

media **impact**—

PETBOOK

MEDIA KIT



OVERVIEW

THE BOOK FAMILY

STYLEBOOK

One of the leading online magazines for women

1.75 mill. UUs
3.09 mill. visits

TRAVELBOOK

Germany's biggest online travel magazine

2.92 mill. UUs
4.99 mill. visits

TECHBOOK

The portal for an innovative digital lifestyle

2.73 mill. UUs
4.58 mill. visits

FITBOOK

One of the leading online magazines in health and fitness

2.31 mill. UUs
4.14 mill. visits

myHOMEBOOK

The largest online magazine on house and gardening

2.27 mill. UUs
3.81 mill. visits

PETBOOK

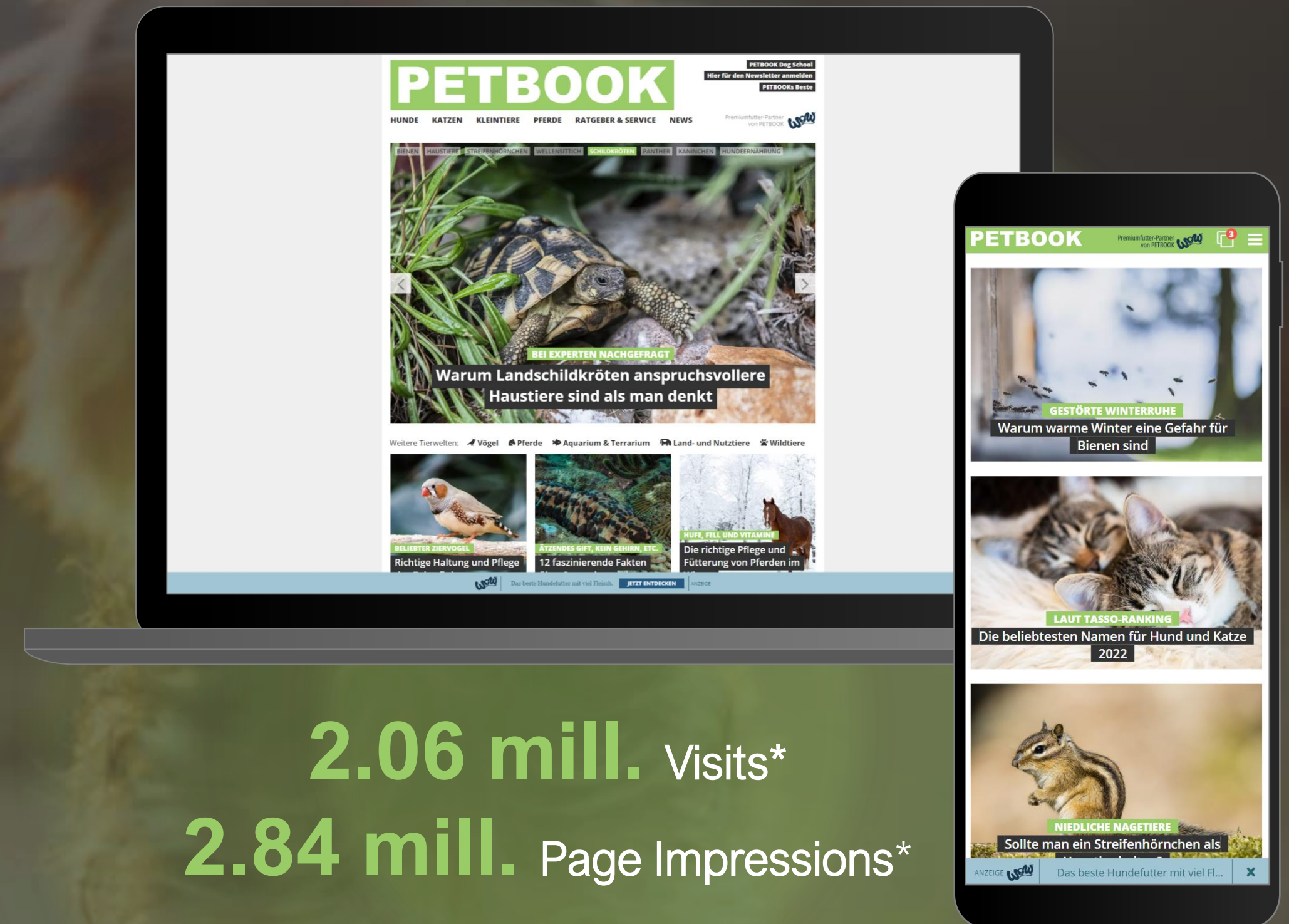
The new online magazine for all petowners and pet enthusiasts

2.84 mill. Pls
2.06 mill. visits

PETBOOK IN A NUTSHELL

THE NEW LIFESTYLE PORTAL FOR ALL ANIMAL OWNERS AND ANIMAL LOVERS:

- Interesting facts and advice for everyone who loves and/or keeps animals
- PETBOOK wants to understand the behavior and needs of pets and farm animals, explain them in a way that everyone can understand and offer their owners orientation and advice in everyday life
- High-quality and credible service journalism with a lifestyle approach
- Reports, expert interviews and tips, studies, tutorials and life hacks
- Special focus on animal health, healthy and sustainable nutrition, care and keeping of animals



