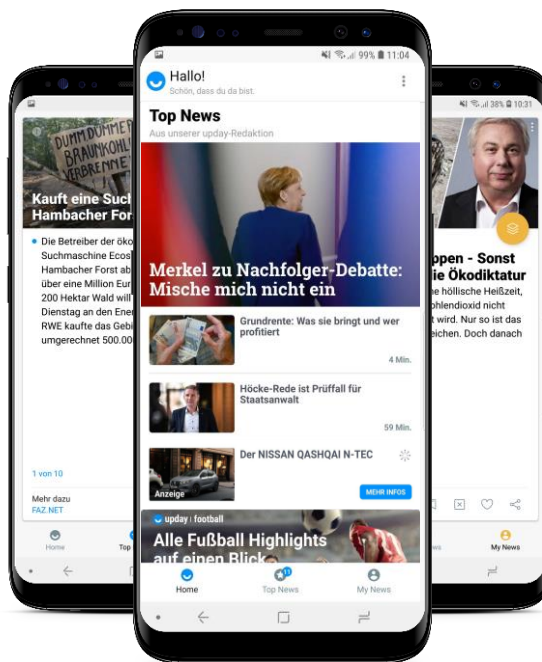


UPDAY

CONCEPT

upday – Europe’s biggest news app provides each month more than **7 million unique users** in Germany with news tailored to their personal interests, curated from hundreds of reputable sources and by our own editorial team, which compiles around the clock all top news of the day.



Key Figures / Month	Digital
Unique users ¹	6.94 mill.
Visits ²	123.41 mill.
Page impressions ²	1,599.54 mill.

Target Group:	Digital ¹
Age = 20-49	43%
HHNI of at least 3,000.-- €	45%
Professionjally active	64%

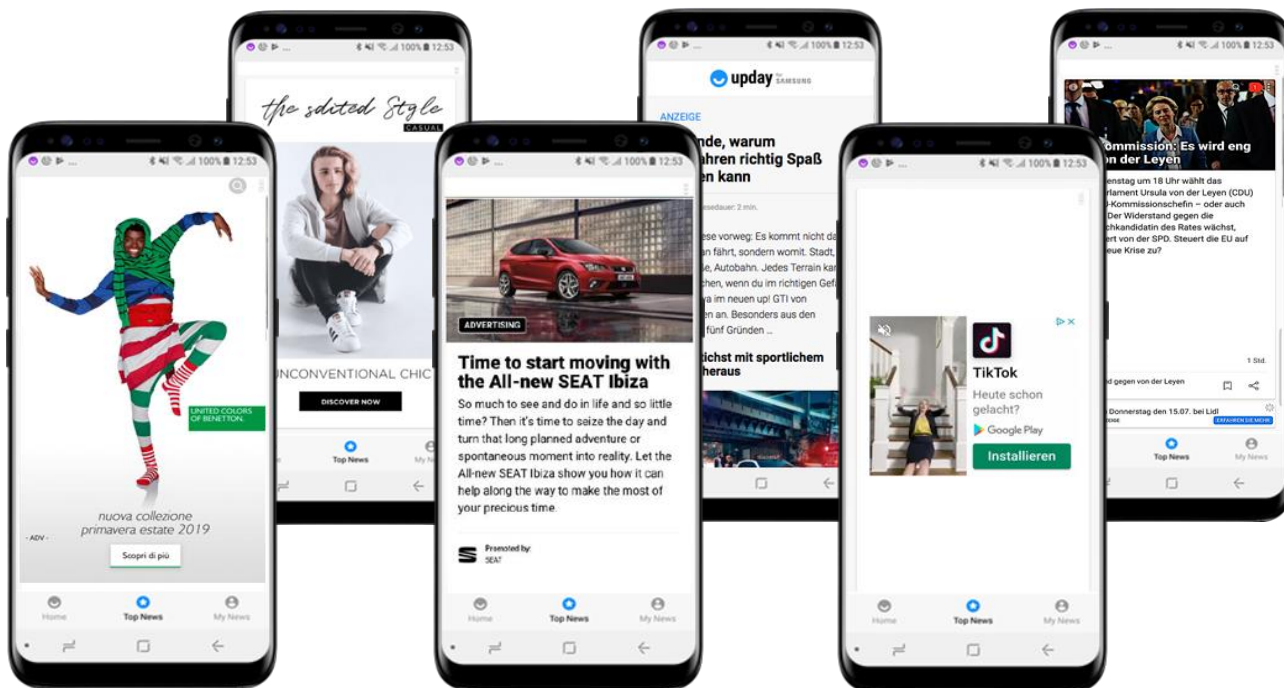
1) Source: AGOF daily digital facts, Basis: Digital TEE, digital users aged 16+ (61.17 mill.); Single month January 2021
 2) IWW February 2021

FORMATS

Rich Media Ad

Brand Story

Recommendation Ad



Display Ad

Native Ad

Medium Rectangle

Product ¹	Description	Fixed Price / Guarantee	CPM / CPC
ROS	Run of site placement All formats (native, display, Rich Media ¹)	According to availability	45.00€ / 5.00€
Top News	Placement in TopNews All formats (native, display, Rich Media ¹)	60,000€ / day (at least 1.7 mill. guaranteed ad impressions)	50.00€
My News	Placement in MyNews All formats (native, display, Rich Media ¹)	70,000€ / day (at least 2.4 mill. guaranteed ad impressions)	30.00€
Advertorial / Brand Story ²	Native storytelling format informing users about brand / product Format: Native cards	S: 40,000€ (5,000 views) M: 65,000€ (10,000 views) L: 85,000€ (15,000 views)	
Medium Rectangle	Placement within home, Top- & MyNews	According to availability	20.00€ / 4.00€
Recommendation Ad	Placement below an article on a push-news-card	According to availability	20.00€ / 4.00€

1) 500.-- € creation costs for Rich Media

2) 1000.-- € creation costs for advertorial & brand Story (either discounts, nor agency commission can be granted on such costs).

All rates plus VAT, where applicable. Subject to alteration and printing errors.