



PODCAST PORTFOLIO

PODCAST FOR EVERY TASTE



BUSINESS & FINANCE

Alles auf Aktien | Deffner & Zschäpitz | Wie werde ich reich?

TARGET GROUP: 80% male | 86% between 23 and 59 | 52% between 28 and 44 | Householder, decision-makers

Ø 900,000 streams / month



SPORT

Phrasenmäher | Reif ist Live | Bayern Insider | Stammplatz

TARGET GROUP: 90% male | 23-44 years old | Interested in sports, loyal, informed, strong need for entertainment | Open, sporty, dynamic, fun-loving

Ø 750,000 streams / month



NEWS

BILD News Update | Kick-Off Politik | Inside USA | Machtwechsel | 7 Tage 7 Nächte

TARGET GROUP: 80% male | 18-59 years old

Ø 500,000 streams / month

PODCAST FOR EVERY TASTE



LIFESTYLE

Die Sache mit der Liebe | Ein Herz und ein Habibi | WELT Talks |

TARGET GROUP: 50-80% female | 18-40 years old | Humorous and educated, everyday heroes*, general knowledgeable

Ø 120,000 streams / month



CRIME & REPORTAGE

WELT History | Tatort Reise | Tatort Deutschland | Dicht Dran

TARGET GROUP: Male & Female | 18-65 years old | educated, informed, story lovers.

Ø 100,000 streams / month



TRAVEL

In 5 Minuten um die Welt | Das 17. Bundesland

TARGET GROUP: male & female | 18-54 years old | Travel lover, globetrotter, likes to find out about travel destinations, open-minded, fun-loving

~ 88,000 streams / month

MEDIA IMPACT PODCASTS | 9 THEMATIC FIELDS | 33 PODCASTS

PODCAST FOR EVERY TASTE

SPECIAL & POWER

Bis zum Biss | Games Weekly

TARGET GROUP: Male & Female | 18-54 years old | Informed, strong need for entertainment, open, dynamic, fun-loving.

Ø 40,000 streams / month

B2B

Die Medien Woche

TARGET GROUP: 70% male | 90% between 23 and 59 | 54% between 28 and 48 | Ambitious, achievement- and performance-oriented

Ø 30,000 streams / month

KNOWLEDGE

AHA | Netzcheckerin

TARGET GROUP: Male & Female | 18-54 years old | Science, health, medical, studies

Ø 60.000 streams / month

EVERYONE HEARS PODCASTS

EVERYONE LOVES PODCASTS

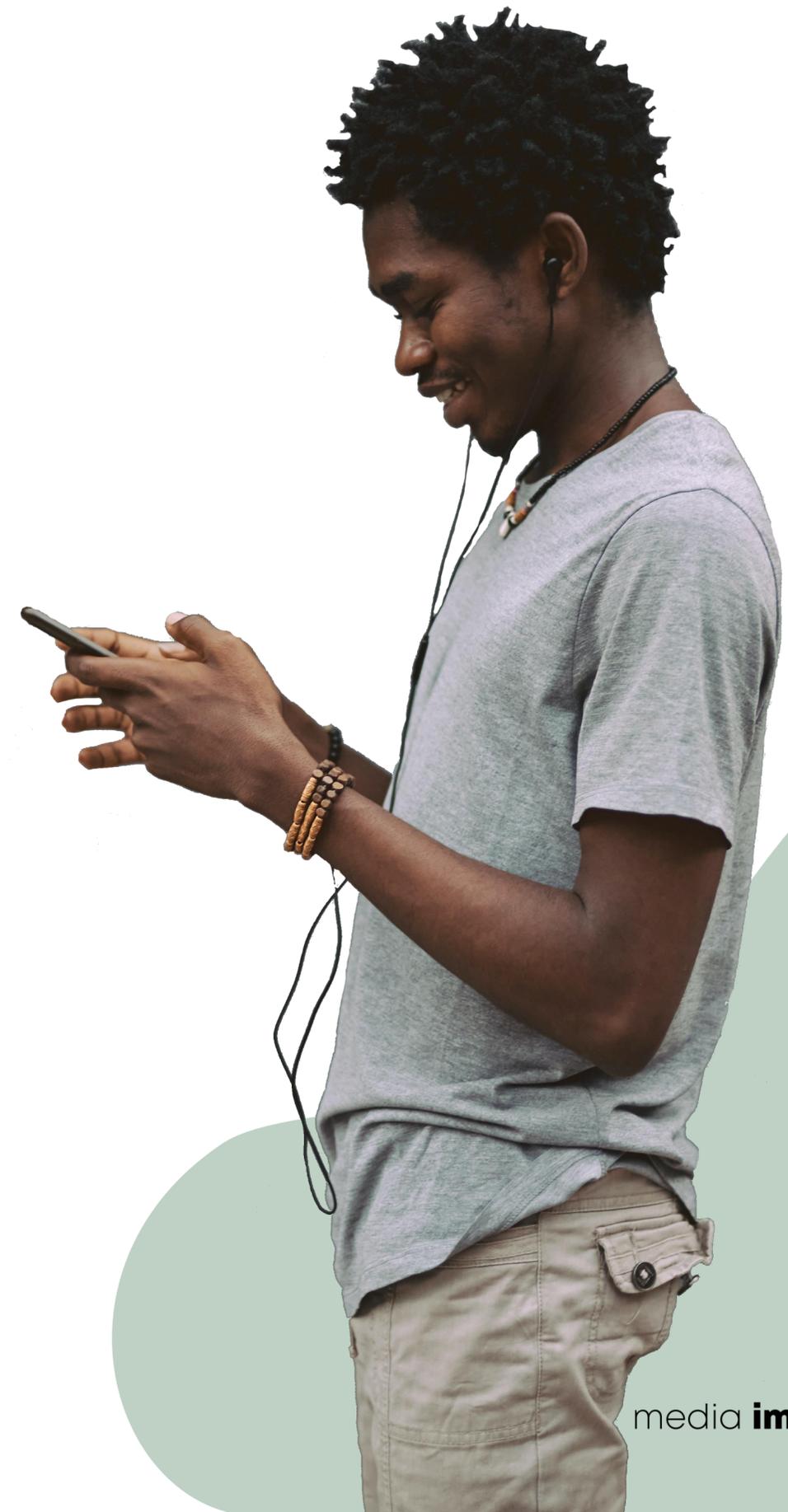
96 % of the german population knows podcasts.

>1/2 of the germans have already listened to podcasts.

>1/3 of the germans listen to podcasts at least 1x per week.

~ 200.000 Unique users listen to a MI podcast per week.

95 % concentrate on the podcast and only do things on the side that do not distract them.



HERE IS WHERE YOU BUY

PODCAST ADVERTISING WORKS!

54% have already visited the brand/company's website after listening to a podcast advertisement.

22% have talked with friends about the brand/company from the podcast ad they heard.

21,6% have made a purchase in response to a podcast advertisement.

Source: Podstars Podcast Umfrage 2022

media **impact**—





WHO LISTENS TO PODCAST?

PODCAST TARGET GROUP

73,4 % of the listeners are between 21 and 35 years of age.

> 58 % are academics.

46,9 % have a HHNI of more than 2.500 €.

48 % listen to podcast at least once a week.

81 % listen to podcasts through headphones.

Sources: Podstars Podcast Umfrage 2022; RMS Podcast Studie 2022 zur Nutzung und Werbeakzeptanz in Deutschland

WHY ADVERTISE IN A PODCAST?

FROM THE NICK TO THE TREND



USER SITUATION

Podcast reach people exactly when other media do not:
Morning routine | Driving | Train | Work | Sport | Cooking | Going to bed ...



CREDIBILITY

94 % of podcast listeners accept advertising.



INFORMATIVE

63,5 % of the listeners listen to podcasts to get news and information.



PERFORMANT

91.86% can remember at least one brand from the podcast.
21.6% have bought the product after a podcast advertisement.

