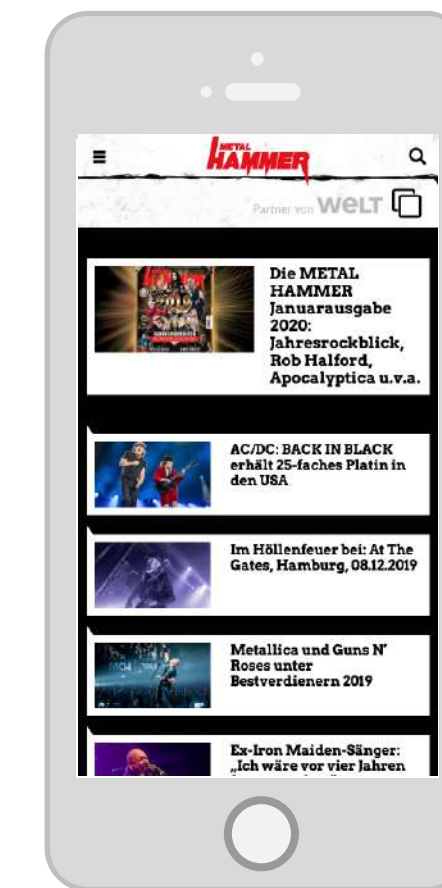
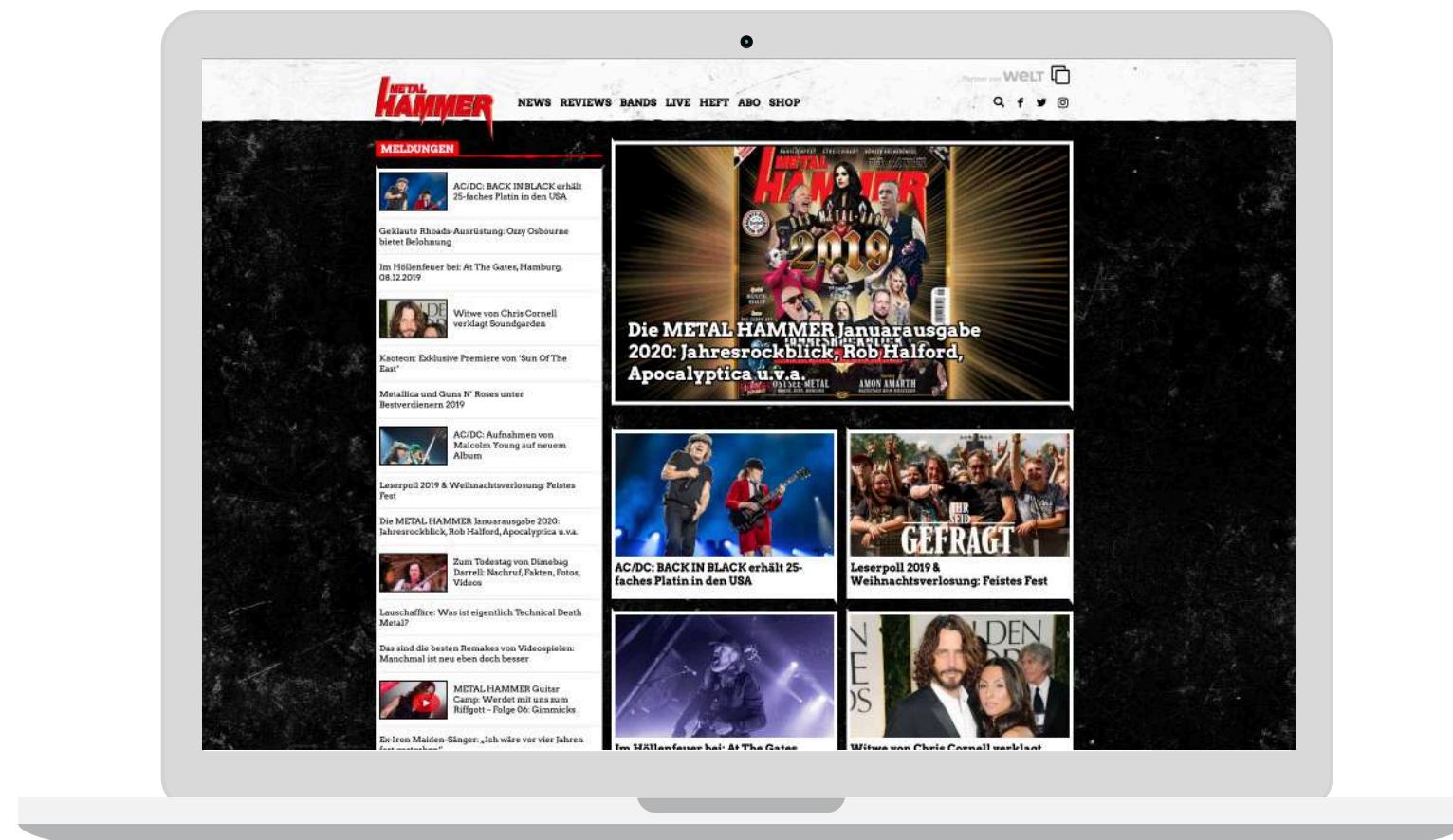




METAL HAMMER

METAL HAMMER IN A NUTSHELL



0,5 Mio. Unique User*
1,3 Mio. Visits*
2,3 Mio. Page Impressions*

30 % stationary traffic*

70 % mobile traffic*

- ✓ METAL HAMMER offers comprehensive news from metal topics and the hardest habits of rock, well-founded and entertaining at the same time.
- ✓ METAL HAMMER is the destination for a huge fanbase of the biggest music acts (AC/DC, Metallica, Guns N' Roses, Rammstein).
- ✓ METAL HAMMER tells thrilling background stories, takes up current topics with reference to a context and proves expertise in the field of Gaming.
- ✓ METAL HAMMER gives inspiration, instructions and an overview of live events, metal- and rock concerts.



