

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2022



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

Target Group ²	Digital
Female	84 %
Age: 20 - 49	82 %
HHNI of at least 3,000.-- €	52 %
Professionally active	72 %

2.2 m. Page Impressions ³
0.9 m. Visits ³



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

Target Group ²	Digital
Male	53 %
Age: 20 - 49	49 %
HHNI of at least 3,000.-- €	47 %
Professionally active	70 %

26.53 m. Page Impressions ¹
13.28 m. Visits ¹



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

Target Group ²	Digital
Male	62 %
Age: 20 - 49	46 %
HHNI of at least 3,000.-- €	48 %
Professionally active	67 %

n.a. Page Impressions ¹
n.a. Visits ¹



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

Target Group ²	Digital
Male	59 %
Age: 20 - 49	56 %
HHNI of at least 3,000.-- €	51 %
Professionally active	71 %

152.52 m. Page Impressions ¹
54.25 m. Visits ¹

1) IWV Oktober 2021 per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2021

3) Google Analytics, Oktober 2021

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2022

finanzen.net

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

Target Group ²	Digital
Male	73 %
Age: 16 - 49	55 %
HHNI of at least 3,000.-- €	53 %
High educational level	69 %

342.78 m.
Page Impressions¹

49.91 m.
Visits¹

FITBOOK

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

Target Group ²	Digital
Male	55 %
Age: 20 - 49	67 %
HHNI of at least 3,000.-- €	54 %
Professionally active	79 %

6.22 m.
Page Impressions¹

4.95 m.
Visits¹

.FORMEL1.de

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

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

9.99 m.
Page Impressions¹

3.67 m.
Visits¹

GRÜNDERSZENE

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

Target Group ²	Digital
Male	67 %
Age: 20 - 49	58 %
HHNI of at least 3,000.-- €	52 %
High educational level	57 %

n.a.
Page Impressions¹

n.a.
Visits¹

1) IVW Oktober 2021 per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2021

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2022



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

Target Group ²	Digital
Female	61 %
Age: 20 - 49	52 %
HHNI of at least 3,000.-- €	n.a.
High educational level	34 %

67.90 m.
Page Impressions¹

17.37 m.
Visits¹



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

Target Group ²	Digital
Female	71 %
Age: 20 - 49	57 %
HHNI of at least 3,000.-- €	49 %
Professionally active	66 %

8.6 m.
Page Impressions³

2.2 m.
Visits³



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

Target Group ²	Digital
Female	62 %
Age: 20 - 49	45 %
HHNI of at least 3,000.-- €	46 %
Professionally active	65 %

17.88 m.
Page Impressions¹

4.63 m.
Visits¹



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

Target Group ²	Digital
Male	74 %
Age: 20 - 39	44 %
HHNI of at least 3,000.-- €	n.a.
High educational level	n.a.

1.33 m.
Page Impressions¹

931 k.
Visits¹

1) IWW Oktober 2021 per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2021

3) Google Analytics, Oktober 2021

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2022



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

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

700 k. Page Impressions ¹
341 k. Visits ¹



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

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

16,.20 m. Page Impressions ¹
5.72 m. Visits ¹



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

Target Group ²	Digital
Male	53 %
Age: 20 - 39	44 %
HHNI of at least 3,000.-- €	n.a.
Professionally active	n.a.

1.25 m. Page Impressions ¹
858 k. Visits ¹



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

Target Group ²	Digital
Male	50 %
Age: 20 - 49	58 %
HHNI of at least 3,000.-- €	53 %
High educational level	44 %

5.56 m. Page Impressions ¹
3.52 m. Visits ¹

1) IVW Oktober 2021 per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2021

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2022



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

Target Group ²	Digital
Male	59 %
Age: 20 - 39	35 %
HHNI of at least 2,000.-- €	n.a.
High educational level	n.a.