PODCAST IN DAILY LIFE

PEOPLE LISTEN HERE

90% listen to podcasts at home

33% at housework

26% in bed

59% listen to podcast on the way

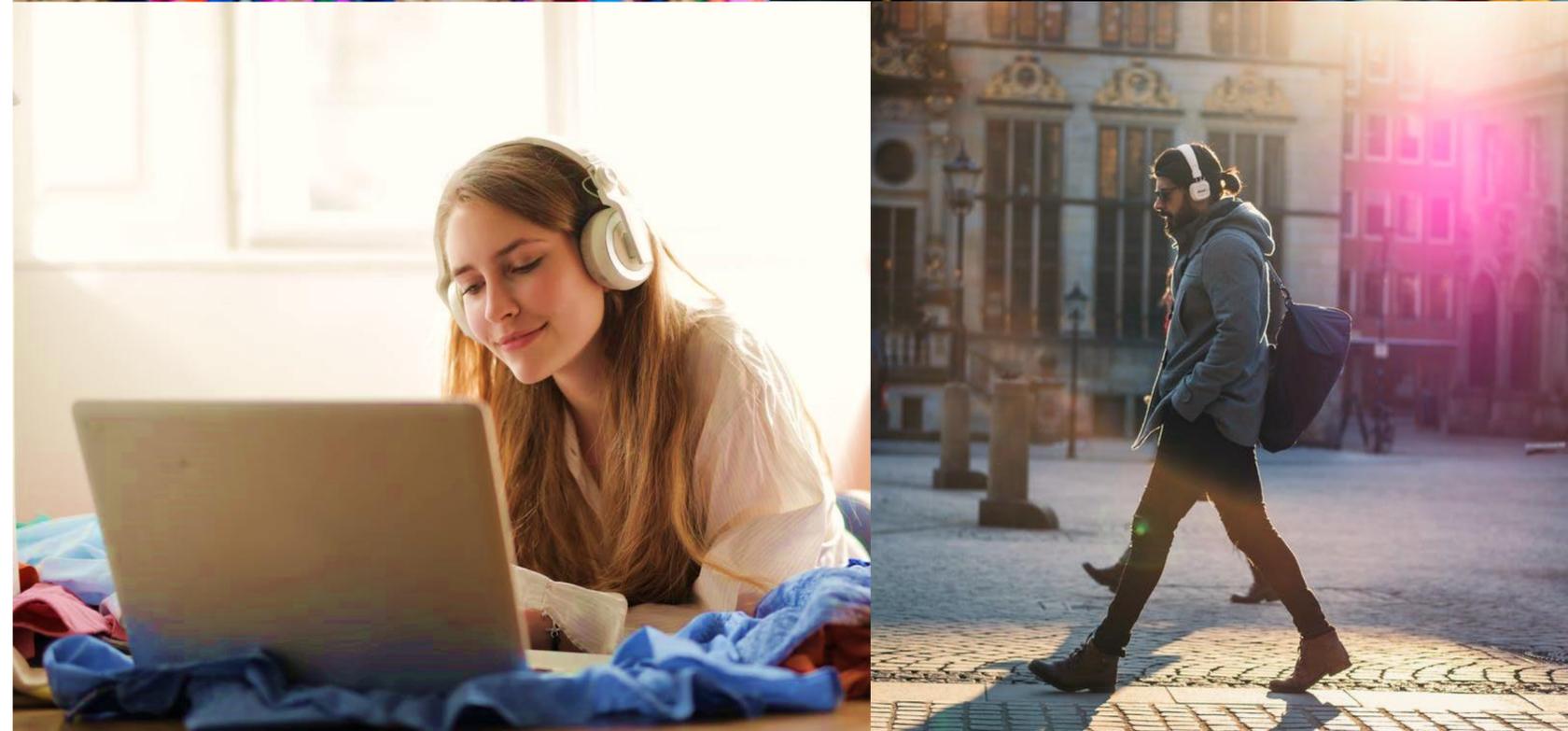
38% while driving car

26% on the bus & train

23% while walking

14% at sport

Sources: RMS Podcast Studie zur Nutzung und Werbeakzeptanz von Podcast in Deutschland, Nov 2021, n=5.000 Podcastuser



PODCAST ADVERTISING IS WELL RECEIVED

We asked our listeners about one of our podcast campaigns:

36,8 % indicate that they remember the commercials

56,5 % indicate that they liked the spots (very) much

51,2 % rate the advertising as sympathetic

51,0 % find that the spot fits well with the customer

> 1/3 felt encouraged to participate in the advertised sweepstakes



WE STAND FOR CREDIBILITY

PRODUCER READ SPOTS

Our most important asset is the integrity, independence and credibility of our journalists. This is one of the reasons why our podcasts are so popular with the listeners.

To protect the credibility of our journalists and our partners, we offer producer Read spots in our portfolio.

Producer read spots are not prefabricated audio spots, but they are produced especially for you. We adapt the content of the spots to the desired podcast. For your spot you have the choice between a female and a male voice, which are known by the listeners in our portfolio.

Together we create the perfect spot for your campaign.

52%

Approval for pre-recorded spots that adapt to the podcast content and the user

BEST CASE

SCALABLE CAPITAL x ALLES AUF AKTIEN

TARGET: Announcement and establishment of Scalable Capital

RUNTIME: Jan 2021 – June 2022

PLACEMENT: exklusive presenting, Presenter & Closer

BOOKED: 12.706.000 ad streams total

DELIVERED: 19.289.909 ad streams total

92 %
LTR

+ 51 %

NR. 1
PODCAST*



THIS IS HOW YOU CAN PRESENT YOURSELF

PODCAST AUDIO TRACK



PREROLL, MIDROLL OR POSTROLL WITH 20-45 SECONDS

Native audio integration | We produce the spot with our own professional narrator | The partner is introduced in his/her own words and the brand, product or service is promoted

PRESENTER AND/OR CLOSER 5-15 SECONDS

Native audio integration | We produce the spot with our own professional narrator | Mention of the partner(s) at the beginning and/or end of the podcast as "presenter" of the episode and/or podcast



THIS IS HOW YOU CAN PRESENT YOURSELF



FIXED PLACEMENT

Warranty booking

Integration in an episode of a podcast format

Can also be booked as an exclusive placement

Integration in the show notes / podcast episode description

Spots: Presenter, Pre-, Mid-, PostRoll, Closer

RUN OF PODCAST

Volume booking

Integration in all episodes of a podcast

Regio targeting on federal states possible

BUNDLES

Volume booking

Integration in all podcast episodes of a bundle

RUN OF PODCAST PORTFOLIO

Volume booking

Integration in all podcasts of the Media Impact portfolio.

Excluded are, among others, occupied podcasts

Regio targeting on federal states possible

Spots: Presenter & Closer

YOUR STORY IN OUR PODCASTS

PODCAST SPONSORED STORY AD



ON REQUEST

We integrate you with your desired content in our podcasts! With the Podcast Sponsored Story Ad you have the possibility to present your campaign, your product and/or your company in detail to our listeners in our podcast portfolio.

Opportunities:

INTERVIEW: Place an interview of you, experts, employees, or similar.

EXPLANATION: Explain your product, endeavor, campaign, or similar.

PRESENTATION: Present your company in detail to our listeners.

SPECIAL: You have other ideas? No problem, design your content as you need it!

MORE ADVERTISING TIME

MORE STORYTELLING

MORE RECOGNITION

Place yourself and your products with **several spots in one episode** and stay in the minds of our listeners.



2-4 consecutive spots in your desired podcast episode



Integration into the **Shownotes**



Runtime:
4 weeks



Spot production by our own professional speakers

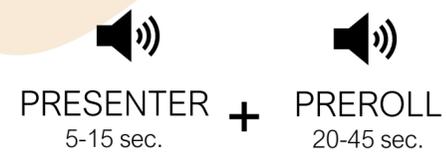


REACH IN THE RIGHT ENVIRONMENT

PODCAST STORY

Use the maximum scope for your campaign message.

SMART



TWO SPOTS IN ONE EPISODE

up to 160.000 Impressions (total reach Presenter & Preroll)

CLASSIC



THREE SPOTS IN ONE EPISODE

up to 240.000 Impressions (total reach Presenter, Midroll & Closer)
100% exclusive*

EXCLUSIVE



FOUR SPOTS IN ONE EPISODE

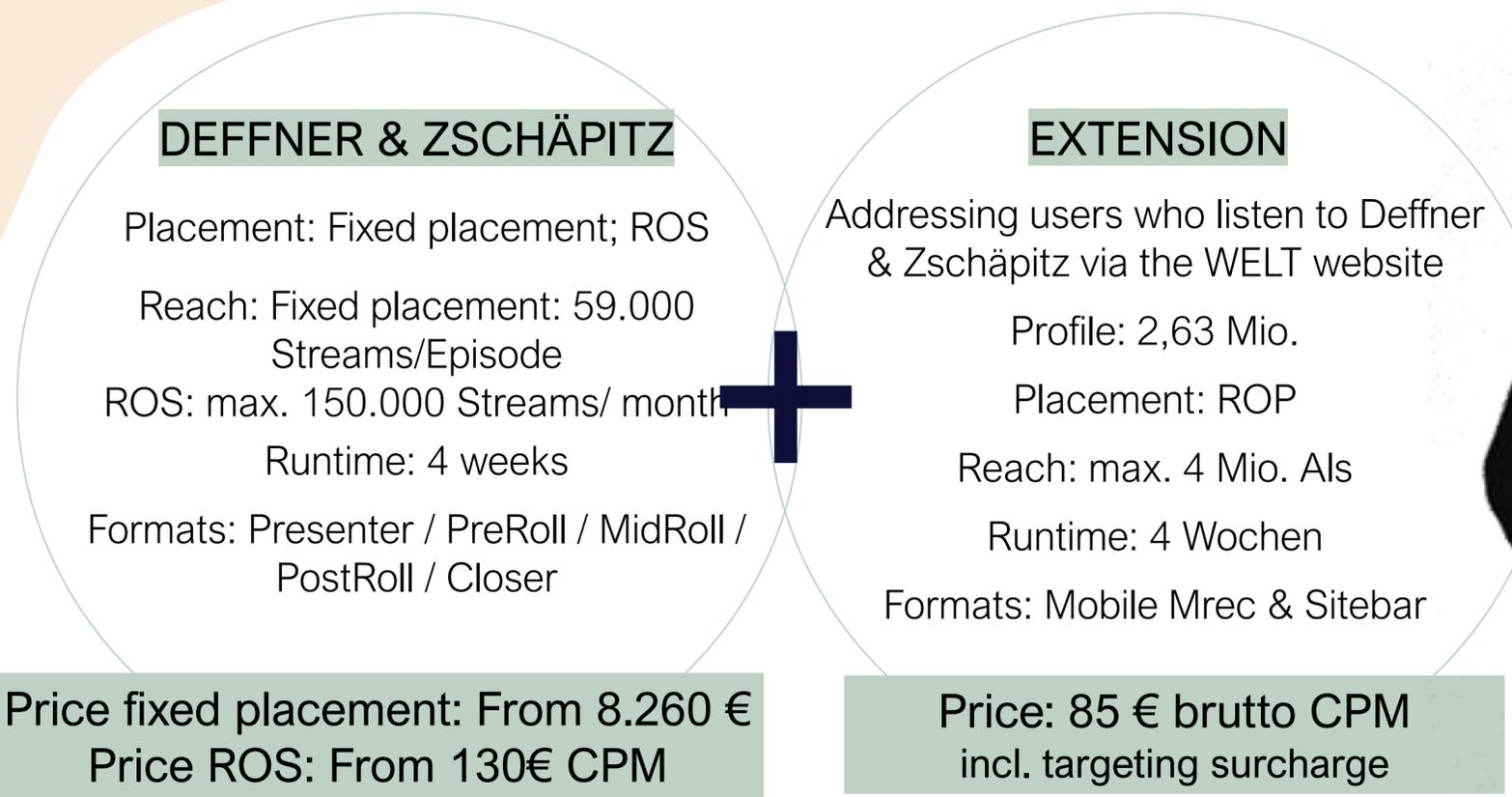
up to 320.000 Impressions (total reach Presenter, Preroll, Midroll & Closer)
100% exclusive*