Editorial concept

OUR SECTIONS AND TOPICS

MUSIC

artists & bands, reviews, metal genres,
stories, scene, portraits

GAMES

reviews, news,
trends

FESTIVALS


news, highlights, tickets,
guides, festival tips, merchandise

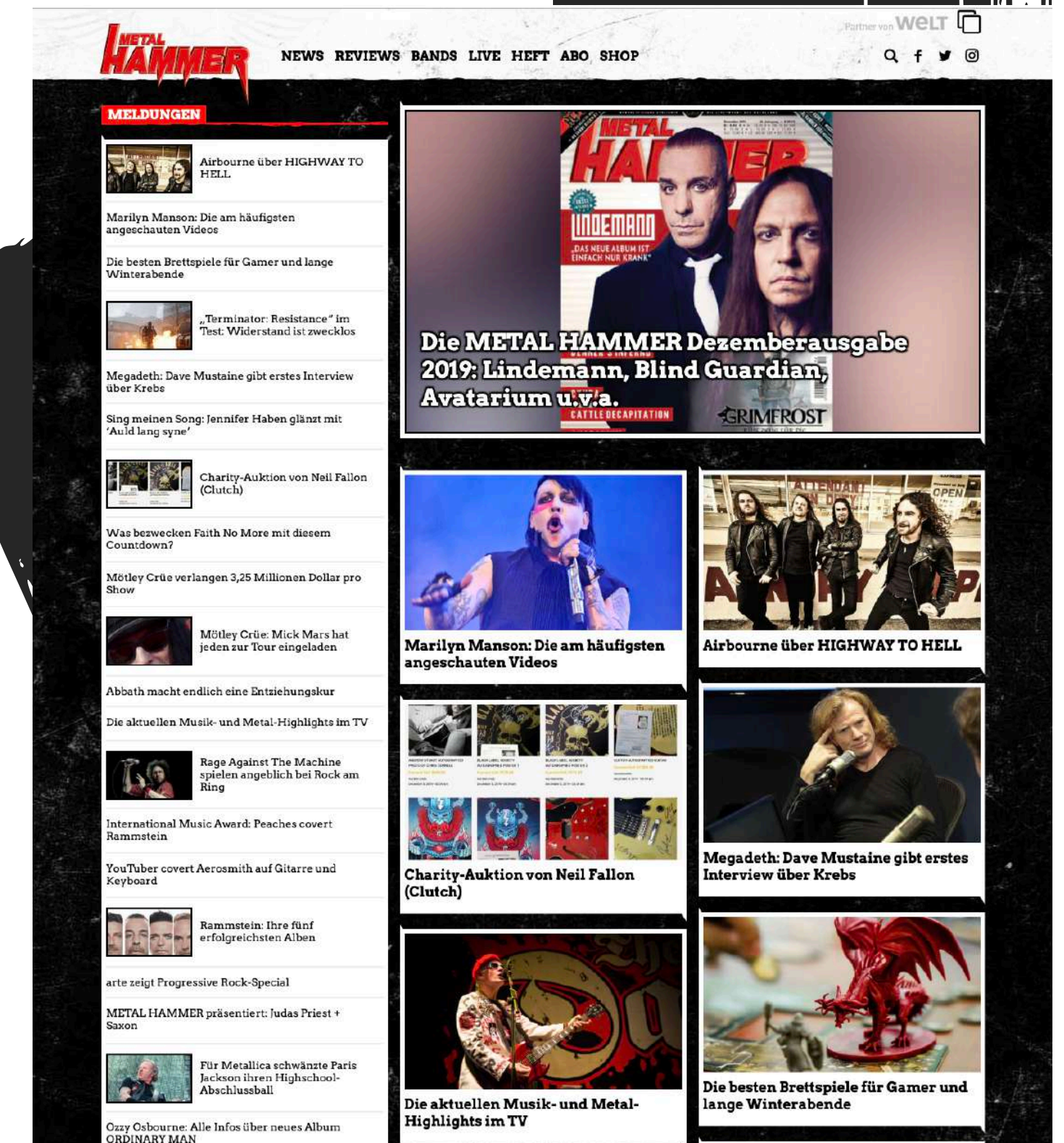
LIVE

news, concert tips,
events, tickets

Comprehensible, opinionated, informative, agile

GOOD REASONS FOR

- ✓  is the flagship of the genre and therefore the rock webseite with the highest coverage in Germany.
- ✓ Perfect search engine placement in the music, live and entertainment sector for high visibility and external traffic – of course our partner content also benefits from this.
- ✓ Individual customer wishes for campaigns can be implemented easily – the agility of a start-up within the Axel Springer Group.



METAL HAMMER USER



Fabian, 29

Active musicians



Lena, 24

Festival visitors



Alex, 38

Bands/Artists



Víctor, 34

Concertgoers

Users of METAL-HAMMER

- ✓ 61 % are men
- ✓ 33 % are between 20-39 years old
- ✓ 44 % of them have a HHNE > 3.000 €
- ✓ 40 % have a high level of education*



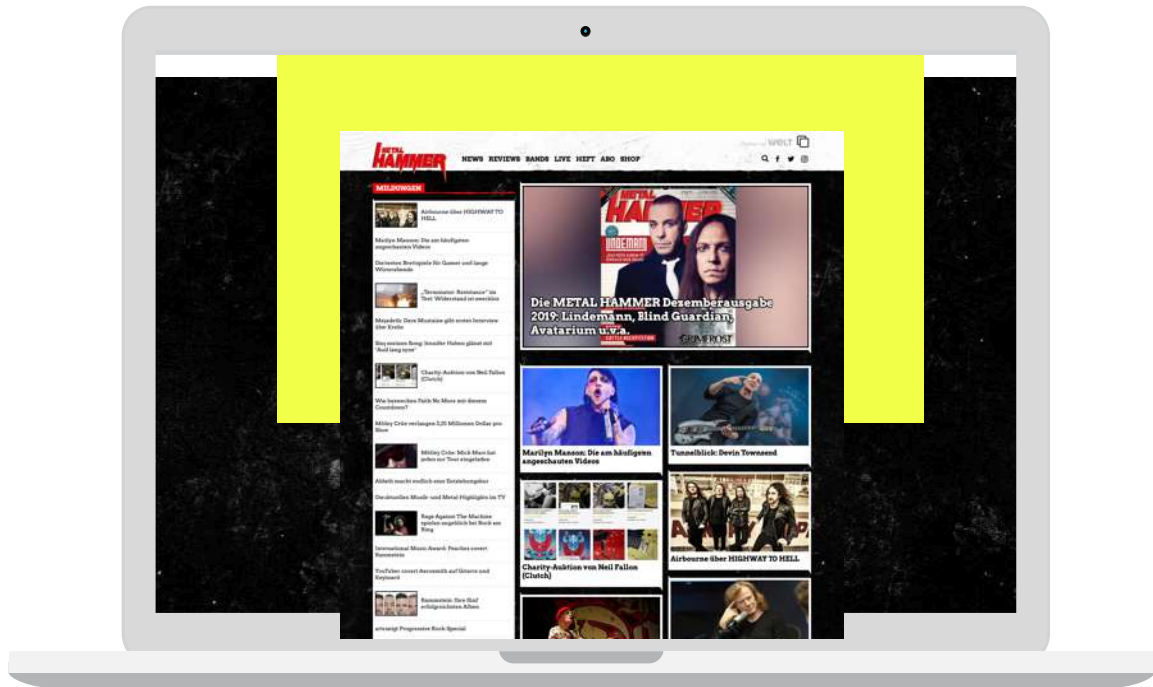
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FORMS OF ADVERTISING

