



## CONCEPT

myHOMEBOOK is the new do-it-yourself portal for more lifestyle in house, flat or garden – understandable and freshly edited. myHOMEBOOK encourages and activates readers to take the initiative and provides orientation on the topics of living, building, diy, gardening and gives many tips and tricks. myHOMEBOOK combines the knowledge of experts, influencers and hobby craftsmen – competently and authentically. myHOMEBOOK – simply do it (yourself)!

Key Figures/Month	Digital
Unique User <sup>1</sup>	2,31 million
Visits <sup>2</sup>	3,91 million
Page Impressions <sup>2</sup>	5,24 million

Target Group <sup>1</sup> :	Digital
male	53%
20-49 years old	57%
HHNI > €3,000	48%
High level of education	42%

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

2) IWW April 2020

## FIXED PLACEMENTS 2020

Homepage Plus <sup>1,2</sup> (Home + First Contact <sup>3</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) 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.



Brand Day <sup>1,2,3</sup> (Home + Channel start page)   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>1,2,4</sup> (Home + Channel start page)   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>1,2</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	

- 1) Saturday and Sunday count together as 1 day
- 2) Exclusivity on the homepage applies except for the cms areas, e.g. Hometeaser and Taboola
- 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

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Brand Story	Period	Guaranty	Package Price
<b>Brand Story Package XS<sup>1</sup></b>	4 weeks	5,000 views	€17,500 <sup>2</sup>
<b>Brand Story Package S<sup>1</sup></b>	4 weeks	10,000 views	€37,000 <sup>2</sup>
<b>Brand Story Package M<sup>1</sup></b>	4 weeks	15,000 views	€50,000 <sup>2</sup>
<b>Brand Story Package L<sup>1</sup></b>	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 Stories 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 Stories, 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.

Die technischen Spezifikationen aller Werbemittel sowie Anmessungen finden Sie unter <https://www.mediaimpact.de/verleger-konrate>.  
Standardwerbemittel müssen 3 Tage vor Live-Gang vorliegen, Sonderwerbemittel mind. 5 Tage.

Bei Untertelieferung behält sich Media Impact vor, Inventar in einem affinen Channel oder in ROS (stationär und/oder mobil) als Nachlieferung zu nutzen.  
Alle Preise verstehen sich (sofern nicht anders vermerkt) als TKP oder Festpreise, abzgl. AE, zzgl. MwSt. | Änderungen und Irrtümer vorbehalten.

# CPM + SPECIALS 2020

## MYHOMEBOOK



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  
Expandable Ads  
Tandem- / Triple Ads  
Further video formats on request

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

#### Annotations:

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

#### Anmerkungen:

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