THE PORTAL FOR AN INNOVATIVE DIGITAL LIFESTYLE

TECHBOOK

SPRIT ES

MEDIAKIT 2023



STYLEBOOK

One of the leading online magazines for women

TRAVELBOOK

Germany's biggest online travel magazine

TECHBOOK

The portal for an innovative digital lifestyle

000000

1.75 mill. UUs 3.55 mill. visits

3

2.92 mill. UUs 5.55 mill. visits

2.73 mill. UUs 5.71 mill. visits

Source: AGOF daily digital facts, Basis: digital WNK 16+ years old (61.14 mill.); single month December 2022 and IVW January 2023

OVERVIEW THE BOOK FAMILY

FITBOOK

One of the leading online magazines in health and fitness

myHOMEBOOK

The largest online magazine on house and gardening

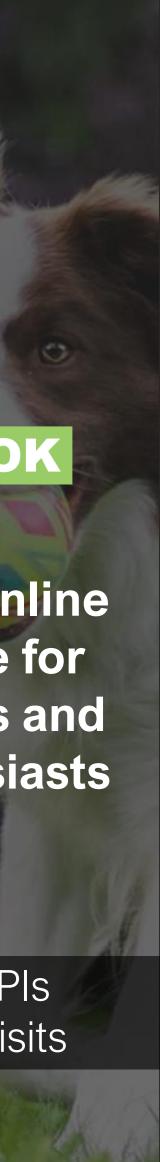
PETBOOK

The new online magazine for petowners and pet enthusiasts

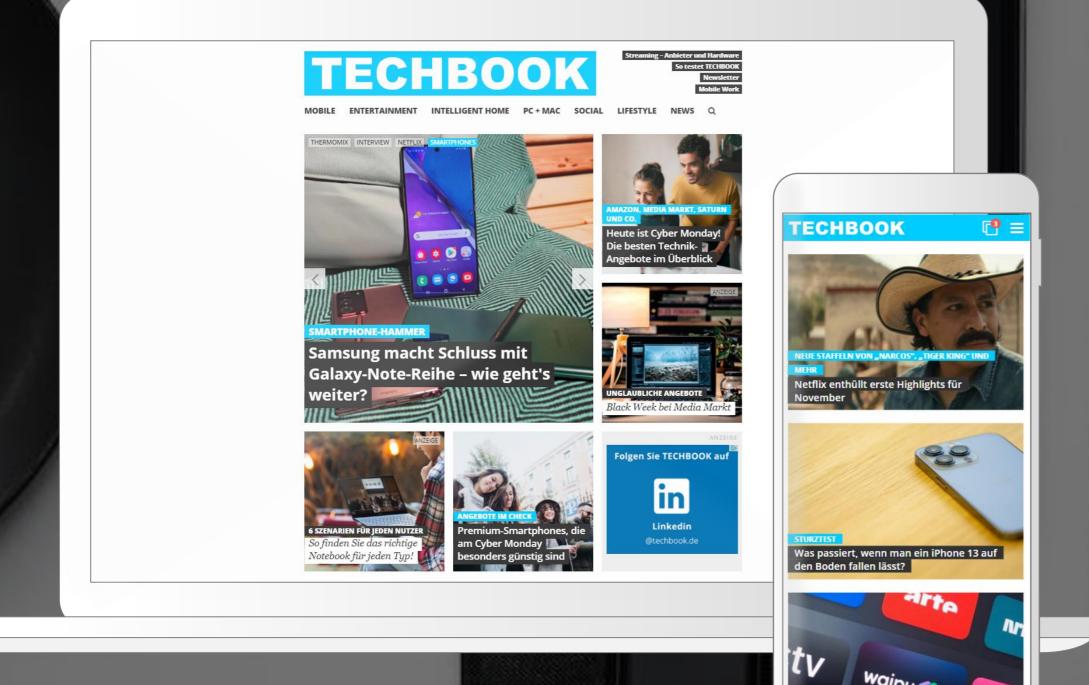
2.31 mill. UUs 5.56 mill. visits

2.27 mill. UUs 4.94 mill. visits

2.86 mill. Pls 2.37 mill. visits



THE PORTAL FOR AN INNOVATIVE DIGITAL LIFESTYLE **TECHBOOK IN A NUTSHELL**



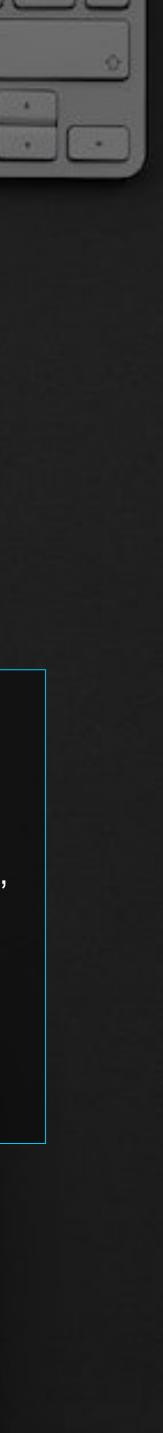
2.73 mill. Unique User* 4.58 mill. Visits** 5.23 mill. PIs**

TECHBOOK is **THE** portal for the innovative & digital lifestyler

TECHBOOK is the specialist for (Home-)Entertainment, Streaming and different mobile devices

All about devices, gadgets and apps

Latest news, trend-conscious & competent



DEMOGRAPHICS & AFFINITIES

THE TECHBOOK USER

FOLLOWER

ınnovatıve te fits they bring to m

TREND SETTER

Maria, 25

Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month October 2022

Tim, 36

5 *High school diploma, technical college, university degree ** best for planning 2022 I; Basis: Basic Population; NpM

STATUS-CONSCIOUS

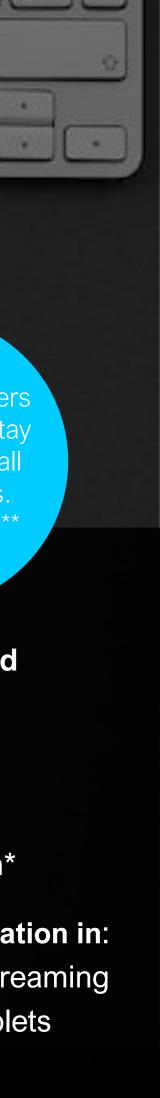
always have the devices that are now and lool I need then

Chris, 36

TECHBOOK users always want to stay up to date with all of their devices. (Index value 163)**

- 54 % are male
- 59 % are between 20 49 years old
- 50 % have a HHNI > 3.000 EUR
- 75 % are emplloyed
- **44 %** have a high level of education*

Very strong interest in product information in: enterntainment electronics, TV, HiFi, streaming services, computers, smartphones, tablets (Index values between 128-140)**

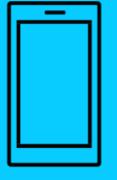


Broader focus

Extended focus



Core focus



MOBILE TECH



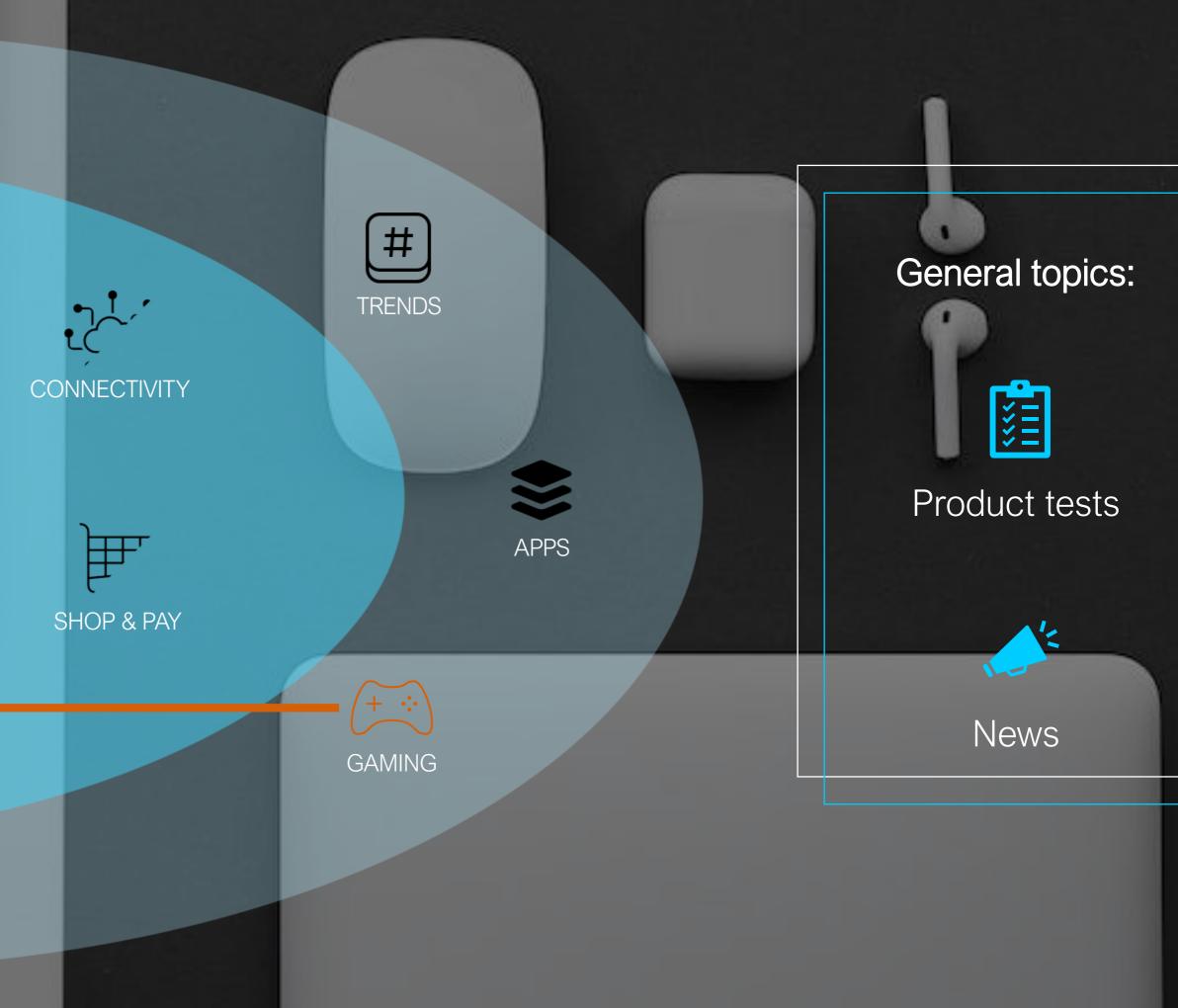




STREAMING



TECHBOOK EDITORIAL TOPICS



M

N



"TECHBOOKS BEST": EDITORIAL SHOPPING ADVISOR

TECHBOOK

as ist TECHBOOK TECHBOOK Basics Newsletter-Anmeldu

HOME ENTERTAINMENT

MOBILE LIFESTYLE STREAMING CONNECTIVITY

TECHBOOKS BESTE

The editorial product highlights "TECHBOOK's Best" are anchored in the navigation bar prominently.

The channel bundles recommendations and reviews from the **TECHBOOK** editorial team on hardware and software that accompany users in their everyday lives - the right product for every occasion.

TECHBOOK positions itself as a trusted advisor for technology products and strengthens its perceived expertise.

