



# BOOKS

STYLEBOOK TRAVELBOOK **TECHBOOK** FITBOOK *my*HOMEBOOK

MEDIA KIT 2022



## STYLEBOOK

One of the leading  
online magazines for  
woman

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**1.53** mill. UUs

**3.05** mill. Visits

**4.03** mill. Pls



## TRAVELBOOK

Germany's  
biggest online  
travel magazine

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**2.72** mill. UUs

**4.66** mill. Visits

**6.66** mill. Pls



## TECHBOOK

The platform for  
innovative digital  
lifestyle

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**3.08** mill. UUs

**5.87** mill. Visits

**7.6** mill. Pls



## FITBOOK

The inspiration for a  
healthier and fitter  
lifestyle

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**2.38** mill. UUs

**4.83** mill. Visits

**6.52** mill. Pls



## myHOMEBOOK

Do it yourself : All about  
living, gardening and  
construction

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**2.05** mill. UUs

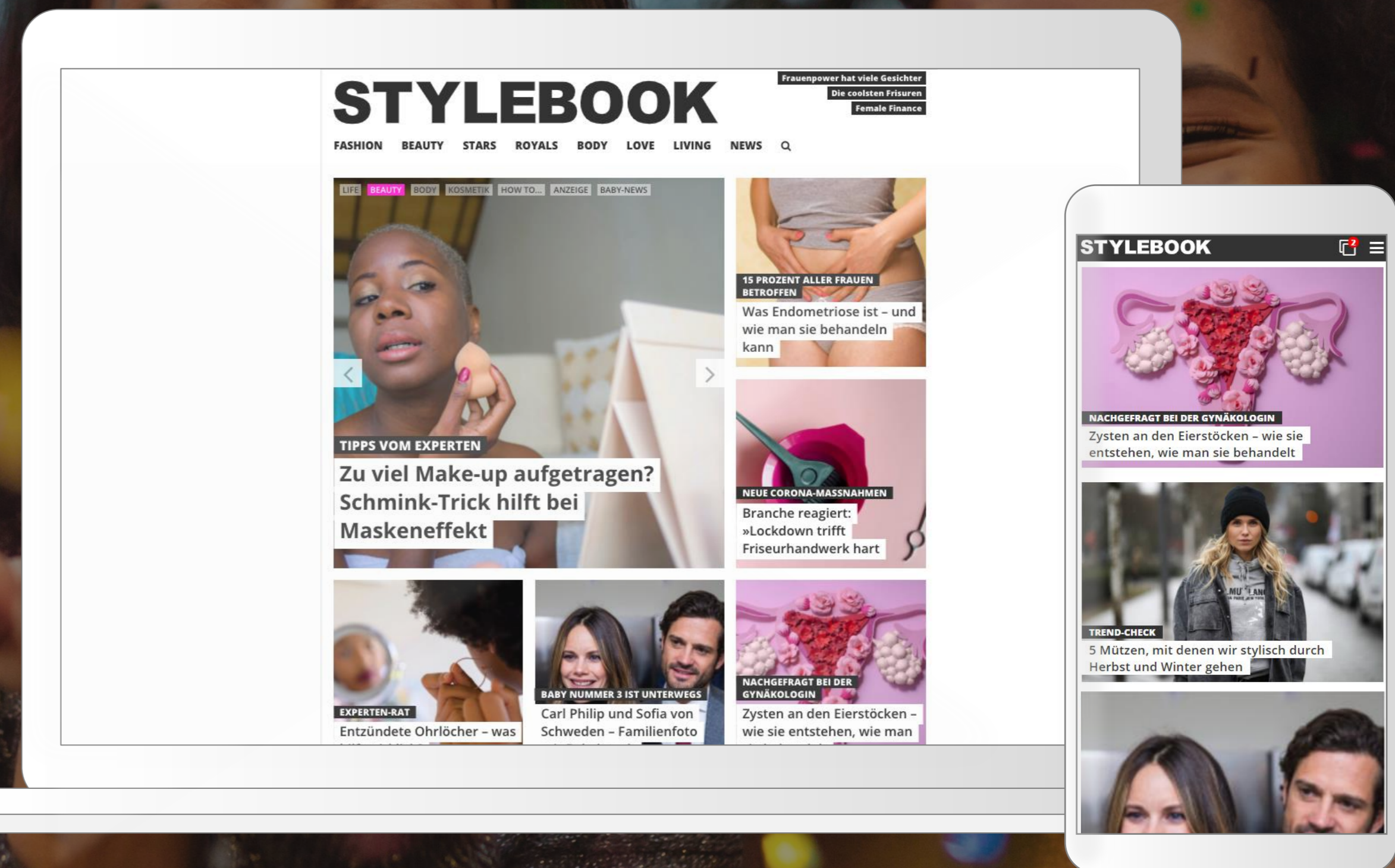
**3.42** mill. Visits

**4.91** mill. Pls

IN A NUTSHELL

# STYLEBOOK

- ✓ **STYLEBOOK** stands for refreshing, high quality journalism on beauty & body topics - comprehensible to everyone
- ✓ **STYLEBOOK** offers orientation and encourages to celebrate womanhood and femininity in all its facets.
- ✓ **STYLEBOOK** provides valuable service content in form of product tests and experience reports
- ✓ **STYLEBOOK** combines premium editorial content and eCommerce
- ✓ **STYLEBOOK** – your beauty expert!



EDITORIAL CONCEPT

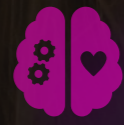
# OUR CATEGORIES AND TOPICS

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## MAKE-UP

Trends, how to's, STYLEBOOK beauty bag,  
new products tested, beauty wiki



## BODY & MIND

Female health, menstruation, self love,  
pregnancy, female empowerment



## SKINCARE

Face, body, treatments, UV protection



## FASHION

Styles, shoes, accessoires,  
VIP looks



## HAIR

Care, styles, styling, accessoires,  
tips & tricks



## MORE

Interviews, career, finance, specials

**STYLEBOOK** offers its users interesting facts from experts, as well as from stars, influencers and personal experience reports on topics related to beauty, body & mind. The content is presented in an appealing way and with a focus on shareability in social networks.



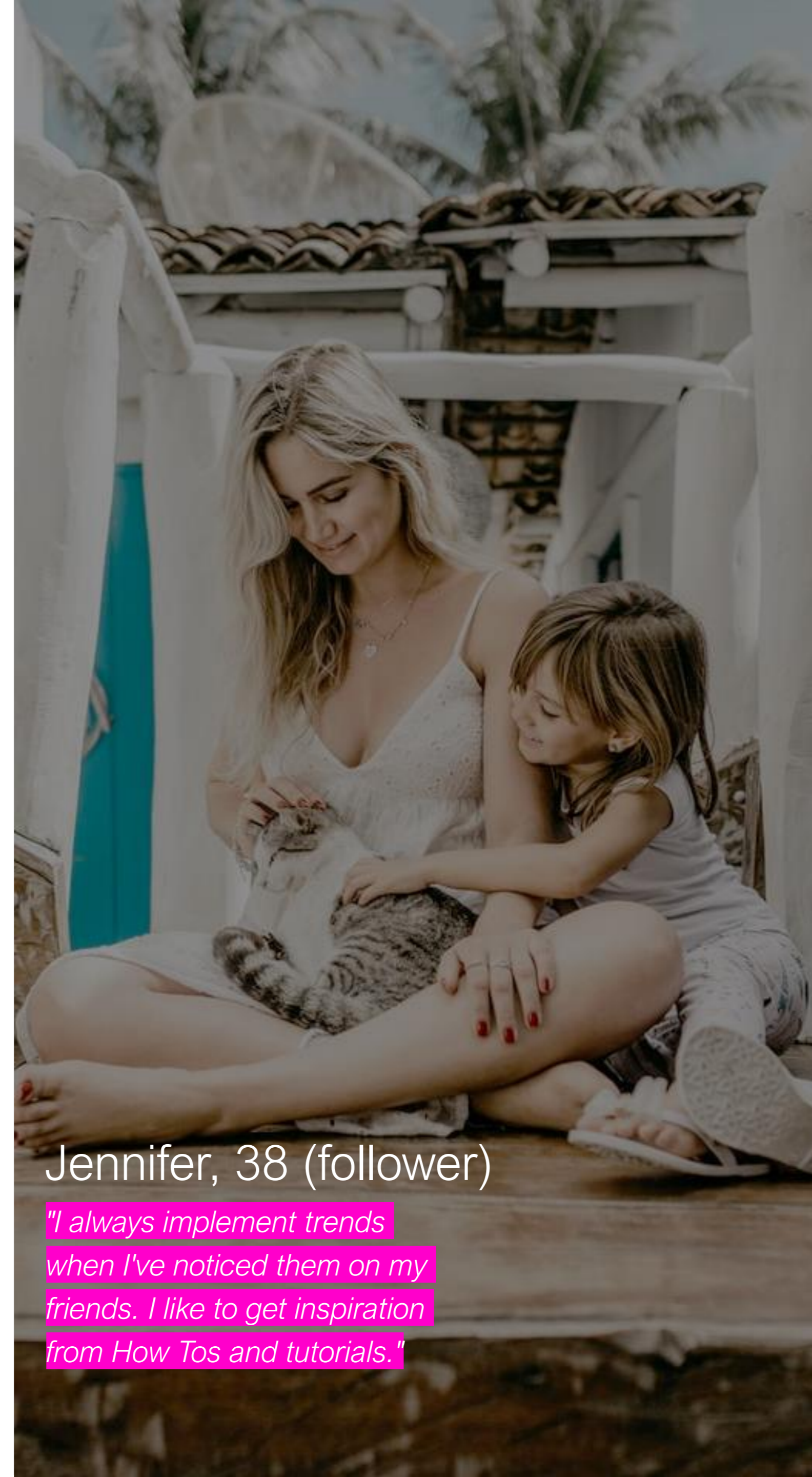
Eva, 27 (expert)

"I know exactly what is beneficial to my body and I pay close attention to which ingredients I use. Animal-free and sustainable products are particularly important to me."



Natalie, 32 (trend setter)

"I love beauty treatments, I'm curious and I also like to venture into my own experiments, which I also share on various social media platforms."



Jennifer, 38 (follower)

"I always implement trends when I've noticed them on my friends. I like to get inspiration from How Tos and tutorials."

# STYLEBOOK USER



63 %

20- 49 years old



48 %

High level of education\*



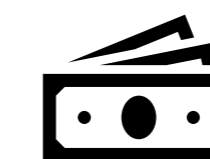
77 %

Employed



68 %

Women



53 %

HHNI > 3.000 €



STYLEBOOK users are fashion enthusiasts and creative cosmetics lovers. (Indexwert 183, 168)



Very high product information interest in cleansing/ nourishing facial cosmetics (Indexwert 183)



"As for cosmetics, I like to treat myself to somewhat more expensive products." (index value 181)

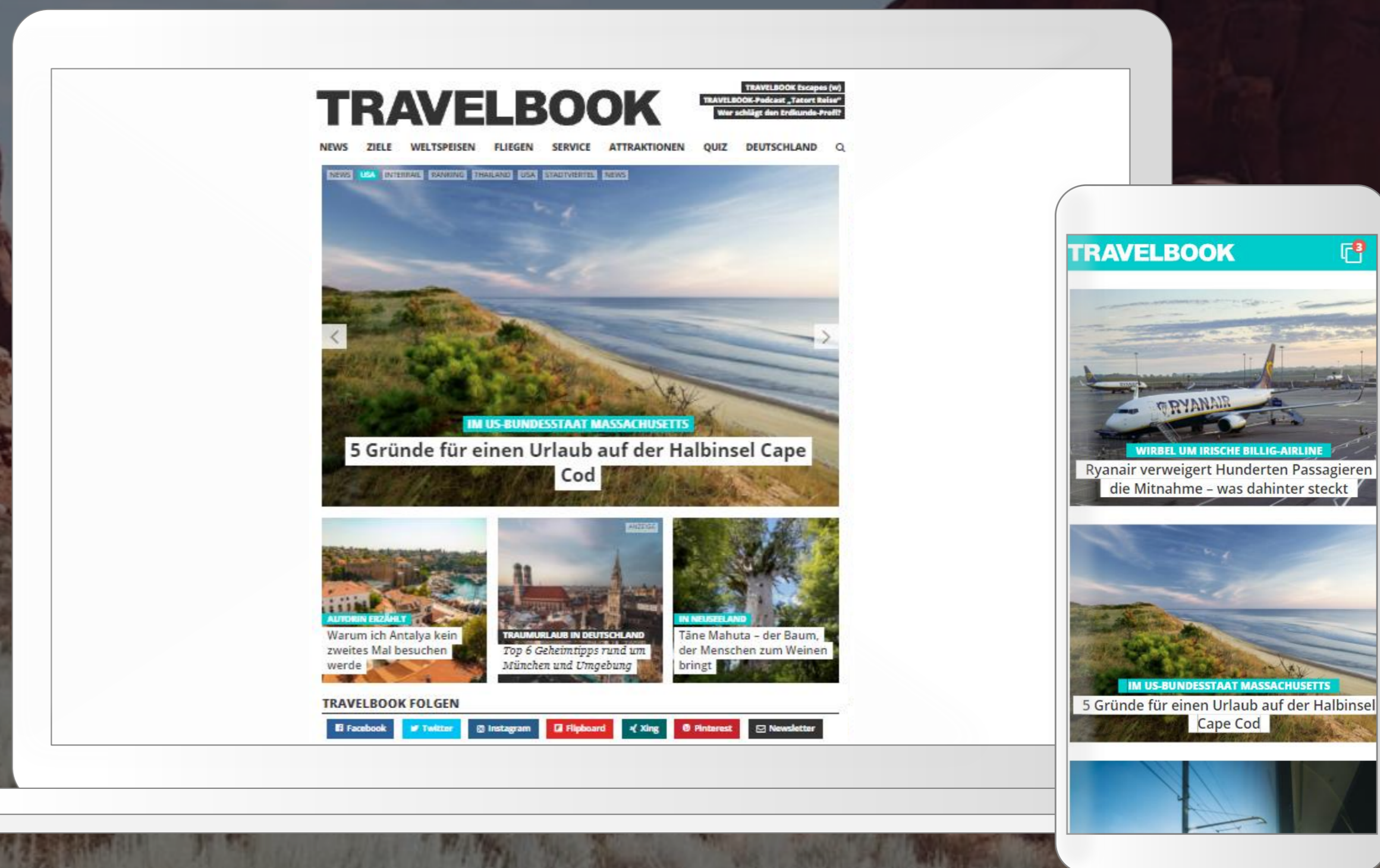
Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month December 2021 \*High school diploma, technical college, university degree; best for planning 2021 I; Basis: Basic population; NpM

IN A NUTSHELL

# TRAVELBOOK

## GERMANY'S BIGGEST ONLINE TRAVEL MAGAZINE

- ✓ **TRAVELBOOK** stands for a unique combination of travel magazine and digital travel guide as well as service and deals portal.
- ✓ **TRAVELBOOK** is international and captivates with breathtaking imagery and appealing designs.
- ✓ **TRAVELBOOK** offers inspiration for any travelers' dream destinations and conveys pure joie de vivre.
- ✓ **TRAVELBOOK** discovers the world anew every day!



EDITORIAL CONCEPT

# OUR CATEGORIES AND TOPICS

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## DESTINATIONS

The most beautiful, spectacular and surprising travel destinations worldwide



## FOOD AROUND THE WORLD

International recipes, foods & beverages, worldwide top restaurants



## FLYING

International airports, airlines and flight routes



## SERVICE

Travel deals, tips and tricks



## SIGHTS

Nature phenomena, lost places and spectacular sights



## QUIZ

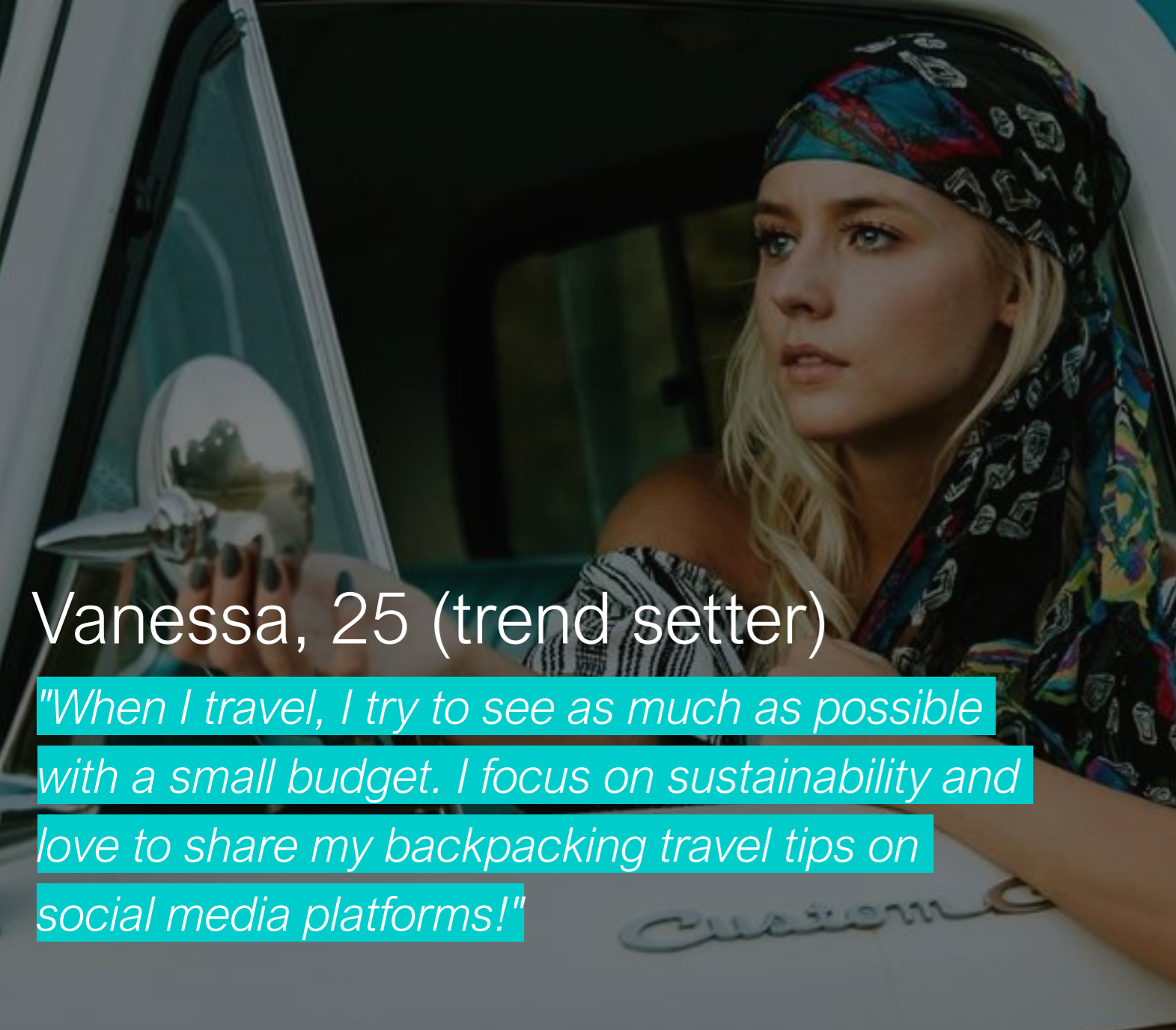
City/ country/ region and sights quiz



## GERMANY

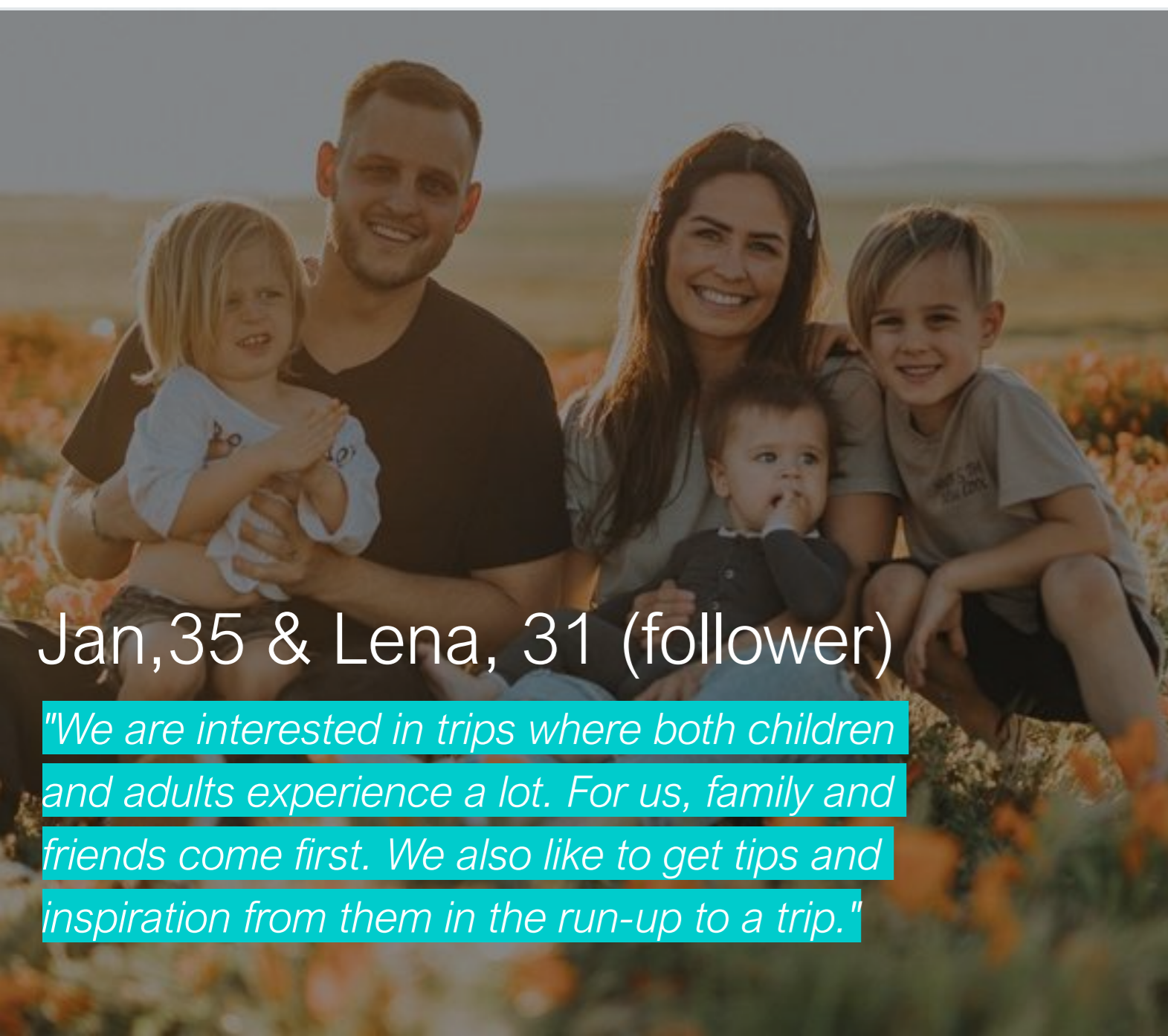
Baltic Sea, North Sea, Lakes, hiking areas and road trips

**TRAVELBOOK** offers its users insights, tips and news on the most spectacular and beautiful vacation destinations worldwide. The content is presented with a focus on visual appeal and therefore shareability on social media platforms.