381,153 Follower**
252,810 organic reach/ month**
2,116 profile visits/ month**

PERSONAS



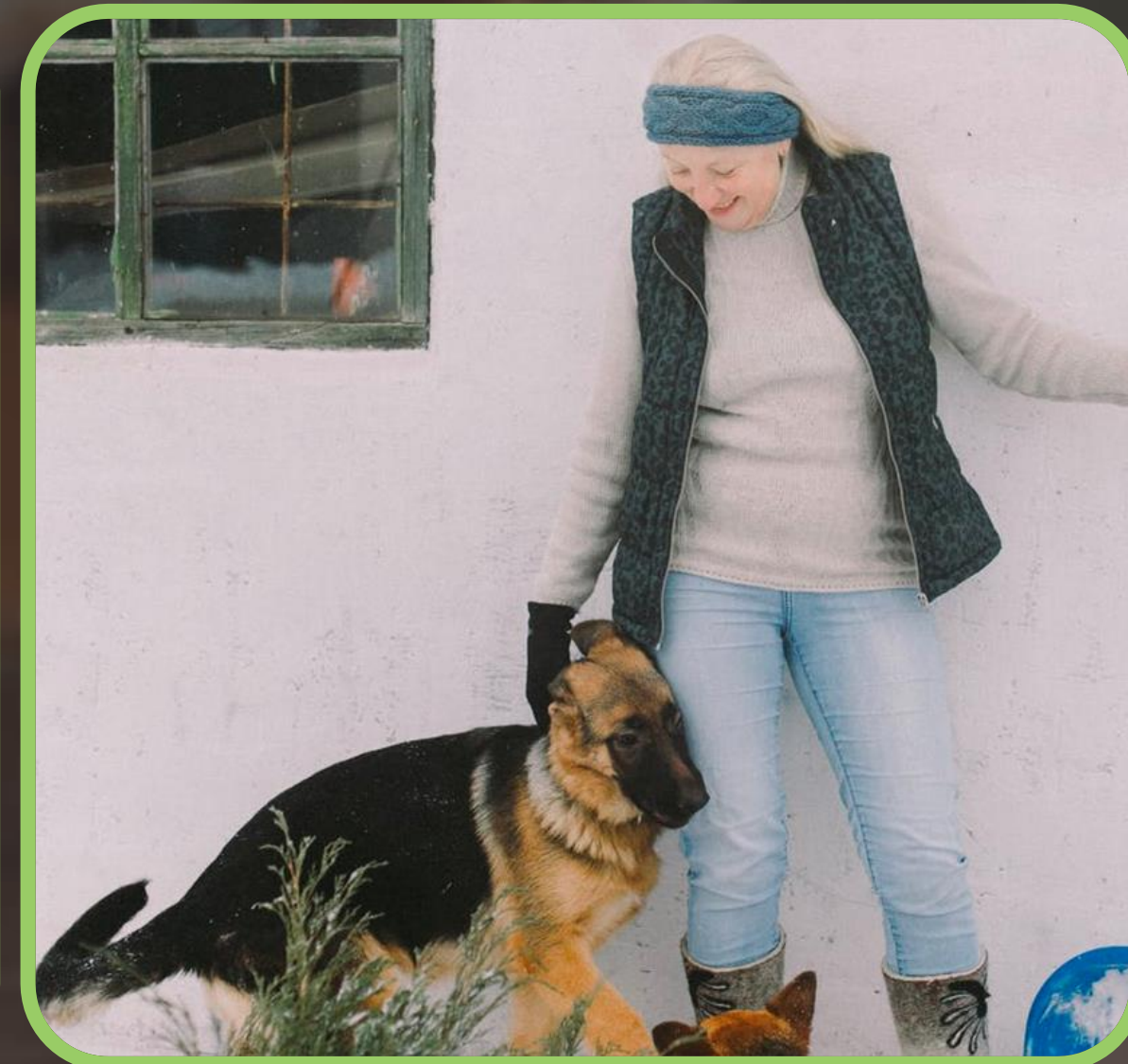
JULIA, 29 & THEO, 32

...live in Berlin. They have just fulfilled their dream of having a pet together and are now wholeheartedly shaping their lives with their new companion. In the process, they are always looking online for helpful tips and new products.



LOUISA, 36

...lives alone with her cat Mimi in Leipzig, but also likes to leave her with her friends when she goes out. Mimi has her own Instagram channel where Louisa shares her cat's life and her latest discoveries.



CLAUDIA, 51

...and her family live in Erding near Munich. She has two older children and owns several animals. As she grew up with animals and she is considered an expert among her circle of friends, which is why she is often asked for advice.

OUR CATEGORIES & ANIMAL WORLDS

DOGS

CATS

SMALL
ANIMALS

AGRICULTURAL
& FARM
ANIMALS

NEWS

HORSES

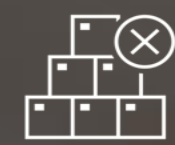
BIRDS

AQUARIUM &
TERRARIUM

WILD
ANIMALS

SERVICE
&
ADVICE

EDITORIAL TOPIC PLAN



JANUARY

Dog food ingredients - tips, supplements, superfoods, origin of the meat.



FEBRUARY

Pet sustainability - DIYs, upcycling, food scraps as pet food.



MARCH

Feeding puppies & small dogs - Tips, food, quantities, mistakes Coat care - tips and products for combing, brushing, washing.



APRIL

Animal welfare - measures, laws, donations, organizations



MAY

Working dogs - breeds, training, use, reportage



JUNE

Heat Special - What to do when it gets hot outside? Tips on how pets can well withstand the heat.



JULY

Pet on vacation - destinations, care, travel with dog, dog in hotel, vaccination certificate and more



AUGUST

Small animal poultry special, the underdogs of pets (chickens, pigeons, rabbits, hamsters and guinea pigs).



SEPTEMBER

Horses - everything about keeping, care and acquisition



OCTOBER

Pet cold - prevention, treatment, nutrition



NOVEMBER

Support wildlife - provide food and shelter, also support strays.

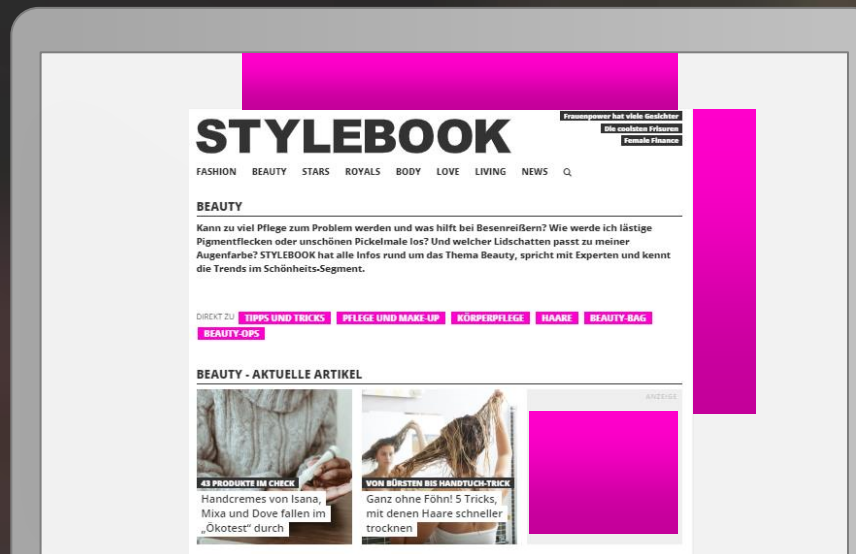


DECEMBER

Exotic and parrot birds - species, keeping and care of parrots, parakeets and terrarium inhabitants.

