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# *my* **HOMEBOOK**

MEDIAKIT 2020

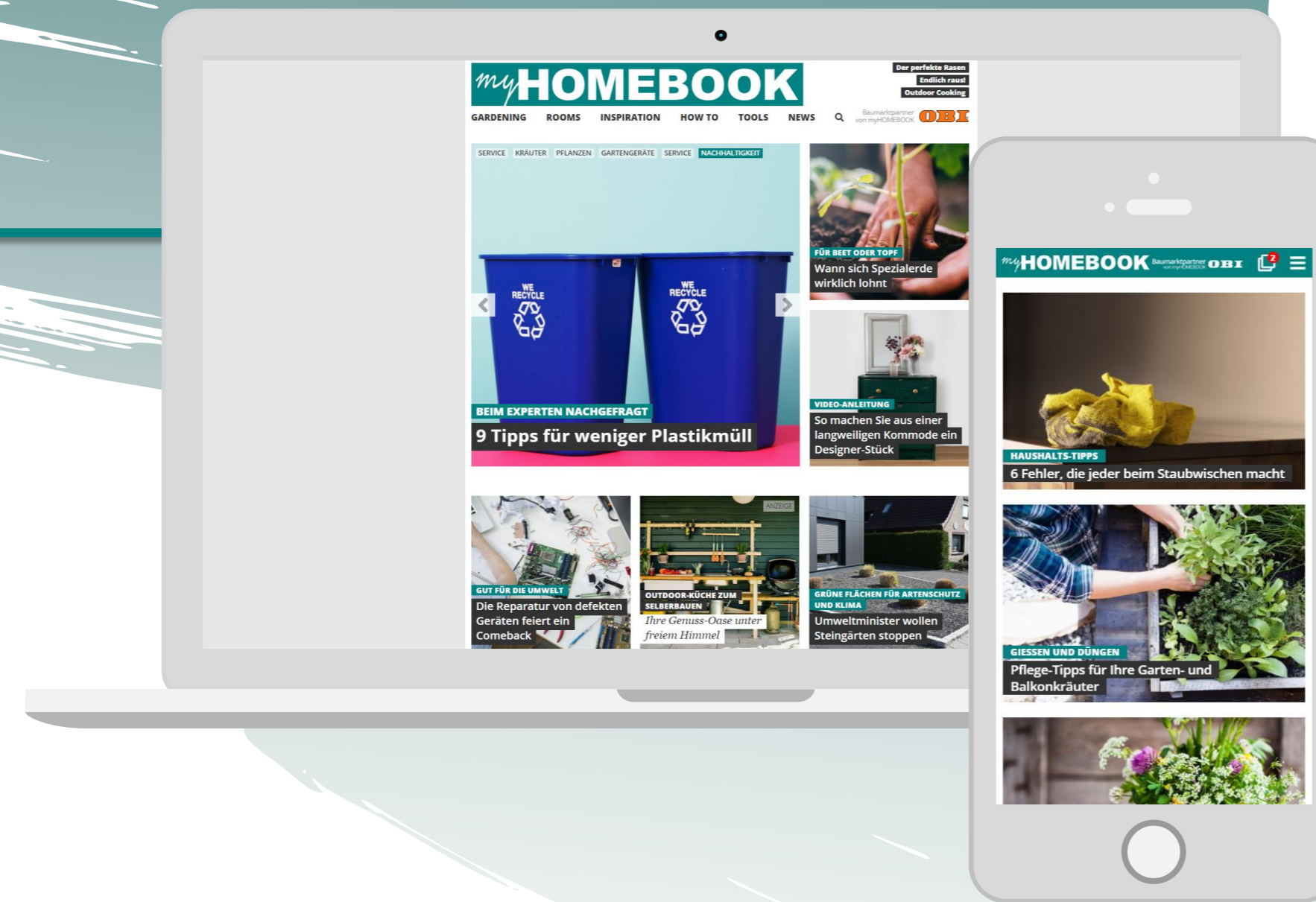
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# myHOMEBOOK IN A NUTSHELL



## REACH

- ✓ UU's: 1,62 Mio.\*
- ✓ Visits: 3,06 Mio.\*\*
- ✓ Pl's: 4,14 Mio.\*\*



## USER BASE\*

- ✓ Male: 60%
- ✓ 20 – 49 years old: 63%
- ✓ HHNE > €3,000: 46%

- ✓ myHOMEBOOK encourages and activates readers to take the initiative and provides orientation on the topics of living, building, diy and gardening.
- ✓ myHOMEBOOK combines the knowledge of experts, influencers and hobby craftsmen – competently and authentically.
- ✓ Helpful. Entertaining. Guidefull. Fresh – for men and women!
- ✓ myHOMEBOOK – simply do it (yourself)!

# EDITORIAL CONCEPT



## Gardening

Garden, balcony, terrace, (room-)plants, windowsill, outdoor-lighting, decoration



## Tools

Tools, devices, apps



## Inspiration

Shop the look, home-stories, people (influencer, celebrities)



## How To

Manuals, building, modernization, renovation



## Living

Lamps & lighting, decoration, kitchen, dining room, bathroom, bedroom, living room, office



## Basics

Manuals, building, modernization, renovation, upcycling

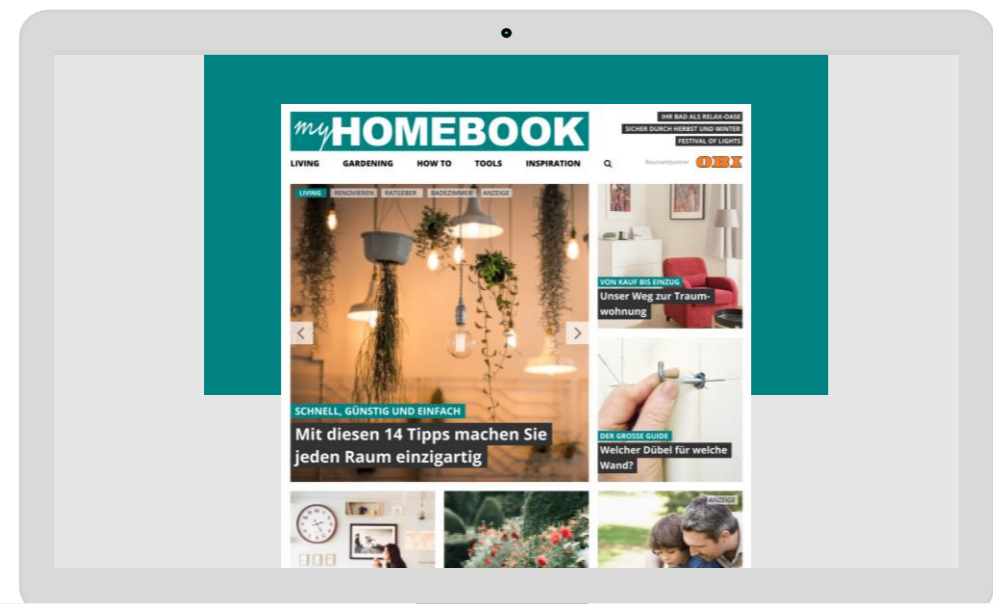


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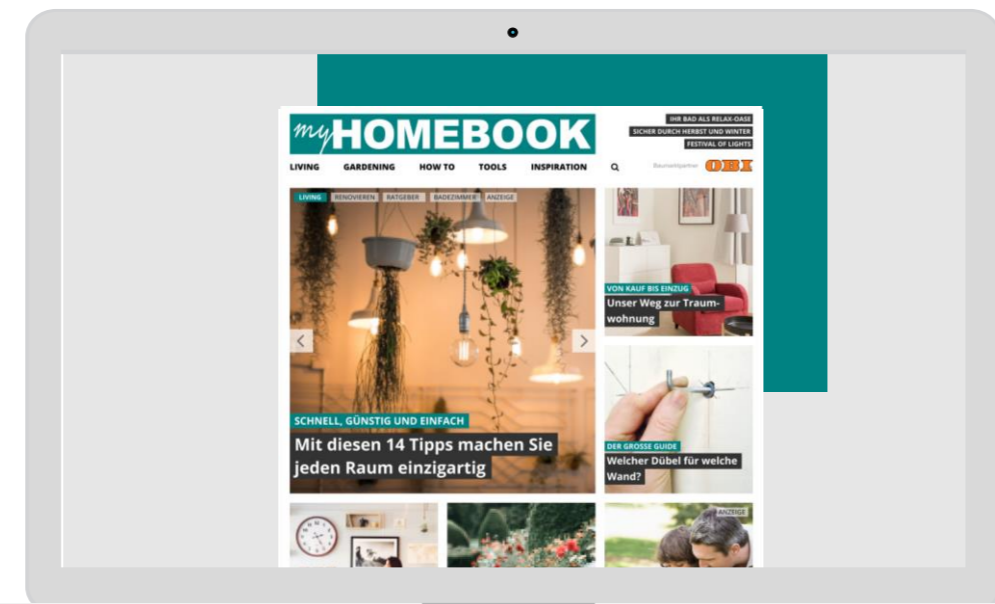
# DIGITAL FORMATS