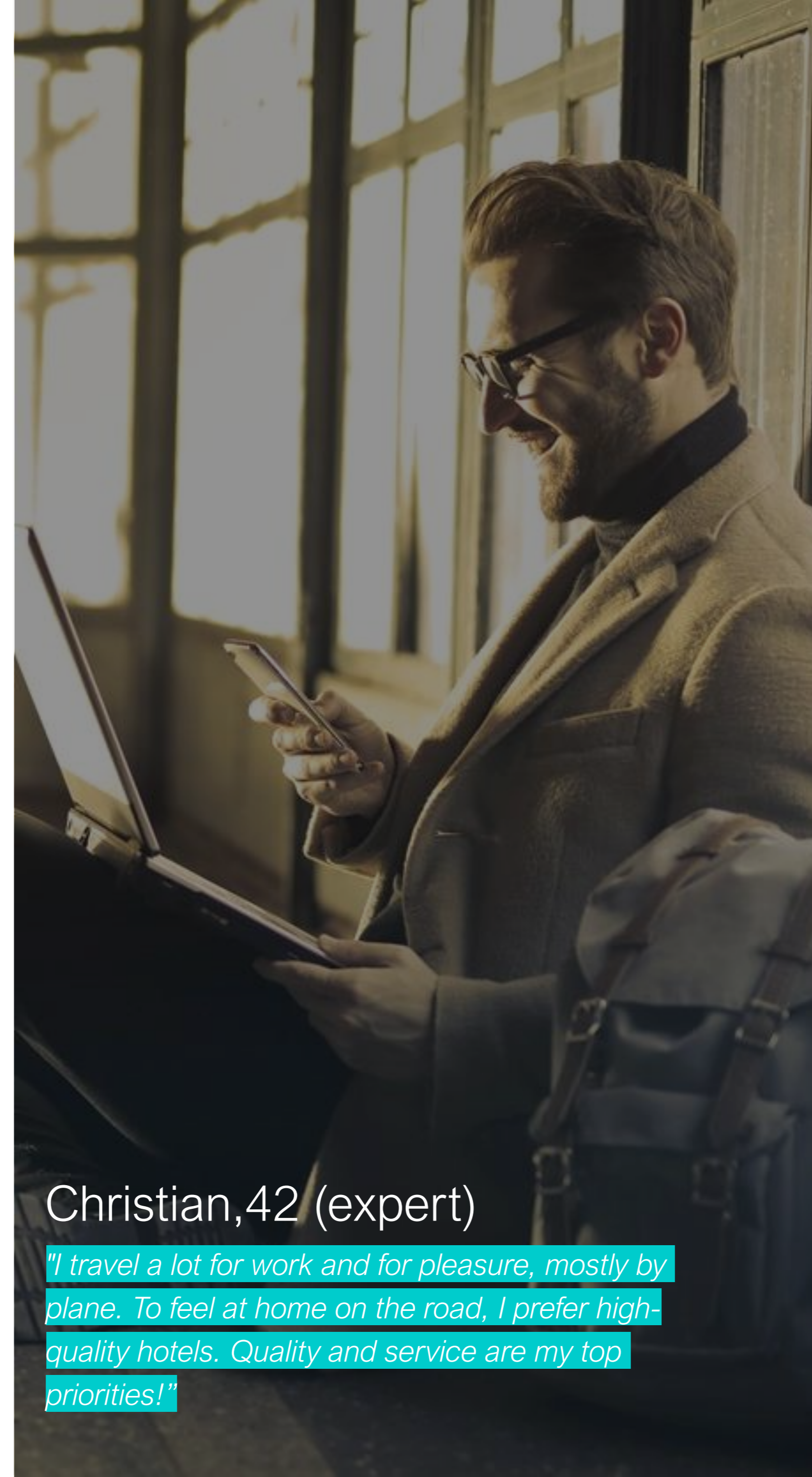
Vanessa, 25 (trend setter)

"When I travel, I try to see as much as possible with a small budget. I focus on sustainability and love to share my backpacking travel tips on social media platforms!"



Jan, 35 & Lena, 31 (follower)

"We are interested in trips where both children and adults experience a lot. For us, family and friends come first. We also like to get tips and inspiration from them in the run-up to a trip."



Christian, 42 (expert)

"I travel a lot for work and for pleasure, mostly by plane. To feel at home on the road, I prefer high-quality hotels. Quality and service are my top priorities!"

# TRAVELBOOK USER



60 %

20- 49 year old



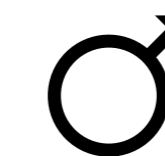
46 %

High level of education\*



78 %

Employed



59 %

Men



52 %

HHNI > 3.000 €



TRAVELBOOK users travel in different ways - from all-inclusive family vacations to flexible and spontaneous city breaks.



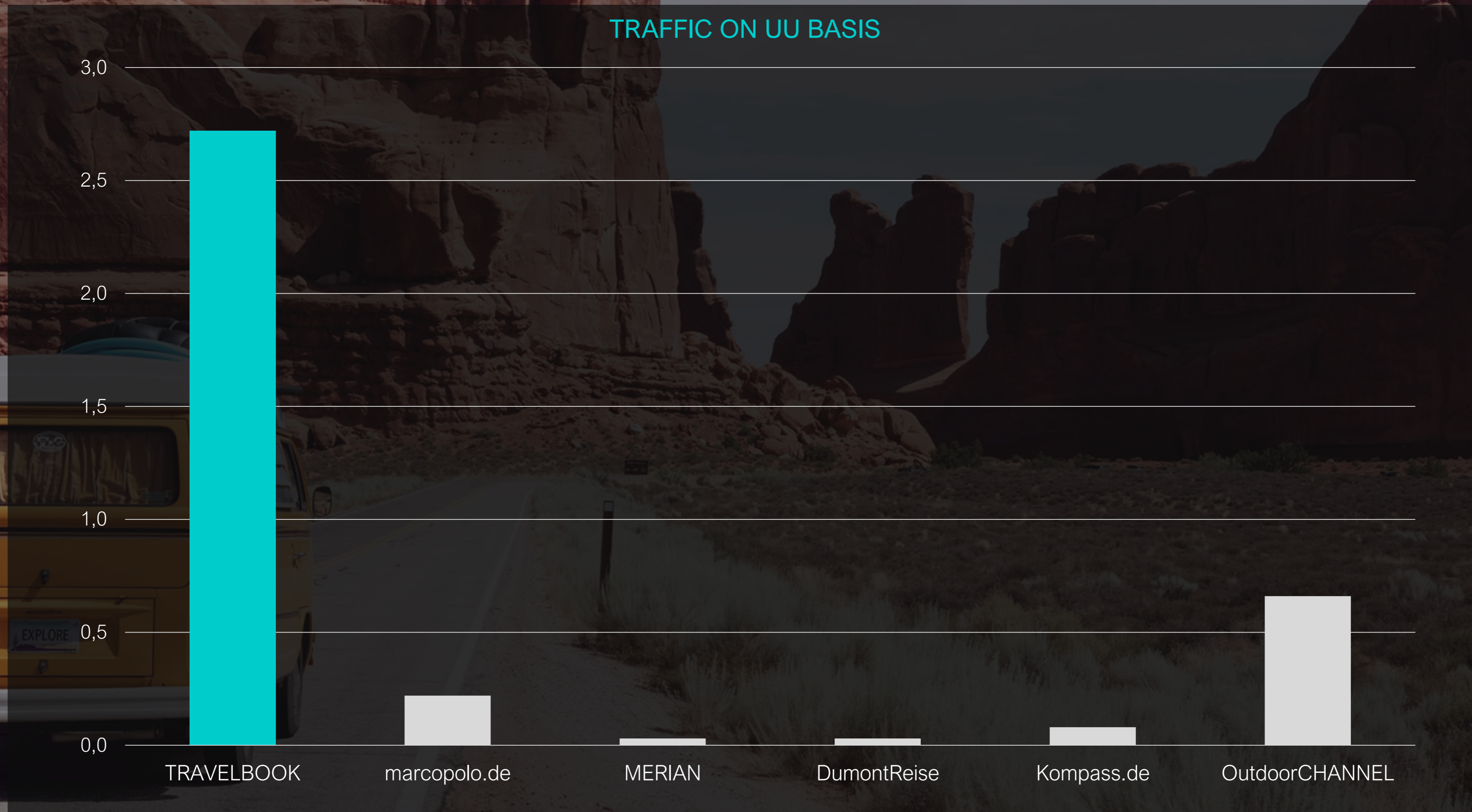
Very high product information interest in short trips and longer vacations (index value 127,120)

Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month December 2021 \*High school diploma, technical college, university degree; best for planning 2021 I; Basis: Basic population; NpM

TRAVELBOOK REACH

# NATIONAL COMPARISON OF COMPETITION

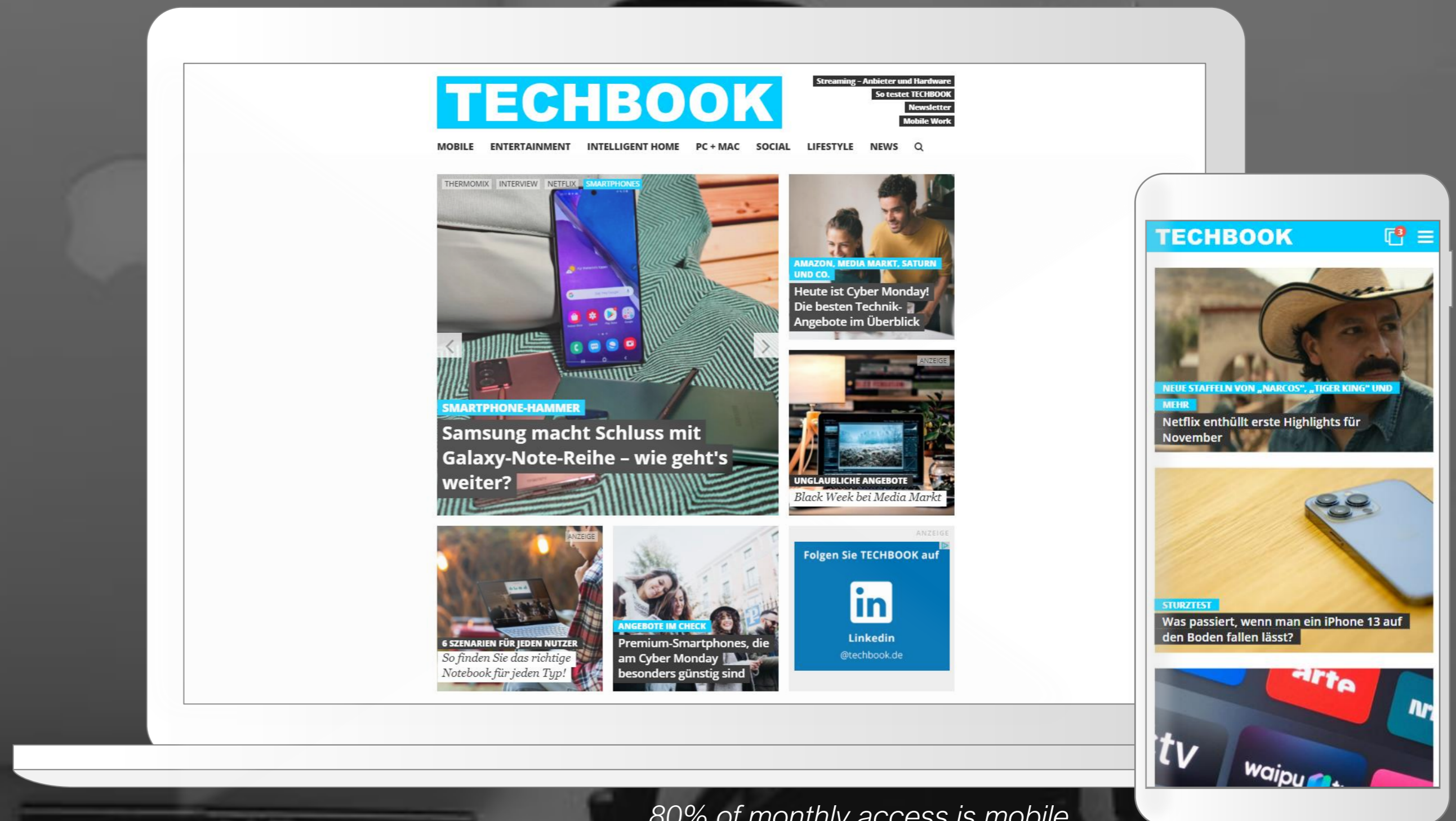
TRAFFIC ON UU BASIS



IN A NUTSHELL

# TECHBOOK

- ✓ **TECHBOOK** is BILD's platform for the innovative digital lifestyle
- ✓ **TECHBOOK** is the specialist for (home) entertainment, streaming and all mobile devices
  - ✓ Everything you need to know about devices, gadgets and apps
- ✓ Always up to date, trend-conscious and competent



80% of monthly access is mobile

EDITORIAL CONCEPT

# OUR CATEGORIES AND TOPICS



## ENTERTAINMENT

Streaming, gaming, sound, tv



## MOBILE

Mobilfunk, iOS, Android, smartphones, wearables



## INTELLIGENT HOME

Router, broadband/ cable, voice assistant, household appliances



## PC + MAC

Web, hardware, software



## LIFESTYLE

Mobility, retro, camera



## SOCIAL

Messenger, social media



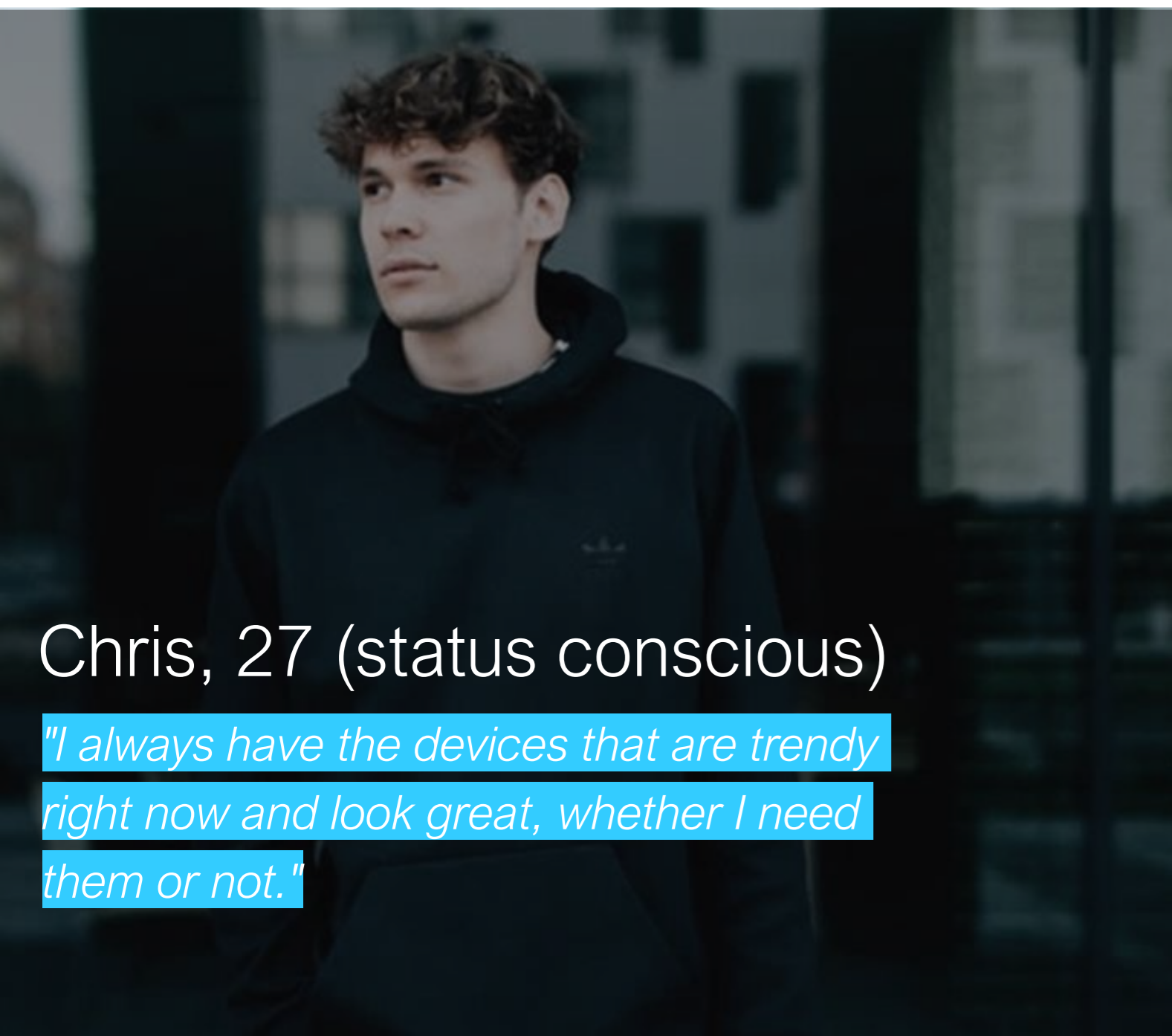
## NEWS

**TECHBOOK** offers its users news, product tests and the latest trends throughout all categories.



Marie, 25 (trend setter)

"My technical devices have to be convincing in terms of design and performance. Of course, I'll be the first to use it among my friends."



Chris, 27 (status conscious)

"I always have the devices that are trendy right now and look great, whether I need them or not."



Tim, 36 (follower)

"I don't buy innovative tech gadgets until I've seen the value they bring to me personally from my friends or family."

# TECHBOOK USER



53 %

20- 49 years old



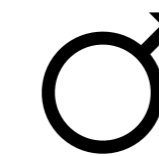
41 %

High level of education\*



71 %

Employed



63 %

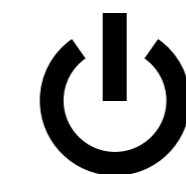
Men



51 %

HHNI > 3.000 €

TECHBOOK-User are innovators. (Indexwert 242)



Very high product information interest in entertainment electronics, tv, HiFi, streaming services, computers, smartphones, tablets (Index value zw. 124-138)



"It is very important to me to stay up to date with technical equipment such as computers, communication devices, household technology" (Index value 183)

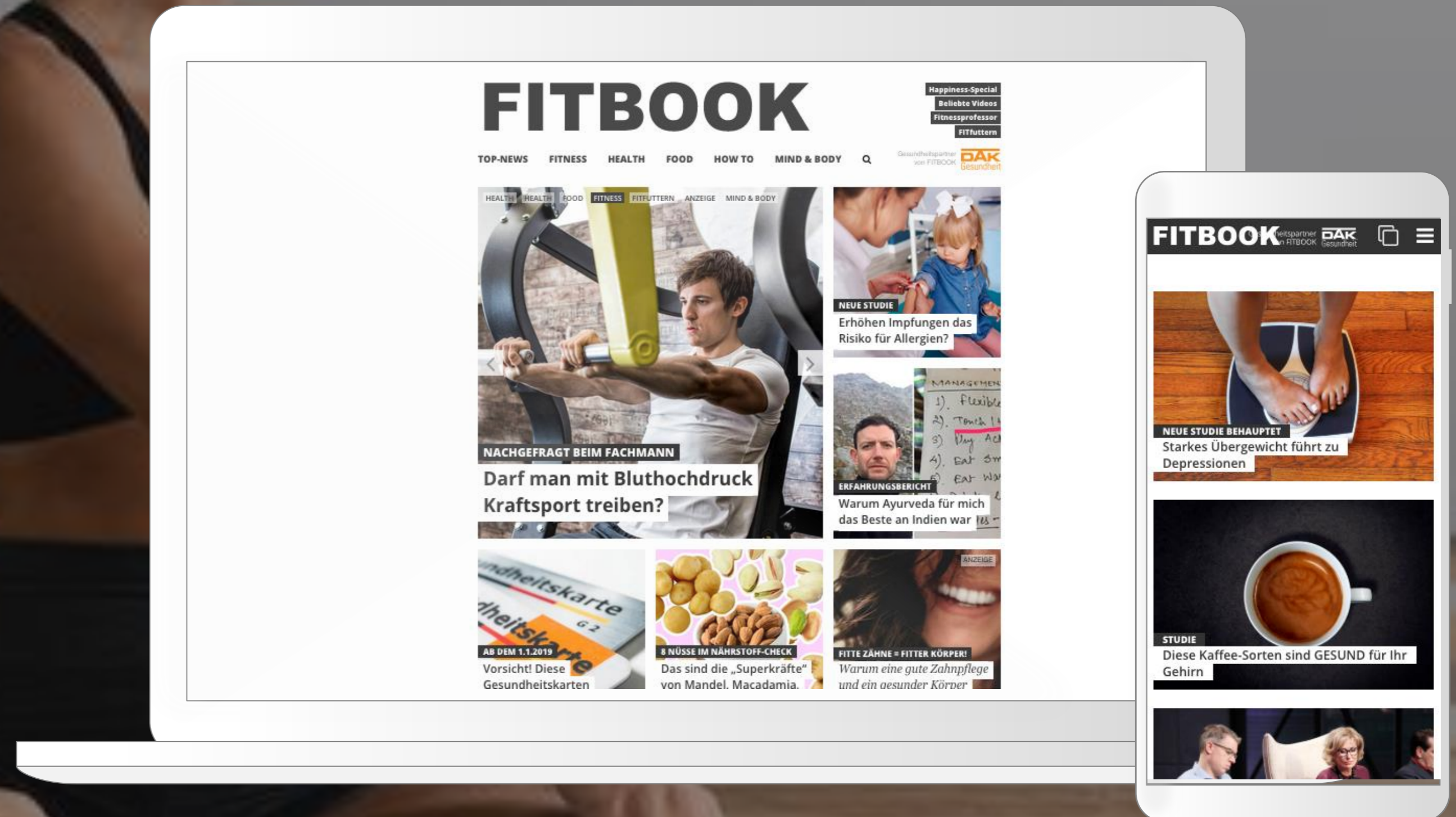
Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month December 2021 \*High school diploma, technical college, university degree; best for planning 2021 I; Basis: Basic population; NpM

IN A NUTSHELL

# FITBOOK

## GERMANY'S BIGGEST ONLINE PLATFORM FOR FITNESS AND HEALTH TOPICS

- ✓ **FITBOOK** stands for the latest quality journalism on fitness and health topics - understandable for everyone.
- ✓ **FITBOOK** provides orientation and classifies topics in an opinionated and scientific manner - the majority of the articles contain expert opinions from doctors, athletes, scientists and innovation researchers
- ✓ **FITBOOK** Offers inspiration and guidance for a healthier and fitter life with support from athletes, celebrities and influencers
- ✓ **FITBOOK – live more actively.**



EDITORIAL CONCEPT

# OUR CATEGORIES AND TOPICS

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## FITNESS

Home workouts, clubs, endurance, mobility, different sports, building muscle, outdoor