DISPLAY ADS

ADVERTISING FORMATS WITH THE BOOKS



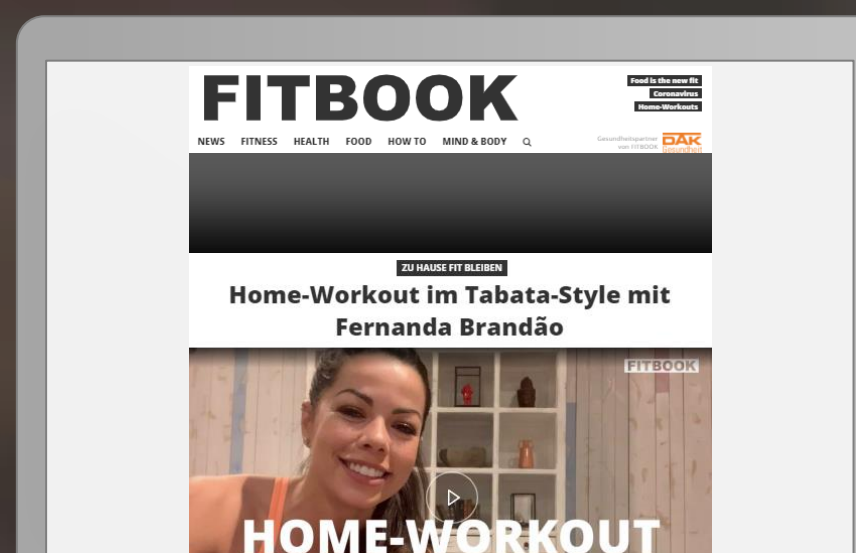
AD BUNDLE



FIREPLACE



WALLPAPER



BILLBOARD



SITEBAR



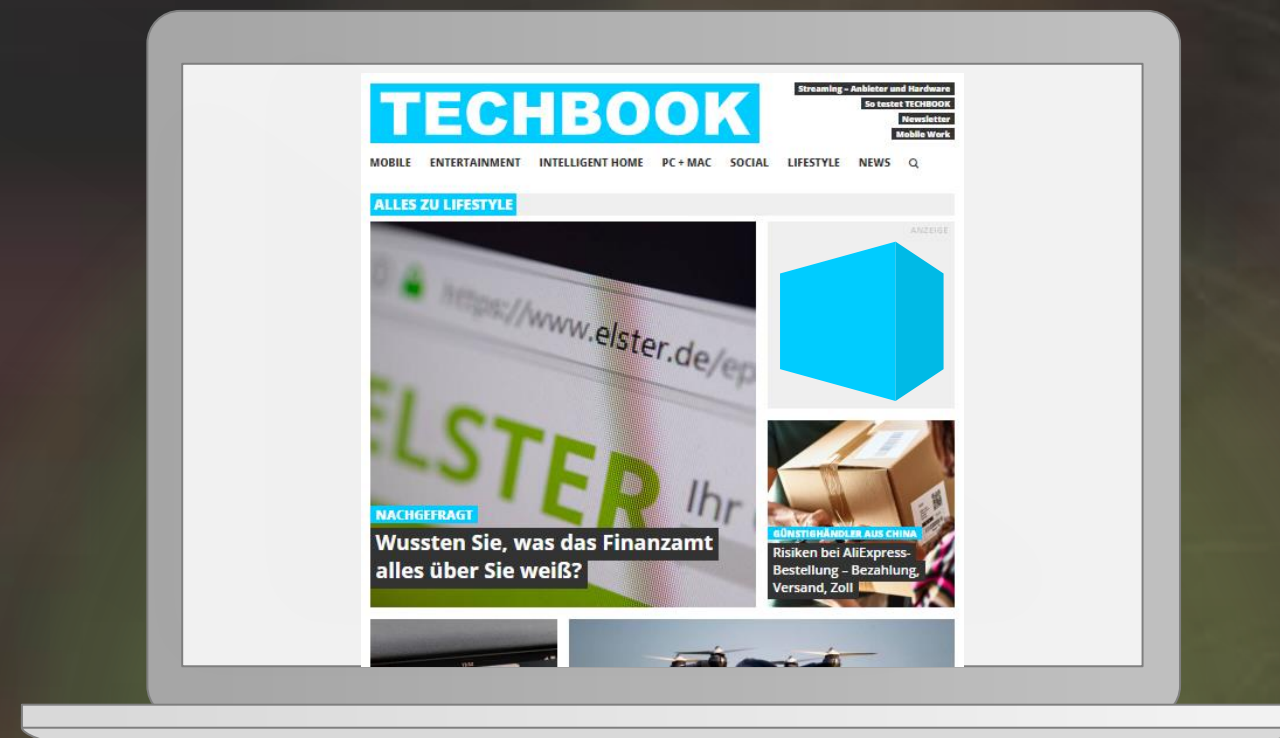
