6) Exclusivity applies except for the cms areas, e.g. Hometeaser and Taboola

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## FITBOOK



Brand Story	Period	Guaranty	Package Price
Brand Story Package S <sup>1</sup>	4 weeks	6.000 views	€22,500 <sup>2</sup>
Brand Story Package M <sup>1</sup>	4 weeks	15.000 views	€50,000 <sup>2</sup>
Brand Story Package L <sup>1</sup>	4 weeks	20.000 views	€62,500 <sup>2</sup>
<b>Brand Channel<sup>3</sup></b> 3 Brand Storys incl. Native Teaser (desktop & mobile) Social Media Postings (Facebook) Special start page exclusively presented by costumer	6 weeks	15.000 views	€52,500 <sup>4</sup>

Influencer Brand Story Package	Period	Guaranty	Package Price <sup>2</sup>
Influencer Brand Story Package M <sup>5</sup>	4 weeks	15.000 views (FITBOOK.de) 425.000 follower + 50.000 views (Instagram) <sup>6</sup>	€70.000 <sup>7</sup>
Influencer Brand Story Package L <sup>5</sup>	4 weeks	20.000 views (FITBOOK.de) 340.000 follower + 80.000 views (Instagram) <sup>6</sup>	€82.500 <sup>7</sup>

Advertorials, Action Stages and Competition Advertorials	Guaranty	Package Price
<b>Advertorial Package S   max. 2 weeks</b> Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	500.000 Als	€10,000 <sup>8</sup>
<b>Advertorial Package M   max. 4 weeks</b> Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	1.000.000 Als	€17,500 <sup>8</sup>
<b>Advertorial Package L   max. 6 weeks</b> Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	1.500.000 Als	€22,500 <sup>8</sup>
<b>Advertorial Stage<sup>9</sup>   max. 4 weeks</b> Incl. 3 Advertorials Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	1.500.000 Als	€35,000 <sup>9</sup>

Influencer Advertorial Package	Guaranty	Package Price <sup>10</sup>
Influencer Advertorial Package S <sup>10</sup>   max. 2 weeks	500.000 Als (FITBOOK.de) 425.000 follower + 50.000 views (Instagram) <sup>11</sup>	€30,000 <sup>12</sup>
Influencer Advertorial Package M <sup>10</sup>   max. 4 weeks	1.000.000 Als (FITBOOK.de) 425.000 follower + 50.000 views (Instagram) <sup>11</sup>	€37,500 <sup>12</sup>
Influencer Advertorial Package L <sup>10</sup>   max. 6 weeks	1.500.000 Als (FITBOOK.de) 425.000 follower + 50.000 views (Instagram) <sup>11</sup>	€42,500 <sup>12</sup>

- 1) Traffic generation via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts
- 2) Additionally creation costs Package M: € 4,000 | Package L: € 4,500. No discount or agency commission deductible, but plus VAT.
- 3) Further Brand Storys with surcharge bookable, traffic generation via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts
- 4) Additionally € 8,000 creation costs (no discount or agency commission deductible) -> Creation of Brand Storys, Teaser, Social Sponsored Posts
- 5) Traffic generation via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts and Instagram-Stories
- 6) Potential total coverage depends on individual selection of suitable influencers. We would be glad to make an individual offer.
- 7) Additionally creation costs Package M: € 4,000 | Package L: € 4,500 + additionally €2,000 creation costs for coordination by influencer agency Intermate. No discount or agency commission deductible, but plus VAT.
- 8) Additionally € 2,000 creation costs (no discount or agency commission deductible) -> creation of Advertorial + traffic generating ads
- 9) Additionally € 4,000 creation costs (no discount or agency commission deductible) -> creation of Stage + Advertorial + traffic generating ads
- 10) Traffic generation via Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS and 3 Advertorials
- 11) Potential total coverage depends on individual selection of suitable influencers. We would be glad to make an individual offer.
- 12) Additionally € 2,000 creation costs -> creation of Advertorial + traffic generating ads and additionally €2,000 creation costs for coordination by influencer agency Intermate (no discount or agency commission deductible)

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MULTISCREEN DISPLAY (Mobile, Desktop)								
	AdBundle, Skyscraper, Superbanner, Native Style Ads <sup>1</sup> , Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard <sup>2</sup>		Double Dynamic Sitebar <sup>3</sup>	
Mobile Content Ad 6:1 + 4:1 <sup>1</sup> , Mobile Native Style Ads <sup>1</sup>	Ros & Custom	€50	Ros & Custom	€60	Ros & Custom	€75	Ros & Custom	€80
Mobile Content Ad 2:1, Mobile Medium Rectangle, Push Ad	Ros & Custom	€60	Ros & Custom	€70	Ros & Custom	€85	Ros & Custom	€90
Mobile Content Ad 1:1, Understitial	Ros & Custom	€70	Ros & Custom	€80	Ros & Custom	€95	Ros & Custom	€100
Interstitial, Interscroller Ad	Ros & Custom	€75	Ros & Custom	€85	Ros & Custom	€100	Ros & Custom	€105
VIDEO								
InText Outstream Ads <sup>4</sup>	on start, bis inkl. 20 sec.	RoS & Custom	€60		Video Wall <sup>5</sup>	Desktop only	RoS & Custom	€90

MULTISCREEN - Traffic division between desktop and mobile according to availability.

#### Additional options:

Mobile- / Desktop- / Tablet-only  
Expandable Ads  
Tandem- / Triple Ads  
Further video formats on request

Base price + €10 CPM  
+ €10 CPM  
Highest price category incl. device surcharge

#### Annotations:

- 1) Deduction in RoP on a CpC base possible
- 2) In RoP and RoS (on chosen sites) also bookable as a Cinematic Ad (Additionally +€5 in case of a single booking or combined with a mobile format)
- 3) Only in RoS & Custom bookable
- 4) Excess length (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM
- 5) Prices correspond to desktop only, device surcharge of €10 CPM gets annulled if combined with any mobile. On tablet devices there is only a billboard, further formats on request.

Themed Specials	Traffic Generation	Special Stage <sup>2</sup>	Package Price
Themed Special Package S <sup>1</sup>   max. 1 week Hometeaser AdBundle & Mobile Medium Rectangle in RoS	250.000	50.000 AIs	€13,000 <sup>3</sup>
Themed Special Package M <sup>1</sup>   max. 2 weeks Hometeaser AdBundle & Mobile Medium Rectangle in RoS	500.000	100.000 AIs	€23,000 <sup>3</sup>
PowerSpecial   max. 4 weeks Incl. Advertorial Hometeaser AdBundle & Mobile Medium Rectangle in RoS	1.160.000	200.000 AIs	€40,000 <sup>4</sup>

#### Annotations:

- 1) Advertorial additional bookable in combination with media for at least € 7,500, additionally creation costs for the Advertorial
- 2) Fireplace + Medium Rectangle, as well as Content Ad 2:1 + Mobile Medium Rectangle, further formats on request
- 3) Additionally €2.000 creation (no discount or agency commission deductible) -> Creation of Special-Stage, Presenting Header and Footer
- 4) Additionally €3.000 creation costs (no discount or agency commission deductible) -> Creation of Special-Stage, Presenting Header and Footer and Advertorial

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