DISPLAY ADS

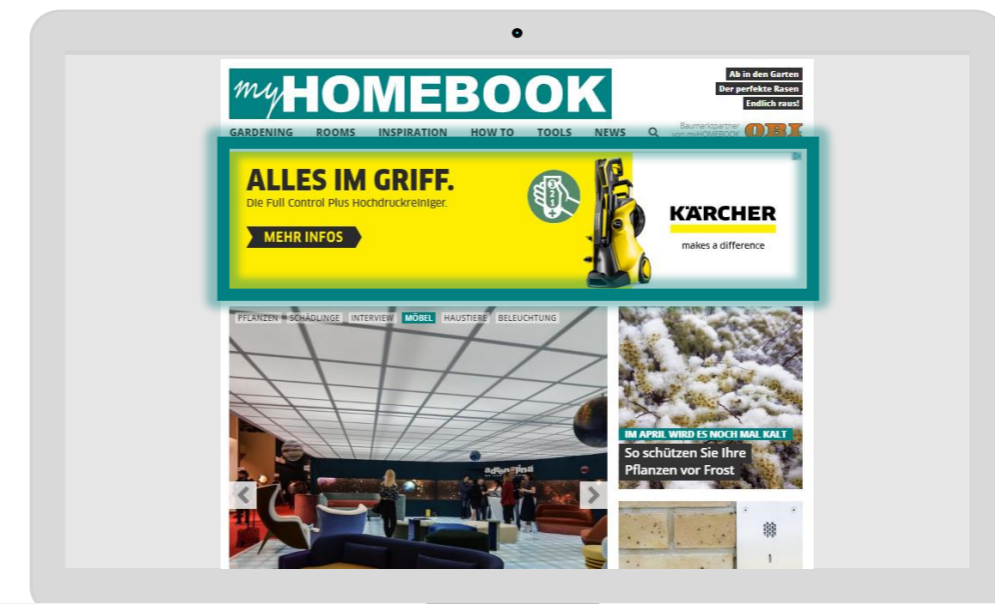
# BIG, INTERACTIVE AND DIVERSE DISPLAY ADS/ DESKTOP



