

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2021



9monate.de is a portal for couples, who wish to have children, for pregnant women and for young parents. It offers medically sound information, as well as helpful tools and services on the topics: Desire to have children, pregnancy, birth, baby, child, family, health and prevention.

Target Group ²	Digital
Female	84 %
Age: 20 - 49	83 %
HHNI of at least 3,000.-- €	52 %
Professionally active	73 %

0.68 mill. UUs ²
4.76 mill. page impressions ¹
1.44 mill. Visits ¹



B.Z. reflects, day after day, the soul of Berlin and with a digital reach of 4 million unique users, is one of the capital city's leading news portals.

Target Group ²	Digital
Male	52 %
Age: 20 - 49	50 %
HHNI of at least 3,000.-- €	46 %
Professionally active	69 %

6.91 mill. UUS ²
34.38 mill. page impressions ¹
18.08 mill. Visits ¹



Clever-tanken.de offers since 1999 price- and service comparisons of petrol stations in Germany and has been the first portal, offering petrol price comparison service!

Target Group ²	Digital
Male	62 %
Age: 20 - 49	45 %
HHNI of at least 3,000.-- €	47 %
Professionally active	66 %

4.26 mill. UUS ²
(data not available) page impressions ¹
(data not available) visits ¹



COMPUTER BILD Digital accompanies its users in the advancing digitalisation of everyday life. As a trusted and strong brand, it confidently gives clear recommendations and assessments of technology trends, testing all latest devices.

Target Group ²	Digital
Male	60 %
Age: 20 - 49	55 %
HHNI of at least 3,000.-- €	49 %
Professionally active	71 %

15.74 mill. UUs ²
213.79 mill. page impressions ¹
75.71 mill. visits ¹

1) IVW November 2020 per month

2) AGOF daily digital facts, Basis: Digital TEE, digital users, aged 16+ (59.14 mill.), single month October 2020.

MEDIA IMPACT PARTNER BRANDS

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finanzen.net

Finanzen.net is the financial- and stock exchange portal with the widest reach in Germany and offers its users the widest scope of in-depth information and stock price data in Europe.

Target Group ²	Digital
Male	74 %
Age: 16 - 49	57 %
HHNI of at least 3,000.-- €	51 %
High educational level	49 %

5.77 mill. UUs ²
406.33 mill. page impressions ¹
55.4 mill. visits ¹

FITBOOK

The digital fitness and health magazine! FITBOOK is fresh, quality journalism for fitness- and health topics - understandable for everyone.

Target Group ²	Digital
Male	55 %
Age: 20 - 49	63 %
HHNI of at least 3,000.-- €	51 %
Professionally active	78 %

2.44 mill. UUs ²
6.03 mill. page impressions ¹
4.62 mill. visits ¹

.FORMEL1.de

Formel1.de is the leading Formula 1 portal. 365 days a year of up-to-the-minute news, exciting background reports, as well as exclusive interviews from the "top class of motorsports".

Target Group ²	Digital
Male	84 %
Age: 20 - 49	51 %
HHNI of at least 2,000.-- €	49 %
High educational level	72 %

1.11 mill. UUs ²
4.82 mill. page impressions ¹
(data not available) visits ¹

GRÜNDERSZENE

A digital trade magazine and market leader in startup coverage: The first port of call for founders, startup employees and investors.

Target Group ²	Digital
Male	50 %
Age: 20 - 49	45 %
HHNI of at least 3,000.-- €	41 %
High educational level	56 %

0.88 mill. UUs ²
2.45 mill. page impressions ¹
1.8 mill. visits ¹

1) IVW November 2020 per month

2) AGOF daily digital facts, Basis: Digital TEE, digital users, aged 16+ (59.14 mill.), single month October 2020.

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2021



kaufDA offers professional solutions for stationary retail in the area of location-based services, supporting the future of digital household advertising.

Target Group ²	Digital
Female	58 %
Age: 20 - 49	53 %
HHNI of at least 3,000.-- €	n.a.
High educational level	36 %

6.03 mill UUs ²
97.03 mill. page impressions ¹
21.29 mill. visits ¹



Lifeline.de provides competent and clear information about diseases and causes, as well as about treatment- and prevention options.

Target Group ²	Digital
Female	71 %
Age: 20 - 49	59 %
HHNI of at least 3,000.-- €	48 %
Professionally active	68 %

3.10 mill. UUs ²
14.33 mill. page impressions ¹
3.23 mill. visits ¹



MeinProspekt is one of the leading companies for digital brochure advertising in mobile- and desktop internet in Germany.

Target Group ²	Digital
Female	61 %
Age: 20 - 49	46 %
HHNI of at least 3,000.-- €	45 %
Professionally active	65 %

1.96 mill. UUs ²
26.99 mill. page impressions ¹
5.93 mill. visits ¹



As leading brand of its genre, Metal Hammer is the rock website with the widest reach in Germany.

