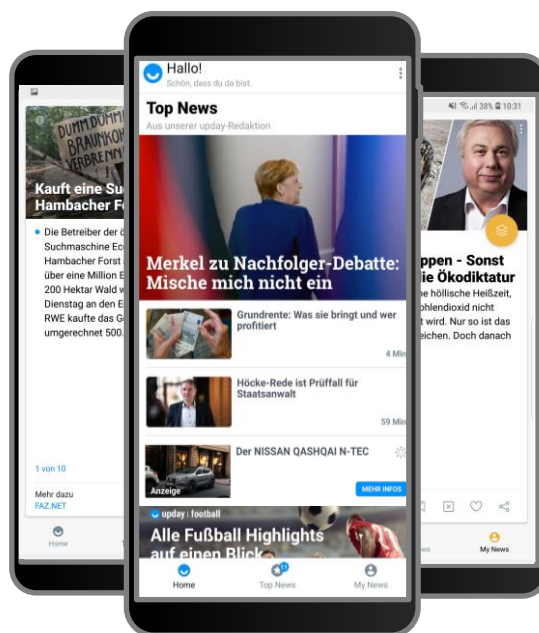


UPDAY

CONCEPT

upday – Europe’s biggest news app provides each month more than **7 million unique users** in Germany with news tailored to their personal interests, curated from hundreds of reputable sources and by our own editorial team, which compiles around the clock all top news of the day.



Key Figures / Month	Digital
Unique users ¹	7.44 mill.
Visits ²	162.08 mill.
Page impressions ²	1,299.58 mill.

Target Group:	Digital ¹
Age = 20-49	43%
HHNI of at least 3,000.-- €	47%
Professionjally active	65%

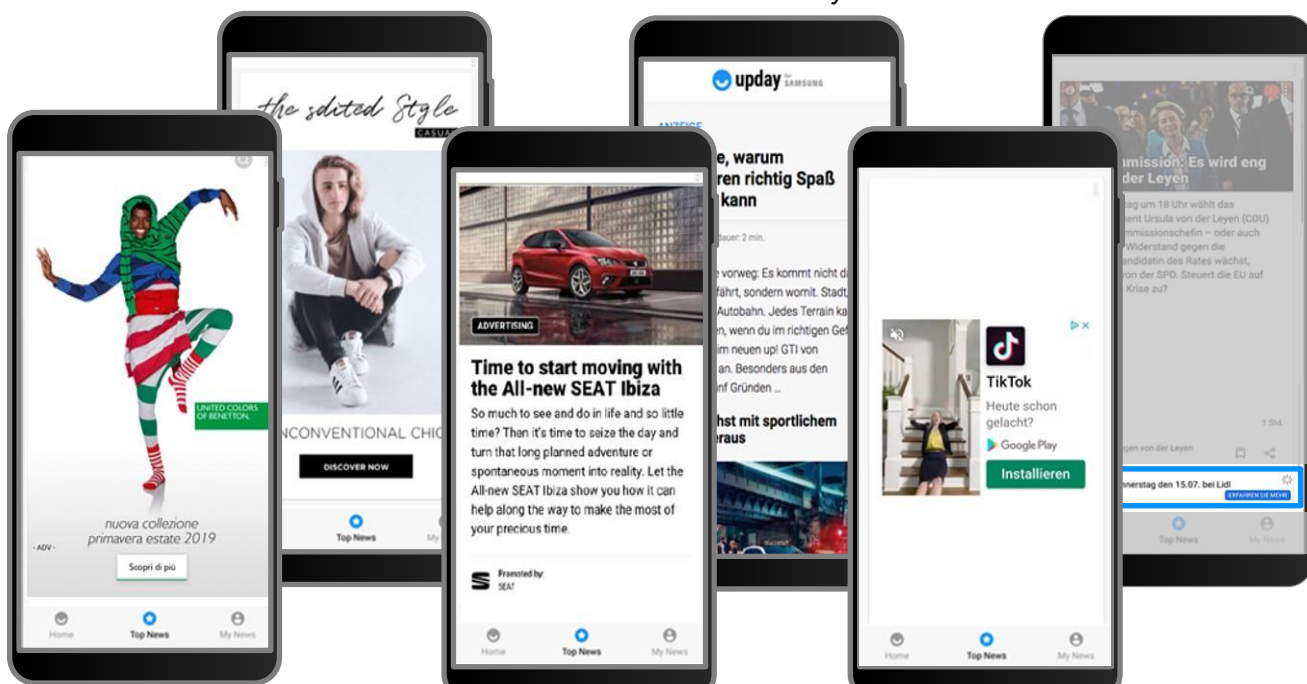
1) Source: AGOF daily digital facts, Basis: Digital TEE, digital users aged 16+ (61.14 mill.); Single month November 2021
 2) IWW December 2021

FORMATS

Rich Media Ad

Brand Story

Recommendation Ad



Display Ad

Native Ad

Medium Rectangle

UPDAY

upday TopNews

Daily fixed placement 1.7 mill. Ad Impressions	60,000€/ Day	
Fullscreen Ad Formats	50.00€ CPM	5.00€ CPC
Medium Rectangle	30.00€ CPM	4.00€ CPC

upday MyNews

Daily fixed placement 2.4 mill. Ad Impressions	50,000€/ Day	
Fullscreen Ad Formats	30.00€ CPM	4.00€ CPC
Medium Rectangle	20.00€ CPM	3.00€ CPC

upday ROS

Fullscreen Ad Formats	40.00€ CPM	4.50€ CPC
Medium Rectangle	25.00€ CPM	3.50€ CPC
Recommendation Ad	20.00€ CPM	3.00€ CPC

upday Brand Story

Brand Story S	5,000 Views	20,000€
Brand Story M	10,000 Views	35,000€
Brand Story L	15,000 Views	50,000€