3.64 m. Page Impressions ¹
2.68 m. Visits ¹



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

Target Group ²	Digital
Male	84 %
Age: 20 - 49	57 %
HHNI of at least 3,000.-- €	52 %
Professionally active	73 %

63.91 m. Page Impressions ¹
n.a. Visits ¹

STYLEBOOK

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

Target Group ²	Digital
Female	70 %
Age: 20 - 39	38 %
HHNI of at least 2,000.-- €	73 %
High educational level	45 %

3.77 m. Page Impressions ¹
3.26 m. Visits ¹

TECHBOOK

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

Target Group ²	Digital
Male	64 %
Age: 20 - 49	52 %
HHNI at least 3,000.-- €	50 %
High educational level	76 %

6.43 m. Page Impressions ¹
5.03 m. Visits ¹

1) IVW Oktober 2021 per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2021

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2022



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

Target Group ²	Digital
Male	60 %
Age: 20 - 49	62 %
HHNI of at least 3,000.-- €	50 %
High educational level	69 %

3.97 m. Page Impressions ¹
n.a. Visits ¹



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

Target Group ²	Digital
Male	87 %
Age: 20 - 39	46 %
HHNI of at least 3,000.-- €	52 %
High educational level	49 %

496.54 m. Page Impressions ¹
81.99 m. Visits ¹

TRAVELBOOK

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

Target Group ²	Digital
Male	61 %
Age: 20 - 49	63 %
HHNI of at least 2,000.-- €	78 %
High educational level	48 %

6.71 m. Page Impressions ¹
5.03 m. Visits ¹



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

Target Group ²	Digital
Male	47 %
Age: 30 & 39	14 %
HHNI of at least 3,000.-- €	47 %
Professionally active	65 %

1,454.02 m. Page Impressions ¹
227.09 m. Visits ¹

1) IVW Oktober 2021 per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2021

MEDIA IMPACT PARTNER BRANDS

HOMERUN

MULTISCREEN | 10:00H – 10:00H

BASIC

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

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

DELUXE

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

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Content Ad 1:1 / Understitial² / Interscroller²

SUPREME

Desktop: Big Stage

Mobile (MEW + App): Video Lead Ad 2:1 + Video Interscroller + Mobile Medium Rectangle (required when booking the app)

BZ³ | Mon.-Sun.

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

Guaranteed 150,000 Als / week	Fireplace / Billboard + Content Ad 4:1	17,000 €
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COMPUTERBILD⁴ | Mon.-Sun. | incl. First Contact

Guaranteed 300,000 Als / day 1.2 m. Als / week	Basic 14,800 € 82,880 €	Deluxe 19,100 € 106,960 €	Supreme ¹¹ 28,500 € on request
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FINANZEN.NET⁴ | Mon.-Sun. | 0:00 – 12:00pm

Guaranteed 1.25 m. Als / day	Basic 28,000 €	Deluxe 33,500 €	Supreme ¹¹ 55,000 €
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FITBOOK⁶ | MYHOMEBOOK | STYLEBOOK | TECHBOOK | TRAVELBOOK | PETBOOK | Mon.-Sat./Sun.

Guaranteed 150,000 Als / day 900,000 Als / week	Basic or Deluxe 8,400 € 42,300 €	Supreme ⁷⁺¹¹ 10,500 € 54,000 €
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FORMEL1⁸ | Mon.-Sun. | 2 days

Guaranteed 90,000 Als / 2 day 300,000 Als / Formula1 race week (2 day)	Basic 3,600 € 12,300	Deluxe 4,300 € 14,700 €	Supreme ¹¹ 6,900 € 22,900 €
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METAL HAMMER | MUSIKEXPRESS | Mon.-Sun. | incl. First Contact

Guaranteed 15,000 Als / day 150,000 Als / week	Basic 1,050 € 10,500 €	Deluxe 1,500 € 15,000 €	Supreme ¹¹ 2,100 € 21,000 €
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MOTORSPORT-TOTAL⁸ | Mon.-Sun.