DOUBLE DYNAMIC SITEBAR



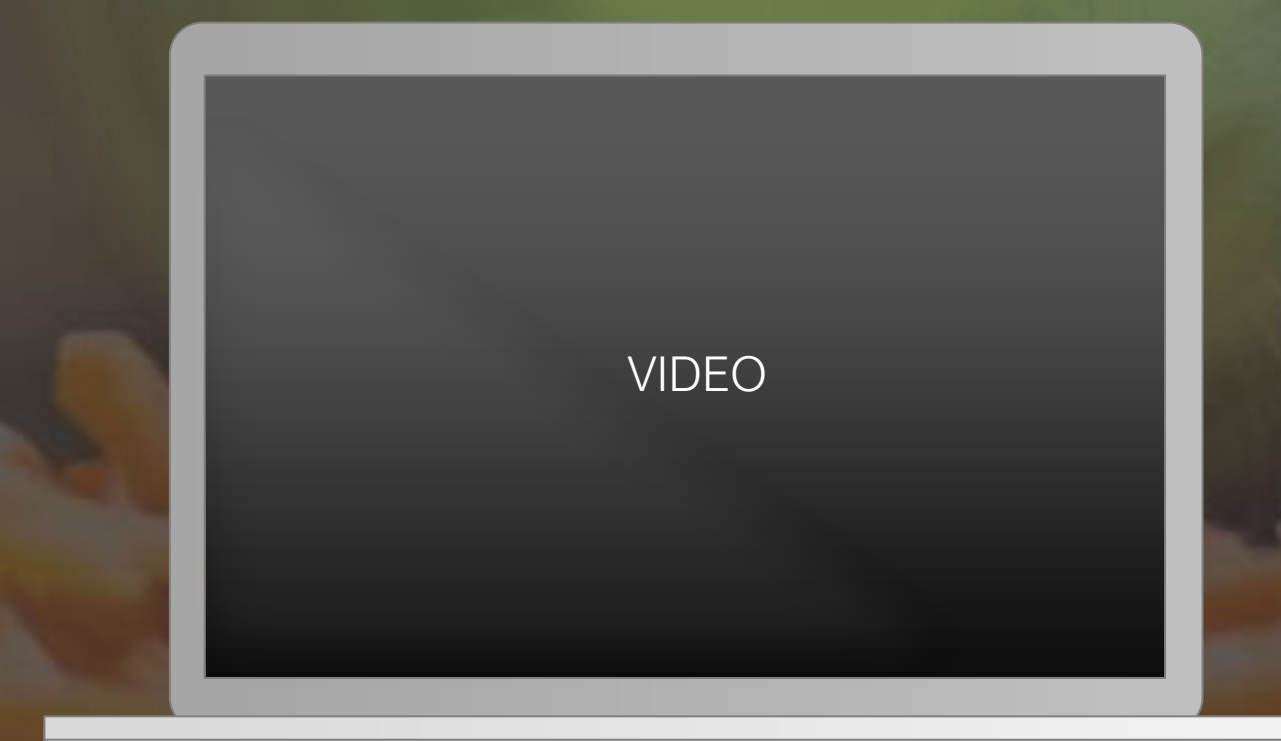
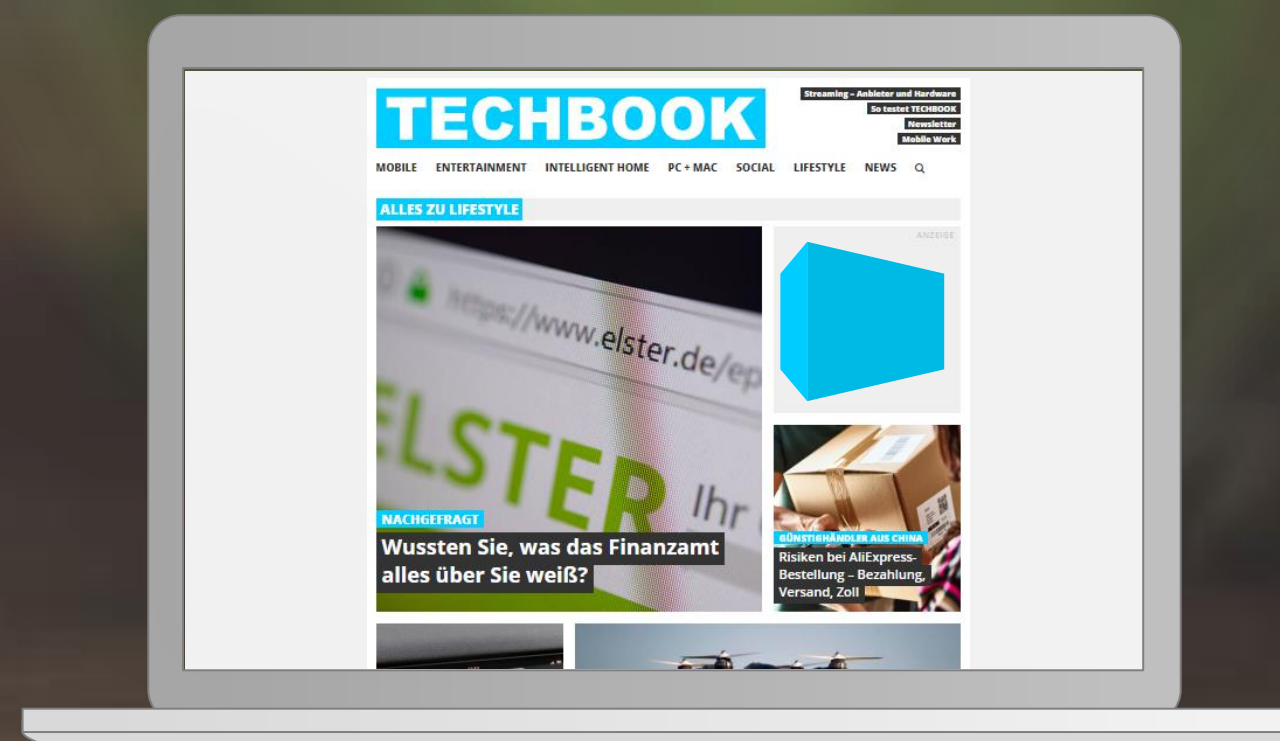
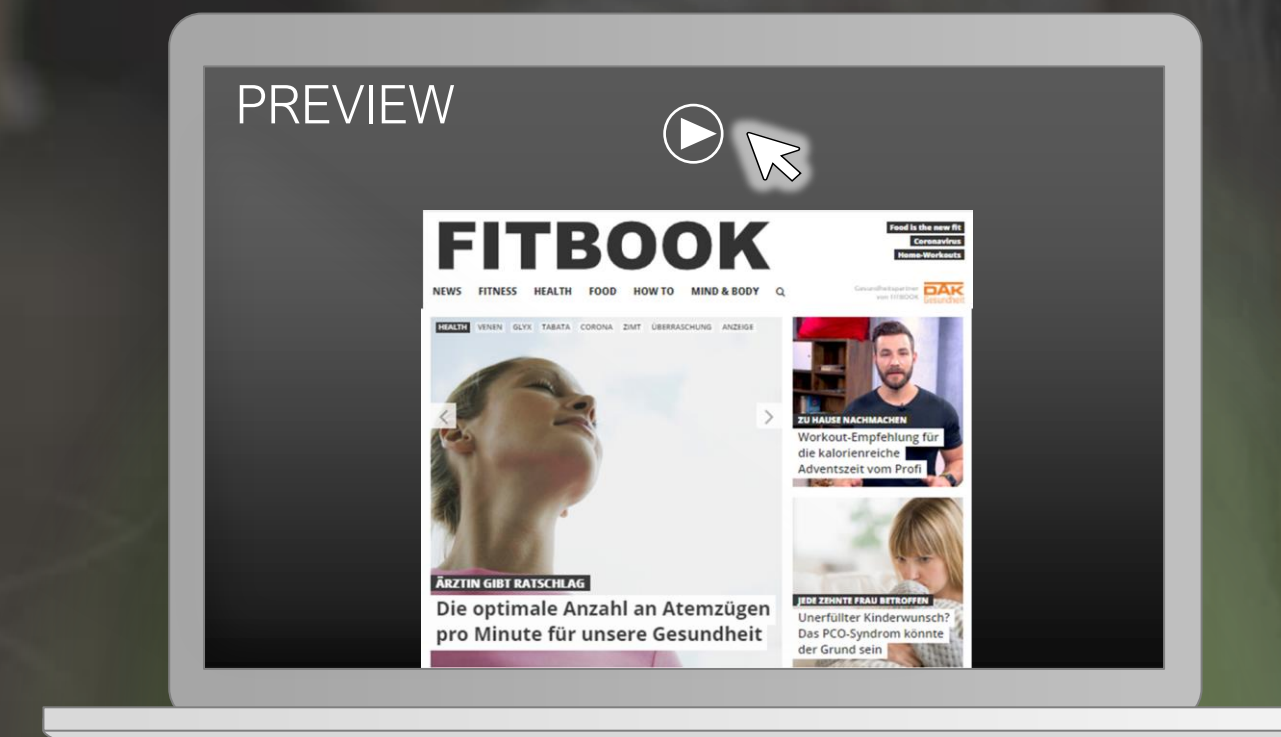
BRIDGE AD