Target Group ²	Digital
Male	59 %
Age: 20 - 39	38 %
HHNI of at least 3,000.-- €	n.a.
High educational level	n.a.

1.43 mill. UUs ²
1.43 mill. page impressions ¹
998,000 visits ¹

1) IVW November 2020 per month

2) AGOF daily digital facts, Basis: Digital TEE, digital users, aged 16+ (59.14 mill.), single month October 2020.

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2021



Motorsport.com provides detailed reporting on all relevant motorsports series around the world.

Target Group ²	Digital
Male	n.a.
Age: 20 - 49	n.a.
HHNI of at least 2,000.-- €	n.a.
High educational level	n.a.

n.a.UUs ²
549,000 page impressions ¹
(data not available). visits ¹



Motorsport-Total.com is the leading motorsport portal, reporting in detail on all relevant motorsports series around the world.

Target Group ²	Digital
Male	82 %
Age: 20 & 49	51 %
HHNI of at least 2,000.-- €	72 %
High educational level	33 %

2.18 mill.Uus ²
17.27 mill. page impressions ¹
(data not available) visits ¹



MUSIKEXPRESS offers comprehensive news from the world of pop culture and music, well-founded and entertaining at the same time.

Target Group ²	Digital
Male	58 %
Age: 20 - 39	38 %
HHNI of at least 3,000.-- €	n.a.
Professionally active	n.a.

1.13 mill. UUs ²
1.2 mill. page impressions ¹
736,000 visits ¹



myHOMEBOOK is the new DIY portal for more lifestyle in apartment, house and garden – comprehensible, young and exciting.

Target Group ²	Digital
Male	52 %
Age: 20 - 49	57 %
HHNI of at least 3,000.-- €	48 %
High educational level	41 %

2.12 mill. UUs ²
4.67 mill. page impressions ¹
3.76 mill. visits ¹

1) IVW November 2020 per month

2) AGOF daily digital facts, Basis: Digital TEE, digital users, aged 16+ (59.14 mill.), single month October 2020.

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2021



ROLLING STONE offers comprehensive news all around relevant rock- and pop culture topics, well-founded and entertaining at the same time.

Target Group ²	Digital
Male	60 %
Age: 20 - 39	34 %
HHNI of at least 2,000.-- €	n.a.
High educational level	n.a.

2.38 mill. UUs ²
5.44 mill. page impressions ¹
3.56 mill. visits ¹



Sportbild.de is the online portal of Europe's biggest sports magazine! Highlights and background reports, interviews and facts about top athletes are staged here with passion.

Target Group ²	Digital
Male	79 %
Age: 20 - 49	60 %
HHNI of at least 3,000.-- €	49 %
Professionally active	75 %

5.10 mill. UUS ²
59.65 mill. page impressions ¹
(data not available) visits ¹

STYLEBOOK

With more than 3.5 million visits every month, STYLEBOOK is one of Germany's leading beauty portals celebrating the joy of being a woman in all its facets - well researched, clearly formulated and always close to its readers.

Target Group ²	Digital
Female	70 %
Age: 20 - 39	37 %
HHNI of at least 2,000.-- €	72 %
High educational level	42 %

1.82 UUS ²
4.61 mill. page impressions ¹
3.68 mill. visits ¹

TECHBOOK

TECHBOOK, the online magazine for technology and digital lifestyle, is a specialist for (home) entertainment, streaming, mobile devices, gadgets and apps. TECHBOOK offers orientation and inspiration all around the latest tech-and innovation topics - explained in an easy understandable way.

Target Group ²	Digital
Male	67 %
Age: 20 - 49	64 %
HHNI at least 3,000.-- €	50 %
High educational level	76 %

3.32 mill. UUs ²
8.25 mill. page impressions ¹
7.01 mill. visits ¹

1) IVW November 2020 per month

2) AGOF daily digital facts, Basis: Digital TEE, digital users, aged 16+ (59.14 mill.), single month October 2020.

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2021



Tip Centre offers concrete answers to the most important user questions with more than 21,000 advice articles - Hundreds of new ones are added every month. It provides users with competent advice, always straight to the point.

Target Group ²	Digital
Male	60 %
Age: 20 - 49	61 %
HHNI of at least 3,000.-- €	49 %
High educational level	69 %

2.39 mill. UUs ²
6.19 mill. page impressions ¹
(data not available) visits ¹



Transfermarkt.de is the largest German-language soccer portal and the number 1 in terms of news, transfers and statistics.