## HEALTH

Studies, cardiovascular system, healthy movements, injuries, prevention



## HOW TO

Training analysis, stars & influencers, features, workout videos, tips & tricks



## NEWS

Study results, fitness routines of stars, interviews



## FOOD

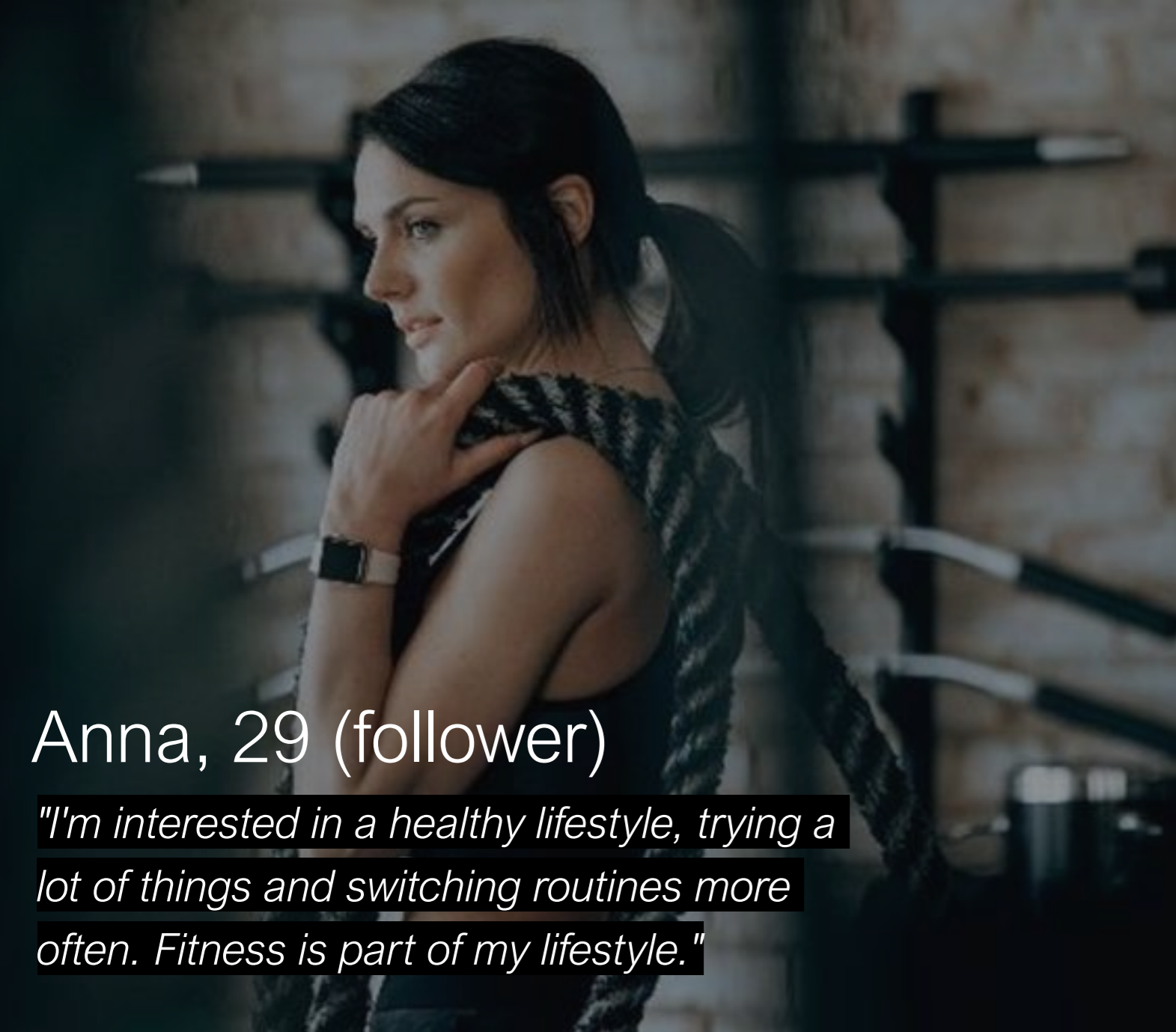
Products, healthy diet, transparency, recipes



## MIND & BODY

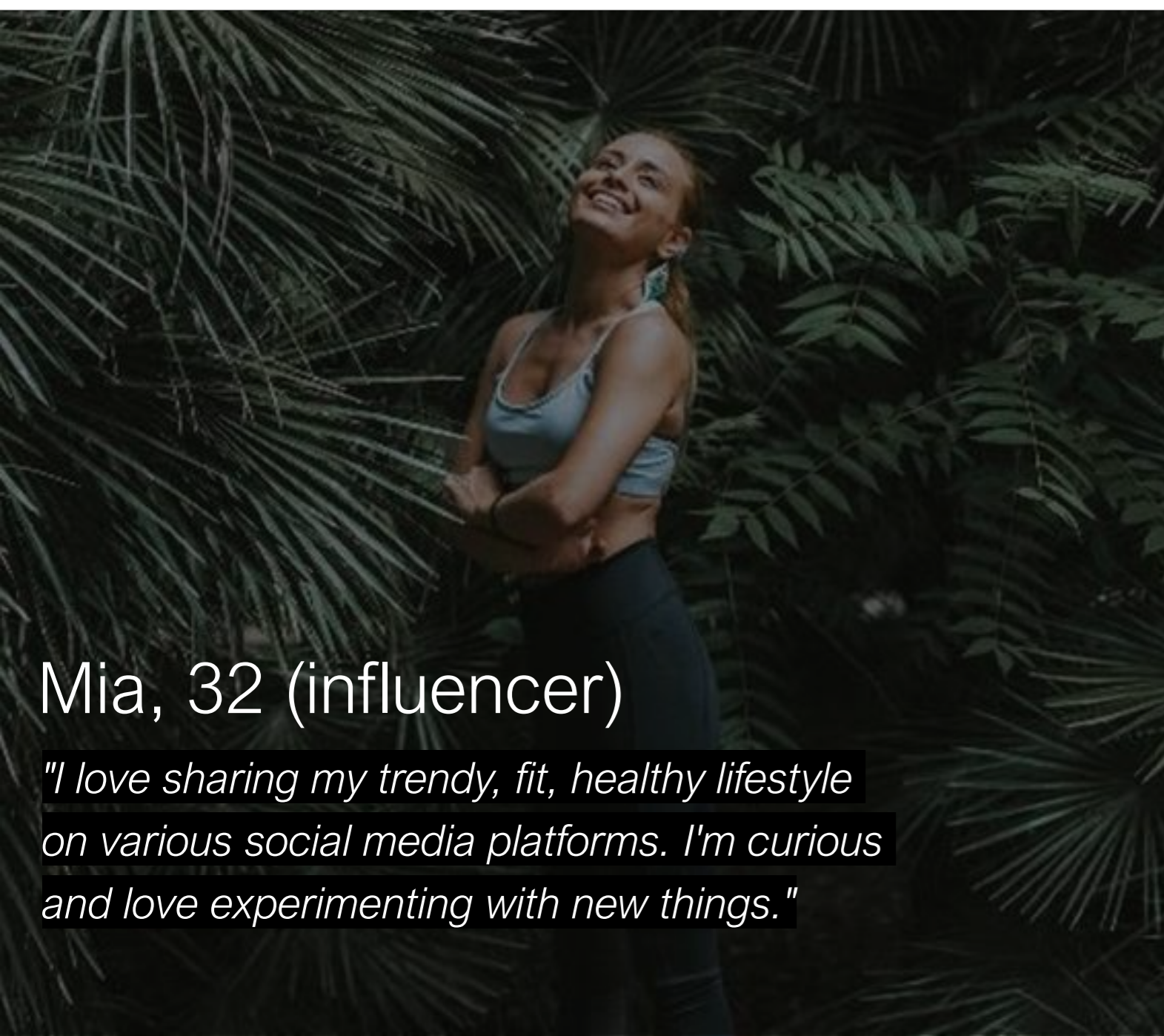
Mental health, regeneration, memory training, stress management, relaxation

**FITBOOK** offers its users interesting facts from experts, doctors, athletes, but also from stars and influencers on topics related to fitness, health and nutrition. The content is presented in an interesting manner and with a focus on shareability in social networks.



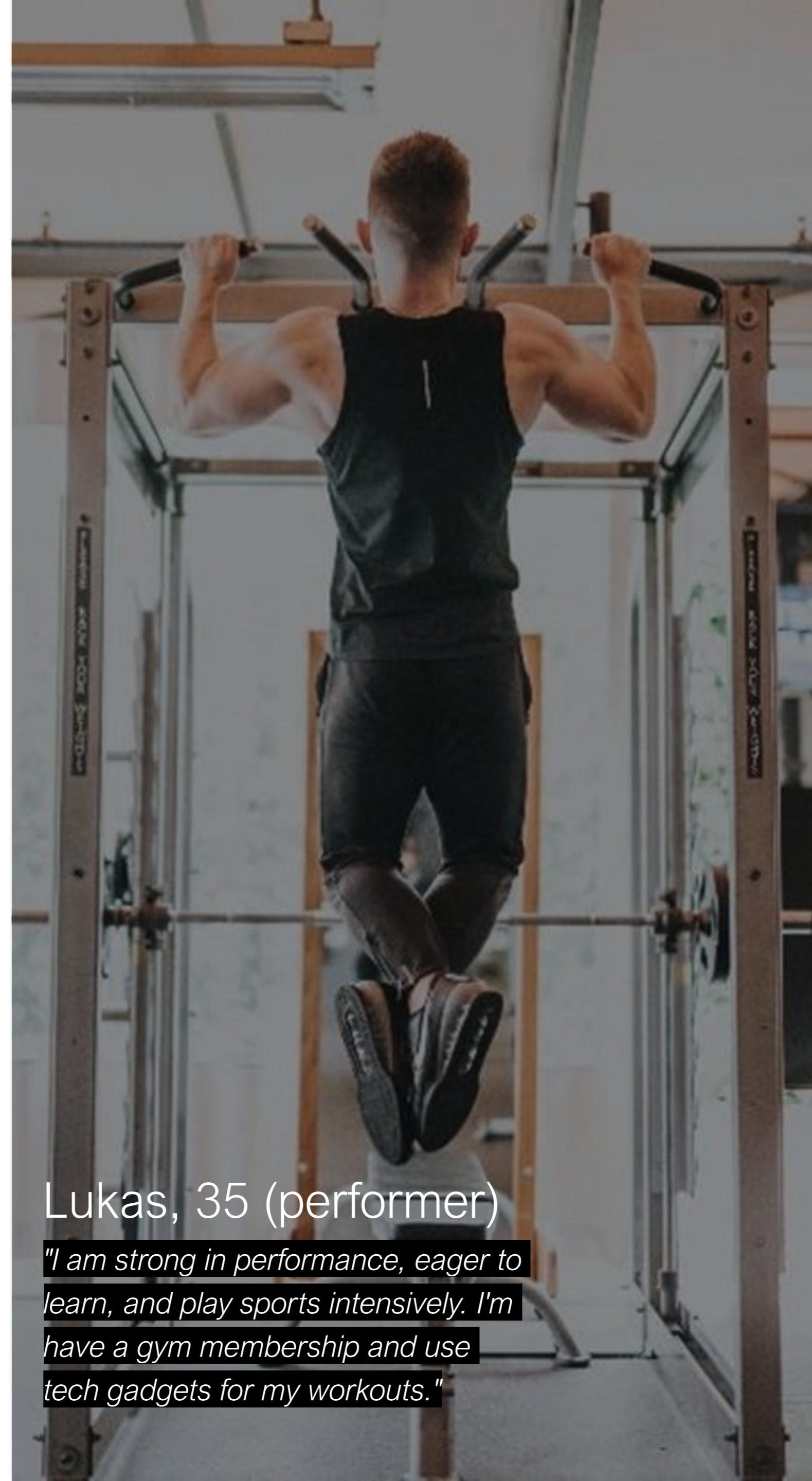
Anna, 29 (follower)

"I'm interested in a healthy lifestyle, trying a lot of things and switching routines more often. Fitness is part of my lifestyle."



Mia, 32 (influencer)

"I love sharing my trendy, fit, healthy lifestyle on various social media platforms. I'm curious and love experimenting with new things."



Lukas, 35 (performer)

"I am strong in performance, eager to learn, and play sports intensively. I'm have a gym membership and use tech gadgets for my workouts."

# FITBOOK USER



66 %

20- 49 years old



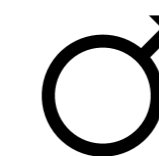
48 %

High level of education\*



80 %

Employed



56 %

Men



54 %

HHNI > 3.000 €



FITBOOK users exercise regularly. The types of sports are very diverse - from yoga to sports in the gym to golf.

(Index value 128)



FITBOOK users frequently seek information about health issues in the media.(Index value 111)

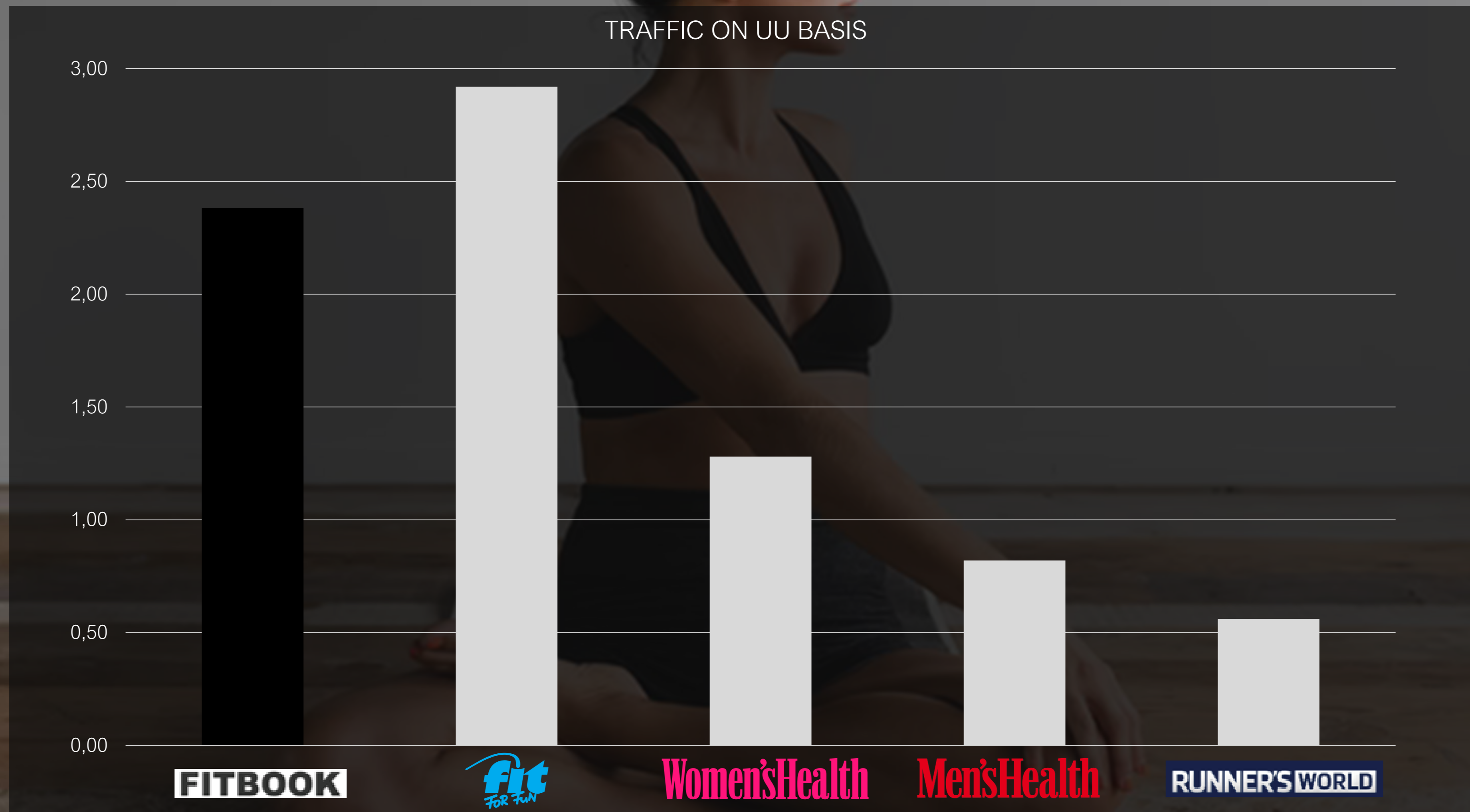


"Good food and drinks have a huge importance in my life." (Index value 104)

Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month December 2021

\*High school diploma, technical college, university degree;  
best for planning 2021 I; Basis: Basic population; NpM

# REACH COMPARISON OF COMPETITORS



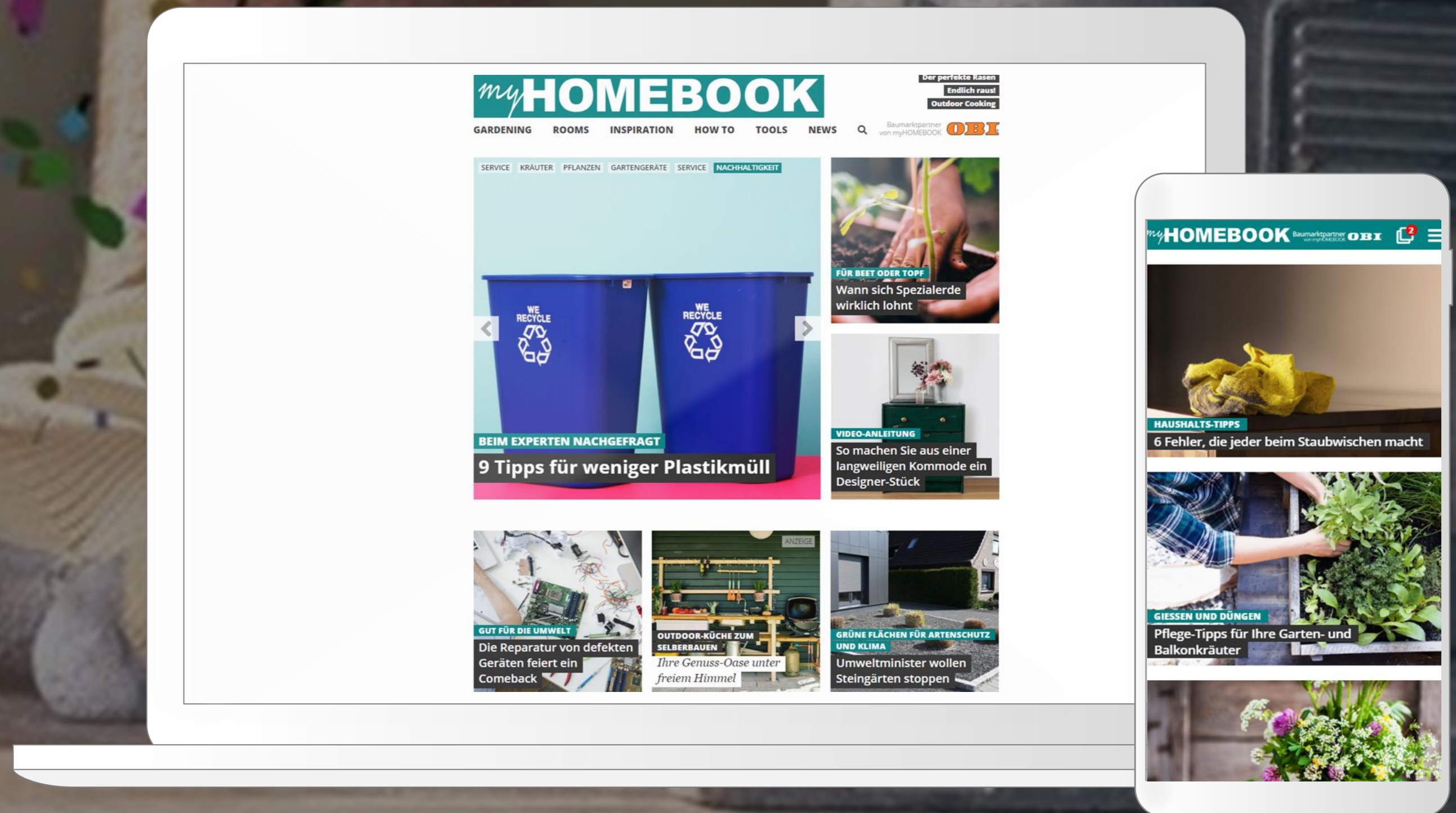
\*AGOF daily digital facts Basis: 16+ years December 2021

IN A NUTSHELL

# myHOMEBOOK

## GERMANY'S BIGGEST ONLINE DIY PLATFORM

- ✓ **myHOMEBOOK** is the DIY platform for more style in your apartment, house and garden
- ✓ **myHOMEBOOK** encourages and activates readers to take be hands-on themselves and provides orientation on the topics living, building, DIY and gardening
- ✓ **myHOMEBOOK** offers an introduction to DIY and gardening with lots of tips and tricks
- ✓ **myHOMEBOOK** combines the knowledge of experts, influencers and hobby craftsmen - competent and authentic
- ✓ **Useful. Entertaining. Instructive. Vibrant.**  
- For men and women!



EDITORIAL CONCEPT

# OUR CATEGORIES AND TOPICS

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## GARDENING

Gardening, balcony & terrace, (indoor-) plants, outdoor lighting, decoration



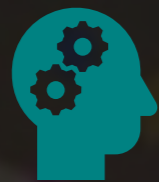
## TOOLS

Tools, appliances, apps



## INSPIRATION

Shop the look, home stories, people (influencer & VIPs)



## HOW TO

Instructions, building, modernization, renovation



## ROOMS

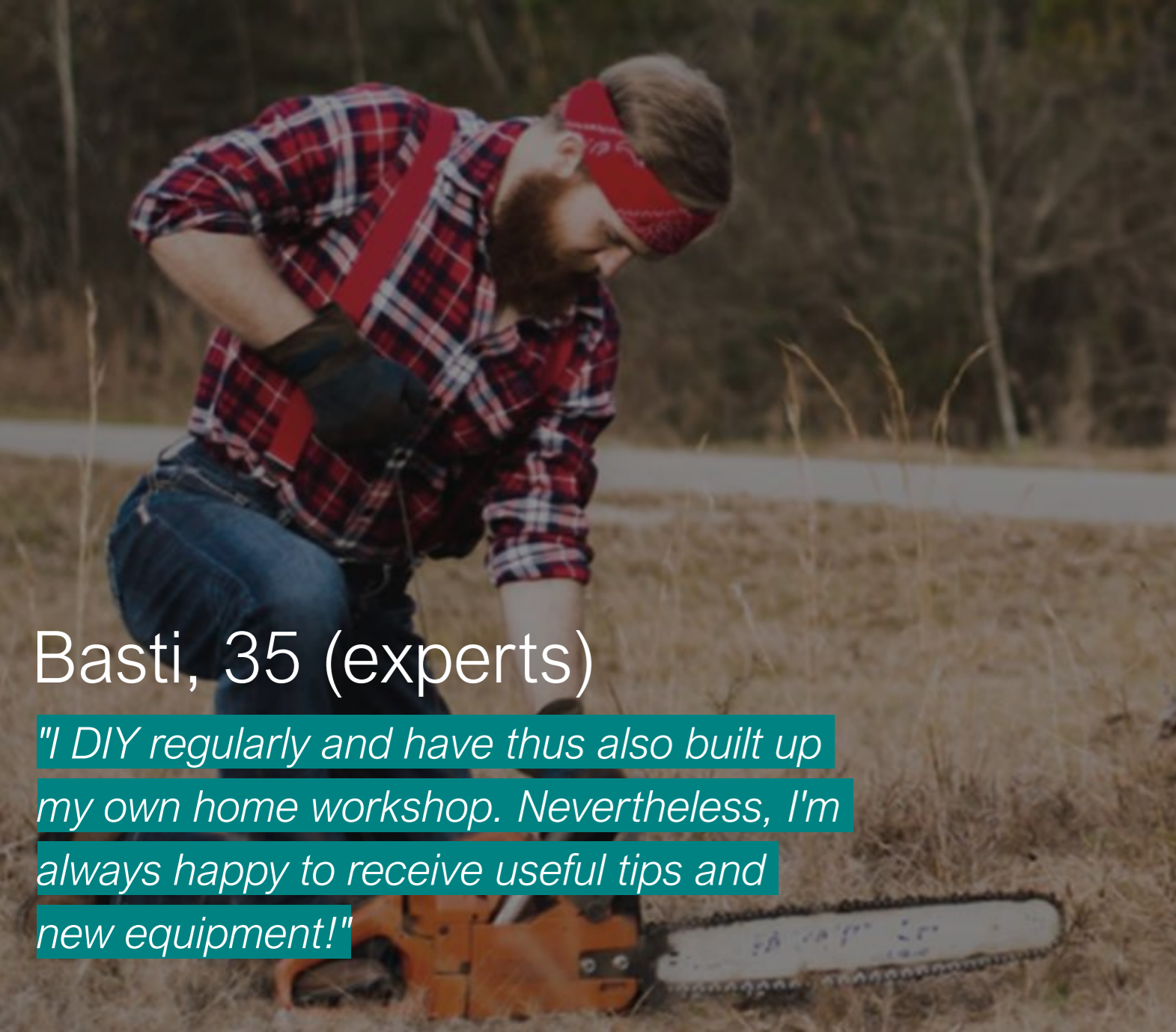
Lamps & lights, decorations, kitchen & dining room, bathroom, living room, bed room, office