ADVERTISING FORMATS WITH THE BOOKS

CUBE AD



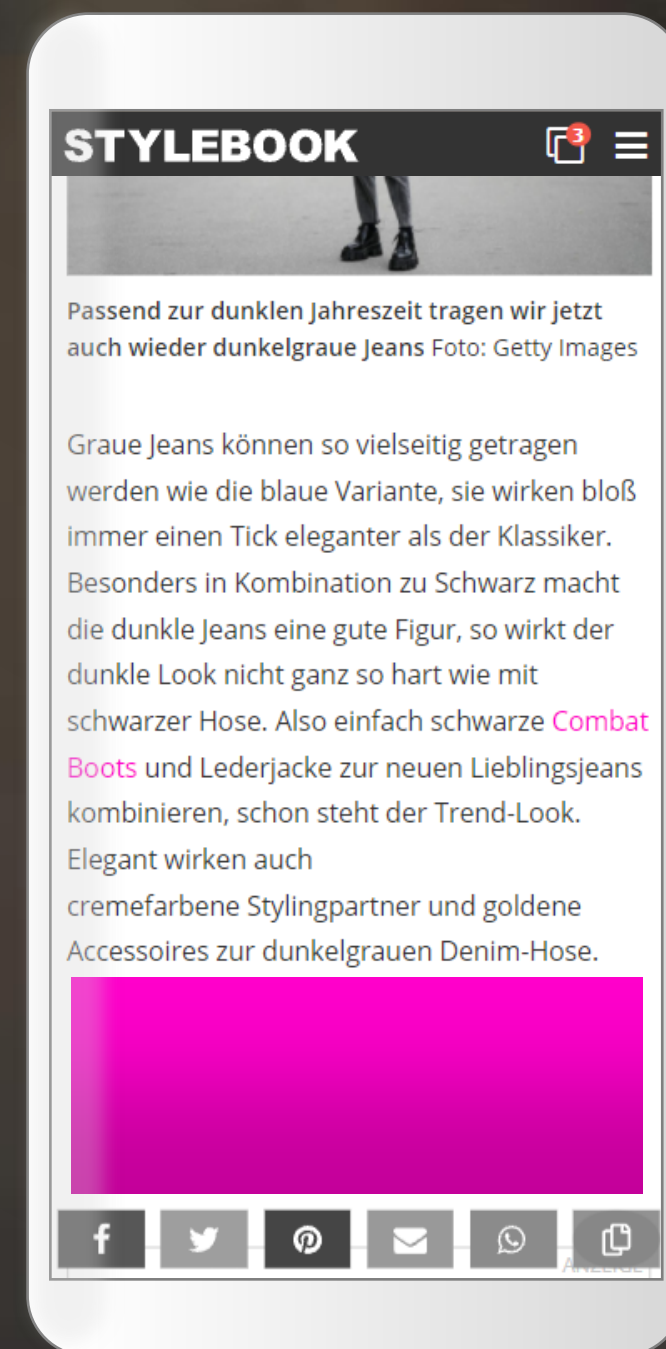
VIDEOWALL



ADVERTISING FORMATS WITH THE BOOKS



