





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.



### **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

# 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.







Fabian, 29
Active musicians



Lena, 24

### Festival visitors



Bands/Artists



Victor, 34

Concertgoers

### Users of METAL-HAMMER

- ✓ 61 % are men
- ✓ 33 % are between20-39 years old
- ✓ 44 % of them have a

  HHNE > 3.000 €
- √ 40 % have a high level of education\*



# FORMS OF ADVERTISING

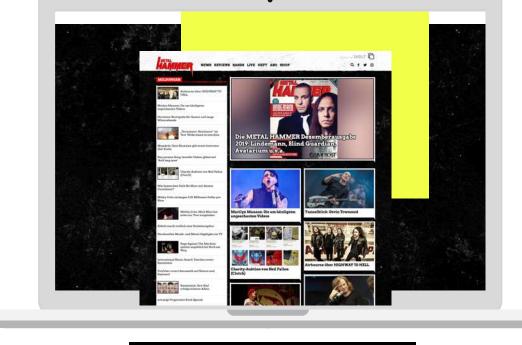
DISPLAY & MOBILE ADS

### Large-scale, interactive and diverse

# DISPLAY ADS ON METAL HAMMER



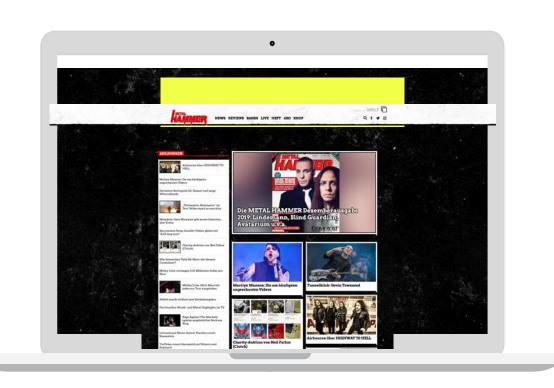
FIREPLACE



WALLPAPER



AD BUNDLE

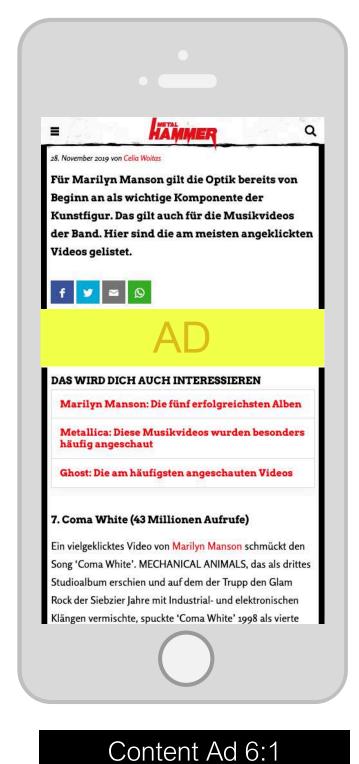


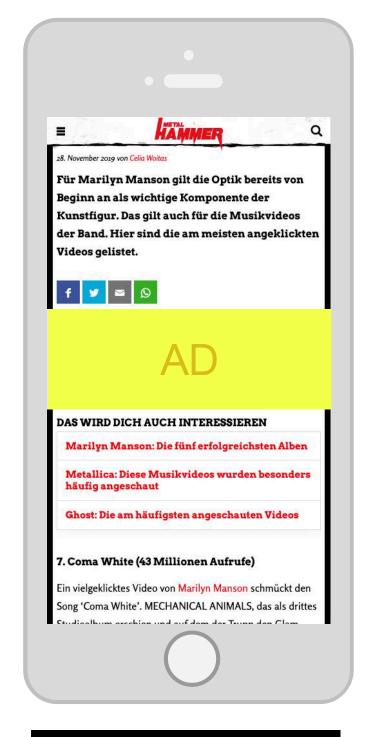
BILLBOARD

Further formats after agreement possible

### Large-scale, interactive and diverse

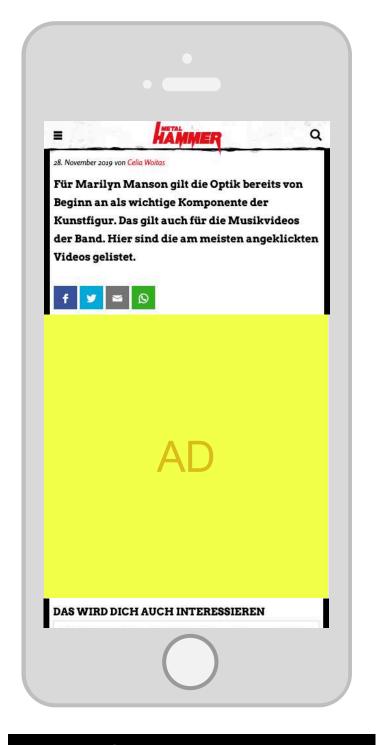
# MOBILE ADS ON METAL HAMMER











Content Ad 4:1

Content Ad 2:1

Medium Rectangle

Further formats after agreement possible



# 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?

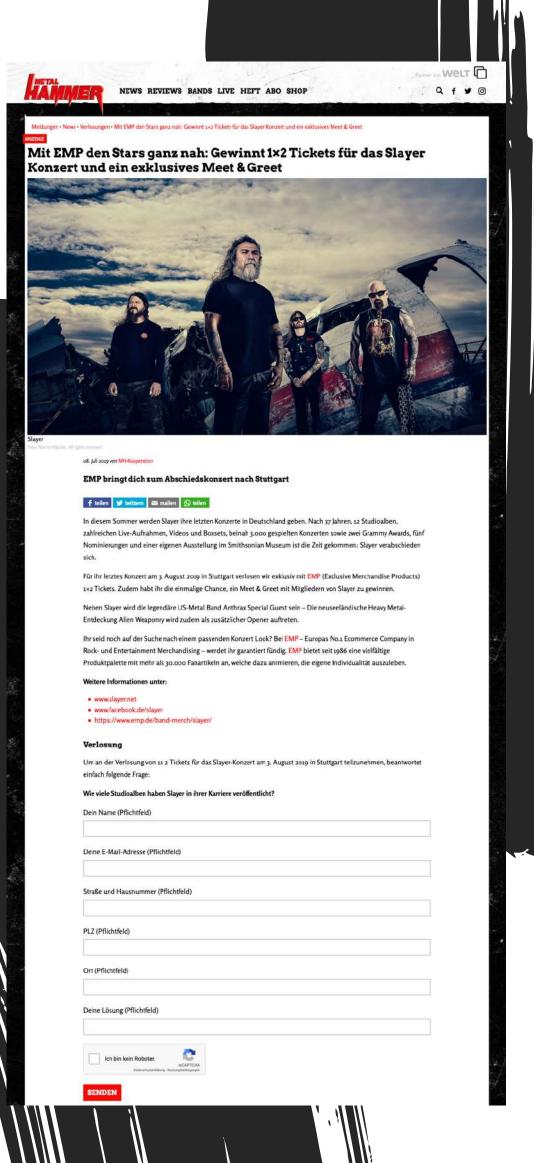
Our content-team offers editorial storytelling at the highest level, has been convincing readers with stories for years and thus creates maximum brand awareness!