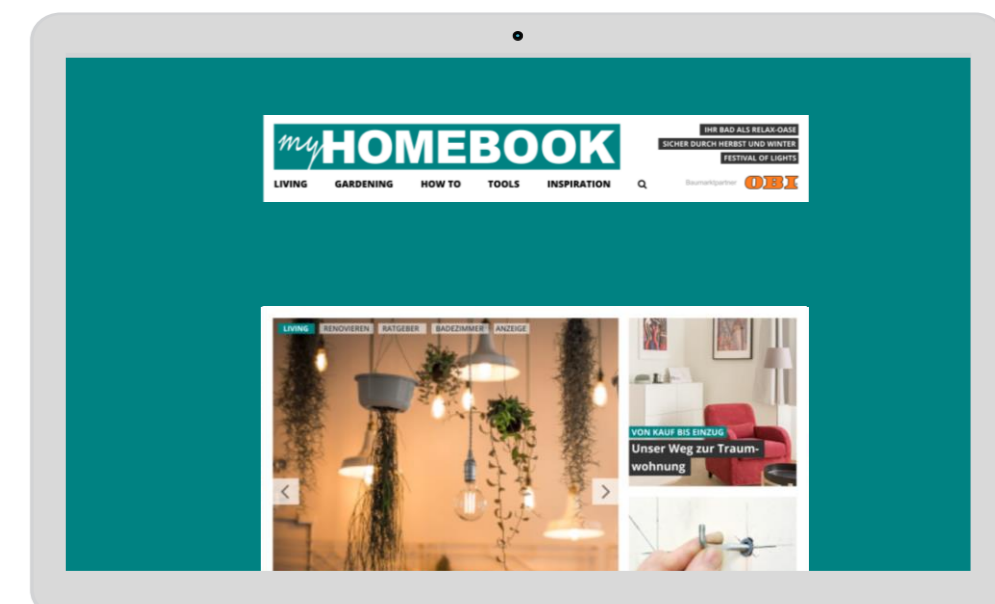
FIREPLACE



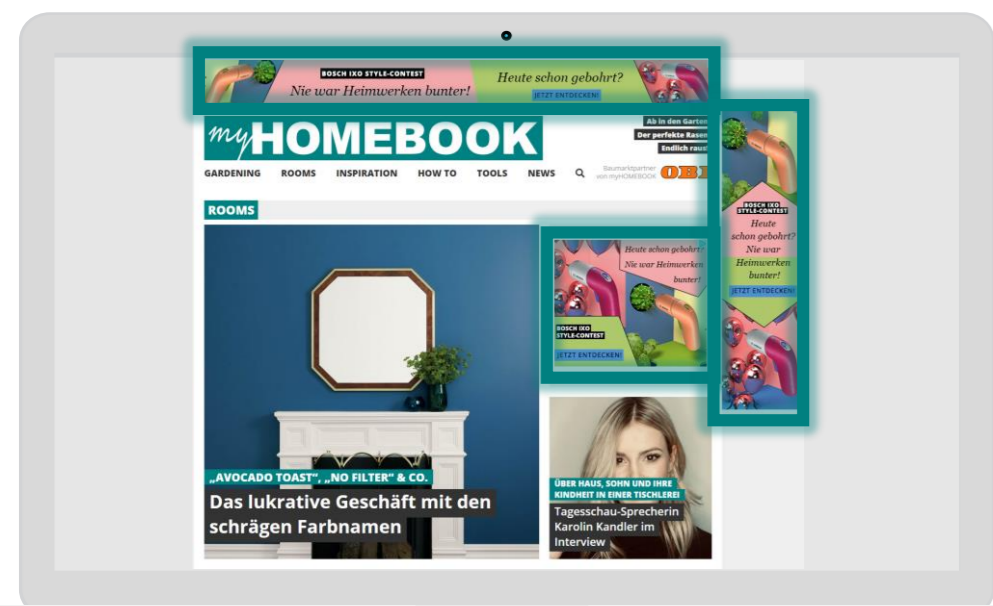
WALLPAPER



BILLBOARD



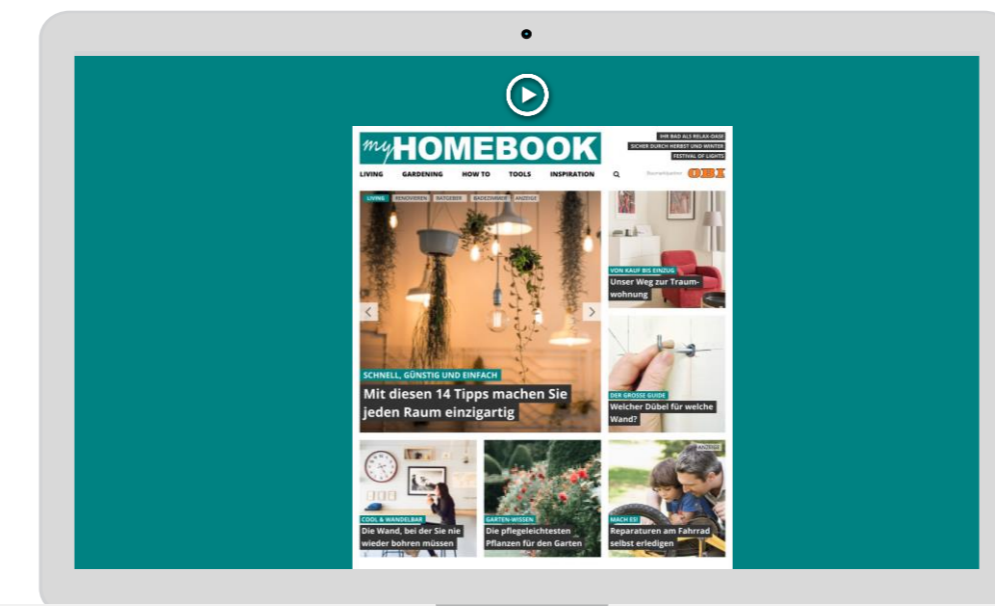
TAKEOVER



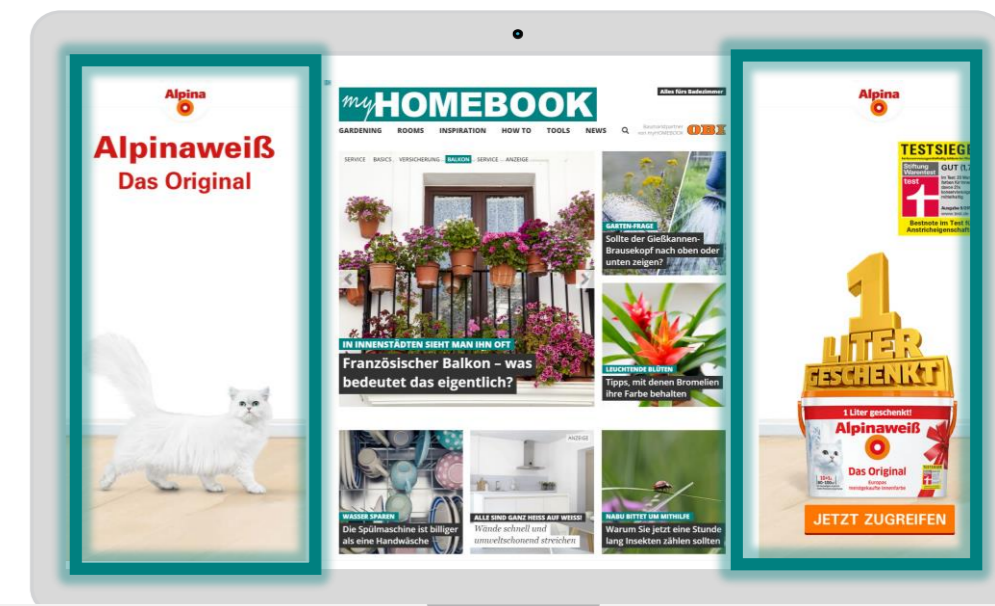
AD BUNDLE



A-TEASER



VIDEOWALL

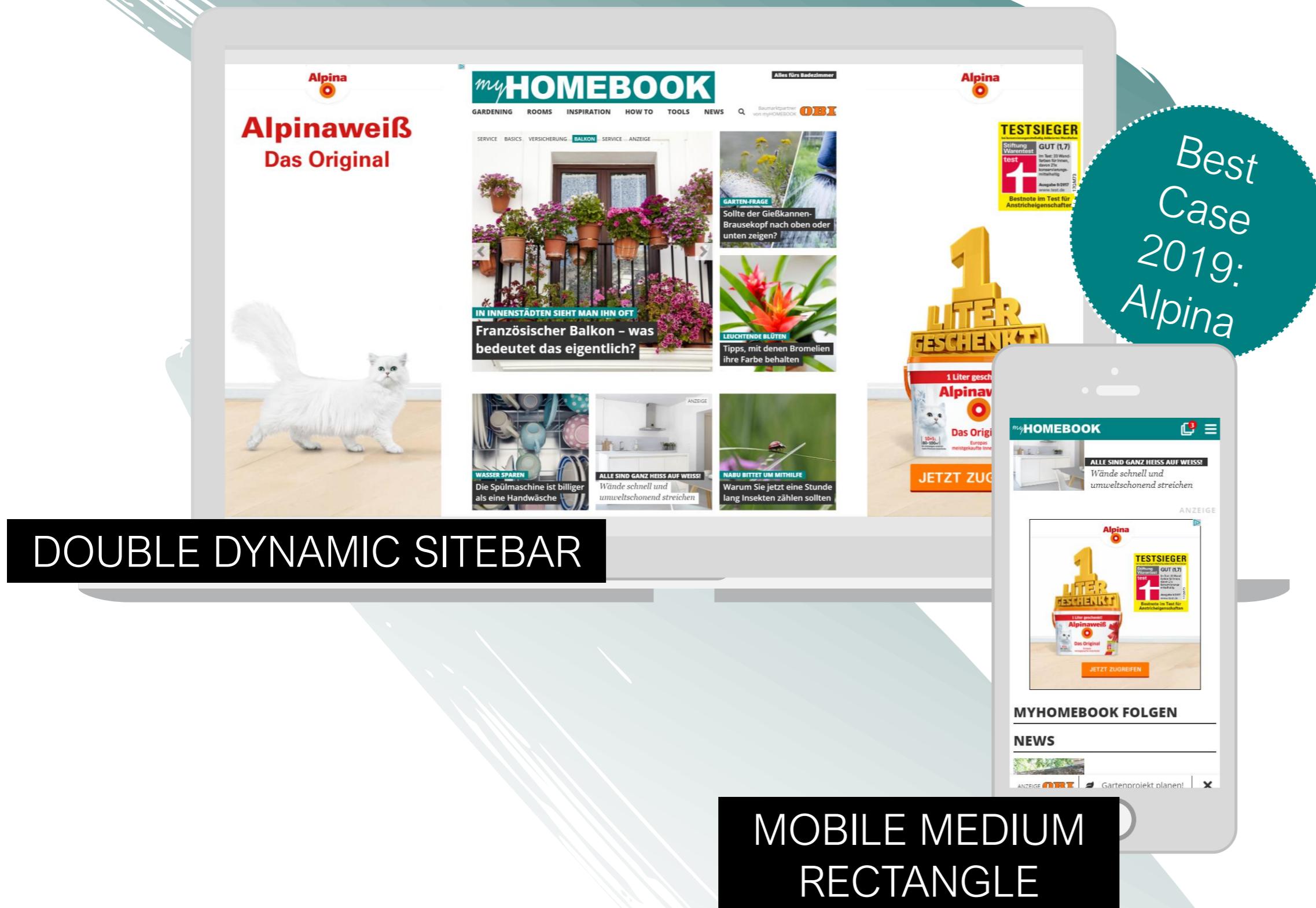


SITEBAR

PRESENT YOUR PRODUCT OR OFFER IN AN EYE-CATCHING WAY

# HOMEPAGE PLUS DAY/ WEEK

- ✓ Attentive and exclusive branding formats inspire users.
- ✓ As fixed daily placement or for an entire week available
- ✓ Package includes a multiscreen-placement on the myHOMEBOOK Homepage + First Contact\*