TECHBOOKS BEST

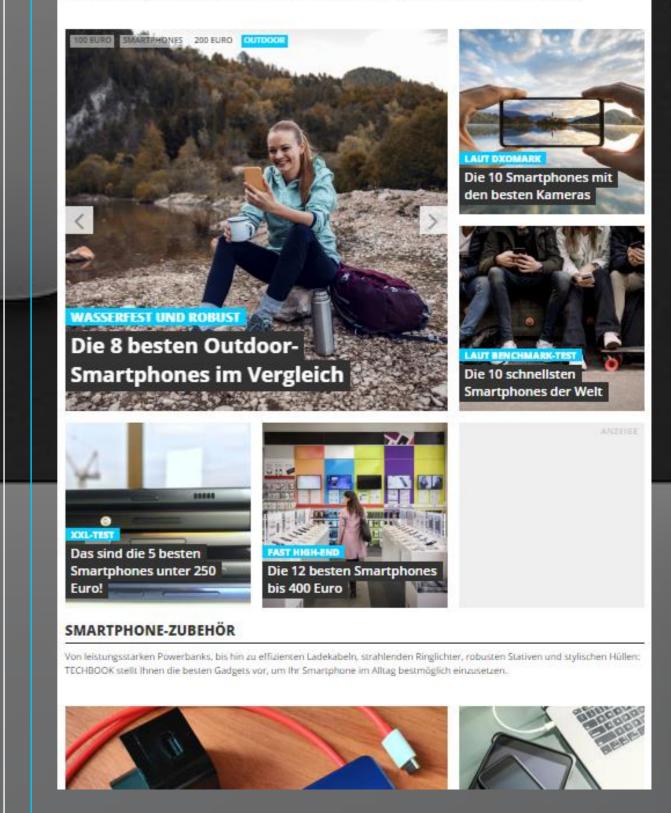
tlichen Platz in unserem Alltag ein. Von Smartphones, Laptops und Tablets über grol d nicht ganz so große TV-Geräte. Kopfhörer, smarte Uhren und vieles mehr - wir erledigen viele Aufgaben ganz natürlich mit Technik. Und ch in der Freizeit spielen entsprechende Produkte eine große Rolle. Damit Sie für jede Gelegenheit das passende Gerät haben, berä TECHBOOK Sie bei allen Fragen rund um das Thema Hard- und Software

u den Themen

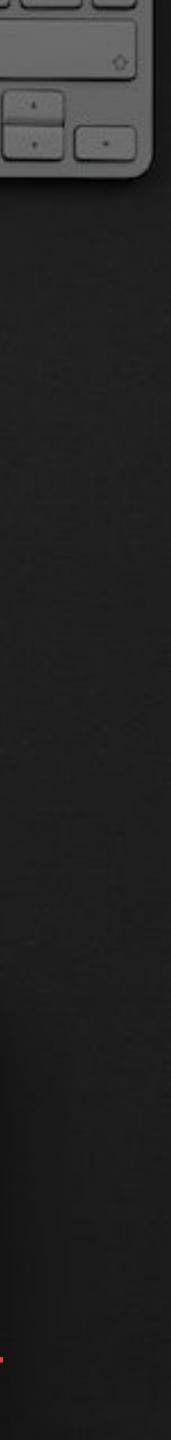
GAMING UND KONSOLEN TV TV-ZUBEHÖR KAMERAS UND FOTOS KAMERA-ZUBEHÖR RUND UMS HAUS APPS UND PROGRAMME KOPFHÖRER BOXEN RADIOS KINDEREREUNDLICH SCHULE UNLODER REPUE WEARABLES

SMARTPHONES

Ib Android oder iPhone, für den kleinen oder großen Geldbeutel oder ausgestattet mit den aktuell besten Kameras: TECHBOOI istet Smartphones aus ganz unterschiedlichen Rubriken und verrät, welche Modelle sich für welche Ansprüche lohnen.



TECHBOOK



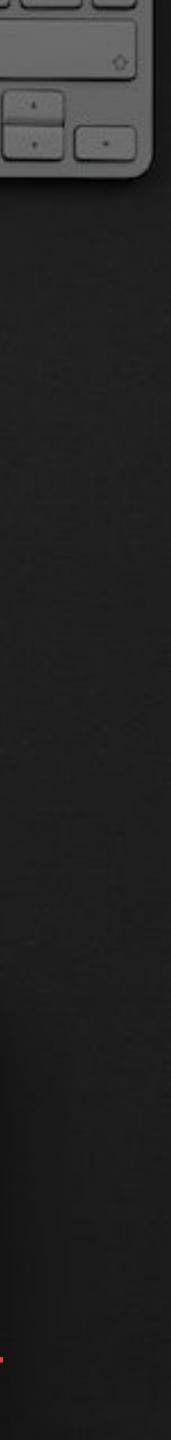


8

JANUARY **FEBRUARY** MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

ECHBOOK EDITORIAL TOPIC PLAN

- Sustainable Tech this is how environmentally conscious technology can look like today.
- Finances under control the best tips & apps for online banking, tax returns and smart finance.
- Under the MWC banner these are the latest trends in mobile devices (smartphones, tablets, wearables).
- Off to the outdoors! From e-bikes to e-scooters everything about e-mobility.
- Mobile, DSL, cable with us you will find the matching Internet and cell phone plan.
- Everything for the sport! The best fitness gadgets and smartwatches.
- Vacation at last! Everything about roaming, smartphone and shopping abroad.
- Gaming special the latest news for console and mobile gamers.
- IFA and the latest technology for your home from TVs to music to smart vacuum cleaners.
- Smart Energy climate-neutral and sustainable living with Smart Home.
- Bargain Month (Singles Day, Black Friday, Cyber Monday) the best deals, bargains, online shopping tips / buying guide.
- Now it's getting cozy everything about streaming and TV.