# 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



### HAT HER

NEWS REVIEWS BANDS LIVE HEFT ABO SHOP

Q f Ø 0

tivalnews • Meldungen • News • 5 geniale Festival-Grill-Hacks, die jeder kennen sollte

#### 5 geniale Festival-Grill-Hacks, die jeder kennen sollte



44.0

Kein Festival ohne Grill! Wir haben für dich die besten Hacks zusammengestellt, die dir das Grillen auf dem Campinggelände erleichtern und mit denen du bei den Zeltnachbarn ganz schön Eindruck schinden kannst.

#### f teilen 💆 twittem 🔤 mailen 🕓 teile

Wenn wir an Festivals denken, gehören der Duft von zartem Grillfleisch und leckeren Würstchen genauso dazu wie eine wilde Zeit im Moshpit und ausgelassene Partystimmung mit den besten Kumpels. Ohne solide Grundlage im Bauch geht schließlich gar nichts – und beim gemütlichen Zusammensitzen am Grillrost entstehen nebenbei auch die besten Festival-Anekdoten.

Damit beim nächsten Angrillen auf dem Campingplatz auch alles glatt läuft, haben wir ein paar nützliche Hacks für dich zusammengestellt – so bist du bestens gerüstet, um deiner Festival-Gang zu zeigen, dass du ein echter Grill-Profi bist. Ein idealer Begleiter für unsere Grill-Hacks sind aber natürlich auch die authentisch amerikanischen BBQ-Saucen von Bull's Eye. Mit denen schmeckt euer Grillgut besonders lecker und bekommt somit einen einzigartigen Geschmack.