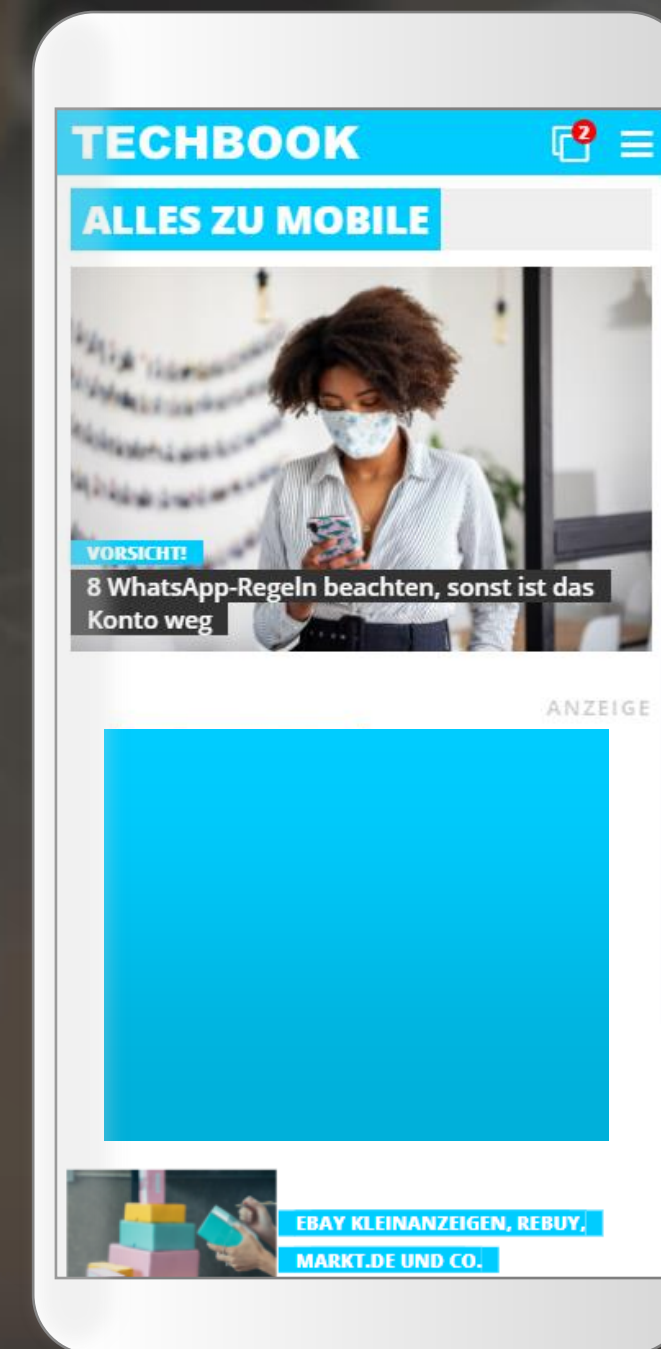
Content Ad 6:1



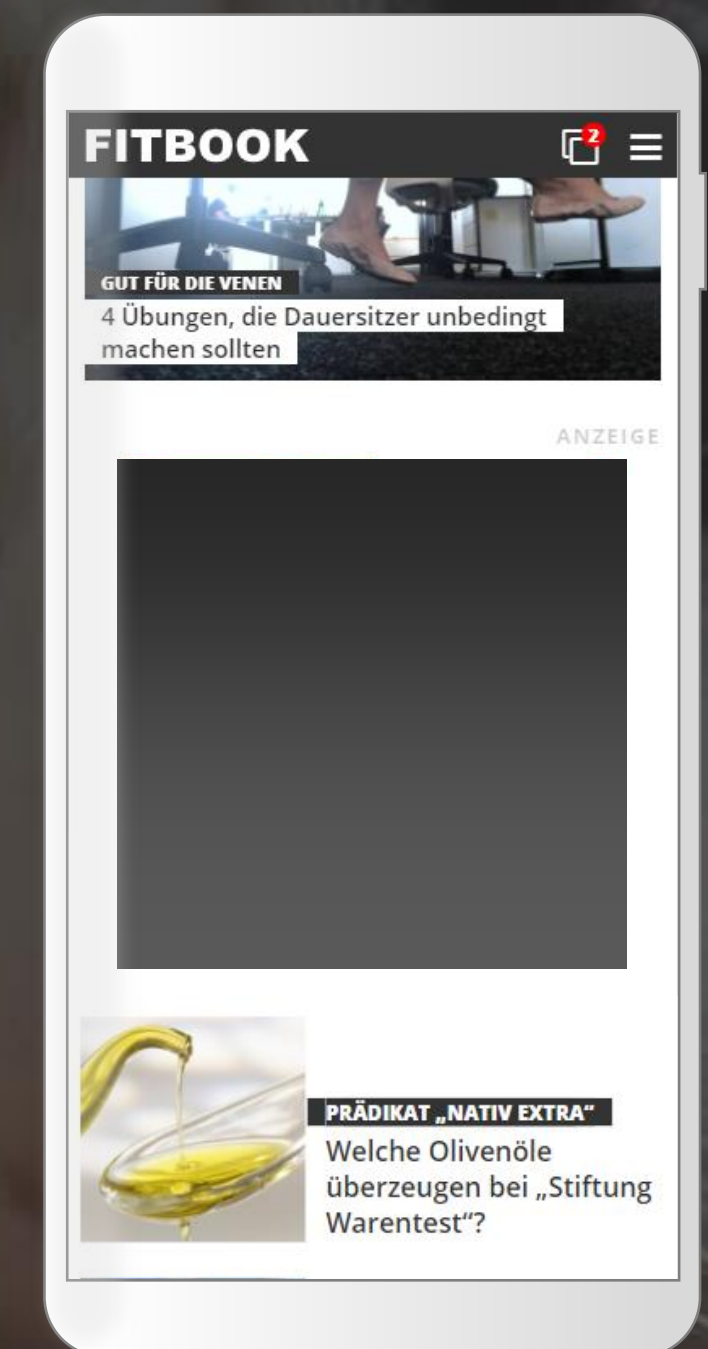
Content Ad 4:1



Content Ad 2:1