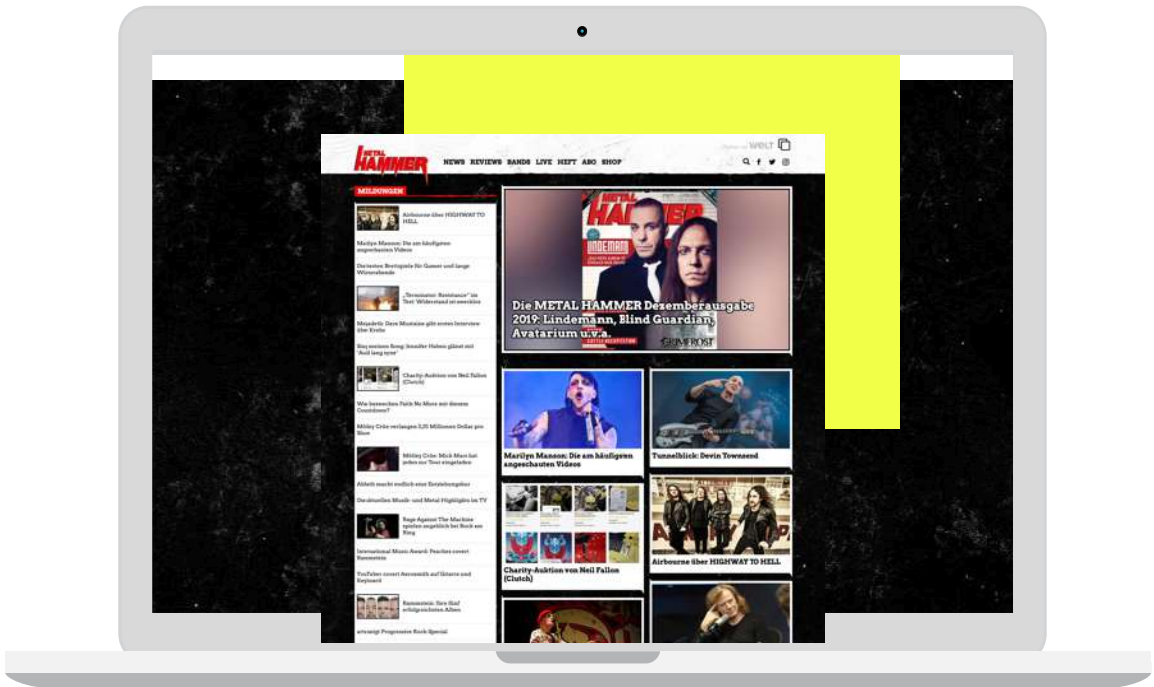
DISPLAY & MOBILE ADS

Large-scale, interactive and diverse

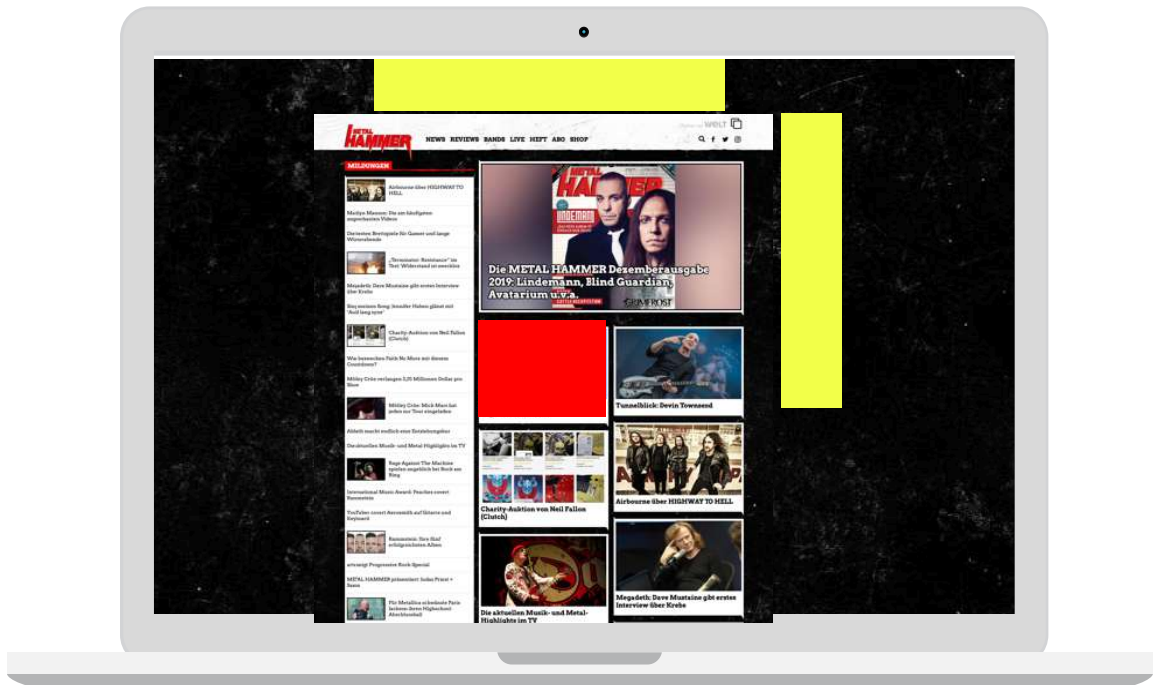
DISPLAY ADS ON METAL HAMMER



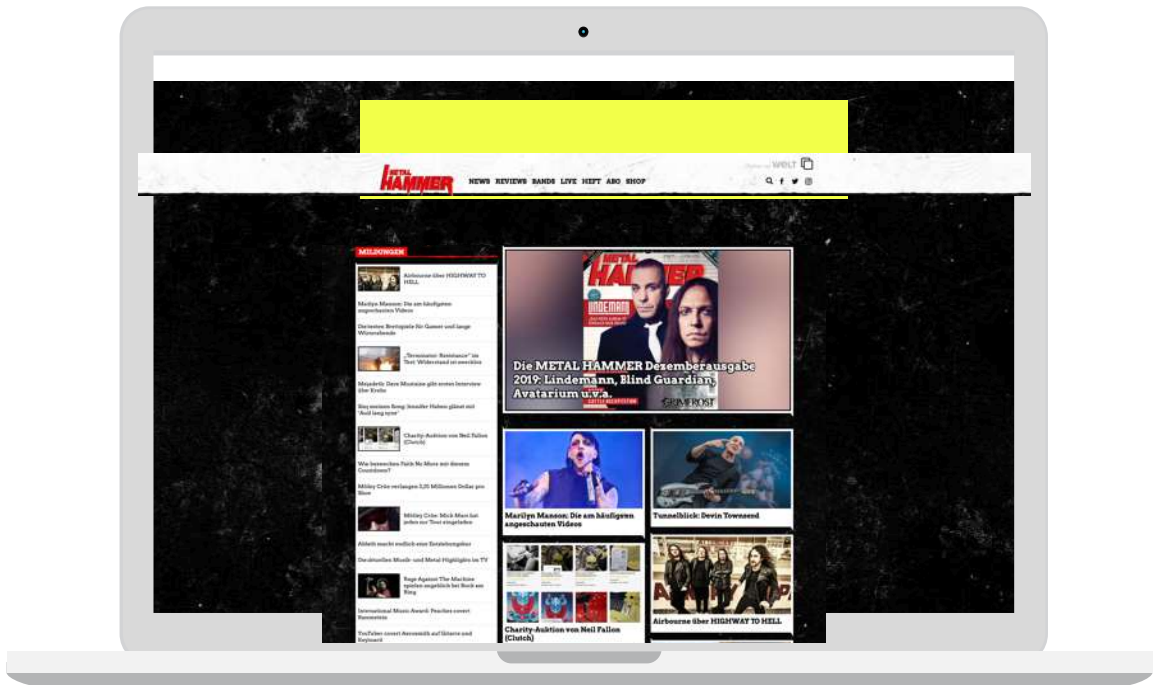
FIREPLACE



WALLPAPER



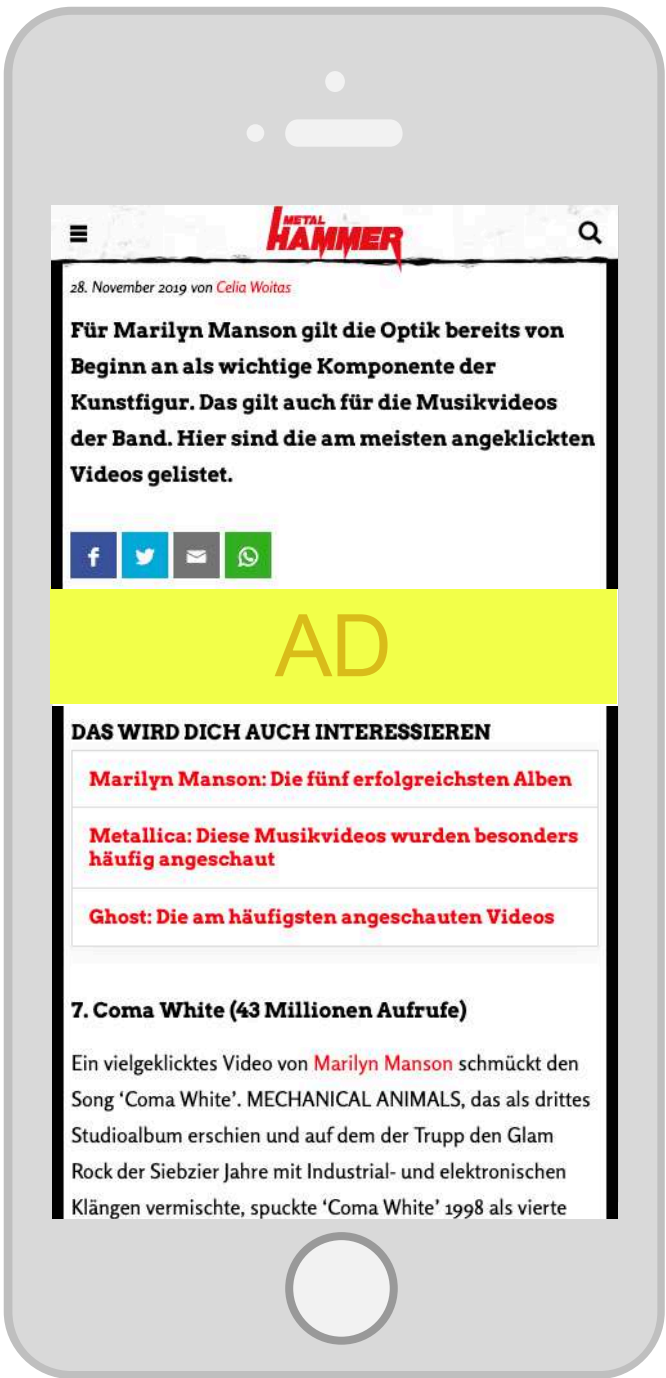
AD BUNDLE