Target Group ²	Digital
Male	84 %
Age: 20 - 39	45 %
HHNI of at least 3,000.-- €	51 %
High educational level	45 %

4.91 mill. UUs ²
441.27 mill. page impressions ¹
73.02 mill. visits ¹

TRAVELBOOK

TRAVELBOOK - Germany's largest online travel magazine - is the unique combination of travel magazine, digital travel guide, service- and offer portal, a place of inspiration and pure joy of life.

Target Group ²	Digital
Male	62 %
Age: 20 - 49	65 %
HHNI of at least 2,000.-- €	76 %
High educational level	45 %

2.44 mill. UUs ²
6.78 mill. page impressions ¹
5.29 mill. visits ¹



upday - Europe's largest news app - provides more than 7 million users in Germany with news tailored to their personal interests, every month, curated from hundreds of reputable sources and by its own editorial team, compiling and editing the top news of the day around the clock.

Target Group ²	Digital
Male	46 %
Age: 30 & 39	14 %
HHNI of at least 3,000.-- €	46 %
Professionally active	65 %

7.02 mill. UUs ²
1,956.66 mill. page impressions ¹
158.57 mill. visits ¹



With WIEISTMEINEIP Internet users can quickly and easily find their IP address. Additional DSL-, Ping-, Cable-, LTE tests: Free of charge measuring of internet speed.

1) IVW November 2020 per month

2) AGOF daily digital facts, Basis: Digital TEE, digital users, aged 16+ (59.14 mill.), single month October 2020.

MEDIA IMPACT PARTNER BRANDS

HOMERUN

MULTISCREEN | 10:00H – 10:00H

BASIC

Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Double Dynamic Sitebar / Fireplace (+ optional sticky or expandable)

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle

DELUXE

Desktop: Video Wall¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad¹ / Billboard (100/1) / Image Reveal Ad / Curtain Dropper¹ / Special ad formats upon request.

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Content Ad 1:1 / Understitial / Interscroller

BZ² | Mon.-Sun.

Guaranteed 150,000 Als / day	Basic 3,250.-- €
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CLEVER-TANKEN.DE | 1 week

Guaranteed 150.000 Als / week	Fireplace / Billboard + Content Ad 4:1	17,000.-- €
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COMPUTERBILD³ | Mon.-Sun.

Guaranteed 200,000 Als / day	Basic 10,900.-- €	Deluxe 13,200.-- €
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FINANZEN.NET⁴ | Mon.-Sun. | 0:00H – 24:00H

Guaranteed 1.25 mill. Als / day	Basic 28,000.-- €
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FITBOOK⁵ | MYHOMEBOOK | STYLEBOOK | TECHBOOK | TRAVELBOOK | Mo. – Sat./Sun.

Guaranteed 150,000 Als / day 900,000 Als / week	Basic or Deluxe 8,400.-- € 42,300.-- €
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FORMEL1⁶ | Mon.-Sun. | 2 days

Guaranteed 60,000 Als / 2 days 145,000 Als / Formula1 racing weekend (2 days)	Basic 3,600.-- € 12,300.-- €	Deluxe 4,300.-- € 17,400.-- €
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METAL HAMMER | MUSIKEXPRESS | Mo.-Sun. | inkl. First Contact

Guaranteed 30,000 Als / day 200,000 Als / week	Basic 2,100.-- € 14,000.-- €	Deluxe 3,000.-- € 20,000.-- €
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MOTORSPORT-TOTAL⁶ | Mon.-Sun. | 2 days

Guaranteed 60,000 Als / 2 days	Basic 3,600.-- €	Deluxe 4,300.-- €
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ROLLING STONE | Mo.-Sun. | inkl. First Contact

Guaranteed 50,000 Als / day 350,000 Als / week	Basic 3,500.-- € 24,500.-- €	Deluxe 5,000.-- € 35,000.-- €
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SPORTBILD⁷ | Mon.-Sun.

Guaranteed 700,000 Als / day	Basic 17,500.-- €	Deluxe 21,000.-- €
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The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. Should the lead ad not be delivered, the selected mobile main advertising medium would then be delivered on the booked day as a first contact placement in RoS, in order to achieve the booked guarantee amount.

MEDIA IMPACT PARTNER BRANDS

HOMERUN

TIPP-CENTER Total⁸

Guaranteed 180,000 Als / day 1.26 mill. Als / week	Basic 9,800.-- € 54,900.-- €
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TRANSFERMARKT⁷ | Mon.-Sun.

Guaranteed 1 mill. Als / day	Basic 25,000.-- €	Deluxe 30,000.-- €
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The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. Should the lead ad not be delivered, the selected mobile main advertising medium would then be delivered on the booked day as a first contact placement in RoS, in order to achieve the booked guarantee amount.