## BASICS

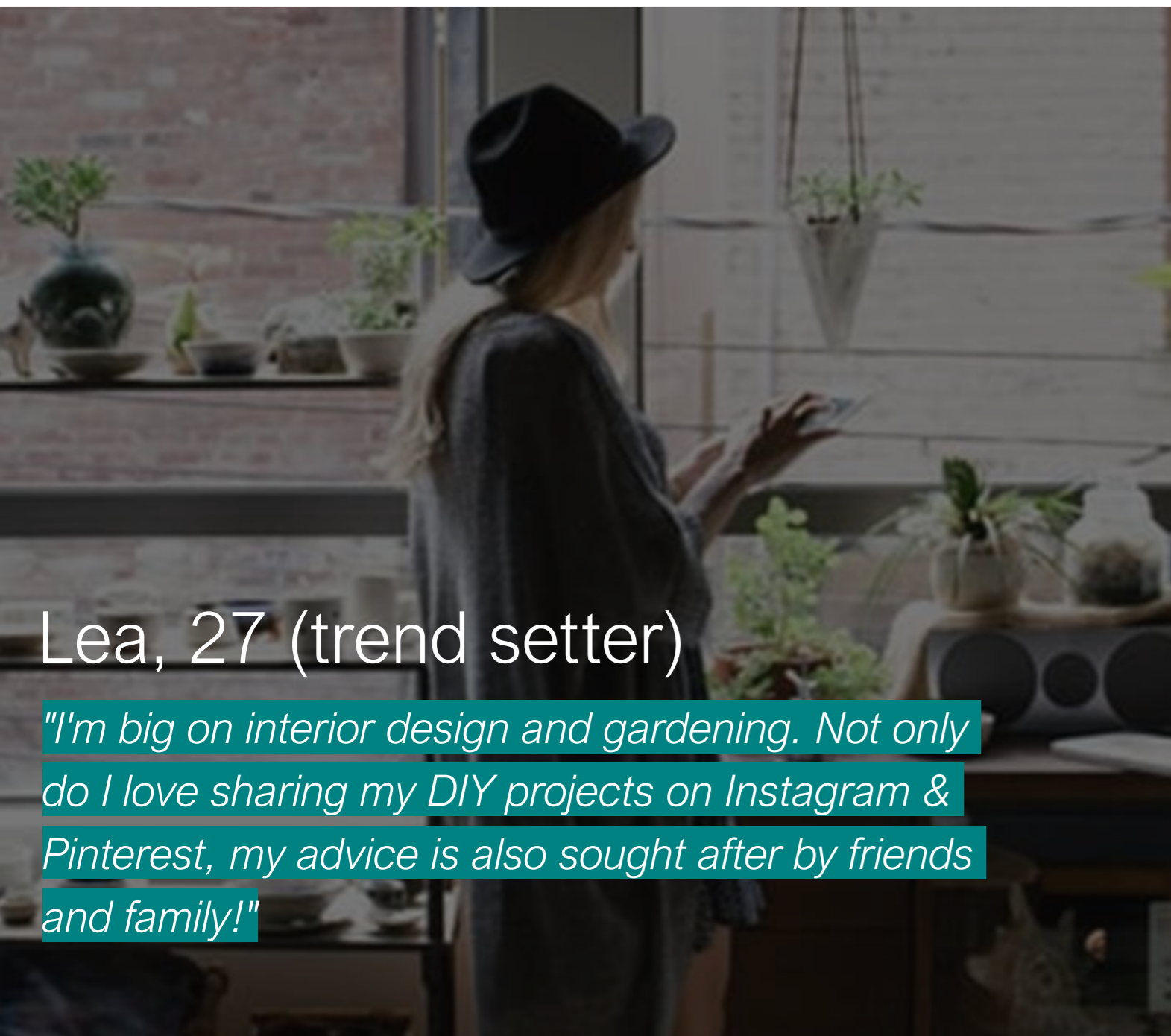
How Tos, building, modernization, refurbishing, upcycling

**myHOMEBOOK** offers its users interesting facts from experts, influencers and hobby craftsmen on topics related to the home, building, DIY and garden. The content is displayed with a focus on shareability in social networks.



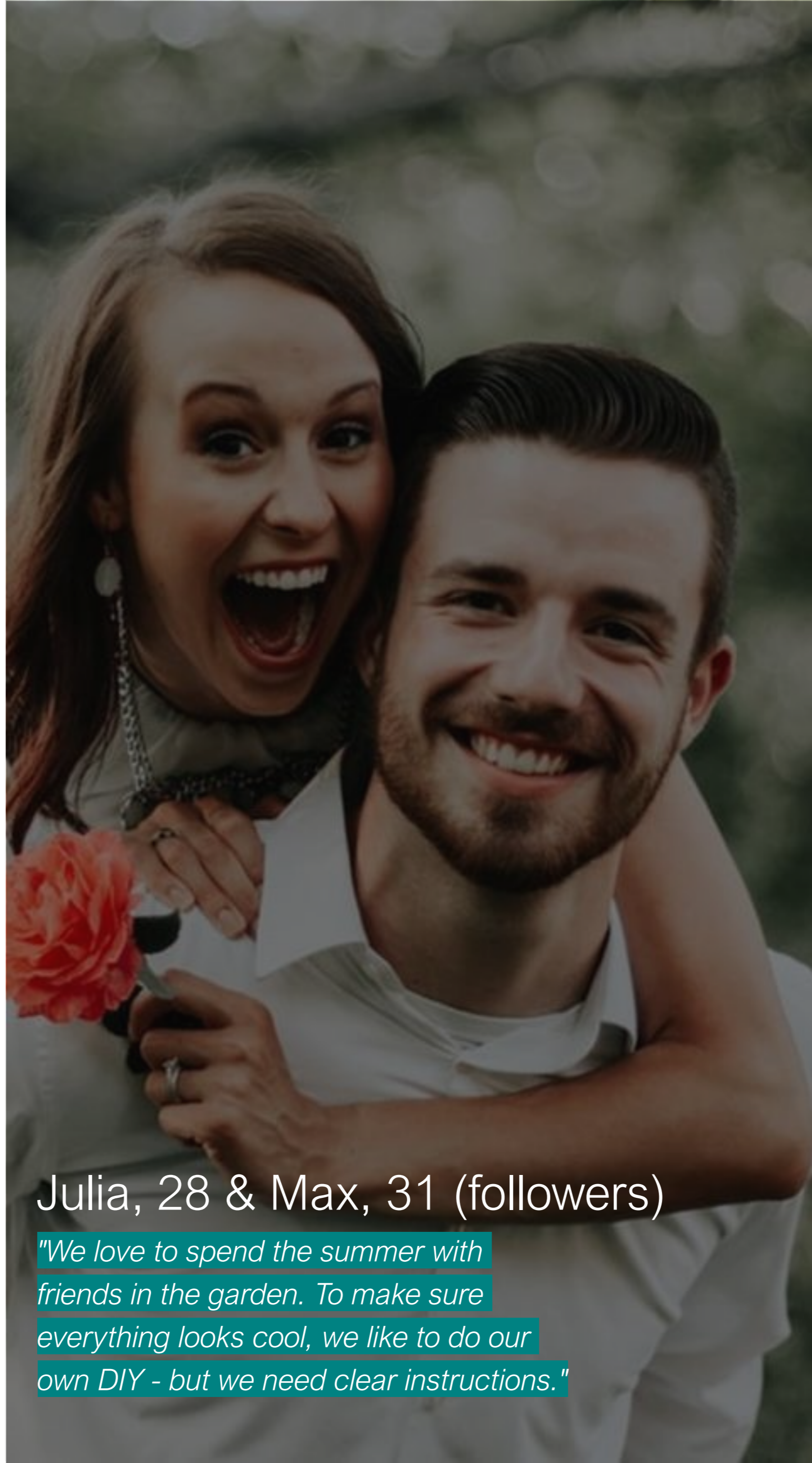
Basti, 35 (experts)

"I DIY regularly and have thus also built up my own home workshop. Nevertheless, I'm always happy to receive useful tips and new equipment!"



Lea, 27 (trend setter)





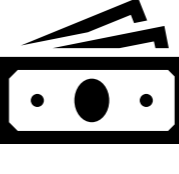



"I'm big on interior design and gardening. Not only do I love sharing my DIY projects on Instagram & Pinterest, my advice is also sought after by friends and family!"



Julia, 28 & Max, 31 (followers)

"We love to spend the summer with friends in the garden. To make sure everything looks cool, we like to do our own DIY - but we need clear instructions."

# myHOMEBOOK USER

-  51 % 20- 49 years old
-  40 % High level of education\*
-  71 % Employed
-  47 % Men
-  51 % HHNI > 3.000 €
-  myHOMEBOOK users are "demanding, quality-conscious interior design fans with exclusive taste". (Index value 129,162)
-  Very high product information interest in materials for crafts and diy (Indexwert 202)
-  Very high product information interet in products for gardening/ tools and plants (Index value 203)

Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month December 2021 \*High school diploma, technical college, university degree; best for planning 2021 I; Basis: Basic population; NpM

# DISPLAY ADS

STYLEBOOK TRAVELBOOK **TECHBOOK** FITBOOK *my*HOMEBOOK

LARGE-SCALE, INTERACTIVE AND MULTIFACETED

# ADVERTISING FORMATS AT THE BOOKS

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## THAT'S HOW YOU ENTERTAIN GERMANY: THE BIG STAGE

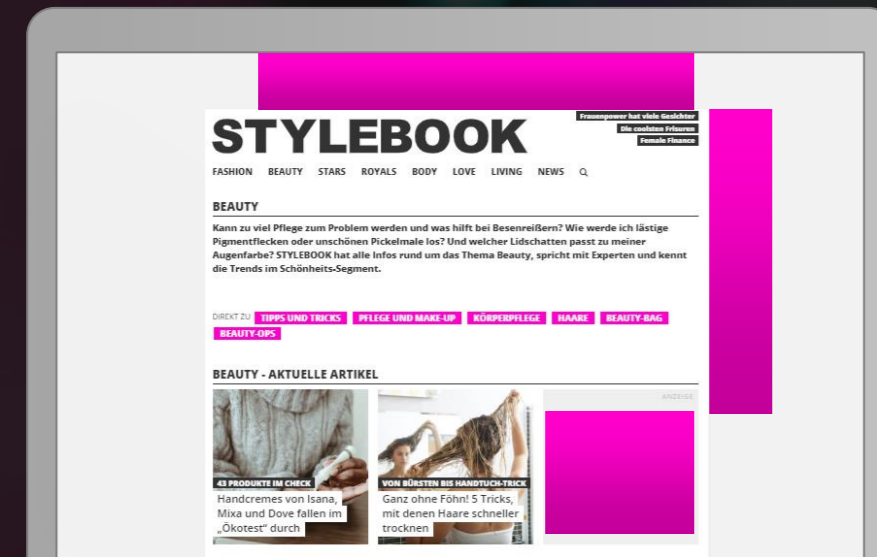
Your campaign is portrayed large-scale in the direct field of vision within our strong brands on one day!

The Big Stage with its strong visuality has an emotional impact on our users and encourages them to act.

After playing the video (max. length 8 sec.), a Fireplace remains on the page.

On our special interest platform you will reach 150.000 users per day or 900.000 per week!