#### 1. Alternativen zum Grillanzünde

Das Zelt steht, das Bier ist kaltgestellt und ihr bekommt Hunger, doch wo ist bloß der Grillanzünder abgeblieben? Jetzt bloß keine Panik! Für diese Notlage gibt es einen cleveren Pfadfindertrick: Chips mit hohem Stärke- und Fettgehalt brennen wie Zunder und lassen sich deshalb hervorragend als Anzünder verwenden. Schon ein paar Handvoll Paprikaoder Tortilla-Chips lassen die Grillkohle in wenigen Minuten glühen.

Auch Küchenkrepp, das mit einigen Tropfen Speiseöl beträufelt wurde, eignet sich als Grillanzünder – so sparst du dir nicht nur deine wertvollen Festival-Snacks, sondern heizt den Grill auch besonders umweltfreundlich an. Diese Methode ist außerdem deutlich ungefährlicher als die Verwendung von Spiritus.



Kartoffelchips eignen sich hervorragend als Grillanzünder

#### 2. Schneller griller

So gechillt ein Festival-Wochenende sein kann, manchmal gibt es auch brenzlige Situationen – ganz besonders dann, wenn schon die nächste Lieblingsband in den Startlöchern steht, aber die Würstchen einfach nicht gar werden wollen. Wenn es mit der Stärkung vom Grill schnell gehen muss, hilft dieser Tipp: Schneide die Würstchen spiralförmig ein! So sind sie schmaler und garen zügiger durch. Außerdem vergrößert sich dadurch die Oberfläche – so schmeckst du mehr leckere Röstaromen, die sich zum Beispiel perfekt mit dem fruchtig-feurigen Bull's-Eye Tomato Ketchup Jalapeño Chill mischen, der authentisch amerikanische BBQ-Sauce.

# 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.

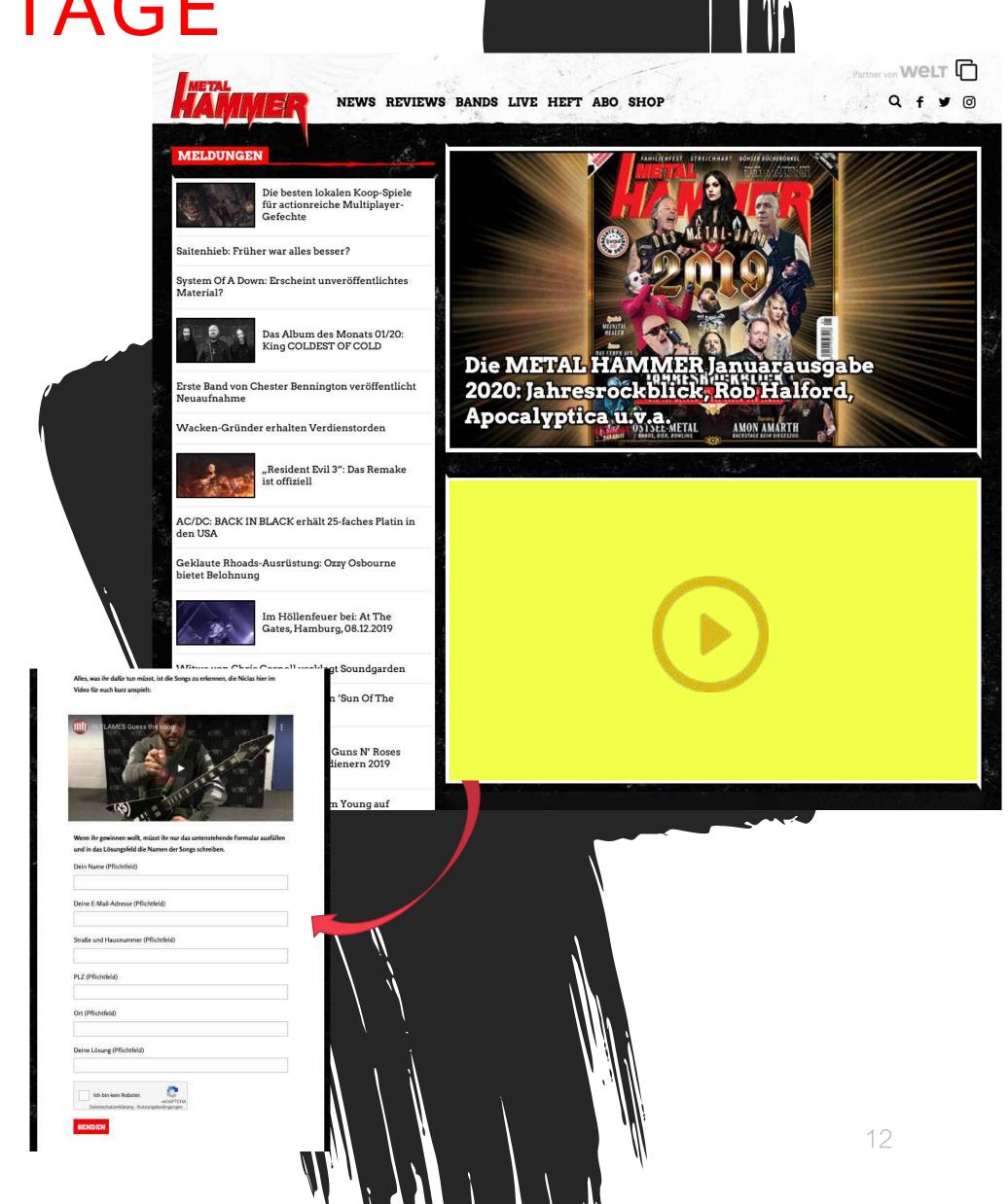
- ✓ Editorial-looking story in the look and tonality of METAL HAMMER
- ✓ Clear sendership of the brand through your logo integration
- ✓ Close coordination and dialogue with the customer