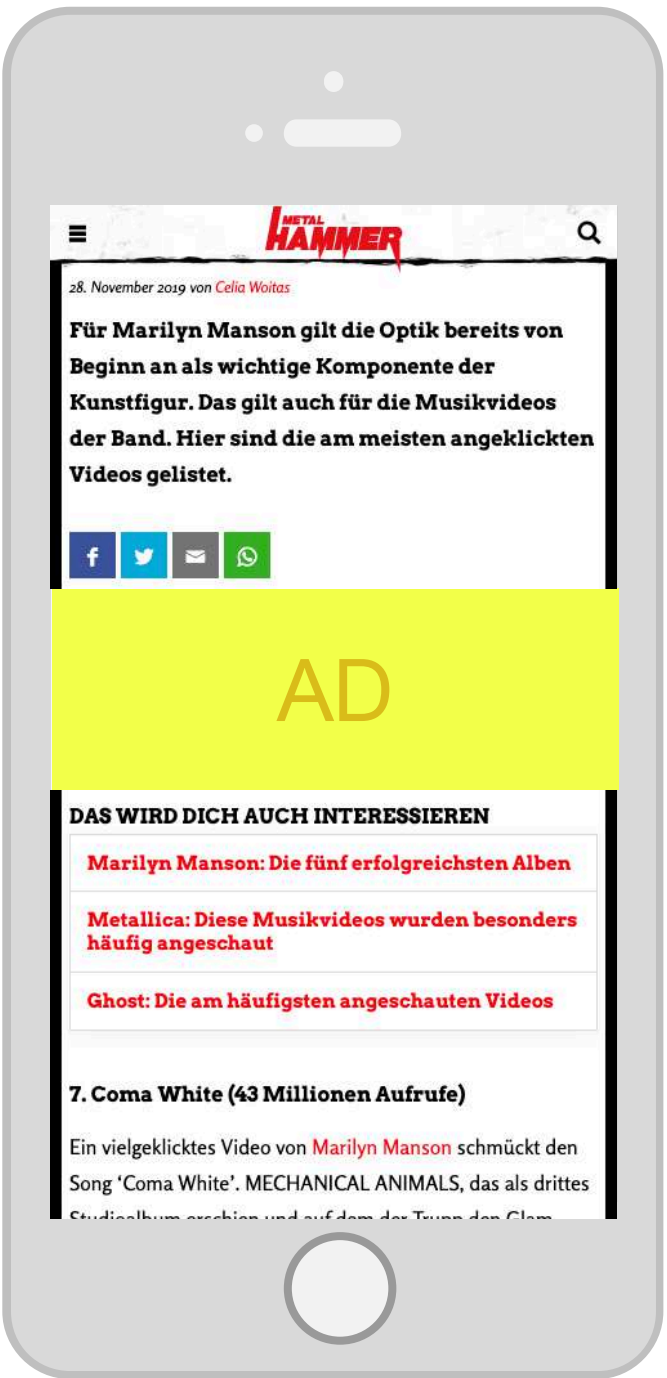
BILLBOARD

Large-scale, interactive and diverse

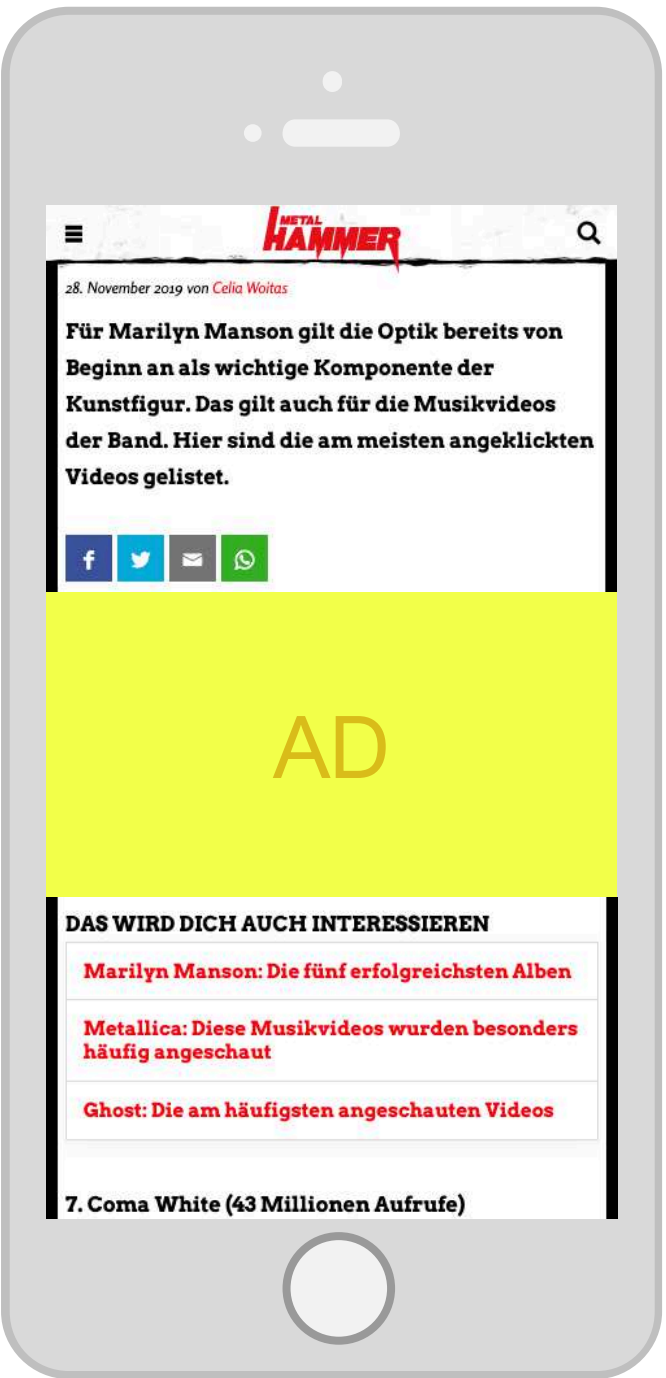
MOBILE ADS ON METAL HAMMER



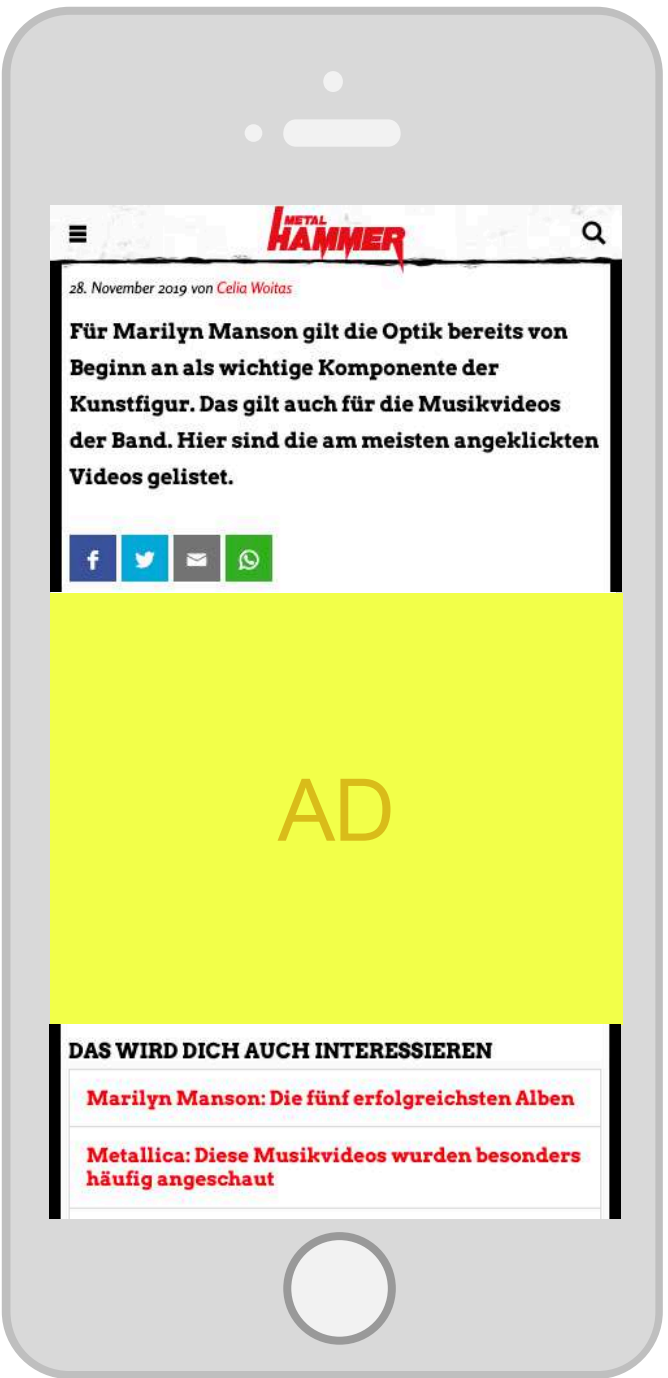
Content Ad 6:1



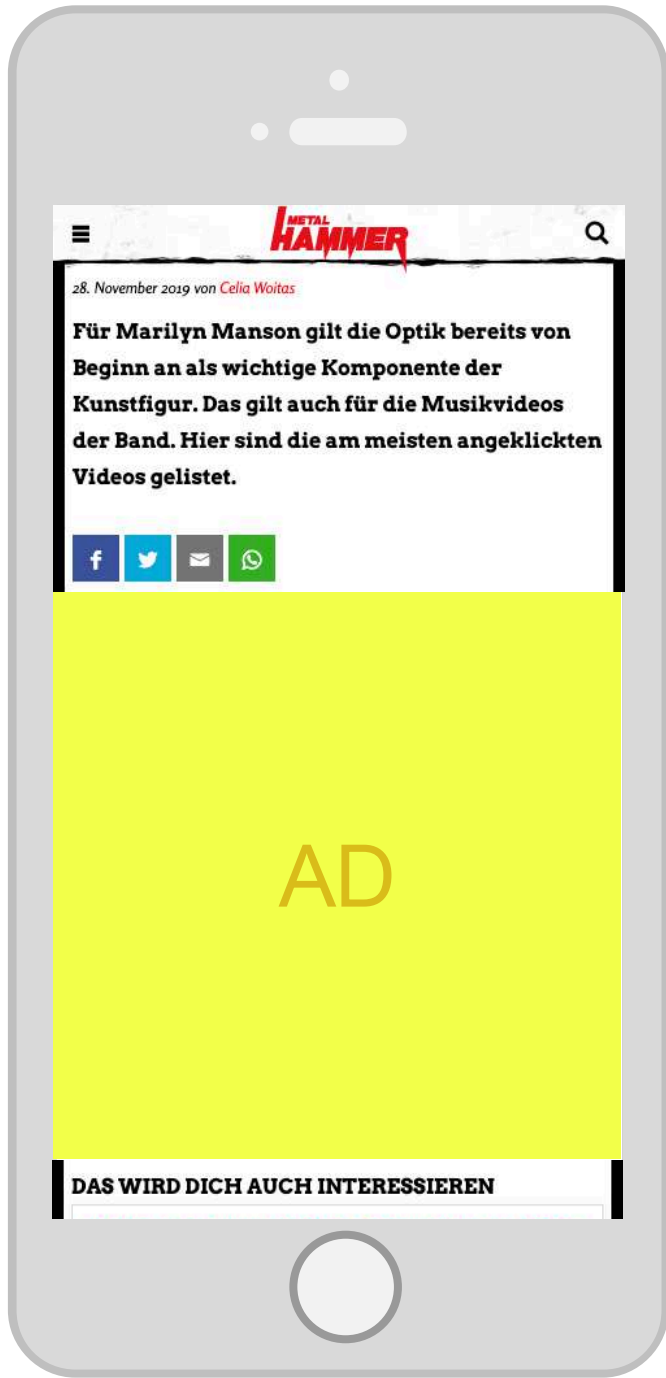
Content Ad 4:1



Content Ad 2:1



Medium Rectangle



Content Ad 1:1

Further formats after agreement possible



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NATIVE ADVERTISING

BRAND STORY

ADVERTORIAL

SPECIALS

Your story with the power of METAL HAMMER

You've got a message to the musicinterested target group of METAL HAMMER?

