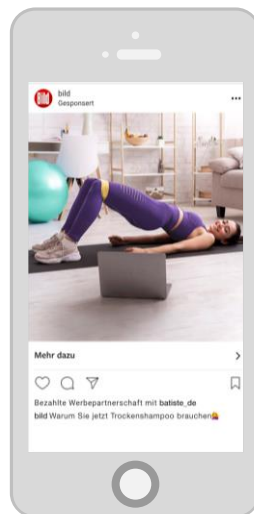


# INSTAGRAM SPONSORED POSTS AND STORIES

Instagram Story Ads

Instagram Sponsored Post

your landing page



## Concept

### High credibility & reach

We combine your product with our strong journalistic offers. Benefit from the popularity of our brands such as BILD or WELT as the publisher of your ads. In addition, we highlight your Instagram page via "handshake" e. g. BILD with [your Instagram page].

### Targeting

Use the opportunity to reach your target group from all Instagram 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 and brand recognition

4 postings in the campaign period of 4 weeks played mobile.

### Call To Action

Via CTA-Buttons, which can be linked to your website.

**TARGETING:** Choose your target group from 21 m.<sup>1</sup> German Instagram users!

**Location**  
Country, State & Postcode

**Demography**  
Age, Gender, Language & Relationship

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

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

1) Quelle: Futurebiz 07/2020.

Material für Instagram Sponsored Posts muss mindestens 5 Tage vor Kampagnenstart vorliegen.

Alle Preise verstehen sich (sofern nicht anders vermerkt) als TKP oder Festpreise, abzgl. üblicher Rabatte und AE, zzgl. MwSt. | Änderungen und Irrtümer vorbehalten.

# INSTAGRAM SPONSORED POSTS

| PRICES <sup>1</sup>      |                             |                |                |             |
|--------------------------|-----------------------------|----------------|----------------|-------------|
|                          | 4 Sponsored Posts / Stories | Instagram Fans | Guaranteed Ais | Fixed Price |
| <b>NEWS</b>              | BILD.de                     | 568,000        | 200,000        | 10,000,- €  |
|                          | WELT                        | 508,000        | 200,000        | 10,000,- €  |
| <b>TECH</b>              | ComputerBILD.de             | 15,800         | 200,000        | 10,000,- €  |
|                          | TECHBOOK.de                 | 2,400          | 200,000        | 10,000,- €  |
| <b>BUSINESS</b>          | Business Insider            | 41,000         | 200,000        | 10,000,- €  |
|                          | Gründerszene                | 39,000         | 200,000        | 10,000,- €  |
| <b>SPORT</b>             | Sport1.de                   | 361,000        | 200,000        | 10,000,- €  |
|                          | SPORTBILD.de                | 213,000        | 200,000        | 10,000,- €  |
| <b>LIFESTYLE</b>         | Place To B                  | 201,000        | 200,000        | 10,000,- €  |
|                          | BILD Promis                 | 89,000         | 200,000        | 10,000,- €  |
|                          | TRAVELBOOK.de               | 26,000         | 200,000        | 10,000,- €  |
|                          | ICONIST                     | 20,300         | 200,000        | 10,000,- €  |
|                          | icon.magazin                | 15,600         | 200,000        | 10,000,- €  |
|                          | STYLEBOOK.de                | 14,800         | 200,000        | 10,000,- €  |
|                          | FITBOOK.de                  | 6,700          | 200,000        | 10,000,- €  |
| <b>MOTOR &amp; SPORT</b> | AutoBILD.de                 | 86,000         | 200,000        | 10,000,- €  |
| <b>MUSIK</b>             | Metal Hammer                | 38,000         | 200,000        | 10,000,- €  |
|                          | Musik Express               | 11,900         | 200,000        | 10,000,- €  |

1) All prices plus creation costs (prices are not discountable and AE-compatible): Instagram Sponsored Posts: 800,- €, Instagram Stories: 4,000,- €

Material for Instagram Sponsored Posts and Stories 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