THE PERFECT EXTENSION FOR YOUR MARKETING MIX

PODCAST EXTENSION

A QUALIFIED NEW ADDRESS TO ALREADY INTERESTED LISTENERS THROUGH THE USE OF A TARGET GROUP PROFILE WITH CLEARLY DEFINED CHARACTERISTICS!



TARGET GROUP: 67% male, 33% female | 30-60+ years old | 4.000+ HHNE



OUR STARS

OUR HERO- PODCASTS

May we introduce? The Media Impact Podcast Stars. With these formats you can rely on our podcasts with the widest reach!

Topics: Sports, Business, Politics

Phrasenmäher: Ø 80.000 streams/downloads* per episode

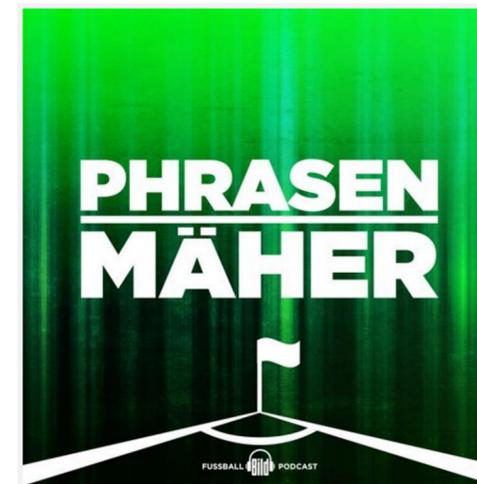
Reif ist live: Ø 30.000 streams/downloads* per episode

Bayern Insider: Ø 26.000 streams/downloads* per episode

Deffner & Zschäpitz: Ø 59.000 streams/downloads* per episode

Machtwechsel: Ø 40.000 streams/downloads* per episode

Alles auf Aktien: Ø 34.000 streams/downloads* per episode



* average ad stream count per episode

WHY PODCAST BUNDLES?

PODCAST BUNDLES – 5 REASONS WHY

MAXIMUM REACH IN A SPECIFIC THEMATIC FIELD

Choose the right thematic field for your campaign, we have the right podcasts for it

ONE SPOT IN SEVERAL PODCASTS

Place your message in different podcast at the same time with only one booking

REACH DIFFERENT LISTENERS WITH ONLY ONE BOOKING

Everybody is different and yet we share the same interests, meet the different listeners in your target group with just one booking.

RUNTIME INDIVIDUALLY ADAPTABLE TO YOUR CAMPAIGN

No matter if one, two or e.g. three weeks, the Podcast Bundels offer you the suitable runtime

PROFIT FROM THE PRICE ADVANTAGE

Profit from the price advantage of a bundle booking vs. a fixed placement



REACH IN THE RIGHT ENVIRONMENT

PODCAST BUNDLES

Book the right environment for your target group. We play you out in the exact podcast that fans are listening to at the moment - always be present.

BUSINESS & FINANCE BUNDLE*



Deffner & Zschäpitz | Alles auf Aktien | Die Medien Woche

Reach: 460.000 Impressions | Runtime: 7 days | Spot: Presenter & Closer

Gross: 52.900 €

NEWS BUNDLE*



BILD News Update | Kick-Off Politik | Inside USA | Machtwechsel | 7 Tage, 7 Nächte

Reach: 240.000 Impressions | Runtime: 7 days | Spot: Presenter & Closer

Gross: 27.600 €

SPORT BUNDLE*



Phrasenmäher | Reif ist Live | Bayern Insider | Stammplatz

Reach: 230.000 Impressions | Runtime: 7 days | Spot: Presenter & Closer

Gross: 26.450 €

CRIME & REPORT BUNDLE*



Attentäter | Tatort Reise | Dicht dran | Tatort Deutschland

Reach: 70.000 Impressions | Runtime: 7 days | Spot: Presenter & Closer

Gross: 8.050 €

REACH IN THE RIGHT ENVIRONMENT

PODCAST BUNDLES

Book the right environment for your target group. We play you out in the exact podcast that fans are listening to at the moment - always be present.

REISE BUNDLE



In 5 Minuten um die Welt | Das 17. Bundesland

Reach: 45.000 Impressions | Runtime: 7 days | Spot: Presenter & Closer

Gross: 5.175 €

LIFESTYLE BUNDLE*



Ein Herz und ein Habibi | Die Sache mit der Liebe | WELT Talks | AHA! 10 Minuten Alltagswissen | Die Netzcheckerin