Guaranteed 90,000 Als / 2 day 300,000 Als / Formula1 race week (2 days) 390,000 Als / Formula1 race week 3 days (Fr. 10 am – Mon. 10 am)	Basic 3,600 € 12,300 €	Deluxe 4,300 € 14,700 € 19,000 €	Supreme ¹¹ 6,900 € 22,900 €
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The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. Should the lead ad not be delivered, the selected mobile main advertising medium would then be delivered on the booked day as a first contact placement in RoS, in order to achieve the booked guarantee amount.

MEDIA IMPACT PARTNER BRANDS

HOMERUN

ROLLING STONE | Mon.-Sun. | incl. First Contact

Guaranteed	Basic	Deluxe	Supreme ¹¹
30,000 Als / day	2,100 €	3,000 €	4,200 €
280,000 Als / week	19,600 €	28,000 €	39,200 €

SPORTBILD⁹ | Mon.-Sun.

Guaranteed	Basic	Deluxe	Supreme ¹¹
850,000 Als / day	20,000 €	25,500 €	38,000 €

TIPP-CENTER Total¹⁰

Guaranteed	Basic
180,000 Als / day	9,800 €
1.26 m. Als / week	54,900 €

TRANSFERMARKT⁹ | Mon.-Sun.

Guaranteed	Basic	Deluxe	Supreme ¹¹
1.25 m. Als / day	31,250 €	37,500 €	59,500 €

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

- 1) FC1, a reminder billboard remains | A billboard is required for tablet | With video wall, the video loops only once | Other reminder advertising media upon request | Cinematic Ad: No additional background colouring possible
- 2) Not playable inApp, an additional medium rectangle is required
- 3) Only Mobile Lead Ad 6:1 bookable | Other bookable Mobile Ads: Content Ad (6:1 / 4:1) / Mobile Understitial
- 4) HomeRun = Homepage desktop + Homepage mobile + all index pages of the diff. thematic areas + first contact FC1 ROS | Double Dynamic Sitebar only bookable in Deluxe HR | Not bookable: Billboard 100/1 | Sticky ads float when scrolling / for an optimal display and improved viewability on tablets, the delivery of a dynamic sitebar is recommended
- 5) Mon. - Fri. 1 day each, Sat. + Sun.=1 day | Not bookable: Double Dynamic Sitebar | Other bookable mobile ads: Interstitial (FC 1/day)
- 6) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on homepage except CMS spaces, e.g. Hometeaser and Taboola | Other bookable ads: AdBundle, Skyscraper, Medium Rectangle, Native Style Ads, Wallpaper, Halfpage Ad, (Dynamic) Sitebar, Floor Ad, Billboard, Mobile (Video-) Interscroller | Not bookable: Billboard 100/1
- 7) The stationary Big Stage ad is played on the homepage. The fallback advertising medium is played on the ROS.
- 8) Bookable Ads Basic: Superbanner, Wallpaper, (Dynamic) Sitebar; Premium: Billboard, Fireplace (+ optional sticky or expandable); Deluxe: Double Dynamic Sitebar, Billboard + Double Dynamic Sitebar, Bridge Ad, Billboard (100/1), special formats upon request
- 9) Not bookable: Image Reveal Ad, Curtain Dropper
- 10) Delivery takes place across the entire vertical and not only via Home
- 11) Additional editorial approval required

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

MEDIA IMPACT PARTNER BRANDS

HOMERUN SPECIALS

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

Basic – Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar // **Mobile:** Lead Ad (2:1 / 4:1 / 6:1) / Medium Rectangle

Deluxe – Desktop: Video Wall¹ / Double Dynamic Sitebar / additional special formats possible

Supreme – Desktop: Big Stage⁶ (Automatic Pre Expanding Video Wall)

Mobile: Lead Ad (6:1 / 2:1 / 4:1; optional sticky) & Understitial / Interscroller Ad / Medium Rectangle -