# LARGE-SCALE, INTERACTIVE AND MULTIFACETED ADVERTISING FORMATS AT THE BOOKS



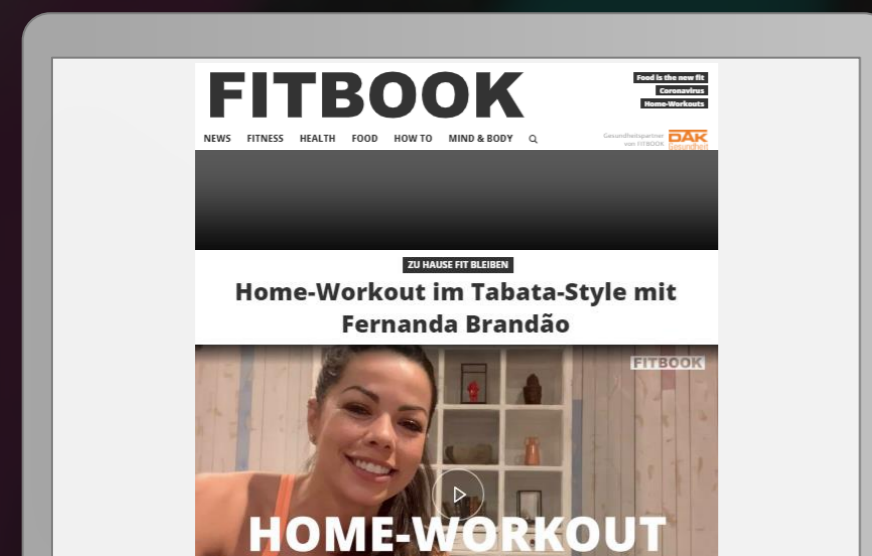
AD BUNDLE



FIREPLACE



WALLPAPER



BILLBOARD



SITEBAR



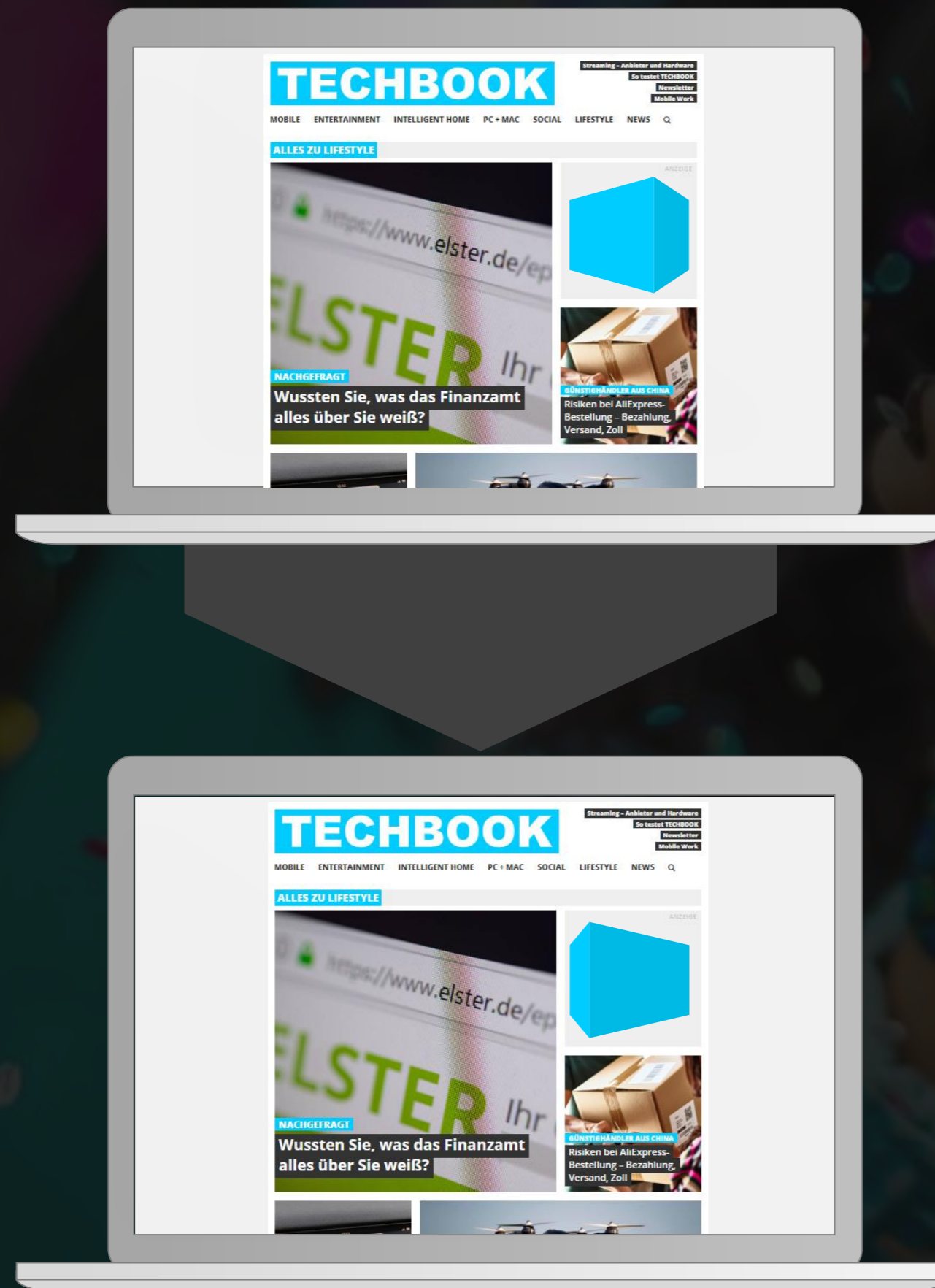
DOUBLE DYNAMIC  
SITEBAR



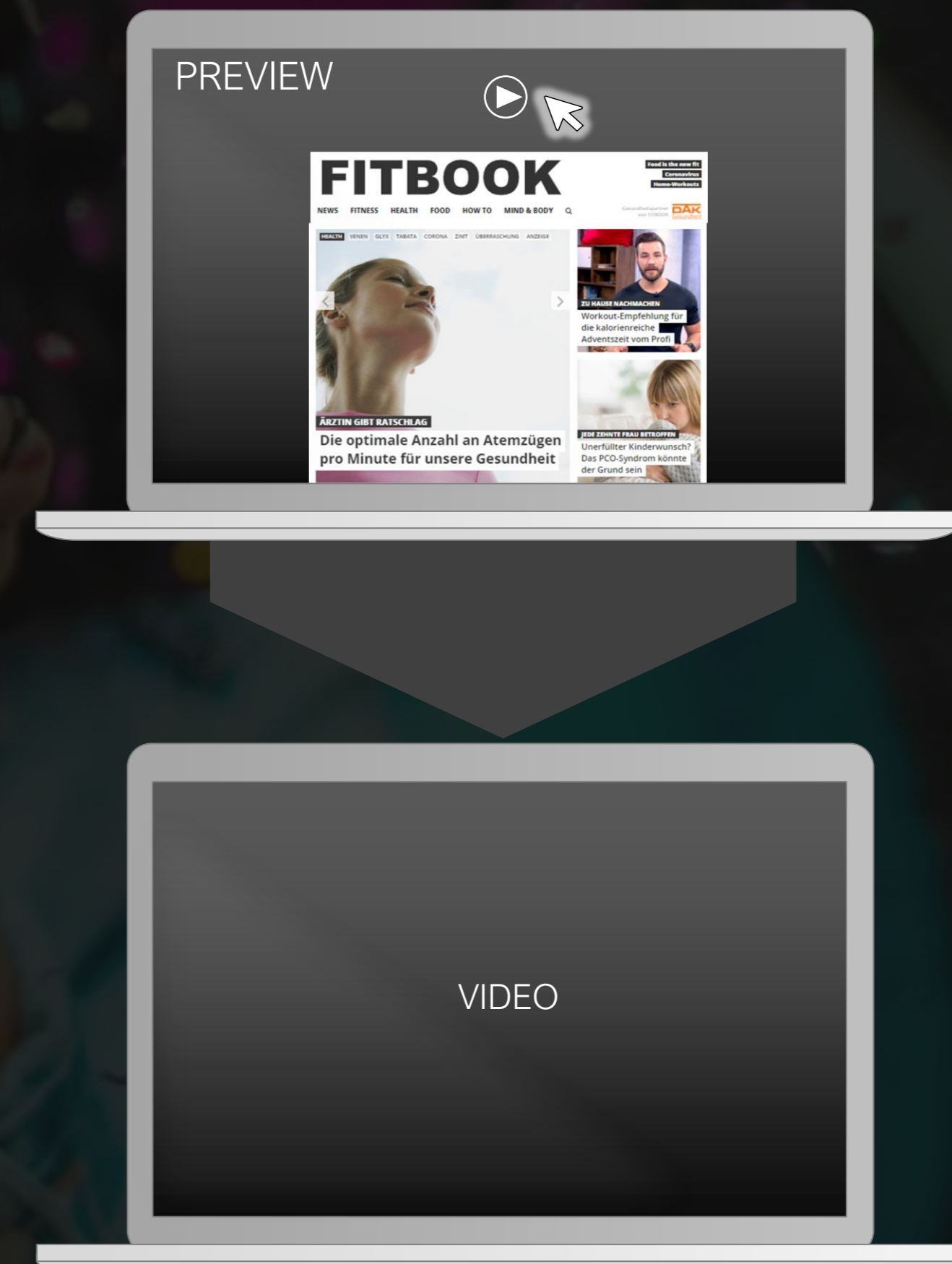
BRIDGE AD

# LARGE-SCALE, INTERACTIVE AND MULTIFACETED ADVERTISING FORMATS AT THE BOOKS

## CUBE AD



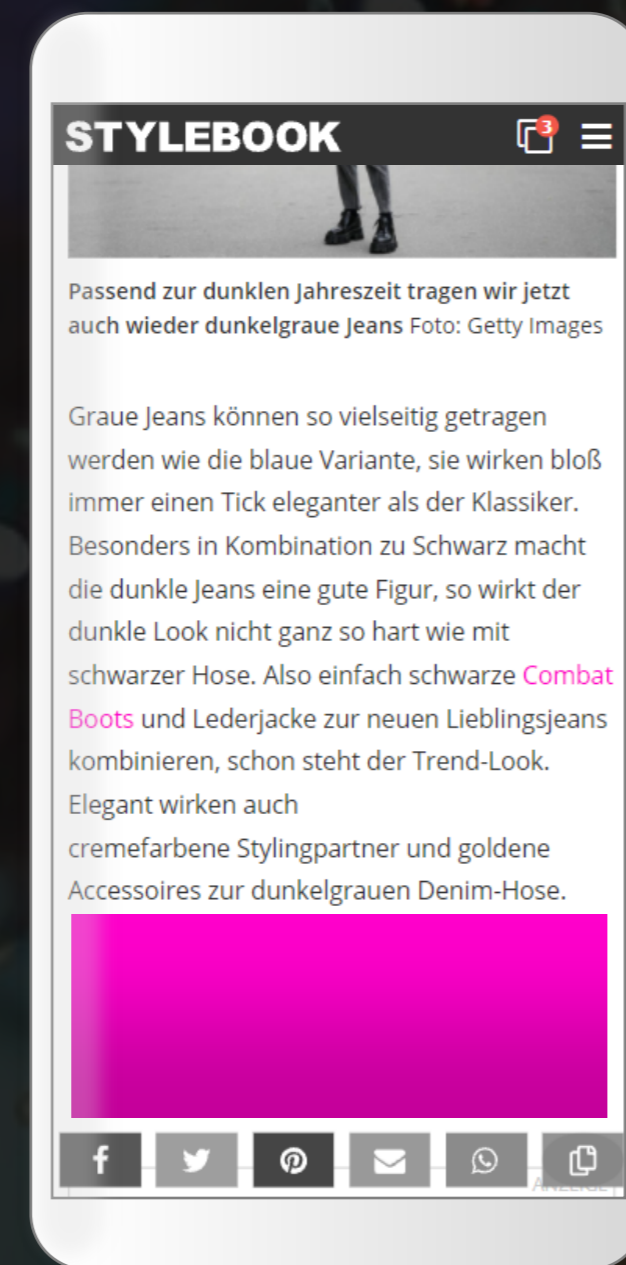
## VIDEOWALL



# LARGE-SCALE, INTERACTIVE AND MULTIFACETED ADVERTISING FORMATS AT THE BOOKS



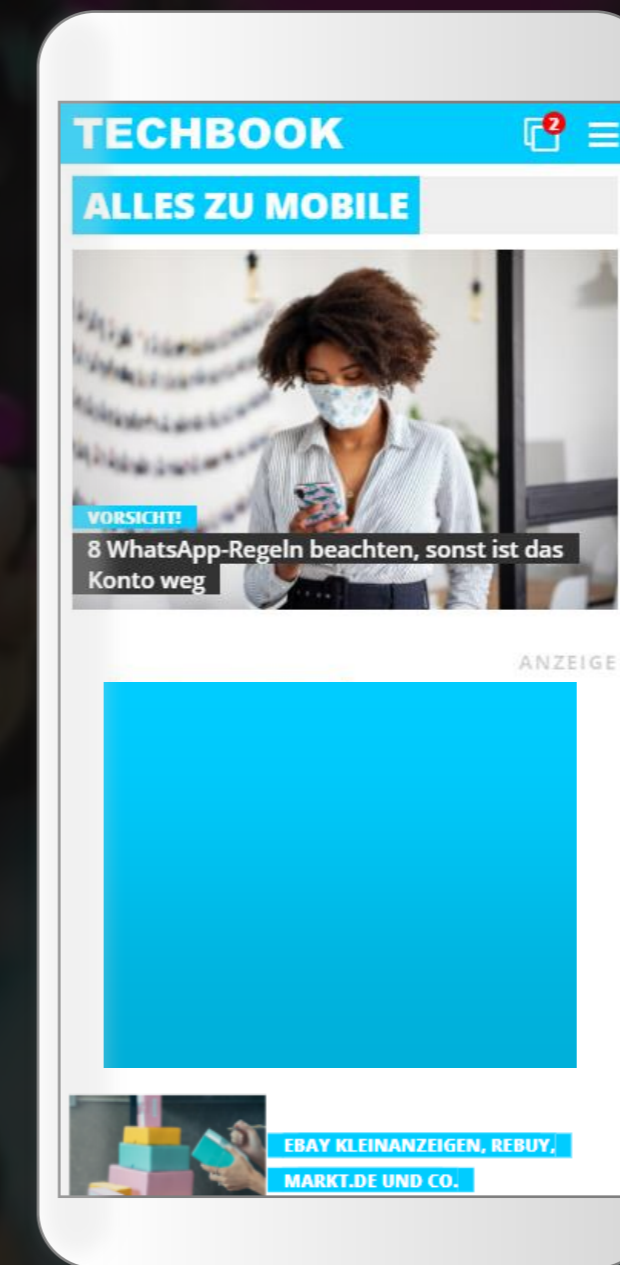
Content Ad 6:1



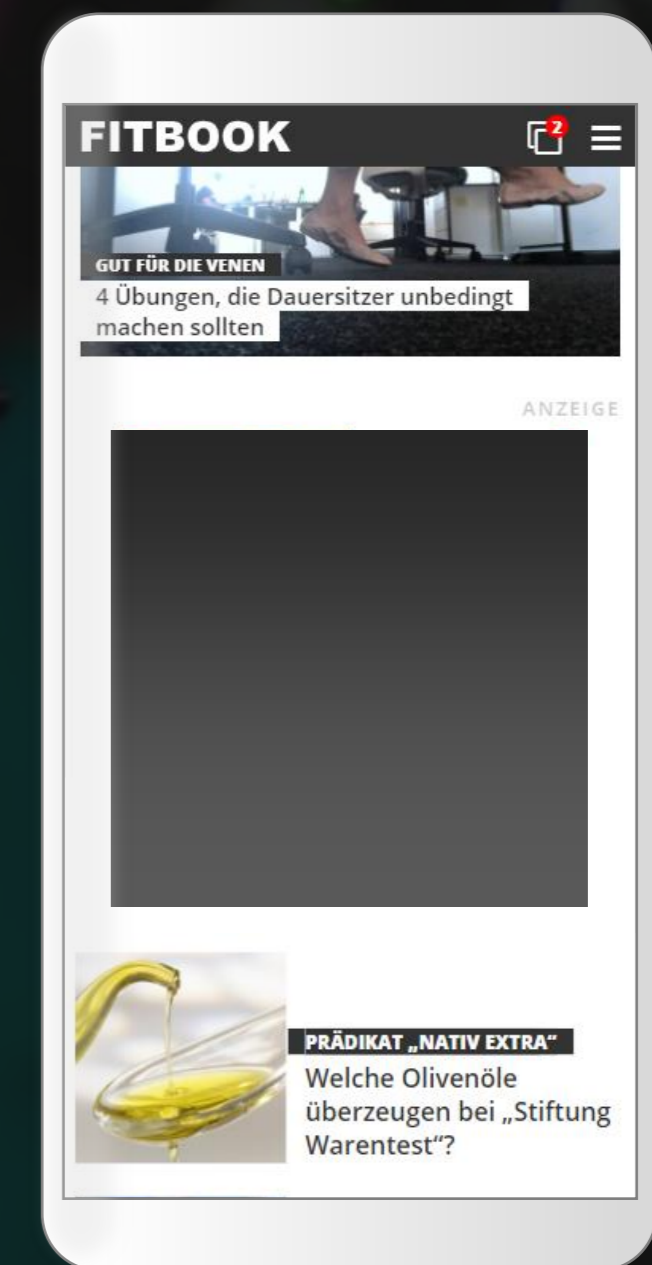
Content Ad 4:1



Content Ad 2:1

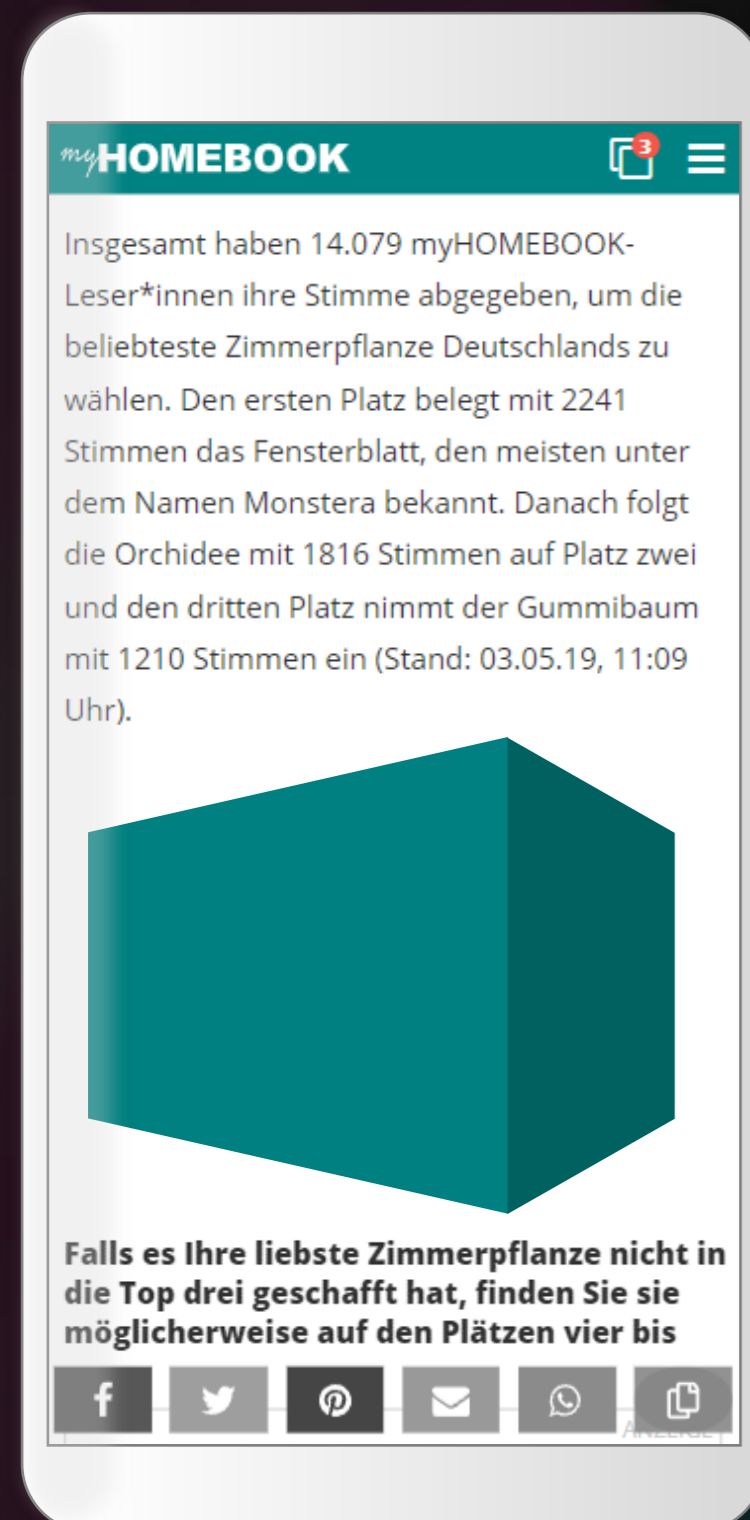


Mobile Medium Rectangle

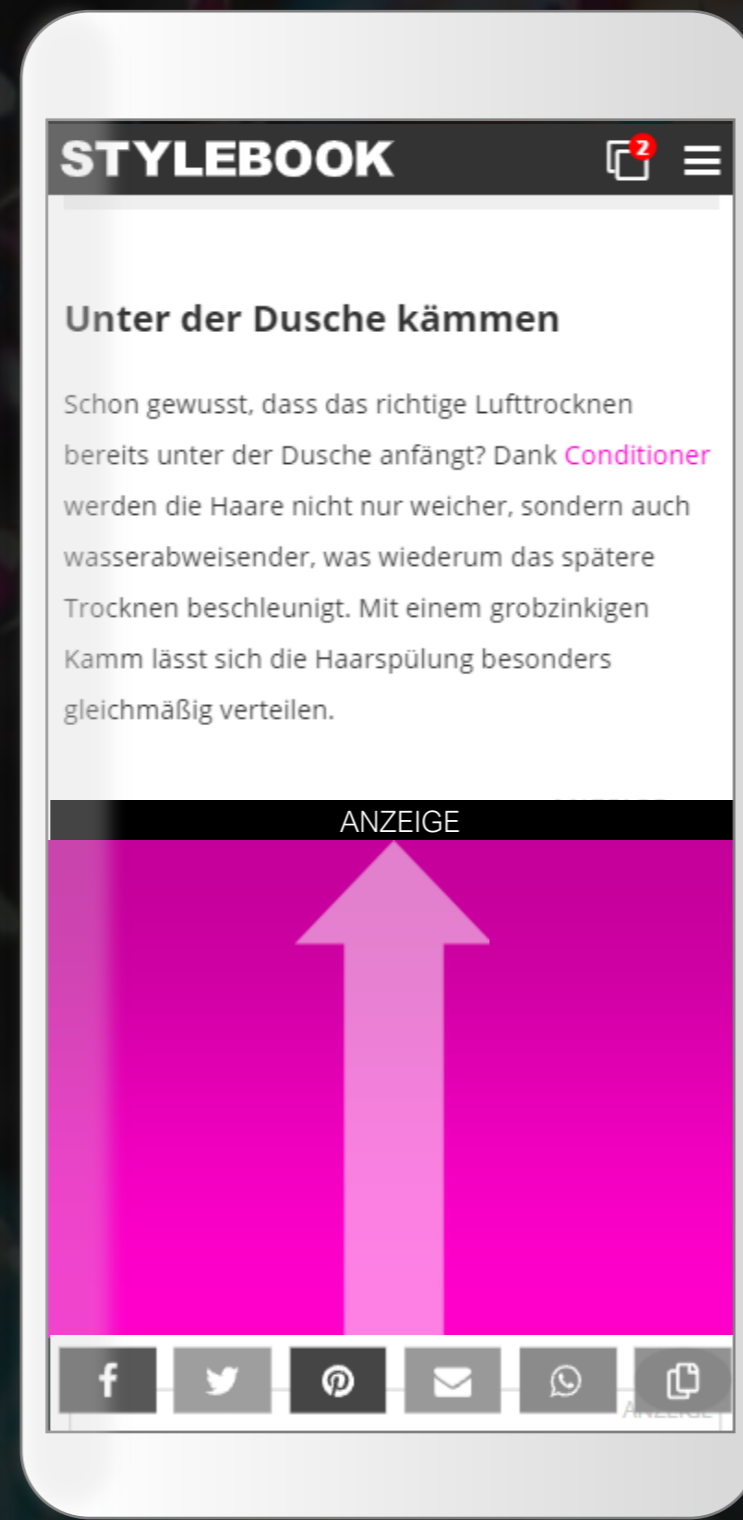
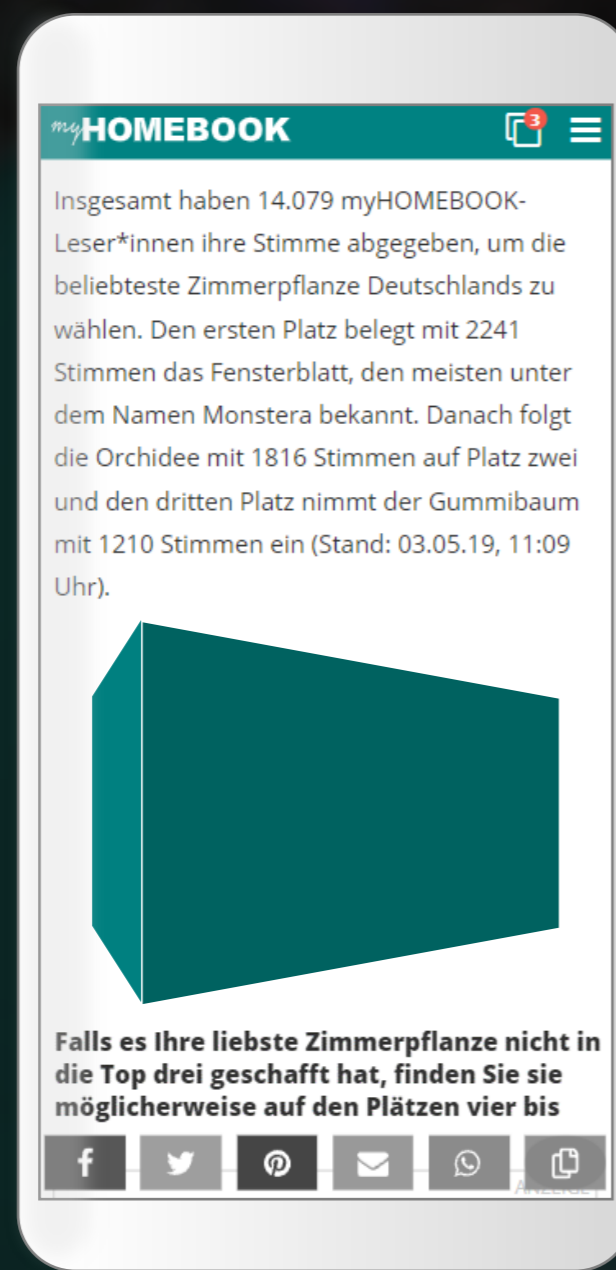


Content Ad 1:1

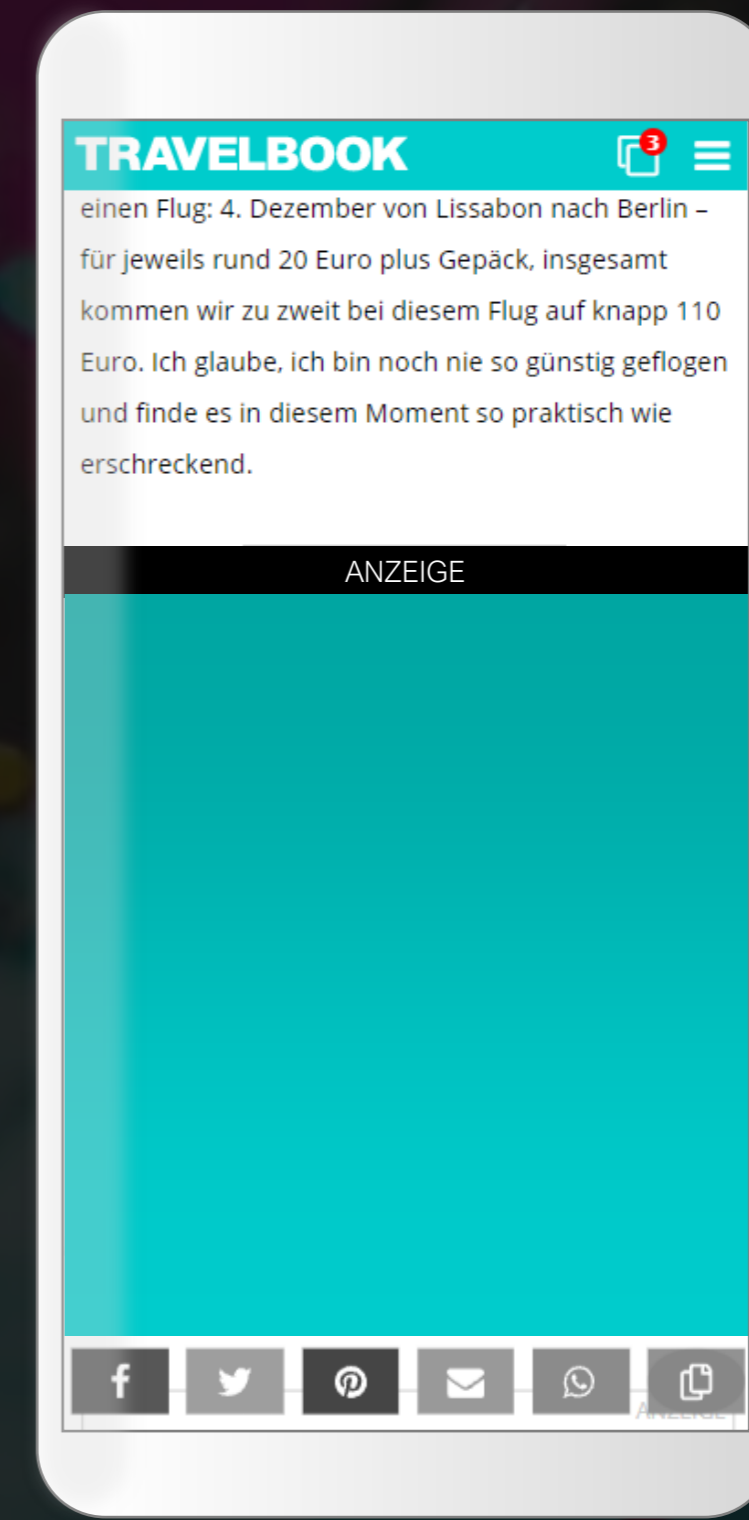
# LARGE-SCALE, INTERACTIVE AND MULTIFACETED ADVERTISING FORMATS AT THE BOOKS



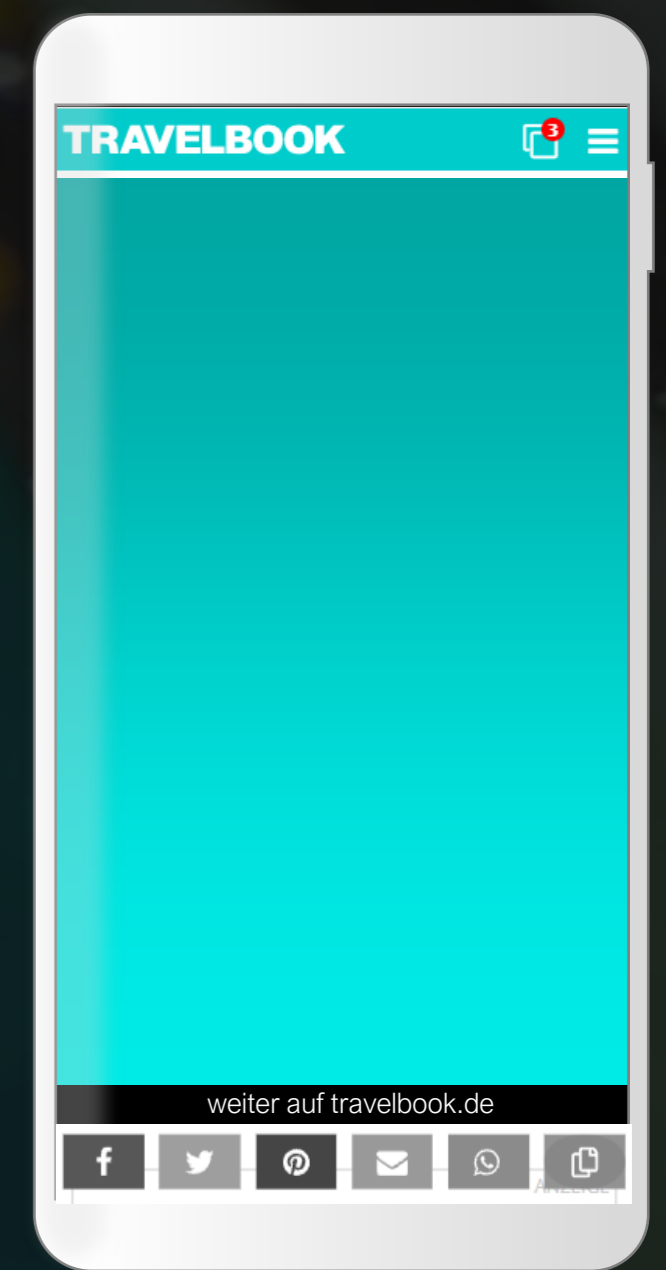
Cube Ad



Understitial

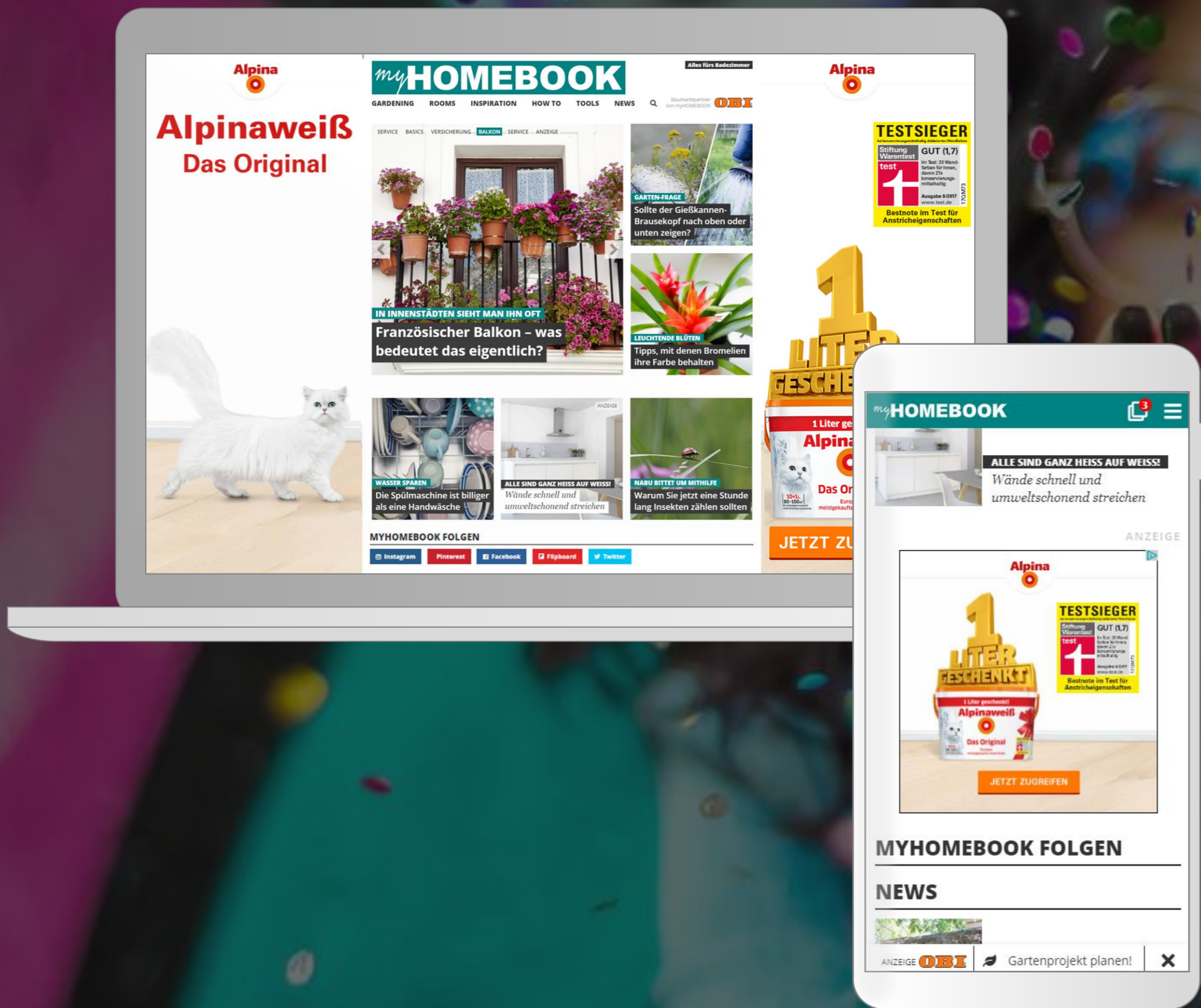


Interscroller



SPECTACULAR AND PREMIUM QUALITY

# HOMERUN



The Homerun guarantees brands an individual and first-class appearance.