You want to attach readers to your brand by stories with added value?

Our content-team offers editorial storytelling at the highest level, has been convincing readers with stories for years and thus creates maximum brand awareness!

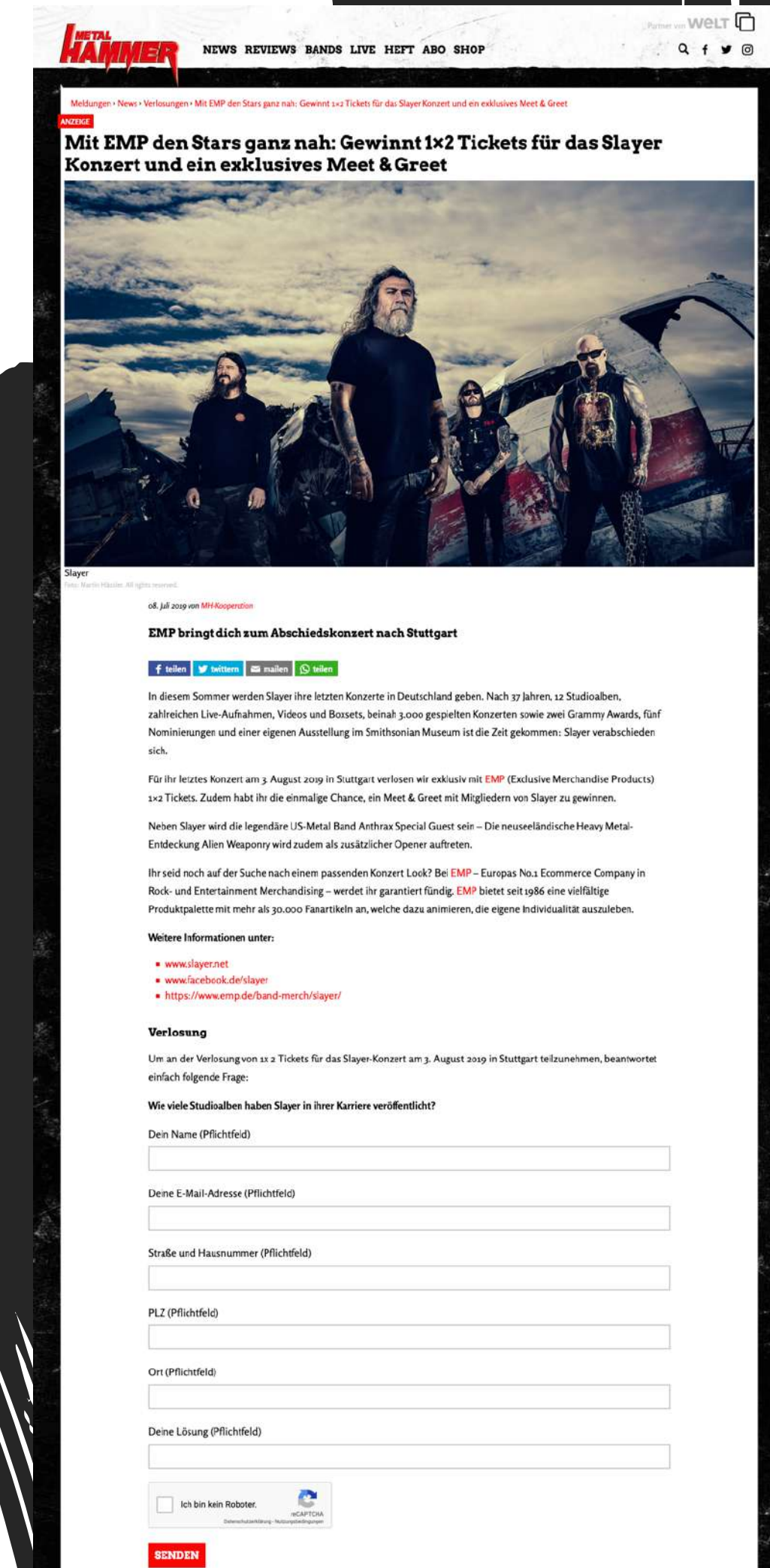
Present yourself on your own page on METAL HAMMER

ADVERTORIAL

Advertorials are designed individually. Thanks to the editorial look & feel of METAL HAMMER, your brand will be in a high-class environment.

We integrate your product natively on our website with clear sendership. This enables you to address our users directly and to activate them through the following additional measures:

- ✓ Raffles
- ✓ Votings
- ✓ Integrated Videos
- ✓ Linkout to external shop/product page



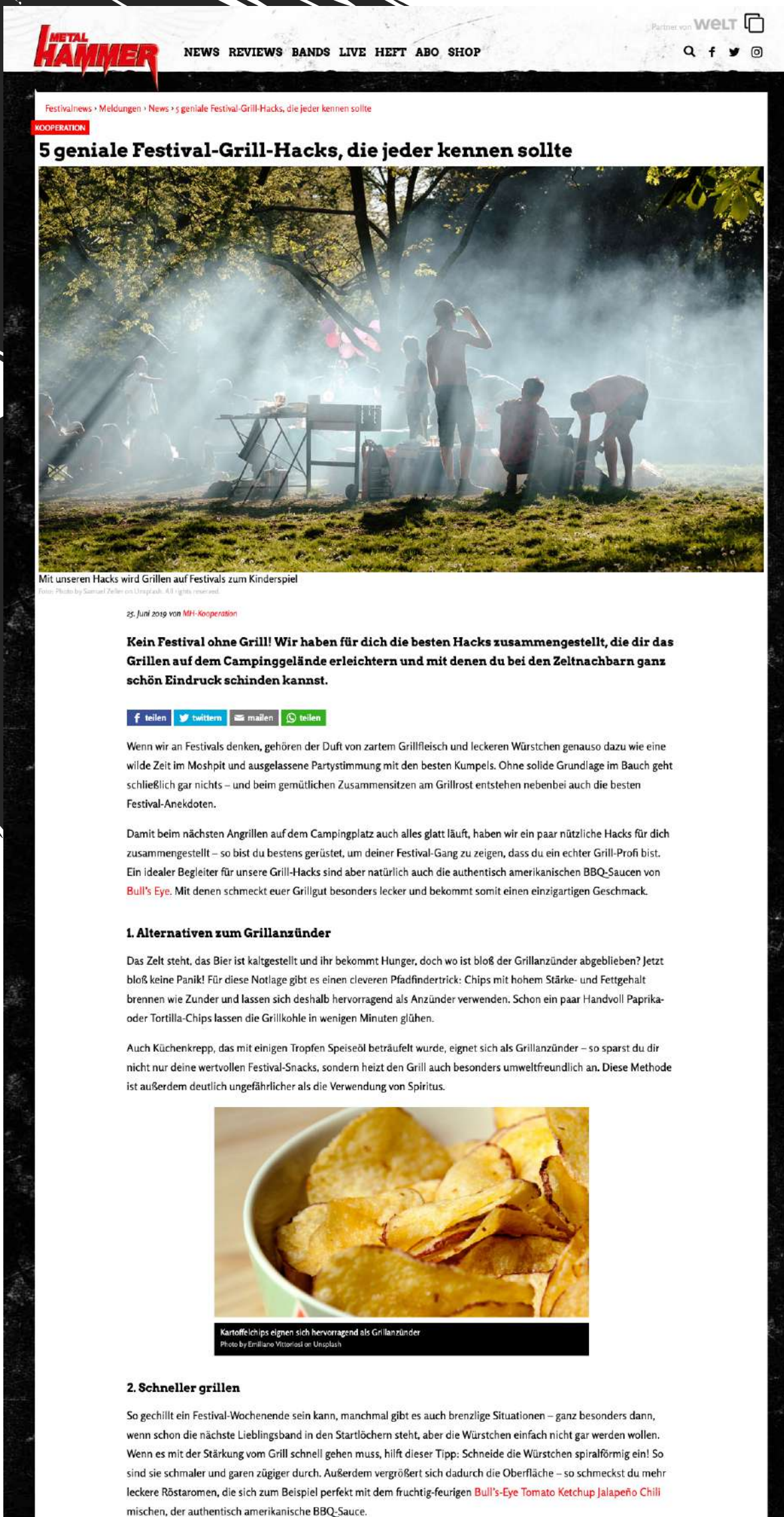
Storytelling at its best!