Reach: 100,000 Als/ day  
600,000 Als/ week

Package price: €7,000/ day  
€35,000/ week

# HIGH-REACH BRANDING PACKAGE

## EVENT EXTENDER

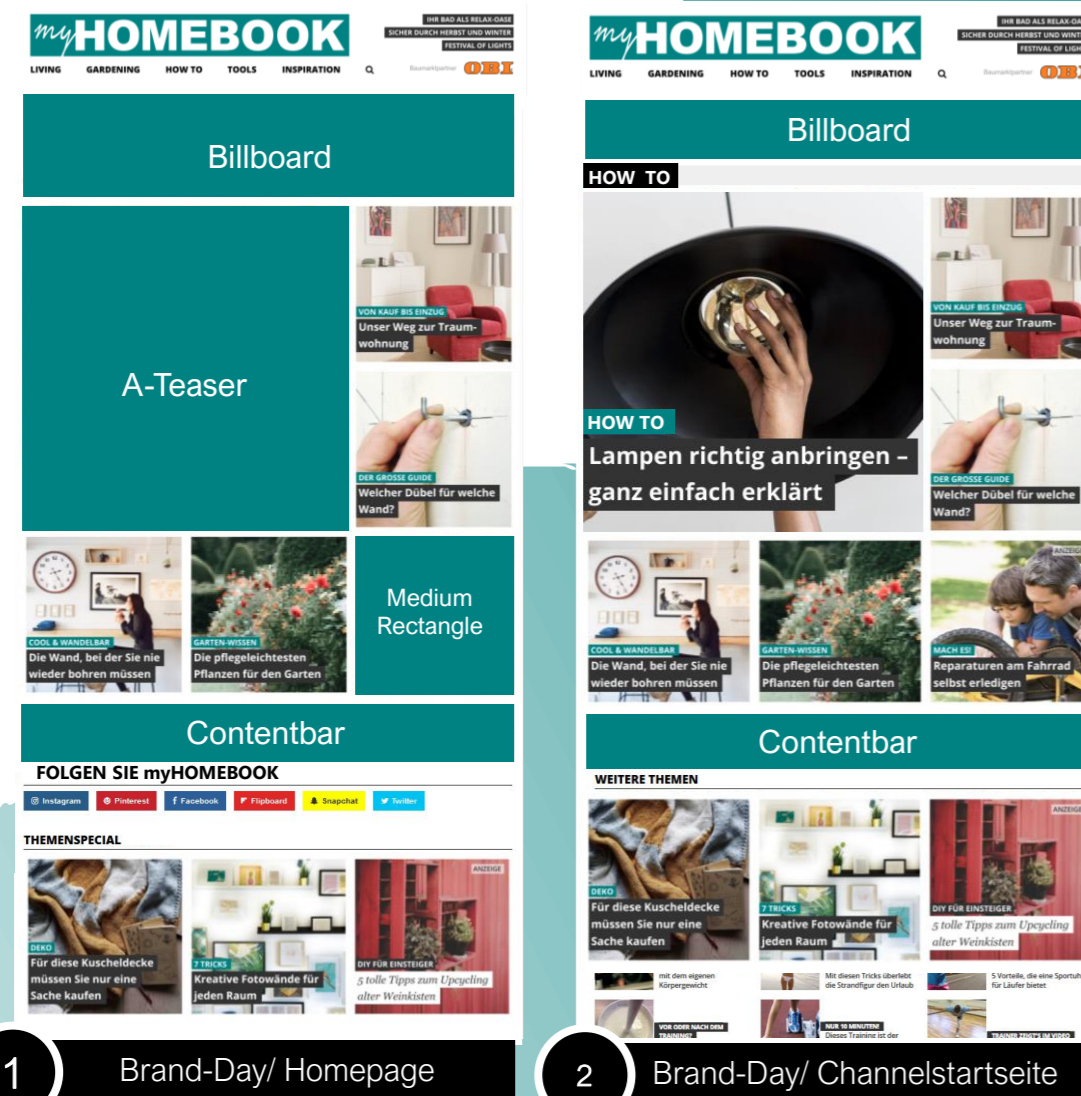


- ✓ Your offer will be presented for one day on the myHOMEBOOK homepage and for 7 days in RoS on myHOMEBOOK
- ✓ Addressing additional users who were not reached via the homepage
- ✓ Increase of net reach from 100,000 to 300,000 ad impressions with large branding formats in RoS

Reach: 300.000 AIs  
Package price: 12.500€

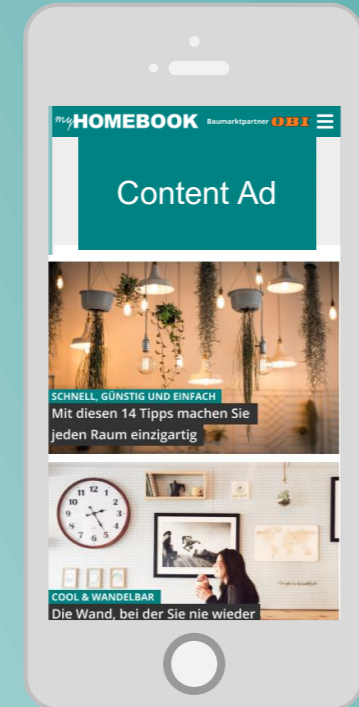
100% SHARE OF VOICE ON HOMEPAGE AND CHANNEL START PAGES

# BRAND DAY

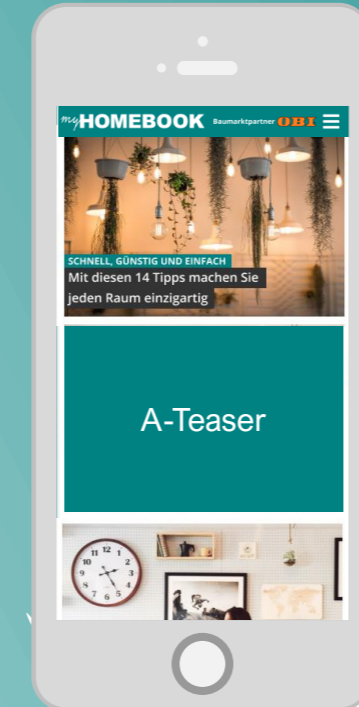


1 Brand-Day/ Homepage

2 Brand-Day/ Channelstartseite



1 Brand-Day/ Mobile Homepage



2 Brand-Day/ Mobile Homepage



3 Brand-Day/ Mobile Homepage

- ✓ The myHOMEBOOK Brand Day<sup>1</sup> includes all media placements of the stationary and mobile myHOMEBOOK Homepage + channel start pages!
- ✓ Exclusive and highly attentive branding format with the maximum of awareness.
- ✓ Perfect for storytelling or presentation of an entire product range.

Reach: 121,000 AIs/ day  
Package price: €14,500/ day<sup>2</sup>

1) The Brand Day consists of: Billboard, A-Teaser, Medium Rectangle, Contentbar (stationary homepage), Billboard and Contentbar (stationary channel start pages) + Mobile A-Teaser, Content Ad (4:1/6:1), Mobile Medium Rectangle (mobile homepage), Content Ad (4:1/6:1), Mobile Medium Rectangle (mobile channel start page)  
2) Excl. creation costs  
Exklusivity applies except for the cms areas, e.g. Hometeaser and Taboola



STRONG PRESENCE IN THE EDITORIAL PART

# A-TEASER



- ✓ Present your product or offer prominent as A-Teaser on the myHOMEBOOK homepage (editorial part)
- ✓ Integration of logo & advertisement label
- ✓ Links either to the customer's webseite or to a specific landing page
- ✓ Exclusive daily fixed placement\* campaign
- ✓ Multiscreen placements

Reach: 40.000 AIs/ day  
Package price\*\*: €4,500/ day

GREAT AND INTERACTIVE PLACEMENT

# TAKEOVER AD

- ✓ Complete Takeover incl. interactive elements and „transparent“ areas distributed all over the page
- ✓ Desktop: background, Superbanner, Billboard, Medium Rectangle
- ✓ Mobile: Header, Content Ad, Footer
- ✓ Package includes a multiscreen-placement on the myHOMEBOOK homepage + first contact\*