In addition to a fixed homepage placement, the customer receives a first contact placement (first page view on the entire website away of the homepage) and thus reaches every user on the entire page.

A whole page just for you: The choice of advertising media is up to you!

Package <sup>1</sup>	Guarantee	Run time	Pricing Basic / Deluxe	Pricing Supreme <sup>2</sup>
Homerun Day	150.000 Als	1 day	8.400 €	10.500 €
Homerun Week	900.000 Als	1 week	42.300 €	54.000 €

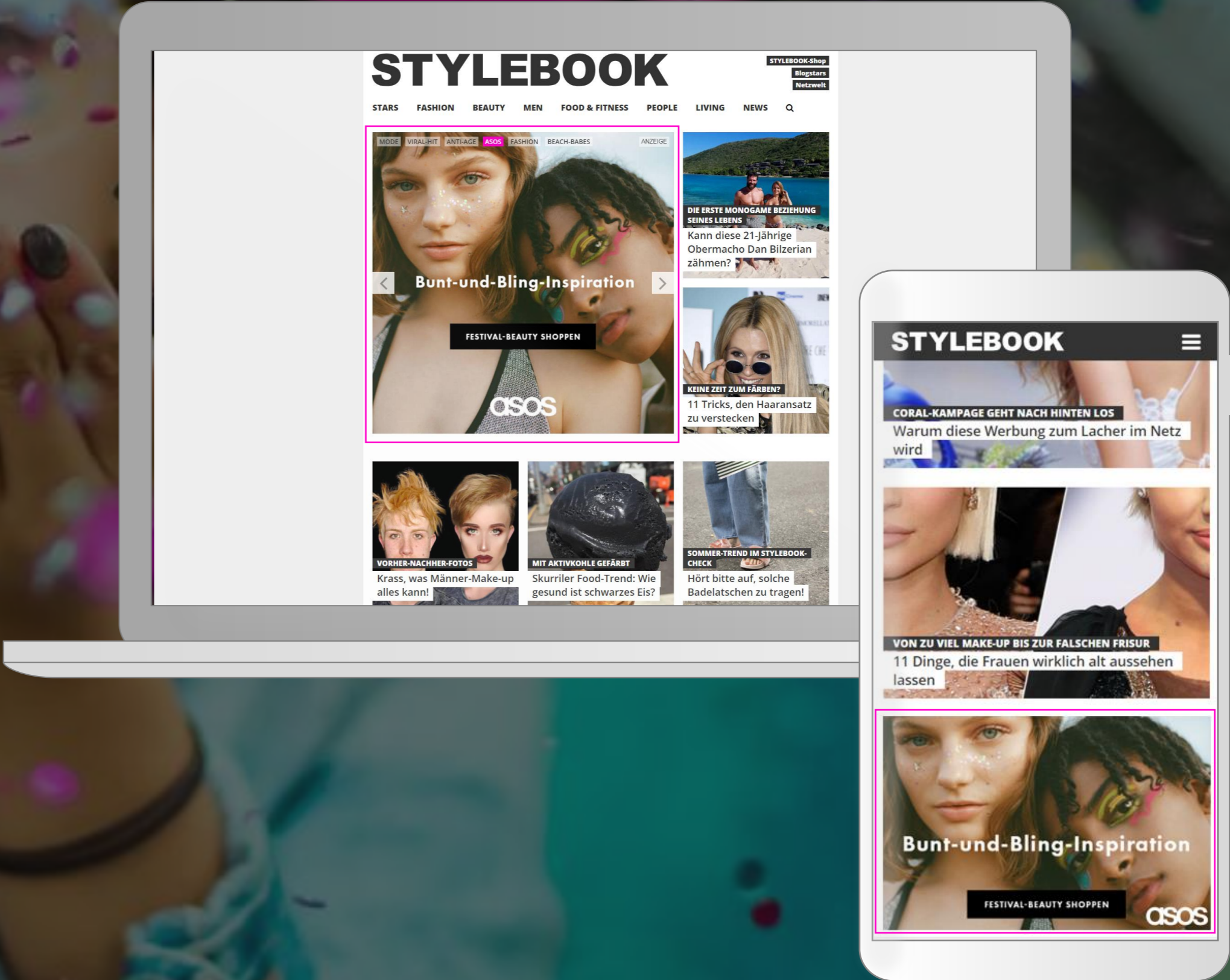
1) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on the homepage except CMS areas, e.g. Hometeaser and Taboola.  
2) The stationary Big Stage advertising material is played on the homepage. The fallback advertising material is played as ROS. Additional editorial approval required.

ATTENTION-GRABBING AND CLOSE TO CONTENT

# A-TEASER

Placement on the most attention-grabbing editorial space is ideal for product or collection highlights.

The link is either to the partner website or to a specific landing page.



Package	Guarantee	Run time <sup>1</sup>	Pricing <sup>2</sup>
A-Teaser	50.000 AIs	1 day	4.500 €

1) Saturday and Sunday count together as one day  
2) Plus creation costs (not SR- and AR-eligible): € 500

# PERFORMANCE

STYLEBOOK TRAVELBOOK **TECHBOOK** FITBOOK *my*HOMEBOOK

# INDIVIDUAL & CLICK STRONG

# CLICK BOOSTER

With the Click Booster, you place yourself and your brand on various areas distributed across the respective book and thus reach all users with an affinity for the topic on the entire website and in social media.

The format includes the following components:

- ✓ Notification
- ✓ In article widgets or text links
- ✓ Social media areas
- ✓ Recommendation areas

Package	Guarantee	Run time <sup>1</sup>	Pricing <sup>2</sup>
Click Booster	7.000 Clicks	30 days	24.500 €

Exemplary representation of various ad formats

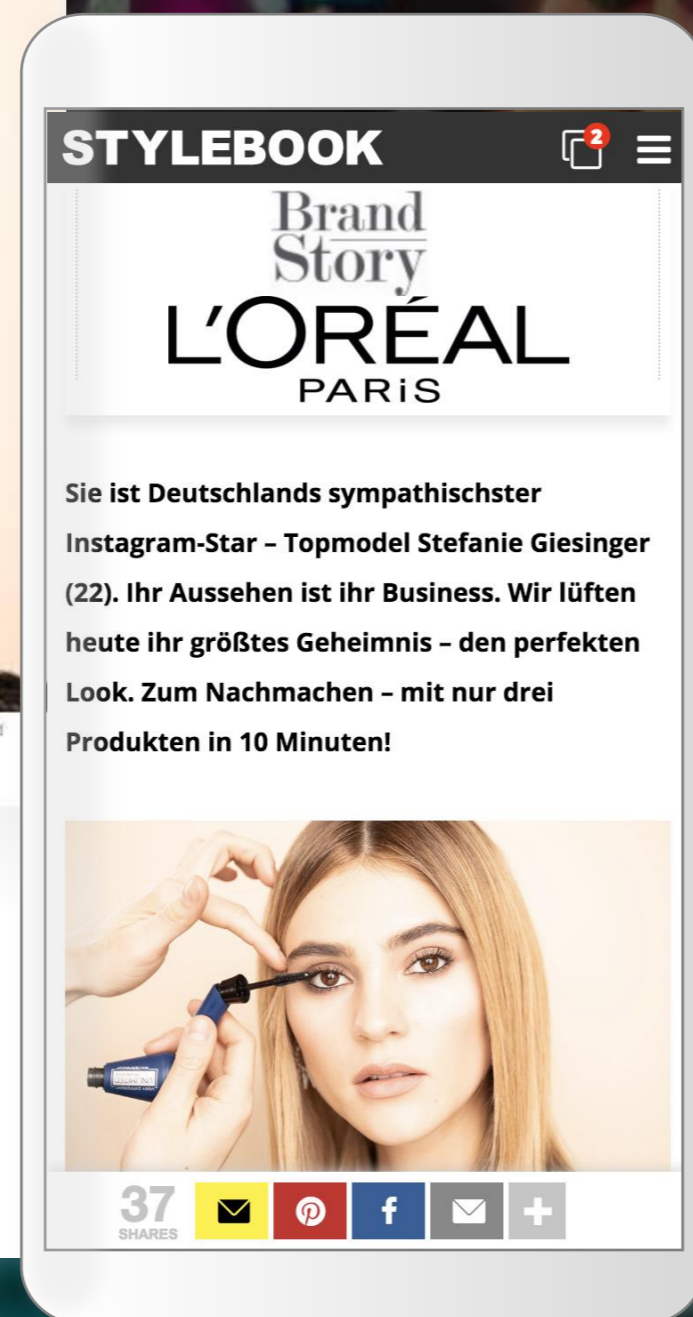
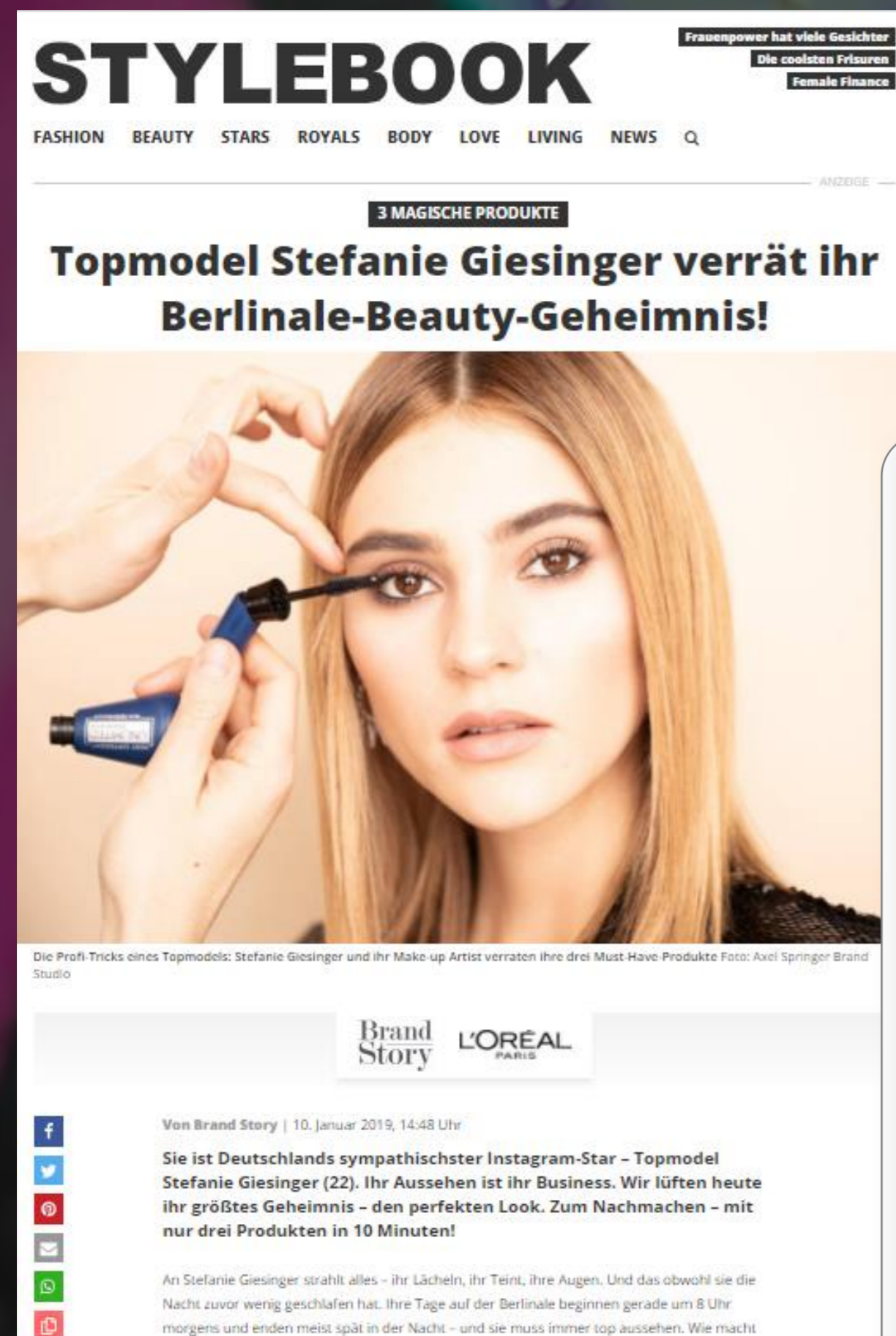
1) Term recommendation, customizable on request.  
2) Plus creation costs (not SR- and AR-capable): 2.000 €

# STORYTELLING

STYLEBOOK TRAVELBOOK **TECHBOOK** FITBOOK *my*HOMEBOOK

# ONE PAGE FOR YOUR MESSAGE

# BRAND STORY



Storytelling at it's best! Your story gets the exclusive storytelling of the respective book: Informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, image galleries.

- ✓ Editorial-like story
- ✓ logo integration for clear branding of the message
- ✓ Theme is developed together with the brand studio team
- ✓ Image material can be provided by the client or will be provided by the native photo team

Package	Guarantee	Run time	Pricing <sup>1</sup>
Brand Story XS	5.000 Views	4 weeks	17.500 €
Brand Story S	10.000 Views	4 weeks	35.000 €
Brand Story M	15.000 Views	4 weeks	50.000 €
Brand Story L	20.000 Views	4 weeks	62.500 €

1) Plus creation costs Package XS & S: 3.500 €, Package M: 4.000 €, Package L: 4.500€ (not SR- or AE-eligible)

# BEST CASES

# BRAND STORY

**STYLEBOOK**

Frauenpower hat viele Gesichter  
Die coolsten Frisuren  
Female Finance

FASHION BEAUTY STARS ROYALS BODY LOVE LIVING NEWS Q

3 MAGISCHE PRODUKTE

## Topmodel Stefanie Giesinger verrät ihr Berlinale-Beauty-Geheimnis!



Die Profi-Tricks eines Topmodells: Stefanie Giesinger und ihr Make-up Artist verraten ihre drei Must-Have-Produkte. Foto: Axel Springer Brand Studio

Brand Story

L'ORÉAL PARIS

Von Brand Story | 10. Januar 2019, 14:48 Uhr

Sie ist Deutschlands sympathischster Instagram-Star – Topmodel Stefanie Giesinger (22). Ihr Aussehen ist ihr Business. Wir lüften heute ihr größtes Geheimnis – den perfekten Look. Zum Nachmachen – mit nur drei Produkten in 10 Minuten!

An Stefanie Giesinger strahlt alles – ihr Lächeln, ihr Teint, ihre Augen. Und das obwohl sie die Nacht zuvor wenig geschlafen hat. Ihre Tage auf der Berlinale beginnen gerade um 8 Uhr morgens und enden meist spät in der Nacht – und sie muss immer top aussehen. Wie macht sie das bloß?

**TRAVELBOOK**

TRAVELBOOK Escapes (w)  
Einszigige Lost Places  
Reise-Informationen zur Corona-Krise

NEWS ZIELE WELTSPERSEN FLIEGEN SERVICE ATTRAKTIONEN QUIZ DEUTSCHLAND Q

DREI GLOBETROTTER ÖFFNEN IHR FOTOALBUM

## Ultimative Insider-Tipps für Ihre Singapur-Reise 2021!



Was für ein Anblick! Singapur kann RICHTIG was. Am Marina Bay Sands Hotel mit dem größten Rooftop-Infinity-Pool der Welt konnten sich unsere Travel-Influencer Daniel, Jessica und Anna nicht sattsehen. Foto: Singapore Tourism Board; Life to go; Anna Heupel

Brand Story

Japanisches  
SG  
Passion  
Made  
Possible

34 SHARES 

Facebook Twitter Pinterest Mail +

Es ist diese eine Frage, die uns alle aktuell beschäftigt: Corona da, Urlaub ade? Auch wenn uns die derzeitige Situation auf eine harte Probe stellt, finden wir dennoch: Die Reisezeit für 2021 erhalten wir uns! Und weil Träumen erlaubt (und Planung alles ist), erzählen uns drei leidenschaftliche Singapur-Fans und Travel-Blogger, warum wir uns gerade diese Urlaubs-Destination im nächsten Jahr auf keinen Fall entgehen lassen dürfen.


**TECHBOOK**

Vernetzte Freunde  
helfen

EASYLIFE TECHSTYLE APPS ENTERTAINMENT MOBILE FUTURE NEWS Q

7 IRRE TECHNİK-TRENDS

## SO leben wir in Zukunft!



Sich mit einer Brille auf den Mond beamen? Ein Roboter, der Einkäufe via Handysteuuerung erledigt? Ein Auto, das ohne Fahrer die Familie in den Urlaub bringt? Was klingt wie aus einem Science-Fiction-Film ist jetzt schon Realität. Auf der größten Messe für Unterhaltungselektronik IFA wurden in Berlin neue Trends gezeigt. Wir wagen jetzt den Blick in die Zukunft! Was sind die größten Trends von morgen? Was muss ich unbedingt haben? Und was ist bloß Elektronik-Schneid-Schnack?

Brand Story

T

Share

Twitter

Google

Pinterest

Mail

### 1. Virtual Reality: Die Brille, die die Welt verändert

Zugewandert, es spielt aber auch mit Menschen mit Kindern voran. Günstig und Pädagogisch.

**FITBOOK**

Lauf-Special  
So gelingt Muskelaufbau  
Fitness-Tipps und -Tricks

FITNESS HEALTH FOOD STYLE HOW TO MIND & BODY Q

WISSENSCHAFTLER, PSYCHOLOGEN UND SPORTLER ENTHÜLLEN

## Laufen macht glücklich!



Gut gelaufen ist voll gewonnen: Wer regelmäßig läuft, kommt ohne Depri durch den Herbst. Foto: fotolia

Brand Story

DAK  
Gesundheit

Lauf, Leute, lauf! Die mitreißende Geschichte des Forrest Gump machte den jungen Tom Hanks über Nacht zum Superstar und einen Verlierer zum Messias. Weil Forrest lief und lief. Heute ist die Botschaft aktueller denn je: Laufen macht glücklich! Gerade jetzt, wenn die Tage kürzer werden und die Stimmung zu kippen droht. Warum? Wissenschaftler und Marathonläufer haben sieben gute Gründe für Sie!

31 SHARES

Share Twitter Pinterest Mail

### 1. Laufen macht schlank



**myHOMEBOOK**

Weihnachten  
myKitchen

GARDENING ROOMS INSPIRATION HOW TO PROJECTS NEWS Q

KÜRBISUPPE, PIZZA, TIRAMISU

## Diese Köstlichkeiten kommen vom Grill



Knusprige Pizza, sämige Suppe, deftige Strudel ... Auf dem Grill lassen sich ausgefallene Köstlichkeiten zubereiten. Foto: Weber Grill; Getty Images

Brand Story

weber

Von Brandstory | 06. August 2019, 08:47 Uhr

Kürbissuppe, Pizza, Tiramisu – alles feinste Grillware. Ja, Sie haben richtig gelesen: Wenn Sie das nächste Mal den Grill anschmeißen, können Sie die Vorspeise und den Nachtisch gleich mit auf den Rost werfen! Denn mit den richtigen Tools und Tipps zaubern Sie auf dem Grill ein außergewöhnliches Menü!

Auch wenn nichts gegen ein saftiges Steak, knackige Würstchen oder einen delizösen Burger spricht, macht es doch Spaß, seine Gäste ein wenig raffiniert zu verwöhnen – auch beim Grillen. Dabei ist es egal, ob der Grill Vegetarier, ein ganz Stillen oder Fleischliebhaber ist.



# SPONSORING

STYLEBOOK TRAVELBOOK **TECHBOOK** FITBOOK *my*HOMEBOOK

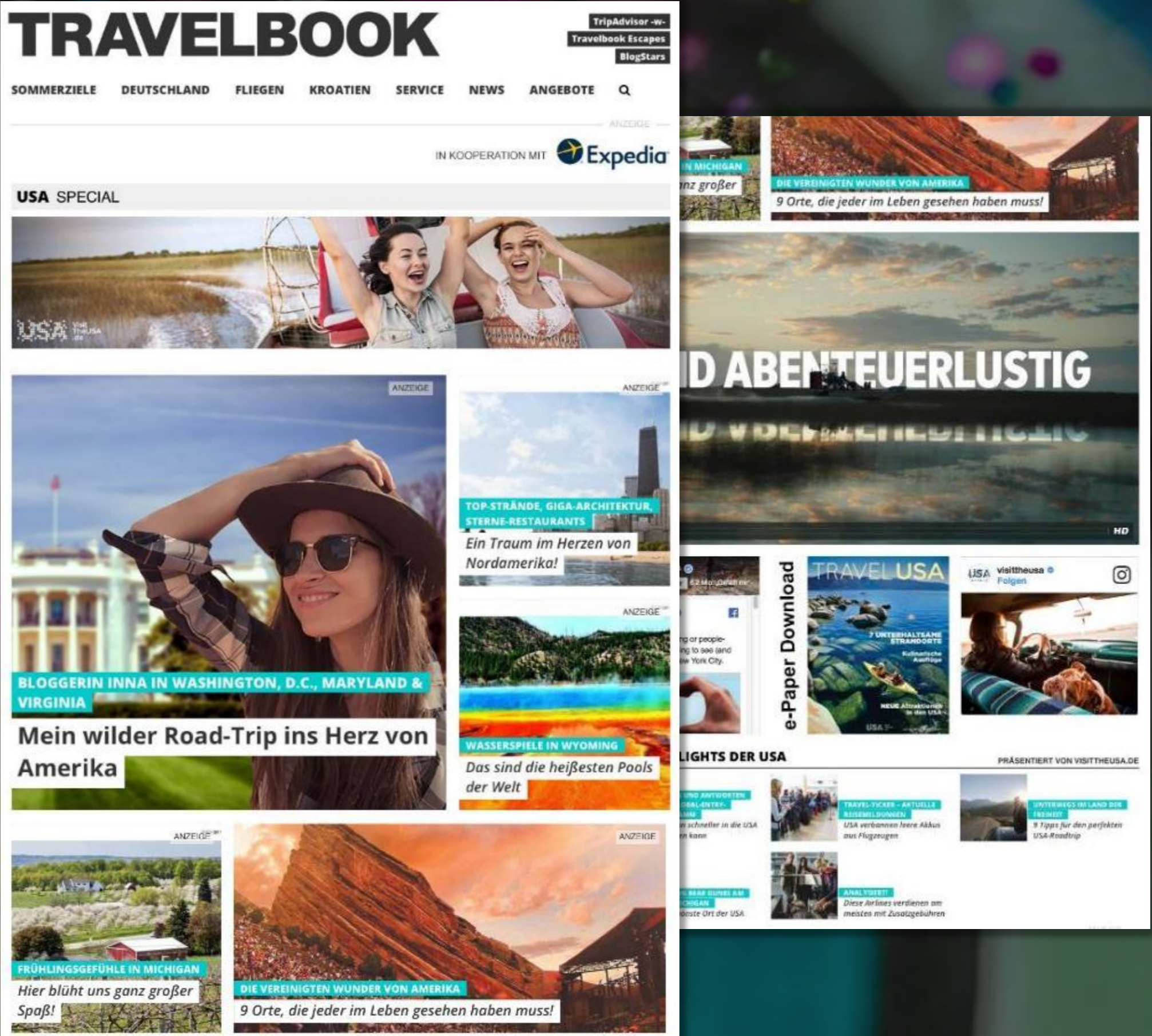
ONE PAGE FOR YOUR MESSAGE

# BRAND HUB

Storytelling at it's best times four! The Brand Hub contains four brand stories<sup>1</sup> which are presented on a customer-specific stage on the respective book.

