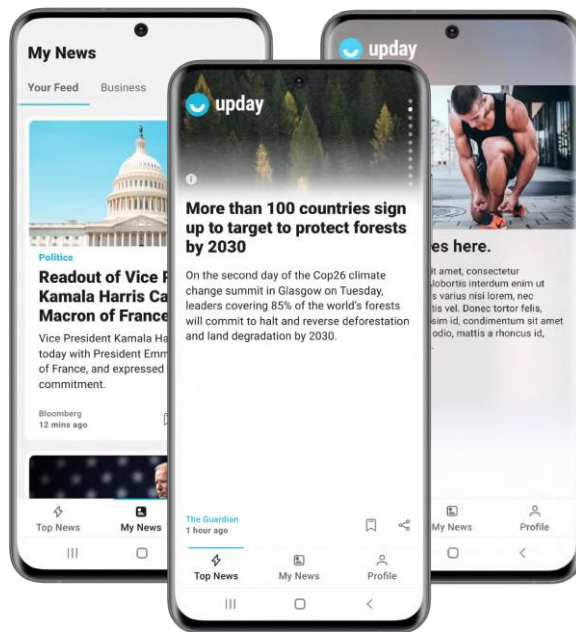


UPDAY

CONCEPT

upday – Europe’s biggest news app provides each month more than **6 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	6.21 mill.
Visits ²	110.84 mill.
Page impressions ²	691.91 mill.

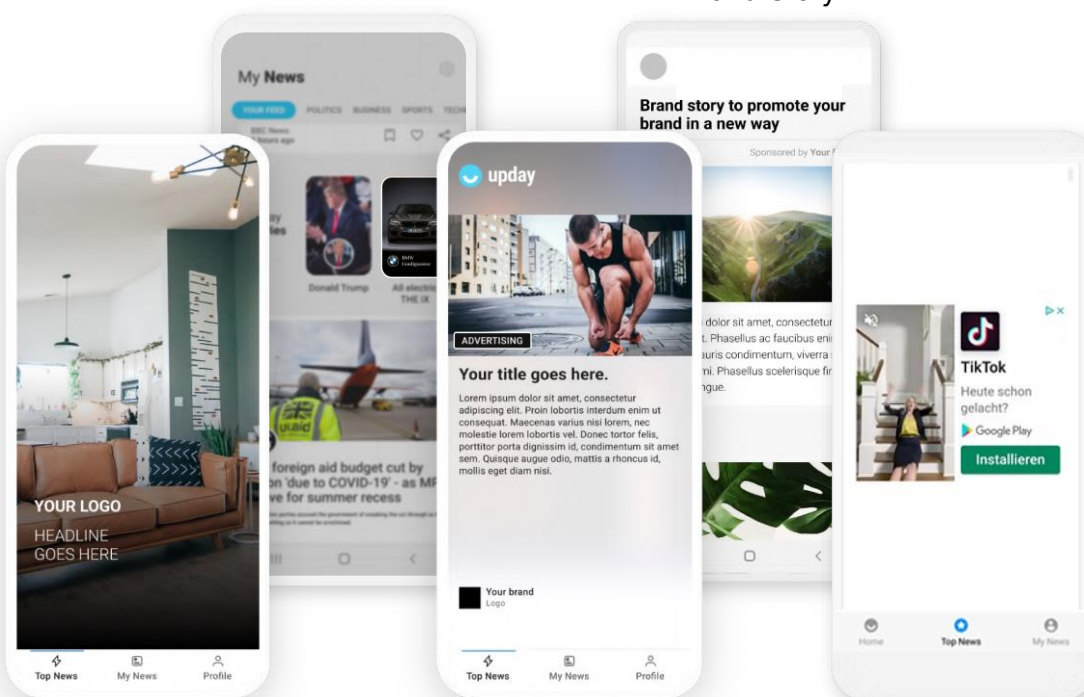
Target Group	Digital ¹
Age: 20-49	46%
Income at least 3,000.-- €	47%
Professionally active	67%

1) Source: daily digital facts, basis: digital WNK 16+ years (61.14 million); single month August 2022; retrieved on: 11/08/2022
 2) IWW October 2022

FORMATS

Rich Media Ad

Brand Story



Display Ad

Native Ad

Medium Rectangle

upday TopNews

Daily fixed placement 1.7 mill. Ad Impressions	50,000€/ Day
Native Card / Display Card / Rich Media ¹ / Medium Rectangle	50.00€ CPM

upday MyNews

Daily fixed placement 2.2 mill. Ad Impressions	50,000€/ Day
Native Card / Display Card / Rich Media ¹ / Medium Rectangle	30.00€ CPM

upday Placements

ROS	Native Card / Display Card / Rich Media ¹ / Medium Rectangle	40.00€ CPM
Push Article	Medium Rectangle	50.00€ CPM
Interstitial	Display Card	80.00€ CPM

upday Advertorial /Brand Story²

Package S	5,000 Views	40,000€
Package M	10,000 Views	65,000€
Package L	15,000 Views	85,000€

1) Creationcosts Rich Media Ads/ Interactive Ads: 500€ (Not SR or AE eligible)

2) Creationcosts Brand Story: 1.000€ (Not SR or AE eligible)