

**HAPPY
NEW YES!**

#SAYYESTONEWOFFERS

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**EVERYTHING IS GETTING MORE EXPENSIVE?
NOT WITH US!**

We are starting the new year 2023 with hot offers and special incentives.

#SAYYESTONNEWOFFERS

MEDIA IMPACT
THINK TANK

#1

2+1
HOMERUN

#2

HOMERUN
UPGRADE BILD

#3

FITRUN
DOOH & DISPLAY

#4

BRANDSTORY FOR NEW CLIENTS

**CREATION
FOR FREE**

#5

BRANDSTORY FOR NEW CLIENTS

**STORY+
PERFORMANCE**

#6

WELT AM SONNTAG

ANNIVERSARY
DISCOUNT

#7

75%

BILD AM SONNTAG

ROUTE **66%**

#8

SAY YES TO MEDIA IMPACT THINK TANK

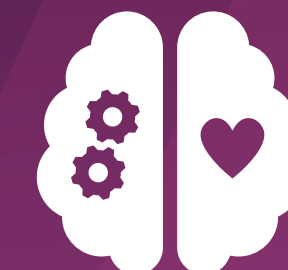
A new year for new ideas – Marketing objectives? Campaign focus? Let's get together and talk about your challenges in 2023.

1. Submit 1 to 3 questions in advance, which we will dive into and work out a solution together
2. 30 – 45 minutes keynote speech on current topics
3. Workshop led by Media Impact expert team

OUR EXPERTISE



COPY
WRITING



MEDIA



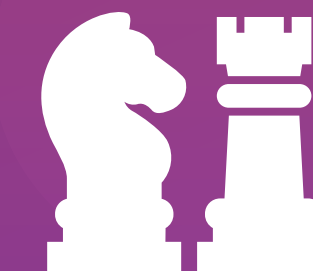
ART DIRECTION &
GRAPHIC



JOURNALISM



MARKET
RESEARCH



STRATEGY



DATA

SAY YES TO 2+1 HOMERUN

Book 2x HomeRuns
and get a 3rd one on
top!

**Auto
Bild**

**Sport
Bild**

sport1

**transfer
markt**

RollingStone

**METAL
HAMMER**

musikexpress.

**Computer
Bild**

TRAVELBOOK

FITBOOK

TECHBOOK

myHOMEBOOK

STYLEBOOK

PETBOOK

AVAILABLE STAND-
ALONE, AS A
HOMERUN-BUNDLE
OR WITHIN THE
DECIDER RUN¹

WELT

BUSINESS
INSIDER

finanzen.net

⁵ The three fixed placements have to be booked and accepted in Q1, 2023 | The three fixed placements must be made in one booking and one order | The three HomeRuns have to be accepted by one brand | Bookable options are HomeRun Basic and HomeRun Deluxe, HomeRun Supreme is excluded from the offer | agency discount- and agency commission-eligible.

¹ Decider Run: 5.5 million AIs per day via high scope channels and article pages of WELT, Business Insider & Finanzen.net

SAY YES TO UPGRADE DELUXE

B(u)ILD your HomeRun Deluxe.

Book a HomeRun Basic and get a one-time free upgrade to Deluxe!

Staged on a larger scale:

e.g. Video Wall instead of Sitebar – emotional video content

e.g. Interscroller instead of Mobile Medium Rectangle – more visibility on the run