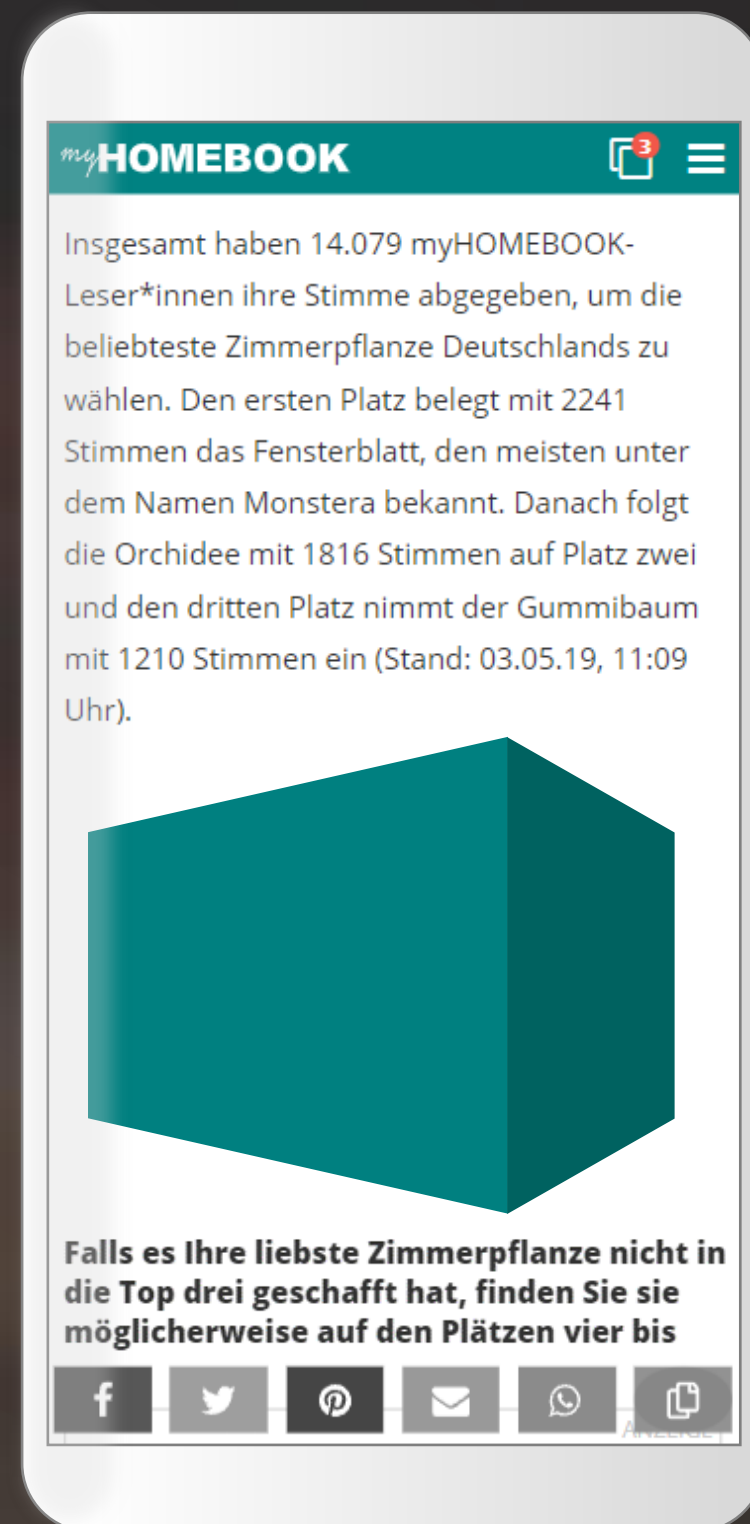


Mobile Medium Rectangle

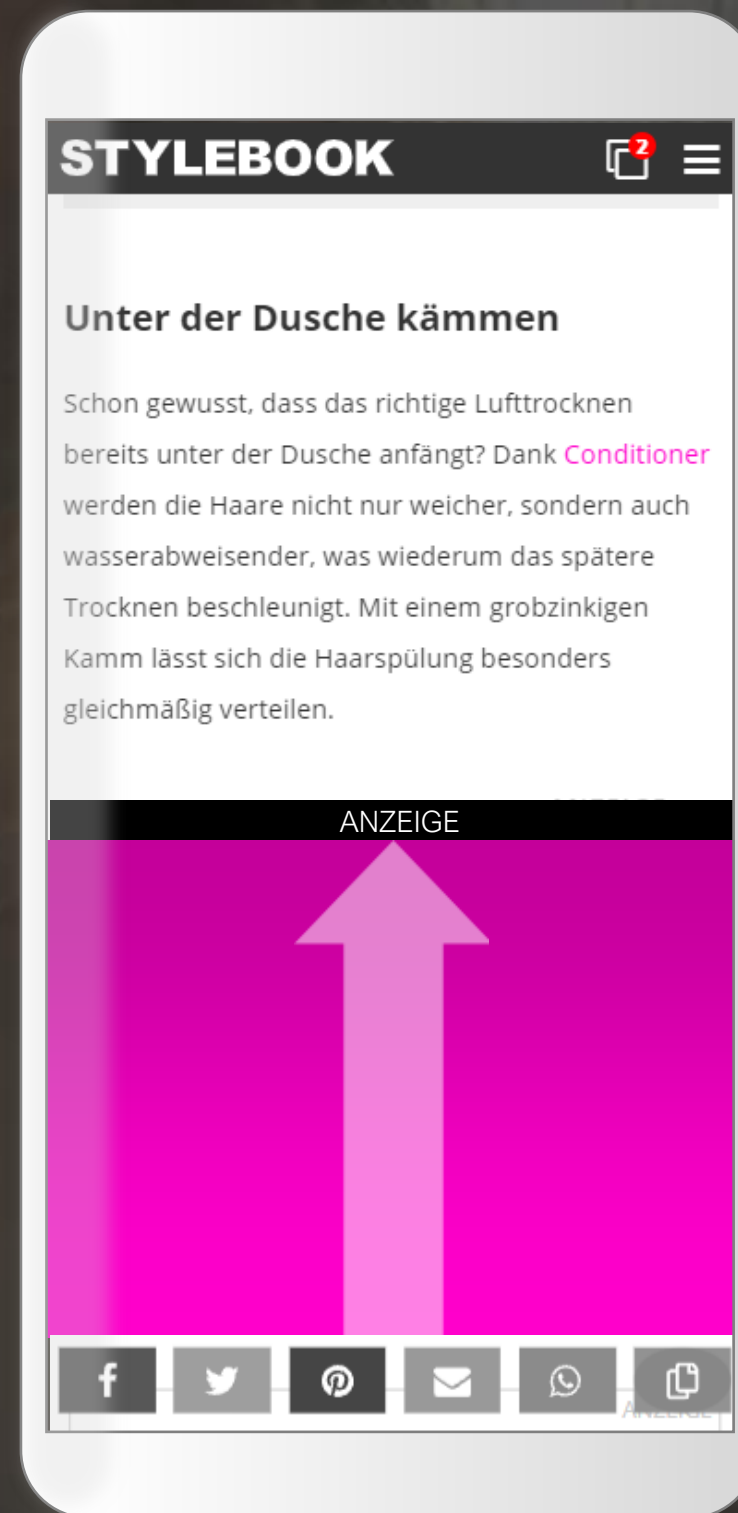
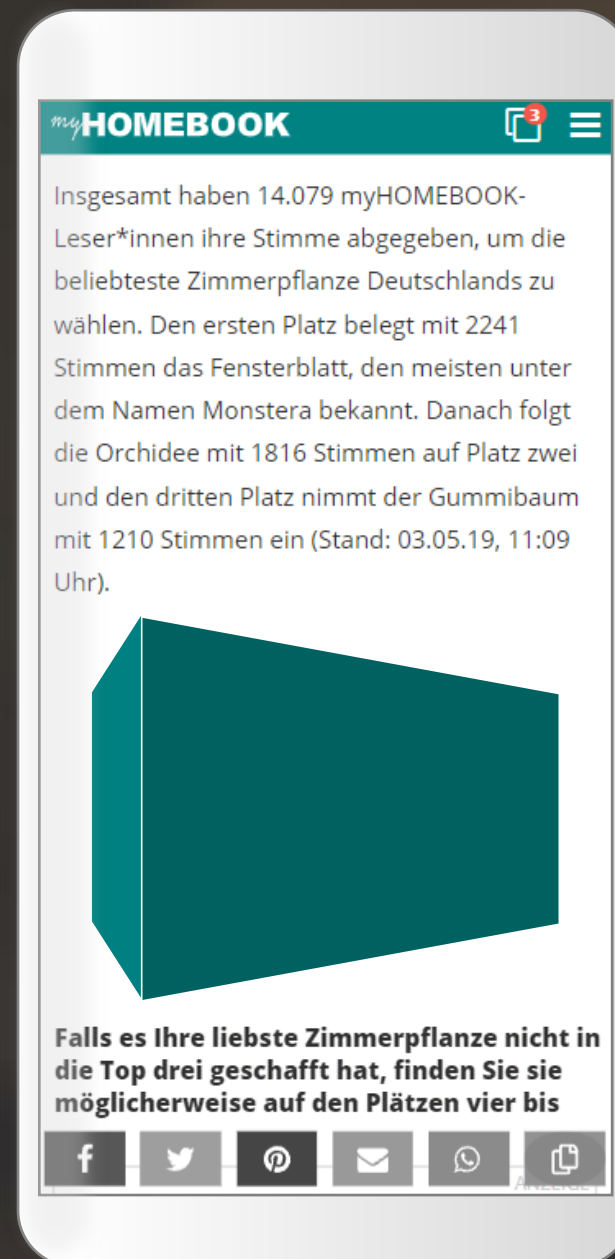