Reach: 20.000 Impressions | Runtime: 7 days | Spot: Presenter & Closer

Gross: 2.300 €

ENTERTAINMENT BUNDLE*



Freiwillige Filmkontrolle | Metal Hammer Podcast | Bis zum Biss | Games Weekly

Reach: 6.000 Impressions | Runtime: 7 days | Spot: Presenter & Closer

Gross: 690 €

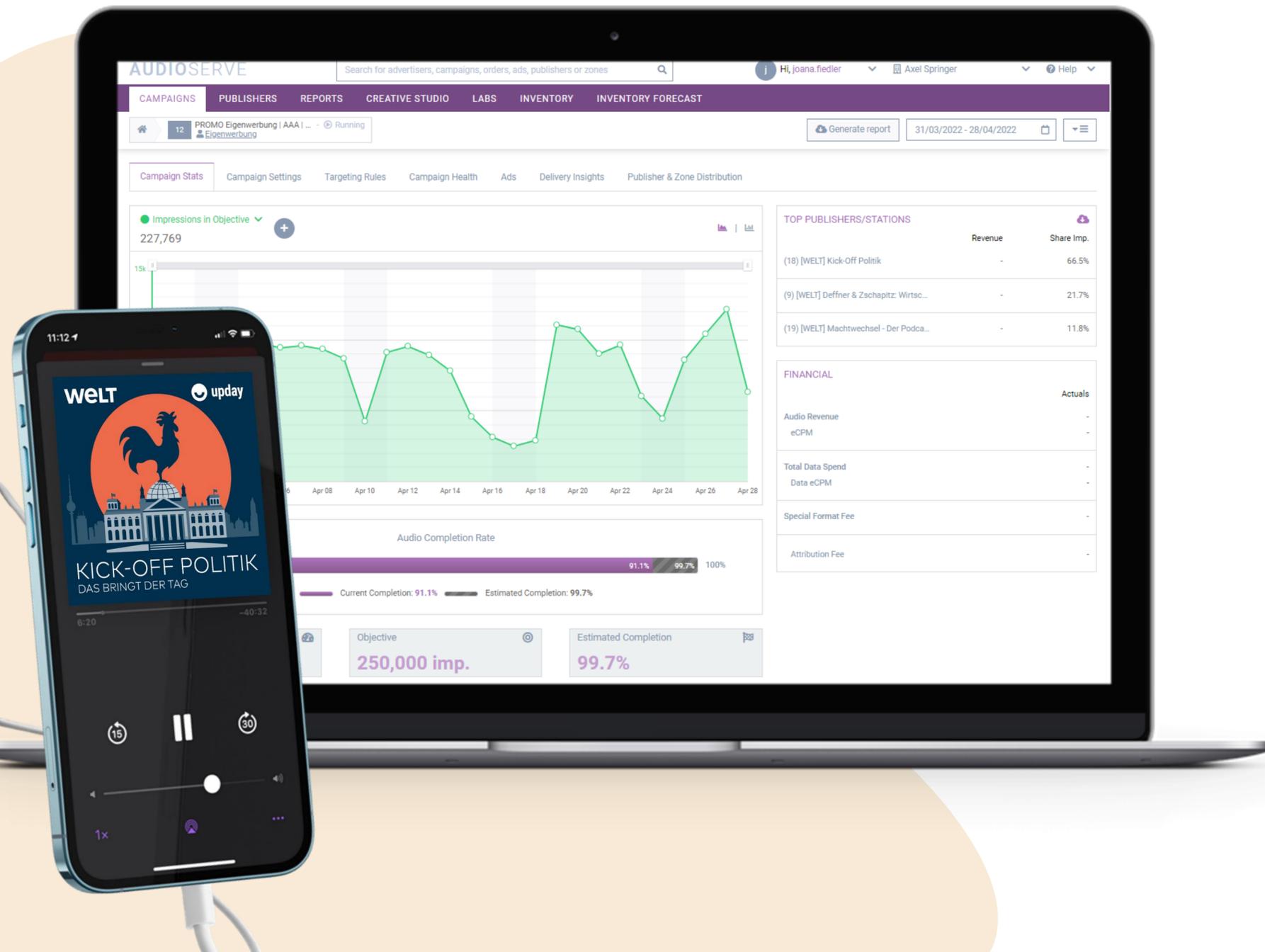
INSIDE

PRODUCTION | PLAYOUT | REPORTING

- Coordination & booking of your desired integrations
- Coordination and production of the commercials by Media Impact
 - Lead time: 3 weeks
 - You can send us your advertising text for the spot or we will create suggestions for you
 - The spots are approved by you on the basis of the text script
 - After approval the spots are produced
- Adserverbased playout of your campaign
 - We track every ad playout according to IAB 2.0 standard
 - Rotation of commercials possible
 - Click tracking in the show notes possible
- You receive a final report four weeks after ET of the last episode / integration



BE WHERE THE LISTENERS ARE



ADSERVER BASED CAMPAIGN PLAYOUT

FLEXIBLE CAMPAIGN SETUP POSSIBLE

- Reach scaling: ROS, Run of Bundle, ROP
- Rotation of spots
- Ideal campaign runtime

DETAILED REPORTING

- Reporting on a spot basis
- Reporting on a daily basis
- Reporting on an episode basis
- Evaluation of further key figures possible: calls per app, calls per device, calls per podcast (e.g. for ROP bookings)

CAMPAIGN OPTIMIZATION

- Selection of additional episodes to optimize reach
- Customization of running times
- Effective billing

OUR CLIENTS

∞ Meta

Conyors bank!
by BNP PARIBAS

LOTTO[®]
Bayern

LEDVANCE

FUJIFILM

tanrevel

scalable
.CAPITAL

RENAULT

WILKINSON
SWORD

NZZ

HELLO
FRESH

KoRe

AIDA

ADAC

audible

ATHLETIC GREENS[®]

Western Digital

Disney+

Masterschool

O

Coca-Cola

CLARK

ERGO

COSMOS DIREKT

SAMSUNG

sky

DELL Technologies

COMMERZBANK

media impact

A close-up profile of a man with a beard, wearing large black headphones. The headphones have a circular grille with the word 'THALIA' and 'ERZETICH' printed on it. He is looking out a window with a view of a building. The background is softly blurred. There are decorative light blue and white shapes on the left side of the image.

PODCASTS – CLOSER LOOK

LISTEN!

OUR PODCAST PORTFOLIO

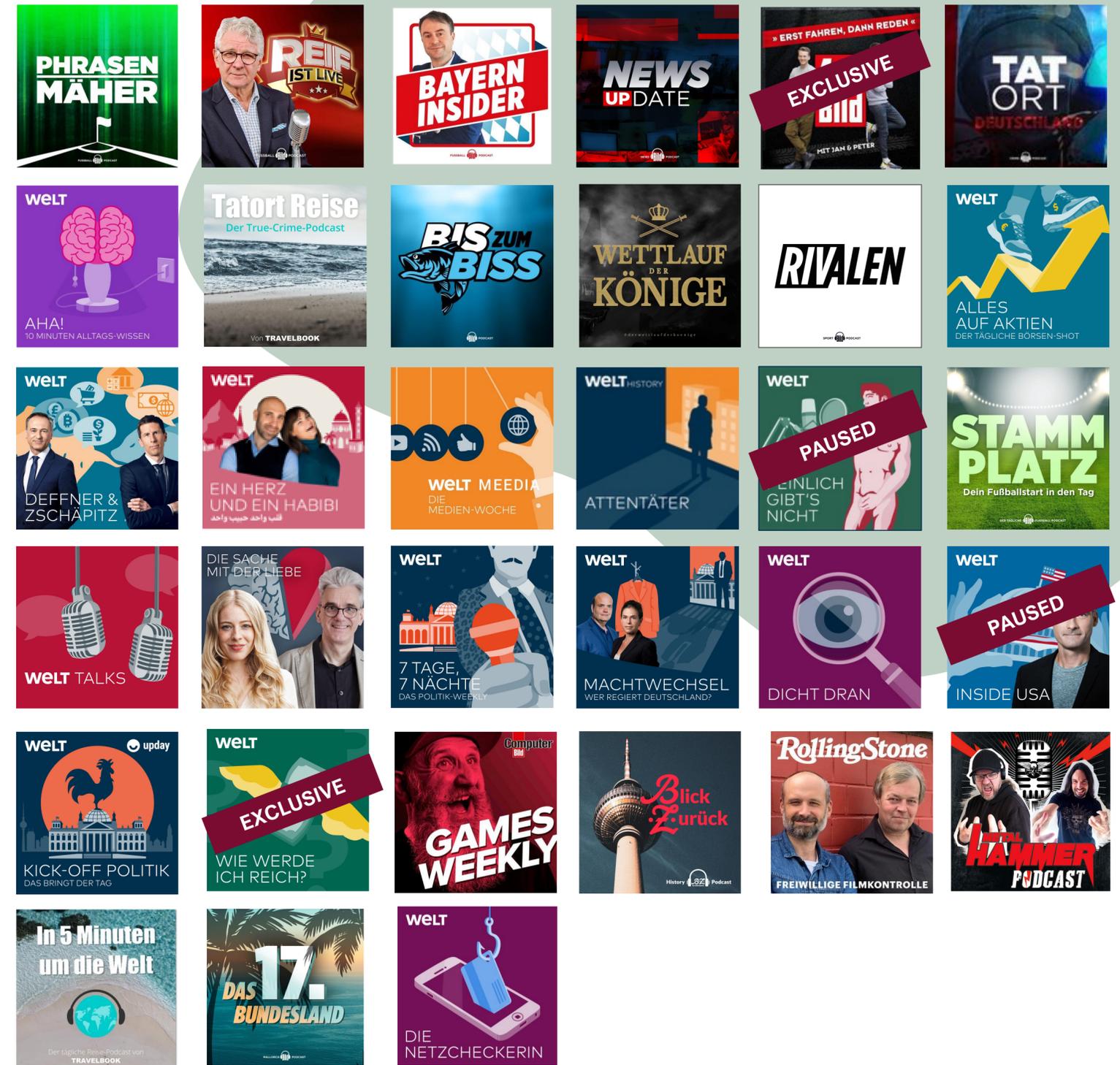
With our strong brands - such as BILD, WELT, TRAVELBOOK, Musikexpress, Rollingstone and AUTO BILD - we have the right podcast for every target group.

Facts:

33 Podcasts

Topics: Sports, Economy, Politics, Entertainment, Knowledge, History, True Crime, Music, Film, Automotive, Travel