APP: Lead Ad (6:1 / 2:1 / 4:1)+ Medium Rectangle

Guaranteed	Basic	Deluxe	Supreme
2.95 m. Als / day	76,300 €	89,500 €	150,000€

HOMERUN EVENT EXTENDER COMPUTERBILD²⁺⁴ | 1 week | incl. First Contact

1 day HomeRun + 1 week RoS

Guaranteed	Basic	Deluxe
650,000 Als (300,000 Als HomeRun / 350,000 Als RoS)	28,600 €	37,050 €

HOMERUN FLEX COMPUTERBILD² | 3 days | 10:00H – 10:00H | incl. First Contact

3 days HomeRun – flexible delivery within one week

Guaranteed	Basic	Deluxe
900,000 Als / 3 days	36,000 €	43,200 €

MUSIC HOME BUNDLE MUSIKEXPRESS & METAL HAMMER & ROLLING STONE⁵ | Mon.-Sun.

Guaranteed	Basic	Deluxe	Supreme ¹¹
80,000. Als / day	5,600 €	8,000 €	11,200 €
600,000 Als / week	42,500 €	60,000 €	72,000 €

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

- 1) FC1, a reminder billboard remains | A billboard is required for tablet | With video wall, the video loops only once | Other reminder advertising media upon request | Cinematic Ad: No additional background colouring possible
- 2) HomeRun = Homepage desktop + Homepage mobile + all index pages of the various thematic areas + first contact FC1 ROS | Double Dynamic Sitebar only bookable in Deluxe HR | Not bookable: Billboard 100/1 | Advertising media analogous to HomeRuns | When booking a Curtain Dropper, a Video Wall or a Bridge Ad, a Billboard or Fireplace is subsequently played in ROS (the general specs of Curtain Dropper and the Video Wall apply)
- 3) Not playable inApp, an additional medium rectangle is required
- 4) Prerequisite for Event Extender: Same format and tracking, only one Event Extender per week
- 5) Advertising media similar to the HomeRun
- 6) Plus creation costs of € 4,800 if created by MI, preparation time of at least 15 working days from delivery of assets (video, image material, etc.); FC 1/day for animation; MEW: various formats to choose from

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

MEDIA IMPACT PARTNER BRANDS

HOMERUN ADVANCED

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

DESKTOP: Dynamic Sitebar

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

CLICK BOOSTER: Dynamic Sitebar + Mobile Medium Rectangle

COMPUTERBILD | Desktop & MEW | incl. First Contact

HomeRun + First Contact ³	Guaranteed 300,000 Als	19,100 € ¹	20,900 €
Click Booster	1.000 Clicks	1,800 € ²	

FINANZEN.NET | Desktop, MEW & App

HomeRun	Guaranteed 1,25 Mio. Als	28,000 € ¹	42,000 €
Click Booster	10.000 Clicks	14,000 € ²	

SPORTBILD | Desktop, MEW & (Sport BILD) App

HomeRun	Guaranteed 850.000 Als	20,000 € ¹	23,000 €
Click Booster	2.000 Clicks	3,000 € ²	

TRANSFERMARKT | Desktop, MEW & App

HomeRun	Guaranteed 1.25 Mio. Als	31,250 € ¹	36,500 €
Click Booster	3.500 Clicks	5,250 € ²	

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

1) Special discount, AR and AE eligible.

2) Not special discount, but AR and AE eligible

3) HomeRun = Homepage desktop + Homepage mobile + all index pages of the various thematic areas + first contact FC1 ROS

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

MEDIA IMPACT PARTNER BRANDS

HOMERUN PROGRAMMATIC

MULTISCREEN | 10 – 10 UHR

BASIC

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

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

DELUXE

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

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial² / Interscroller²

COMPUTERBILD³ | incl. First Contact

Basic
49,45 € CPM day

Deluxe
60,00 € CPM day

SPORTBILD⁴

Basic
26.25 € CPM day

Deluxe
31.50 € CPM day

TRANSFERMARKT⁴

Basic
26.25 € CPM day

Deluxe
31.50 € CPM day

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

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

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

MEDIA IMPACT PARTNER BRANDS

HOMERUN TARGETING

MULTISCREEN | 10 – 10 UHR

BASIC

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

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

DELUXE

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

Mobile (MEW + App): Lead Ad (2:1) & Medium Rectangle / Content Ad 1:1 / Understitial² / Interscroller²