- ✓ 4 editorial-like stories
- ✓ 1 Customer hub with the possibility to integrate further interactive elements, videos, social media posting, etc.
  - ✓ logo integration for clear branding of the message
  - ✓ Theme is developed together with the brand studio team
- ✓ Image material can be provided by the client or will be provided by the native photo team

Package	Guarantee	Run tim	Pricing <sup>2</sup>
Brand Hub	15.000 Views	8 weeks	52.500 €



1) Additional brand stories can be booked  
2) Plus creation costs (not SR- and AR-capable): 10.000 €

# ONE PAGE FOR YOUR MESSAGE ADVERTORIAL

The advertorials on the books are individually designed. Thanks to the editorial presentation in the look and feel of the respective book, your brand is presented in a first-class environment and thus benefits from a high level of credibility.

Address your users directly and activate them with the help of

- ✓ Raffles,
- ✓ Votings,
- ✓ integrated videos, etc.

Traffic is delivered via homepage teasers as well as an AdBundle and Mobile Medium Rectangle as Run of Site.

Package	Guarantee	Run time <sup>1</sup>	Pricing <sup>2</sup>
Advertorial S	500.000 Als	2 weeks	10.000 €
Advertorial M	1.000.000 Als	4 weeks	17.500 €
Advertorial L	1.500.000 Als	6 weeks	22.500 €

<sup>1)</sup> Term recommendation, customizable on request.

<sup>2)</sup> Plus creation costs (not SR- and AR-capable): 2.000 €



# BEST CASES

# ADVERTORIAL

**STYLEBOOK**

Frauenpower hat viele Gesichter  
Die coolsten Frauen  
Female Finance

FASHION BEAUTY STARS ROYALS BODY LOVE LIVING NEWS Q

TOGETHER – MANGO & SORRENTI'S FAMILY

Zeitgenössische Ästhetik, die begeistert!

Von Advertorial | 27. August 2012, 17:53 Uhr

Was für ein Zusammenspiel – das spanische Modehaus begeistert nicht nur durch die Kombination verschiedenster Stoffe und Schnitte, sondern zaubert eine stilvolle Atmosphäre durch die neue Kampagne, die gemeinsam mit dem italienischen Fotografen Mario Sorrenti inszeniert wurde. Trendteile aus den 70er Jahren werden durch kreative Schnitte und Applikationen neu interpretiert. Mario Sorrenti versammelt seine Familie und seine Freunde wie Adrien Brody, Amber Valletta, Carolyn Murphy und Adroa Aboa und begleitet sie in Alltagssituationen. Die Kollektionsteile wie auch die Kampagnenbilder sind genauso stimmig wie der goldene Herbst, der uns die letzten warmen Momente des Jahres schenkt.

Oversize-Mäntel, Blusen mit Animalprint und weit geschnittene Hosen – Mango erfindet althergekannte Teile neu und setzt auf Stilbrüche. Hier kann das Leo-Muster zur Schlaghose ein Revival erleben. Klar, Standardlooks können getragen werden, aber auch für ungewöhnliche Kombinationen bietet die Kollektion viel Luft. Muss es immer der Pump oder die Stiefelette zum Hosenanzug sein? Nein, hier darf bunt gemixt werden.

LIVE TOGETHER

**TRAVELBOOK**

TripAdvisor w.  
Travelbook Escapes  
BlogStars

SOMMERZIELE DEUTSCHLAND FLIEGEN KROATIEN SERVICE NEWS ANGEBOTE Q

ANDALUSIEN & BALEARISCHE INSELN

So facettenreich kann Spanien sein!

Viel Licht und freundliche Farben sorgen für Wohlfühlmosphäre in den Zimmern.  
Foto: IBEROSTAR

Urlaub in Spanien – das ist Action, Spaß und Erholung gleichzeitig. Damit Sie unvergessliche Tage verbringen können, muss der Urlaubsort allen Ansprüchen gerecht werden. Wir haben das sonnige Chiclana de la Frontera an der Costa de la Luz und die balearische Insel Mallorca für Sie genauer unter die Lupe genommen.

**Sonnige Tage an der Costa de la Luz**  
Die Costa de la Luz, über aus Deutsch: „Küste des Lichts“, bietet ideale klimatische Bedingungen nicht von ungefähr. Im Sommer herrscht hier schon fast eine Sonnengarantie, die dafür sorgt, dass man tagsüber angenehme Temperaturen genießen kann und sieht wie die Sonne abends in einem beeindruckenden Farb-Schauspiel über dem Atlantik untergeht. Die Costa de la Luz verbindet zudem spektakuläre Strand- und Dünenlandschaft mit pulsierenden Küstenstädten, die zum Erkunden und flanieren einladen.

**TECHBOOK**

Streaming - Anbieter und Hardware  
So testet TECHBOOK  
Newsletter  
Mobile Work

MOBILE ENTERTAINMENT INTELLIGENT HOME PC + MAC SOCIAL LIFESTYLE NEWS Q

CYBERATTACKEN, MISSGESCHICKE & DIEBSTAHL

So schützen Sie Smartphone und PC richtig!

Angst vor Hackern? Holen Sie sich den Rundumschutz und schützen Sie Ihre mobilen Geräte auch vor Schäden oder Diebstahl!

Von Advertorial | 14. Juni 2018, 10:00 Uhr

Das Smartphone ist für viele zum wichtigsten Alltagsbegleiter geworden. Surfen, Rechnungen online zahlen oder ein Date ausmachen? Funktioniert heute alles mobil. Das Problem dabei: Smartphones sind genau wie PCs anfällig für kriminelle Angriffe auf private Daten. Aber auch vor Smartphone-Schäden oder Diebstahl sollten Sie sich absichern. Was die größten Gefahren sind und wie Sie sich vor ihnen schützen, erfahren Sie hier!

Am gefährlichsten: Datenklau  
Viren, Trojaner, Würmer: All das sind Schadprogramme, sogenannte Malware. Sie infiltrieren Ihre Geräte, und somit können sich Cyberkriminelle Zugang zu Ihren privaten Daten verschaffen. Malware kann auf unterschiedliche Art auf Ihre Geräte gelangen – zwei Beispiele gibt es hier.

**FITBOOK**

Food is the new fit  
Coronavirus  
Home-Workouts

NEWS FITNESS HEALTH FOOD HOW TO MIND & BODY Q

FÜR SPORTLICHE GENIEßER

Das ist der perfekte Snack für Fitness-Junkies

Protein fördert den Muskelaufbau Foto: Fotolia

Von Advertorial | 09. April 2018, 09:58 Uhr

Ob Läufer, Fitnessjunkie, Schwimmer, Fußballer oder Bürostuhlhocker: für alle Menschen ist Eiweiß ein wichtiger Bestandteil der Ernährung. Nahrungsmittel mit hohem Proteingehalt liegen voll im Trend und befinden sich derzeit in jedem Supermarkregal. Ernährungsbeusste Genießer machen einen großen Bogen um Käseregale, denn der Fettgehalt bei Käse ist zum größten Teil enorm hoch. Für alle, die dennoch nicht auf Käse verzichten möchten, gibt es jetzt DIE Alternative: Proteinkäse! 23% Protein und einen Fettanteil von 2,6%, lassen die Herzen von Sportlern und Ernährungsbeussten definitiv höher schlagen.

Tomate-Mozzarella zum Abendessen, klingt an sich ja total „low-carb“, und das ist es auch. ABER ernährungsbeusste Genießer, achten nun auch mal auf den Fettgehalt und dieser ist bei herkömmlichem Mozzarella recht hoch. Mozzarella mit niedrigem Fettgehalt sucht man in Supermärkten leider vergebens.

**myHOMEBOOK**

Wellnessen  
mykitchen

GARDENING ROOMS INSPIRATION HOW TO PROJECTS NEWS Q

LASSEN SIE IHRE WÄNDE SPRECHEN!

Kleine Farb-Akzente mit großer Wirkung

Von OBI | 29. September 2020, 10:56 Uhr

Einrichtung hört nicht bei Möbeln und Deko auf. Bringen Sie Ihre Persönlichkeit auch durch die individuelle Gestaltung Ihrer Wände zum Ausdruck! Dafür müssen Sie weder tapezieren noch komplette Zimmer streichen. Schon durchs geschickte Gestalten kleiner Farbflächen schaffen Sie ganz neue Wohnbereiche und Eyecatcher. Hier kommt Ihre DIY-Inspiration!

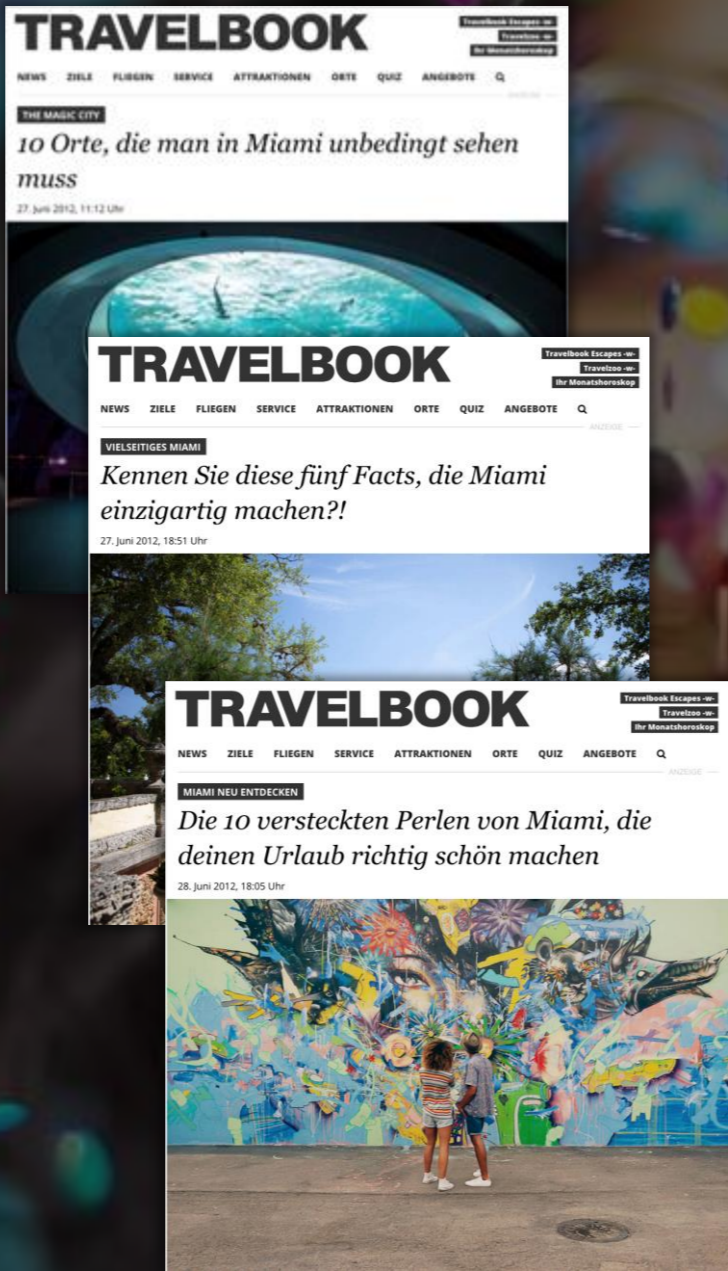
CREATE: by OBI hat die passenden Anregungen dafür! Auch auf Instagram können Sie sich durch Ideen scrollen. Hier entlang für weitere Inspiration und Ideen zum Selbermachen.

So schaffen Sie mit Farbe echte Highlights auf Ihren Wänden

media **impact**

THE STAGE THAT'S ALL ABOUT YOUR PRODUCT

# ADVERTORIAL STAGE



In addition to the stage, advertorial stages also include three advertorials. Both the stage and the three advertorials are individually staged and appropriately presented in the look and feel of the respective book.

Address your users directly with the stage and activate them even more via

- ✓ integrated Videos
- ✓ Social media postings, etc..

Traffic is delivered via homepage teasers, as well as an AdBundle and Mobile Medium Rectangle in Run of Site.

Package	Guarantee	Run time <sup>1</sup>	Pricing <sup>2</sup>
Advertorialbühne	1.500.000 Als	6 weeks	35.000 €

1) Term recommendation, customizable on request.  
2) Plus creation costs (not SR- and AR-capable): 4.000 €

# PARTNERSHIPS

STYLEBOOK TRAVELBOOK **TECHBOOK** FITBOOK *my*HOMEBOOK

YOUR STRONG PRESENCE IN AN ENVIRONMENT WITH AFFINITY FOR THE TOPIC

# THEME SPECIAL

Theme specials involve the sponsorship of a stage dedicated to a special topic. The sponsorship here includes exclusive customer presence on the special start pages and all article pages:

- ✓ Sponsored header and footer
- ✓ Ad integration (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)

Traffic is delivered via homepage teasers as well as an ad bundle and mobile medium rectangle in run of site.

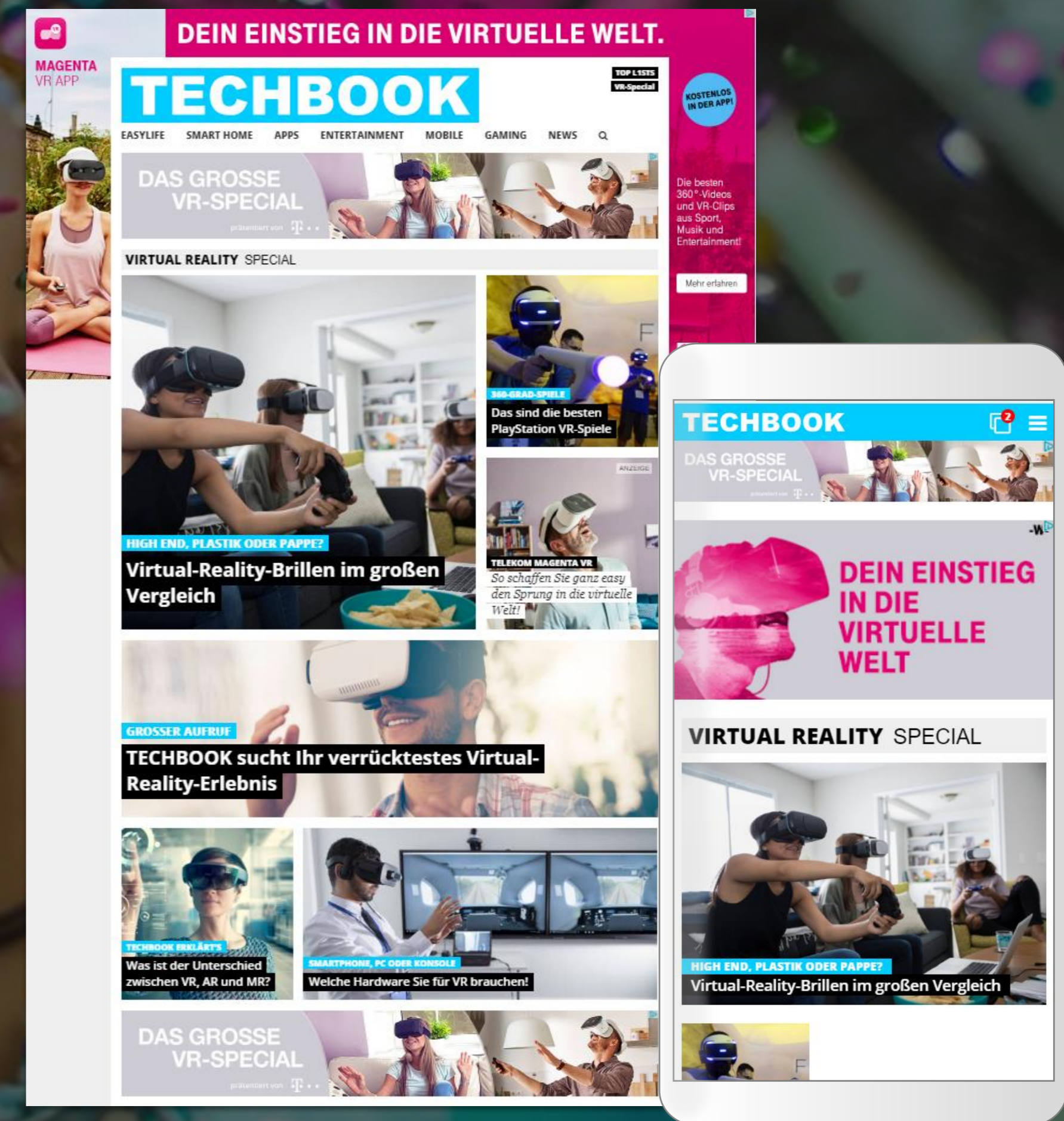
In addition, there is the possibility to integrate advertorials and brand stories within the special.

Paket	Guarantee	Run time <sup>1</sup>	Pricing <sup>2</sup>
Theme special S	300.000 AIs	1 weeks	13.000 €
Theme special M	600.000 AIs	2 weeks	23.000 €
Theme special L	1.200.000 AIs	4 weeks	36.000 €

1) Term recommendation, customizable on request.