- 1) FC1, a reminder billboard remains | A billboard is required for tablet | With video wall, the video loops only once | Other reminder advertising media upon request | Cinematic Ad: No additional background colouring possible.
- 2) Only Mobile Lead Ad 6:1 bookable | Other bookable Mobile Ads: Content Ad (6:1 / 4:1) / Mobile Understitial.
- 3) HomeRun = Homepage desktop + Homepage mobile + all index pages of the diff. thematic areas | Double Dynamic Sitebar only bookable in Deluxe HR | Not bookable: Billboard 100/1.
- 4) Mon. - Fri. 1 day each, Sat. + Sun.=1 day | Not bookable: Double Dynamic Sitebar | Other bookable mobile ads: Interstitial (FC 1/day).
- 5) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on homepage except CMS spaces, e.g. Hometeaser and Taboola | Other bookable ads: AdBundle, Skyscraper, Medium Rectangle, Native Style Ads, Wallpaper, Halfpage Ad, (Dynamic) Sitebar, Floor Ad, Billboard, Mobile (Video-) Interscroller | Not bookable: Billboard 100/1.
- 6) Bookable Ads Basic: Superbanner, Wallpaper, (Dynamic) Sitebar; Premium: Billboard, Fireplace (+ optional sticky or expandable); Deluxe: Double Dynamic Sitebar, Billboard + Double Dynamic Sitebar, Bridge Ad, Billboard (100/1), special formats upon request.
- 7) Not bookable: Image Reveal Ad, Curtain Dropper
- 8) Delivery takes place across the entire vertical and not only via Home.

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

MEDIA IMPACT PARTNER BRANDS

HOMERUN SPECIALS

DECISION MAKERS HOMEPAGE BUNDLE FINANZEN.NET & BUSINESS INSIDER & WELT & GRÜNDERSZENE | 10:00H – 10:00H

Basic – desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar // **Mobile:** Lead Ad (2:1 / 4:1 / 6:1) / Medium Rectangle
Deluxe – desktop: Understitial / Video Wall¹ / Double Dynamic Sitebar / additional special formats possible//
Mobile: Lead Ad (6:1 / 2:1 / 4:1; optional sticky) & Understitial / Interscroller Ad / Medium Rectangle - APP: Medium Rectangle

Guaranteed 2.8 mill. Als / day	Basic 76,200.-- €	Deluxe 81,200.-- €
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FIRST CONTACT COMPUTERBILD

HomeRun + First Contact	First Contact
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Basic:
Desktop: Wallpaper / Fireplace / Billboard / Dynamic Sitebar
Mobile: Lead Ad (6:1, 4:1, 2:1) + Mobile Medium Rectangle/ Understitial

470,000 Als / day 23,200.-- €	3.3 mill. Als / week 130,000.-- €	270,000 Als / day 13,000.-- €	1.89 mill. Als / week 75,000.-- €
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Deluxe²:
Desktop: Double Dynamic Sitebar, Image Reveal Ad, Billboard + Double Dynamic Sitebar, Curtain Dropper¹, Video Wall¹, Bridge Ad
Mobile: - Lead Ad (6:1, 4:1, 2:1); optional sticky + Mobile Medium Rectangle, Understitial, Interscroller

470,000 Als / day 29,900.-- €	3.3 mill. Als / week 167,000.-- €	270,000 Als / day 17,000.-- €	1.89 mill. Als / week 96,000.-- €
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HOMERUN EVENT EXTENDER COMPUTERBILD²⁺³ | 1 week

1 day HomeRun + 1 week RoS

Guaranteed 550,000 Als (200,000 Als HomeRun / 350,000 Als RoS)	Basic 24,700.-- €	Deluxe 31,000.-- €
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HOMERUN FLEX COMPUTERBILD² | 3 days | 10:00H – 10:00H

3 days HomeRun – flexible delivery within one week

Guaranteed 600,000 Als / 3 days	Basic 26,200.-- €	Deluxe 31,700.-- €
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HOMERUN WEEK COMPUTERBILD² | Mon.-Sun.

Guaranteed 1.40 mill. Als / week	Basic 61,000.-- €	Deluxe 73,900.-- €
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MUSIC HOME BUNDLE MUSIKEXPRESS & METAL HAMMER & ROLLING STONE⁴ | Mo.-So.