Reach: 60,000 AIs/ day  
Package price: €6,600/ day

TAKEOVER AD

HEADER +  
CONTENT AD



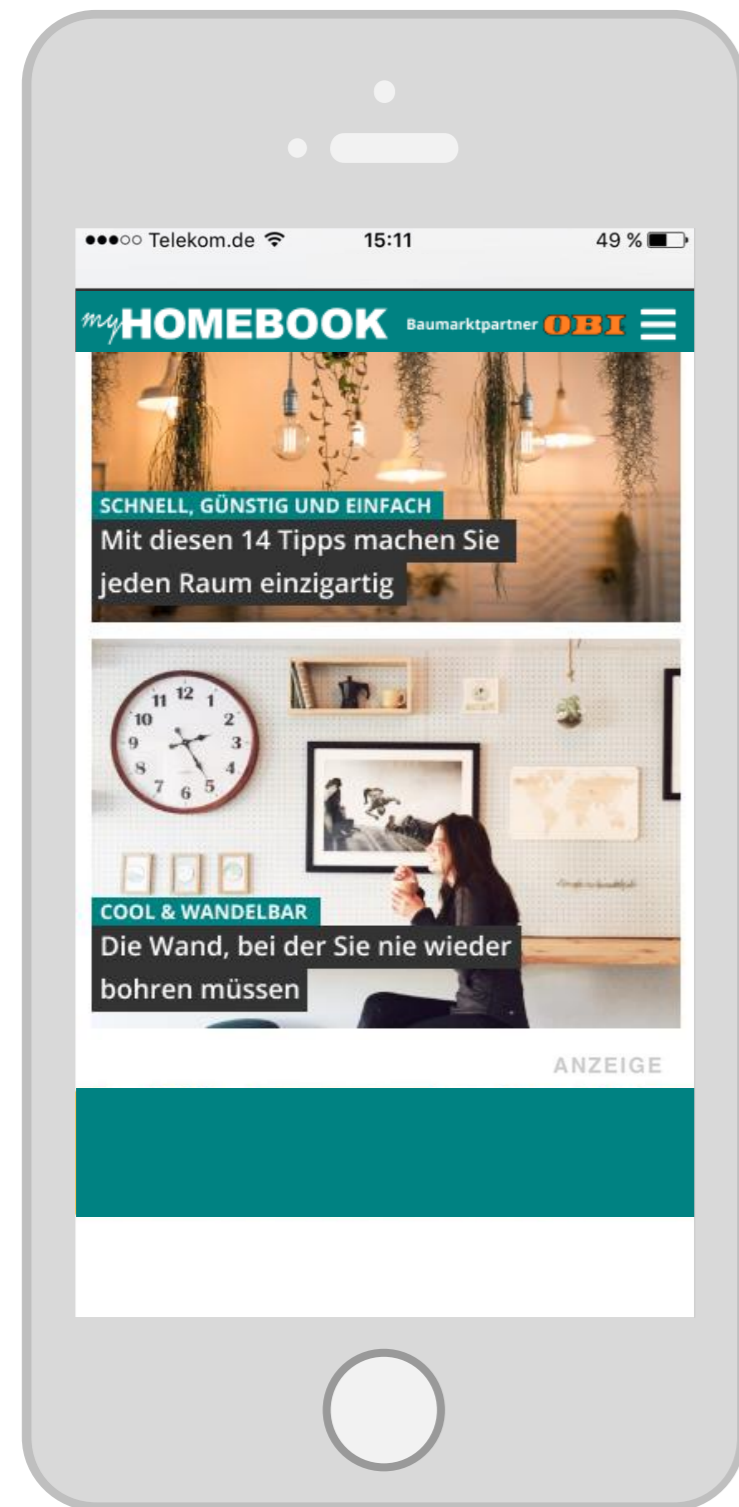
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# DIGITAL FORMATS