SAY YES TO DOOH AND DISPLAY

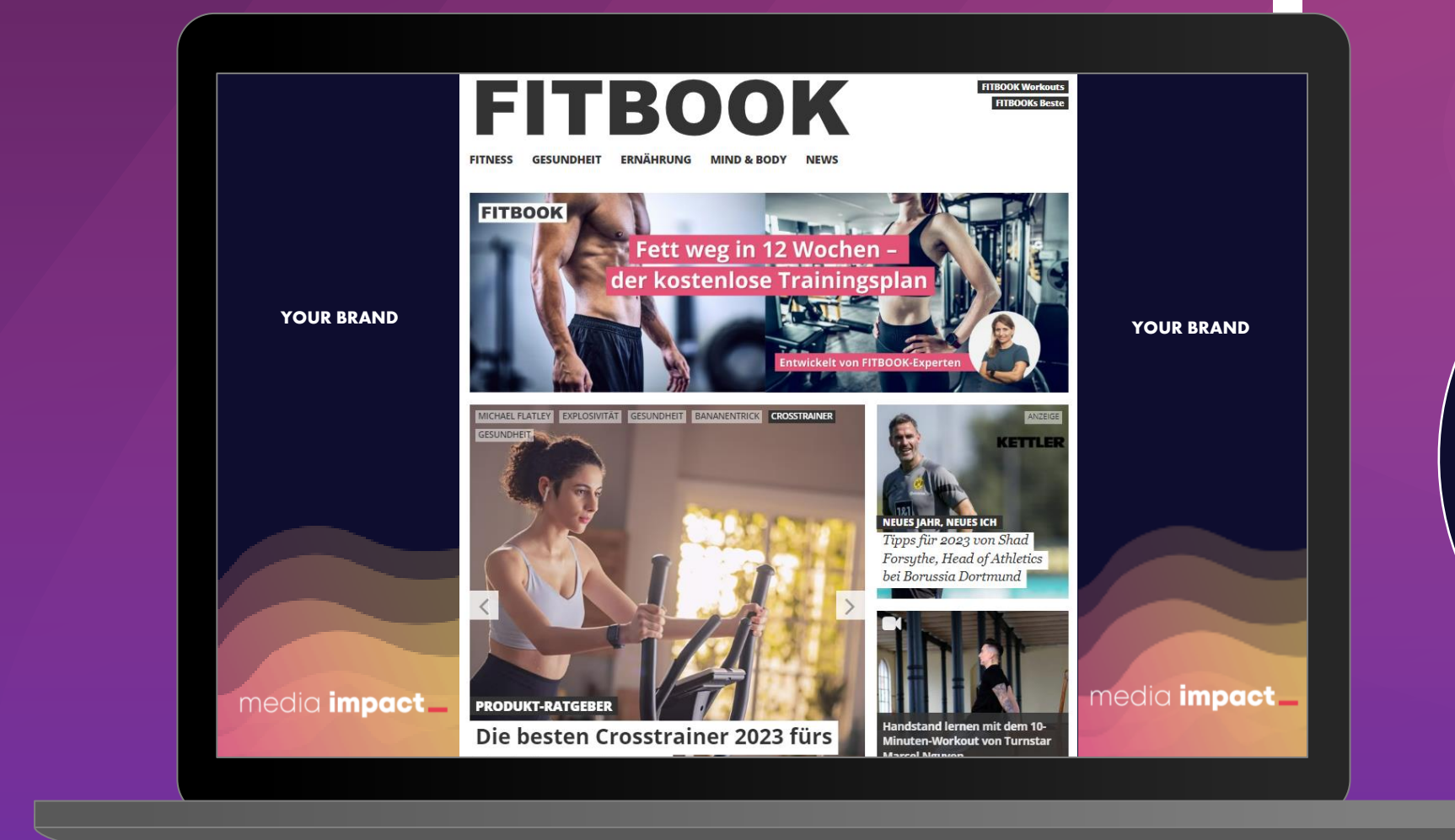
With this package you reach both,
the active athletes in the gyms as well
as the health affine who inform
themselves on FITBOOK. The perfect
combination.