BRAND STORY

We tell your story exclusively with the brand METAL HAMMER:

We offer informative and exclusively researched texts, enrich them with exciting videos, playlists, large photo productions, informative graphics or interactive engagement tools such as 360-degree images, quizzes and picture galleries.

- ✓ Editorial-looking story in the look and tonality of METAL HAMMER
- ✓ Clear sendership of the brand through your logo integration
- ✓ Close coordination and dialogue with the customer



Exclusive presence on the homepage & matching raffle

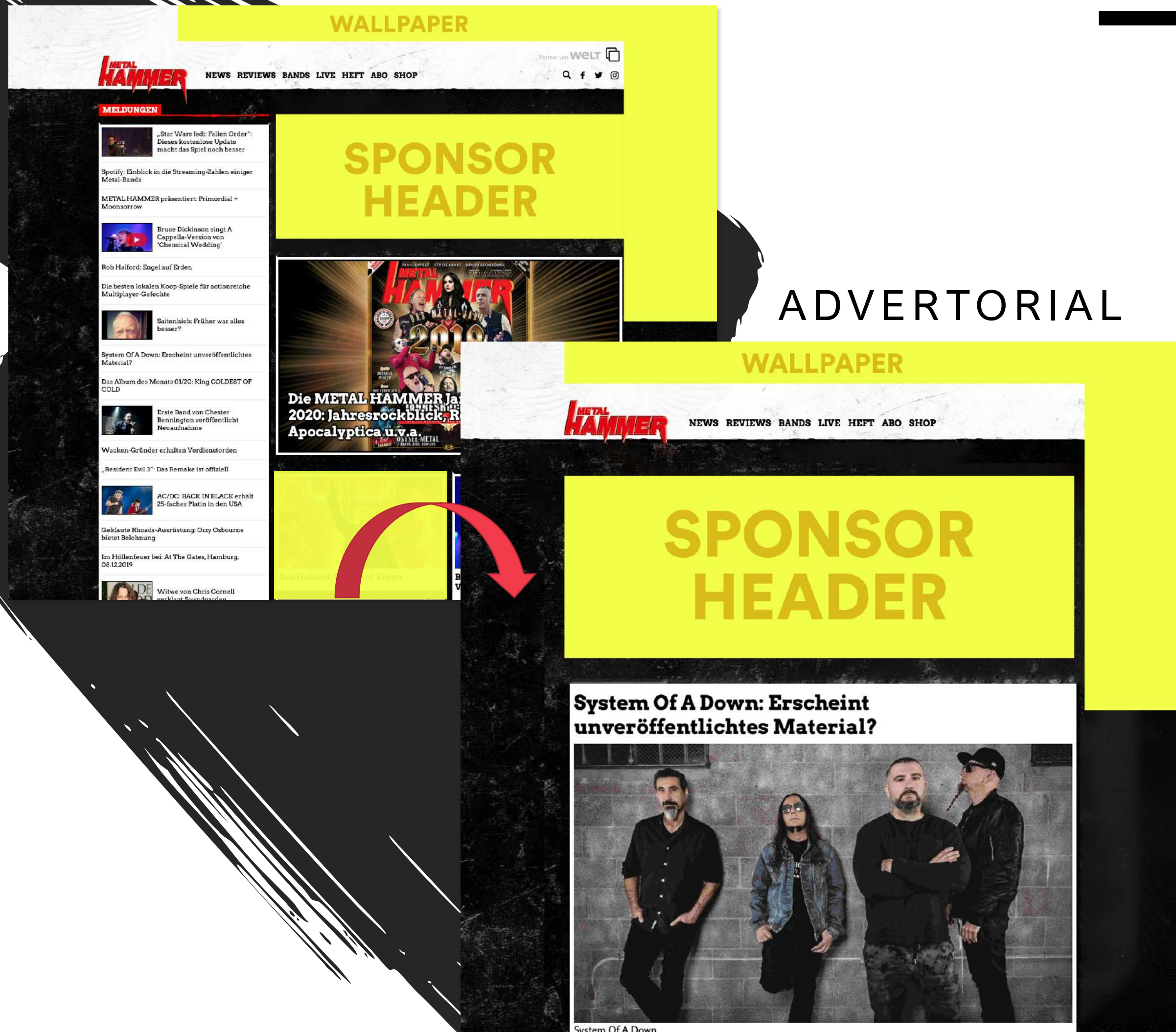
HOMEPAGE-STAGE

- ✓ Your video on the homepage of METAL HAMMER guarantees an unique appearance
- ✓ Link your raffle with your video content, resulting in high interaction on the video
- ✓ 7-day placement on the homepage, including exclusive 1-day fixed placement at the top of the homepage for maximum attention



Elaborately designed theme stage exclusively presented by your brand

POWERSPECIAL



With the METAL HAMMER Powerspecial we create a content hub, which will be expanded with **current topics** and **content** over a period of 4 weeks. You as a customer will be integrated in **every article** and in the hub.

- ✓ Exclusive customer presence on special start and article pages
- ✓ Individual **sponsoring header** („presented by ...“) in the content hub
- ✓ **Traffic** via editorial homepage teaser, AdBundle and Mobile Medium Rectangle
- ✓ Integration of an **advertorial** included
- ✓ **Advertising integration on the Special:** Fireplace or wallpaper with Medium Rectangle stationary and Content Ad 2:1 with Mobile Medium Rectangle
- ✓ Multiscreen playout of the special

SOCIAL MEDIA SPONSORED POST

- ✓ Integration of your campaign in the Facebook newsfeed and on Instagram with METAL HAMMER
- ✓ High reach and brand connect of METAL HAMMER and your brand
- ✓ Precise targeting possible



We integrate you also into events, podcasts, interviews, videos,...