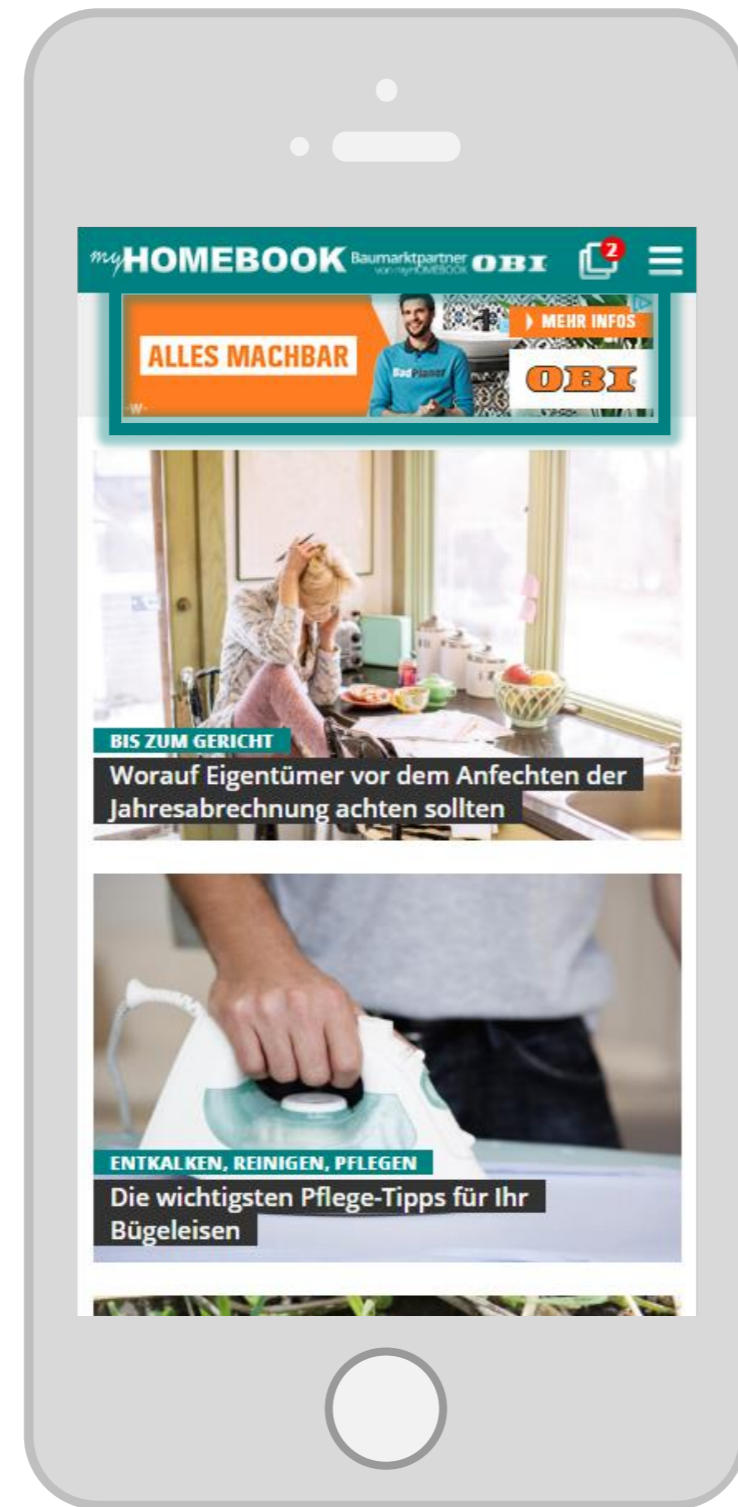
MOBILE ADS

BIG, INTERACTIVE AND DIVERSE

# DISPLAY ADS/ MOBILE



CONTENT AD 6:1



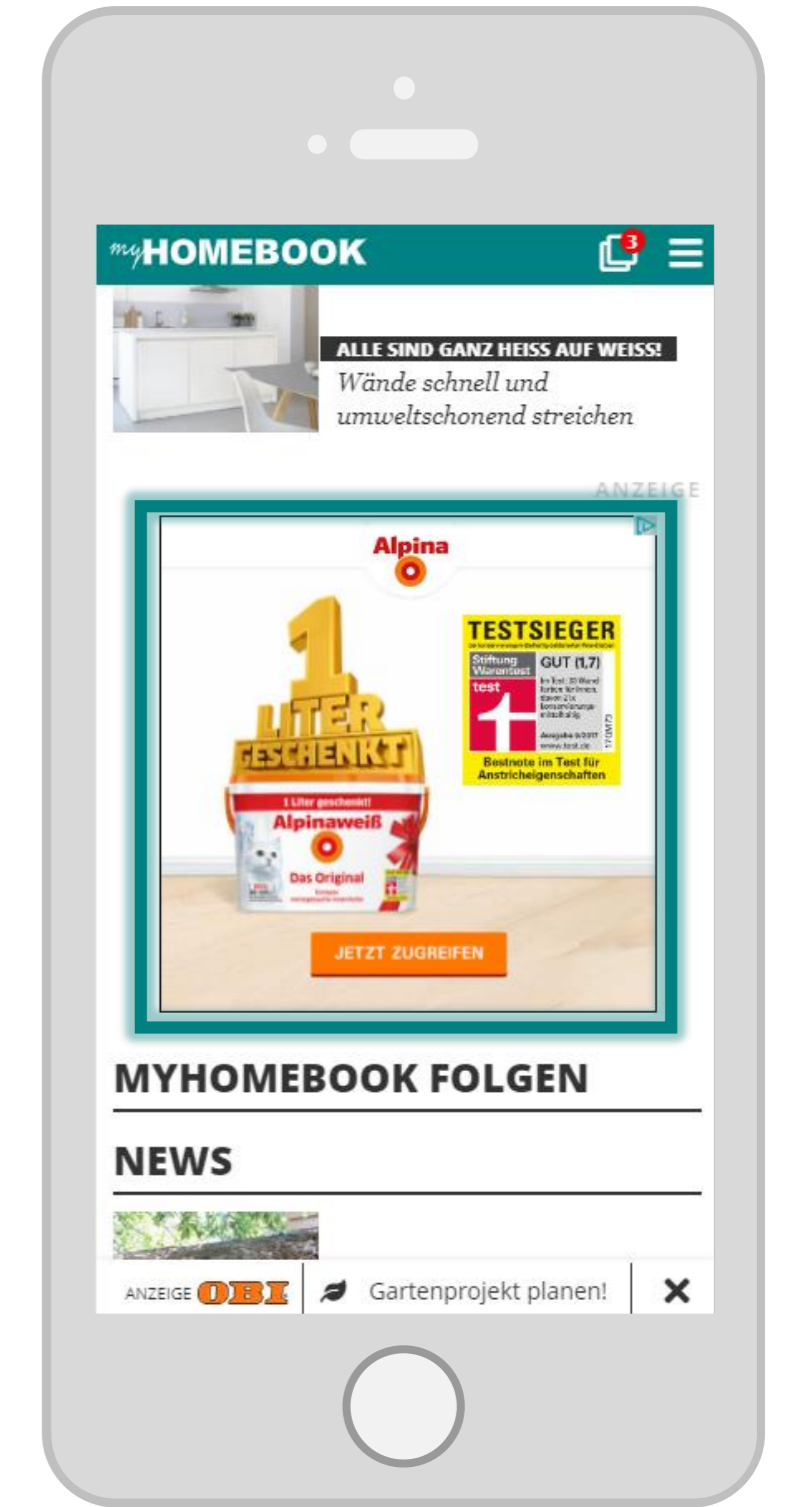
CONTENT AD 4:1



CONTENT AD 2:1

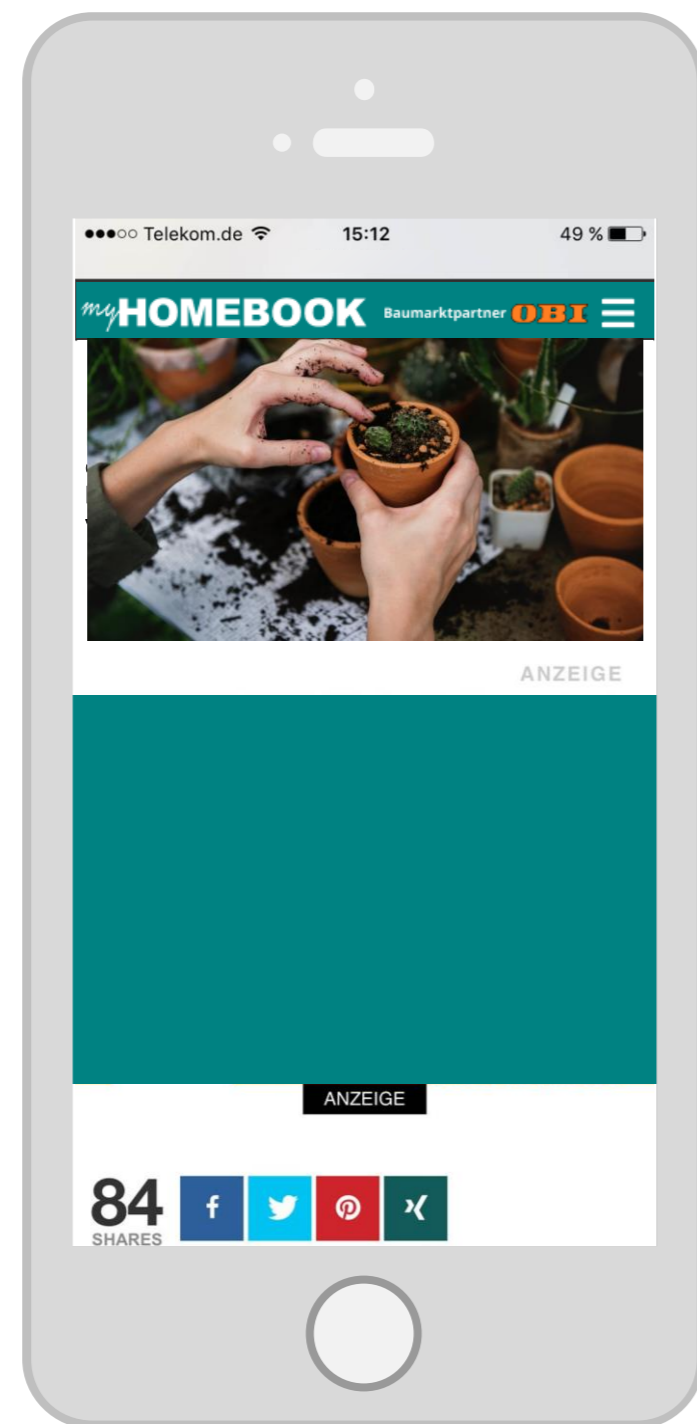


MEDIUM RECTANGLE

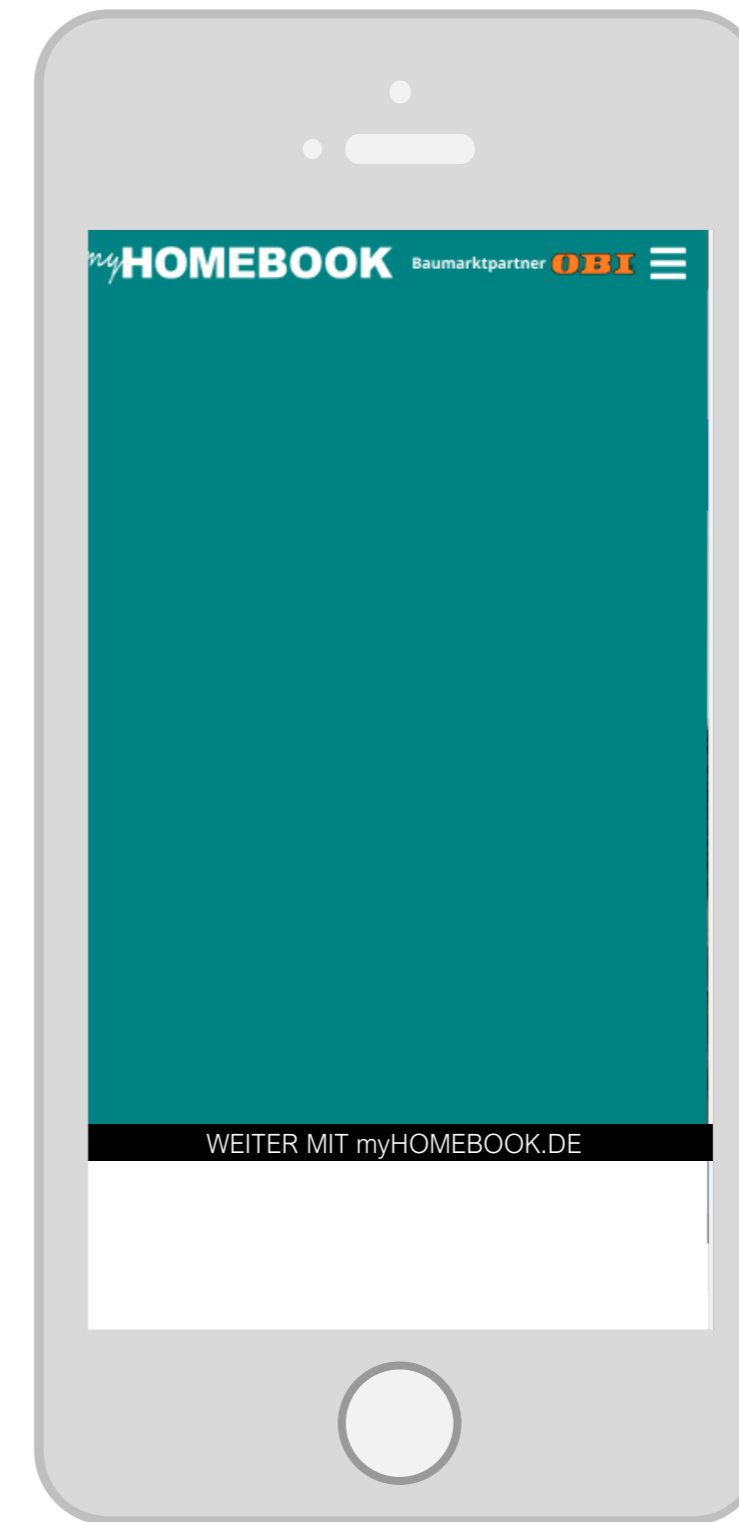
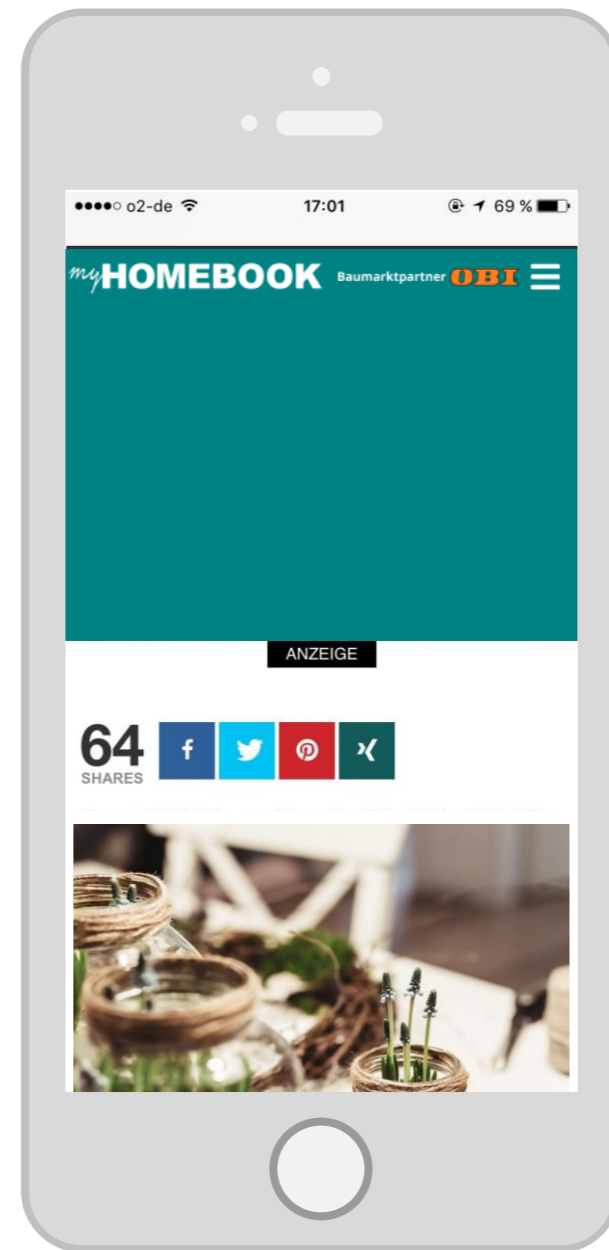


CONTENT AD 1:1

# BIG, INTERACTIVE AND DIVERSE DISPLAY ADS/ MOBILE



UNDERSTITIAL



INTERSCROLLER





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# STRONG BRANDING FOR YOUR LABEL

NATIVE ADVERTISING/ SPECIALS/ ADVERTORIAL

High-quality storytelling via native advertising

# BRAND STORIES



Your story exclusively maintains the **storytelling** of myHOMEBOOK: informative texts, exclusively researched, exciting videos, big photo productions, informative graphics, interactive engagement-tools like 360-degree-images, quizzes and picture galleries.

- ✓ Editorial seeming story\* in the appearance and tonality of myHOMEBOOK