TECH GENERALISTS

Computer

9

TECHBOOK COMPETITION OVERVIEW

TECH **SPECIAL INTEREST**

TECHBOOK

PCWELT

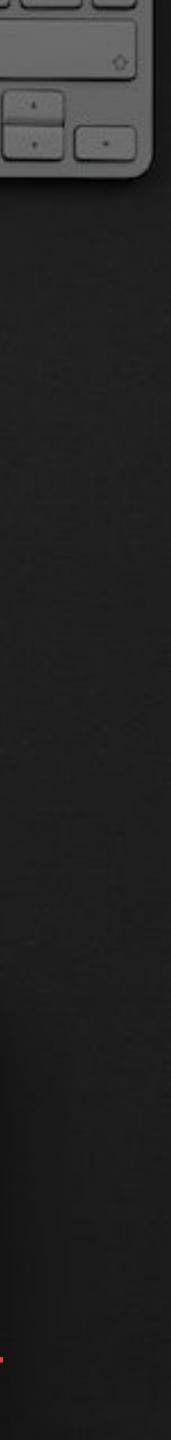




EARLY ADOPTER / **EXPERTEN FOCUS**



heise online



TECHBOOK

DISPLAY ADS







DOUBLE DYNAMIC SITEBAR

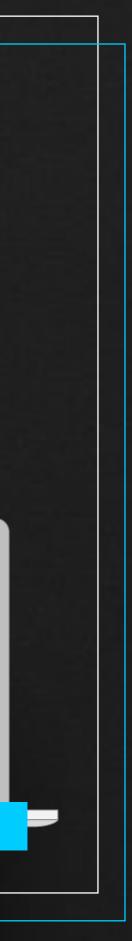


WALLPAPER

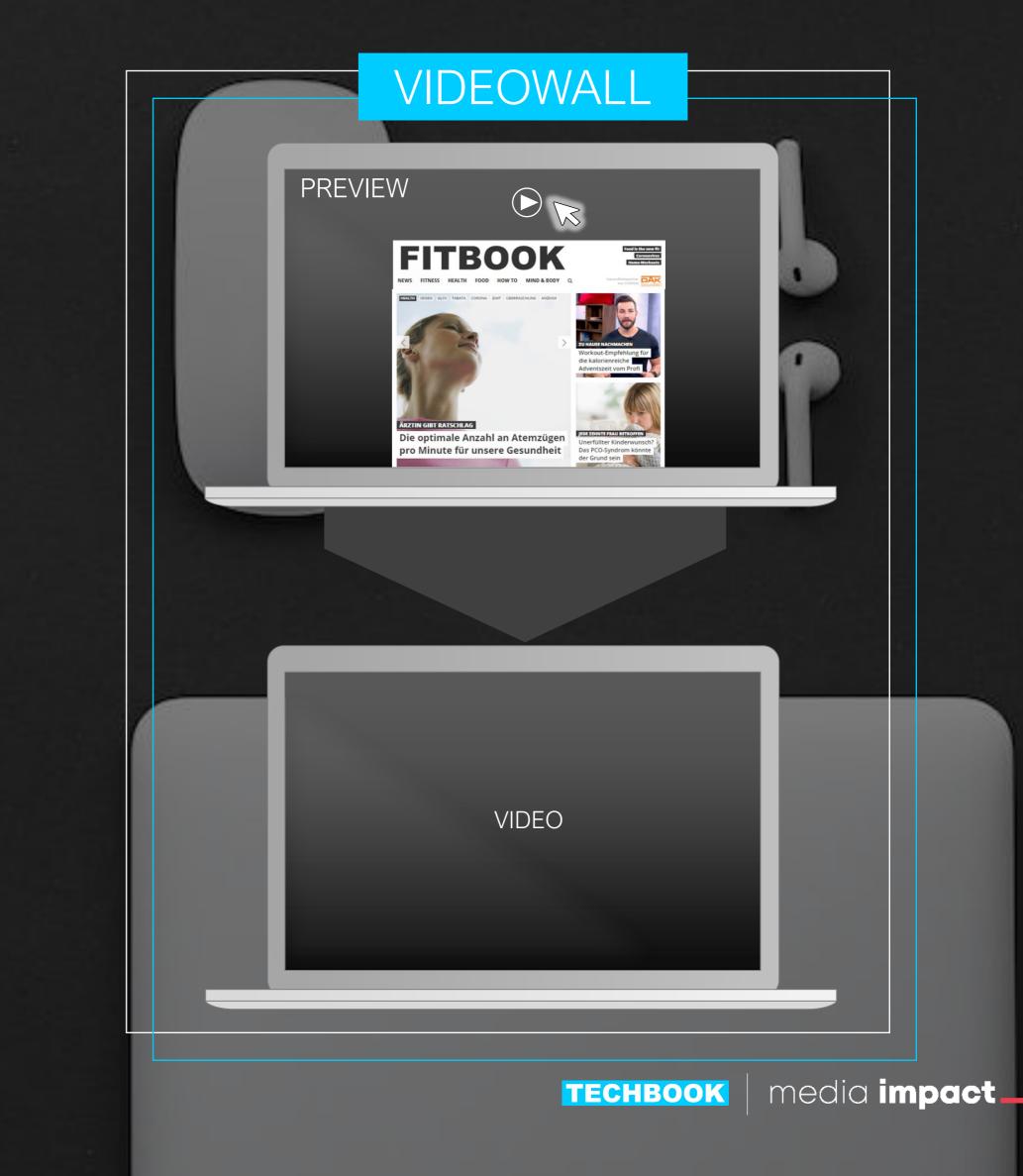
BRIDGE AD

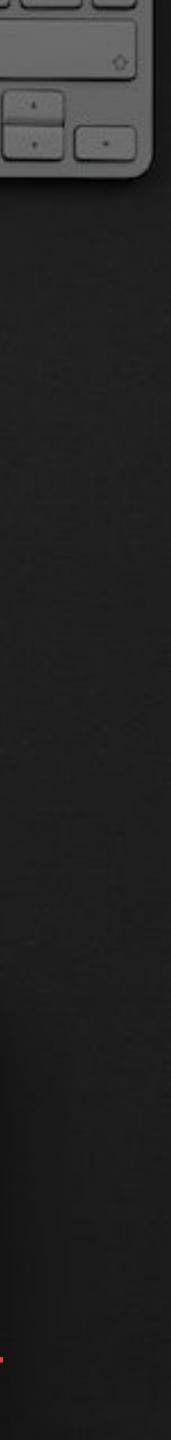


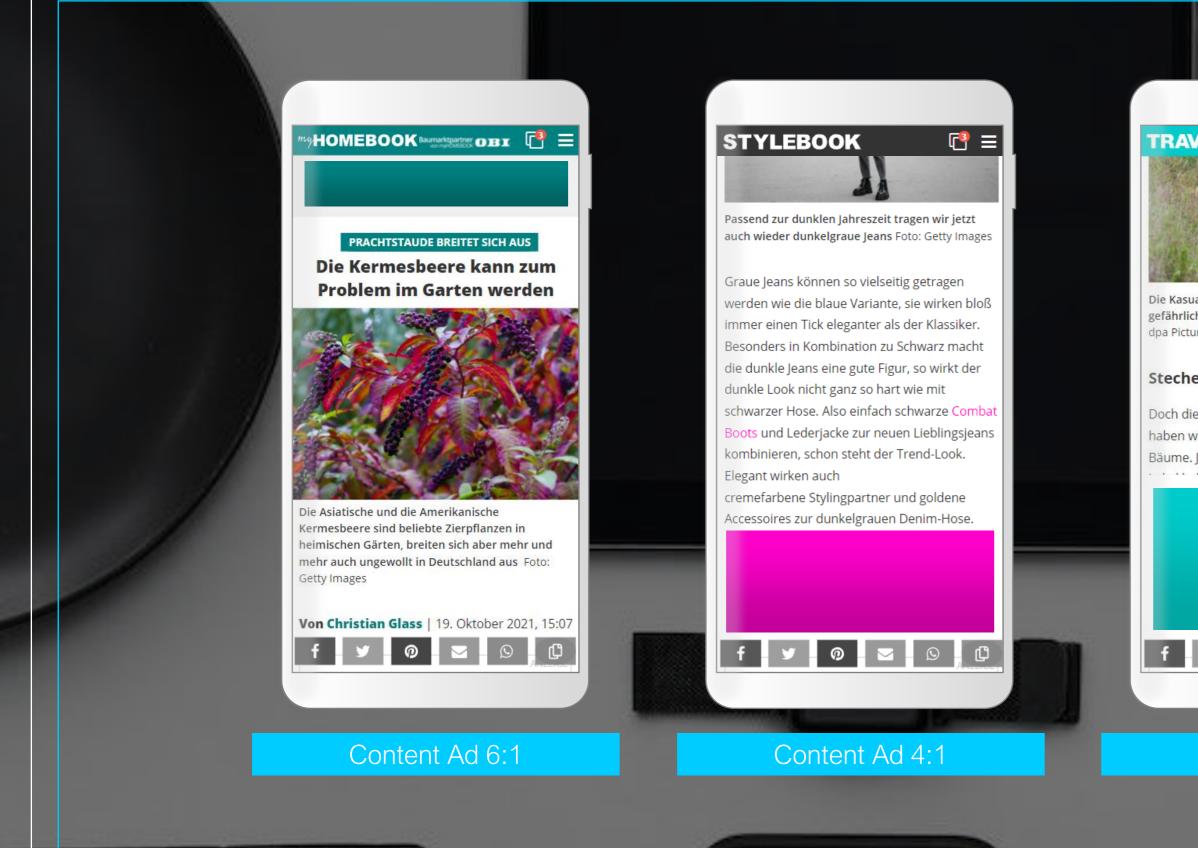










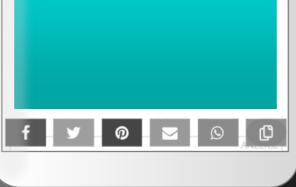


F9 = TRAVELBOOK

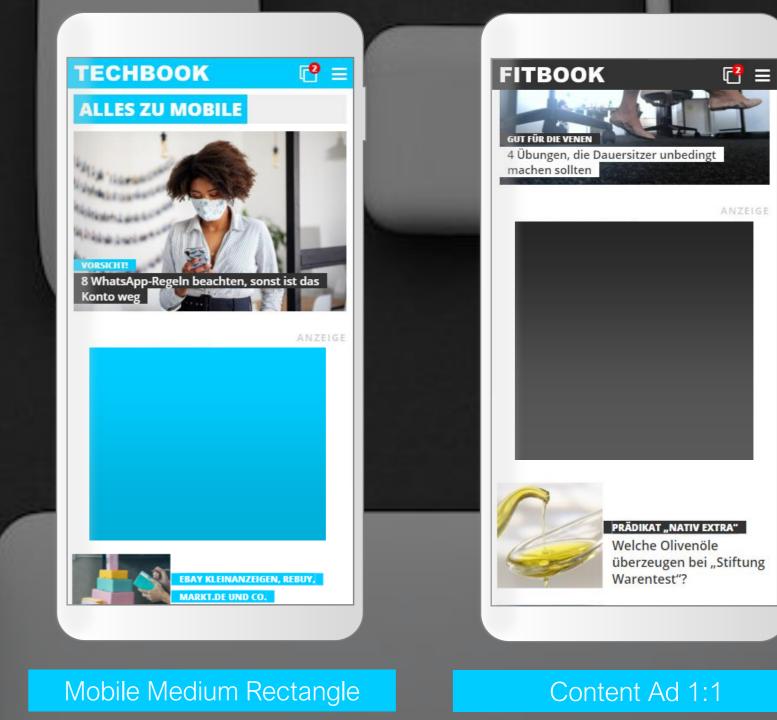
Die Kasuare zählen zu den zahlreichen gefährlichen Bewohnern am Cape Tribulation Foto: dpa Picture Alliance

Stechende Bäume

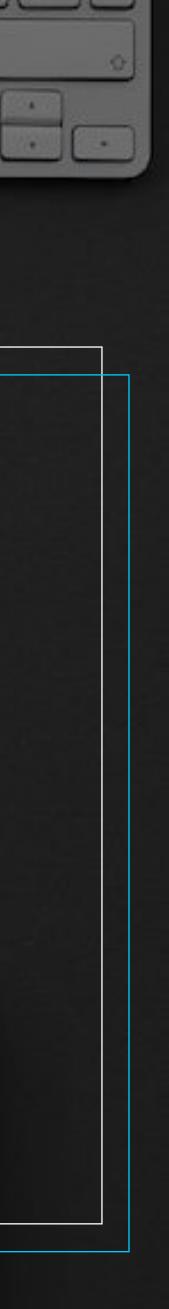
Doch die skurrilste Gefahr am Cape Tribulation haben wir uns für den Schluss aufgehoben: Bäume. Ja, Sie haben richtig gelesen, Bäume.



Content Ad 2:1







HOMEBOOK

Insgesamt haben 14.079 myHOMEBOOK-Leser*innen ihre Stimme abgegeben, um die beliebteste Zimmerpflanze Deutschlands zu wählen. Den ersten Platz belegt mit 2241 Stimmen das Fensterblatt, den meisten unter dem Namen Monstera bekannt. Danach folgt die Orchidee mit 1816 Stimmen auf Platz zwei und den dritten Platz nimmt der Gummibaum mit 1210 Stimmen ein (Stand: 03.05.19, 11:09 Uhr).

[] ≡

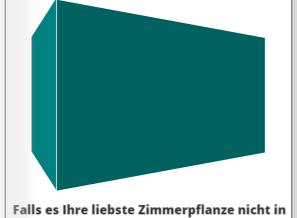




HOMEBOOK

Insgesamt haben 14.079 myHOMEBOOK-Leser*innen ihre Stimme abgegeben, um die beliebteste Zimmerpflanze Deutschlands zu wählen. Den ersten Platz belegt mit 2241 Stimmen das Fensterblatt, den meisten unter dem Namen Monstera bekannt. Danach folgt die Orchidee mit 1816 Stimmen auf Platz zwei und den dritten Platz nimmt der Gummibaum mit 1210 Stimmen ein (Stand: 03.05.19, 11:09

[] ≡



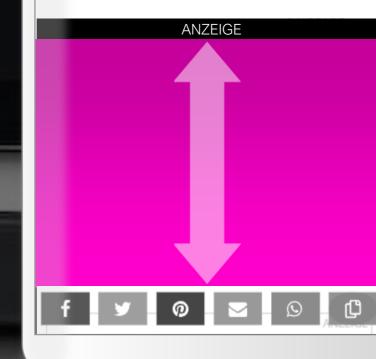
die Top drei geschafft hat, finden Sie sie möglicherweise auf den Plätzen vier bis



STYLEBOOK

Unter der Dusche kämmen

Schon gewusst, dass das richtige Lufttrocknen bereits unter der Dusche anfängt? Dank Conditioner werden die Haare nicht nur weicher, sondern auch wasserabweisender, was wiederum das spätere Trocknen beschleunigt. Mit einem grobzinkigen Kamm lässt sich die Haarspülung besonders gleichmäßig verteilen.



Cubo Ad

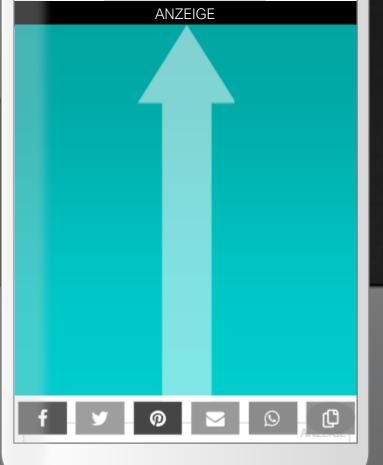


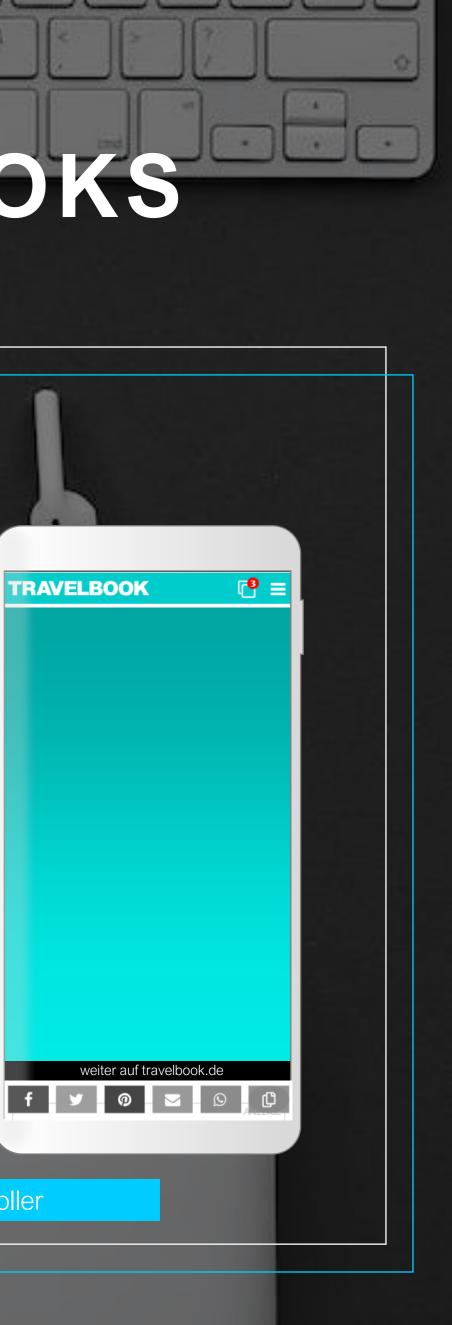


TRAVELBOOK

einen Flug: 4. Dezember von Lissabon nach Berlin für jeweils rund 20 Euro plus Gepäck, insgesamt kommen wir zu zweit bei diesem Flug auf knapp 110 Euro. Ich glaube, ich bin noch nie so günstig geflogen und finde es in diesem Moment so praktisch wie erschreckend.

Г⁰ ≡





Intorcorollo

DAILY FIXED PLACEMENTS

SPRIT ESP



HOMERUN: SPECTACULAR AND PREMIUM QUALITY

The Homerun guarantees brands an individual and first-class appearance.