FURTHER INTEGRATION EXAMPLES

- ✓ Events
- ✓ Podcasts
- ✓ Interviews
- ✓ Videos

AKTUELLES VIDEO



Interview integration



Metal Hammer with Bull's-Eye.

Paid Partnership ·

Schon wieder halbwarme Ravioli vom Campingkocher oder doch die übrig gebliebene Bratwurst vom Vortag?

Wir haben da eine bessere Idee: Beim nächsten Festival kannst du diese leckeren und einfachen Rezepte ganz einfach auf dem Grill zubereiten.



METAL-HAMMER.DE

Grillen auf Festivals: Die besten Rezepte

Schon wieder halbwarme Ravioli vom Campingkocher oder doch die...

Social media accompaniment



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PRICING

DISPLAY & MOBILE ADS

NATIVE ADVERTISING

Mobile & Display-Ads

CPM rates

		stationary			
		<div><div></div><div>• AdBundle</div><div>• Skyscraper</div><div>• Superbanner</div><div>• Native Style Ads¹</div><div>• Medium Rectangle</div></div>	<div><div></div><div>• Wallpaper</div><div>• Sitebar</div><div>• Halfpage Ad</div></div>	<div><div></div><div>• Fireplace</div><div>• Floor Ad</div><div>• Billboard</div></div>	<div><div></div><div>• Intertstitial³</div><div>• Video Wall</div><div>• Multiscreen-Sonderformate⁴</div></div>
mobile	<div><div></div><div>• Mobile Content Ad 6:1 + 4:1¹</div><div>• Mobile Native Style Ads¹</div></div>	Channel: 50 € ROS: 40 €	Channel: 60 € ROS: 50 €	Channel: 70 € ROS: 60 €	Channel: 80 € ROS: 70 €
	<div><div></div><div>• Mobile Content Ad 2:1</div><div>• Mobile- / Social- 3 Medium Rectangle</div><div>• Push Ad</div></div>	Channel: 60 € ROS: 50 €	Channel: 70 € ROS: 60 €	Channel: 80 € ROS: 70 €	Channel: 90 € ROS: 80 €
	<div><div></div><div>• Mobile Content Ad 1:1</div><div>• Understitial</div></div>	Channel: 70 € ROS: 60 €	Channel: 80 € ROS: 70 €	Channel: 90 € ROS: 80 €	Channel: 100 € ROS: 90 €
	<div><div></div><div>• Video-Interstitial³</div><div>• Vertical Video</div><div>• Multiscreen-Sonderformate</div></div>	Channel: 75 € ROS: 65 €	Channel: 85 € ROS: 75 €	Channel: 95 € ROS: 80 €	Channel: 105 € ROS: 95 €

MULTISCREEN – traffic destribution between stationary and mobile occurs after availability.

Zusatzoptionen

Mobile- / Desktop-/ Tablet-only	basic price + 15 € CPT
Expandable Ads	+ 10 € CPT
InText Outstream Ad (Abrechnung: Cost per completed View)	see separate Ratecard data products
Data products	see separate Ratecard data products
Tandem- / Triple-Ads	highest price category + device surcharge

1) Accounting on CpC basis on request
2) Booking in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) currently available on BILD.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harninkontinenz.de, yavivo.de). Additional ones will follow. On Welt.de only Google AMP is bookable.
3) On BILD mobile or BILD.de only fixed placements are bookable..
4) e.g. Transformer Ad.

NATIVE ADVERTISING

Advertorial | Brand Story

Advertorial (4 Wochen)	Ad Impressions	Price
Bundle M <ul style="list-style-type: none">✓ Creation of an advertorial according to customer requirements✓ Native teaser placed on the homepage✓ Native Teaser in der Sidebar RoS	80,000	6,100 € ₂
Bundle L <ul style="list-style-type: none">✓ Creation of an advertorial according to customer requirements✓ Two native teasers on the homepage:✓ A-teaser with 1 day running time and B-teaser fixed✓ Native teaser in the sidebar RoS	250,000	7,700 € ₂
Bundle XL <ul style="list-style-type: none">✓ Creation of an advertorial according to customer requirements✓ Two native teasers on the homepage:✓ A-teaser with 1 day running time and B-teaser fixed✓ Native teaser in the Sidebar RoS✓ Incl. AdBundle & Medium Rectangle (mobile & stationary)	420,000 (Teaser- & Banner-Als)	10,700 € ₂

Brand Story (4 Wochen)	Page Views	Price
Bundle S Brand Story with <ul style="list-style-type: none">✓ Native teaser placed on the homepage✓ Native teaser in the sidebar RoS✓ Incl. Facebook post	6,000	22,500 € ₁
Bundle M Brand Story with <ul style="list-style-type: none">✓ Native teaser placed on the homepage✓ Native teaser in the sidebar RoS✓ Incl. Facebook post	15,000	50,000 € ₁
Bundle L Brand Story with <ul style="list-style-type: none">✓ Native teaser placed on the homepage✓ Native teaser in the sidebar RoS✓ Incl. Facebook post	20,000	62,500 € ₁
Also available as print extension	-	On request

1) + creation costs. Bundle S: 3,500 €; Bundle M: 4,000 €; Bundle L: 4,500 €. These are not possible to get a discount on. You still have to pay VAT.
2) + creation costs of 1,250 €. These are not possible to get a discount on. You still have to pay VAT.

Native Advertising

Social Media Sponsored Posts | Raffle

4 Facebook Sponsored Posts (4 weeks)	Ad Impressions	Price
<ul style="list-style-type: none">✓ To your group customized targeted post✓ Integration of your campaign in the Facebook newsfeed branded with METAL HAMMER as the publisher✓ Wide reach and brand remembrance✓ 4 postings in a period of 4 weeks, displayed multiscreen	600,000	21,000 €

Raffle (2 weeks)	Ad Impressions	Price
<ul style="list-style-type: none">✓ Creation of an own raffle article✓ CMS-teaser in the news on the homepage and on the „Gewinner“-website	100,000	From 2,200 €

1 Facebook Sponsored Post (1 week)	Ad Impressions	Price
<ul style="list-style-type: none">✓ To your group customized targeted post✓ Integration of your campaign in the Facebook newsfeed branded with METAL HAMMER as the publisher✓ Wide reach and brand remembrance	150,000	5,500 €

Specials

Homepage-Stage | Powerspecial

Homepage-Stage (1 week)	Ad Impressions	Price
<ul style="list-style-type: none">✓ Video/Banner/Podcast on the homepage abgestimmten Gewinnspiels✓ Native teasers in the sidebar RoS	100,000 (Teaser-Als)	6,000 €

Powerspecial (4 weeks)	Ad Impressions	Price
<ul style="list-style-type: none">✓ Special homepage with sponsoring header („presented by...“)✓ Incl. advertorial✓ Native teaser on the homepage and in the sidebar RoS, AdBundle & Mobile Medium Rectangle RoS✓ Advertising integration on the Special: Fireplace or wallpaper with Medium Rectangle stationary and Content Ad 2:1 with Mobile Medium Rectangle	1,000,000	35,000 € ¹

1) Additionally € 3,000 creation costs by creation through METAL HAMMER (no discount or agency commission deductible) -> creation of Special Stage, Presenting Header with Logo-Integration