

DIGITAL OUT OF HOME



DIGITAL OUT OF HOME AT MEDIA IMPACT MEANS:



EXCLUSIVE CONTENT:

We offer your campaign the greatest possible attention by embedding it in our editorial BILD, WELT and Bundesliga content.



EXCLUSIVE TARGET GROUPS:

Meet your target group directly at the point of interest, whether at gas stations, in co-working spaces, in gyms or in restaurants.



EXCLUSIVE MOMENT:

e.g. your sports campaign as part of the Bundesliga highlights on the screens of the hotel lounge on Sundays or in the gym!

PLACEMENT	Gross CPM
RUN OF PORTFOLIO	15 €
RUN OF CHANNEL (e.g. Premium Gym)	20 €
GEO-Targeting	25 €

IN CASE OF COMBINATION OF TWO PLACEMENTS, THE CPM OF THE HIGHER CATEGORY IS VALID.

COVER IMAGES*	Net price
BUDGET < 50.000€	800 €
BUDGET 50 – 100.000€	500 €
BUDGET > 100.000€	free

The costs of the supporting images include 2 photos from each 2 locations of a category (e.g. CoWorking Spaces). In case of transfer of rights to use the photos for marketing purposes by Media Impact and FRAMEN, these costs do not apply.