Reach: 4,7 million streams per month

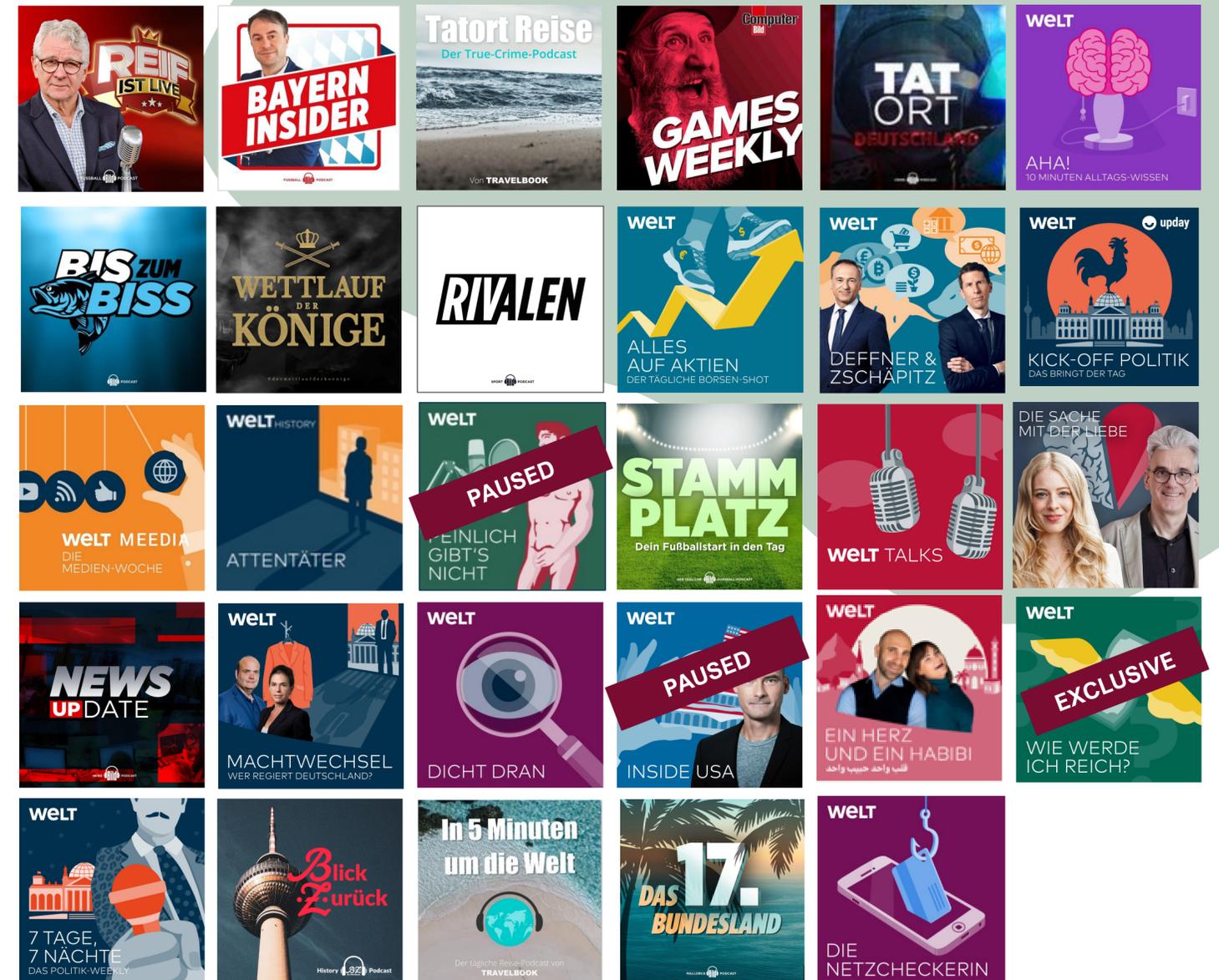


MAXIMUM REACH

Maximum reach with our podcast "RUN OF PORTFOLIO".

Facts...

- 29 Podcasts
- **Topics:** Sports, Economy, Politics, Entertainment, Knowledge, History, True Crime, Music, Film and Automotive
- **Reach:** from 13.000 streams per month
- **Runtime:** from 3 days
- **Spots:** Audio Presenter (15 sec.) 125 Euro CPM
Audio Closer (15 sec.) 95 Euro CPM
- **Targeting:** Regio-Targeting possible at federal state level



PODCAST ON DETAIL

BILD PODCASTS

13 PODCASTS

REACH: UP TO 1.3 MIO. STREAMS PER MONTH



EXCLUSIVE



BAYERN INSIDER

 LISTEN NOW!

THE FOOTBALL-BAYERN-TALK FROM BILD

Christian Falk is the Bayern insider. He has the perfect network around FC Bayern and the national team. And that's what he talks about in his podcast. About the stars - and with the stars. Time and again, Falki interviews professionals, legends - and connoisseurs of the scene in the popular BILD podcast!



Ø **26.000** streams/downloads* per episode



20-40 minutes



1x per week | Friday



Target group: 90% male | 23-44 years old | Sports and football enthusiast | Loyal | informed



Advertising options:: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts



BILD NEWS UPDATE

 LISTEN NOW!

THE NEWS STREAM FROM BILD

Listen to the latest news and topics from the areas of news, business, politics, shows, sport and celebrities. With BILD you are always well informed!



Ø 7.000 streams/downloads* per episode



6 minutes



1x daily



Target group: 78% male | 23% female | 18-59 years old



Advertising opportunities: Presenter, Closer
Everywhere there are podcasts



BISS ZUM BISS

 [LISTEN NOW!](#)

THE FISHING PODCAST

Stefan Netzebandt is an fisherman, audio and video editor. In Bis zum Biss he presents fishing tips from experts, controversial debates and personal stories every 14 days!



Ø 4.000 streams/downloads* per episode



30 minutes



Every 14 days | Monday



Target group: Young adults | Working men | 14-59 years old | Interested in nature, water sports, healthy nutrition, trekking and outdoor enthusiasts



Advertising opportunities : Presenter, PreRoll, MidRoll, PostRoll, Raffle
Everywhere there are podcasts



DAS 17. BUNDESISLAND – DER MALLORCA PODCAST

THE MALLORCA PODCAST BY BILD

The BILD's Mallorca Podcast discusses everything about the Germans' secret favourite federal state: Travel news, insider tips, celebrity gossip and the dark sides of the Ballermann. Every week the BILD informs with fun and good humour about everything worth knowing about the island including a big special about "50 years of Ballermann".



Ø 7,000 streams/downloads* per episode (forecast)



20 minutes



weekly | Thursday



Target group: female & male | 23-44 years old | travel enthusiast | Mallorca lover



Advertising options: Presenter, MidRoll, Closer
Everywhere there are podcasts



IN 5 MINUTEN UM DIE WELT

THE DAILY TRAVEL PODCAST FROM TRAVELBOOK

Every day from Monday to Friday, an expert will give you personal tips for a selected holiday destination. Whether international or in Germany, by the sea or in the mountains, world-famous or rather an insider tip: we promise there is something for everyone.

Fancy a bit of a mini-vacation? Then listen in to "Around the world in 5 minutes - the daily travel podcast from TRAVELBOOK". But beware: wanderlust is guaranteed!



Ø 3,000 streams/downloads* per episode (forecast)



5 minutes



daily | Mo.-Fr.



Target group: female & male | 20-49 years | Travelling, camping, outdoor activities, cruises, globetrotters



Advertising options: Presenter, Closer
Everywhere there are podcasts



PHRASENMÄHER

 LISTEN NOW!

THE FOOTBALL PODCAST

Here you can hear the most interesting minds in the Bundesliga and international football in an in-depth 1:1 conversation. An atmosphere somewhere between a cabin and a fireplace. This creates surprising moments that make you sit up and take notice while listening. The "Phrasenmäher" thus offers the perfect look behind the scenes and takes the football fan on an exciting podcast journey.



Ø 80.000 streams/downloads* per episode



90 minutes



1 guest (two episodes) per month | Tuesday



Target group: 91% male | 23-44 years old | thoroughbred football fans | interested in sport | loyal | informed



Advertising opportunities: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts

RIVALEN

SPORT  PODCAST

RIVALEN

 LISTEN NOW!

THE SPORT PODCAST

In our new podcast you can expect exciting stories about rivals in sport. Be it Muhammad Ali vs. Joe Frazier or the sibling duo Serena and Venus Williams - the German- and English-language podcast offers interesting insights and background information about the most famous rivalries in sport.



Ø 10.000 streams/downloads* per episode



5 episodes | 35-45 minutes



Every 5-6 weeks



Target group: Male, Female & Divers | Interested in sports, strong need for entertainment | Open-minded, sporty, dynamic, fun-loving



Advertising opportunities: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts



REIF IST LIVE

 LISTEN NOW!

THE FOOTBALL TALK FROM BILD

Since 17 February, commentary legend Marcel Reif has been talking to BILD.de three times a week! On "Reif is live" he and a BILD expert talk about the hottest topics in football for around 30 minutes. Guaranteed to be opinionated and pointed - so never boring!



Ø 30.000 streams/downloads* per episode



30 minutes



2x per week | Monday & Thursday



Target group: 90% male | 23-44 years old | Sports and football enthusiast | Loyal | informed



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts



STAMMPLATZ

 [LISTEN NOW!](#)

THE FOOTBALL-DAILY FROM BILD

Whoever listens here always sets the tone when it comes to football! "Stammplatz" is the new daily football podcast from BILD. From Monday to Friday, starting at 6 a.m., it provides everything fans need to know for the day in a compact 15 minutes! The host team of Kilian Gaffrey, Chris Hüb and André Albers discuss the topics of the day in a whimsical manner. The BILD football reporters provide insights that only they can give in Germany. From the stadiums, training grounds and cabins - directly to the ears of the fans. "Stammplatz" is exactly the start to the day that every fan needs.



Ø 10.000 streams/downloads* per episode



10-15 minutes



7 days a week | 6 a.m.



Target group: Male | Football fans, Football interested and football freaks



Advertising opportunities: Presenter, MidRoll, Closer
Everywhere there are podcasts

EXCLUSIVE

» ERST FAHREN, DANN REDEN «



ERST FAHREN, DANN REDEN

 LISTEN NOW!