Guaranteed 100,000. Als / day 750,000 Als / week	Basic 7,000.-- € 52,500.-- €	Deluxe 10,000.-- € 75,000.-- €
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- 1) FC1, a reminder billboard remains | A billboard is required for tablet | With video wall, the video loops only once | Other reminder advertising media upon request | Cinematic Ad: No additional background colouring possible.
- 2) HomeRun = Homepage desktop + Homepage mobile + all index pages of the various thematic areas | Double Dynamic Sitebar only bookable in Deluxe HR | Not bookable: Billboard 100/1 | Advertising media analogous to HomeRuns | When booking a Curtain Dropper, a Video Wall or a Bridge Ad, a Billboard or Fireplace is subsequently played in ROS (the general specs of Curtain Dropper and the Video Wall apply).
- 3) Prerequisite for Event Extender: Same format and tracking, only one Event Extender per week.
- 4) Advertising media similar to the HomeRun

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

MEDIA IMPACT PARTNER BRANDS

HOMERUN ADVANCED

MULTISCREEN | 1 DAY HOME 10:00H – 10:00H+ 1 WEEK ROS CLICK BOOSTER

DESKTOP: Dynamic Sitebar

MOBILE (MEW + APP): Sticky Lead Ad (4:1 / 6:1) + Mobile Medium Rectangle

CLICK BOOSTER: Dynamic Sitebar + Mobile Medium Rectangle

COMPUTERBILD | Desktop & MEW

HomeRun	Guaranteed 200,000 Als	13,200.-- € ¹¹	15,000.-- €
Click Booster	Guaranteed 1,000 clicks	1,800.-- € ¹²	

FINANZEN.NET | Desktop, MEW & App

HomeRun	Guaranteed 1.25 mill. Als	28,000.-- € ¹¹	42,000.-- €
Click Booster	Guaranteed 10,000 clicks	14,000.-- € ¹²	

SPORTBILD | Desktop, MEW & (Sport BILD) App

HomeRun	Guaranteed 700,000 Als	17,500.-- € ¹¹	20,500.-- €
Click Booster	Guaranteed 2,000 clicks	3,000.-- € ¹²	

TRANSFERMARKT | Desktop, MEW & App

HomeRun	Guaranteed 1.0 mill. Als	25,000.-- € ¹¹	29,500.-- €
Click Booster	Guaranteed 3,000 clicks	4,500.-- € ¹²	

The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. Should the lead ad not be delivered, the selected mobile main advertising medium would then be delivered on the booked day as a first contact placement in RoS, in order to achieve the booked guarantee amount.

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

MEDIA IMPACT PARTNER BRANDS

HOMERUN PROGRAMMATIC

MULTISCREEN | 10:00H – 10:00H

BASIC

Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Understitial / Medium Rectangle

DELUXE

Desktop: Video Wall¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Curtain Dropper¹ / Image Reveal Ad

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial / Interscroller

COMPUTERBILD²

Basic
57.22 € CPM day

Deluxe
69.30 € CPM day

SPORTBILD³

Basic
26.25 € CPM day

Deluxe
31.50 € CPM day

TRANSFERMARKT³

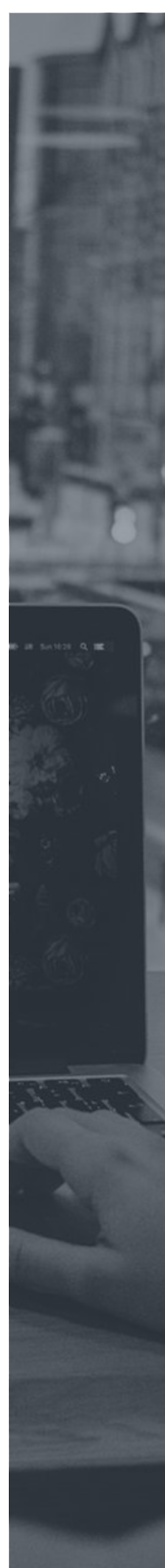
Basic
26.25 € CPM day

Deluxe
31.50 € CPM day

The selected desktop-, as well as both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. If lead ad is not delivered, the selected mobile main advertising formats will be delivered on the booked day as first contact placement in RoS, in order to achieve the booked guarantee amount.

- 1) FC1, a reminder billboard remains | A billboard is required for tablet | With video wall, the video loops only once | Other reminder advertising media upon request | Cinematic Ad: No additional background colouring possible.
- 2) Home Run = Homepage desktop + Homepage mobile + Channel Startseiten AVF, games, Mobile, Computer
- 3) Basic = Not bookable: Wallpaper, (Dynamic) Sitebar, Fireplace, Mobile Understitial, Lead Ad 2:1 | Additionally bookable: Halfpage Ad | Deluxe = Not bookable: Video Wall, Billboard + Double Dynamic Sitebar, Bridge Ad, Curtain Dropper, Image Reveal Ad, Lead Ad (4:1 / 6:1), Mobile Understitial, Mobile Interscroller

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>



MEDIA IMPACT PARTNER BRANDS

HOMERUN TARGETING

MULTISCREEN | 10:00H – 10:00H

BASIC

Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Double Sitebar / Fireplace (+ optional sticky or expandable)

Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle

DELUXE

Desktop: Video Wall¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad¹ / Billboard (100/1)

