MEDIA IMPACT PARTNER BRANDS
TWITTER PROMOTED TWEETS

Concept
High credibility & reach
We combine your product with our strong journalistic offers. Benefit of WELT’s high reach.

Targeting
Use the opportunity to reach your target group from all Twitter users in Germany beyond the fans of the respective brand.

Full Service
Our in-house creative agency creates your sponsored posts together with you.

High reach & brand recognition
4 postings in the campaign period of 2 weeks displayed multiscreen.

Choose your suitable form of advertising:
Choose between the Classic (1 image) and the Video Ad without additional charge.

TARGETING: Choose your target group from 1,4 Mio.¹ daily active German Twitter users!

<table>
<thead>
<tr>
<th>Location</th>
<th>Demography</th>
<th>Interests</th>
<th>Lifestyle</th>
</tr>
</thead>
</table>

- **Location**
  - Country, State & Postcode

- **Demography**
  - Age, Gender & Language

- **Interests**
  - More than 100 categories, e.g.: music, films, sports

- **Lifestyle**
  - Reach your target group based on their purchasing behavior, use of equipment and other activities.

PRICES

<table>
<thead>
<tr>
<th>Promoted Tweets²</th>
<th>Twitter Fans</th>
<th>Guaranteed Als</th>
<th>Fixed Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIE WELT</td>
<td>1,400,000</td>
<td>500,000</td>
<td>17,500 €</td>
</tr>
<tr>
<td>ComputerBILD</td>
<td>36,000</td>
<td>500,000</td>
<td>17,500 €</td>
</tr>
</tbody>
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¹ Source: Buchreport.de (03/2020). Since the second quarter of 2019 Twitter does not communicate the number of monthly users anymore.
² All prices plus 800,- € creation costs (neither discounts, nor agency commission can be granted on such costs).

Material for Twitter Promoted Tweets has to be delivered at least 5 days before the start of the campaign.
All rates are fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. | Subject to alteration and printing errors.

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