THE CAR PODCAST FROM AUTO BILD

One car - two editors. In the AUTO BILD podcast "First drive, then talk", the editors Peter Fischer and Jan Götze grab a car every fortnight and go into detail. What did they notice while driving? What was particularly successful? What did they not like about it? And how does this fit into our new understanding of mobility? You can find out all about it on the podcast!



Ø 3.000 streams/downloads* per episode



30-50 minutes



Biweekly | Wednesday



Target group: 91% male | 23-59 years old | Car & mobility fans



Advertising opportunities: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts



GAMES WEEKLY

 LISTEN NOW!

THE WEEKLY GAMES PODCAST FROM COMPUTER BILD

Our host Udett takes the listeners into the world of PC and console games with a twinkle in his eye. Whether it's new game releases, curiosities from the world of consoles or background information in conversation with experts: Here the listener learns everything worth knowing from the games sector.



Ø 500 streams/downloads* per episode



25-30 minutes



Weekly | Friday



Target group: 98% male | 25-54 years old | Games newcomer, tech-savvy | affluent, informed



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts

COMING SOON

TECH weekly

by **Computer**
Bild

TECH WEEKLY

THE WEEKLY TECH-PODCAST FROM COMPUTER BILD

COMPUTER BILD loves technology: For more than 25 years, the familiar and strong brand has provided its users with news, guides and tests. Technology is explained in a comprehensible and understandable way, current events are classified. 5 minutes of news and then talk about the relevant topics of the week. From now on, never miss an important news item from the technology scene again!



Ø 7.000 streams/downloads* per episode



7-15 minutes



1x per week



Target group: 80% male | 20-59 years old | tech-savvy, innovation enthusiast | affluent, informed



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts

BECOME A FIRST MOVER
FOR THIS FORMAT



TATORT REISE



THE TRUE-CRIME PODCAST

Whether in Thailand, India, the USA or Brazil; whether Los Angeles, Kathmandu or Freudenstadt in the Black Forest - crimes happen everywhere. And we take you with us in our new TRAVELBOOK podcast "TATORT REISE".

We report on a horror hotel where killers check in by the dozen; are on the trail of an unsolved axe murder in the USA whose crime scene is now a pilgrimage town for true-crime fans; and walk the route of the legendary Hippie Trail in the footsteps of Asia's most notorious serial killer. In each episode we talk to experts and give you an exclusive look behind the scenes.



Ø **6.000** streams/downloads* per episode



30 minutes



Last Thursday of the month



Target group: 20-49 years old | Travel, audio books, books, films & series, cinema



Advertising opportunities: Presenter, Closer
Everywhere there are podcasts



TATORT DEUTSCHLAND

 LISTEN NOW!

THE CRIME-DOKUMENT FROM BILD

THE TRUE CRIME DOCUMENT FROM BILD offers pure suspense - In the new Tatort Deutschland podcast, a touching, exclusive true crime documentary from BILDplus is prepared and presented auditorily every week. With the voice of Sky du Mont, a great listening experience is guaranteed that true crime lovers and those who want to become one should not miss.



Ø 20.000 streams/downloads* per episode



15-30 minutes



serial | weekly



Target group: 55% female | 19-69 years | Middle of society| true crime, TV & books



Advertising opportunities: Presenter, Closer
Everywhere there are podcasts

PODCAST ON DETAIL

WELT PODCASTS

14 PODCASTS

REACH: UP TO 1,18 MIO. STREAMS PER MONTH

WELT





7 TAGE, 7 NÄCHTE

 LISTEN NOW!

THE WELT WEEKLY POLITICS PODCAST

Host Frédéric Schwilden talks to politicians at the end of each week. They review the week and do so in a personal and humorous way. It is not only about politics, but also about life besides politics, about culture and society.



Ø 7.000 streams/downloads* per episode



25-35 minutes



Weekly



Target group: Male & female | 18-55 years old | Politics, culture, society | People who want to know how political decisions are made | People who want to have their say



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts



ALLES AUF AKTIEN

 LISTEN NOW!

THE DAILY STOCK MARKET-SHOT FROM WELT

The daily stock market shot from the WELT business editorial team. The economic and financial journalists Holger Zschäpitz, Anja Ettel, Daniel Eckert, Nando Sommerfeld and Philipp Vetter take turns discussing the most important news on the markets and the financial topic of the day. In addition, there is an inspiration every day to make life easier. In just ten minutes, everything you need to know about shares, ETFs, funds and successful investing is covered. For experienced investors and newcomers.



Ø 34.000 streams/downloads* per episode



10 minutes



Monday- Friday | 7 a.m.



Target group: 79% male | 86% between 23 and 59 | 52% between 28 and 53 | householders | decision-makers



Advertising opportunities: Presenter, Closer
Everywhere there are podcasts



WELT HISTORY



THE WELT HISTORY PODCAST

"Stadt der Spione" is a research that takes us into a secret world: The podcast explores the question of why Berlin should be the capital of agents. In the process, it becomes clear: the war is coming back to Europe. And the spies never left. It finally heads for the man who once lived in Dresden as an agent - and never forgets his enemies.



Ø **16.000** streams/downloads* per episode



45-60 minutes



Every 4 weeks | Tuesday



Target group: Male & female | 23-59 years old | educated, informed | people who want to experience history



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts



DEFFNER & ZSCHÄPITZ

 LISTEN NOW!

THE ECONOMY PODCAST FROM WELT

If you want to have a say, you have to listen to Dietmar Deffner and Holger Zschäpitz. They are like real life. Like optimist and pessimist. Like fire and water and they are professionals. In the weekly WELT podcast, the experienced financial journalists Deffner and Zschäpitz discuss and argue about current economic topics.



Ø 59.000 streams/downloads* per episode



60 minutes



Weekly | Tuesday



Target group: 85% male | 20-59 years old | 86% between 23 and 59 | 52% between 28 and 44 | Household decision-makers



Advertising opportunities: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts



AHA!

10 MINUTEN ALLTAGS-WISSEN

THE SCIENCE-PODCAST FROM WELT

What happens in the brain when we age? Is it possible to sleep too long? And do the post-holiday blues really exist? We answer everyday scientific questions that everyone has asked themselves at one time or another. To do so, we talk to experts who help us understand the world even better.



Ø 5.000 streams/downloads* per episode



10 minutes



2x per week | tuesday & thursday



Target group: male & female | all age groups | Interested in science, health, medicine, research



Advertising opportunities: Presenter, MidRoll, Closer
Everywhere there are podcasts



DIE NETZCHECKERIN

THE RESEARCH-PODCAST FROM WELT

Lucrative investments, diet powders and coaching offers: Anyone who is on social media is inundated with product recommendations. They entice you with quick money. They promise more joy of life. But what's behind them? Investigative reporter Judith Henke and social media expert Friedrich Steffes-Lay want to find out. To do so, they set their sights on the most successful offers: How reputable are the products? And who are the people behind the campaigns with the widest reach?



Ø **5.000** streams/downloads* per episode



15 minutes



First season | 6 episodes
Weekly monday



Target group: male & female | 18-49 years old | Web- & social media-savvy people who are confident online but not tech/SM experts



Advertising opportunities: Presenter, MidRoll, Closer
Everywhere there are podcasts



DIE SACHE MIT DER LIEBE



THE PODCAST WITH THE SINGLES AND COUPLES ADVISORS

Everyone talks about it, but hardly anyone knows the facts. With the WELT podcast "Die Sache mit der Liebe", singles and couples counsellors Anna Peinelt (30) and Christian Thiel (60) want to dispel widespread love myths. One man, one woman, two generations and a lot of experience from everyday counselling. A podcast for singles, couples and everyone who wants to know what lies behind the happiness of love.



Ø 10.000 streams/downloads* per episode



30-45 minutes



Biweekly | Monday



Target group: 64% female | 91% between 23 and 59 | 54% between 28 and 52 | Open and curious | Educated



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts



DICHT DRAN



POLITICS, PERSONALITY AND ENTERTAINMENT

In the podcast "Dicht dran", WELT reporters and listeners get up close and personal. Come with us on our research! The journalists tell their most exciting stories, bring unusual people themselves in front of the microphone and let you listen in on very special moments. The listeners are there when they research in unusual places, when closed doors open and unexpected stories emerge.



Ø **3.000** streams/downloads* per episode



30-45 minutes



Every 6-8 weeks



Target group: Male & female | 18-65 years old | educated, informed, interested in politics & economics | story lovers



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts



DIE MEDIEN WOCHE

 LISTEN NOW!

THE MEDIEN-PODCAST FROM WELT & MEEDIA

MEDIEN-WOCHE is a podcast about the world of media and its makers. Christian Meier, editor at WELT, and Stefan Winterbauer, editor of the industry service Meedia, talk about the most important topics of the week every Friday. In-depth, analytical, entertaining.



Ø **5.000** streams/downloads* per episode



60 minutes



Weekly | Friday



Target group: 92% between 23 and 59 | 67% between 28 and 47 | digital creators & media makers | multipliers with an interest in old and new media



Advertising opportunities: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts



EIN HERZ UND EIN HABIBI

 LISTEN NOW!