Mobile (MEW + App): Lead Ad (2:1) & Medium Rectangle / Content Ad 1:1 / Understitial / Interscroller

COMPUTERBILD²⁺³⁺⁴

Guaranteed
200,000 Als / day

Basic
12,900.-- €

Deluxe
15,200.-- €

SPORTBILD³

Guaranteed
700,000 Als / day

Basic
24,500.-- €

Deluxe
28,000.-- €

TRANSFERMARKT⁴

Guaranteed
1.0 mill. Als / day

Basic
33,000.-- €

Deluxe
38,000.-- €

The selected desktop-, as well as both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. If lead ad is not delivered, the selected mobile main advertising formats will be delivered on the booked day as first contact placement in RoS, in order to achieve the booked guarantee amount.

- 1) FC1, a reminder billboard remains | A billboard is required for tablet | With video wall, the video loops only once | Other reminder advertising media upon request | Cinematic Ad: No additional background colouring possible.
- 2) Home Run = Homepage desktop + Homepage mobile + Channel Startseiten AVF, games, Mobile, Computer
- 3) Targeting options: Regional, Socio | Regio Targeting only desktop & MEW possible | A creative pool adapted to targeting areas (up to 1,500 creatives) can be created automatically | A neutral fallback advertising medium is required for APP.
- 4) Basic = Not bookable: Double Dynamic Sitebar; Additionally bookable: Lead Ad (2:1), Mobile Understitial | Deluxe = Not bookable: Cinematic Ad, Content Ad 1:1, additionally bookable: Image Reveal Ad, Curtain Dropper, Lead Ad (4:1 / 6:1), Lead Ad Sticky

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

MEDIA IMPACT PARTNER BRANDS

NATIVE PRODUCTS

BRAND STORIES | PRODUCT STORY | BRAND HUB |

Portal	Ad Format/Placement	Ad Impressions	Views	Package Price	Creation Costs ¹
Computerbild Sportbild	Brand Story Package S (min.4 weeks)	n.a.	10,000	35,000.-- €	3,500.-- €
Transfermarkt BOOKS Metal Hammer Rolling Stone Musikexpress	Brand Story Package M (min.4-6 weeks)	n.a.	15,000	50,000.-- €	4,000.-- €
	Brand Story Package L (min.4-6 weeks)	n.a.	20,000	62,500.-- €	4,500.-- €
Sportbild	Brand Hub (min.4-6 weeks)	n.a.	25,000	79,000.-- €	10,000.-- €
Computerbild	Product Story ² (min.4 weeks)	1,500,000	8,000	30,000.-- €	3,000.-- €
	Product Hub ² (min.4 weeks)	2,500,000	18,000	60,000.-- €	7,000.-- €
Finanzen.net	Brand Story (12 weeks)	n.a.	30,000	65,000.-- €	2,500.-- €

ADVERTORIALS

Portal	Ad Format/Placement	Ad Impressions	Package Price	Creation Costs ¹
BOOKs Funke ³	Advertorial S (2 weeks)	500,000	10,000.-- €	2,000.-- €
	Advertorial M (4 weeks)	1,000,000	17,500.-- €	2,000.-- €
	Advertorial L (6 weeks)	1,500,000	22,500.-- €	2,000.-- €
Computerbild Sportbild Transfermarkt	Advertorial (4 weeks)	5,000,000	25,000.-- €	2,500.-- €
Finanzen.net	Advertorial (4 weeks)	10,000 views	30,000.-- €	2,500.-- €
Metal Hammer Musikexpress Rollingstone	Advertorial S (2 weeks)	500,000	11,500.-- €	1,250.-- € ⁴
	Advertorial M (4 weeks)	1,000,000	18,000.-- €	1,250.-- € ⁴
	Advertorial L (6 weeks)	1,500,000	24,500.-- €	1,250.-- € ⁴
	Advertorialbühne S (2 weeks)	750,000 ⁵	35,000.-- €	3,750.-- €
	Advertorialbühne M (4 weeks)	1.500.000 ⁵	53,000.-- €	3,750.-- €

THEMENSPECIALS

Portal	Package	Traffic delivery	Special stage	Package Price	Creation Costs ¹
BOOKs	Themenspecial S (1 week)	250,000 AIs	50,000 AIs	13,000.-- €	2,000.-- € ⁶
	Themenspecial M (2 weeks)	500,000 AIs	100,000 AIs	23,000.-- €	2,000.-- € ⁶
	Themenspecial L (4 weeks)	1,000,000 AIs	200,000 AIs	36,000.-- €	2,000.-- € ⁶
Metal Hammer Musikexpress Rollingstone	Themenspecial S (2 weeks, RS: 1 week)	300,000 AIs	50,000 AIs	19,000.-- €	2,000.-- €
	Themenspecial M (4 weeks, RS: 2 week)	600,000 AIs	100,000 AIs	29,000.-- €	2,000.-- €
	Themenspecial L (6 weeks, RS: 4 week)	1,200,000 AIs	200,000 AIs	42,000.-- €	2,000.-- €