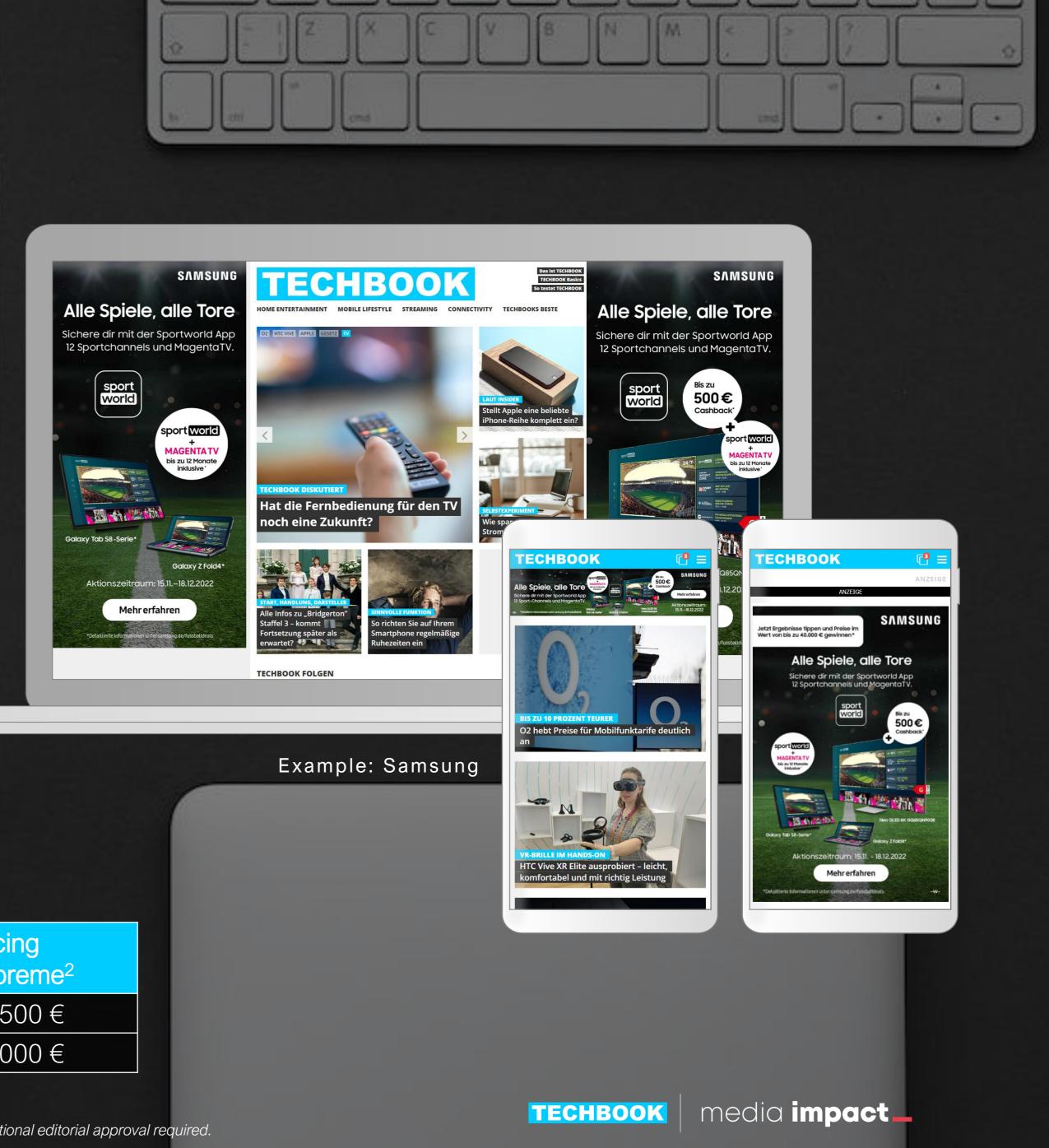
In addition to a fixed homepage placement, the customer receives a first contact placement (first page view on the entire website away of the homepage) and thus reaches every user on the entire page.

A whole page just for you: The choice of advertising media is up to you!

Package	Guarantee	Run time ¹	Pricing Basic / Deluxe	Pricing Supreme ²
Homerun Day	150.000 Als	1 day	8.400 €	10.500 €
Homerun Week	900.000 Als	1 week	42.300 €	54.000€

1) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on the homepage except CMS areas, e.g. Hometeaser and Taboola. 16 2) The stationary Big Stage advertising material is played on the homepage. The fallback advertising material is played as ROS. Additional editorial approval required.







BIG STAGE: GRAND AND INTERACTIVE

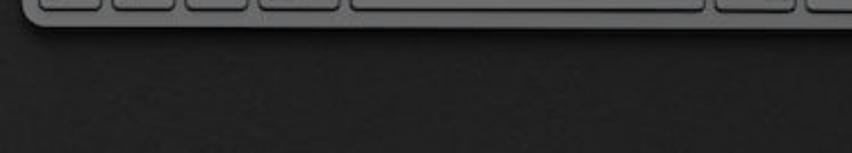
THIS IS HOW YOU ENTERTAIN GERMANY:

Your campaign will be played out on a large scale for one day in the direct field of vision of our users on the TECHBOOK Home.

With the Big Stage, you engage our users emotionally and charge them with your message.

After playing the video (length max. 8 sec.) a Fireplace remains on the page.

On our special interest portal, you reach 150,000 users with an affinity for **TECHBOOKs** topics per day or 900,000 per week!



MAZON EXCLUS

TECHBOOK

HOME ENTERTAINMENT MOBILE LIFESTYLE STREAMING CONNECTIVITY Q

So testet TE STREAM WARS – Das Se

erem Namen

persoulich

TECHBOOK

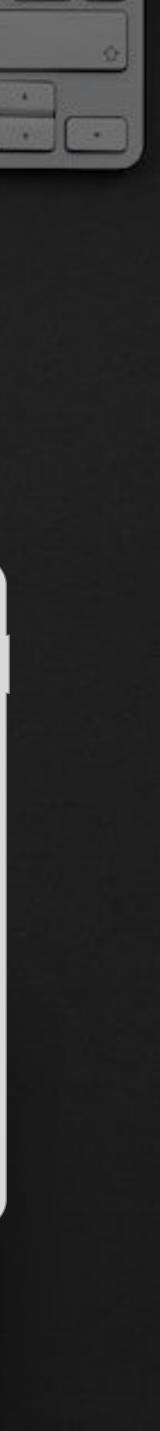
Example: Homerun Deluxe Amazon



ple Watch heute bei Aldi – aber unter



media **impact**



F**9** =

A-TEASER: ATTENTION-**GRABBING AND CLOSE** TO CONTENT

Placement on the most attention-grabbing editorial space is ideal for product or collection highlights.

The link is either to the partner website or to a specific landing page.

Package	Guarantee	Run time ¹	Pricing ²
A-Teaser	50.000 Als	1 day	4.500 €

 Saturday and Sunday count together as one day
Plus creation costs (not SR- and AR-eligible): € 500 18



TECHBOOK NATIVE ADVERTISING & SPONSORING



SPRIT ESP





EMOTIONAL STORYTELLING WITH OUR BRAND STORY

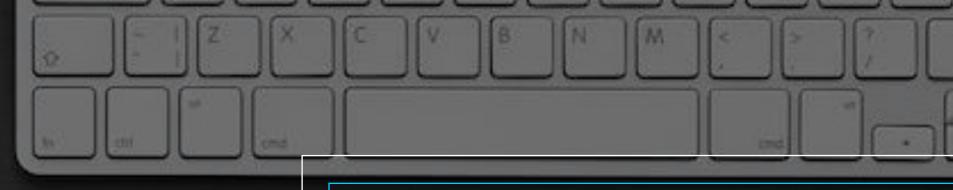
The native story gets TECHBOOK's exclusive storytelling: informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, image galleries.

- Editorial-like story
- logo integration for clear branding of the message
- Theme is developed together with the brand studio team
- Image material can be provided by the client or will be provided by the native photo team

Minimum of bookable Page Views ³	Basic p	ackage
5.000	15.000 Page Views 50.000 € ¹ 6 weeks run time	
Further Add-Ons		Pricing
Data & Market research: Targeting		From 10 € CPM (re
Social Media: Sponsored Posts		Refer to Social Me
Performance: Just Clicks, Activation	o. Lead Add-On	Refer to Performar
Stage for collection of Brand Stories		Comes with a bool

1) Plus creation costs: Up to 15,000 page views \in 3,500, up to 20,000 page views \in 4,000, from 20,000 page views \in 4,500, not eligible for discount and AE. 2) For Brand Stories, lead time must be requested in advance. 20

3) Scalable Page Views: from 3,50 € gross CPV (Cost per View), SR- and AE-eligible, depending on the size of the booking and the object. 4) On selected advertising media, refer to Targeting Ratecard.



Maximum of bookable Page Views³

20.000

refer to Targeting Ratecard)

edia Factsheet

nce Factsheet

oking of three Brand Stories

TECHBOOK

SO leben wir in Zukunft!





ille auf den Mond beamen? Ein Roboter, der Einkäufe v andysteuerung erledigt? Ein Auto, das ohne Fahrer die Familie in den Urlaub ringt? Was klingt wie aus einem Science-Fiction-Film ist jetzt schon Realität. Auf der größten Messe für Unterhaltungselektronik IFA wurden in Berlin neue Trends gezeigt. Wir wegen jetzt den Blick in die Zukunft! Wes sind die größten Trends von norgen? Was muss ich unbedingt haben? Und was ist bloß Elektronik-Schnie

1. Virtual Reality: Die Brille, die die Welt verändert

reiten, er sjeht einern eus: Merschen mit Kesten vorm Gesicht und Restikkrij

Example: Deutsche Telekom





BRAND HUB: STORYTELLING AT IT'S BESTTIMES 4!

The Brand Hub contains four brand stories¹ which are presented on a customer-specific stage on **TECHBOOK**.

- 4 editorial-like stories
- 1 Customer hub with the possibility to integrate further interactive elements, videos, spocial media posting, etc.
- logo integration for clear branding of the message
- Theme is developed together with the brand studio team
- Image material can be provided by the client or will be provided by the native photo team

Package	Guarantee	Run time ¹	Pricing ²
Brand Hub	15.000 Views	8 weeks	52.500 €



TECHBOOK

media **impact**

"Visit the USA" on TRAVELBOOK

ADVERTORIAL: FOR YOUR PRODUCT OR YOUR CAMPAIGN

The Advertorials on **TECHBOOK** are **individually designed**. Thanks to the editorial appearance in the look and feel of **TECHBOOK** your brand is presented in a **first class environment** and thus profits from a **high credibility**. The focus is on your delivered advertising material.

Users are addressed directly and activated via competitions, voting, integrated videos and much more.

Traffic is delivered via homepage teasers as well as an AdBundle and a Mobile Medium Rectangle in Run of Site.

Package	Guarantee	Run time ¹	Pricing ²
Advertorial S	500.000 Als	2 weeks	10.000€
Advertorial M	1.000.000 Als	4 weeks	17.500 €
Advertorial L	1.500.000 Als	6 weeks	22.500 €



artseite + Advertorials - Künstliche Intelligenz im Haushalt: Clevere Staubsauger erleichtern den Alltag

Künstliche Intelligenz im Haushalt: Clevere Staubsauger erleichtern den Alltag

SMARTE HELFER

TECHBOOKS BEST



Von TECHBOOK | 10. November 2022, 09:19 Uhr

Mehr Zeit für Freunde und Familie, wer nimmt sich das nicht vor. Doch leider sieht die Realität oft anders aus, denn neben Job und Haushalt bleibt oft wenig Zeit für die wirklich wichtigen Dinge im Leben. Doch was, wenn wir uns bis zu einen Monat lang* keine Gedanken mehr ums Saugen und Wischen machen müssten – zu schön, um wahr zu sein? Nicht mit dem neuen Shark Saugroboter, der uns mit innovativen Technologien die Arbeit abnimmt. Wir erklären, was dahintersteckt.