SPORTBILD³

Guaranteed
850,000 AIs / day

Basic
29,750 €

Deluxe
34,000 €

TRANSFERMARKT⁴

Guaranteed
1.25 Mio. AIs / day

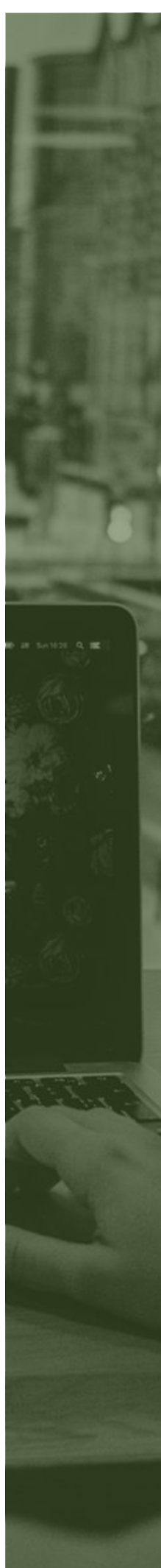
Basic
41,250 €

Deluxe
47,500 €

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

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

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



MEDIA IMPACT PARTNER BRANDS

NATIVE PRODUCTS

BRAND STORIES | PRODUCT STORY | BRAND HUB

Portal	Ad Format/Placement	Ad Impressions	Views	Package Price	Creation Costs ¹
Computerbild Sportbild	Brand Story Paket S (min.4 weeks)	n.a.	10,000	35,000 €	3,500 €
Transfermarkt BOOKS Metal Hammer Rolling Stone Musikexpress	Brand Story Paket M (min.4-6 weeks)	n.a.	15,000	50,000 €	4,000 €
	Brand Story Paket L (min.4-6 weeks)	n.a.	20,000	62,500 €	4,500 €
Sportbild	Brand Hub (min.4-6 weeks)	n.a.	25,000	79,000 €	10,000 €
Computerbild	Product Story (min.4 weeks)	1,700,000	9,000	33,750 €	3,000 €
	Product Hub (min.4 weeks)	2,500,000	18,000	60,000 €	7,000 €
	Product News (min.2 weeks)	475,000	2,000	13,000 €	800 € ⁴
Finanzen.net	Brand Story (12 weeks)	n.a.	30,000	65,000 €	2,500 €

THEMENSPECIALS

Portal	Packages	Traffic delivery	Special stage	Package Price	Creation Costs ¹
BOOKS	Themenspecial S (1 week)	250,000 AIs	50,000 AIs	13,000 €	2,000 € ³
	Themenspecial M (2 weeks)	500,000 AIs	100,000 AIs	23,000 €	2,000 € ³
	Themenspecial L (4 weeks)	1,000,000 AIs	200,000 AIs	36,000 €	2,000 € ³
Metal Hammer Musikexpress Rollingstone	Themenspecial S (2 weeks, RS: 1 week)	300,000 AIs	50,000 AIs	19,000 €	2,000 €
	Themenspecial M (4 weeks, RS: 2 weeks)	600,000 AIs	100,000 AIs	29,000 €	2,000 €
	Themenspecial L (6 weeks, RS: 4 weeks)	1,200,000 AIs	200,000 AIs	42,000 €	2,000 €

1) Not discountable

2) Creative costs are incurred when created by BOOKs (not SR- or AE-capable) -> Creation of special stage, presenting header with logo integration