- 1) Not discountable
- 2) Basic review of financial service provider content; if applicable and subject to necessary adjustment of product variant and/or guaranteed views.
- 3) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), There is no reach guarantee for Exclusive Fixed Placement (advertising media freely selectable).
- 4) Implementation is done by the object itself.
- 5) Refers to the advertorial
- 6) Creative costs are incurred when created by BOOKs (not SR- or AE-capable) -> Creation of special stage, presenting header with logo integration

MEDIA IMPACT PARTNER BRANDS

AWARENESS SPECIALS

A-TEASER MULTISCREEN BOOKS¹⁹ | 10:00H – 10 :00H

Guaranteed 50,000 Als / day	4,500.-- €
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BLOGGER SPECIAL TRAVEL- & STYLEBOOK

Blogger Special	Blogger Microsite + Ad Bundle in RoS 500,000 Als	Blogger Costs + Handling Fee ²¹
1-2 Blogger mit 2 Blogposts	10,000.-- € ²⁰	10,000.-- €

BRAND DAY B.Z.de | Home + Channel Starting Pages | 10 :00H– 10:00H

Desktop: Fireplace + Billboard + Medium Rectangle
Mobile: Reminder + Understitial / Mobile Medium Rectangle

Guaranteed 150,000 Als / day	4,375.-- €
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FACEBOOK LIVE EVENT COMPUTERBILD

Exclusive Presenting / co-branding, Pre- and Post presenter, Banderole, Product Placement

Package price	15,000.-- € plus 1,000.-- € creation costs
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NEWSFLIGHT SPORTBILD | Fixed placement in all articles| Mon.-Sun. | 10:00H – 10:00H

Basic – Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) // **Mobile (MEW + Sport BILD App):** Lead Ad (4:1 / 6:1) & Medium Rectangle

Guaranteed 800,000 Als / day	18,400.-- €
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Deluxe – Desktop: Video Wall¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad¹ / Billboard (100/1) // **Mobile (MEW + Sport BILD App):** Lead Ad (2:1) & Medium Rectangle / Content Ad 1:1 / Understitial / Interscroller

Guaranteed 800,000 Als / day	22,400.-- €
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NEWSLETTER COMPUTERBILD | LIFELINE

Computerbild – Bild-Text-Teaser (labelled as advertising)	50.-- € CPM
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Lifeline – 1 Newsletter integration, 7,000.-- Als (recipient)	500.-- €
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PRESENTING SPECIAL AD FORMATS SPORTBILD | TRANSFERMARKT

Desktop: Presenting Header (100/1) / Billboard // Mobile (MEW+ PhoneApp): Lead Ad (4:1) (100/1) / Lead Ad (2:1)	20.-- € CPM 40.-- € CPM
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- 1) Sat. & Sun.=1 day | If created by BOOKs plus 500 € creation costs (not SR- or AE-capable) | No installation of an external pixel counter possible
- 2) Plus creation costs (not SR- or AE-capable) from 2,000 €.
- 3) Not SR- or AE-capable | Each additional blogger on request
- 4) FC1, a reminder billboard remains | For tablet, a billboard is required | With the Video Wall, the video loops only once | Further reminder advertising media on request | Cinematic Ad: no additional background coloring possible

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

MEDIA IMPACT PARTNER BRANDS

PERFORMANCE SPECIALS

PETROL STATIONS RANKING CLEVER-TANKEN.DE

Guaranteed
4 mill. Als / 1 month

Presenter-Banner
(max.1000px x 125px),
Content Ad 4:1

80,000.-- €
(incl. 50%
discount)

VIDEO STAGE¹ METAL HAMMER | MUSIKEXPRESS | 24H STAGE

Guaranteed
30,000 Views

5,000.-- €

VIDEO STAGE¹ ROLLING STONE | 24H STAGE

Guaranteed
60,000 Views

7,500.-- €

YOUNG PROFESSIONAL BUNDLE GRÜNDERSZENE² | EXTENSION BUSINESS INSIDER HOMERUN

Guaranteed
250.000 Als / weeks

5,000.-- €³

- 1) For individual concepts and embeds such as YouTube, etc., normal integration (physical and streams) is done via product: "Video Wall".
- 2) Can be booked as an extension to the Business Insider HomeRun; the identical advertising media as for the Business Insider HomeRun are used for this placement.
- 3) Net1 price in conjunction with the Business Insider HomeRun; not SR-, but AE- and AR-capable. Stand Alone booking: 9.000 € net1, not SR-, but AE- and AR-capable.