- ✓ Integration of customer logo
- ✓ Topic will be developed together with the Axel Springer Brand Studios Team
- ✓ Footage can be provided by the client or the native photography team

Brand Story Package S	Brand Story Package M	Brand Story Package L	Brand Channel <sup>2</sup>
<ul style="list-style-type: none"><li>• 4 weeks</li><li>• 6.000 Views</li></ul>	<ul style="list-style-type: none"><li>• 4 weeks</li><li>• 15.000 Views</li></ul>	<ul style="list-style-type: none"><li>• 4 weeks</li><li>• 20.000 Views</li></ul>	<ul style="list-style-type: none"><li>• 6 weeks</li><li>• 15.000 Views</li></ul>
€22,500 <sup>1</sup>	€50,000 <sup>1</sup>	€62,500 <sup>1</sup>	€52,500 <sup>1</sup>

ELABORATELY DESIGNED THEME STAGE EXCLUSIVELY PRESENTED BY YOUR BRAND

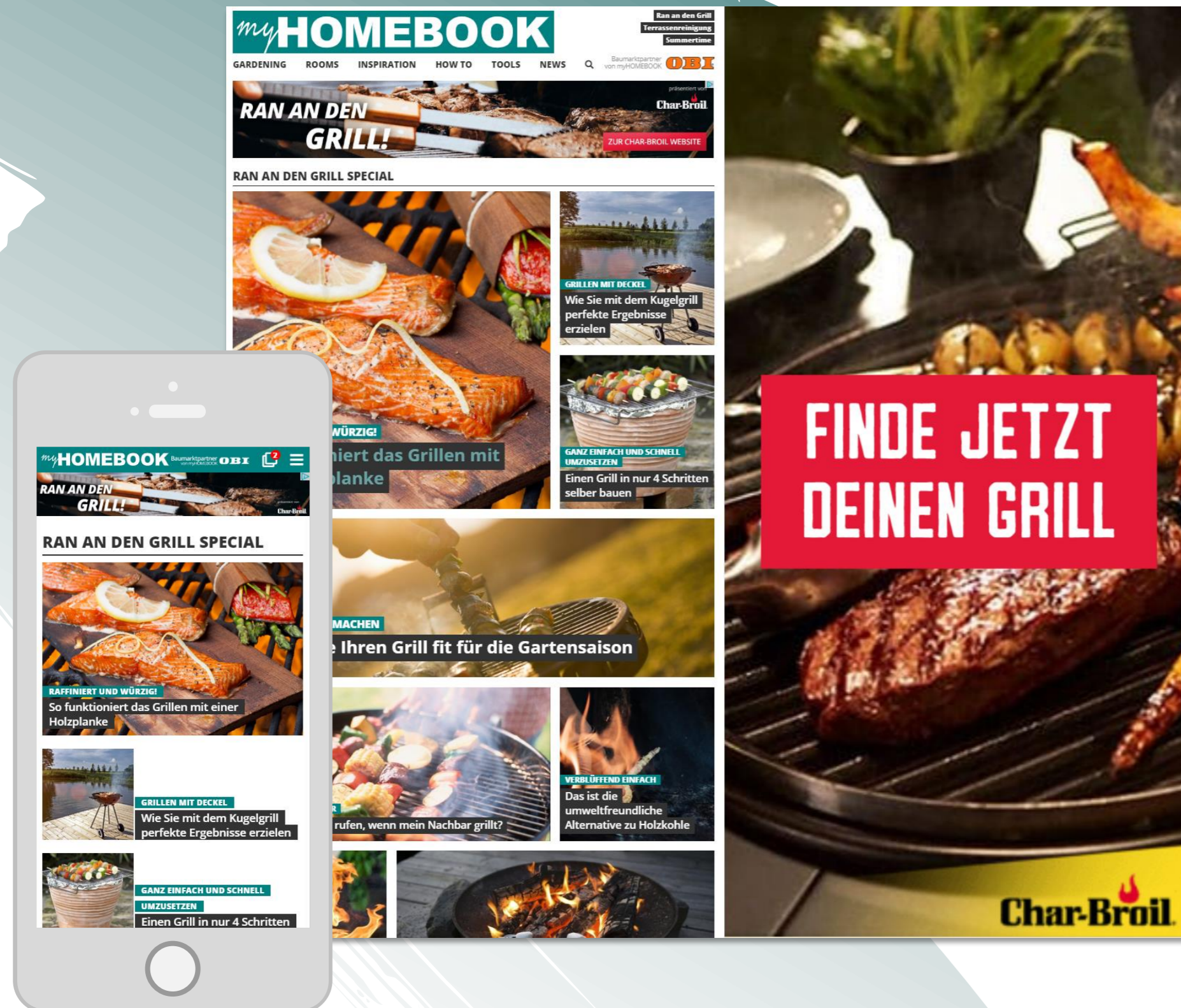
# THEMED SPECIALS

myHOMEBOOK.de gives customers the possibility to exclusively present a Themed Special (1-4 weeks).