Example: Shark Ninja f

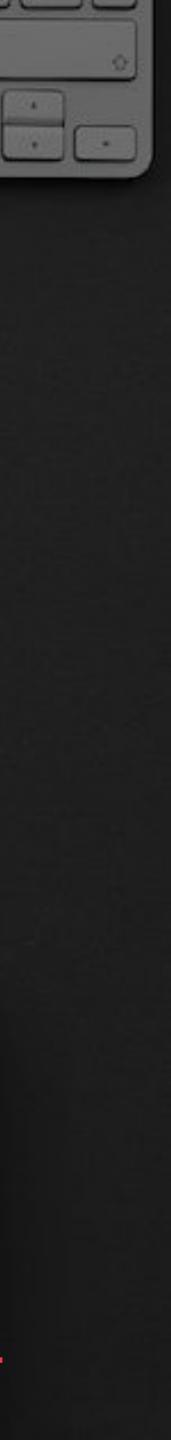
۳

in

ø

۵





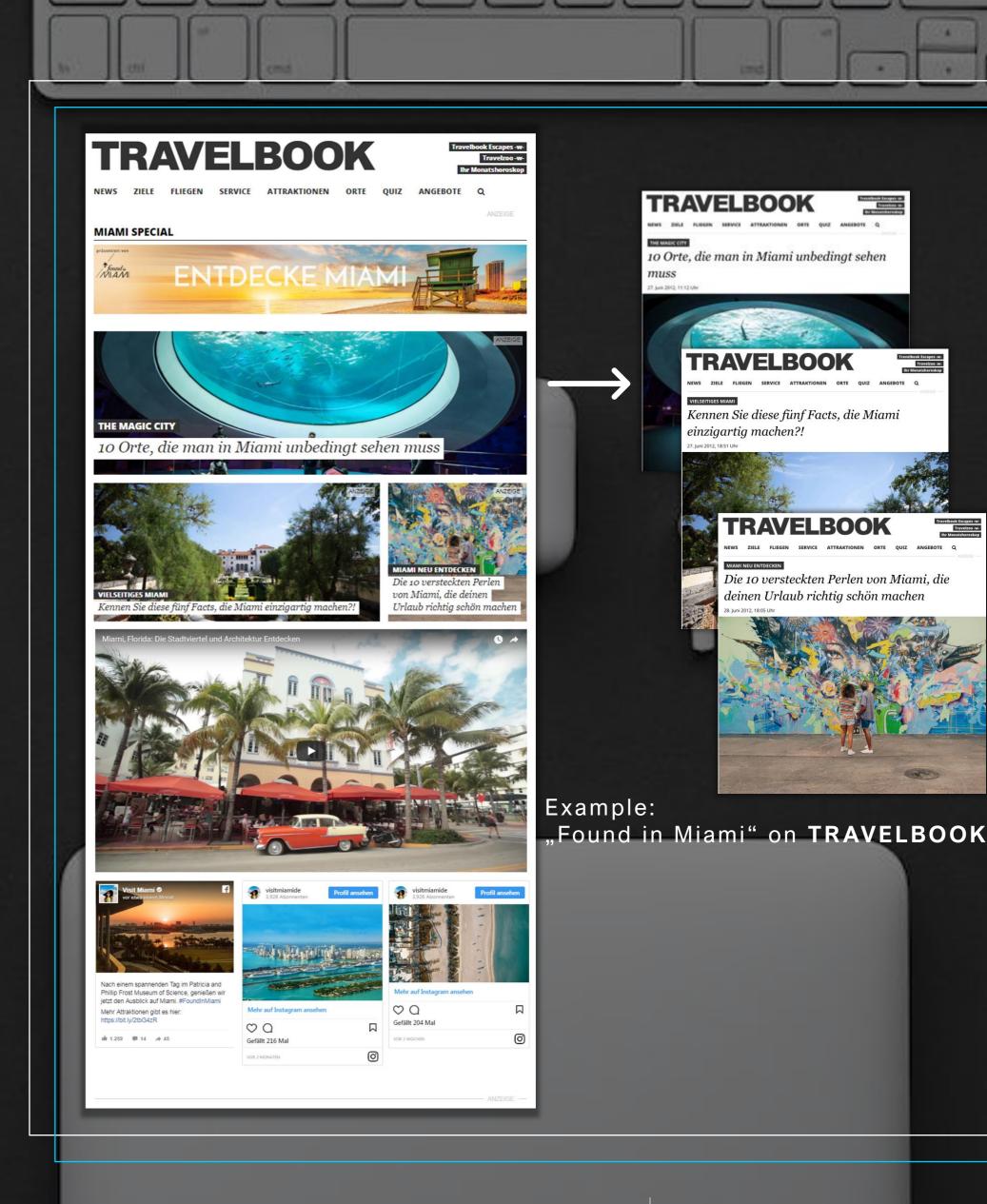
ADVERTORIAL STAGE: ONE STAGE ALL ABOUT YOUR PRODUCT

In addition to the stage, advertorial stages also include three advertorials. Both the stage and the three advertorials are individually presented in the look and feel of **TECHBOOK**.

Address your users directly with the stage and activate them via integrated videos, social media postings, and much more.

Traffic is delivered via homepage teasers as well as an AdBundle and Mobile Medium Rectangle in Run of Site.

Package	Guarantee	Run time ¹	Pricing ²
Advertorial stage	1.500.000 Als	6 weeks	35.000€



TECHBOOK



THEME SPECIAL: **VISIBLE PRESENCE IN A RELEVANT ENVIRONMENT**

Theme specials involve the sponsorship of a stage dedicated to a special topic. The sponsorship here includes exclusive customer presence on the special start pages and all article pages:

- Sponsoring header and footer
- Ad integration (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)
- Traffic is delivered via homepage teasers as well as an ad bundle and mobile medium rectangle in run of site.
- In addition, there is the possibility to integrate advertorials and brand stories within the special.

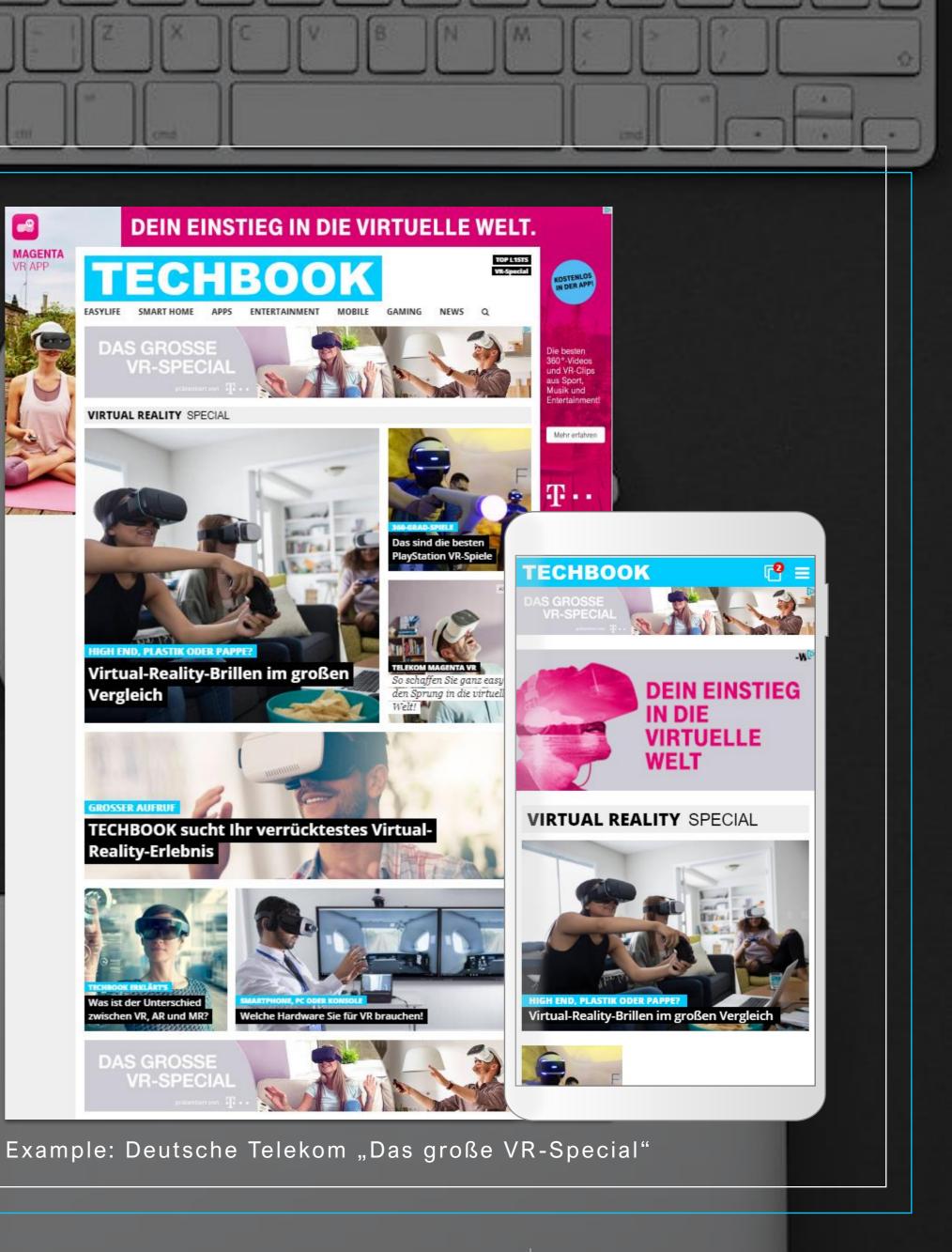
Package	Guarantee	Run time ¹	Pricing ²
Theme special S	300.000 Als	1 week	13.000€
Theme special M	600.000 Als	2 weeks	23.000€
Theme special L	1.200.000 Als	4 weeks	36.000€

1) Term recommendation, customizable on request.

2) Plus creation costs (not SR- and AR-capable): 2,000 \in .

Attention: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. "The big sample country special presented by sample country",





media **impact**

TECHBOOK

PRODUCT STORY BUNDLE: TELLING YOUR STORY ON MULTIPLE PLATFORMS!