FITBOOK

3.8 MIO.
AD IMPRESSIONS
Runtime: one week
60,300 €
net

FITRUN



**FITBOOK
HOMERUN
DOOH
GYMS**

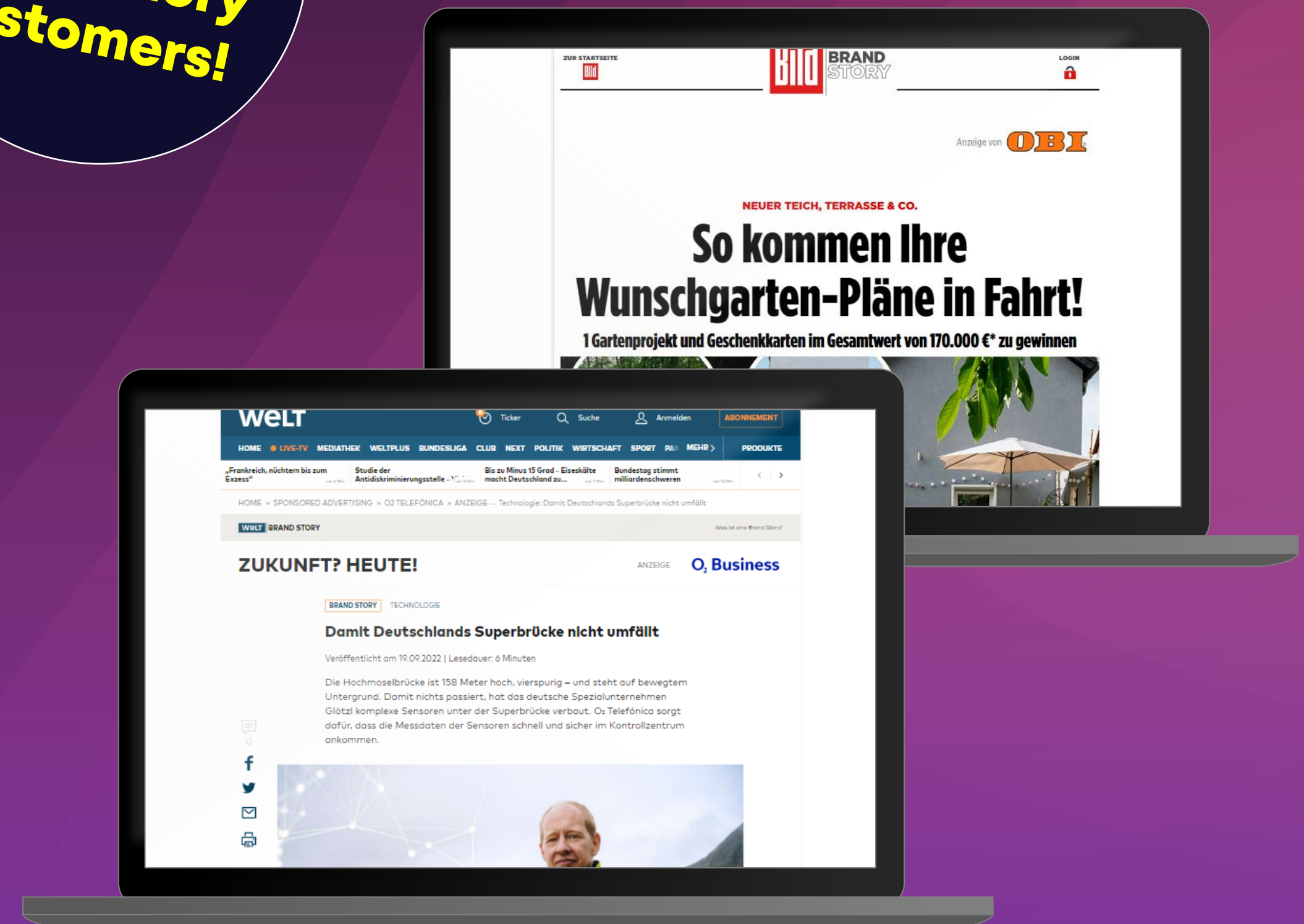
SAY YES TO CREATION FOR FREE

Book your very first Brand Story now and we'll give you the creation costs for free!

You get your individual story - written by our journalists, read on Germany's biggest media brands!

And now you can lean back!
We create all the steps. From the idea to the implementation, everything is coordinated with you.

***for
new
Brand Story
customers!**



SAY YES TO STORIES & PERFORMANCE

that's what you get:

- + Your first BILD Brand Story including a big appearance on the BILD Home thanks to the A-Teaser!
 - + Mega traffic on your landing page thanks to native ads across the MI portfolio!
- = **Maximum awareness with up to 22,000 guaranteed linkouts to your landing page!**

***for
new
Brand Story
customers!**



Bild

small

30,000
page views
7,000
guaranteed linkouts

85.000€¹

medium

50,000
page views
13,500
guaranteed linkouts

110.000€¹

large

100,000
page views
22,000
guaranteed linkouts

175.000€¹

+ NEW CUSTOMER DISCOUNT
on the regular creation costs²

9 1. Prices are gross package prices incl. Brand Story & Native RoP campaign (eligible for discount and AE)
2. Plus creation costs of 4,000€ (instead of up to 12,000€ regular creation costs), these are not eligible for discount and AE Gilt für Neukunden und Rückkehrer (letzte Brand Studios
* Applies to new customers and returnees (last Brand Studios booking before 01/01/2022), This offer is bookable once per customer in Q1 2023, booking and acceptance by 03/31/2023.

SAY YES TO BIRTHDAY DISCOUNT 75%

WELT AM SONNTAG celebrates birthday – you get the gifts!

In every WELT AM SONNTAG issue in 2023, we are offering a 1/1 page per customer exclusively and once only with a 75% anniversary discount.*

If you book, you will receive a 1/1 page in DIE WELT (Mon-Fri) with the anniversary discount of 75% on top.

Secure your desired publication date now!



22,913.83 €

Net2



13,040.82 €

Net2

SAY YES TO ROUTE 66%

Take advantage of this unique savings opportunity and secure **a 66% cash discount** when booking **a 1/1 page**.

Reserve your desired publication date quickly:
The offer is limited to one customer per issue and can only be booked once in 2023 per customer.



31.732,20 €

Net 2

11 The offer is no longer subject to a discount, but generates a discount for an existing agreement and can be booked once per customer. 15% AE commission is granted when booking through an advertising agency recognized by us. All prices do not include VAT. The price list valid at the time of publication, including the general and additional terms and conditions of the publisher, applies to the execution of the order.

HAPPY NEW YES!

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