What you get:

- ✓ Special-Homepage with sponsoring header and footer („presented by....“)
- ✓ Exclusive customer presence on special start- and article pages
- ✓ Traffic generation via editorial Homepage Teaser, AdBundle and Mobile Medium Rectangle
- ✓ Integration of your ads on the special pages: Fireplace or Wallpaper with Medium Rectangle and Content Ad 2:1 with Mobile Medium Rectangle
- ✓ Multiscreen placement

Best Case  
2019:  
Char-Broil



## Themed Special Package S

- 1 week
- 300.000 AIs

€13,000\*

## Themed Special Package M

- 2 week
- 600.000 AIs

€23,000\*



# ADVERTORIALS



Best Case 2019: BOSCH

...are individually produced. Thanks to the editorial presentation in look & feel of myHOMEBOOK.de, your brand will be presented in a high-class environment.

Convenient for the presentation of new products, special offers, tips und tricks as well as new diy-trends for house, flat and garden.

Excite users via:

- ✓ competitions
- ✓ votings
- ✓ integrated videos and more

## Advertorial Package S

- 2 weeks
- 500.000 AIs

€10,000\*

## Advertorial Package M

- 4 weeks
- 1.000.000 AIs

€17,500\*

## Advertorial Package L

- 6 weeks
- 1.500.000 AIs

€22,500\*

# THEMED SPECIAL + ADVERTORIAL POWERSPECIAL

Best Case 2019: OBI

ADVERTORIAL

POWERSPECIAL

The myHOMEBOOK.de Powerspecial offers customers the possibility to exclusively present a Themed Special for a period of 4 weeks. The Special Stage is a combination of customer and editorial content (1 Advertorial incl.).

What you get:

- ✓ Exclusive customer presence on special start- and article pages
- ✓ Individual Presenting Header and Footer („presented by...“)
- ✓ Traffic generation via editorial Homepage Teaser, AdBundle and Mobile Medium Rectangle
- ✓ Integration of your ads on the special pages: Fireplace or Wallpaper with Medium Rectangle and Content Ad 2:1 with Mobile Medium Rectangle
- ✓ Inclusive one Advertorial Package
- ✓ Multiscreen placement

Reach: 1,36 million AIs/ 4 weeks

Package price\*: €40,000/ 4 weeks



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# THE VERTICAL FAMILY

THE VERTICAL FAMILY

# RANGE OF TOPICS

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## STYLEBOOK

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Fashion  
Beauty  
Body  
Stars  
Love



## TRAVELBOOK

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Attractions  
Inspiration  
Airlines  
Journeys  
Destinations



## TECHBOOK

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Digital life  
Smartphones  
Smart Home  
Gaming  
Apps



## FITBOOK

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Health  
Fitness  
Workouts  
Mind & Body  
Healthy Food



## myHOMEBOOK

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Gardening  
Rooms  
Inspiration  
How To  
Tools  
News



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# PRICING

2020

# PRICING 2020

## CPM RATES

MULTISCREEN DISPLAY (Mobile, Desktop)									
		AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard <sup>1</sup>		Double Dynamic Sitebar <sup>3</sup>	
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads		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>2</sup> on start, bis inkl. 20 sec.		RoS & Custom	€60			Video Wall <sup>3</sup> Desktop only		RoS & Custom	€90

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

Further video formats on request

- 1) Also bookable as a Cinematic Ad (Additionally +€5 in case of a single booking or combined with a mobile format)
- 2) Excess length (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM
- 3) 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.

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.

# FIXED PLACEMENTS

Homepage Plus <sup>1,2</sup> (Home + First Contact <sup>3</sup> )   10 – 10 o'clock	Day Guaranty/ Price	Week Guaranty / Price
<p>Guaranteed Ad Impressions</p> <p>Desktop: AdBundle, Skyscraper, Superbanner, Medium Rectangle, Native Style Ads, Wallpaper, Halfpage Ad, Fireplace, Sitebar, Floor Ad, Billboard, Videowall, Cinematic Ad or Double Dynamic Sitebar</p> <p>Mobile: Mobile Content Ad 6:1, 4:1, 2:1, 1:1, Mobile Medium Rectangle, Understitial, Interscroller Ad or (Video-) Interstitial</p>	<p>100.000</p> <p>€7,000</p>	<p>600.000</p> <p>€35,000</p>
Event Extender <sup>1,2</sup> (Home + RoS)   10 – 10 o'clock	Guaranty / Price	
<p>Guaranteed Ad Impressions</p> <p>Desktop: AdBundle, Skyscraper, Superbanner, Medium Rectangle, Native Style Ads, Wallpaper, Halfpage Ad, Fireplace, Sitebar, Floor Ad, Billboard, Videowall, Cinematic Ad oder Double Dynamic Sitebar</p> <p>Mobile: Mobile Content Ad 6:1, 4:1, 2:1, 1:1, Mobile Medium Rectangle, Understitial, Interscroller Ad or (Video-) Interstitial</p>	<p>300.000</p> <p>€12,500</p>	

- 1) Saturday and Sunday count together as 1 day
- 2) Exclusivity applies except for the cms areas, e.g. Hometeaser and Taboola
- 3) Ad appears at the first page view on the website off the homepage

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.

# FIXED PLACEMENTS

Brand Day <sup>1,2,3</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>1,2</sup>   10 – 10 o'clock	Guaranty / Price
Guaranteed Ad Impressions	40.000
Desktop: A-Teaser Mobile: A-Teaser	€4,500
Takeover Ad <sup>1,3,4</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	

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

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.



# BRANDED CONTENT PACKAGES

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>

Advertorials, Aktionsbühnen und Gewinnspieladvertorials	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>5</sup>
<b>Advertorial Package M   max. 4 weeks</b> Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	1,000,000 Als	€17,500 <sup>5</sup>
<b>Advertorial Package L   max. 6 weeks</b> Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	1,500,000 Als	€22,500 <sup>5</sup>
<b>Advertorial Stage<sup>6</sup>   max. 4 weeks</b> Incl. 3 Advertorials Homepage Teaser AdBundle & Mobile Medium Rectangle in RoS	1,500,000 Als	€35,000 <sup>7</sup>

Influencer Add On Package – in combination with Brand Story or Advertorial	Guaranty	Package Price
<b>Influencer Add On Package<sup>8</sup></b>	425.000 Follower + 50.000 Views (Instagram) <sup>9</sup>	€10,000 <sup>10</sup>

- 1) Traffic generation via Native Home Teaser, Native Teaser in ROS, Social Sponsored Posts
- 2) Additionally creation costs Package S: € 3,500 | 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) Additionally € 2,000 creation costs (no discount or agency commission deductible) -> creation of Advertorial + traffic generating ads
- 6) Traffic generation via Homepage Teaser, AdBundle + Mobile Medium Rectangle in ROS and 3 Advertorials
- 7) Additionally € 4,000 creation costs (no discount or agency commission deductible) -> creation of Stage + Advertorial + traffic generating ads
- 8) This package is only bookable in combination with a Brand Story or Advertorial package; Traffic generation additionally through Instagram posts and Instagram stories
- 9) Potential total coverage depends on individual selection of suitable influencers. We would be glad to make an individual offer.
- 10) This is a net package price, which is not discountable; plus creation costs from 2.000€ for buyouts. These are not discountable but plus VAT

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.

# PRICING 2020

# SPECIALS

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

- 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

PLEASE FEEL FREE TO CONTACT US FOR INDIVIDUAL CONCEPTS

# CONTACT

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