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



# 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,...

# EURTHER INTEGRATION EXAMPLES

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

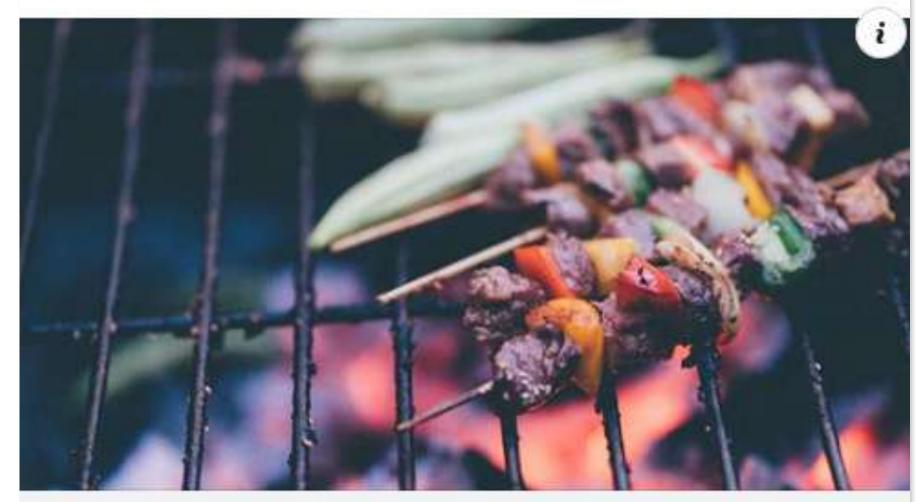


Interview integration



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



# PRICING

DISPLAY & MOBILE ADS

NATIVE ADVERTISING

### Mobile & Display-Ads

# CPM ra

ates		stationary			
		<ul> <li>AdBundle</li> <li>Skyscraper</li> <li>Superbanner</li> <li>Native Style Ads<sup>1</sup></li> <li>Medium Rectangle</li> </ul>	<ul><li>Wallpaper</li><li>Sitebar</li><li>Halfpage Ad</li></ul>	<ul><li>Fireplace</li><li>Floor Ad</li><li>Billboard</li></ul>	<ul> <li>Intertestitial<sup>3</sup></li> <li>Video Wall</li> <li>Multiscreen- Sonderformate<sup>4</sup></li> </ul>
mobile	<ul> <li>Mobile Content Ad 6:1 + 4:1<sup>1</sup></li> <li>Mobile Native Style Ads<sup>1</sup></li> </ul>	Channel: 50 € ROS: 40 €	Channel: 60 € ROS: 50 €	Channel: 70 € ROS: 60 €	Channel: 80 € ROS: 70 €
	<ul> <li>Mobile Content Ad 2:1</li> <li>Mobile- / Social- 3 Medium Rectangle</li> <li>Push Ad</li> </ul>	Channel: 60 € ROS: 50 €	Channel: 70 € ROS: 60 €	Channel: 80 € ROS: 70 €	Channel: 90 € ROS: 80 €
	<ul><li>Mobile Content Ad 1:1</li><li>Understitial</li></ul>	Channel: 70 € ROS: 60 €	Channel: 80 € ROS: 70 €	Channel: 90 € ROS: 80 €	Channel: 100 € ROS: 90 €
	<ul> <li>Video-Interstitial<sup>3</sup></li> <li>Vertical Video</li> <li>Multiscreen-Sonderformate</li> </ul>	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