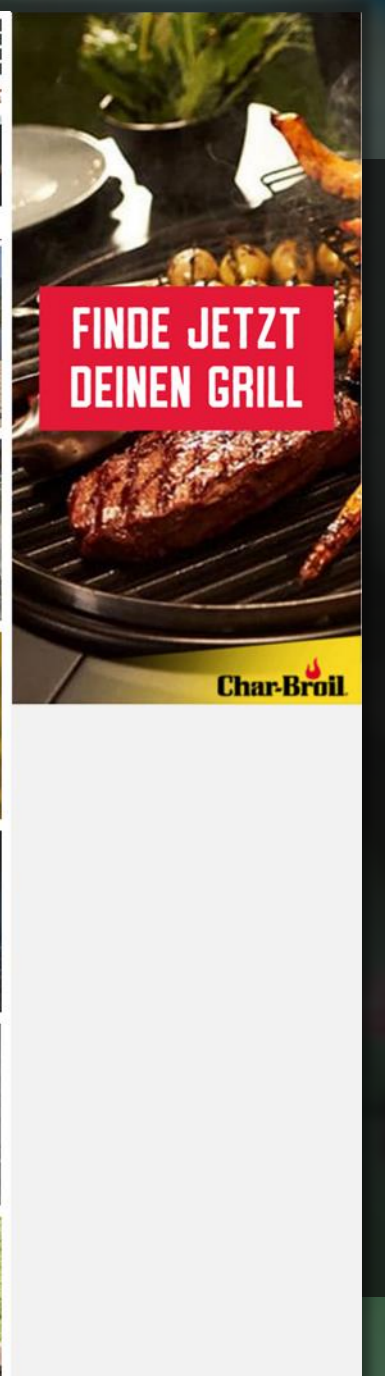
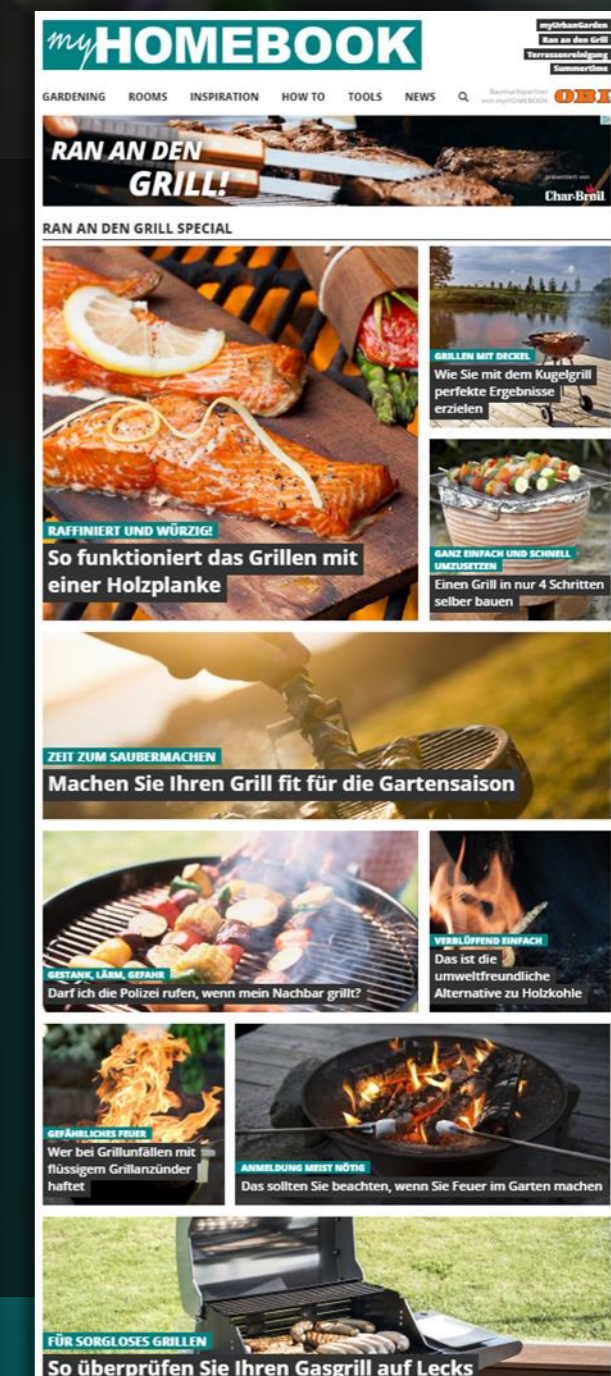
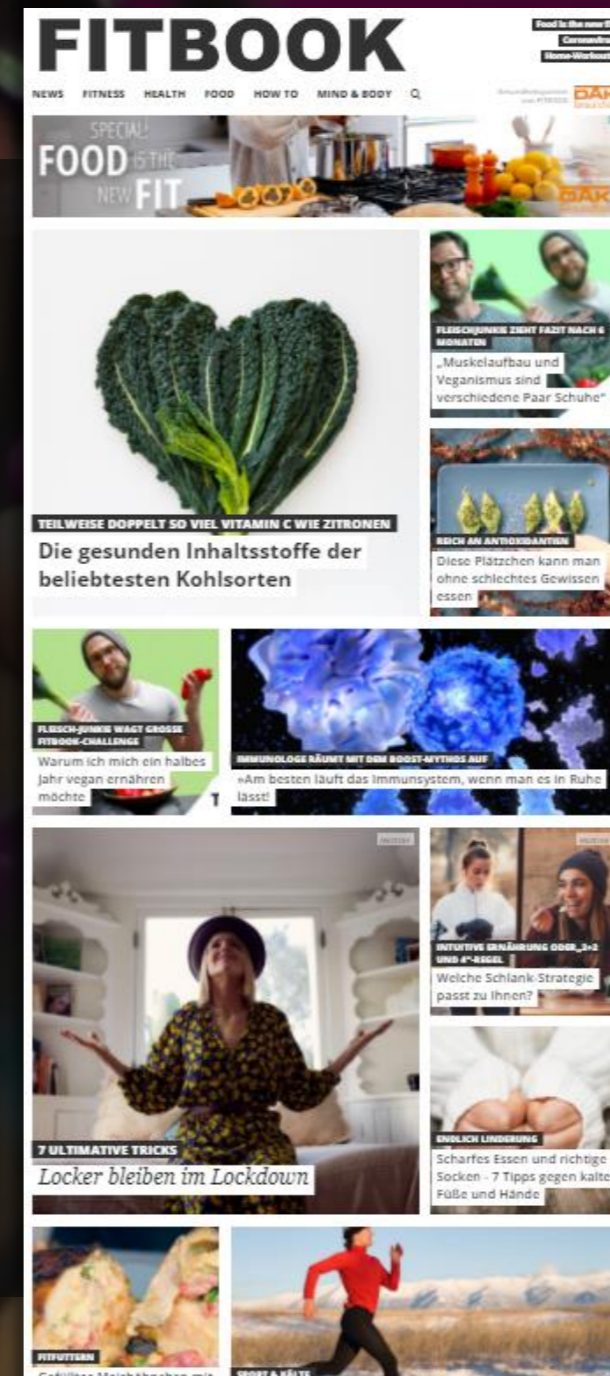
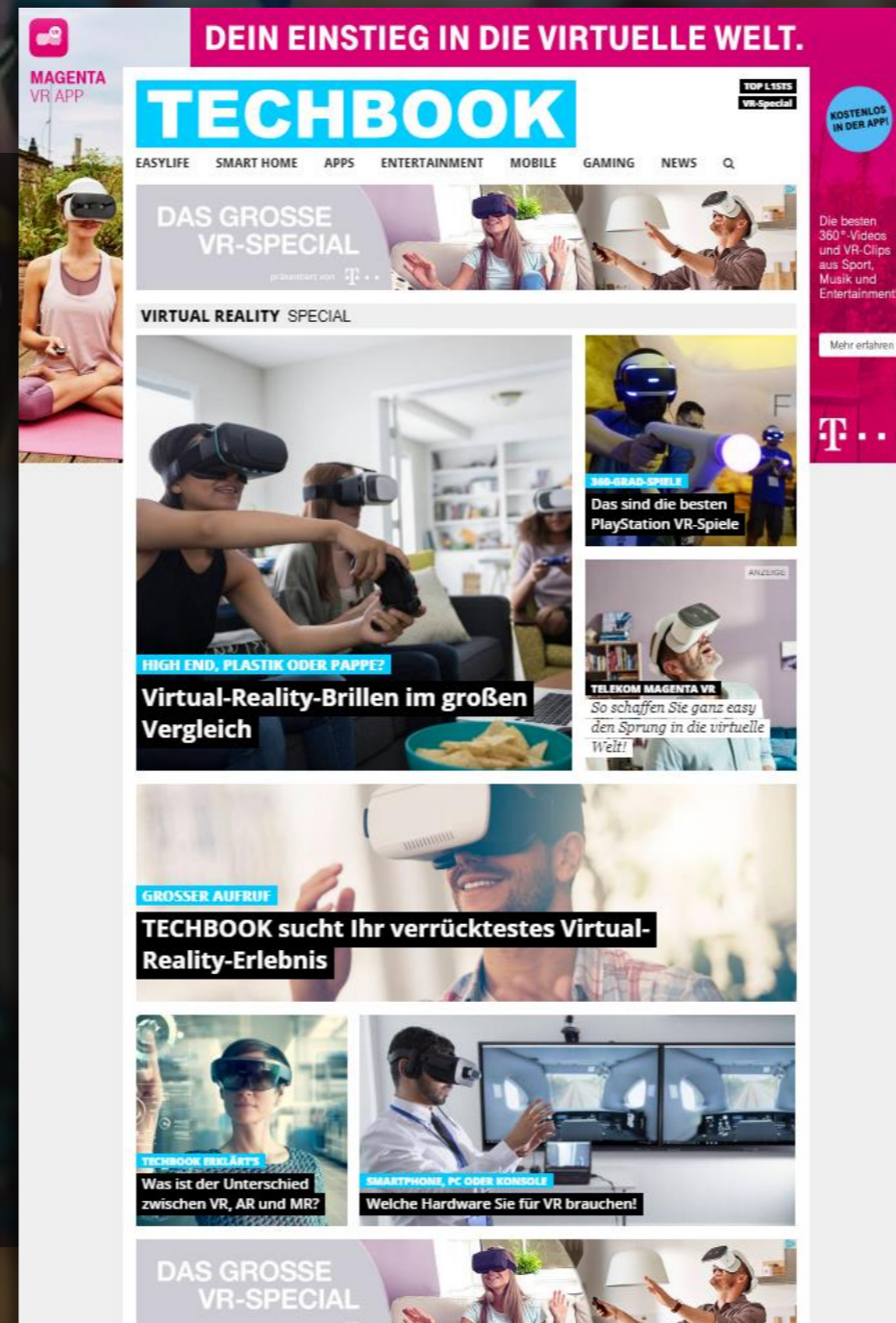
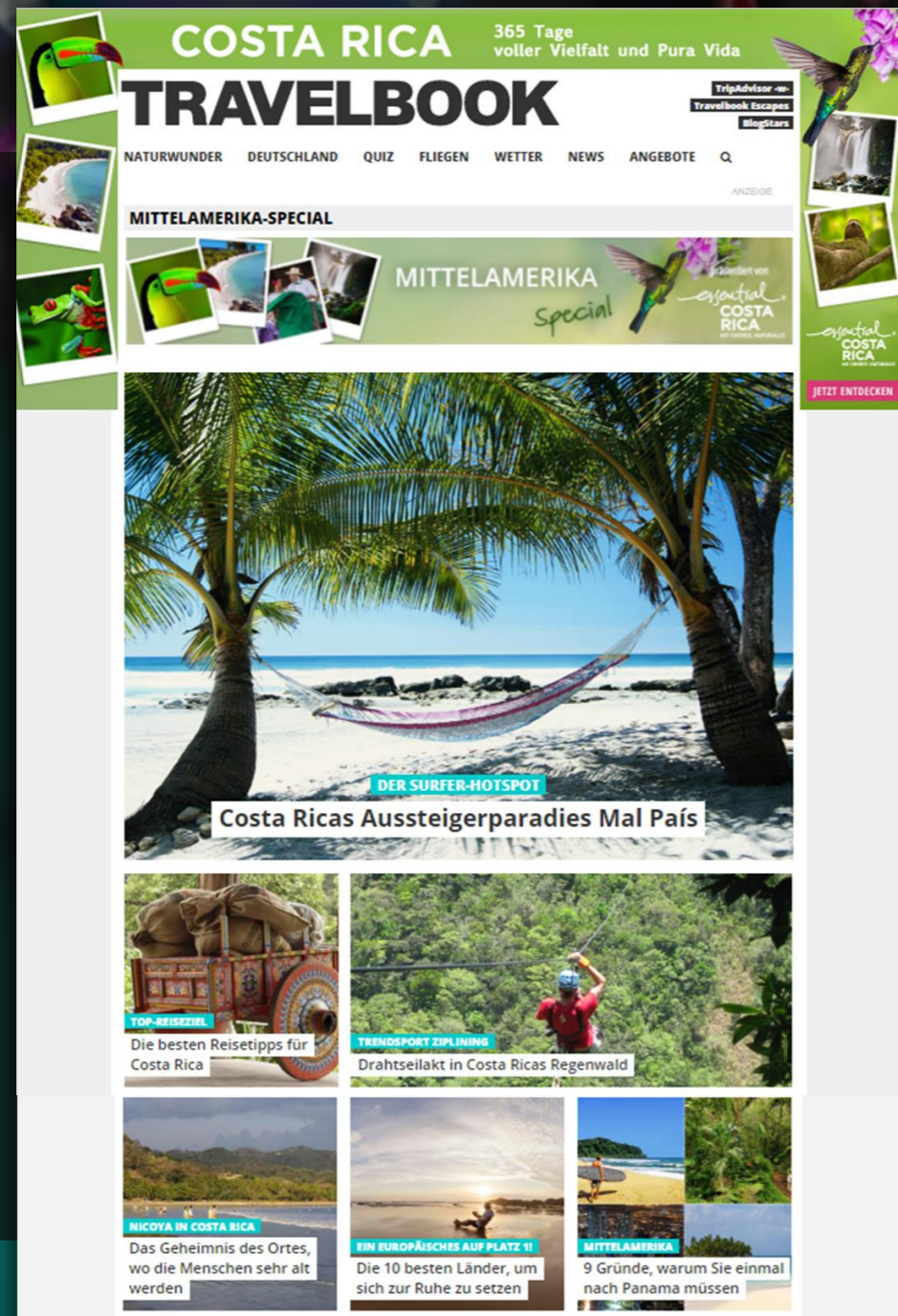
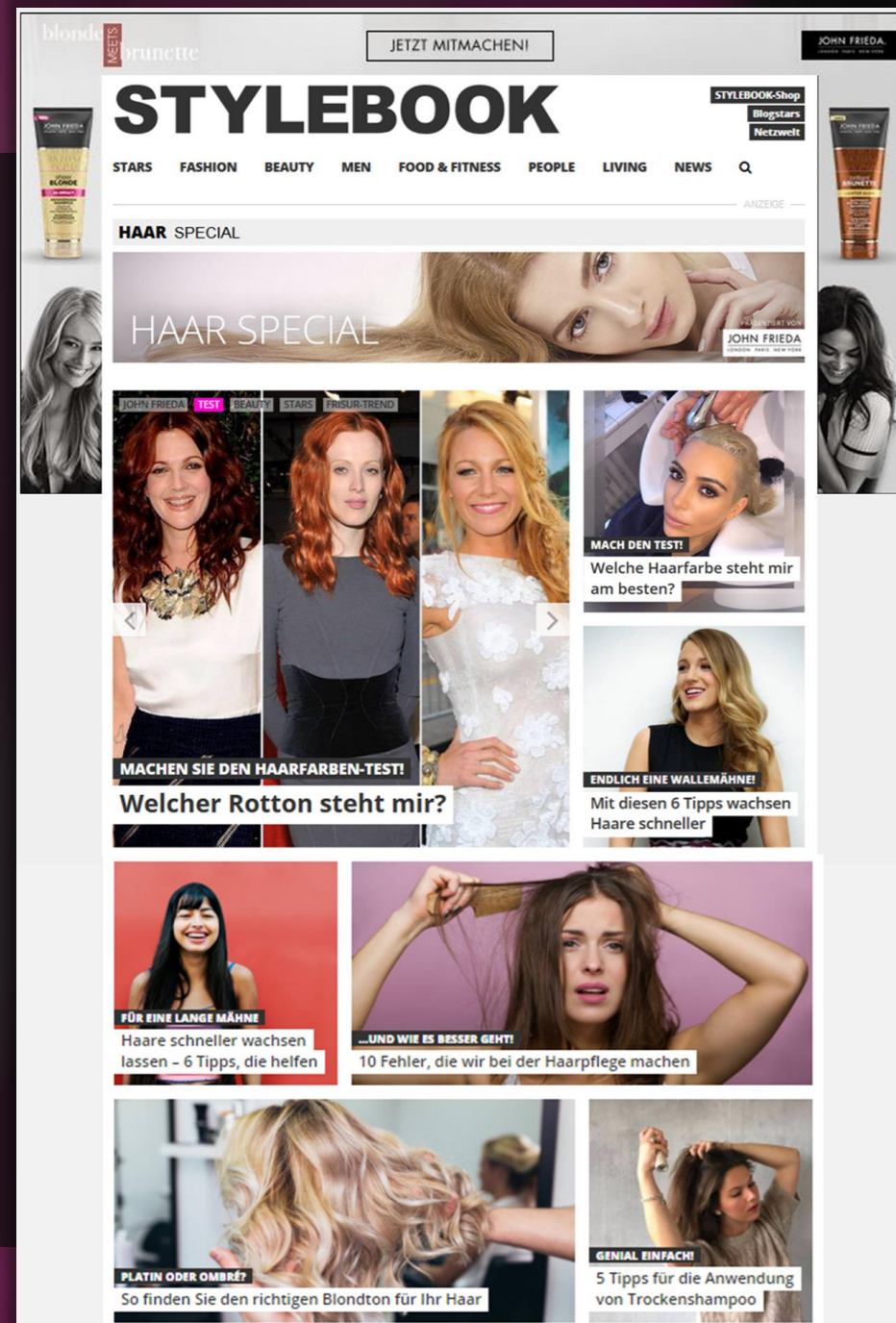
2) Plus creation costs (not SR- and AR-capable): 2.000 €.

Attention: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. "The big sample country special presented by sample country").



# BEST CASES

# THEME SPECIAL



EXCLUSIVE AND LONG TERM

# PARTNERSHIP

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The optimal setting for a strategic partnership is having a strategic communication goal that cannot be accomplished with media alone.

- ✓ We create an ideal environment and form the beginning of a customer experience.
- ✓ The industry-exclusive partnership ensures high visibility and presence through custom integrations (logo, sticky bar, text links) directly on the website.
- ✓ Strong media appearances on the portal also ensure an image transfer between the respective book and their brand.
- ✓ Customized storytelling, which corresponds to the interests and needs of the users, is staged thematically appropriately and can also be used by you further on.

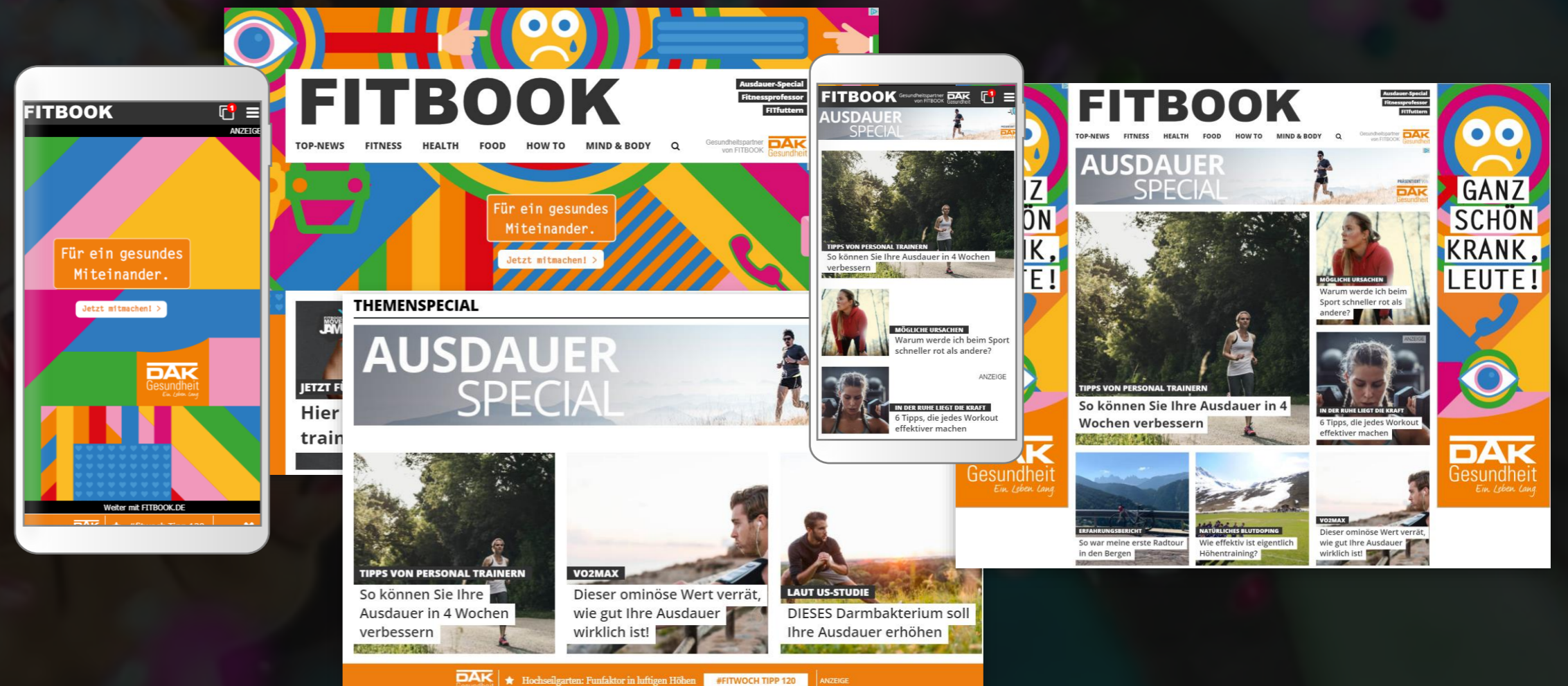
For individual and custom-fit approaches, please contact us!

# EXCLUSIVE AND LONG TERM PARTNERSHIP

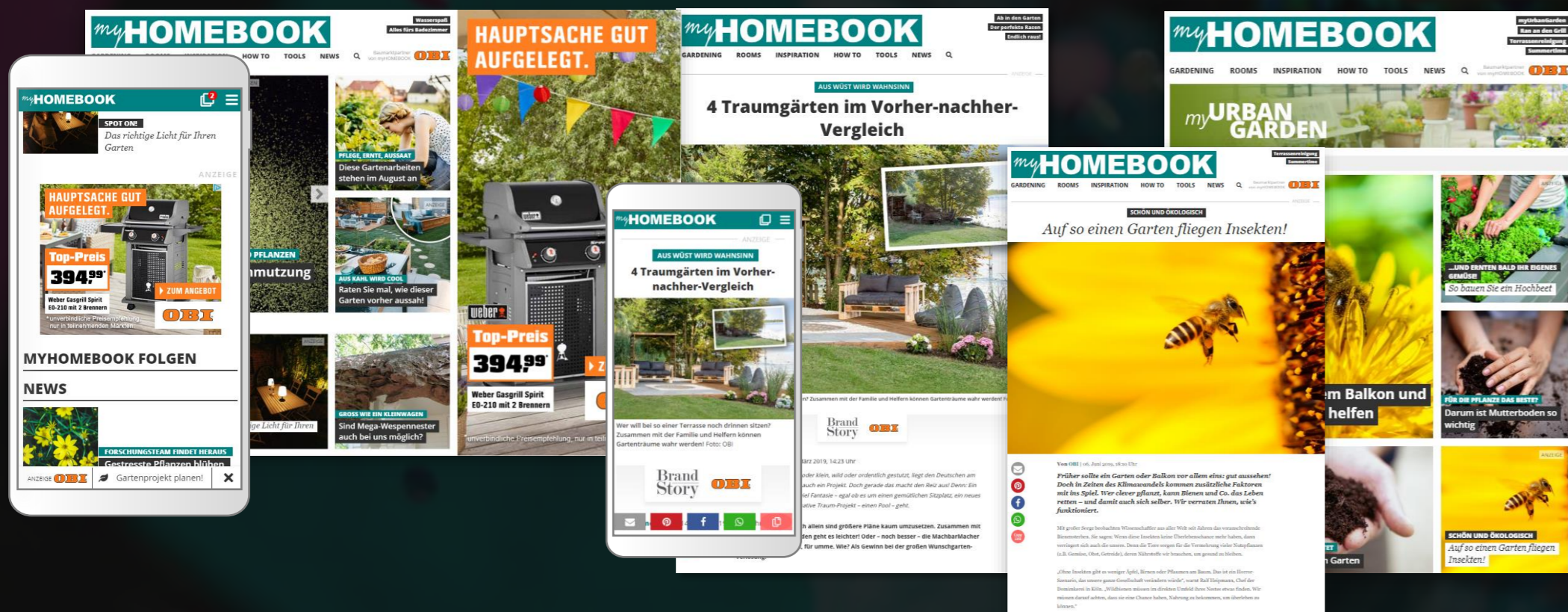
## TELEKOM PREMIUM PARTNERSHIP (2016 – 2018)



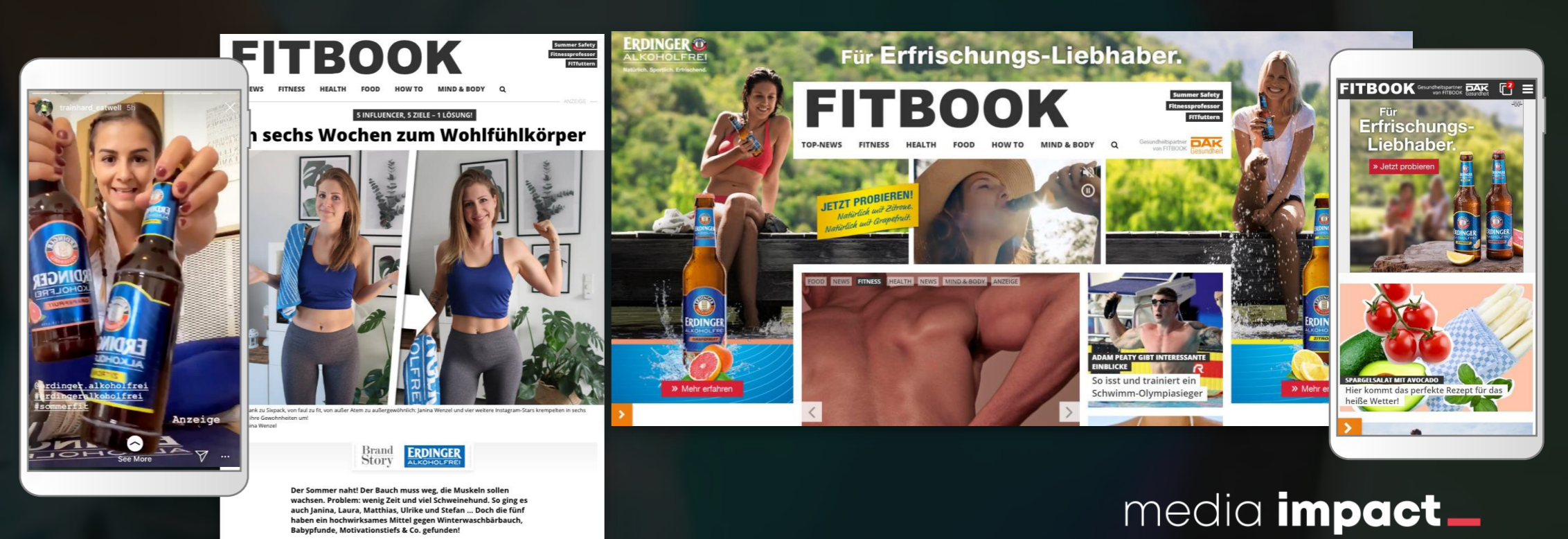
## DAK PREMIUM PARTNERSHIP (2017 – 2021)



## OBI PREMIUM PARTNERSHIP (2019 – ongoing)



## ERDINGER ALKOHOLFREI CO-PARTNERSHIP (2017 – 2019)



# CONTACT

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# DIGITAL SALES

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