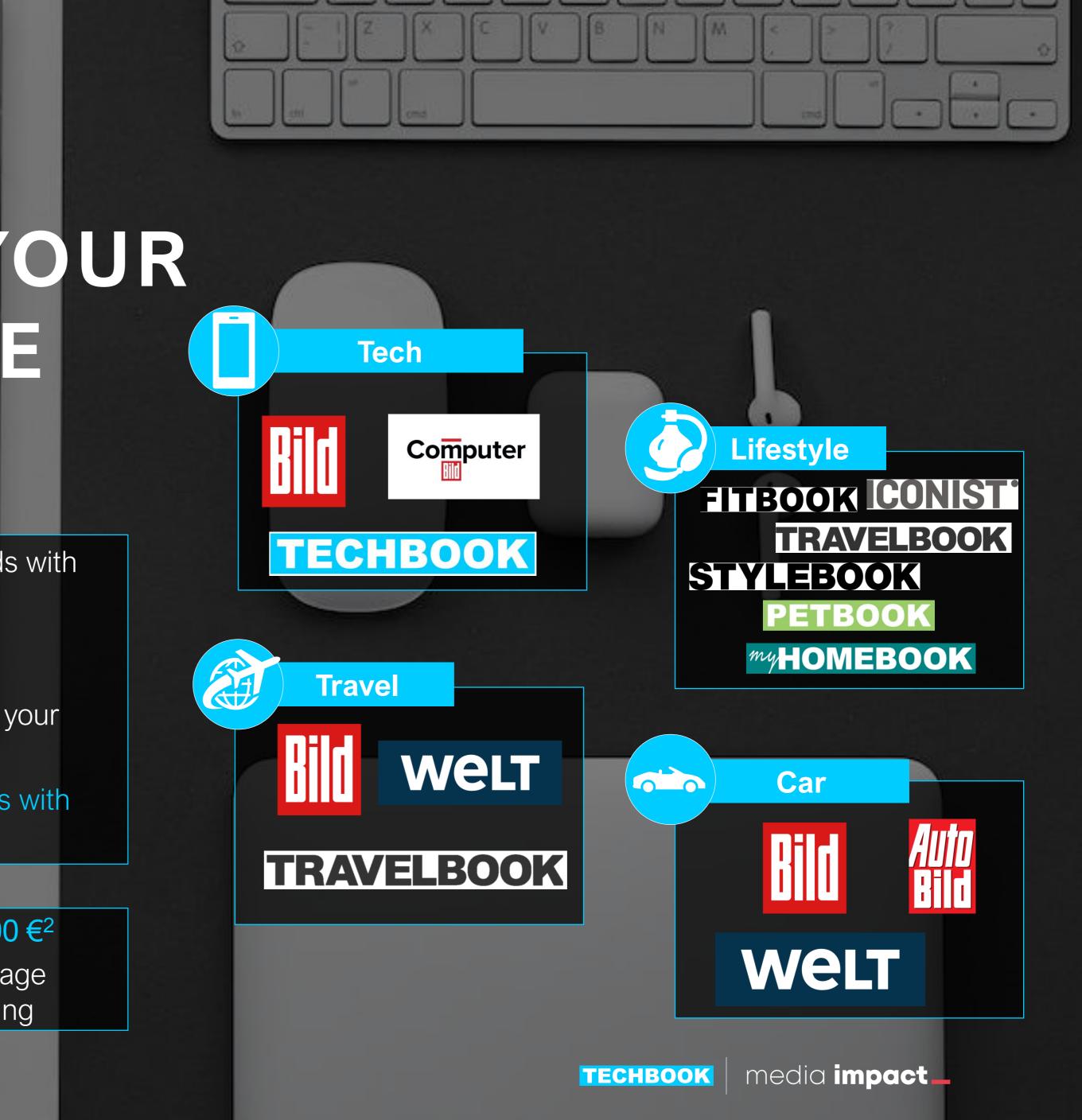
Reaching multiple target group touchpoints on our media brands with just one story sounds crazy?

With our Product Story Bundles, this is now possible!

Simply select a suitable bundle, we create a product story from your content and play it out automatically in the look and feel of the respective media brands¹. That means you're on multiple stages with just one story.

15.000	15.000.000	47.500
Guaranteed	Guaranteed	Packa
Page Views	Ad Impressions	pricir

1 Playout via ad server spaces on the pages included in the bundle (ROS or on selected thematically suitable channels). 2 Plus creation costs of \in 4,500 (not SR- and AR-capable).



TECHBOOK

VIDEOSPONSORING





Sometimes it only takes a short and simple explanation to understand technical concepts or to learn lifehacks.

In our editorial video series "TECHBOOK Basics", we answer the most important questions about technical gadgets in short video clips. If you'd rather read the whole description, you'll find all the information and details in the accompanying article.

Have a look at season one right here!

Video length: ø 2 minutes End of January 2023 Start date: Position your brand in a trustworthy and

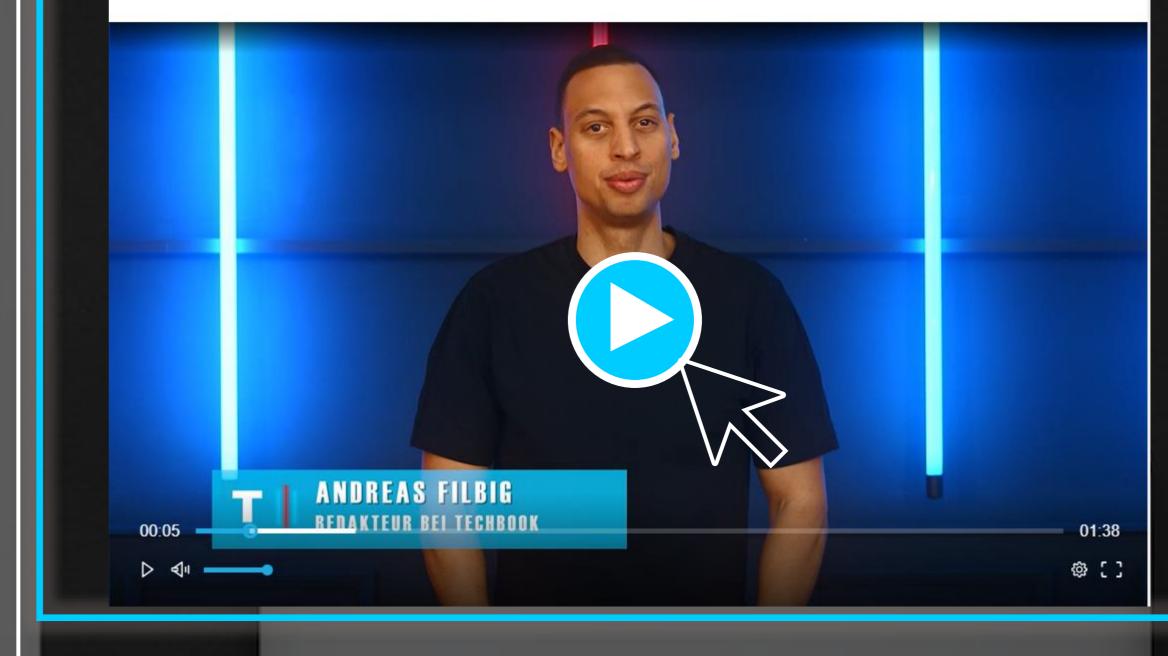
authentic thematic environment.

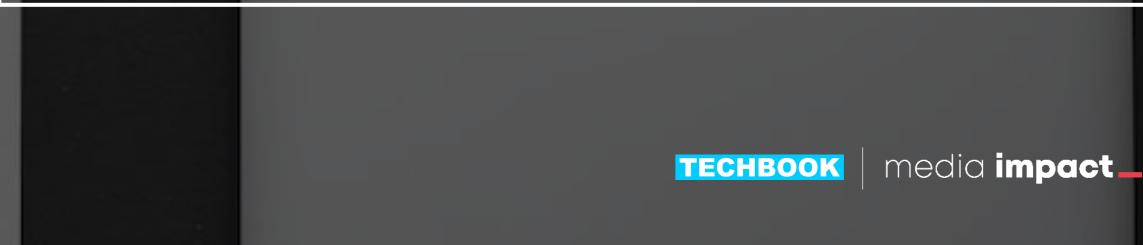
VIDEO SPONSORING - SEASON 2

TECHBOOK BASICS

TECHBOOK BASICS

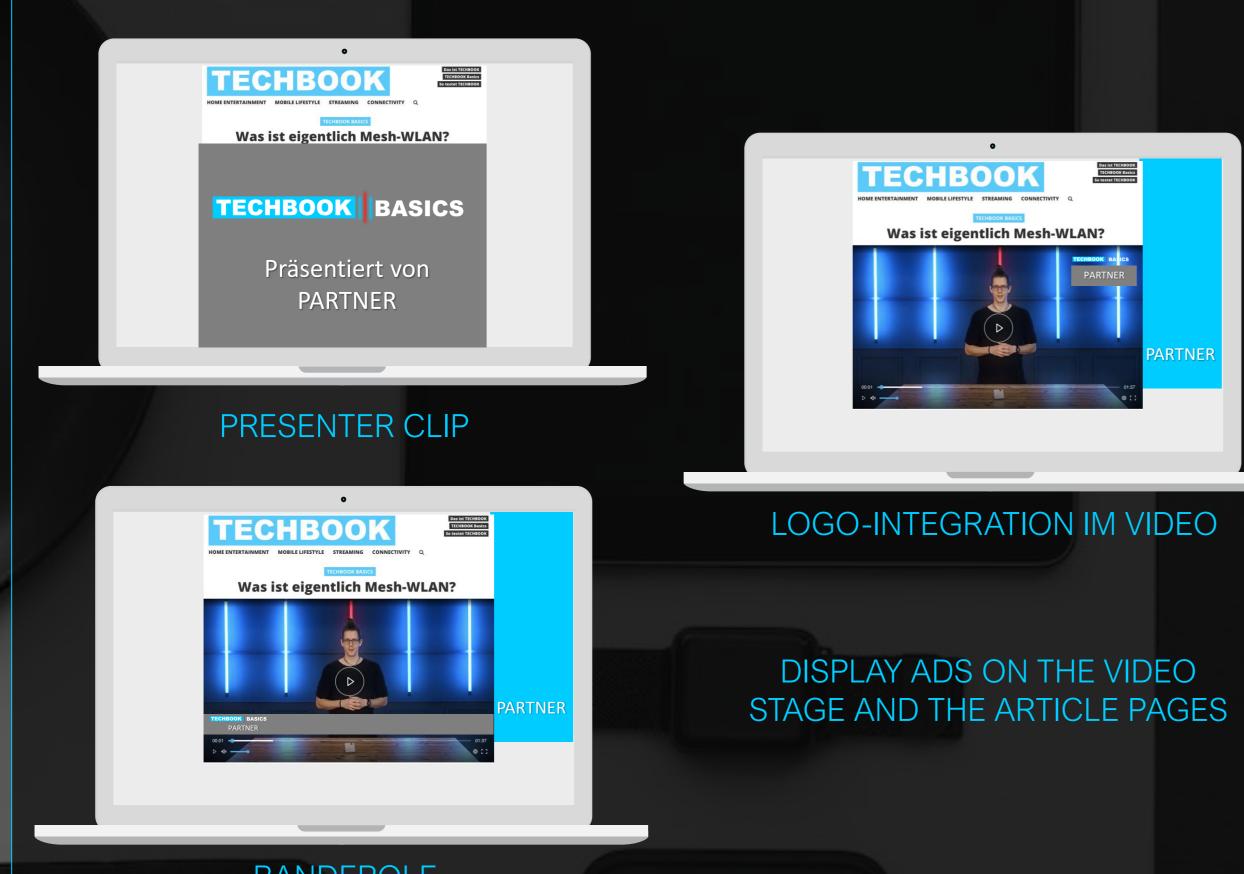
Wie checke ich, ob ich 5G nutze?







SPONSORING BASIC



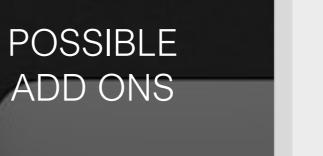
BANDEROLE

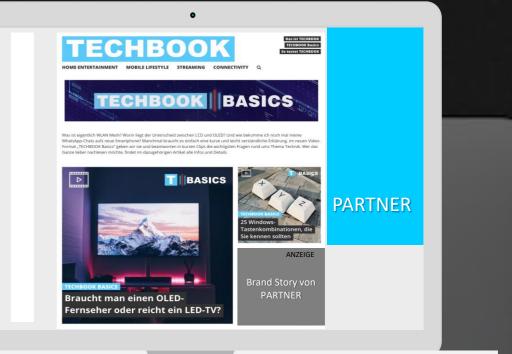
*exemplary visuals 28

EXCLUSIVE VIDEO SPONSORING **POSSIBLE COMPONENTS**



ADVERTORIAL S ON THE VIDEO STAGE





BRAND STORY S ON THE VIDEO STAGE





SPONSORING BASIC

Logo-Integration in the presenter clip

Logo-Integration in the video

Media Package Multiscreen on the channel start page and article pages

Lower third

1 episode: 50,000 Als + 5,000 Views (Run time 4 weeks) 8.200 € gross*

* Plus €500 creation costs for video integration and traffic management. Creation costs are not eligible for SR or AE ** Plus 2,000 € creation costs for Advertorial S. Creation costs are not eligible for SR or AE. ***Plus 3,500 \in creation costs for Brand Story S. Creation costs are not SR- or AE-eligible.

