



CONCEPT

Sportbild.de is the online portal for Europe's largest sports magazine! Highlights and background reports, interviews and facts on the top athletes are keenly staged – whether the Bundesliga, international leagues and competitions, US sports, winter or motor sports, we provide the best and the most exclusive information from the world of sports.

Key figures/Month	Online + Mobile + App (Total)	Target Group	Online + Mobile + App (Total)
Unique User ¹	3.35 million	Men ¹	87 %
Daily Unique User ¹	0.40 million	20 - 49 years old ¹	63 %
Visits ²	-	HHNI at least € 2,000 ¹	74 %
Page Impressions ²	More than 62.4 million	High level of education ¹	42 %

- 1) AGOF daily digital facts; Basis: digitale WNK 16+ Jahre, single month/average day October 2019; from October 05th.2019
2) IWW October 2019

FIXED DAILY PLACEMENTS 2020

HomeRun (Multiscreen) 10 a.m. – 10 a.m.	HomeRun I (Mon. – Sun.)
BASIC	
Guaranteed Ad Impressions	650,000
Online: Wallpaper / Billboard / (Dynamic) Sitebar / Double Sitebar / Fireplace (+ optional sticky or expandable)	€ 16,250
Mobile (MEW + Sport BILD App): Medium Rectangle & Lead Ad (4:1 / 6:1)	
DELUXE	
Online: Video Wall ⁴ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad ⁵ / Billboard (100/1)	€ 19,500
Mobile (MEW + Sport BILD App): Medium Rectangle & Lead Ad (2:1) / Content Ad 1:1 & Lead Ad (2:1) / Understitial & Lead Ad (2:1) / Interscroller & Lead Ad (2:1)	

- 4) FC 1 / day, BB or FP as a reminder
5) No colorful background possible.



HomeRun Programmatic (Multiscreen) 10 a.m. – 10 a.m.	HomeRun I (Mon. – Sun.)
BASIC: Online – Billboard & Halfpage Ad / Mobile (MEW + Sport BILD App) – Medium Rectangle & Lead Ad (4:1 / 6:1)	Gross CPM: € 26.25
DELUXE: Online – Double Dynamic Sitebar / Mobile (MEW + Sport BILD App) – Medium Rectangle & Lead Ad (2:1)	Gross-CPM: € 31.50
HomeRun Targeting¹ (Multiscreen) 10 a.m. – 10 a.m.	HomeRun I (Mon. – Sun.)
BASIC	
Guaranteed Ad Impressions	650,000
Online: Wallpaper / Billboard / (Dynamic) Sitebar / Double Sitebar / Fireplace (+ optional sticky oder expandable)	€ 22,750
Mobile (MEW + Sport BILD App): Medium Rectangle & Lead Ad (4:1 / 6:1)	
DELUXE	
Online: Video Wall² / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad³ / Billboard (100/1)	€ 26,000
Mobile (MEW + Sport BILD App): Medium Rectangle & Lead Ad (2:1) / Content Ad 1:1 & Lead Ad (2:1) / Understitial & Lead Ad (2:1) / Interscroller & Lead Ad (2:1)	
HomeRun Advanced (Multiscreen) 10 a.m. – 10 a.m. + one week RoS click booster	HomeRun I (Mon. – Sun.)
Formats: Dynamic Sitebar & Mobile Medium Rectangle	
Guaranteed Ad Impressions - HomeRun	650,000
Guaranteed Clicks - Click Booster	2,000
Total	€ 19,850⁴
NewsFlight (Fixed daily placement on all articles (excl. App)) 10 a.m. – 10 a.m.	NewsFlight I (Mon. – Sun.)
BASIC	
Guaranteed Ad Impressions	500,000
Online: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable)	€ 11,500
Mobile (MEW): Medium Rectangle & Lead Ad (4:1 / 6:1)	
DELUXE	
Online: Video Wall¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad² / Billboard (100/1)	€ 14,000
Mobile (MEW): Medium Rectangle & Lead Ad (2:1) / Content Ad 1:1 & Lead Ad (2:1) / Understitial & Lead Ad (2:1) / Interscroller & Lead Ad (2:1)	

A selected ad-format mix from both categories (e.g. BASIC stationary format + DELUXE mobile format) always leads to the higher priced format being used for the package price.

- 1) Targetingoptions: Regio, Sozio. Up to 1,500 individual creatives possible, depending on the targeting segments can be created automatically. A fallback creative per device is needed. Regio Targeting only available for Desktop & MEW (Fallback-creative will be display InApp)
- 2) FC 1 / day, BB or FP as a reminder
- 3) No colorful background possible
- 4) HomeRun SR-, AR- and AE-feasible; Click Booster not SR-, but AR- and AE-feasible

The technical specifications of all advertising forms as well as dimensions can be found at <http://www.mediapilot.de/specs>

Standard advertising means must be available 3 days before going live, special advertising means at least 5 days before.

In case of underdelivery, Media Impact reserves the right to use the inventory in a related channel or inventory in ROS (Desktop and/or Mobile) as a redelivery. All prices are (insofar as nothing else is noted) as a CPM or fixed price, minus discount, plus VAT. | Changes and mistakes reserved.



Brand Story Packages ¹	Story Views	Pricing
Package L 6-8 Weeks	20,000	€ 62,500
Package M 4-6 Weeks	15,000	€ 50,000
Package S 2-4 Weeks	10,000	€ 35,000

Advertorial ²	Ad Impressions	Pricing
Advertorial SPORTBILD.DE 4 Weeks	5,000,000	€ 25,000

- 1) Additional Creation Costs: Package S: 3,500€ | Package M: 4,000€ | Package L: 4,500 (neither SR- nor AE-feasible)
 2) Additional Creation Costs: 2.990€ (all prices are neither SR- nor AE-feasible)

CPM + SPECIAL FORMATS 2020

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)								
	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard ¹		Double Dynamic Sitebar	
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-/ Social- 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
Interscroller Ad	RoS & Custom	€ 75	RoS & Custom	€ 85	RoS & Custom	€ 100	RoS & Custom	€ 105
VIDEO								
InText Outstream Ads ²	on start, up to 20 sec.	RoS & Custom	€ 60		Video Wall ³	Desktop only	RoS & Custom	€ 90

MULTISCREEN – Traffic distribution depending on availability between Online and Mobile

Further Options:

Mobile- / Desktop- / Tablet-only
 Expandable Ads
 Tandem- / Triple Ads
 Further Video Formats on requests

Basic pricing + € 10 CPM
 + € 10 CPM
 Highest pricing category in addition to Device-surcharge

Annotations:

- 1) Also available as Cinematic Ad (Surcharge +5€ with single booking and in combination with a Mobile format).
 2) Overlength (21-30 sec.) + 20 € CPM // Short Spots (7-15 Sek.) - 10 € CPM // VPAID + 10 € CPM; Billing on CPCV-Base on request
 3) Prices are Desktop only, the device-surcharge + 10€ CPM is not applicable if combined with a Mobile format. FC 1/24h, no autoplay, pending editorial passing. Limitation to one loop.

Special Formats for Presentings (Multiscreen)	CPM
Guaranteed Ad Impressions	
Online: Presenting Header (100/1) / Billboard	€ 20 € 40
Mobile (MEW + Phone App): Lead Ad (4:1) (100/1) / Lead Ad (2:1)	

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