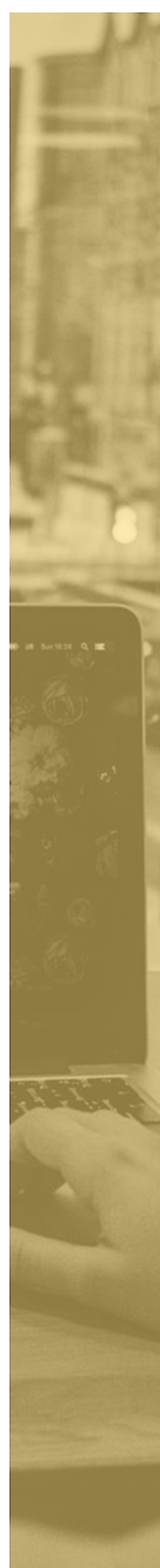
3) Creation is made by computerbild.de

MEDIA IMPACT PARTNER BRANDS

NATIVE PRODUCTS

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

- 1) Not discountable
- 2) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), There is no reach guarantee for Exclusive Fixed Placement (advertising media freely selectable).
- 3) Implementation is carried out by the object itself, implementation of the advertorial L exclusively on Rolling Stone
- 4) Refers to the advertorial



MEDIA IMPACT PARTNER BRANDS

AWARENESS SPECIALS

A-TEASER MULTISCREEN BOOKS¹ | 10:00H – 10:00H

Guaranteed 50,000 Als / day	4,500 €
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BRAND DAY B.Z.de | Home + Channel Starting Pages | 10:00H – 10:00H

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

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

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

Package Price	15,000 € plus 1.000 € Creation Costs
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NEWSFLIGHT SPORTBILD | Fixed placement in all articles | Mon.-Sun. | 10:00H – 10:00H

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

Guaranteed 800,000 Als / day	18,400 €
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Deluxe – Desktop: Video Wall² / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad² / Billboard (100/1) // **Mobile (MEW + Sport BILD App):** Lead Ad (2:1) & Medium Rectangle / Content Ad 1:1 / Understitial⁵ / Interscroller³

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

Computerbild – Picture-Text-Teaser (labelled as advertising)	50 € CPM
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Lifeline – 1 Newsletter integration, 7,000 Als (recipient)	500 €
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PRESENTING SONDERWERBEMITTEL SPORTBILD | TRANSFERMARKT

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

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

MEDIA IMPACT PARTNER BRANDS

AWARENESS SPECIALS

TANKSTELLENRANKING CLEVER-TANKEN.DE		
Guaranteed 4 m. Als / 1 month	Presenter-Banner (max.1000px x 250px), Content Ad 4:1	80,000 € (incl. 50% discount)
VIDEO STAGE ¹ METAL HAMMER MUSIKEXPRESS 24H STAGE		
Guaranteed 30,000 Views		5,000 €
VIDEO STAGE ¹ ROLLING STONE 24H STAGE		
Guaranteed 60,000 Views		7,500 €
YOUNG PROFESSIONAL BUNDLE GRÜNDERSZENE ² ERWEITERUNG BUSINESS INSIDER HOMERUN		
Guaranteed 250,000 Als / week		5,000 € ³
UPDAY TAKEOVER TOPNEWS		
Guaranteed 1,700,000 Als / day		60,000 €
UPDAY TAKEOVER MYNEWS		
Guaranteed 2,400,000 Als / day		50,000 €

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

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MEDIA IMPACT PARTNER BRANDS

PERFORMANCE SPECIALS

CLICK BOOSTER BOOKS

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

7,000 clicks / 1 month	24,500 € ¹
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POWER WEEK COMPUTERBILD

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

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

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

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

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MEDIA IMPACT PARTNER BRANDS

TOPIC SPECIALS

BRAND CHANNEL TIPP-CENTER¹

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

Runtime: 3 month 29,700 €

CHANNEL FIXED PLACEMENT FORMEL1.de	News (1 month)	Live Ticker (1 month)
Guaranteed Ad Impressions	3,800,000	400,000
Desktop: Billboard Mobile (MEW): Mobile Lead Ad 6:1 or 4:1	76,000 € (50% pre-discount)	16,000 €