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MEDIA IMPACT PARTNER BRANDS

PERFORMANCE SPECIALS

CLICK BOOSTER BOOKS

Native Teaser linking to partner. Delivery with Notification, Medium Rectangle, In-Article Widgets or Texlinks, Facebook and recommendation surfaces

7,000 clicks / 1 month	24,500.-- € ¹
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NATIVE A-TEASER FINANZEN.NET

1,000 – 2,500 clicks / day	A-Teaser incl. 3 link-outs	10,000.-- €
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POWER WEEK COMPUTERBILD

Native Teaser linking to partner. Delivery to CMS surfaces (Homepage in clack block; in editorial newsletter). Call-to-action and pictures (minimum 3 different motives) necessary

5,000 clicks / 1 week	10,000.-- €
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POWER DEAL COMPUTERBILD²

Native teaser linking to partner's deals page. Additional actions with link to deals page: 3x Image-Text-Teaser in daily newsletter and 2x Sponsored Facebook-Posts

5,000 clicks	25,000.-- € plus 900.-- € for production costs.
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- 1) Plus production costs as of 2,000.-- €. Neither discounts, nor agency commission can be granted on such costs.
- 2) Guaranteede clicks only for native teaser | Plus production costs: 900.-- € (neither discounts, nor agency commission can be granted on such costs).

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MEDIA IMPACT PARTNER BRANDS

THEMATIC SPECIALS

BRAND CHANNEL TIPP-CENTER²³

Volume: Index page with at least 9 image-text teasers / at least 9 article pages / separate menu item in navigation //
 Accompanying measures: Temporary image-text teaser on homepage - 150,000 AIs on vertical (Medium Rectangle + Mobile Content Ad) - 300,000 AIs Big Rectangle or image-text teaser within newsletters of the COMPUTER BILD Group.

Runtime: 3 months 29,700.-- €

CHANNEL FIXED PLACEMENT FORMEL1.de	News (1 month)	Live Ticker (1 month)	
Guaranteed Ad Impressions	3,800,000	400,000	
Desktop: Billboard Mobile (MEW): Mobile Lead Ad 6:1 or 4:1	76,000.-- € (50% pre-discounted)	16,000.-- €	
CHANNEL FIXED PLACEMENT MOTORSPORT-TOTAL also monthly bookable	Formula 1 (March – Dec.)	DTM (May - October)	Touring Cars (Feb. – Nov.)
Guaranteed Ad Impressions	4,800,000	3,000,000	800,000
Desktop: Billboard Mobile (MEW): Mobile Lead Ad 6:1 or 4:1	96,000.-- € (50% pre-discounted)	72,000.-- € (50% pre-discounted)	32,000.-- €

EXCLUSIVE THEMATIC BOOKING 9MONATE | LIFELINE

Booking of specific topics (illnesses or symptoms)
 Volumes upon request 105.-- € CPM

MOTORSPORT PRESENTINGS add. channel bookable	Gross CPM
Desktop: Presenting Header Billboard Mobile (MEW): Lead Ad (4:1) Lead Ad (2:1)	20.-- € 40.-- €

1) Plus 2,620.-- € creation costs (neither discounts nor agency commission can be granted on such costs).

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

MEDIA IMPACT PARTNER BRANDS

CPM PLACEMENTS

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)									
	AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Floor Ad, Billboard ²		Double Dynamic Sitebar ³		
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 ¹	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 ⁴ on start, up to and incl. 20 secs.	RoS & Custom	60.-- €			Video Wall ⁵	Desktop only	RoS & Custom	90.-- €	

MULTISCREEN – Traffic distribution between desktop and mobile according to availability.

Additional options:	Expandable Ads	+ 10.-- €
	Tandem- / Triple Ads	CPM Highest pricing category
	Additional video formats upon request.	

NOTES:

- 1) Bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) currently at finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harninkontinenz.de, yavivo.de).
- 2) Can also be booked as a cinematic ad on selected pages (surcharge +5.-- € for individual bookings and in combination with a mobile format), upon request.
- 3) Can be booked on Sportbild.de and B.Z. as fixed placement only. On Computerbild.de, Fitbook, Stylebook, Travelbook, Techbook and myHomebook bookable in RoS&Custom only.
- 4) Overlength (21-30 secs.) + 20.-- € CPM // Short spots (7-15 secs.) – 10.-- € CPM // VPAID + 10.-- € CPM; billing on CPCV basis upon request.
- 5) Bookable on the following sites: computerbild.de, Finanzen.Net, fitbook.de, Formel1.de, motorsporttotal.com, myhomebook.de, stylebook.de, techbook.de, transfermarkt.de, travelbook.de. Only billboard played on tablets, other formats upon request.

Standard advertising media must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