PERSONALITY AND ENTERTAINMENT

Beatrice and Ahmad Mansour talk about their binational marriage, the prejudices, but also the advantages. They tell very personal stories about their lives and take the listeners with them into their everyday lives.



Ø 5.000 streams/downloads* per episode



30 minutes



Every 2 weeks | Tuesday



Target group: 72% female | 23-59 years old



Advertising opportunities: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts

PAUSED



INSIDE USA

 LISTEN NOW!

THE REPORTER-PODCAST FROM THE USA

INSIDE USA is the podcast of US correspondent Steffen Schwarzkopf. He has been on assignment all over the world. Since 2016, the WELT studio chief and his family have been living in Washington. A family navigates between everyday work and bouncy castles, dreams and nightmares. Insights behind the scenes of the Washington political scene and into the America of ordinary people. The reporter podcast by Steffen Schwarzkopf. Sometimes satirical, bizarre, personal.



Ø 10.000 streams/downloads* per episode



10-20 minutes



Biweekly | Weekend



Target group: 80% male | 88% between 23 and 59 | 41% between 28 and 46 | Household decision-makers & people interested in the USA



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts



KICK-OFF POLITIK DAS BRINGT DER TAG

 LISTEN NOW!

THE DAILY NEWS UPDATE

Every day, the three most important questions on the topic of the day are answered by our editors. Afterwards, the host presents the most important events of the day and briefly classifies them.



Ø 20.000 streams/downloads* per episode



8-10 minutes



Daily | Mo.-Fr.



Target group: Male & Female | 18-65 years old | Interest in politics, economics & science



Advertising opportunities: Presenter, MidRoll, Closer



MACHTWECHSEL – WER REGIERT DEUTSCHLAND?

 LISTEN NOW!

POLITICS, PERSONALITY AND ENTERTAINMENT

Every Wednesday, WELT journalists Dagmar Rosenfeld and Robin Alexander answer questions about the change of power in Germany. What new political decisions will be made? Which issues are gaining ground? Who are the movers and shakers and who is just watching? And above all, how is Germany changing?



Ø 40.000 streams/downloads* per episode



20-35 minutes



Weekly | Wednesday



Target group: Male & female | 16-55 years old | educated, informed, interested in politics, decision-makers | people who want to know how political decisions are made; people who want to have their say



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts



PEINLICH – GIBT'S NICHT!



THE PODCAST WITHOUT SHAME

Taboos? There hardly seem to be any today - at least on the internet. But when it comes to one's own body, the shame of talking openly is still great. And this is true for topics that urgently need to be discussed, as they can lead to physical and emotional suffering. That's why knowledge editor Clara Ott talks about exactly these topics in her podcast "Peinlich - gibt's nicht" - with experts, doctors and psychologists. They have answers to the questions that many don't dare to ask.



Ø 5.000 streams/downloads* per episode



40-50 minutes



Biweekly | Thursday



Target group: 50% female | 83% between 23 and 59 | 49% between 28 and 49 | People interested in knowledge, health-conscious and curious people



Advertising opportunities: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts



WELT TALKS



THE WELT PODCAST

The WELT TALKS podcast features extraordinary conversations with extraordinary people. Conversations that go into depth, debates that take up questions that reach into the future. You can hear outstanding personalities, visionaries and people who think in new ways and shape our society. The interviews are conducted in German and English.



Ø **2.500** streams/downloads* per episode



20-30 minutes



1x per month



Target group: 45% male | 51% female | 80% between 23 and 59 | 37% between 28 and 44 | educated, general knowledge, interested in economics/politics/science



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts



WIE WERDE ICH REICH?

 LISTEN NOW!

THE WELT PODCAST

Invest money in the stock market, buy real estate or invest in collectibles? That's what Moritz Seyffarth wants to know. In this podcast he meets experts, people who have already made it, but also people who have failed. They are there to help him make his dream come true: A house of his own someday - and if there's any money left over, Moritz would like another boat.



Ø 8.000 streams/downloads* per episode



30 minutes



Weekly | Tuesday



Target group: Male & female | 16-45 years old | educated, informed | people who want to get into investing; finance; career; independence



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts

PODCAST ON DETAIL

MEDIA HOUSE PODCASTS

2 PODCASTS

REACH: UP TO 18.000 STREAMS PER MONTH

RollingStone

**METAL
HAMMER**





METAL HAMMER

 LISTEN NOW!

THE MUSIC-NEWS -PODCAST

METAL HAMMER, Germany's biggest magazine for hard and heaviest sounds for almost 40 years, is now also available for your ears! Every 14 days the editors provide you with maximum metal: the latest albums, the hottest news, the hardest sounds - plus: exciting guests from the scene to talk to at the METAL HAMMER microphone.



Ø 3.000 streams/downloads* perr episode



60-90 minutes



Biweekly | Friday



Target group: 85% male | 15% female | 35-44 years old | music lovers



Advertising opportunities: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts



FREIWILLIGE FILMKONTROLLE

 LISTEN NOW!

THE ROLLINGSTONE FILM & SERIES PODCAST

Current new releases, classics or defining decades - in monothematic episodes, our editors Sassan Niasseri & Arne Willander get entangled in clever, entertaining, opinionated, but above all competent dialogues about images that move the world.



Ø **3.000** streams/downloads* per episode



30-45 minutes | Specials up to 90 minutes



Biweekly | Wednesday



Target group: 65% male | 35% female | 23-49 years old | Creative minds with an affinity for film and series | Curious, diversely informed



Advertising opportunities: Presenter, PreRoll, MidRoll, PostRoll, Closer
Everywhere there are podcasts

PODCAST ON DETAIL

AXEL SPRINGER PODCASTS

1 PODCAST

REACH: UP TO 9.000 STREAMS PER MONTH

axel springer_
audio





WETTLAUF DER KÖNIGE



THE FANTASY-PODCAST-EPOS

The new fiction podcast series in the fantasy/mystery genre with binge factor!

One crown, five pretenders to the throne, endless dangers. The race for the crown has begun. The race of the kings! The star cast with the German dubbing voices of, among others, "Gandalf" and "Jon Snow" guarantees absolute listening pleasure.



Ø 6.000 streams/downloads* per episode



30-40 minutes



serial | biweekly



Target group: male & female



Advertising opportunities: Presenter, PreRoll, PostRoll, Closer
Everywhere there are podcasts

PODCAST ON DETAIL

B.Z. PODCASTS

1 PODCAST

REACH: UP TO 2.000 STREAMS PER MONTH

B.Z.





BLICK ZURÜCK

 [LISTEN NOW!](#)

THE NEW HISTORY-PODCAST

In "Look Back" the experienced B.Z. chief reporter Oliver Ohmann illuminates one chapter of Berlin's city history at a time and takes you on exciting, historical time travels through the history of the capital. Experts, contemporary witnesses and historical audio documents bring history to life.

"You're never too young for history and never too old for new media technologies" (Oliver Ohmann).



Ø 2.000 streams/downloads* per episode



30 minutes



1. tuesday of the month



Target group: male & female | interested in Berlin, history, contemporary history, culture, sports, politics, entertainment



Advertising opportunities: PreRoll, MidRoll & PostRoll
Everywhere there are podcasts

A woman with long dark hair is wearing large black headphones and holding a silver microphone. She is looking down. The background is a blurred indoor setting. A teal text box is overlaid on the center of the image.

PODCAST HUB

WHY US?

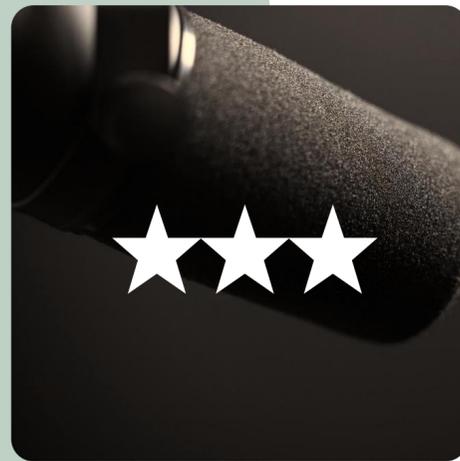
100% SHARE OF VOICE



EXPERTISE

Axel Springer produces and manages numerous national and international podcasts.

AS Brand Studios has been supporting campaigns since 2016, implementing narrative integration and state-of-the-art branded content.



HIGH RELEVANCE

Branded podcasts achieve a high, intensive usage time that accompanies everyday life. This allows you to reach a loyal listenership that actively chooses to hear your message.



ENGAGEMENT

Intimate and conversational nature of podcasts increases awareness (+89%), consideration (+57%), favorability (+24%) and purchase Intent (+14%) for the brand increase.**



EMOTIONS

Emotionalization of the brand and communication of values through the intimate relationship with the host as well as through insights into the relevant company content.



ENVIRONMENT

Due to the environment and the experience of our partners, MI Audio has all the necessary attributes for a successful all-round product.

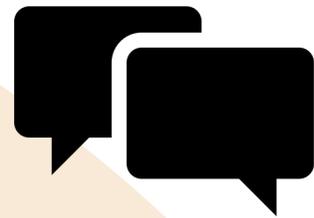


SATISFACTION

The high-quality coverage combined with the experience and innovation offers our clients a perfect staging for every campaign.