EXCLUSIVE VIDEO SPONSORING

POSSIBLE ADD-ONS

Advertorial S (Run time 2 weeks) 500,000 Ad Impressions

10.000 € gross**

Brand Story S (Run time 4 weeks) 10,000 Views

35.000 € gross***





TECHBOOK

STRATEGIC PARTNERSHIP

SPRIT ESP



When you are pursuing a complex strategic communication goal that cannot be achieved with media alone, this is the optimal setting for a strategic partnership.

- We create an ideal environment and form the beginning of a customer experience.

The industry-exclusive partnership ensures high visibility and presence through individual integrations (logo, sticky bar, text links) directly on the website.

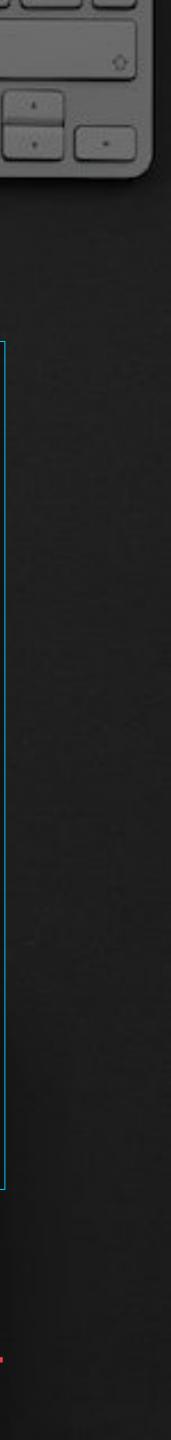
Strong media appearances on the portal also ensure an image transfer between the respective book and their brand.

Customized storytelling, which corresponds to the interests and needs of the users, is staged in matching content environments and can also be further used by you.

Please contact us for individual and customized approaches!

EXCLUSIVE AND LONG-TERM

STRATEGIC PARTNERSHIP



EXCLUSIVE AND LONG-TERM

MEDIA & BRANDING

CONTENT

- Large-scale and multiscreen advertising formats on the entire BOOK website (ROS) or on the Home (e.g. HomeRun Day or Week)
- Sponsoring / theme specials
- Various targeting possibilities
- Industry exclusivity possible for all content and media formats

- Emotional storytelling with brand stories
- Product-related content / advertorials
- Own content hub possible*
- Traffic management of your contentProject management and use of a product manager to coordinate collaboration

POSSIBLE COMPONENTS

VIDEO & AUDIO

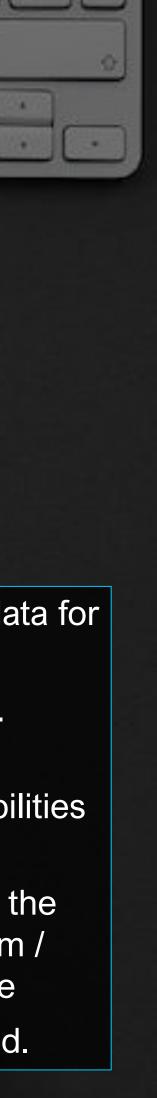
New video format/ quiz show Further content ideas in planning

DEEP INTEGRATION

- Individual conception of exclusive special integration areas (e.g. in-articlerecommondations or
 - notifications)
- Integration of affiliate deals with the aim of order generation possible

DATA*

- Right to generate data for your brand
- First level data (e.g. content keywords)
- Re-targeting possibilities
- Only required after intensive review by the data protection team / **DSGVO** compliance
- Further data use tbd.



PARTNERSHIP PACKAGES

		PREMIUM PARTNERSHIP	CO- PARTNERSHIP	CO-PARTNERSHIP LIGHT
		Package price: from 1 mill. €	Package price: from 500.000 €	Package price: from 250.000 €
		Run time from 12 months	Run time from 6 months	Run time 6 months
	Content Hub	X	X	limited components
STORYTELLING	Brand Stories	X	X	X
	Advertorials	X	X	X
	Theme special	Х	X	X
MEDIA	Home Run	X	X	X
	Display (RoS)	X	X	X
VIDEO	Sponsoring of 3 video episodes + product placement + media	X	X	Х
	Logo integration	X	-	-
	Exclusivity	X	Industry exclusivity possible	-
	In-Article widgets	X	X	Х
DEEP INTEGRATION	Newsletter integration	X	X	X
	Homeblock	X	X	X
	Notifications	X	X	X
	Flagship actions (e. g. Market research)	X	X	
DATA	Data usage	X		

EXCLUSIVE AND LONG-TERM



TELEKOM PREMIUM PARTNERSHIP (2016 – 2018)



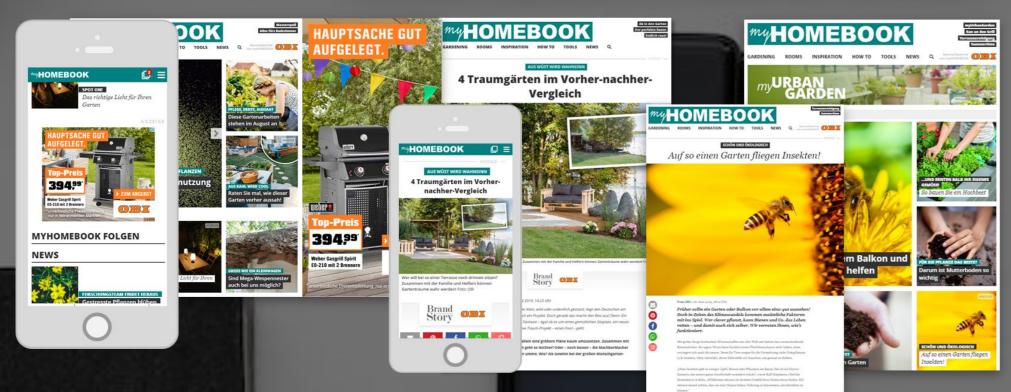
Brand T ... Den Kaffee? Macht die App! Das TV-Programm? Wird via



Brand T · ·



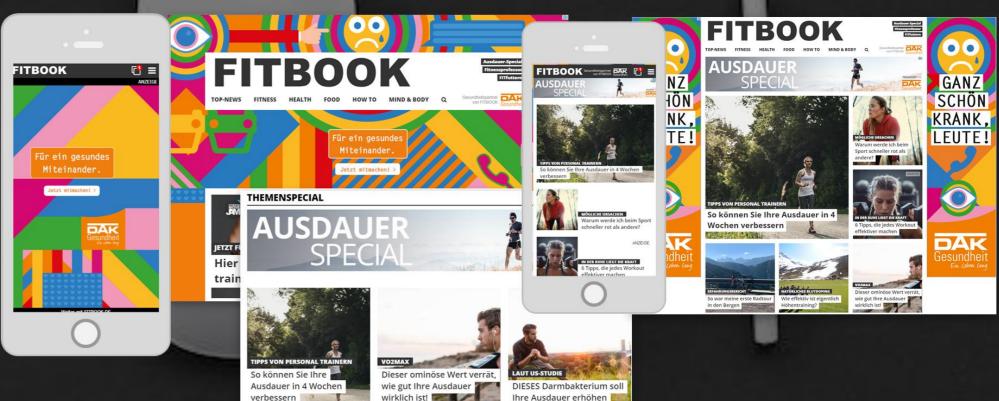
OBI PREMIUM PARTNERSHIP (2019 – ongoing)



EXCLUSIVE AND LONG-TERM

BEST CASES

DAK PREMIUM PARTNERSHIP (2017 – fall 2021)

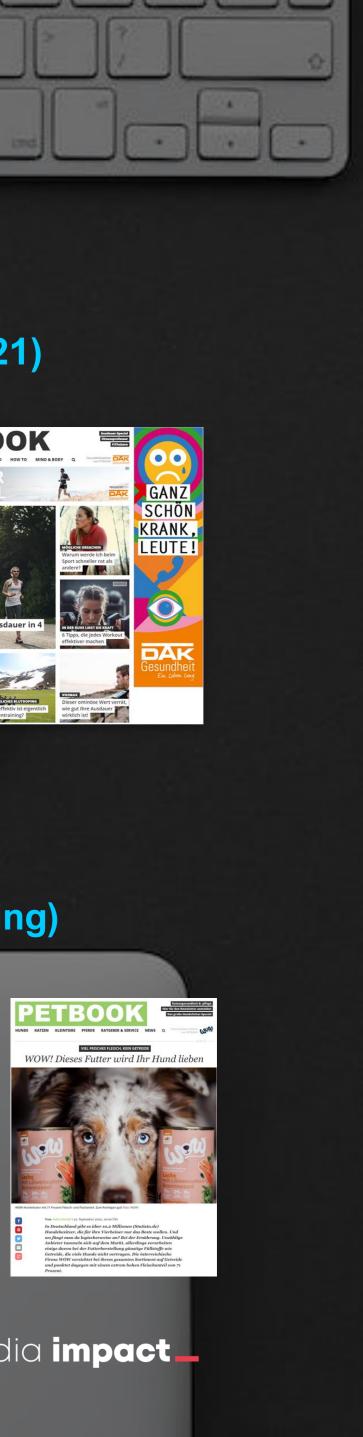


PETCO PREMIUM PARTNERSHIP (2022-ongoing)









TECHBOOK

AFFILIATE COOPERATION

SPRIT ESP



AFFILIATE COOPERA PERFORMANCE ON TECHBOOK

Reach:

Take advantage of the ever-growing reach of the BOOK fami
Thematic environment:

 Benefit from the thematic environments of the BOOKs and for which more articles are published that fit your brand.

Target group:

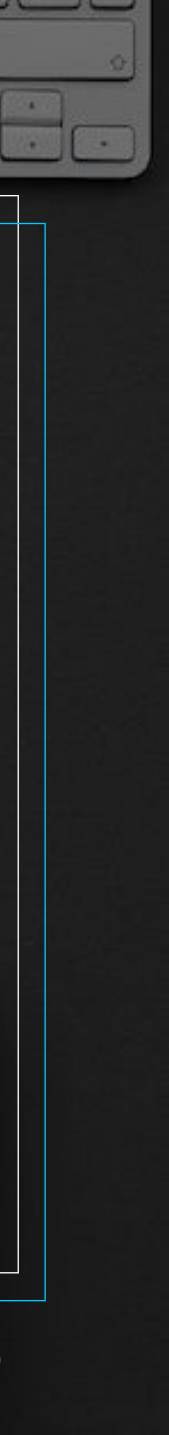
They reach a young, working target group looking for inspiration for their consumption.

Native Integration:

Your offers are prominently integrated in the editorial environ surfaces. Our traffic management ensures optimal playout of

	ackage Basic	Packago Dro
		Package Pro 3 BOOKs of your choice
n time Fr	rom 3 months	from 3 months
pa co en or	artnership in ontent-related nvironments n a a focus	Affiliate partnership in content-related environments on a a focus portal
in ar in aç	ntegrations nd text links, n one pre- greed topic	In-article integrations and text links, in one pre- agreed topic environment
pl co	lus variable ompensation(7.500 € plus variable compensation(CPO/CPL)
		Min. 9.000 clicks / month
	n time F formance A p c e 0 p ntent Ir ir a ir a ir a b c ing 5 p c c ing 5 p c c ing 7 n c in a ir a ir a ir a ir a ir a ir a ir a	n timeFrom 3 monthsformanceAffiliate partnership in content-related environments on a a focus portalntentIn-article integrations and text links, in one pre- agreed topic environmentcing5.000 € plus variable compensation(CPO/CPL)achMin. 7.000

TECHBOOK



Customers benefit from the content-oriented and high-reach integration and can easily operate with cross-portal campaigns. We take over the traffic management and thus guarantee the optimal visibility of the offers.