<sup>1)</sup> Accounting on CpC basis on request

<sup>2)</sup> 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..

<sup>4)</sup> e.g. Transformer Ad.

### NATIVE ADVERTISING

# Advertorial I Brand Story

Advertorial (4 Wochen)	Ad Impressions	Price
<ul> <li>Bundle M</li> <li>✓ Creation of an advertorial according to customer requirements</li> <li>✓ Native teaser placed on the homepage</li> <li>✓ Native Teaser in der Sidebar RoS</li> </ul>	80,000	6,100 €2
<ul> <li>Bundle L</li> <li>✓ Creation of an advertorial according to customer requirements</li> <li>✓ Two native teasers on the homepage:</li> <li>✓ A-teaser with 1 day running time and B-teaser fixed</li> <li>✓ Native teaser in the sidebar RoS</li> </ul>	250,000	7,700 €2
<ul> <li>Bundle XL</li> <li>✓ Creation of an advertorial according to customer requirements</li> <li>✓ Two native teasers on the homepage:</li> <li>✓ A-teaser with 1 day running time and B-teaser fixed</li> <li>✓ Native teaser in the Sidebar RoS</li> <li>✓ Incl. AdBundle &amp; Medium Rectangle (mobile &amp; stationary)</li> </ul>	420,000 (Teaser- & Banner-Als)	10,700 €2

Brand Story (4 Wochen)	Page Views	Price
Bundle S	6,000	22,500 €1
Brand Story with  ✓ Native teaser placed on the homepage  ✓ Native teaser in the sidebar RoS  ✓ Incl. Facebook post		
Bundle M  Brand Story with  ✓ 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  ✓ 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

<sup>18</sup> 

<sup>1) +</sup> 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 I Raffle

4 Facebook Sponsored Posts (4 weeks)	Ad Impressions	Price
<ul> <li>✓ To your group customized targeted post</li> <li>✓ Integration of your campaign in the Facebook newsfeed branded with METAL HAMMER as the publisher</li> <li>✓ Wide reach and brand remembrance</li> <li>✓ 4 postings in a period of 4 weeks, displayed multiscreen</li> </ul>	600,000	21,000€

1 Facebook Sponsored Post (1 week)	Ad Impressions	Price
<ul> <li>✓ To your group customized targeted post</li> <li>✓ Integration of your campaign in the Facebook newsfeed branded with METAL HAMMER as the publisher</li> <li>✓ Wide reach and brand remembrance</li> </ul>	150,000	5,500€

Raffle (2 weeks)	Ad Impressions	Price
<ul> <li>✓ Creation of an own raffle article</li> <li>✓ CMS-teaser in the news on the homepage and on the "Gewinnen"-website</li> </ul>	100,000	From 2,200 €

### Specials

# Homepage-Stage I Powerspecial

Homepage-Stage (1 week)	Ad Impressions	Price
✓ Video/Banner/Podcast on the homepage	100,000	6,000€
abgestimmten Gewinnspiels  ✓ Native teasers in the sidebar RoS	(Teaser-Als)	

Powerspecial (4 weeks)	Ad Impressions	Price
<ul> <li>✓ Special homepage with sponsoring header ("presented by")</li> <li>✓ Incl. advertorial</li> <li>✓ Native teaser on the homepage and in the sidebar RoS, AdBundle &amp; Mobile Medium Rectangle RoS</li> <li>✓ Advertising integration on the Special: Fireplace or wallpaper with Medium Rectangle stationary and Content Ad 2:1 with Mobile Medium Rectangle</li> </ul>	1,000,000	35,000 €1