*40 national, 80 international
**BBC Audio Activated end of 2019

WE ACCOMPANY YOU FROM A TO Z



CONSULTING

STRATEGY
& CONCEPTION

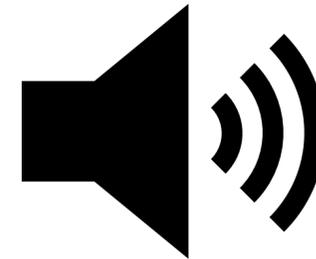
Storytelling is the key factor to success for the podcast and therefore for your brand.



PRODUCTION

DETAIL PLANNING
& REALIZATION

Podcasts are professionally produced and branded by our editors.



DISTRIBUTION

STREAMING-PORTALS
& WEBSITES

Hosting of your podcast on our servers and handling of distribution including traffic feed via our brands.



MARKETING

BRAND POWER &
ACTIVATION

The concentrated charge for your audio communication through reach and playout in an authentic environment.

BRANDED PODCAST

YOUR PODCAST ON OUR BRANDS

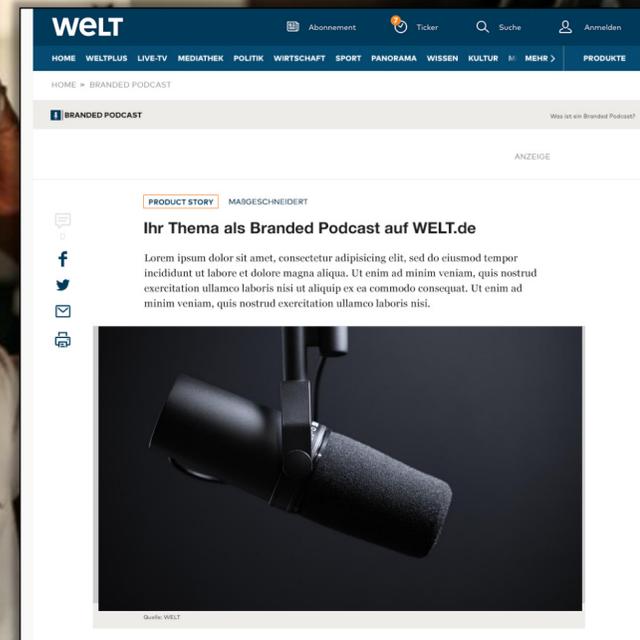
Together with you, we produce a multi-part podcast series consisting of 4 or 8 episodes. You and your advertising message are at the center of the podcast!

Through our high reach and efficient traffic feed, we direct users to the podcast. The best part: users only have to press play.

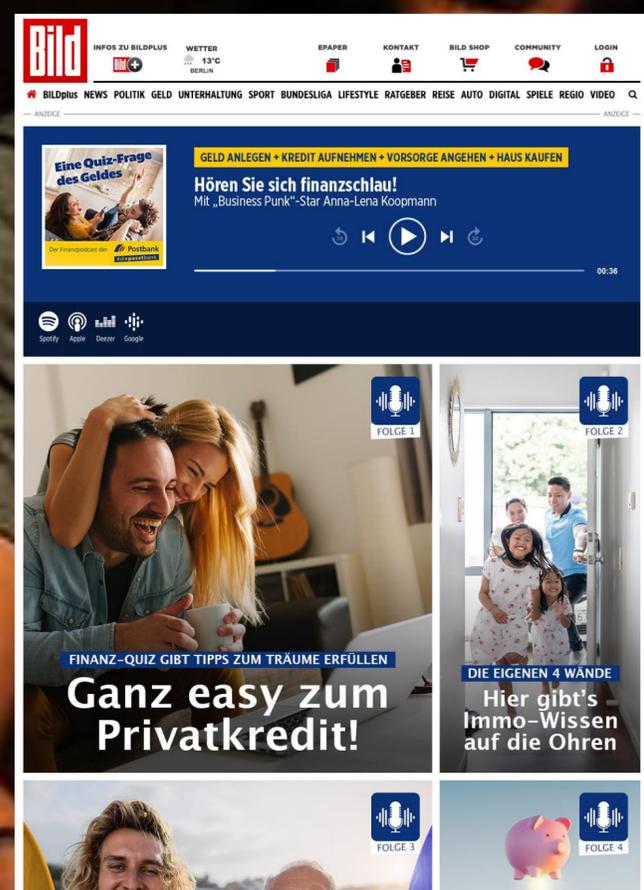
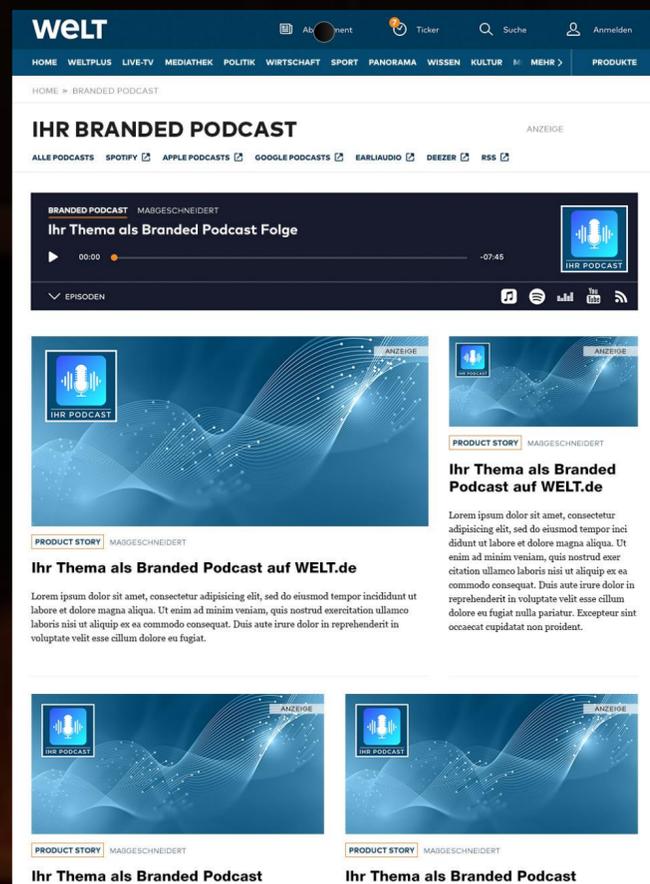
The podcast runs on BILD/WELT as well as on "Spotify", "Apple Podcasts", among others. Through a deep link within the BILD/WELT episode summaries and the Podcast Hub, we direct users to the podcast and to the episodes on one of the popular podcast platforms.

All steps from idea to implementation are coordinated 1:1 with you.

Addon Sponsored Podcast Crossmedia Promotion: We promote your podcast series via the existing podcasts of BILD/WELT (with integration like pre-roll, mid-roll, post-roll or presenter spot).



OUR PODCAST HUB WITH INTEGRATED BRANDED PODCAST PROVIDES THE PERFECT INNOVATIVE BRANDING INSTRUMENT FOR YOUR COMPANY



THE STAGE FOR YOUR BRANDED PODCAST

PODCAST HUB

With a Podcast Hub you get an innovative stage on BILD.de or WELT.de. The Podcast Hub consists of your microsites (one per episode) with player integration of your branded podcast.

- Traffic feed via different advertising banners, which are optimized through A/B testing over the entire campaign duration.
- Player integration with your branded podcast (available on all popular platforms such as Spotify and Deezer) within the microsites and on the Hub.
- Integration of promotional banners with external linking to the desired landing page. Minimum 4 weeks runtime and 4 or 8 podcast episodes possible.
- Traffic is evenly distributed to our microsites with the branded podcast.

OUR PODCAST HUB PACKAGES



	LENGTH	COMPONENTS PACKAGE	GUARANTEED PERFORMANCE VALUE	PACKAGEPRICE ¹
PODCAST HUB S	10-20 minutes per episode	Creation of a podcast hub and a summary of your 4 podcast episodes you brought along + small traffic package	BILD: 10 Mio. Als & 33.000 Page Views	BILD: 91.000€ gross plus 10.000€ creation costs
			WELT: 6 Mio. Als & 17.500 Page Views	WELT: 65.000 € gross plus 10.000€ creation costs
PODCAST HUB M	10-20 minutes episode	Creation of 4 branded podcast episodes for you including a summary and a podcast hub + small traffic package	BILD: 10 Mio. Als & 33.000 Page Views	BILD: 91.000€ gross plus 45.000€ creation costs
			WELT: 6 Mio. Als & 17.500 Page Views	WELT: 65.000 € gross plus 45.000€ creation costs
PODCAST HUB L	10-20 minutes per episode	Creation of 8 branded podcast episodes for you including a summary and a podcast hub + large traffic package	BILD: 13,3 Mio. Als & 48.000 Page Views	BILD: 127.000€ gross plus 85.000€ creation costs
			WELT: 10,7 Mio. Als & 35.000 Page Views	WELT: 105.000 € gross plus 85.000€ creation costs