CHANNEL FIXED PLACEMENT MOTORSPORT-TOTAL also monthly bookable	Formula 1 (1 month of the season)	DTM (May - October)	Touring Cars (Feb. - Nov.)
Guaranteed Ad Impressions	4,800,000	3,000,000	800,000
Desktop: Billboard Mobile (MEW): Mobile Lead Ad 6:1 o. 4:1	96,000 € (50% pre-discount)	72,000 € (40% pre-discount)	32,000 €

EXKLUSIVE THEMATIC BOOKING 9MONATE | LIFELINE

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

MOTORSPORT PRESENTINGS weitere Channel buchbar	Gross CPM
Desktop: Presenting Header Billboard Mobile (MEW): Lead Ad (4:1) Lead Ad (2:1)	20 € 40 €

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

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MEDIA IMPACT PARTNER BRANDS

CPM PLACEMENTS

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)							
Mobile Content Ad 6:1 + 4:1 ¹ , Mobile Native Style Ads ¹	AdBundle, Skyscraper, Superbanner, Native Style Ads ¹ , Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard ⁴		
		RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €
Mobile Content Ad 2:1, Mobile-/ Social- ² Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €	
Mobile Content Ad 1:1, Understitial ³ , Interscroller ³	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €	
VIDEO							
InText Outstream Ads ⁵	on start, up to 20 sec.	RoS & Custom	60 €	Video Wall ⁶	Desktop only	RoS & Custom	90 €

MULTISCREEN - Traffic distribution between desktop and mobile according to availability

Additional options:

- Double Dynamic Sitebar
- Device Only
- Tandem- / Triple Ads upon request
- Other video formats upon request

CPM Sitebar plus 5€ surcharge in combination with a mobile format⁸
highest price category plus 5€ CPM surcharge

Notes:

- Billing RoP on CpC-basis possible (excluded: Bild.de and Bild.mobil).
- Currently bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) on AutoBild, Bild.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harninkontinenz.de, yavivo.de). Additional media will follow. Only Google AMP bookable on Welt.de.
- Not InApp bookable (Exception: Sport1 Apps)
- In RoP and RoS (selected sites) also available as Cinematic Ad (surcharge +5€ in combination with a mobile format).
- Excess length (21-30 seconds) + 20 € CPM // short spots (7-15 seconds) - 10 € CPM// VPAID + 10 € CPM; Billing on CPCV basis (excluded: Bild.de and Bild mobil): RoS & Custom 19 Cent, RoC 17 Cent, RoP 15 Cent, Excess length (21-30 seconds) +8 Cent CPM, short spots (up to and incl. 15 seconds) -3 Cent CPM.
- Can be booked on the following sites: BusinessInsider.de, autobild.de, computerbild.de, Finanzen.Net, fitbook.de, Formel1.de, motorsporttotal.com, myhomebook.de, Sport1.de, stylebook.de, techbook.de, transfermarkt.de, travelbook.de. On tablets only Billboard, other formats upon request. On Bild.de: Only as fixed placement, FC 1/24h, no autoplay, subject to approval by editorial board, limitation to a one-off looping.
- On Bild.de, Sportbild.de and B.Z. can only be booked as fixed placement.

Rates valid from 01 January to 31 December 2022¹

SPOT	EPISODE ²	ROS ³ Run of Show
Audio Presenter (Spot 5-15 sec.)	170 €	160 €
Pre-Roll oder Post-Roll	160 €	150 €
Mid-Roll	180 €	170 €
Audio Closer (Spot 5-15 sec.)	140 €	130 €
Audio Presenter & Closer (Spot 5-15 sec.)	155 €	145 €

Notes:

Bookings are made as package price, basis of the packages are the above mentioned CPMs.

- Subject to intrayear price adjustment.
- Placement in all episodes of a podcast in rotation in a desired time period
- Placement in all episodes of a podcast in rotation; Not bookable: So geht StartUp, Macht & Millionen, Never Forget, Freiwillige Filmkontrolle, Exclusively Marketed Podcasts

Spot-Typ: Producer Native Spot

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