RECOMMEN-

Additional traffic guarantor. Perfect placement for content marketing measures

STYLEBOOK

1. CBD als Anti-Aging-Wunder

Pflegeprodukte auf Hanf-Basis liefern der Haut eine Menge Antioxidantien, die insbesondere im Bereich des Anti Aging eingesetzt werden. "Antioxidantien schützen die Zellen vor der Wirkung freier Radikale", erklärt der Münchener Dermatologe Dr. Timm Golüke im STYLEBOOK-Interview. Diese entstehen durch äußere Einflüsse wie UV-Strahlen oder Umweltgifte und schaden der Haut, indem sie den Abbau von körpereigenem Kollagen fördern." CBD schützt also die Kollagenstrukturen, die für eine elastische und pralle Haut verantwortlich sind und uns ein jugendliches issehen verleih





7 Tagescremes, die EXPERTEN uns überzeugt.

Wie gesund ist ,unten ohne"?



Notification in page header with strong visibility

AFFILIATE COOPERATION

POSSIBLE COMPONENTS

© ≡

STYLEBOOK

Foto: nordic cosmetics

Von Advertorial | 26. März 2020, 16:59 Uhr

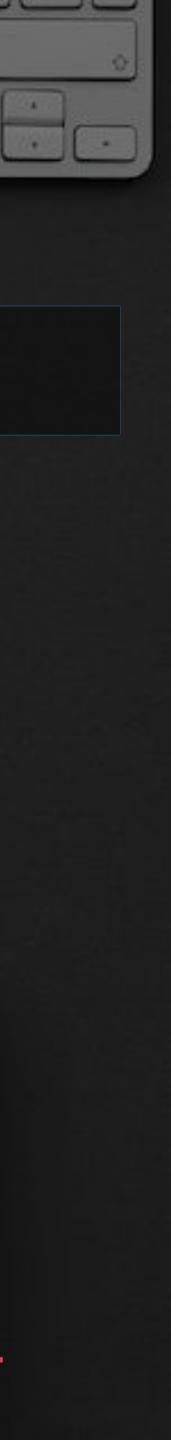
Mit unseren exklusiven Deals bieten wir besondere Produkte zu unschlagbaren Preisen. Finden Sie tolle Deals aus den Bereichen Fashion & Lifestyle, Beauty & Wellness, Gesundheit & Fitness und vielem mehr!

Hände waschen, desinfizieren und auf die richtige Hygiene achten: in den aktuellen Zeiten ist das wichtiger denn je um sich vor dem ausgebrochenen Coronavirus zu schützen. Dabei sollten Sie jedoch nicht vergessen, dass unsere Haut vom Alkohol und Wasser angegriffen wird und austrocknet. Die richtige Feuchtigkeitspflege für unsere Hände ist deshalb mindestens genauso wichtig! Wir haben uns schlau gemacht und die perfekte Handcreme von Nordic Cosmetics für Sie. Die besondere Zusammensetzung aus Aloe Vera und Cannabidiol wirkt Wunder und sorgt für geschmeidige und gepflegte Hände nach der Reinigung.

IN-ARTICLE WIDGET

ahl ninnand un das Thansa Llandaflass hav un Dasinfaktiansmittel und

Modules serve as jumping off point to partner landing page. Interaction option and personalized results.



CONTENT COMMERCE: BUYERS INTEREST FOR YOUR PRODUCT

The content commerce articles are designed based on an initial briefing and aim to give your products or brands an additional performance boost. All commerce content articles are SEO optimized. The additional traffic management of the BOOKs ensures a relevant reach.

Traffic is delivered via widget integrations, recommendation areas and one of the following: Homepage Teaser, Social Integrations or Notification.

At the end of the runtime, reporting on the performance of the content commerce text is provided.

Package	Run time ¹	Pricing ²
Content Commerce Basic	2 weeks	3.000 €
Content Commerce Pro	4 weeks	5.000€

TECHBOOK

E ENTERTAINMENT MOBILE LIFESTYLE STREAMING CONNECTIVITY TECHBOOKS BESTE

Das ist TECHBO TECHBOOK Bas

Bis zu 200€ Ankaufsprämie und eine Book Cover Tastatur gratis beim Kauf eines SAMSUNG Galaxy Tab S8 sichern



Von TECHBOOK | 18. August 2022, 17:12 Uhr

f

.

in

9

D

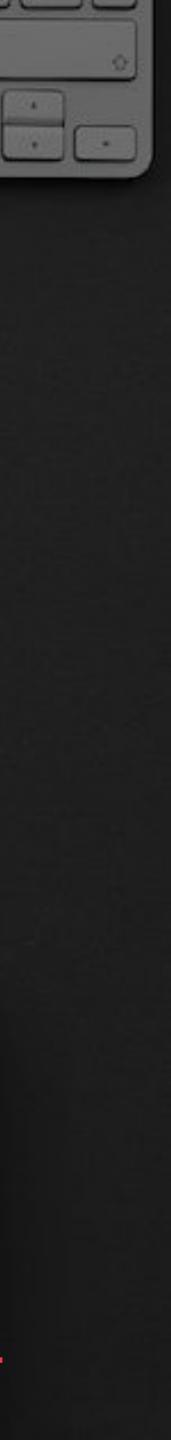
Das SAMSUNG Galaxy Tab S8 bietet eine Vielzahl an Funktionen und kann für viele Aufgaben und Zwecke verwendet werden. Sei es als eine Stütze für das Arbeitsleben oder als Ergänzung zum Alltag, das Galaxy Tab S8 erfüllt seinen Zweck mehr als zufriedenstellend und ist zweifellos eine sinnvolle Investition. Doch SATURN bietet ihnen jetzt die Möglichkeit, mit dem Kauf neben dem persönlichen Nutzen auch etwas zur Umwelt beizutragen.

Die Elektronikindustrie stößt jährlich eine große Menge an CO2 aus. In Zusammenwirkung mit einer gegenwärtig erhöhten Nachfrage an Technikgeräten, ist der CO2-Fußabdruck der Elektronikindustrie nicht der grünste. SATURNs neue Trade-In-Aktion soll dem entgegenwirken. Vom 18.07.2022 bis zum 30.09.2022 erhalten sie beim Kauf eines Samsung Galaxy Tab S8 und zusätzlichem Verkauf eines teilnehmenden Altgerätes, neben dem Gerätepreis eine Tauschprämie von bis zu 200C. Neben dem finanziellen Vorteil für ihre neue Anschaffung, wird durch jedes zurückgegebene Gerät 66.8 kg CO2-Emission vermieden. Mit dem Book Cover Keyboard wird ihnen zusätzlich ein nützliches Tool für ihre neue Anschaffung gratis dazu gegeben.

Mehr Information zur Ankauf-Aktion von Saturn finden Sie hier

Example: Samsung





DIGITAL SALES

GENERAL DIRECTOR **DIGITAL SALES BENEDIKT FAERBER**

Media Impact GmbH & Co.KG Zimmerstraße 50 10888 Berlin Tel.: +49 (0) 151 64 17 30 34 benedikt.faerber@axelspringer.com

DIRECTOR DIGITAL SALES WEST SVEN HEINTGES

Media Impact GmbH & Co.KG Neuer Zollhof 1 40221 Düsseldorf Tel.: +49 (0) 151 58451106 sven.heintges@axelspringer.com

DIRECTOR DIGITAL SALES MITTE/SÜDWEST PHILIPP MATSCHOSS

Media Impact GmbH & Co.KG Gerbermühlstraße 9 60594 Frankfurt/Main Tel.: +49 (0) 151 44619898 philipp.matschoss@axelspringer.com **DIRECTOR DIGITAL SALES SÜD & SPORT** DANIEL MAUBACH

Media Impact GmbH & Co.KG Theresienhöhe 26 80339 München Tel.: +49 (0) 151 12446577 daniel.maubach@axelspringer.com

 \bigcirc

DIRECTOR DIGITAL SALES NORD/OST EMILY MIERENDORFF

Media Impact GmbH & Co.KG Zimmerstraße 50 10888 Berlin Tel.: +49 (0) 151 44047127 emily.mierendorff@axelspringer.com

DIRECTOR PROGRAMMATIC BUSINESS ALEXANDER WIEGHARD

Media Impact GmbH & Co.KG Zimmerstraße 50 10888 Berlin Tel.: +49 (0) 160 90455837 alexander.wieghard@axelspringer.com

WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU

CROSSMEDIA SALES



Media Impact GmbH & Co.KG Zimmerstraße 50 10888 Berlin Tel.: +49 (0) 151 2913 8888 matthias.schoenwandt@axelspringer.com



 (\mathbf{O})

DIRECTOR AUTOMOTIVE & MOBILITY CHRISTOPH SCHULZE

Media Impact GmbH & Co.KG Neuer Zollhof 1 40221 Düsseldorf Tel.: +49 (0) 151 161 570 04 christoph.schulze@axelspringer.com

DIRECTOR CONSUMER GOODS KNUT G. MÜLLER

Media Impact GmbH & Co.KG Theresienhöhe 26 80339 München Tel.: +49 (0) 151 161 570 08 knut.mueller@axelspringer.com

DIRECTOR FINANCE, **TOURISM & SERVICES** MARCUS BRENDEL

Media Impact GmbH & Co.KG Neuer Zollhof 1 40221 Düsseldorf Tel.: +49 (0) 160 987 724 94 marcus.brendel@axelspringer.com

CONTACT

GENERAL DIRECTOR **CROSSMEDIA SALES MATTHIAS SCHÖNWANDT**

LEITER BUSINESS UNIT HEALTHCARE **ELMAR TENTESCH**

Media Impact GmbH & Co.KG Münchener Straße 101/09 85737 Ismaning Tel.: +49 (0) 172 775 91 27 elmar.tentesch@axelspringer.com

HEAD OF LUXURY & LIFESTYLE **CHRISTINE MALECKI**

Media Impact GmbH & Co.KG Theresienhöhe 26 80339 München Tel.: +49 (0) 151 440 478 34 christine.malecki@axelspringer.com

DIRECTOR RETAIL **BIRGIT SANTORO**

 (O)

Media Impact GmbH & Co.KG Zimmerstraße 50 10888 Berlin Tel.: +49 (0) 151 528 500 43 birgit.santoro@axelspringer.com

DIRECTOR TELECOMMUNICATIONS & ELECTRONICS INGO KÖLBL

Media Impact GmbH & Co.KG Gerbermühlstraße 9 60594 Frankfurt/Main Tel.: +49 (0) 151 161 570 05 ingo.koelbl@axelspringer.com

INTERNATIONAL SALES



 \bigcirc

(O)

BENEDIKT FAERBER

Zimmerstraße 50 10888 Berlin Tel.: +49 (0) 151 64 17 30 34 benedikt.faerber@axelspringer.com

UK/US/FRANCE MIRIAM ZAND

Media Impact GmbH & Co.KG 10 Linen Court 2nd Floor East Road London N1 6AD, United Kingdom Tel.: +44 (0) 7786 628 669 miriamzand@axelspringer.co.uk

ITALY LAURA FERRI

Axel Springer Media Italia S.r.l. Via Leopardi No 21 IT-20123 Milan Tel.: +39 (0) 2 43 98 18 65 ferri@axelspringer.it

BENELUX **ANITA RODWELL**

MediaWire International Dwarslaan 51 NL-1261 BB Blaricum Tel.: +31 (0)651 480108 rodwell@mediawire.nl

