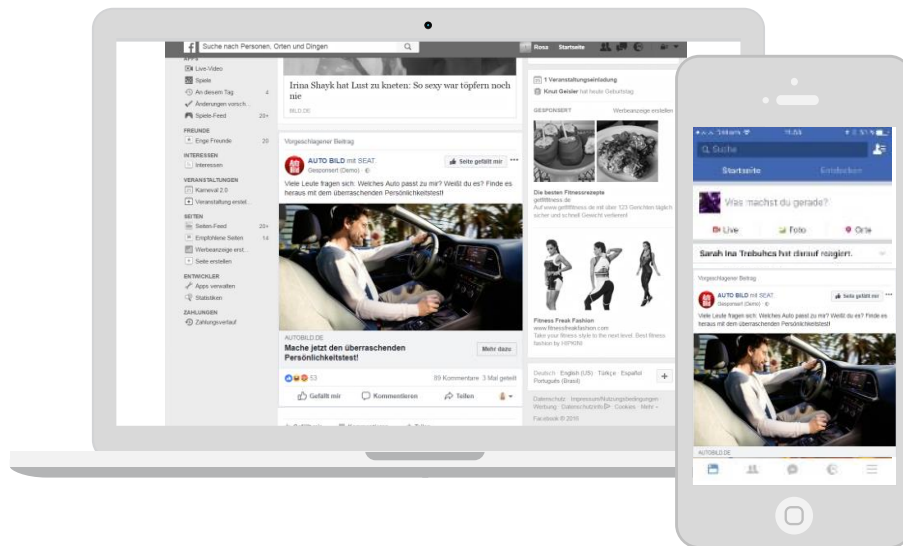


FACEBOOK SPONSORED POSTS



Concept

High credibility & reach

We combine your product with our strong journalistic offers. Benefit of BILD's and WELT's high reach as publisher of your posts. In addition, we'll highlight your post on Facebook via „Handshake“. For example: BILD with [your Facebook page].

Targeting

Use the opportunity to reach your target group from all Facebook 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 4 weeks displayed multiscreen.

Choose your suitable form of advertising

Choose between the classic (1 image), Carousel Ad (up to 5 images), Video Ad or Slideshow Ad (up to 10 images)! Don't let your creativity stop! Reach a higher level of creativity with our Canvas Ad – your interactive landingpage: Explain your product in a playful way and integrate pictures, videos and texts into an exciting story.

Call To Action

Through a CTA button, like ‚See more‘ or ‚Apply now‘, it's possible to link out to a website.

TARGETING: Choose your target group from 32 m.¹ german Facebook users!

Location	Demography	Interests	Behaviour
Country, State & Postcode	Age, Gender, Language & Relationship status	More than 100 categories, e. g.: music, films, sports	Reach your target group based on their purchasing behaviour, use of equipment and other activities.

1) Source: [Kontor4.04/2020](#).

Technical specifications of the advertising forms as well as dimensions can be found at <http://www.mediaimpact.de/specs> or <http://www.mediaimpact.de/abmessungen>.

Material for Facebook Sponsored Posts 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.

MEDIA IMPACT PARTNER BRANDS

FACEBOOK SPONSORED POSTS

PRICES ¹				
	4 Sponsored Posts	Facebook Fans	Guaranteed Als	Fixed Price
NEWS	BILD.de ²	2,500,000	1,400,000	48,000 €
	DIE WELT	1,000,000	1,000,000	35,000 €
	BILD News	487,000	800,000	28,000 €
	B.Z.	137,000	400,000	14,800 €
TECH	TECHBOOK.de	241,000	600,000	21,400 €
	ComputerBILD.de	181,000	500,000	18,000 €
	Computer BILD Spiele	62,000	200,000	8,000 €
BUSINESS	Business Insider	302,000	600,000	21,400 €
	Gründerszene	222,000	600,000	21,400 €
	Finanzen.net	84,000	200,000	8,000 €
SPORTS	Sport1.de ³	1,600,000	1,000,000	35,000 € ³
	SPORTBILD.de	474,000	800,000	28,000 €
	BILD.de Sport	778,000	800,000	28,000 €
	Fußball BILD	112,000	400,000	14,800 €
LIFESTYLE	TRAVELBOOK.de	188,000	500,000	18,000 €
	FITBOOK.de	175,000	500,000	18,000 €
	BILD Promi News	152,000	500,000	18,000 €
	STYLEBOOK.de	132,000	400,000	14,800 €
	ICONIST	99,000	200,000	8,000 €
MOTORCYCLE & SPORTS	AutoBILD.de	430,000	800,000	28,000 €
	Formel1.de	380,000	800,000	28,000 €
	Motorsport-Total.com	311,000	600,000	21,400 €
MUSIC	Metal Hammer	315,000	600,000	21,400 €
	Rolling Stone	302,000	600,000	21,400 €
	Musik Express	48,000	200,000	8,000 €

- 1) All prices plus 800 € creation costs (neither discounts, nor agency commission can be granted on such costs). For advertising type Classic, Carousel Ad, Video, Slideshow Ad (5 working days in advance). For Canvas Ad plus 1,890 € creation cost (neither discounts, nor agency commission can be granted on such costs; 10 working days in advance).
- 2) BILD Sponsored Posts are only bookable in combination with big digital concepts. Example: Brand Concepts, Volks-Product, BILD Bundesliga, Branded Entertainment.
- 3) Other Sport1 channels available ex. Bundesliga, Doppelpass, Motorsport, Darts, eSport. Prices on request. Plus 600€ creation costs (neither discounts, nor agency commission can be granted on such costs); implementation via Sport1

All rates are fixed rates (unless otherwise stated), minus discounts, plus VAT, where applicable. Subject to alteration and printing errors.