



CONCEPT

Transfermarkt.de is the largest German-language football portal and the number 1 in the areas of news, transfers, and statistics. Transfermarkt.de has the largest player database worldwide and is by and large the most-cited source when it comes to market values.

In den Foren tauscht sich die aktive Community in Form von Fans und Experten zu allen relevanten Transfergerüchten, Marktwerten und spannenden News aus.

Key figures/Month	Online + Mobile + App (Total)	Target Group	Online + Mobile + App (Total)
Unique User ¹	4.01 million	Men ¹	85 %
Daily Unique User ¹	0.41 million	20 - 49 years old ¹	64 %
Visits ²	More than 51.0 million	HHNI at least € 2,000 ¹	72 %
Page Impressions ²	More than 226.7 million	High level of education ¹	45 %

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.	Jan. & May – Aug.	Feb. – Apr. & Sep. – Dec.
BASIC		
Guaranteed Ad Impressions	1,000,000	600,000
Online: Wallpaper / Billboard / (Dynamic) Sitebar / Double Sitebar / Fireplace (+ optional sticky or expandable)	€ 25,000	€ 15,000
Mobile (MEW + Phone 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)	€ 30,000	€ 18,000
Mobile (MEW + Phone 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 Targeting ¹ (Multiscreen) 10 a.m. – 10 a.m.	Jan. & May – Aug.	Feb. – Apr. & Sep. – Dec.
BASIC		
Garantierte Ad Impressions	1,000,000	600,000
Online: Wallpaper / Billboard / (Dynamic) Sitebar / Double Sitebar / Fireplace (+ optional sticky or expandable)	€ 33,000	€ 23,000
Mobile (MEW + Phone App): Medium Rectangle & Lead Ad (4:1 / 6:1)		
DELUXE		
Online: Video Wall ² / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad ³ / Billboard (100/1)	€ 38,000	€ 26,000
Mobile (MEW + Phone 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	Jan. & May – Aug.	Feb. – Apr. & Sep. – Dec.
Formats: Dynamic Sitebar & Mobile Medium Rectangle		
Guaranteed Ad Impressions - HomeRun	1,000,000	600,000
Guaranteed Clicks - Click Booster	3,000	2,000
Total	€ 29,500 ⁴	€ 18,600 ⁴

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.

Match Day Package (Multiscreen) 10 a.m. – 10 a.m.	Jan. & May – Aug.	Feb. – Apr. & Sep. – Dec.
Guaranteed Ad Impressions		
Online: Billboard in all articles + all player profiles	1,200,000	800,000
Mobile (MEW + Phone App): Lead Ad (2:1)	€ 24,000	€ 16,000

- 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
Paket L 6-8 Weeks	20,000	€ 62,500
Paket M 4-6 Weeks	15,000	€ 50,000
Paket S 2-4 Weeks	10,000	€ 35,000

Advertorial ²	Ad Impressions	Pricing
Advertorial TRANSFERMARKT.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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