Content Ad 1:1

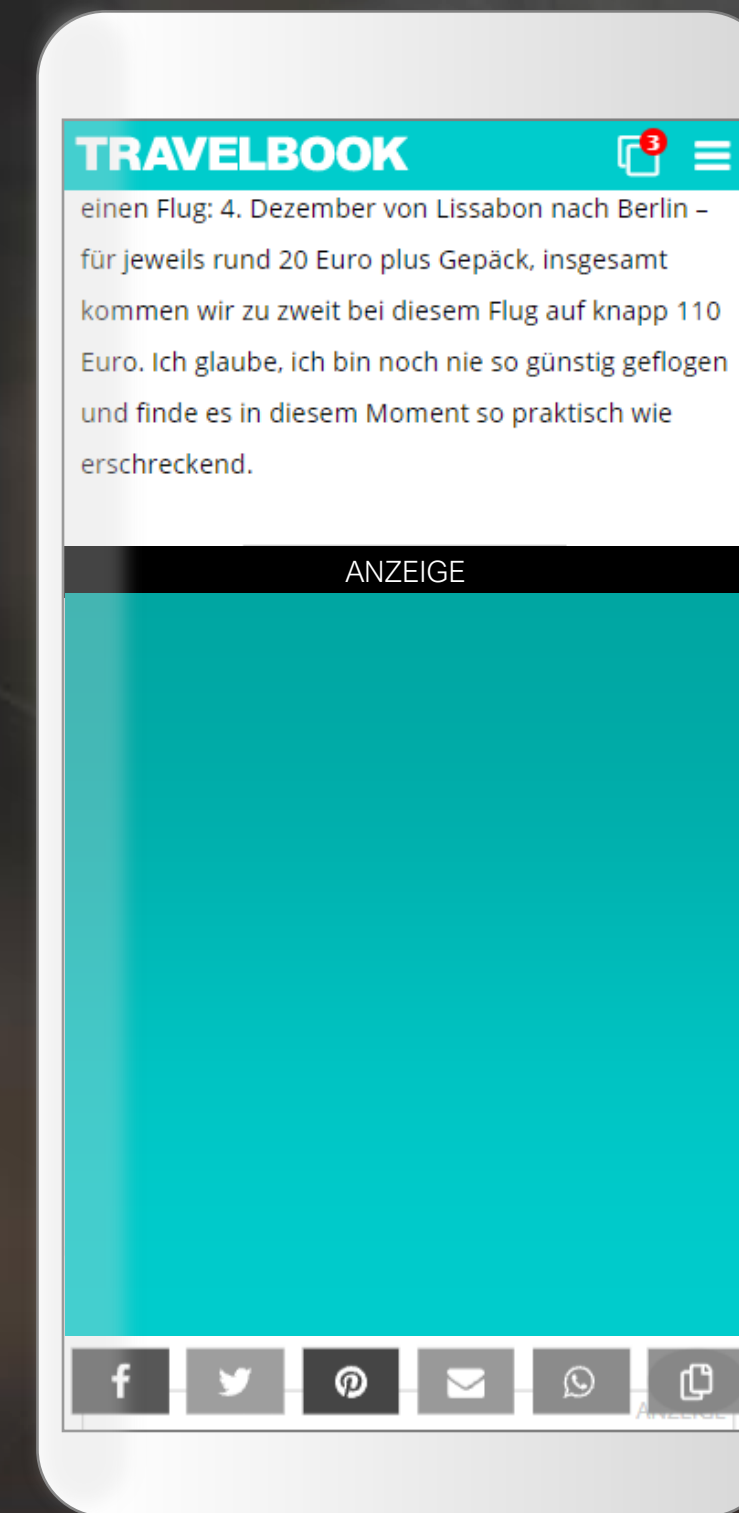
ADVERTISING FORMATS WITH THE BOOKS



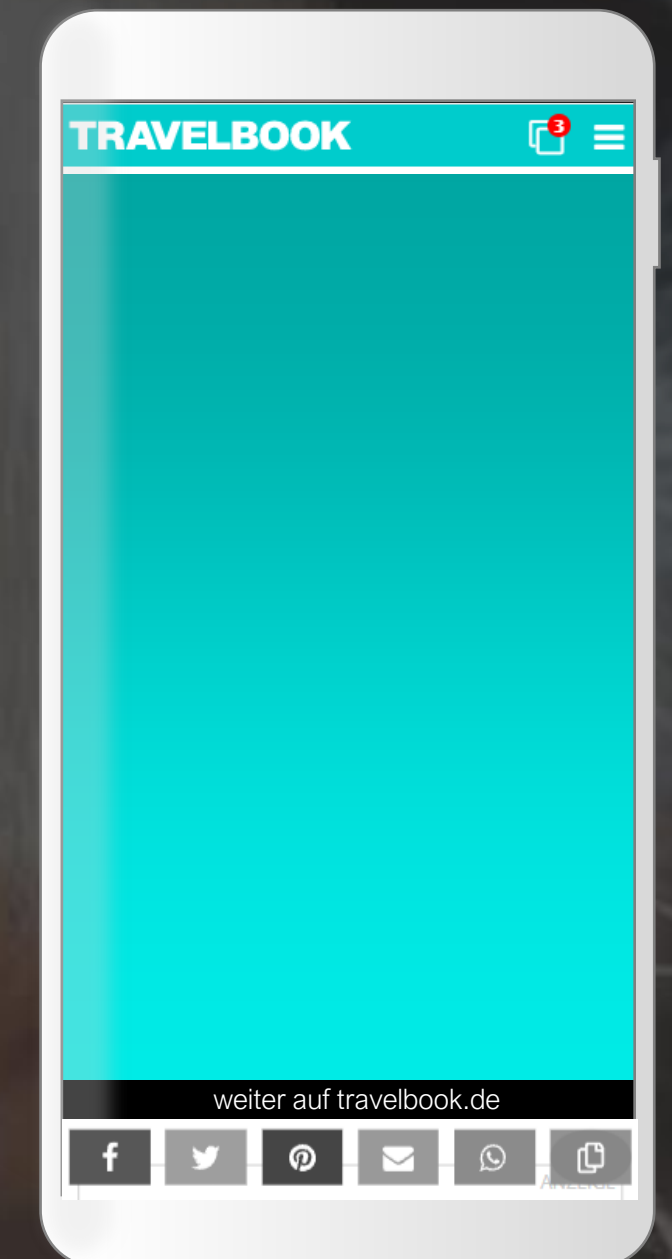
Cube Ad



Understitial



Interscroller





DAILY FIXED PLACEMENTS

HOMERUN: SPECTACULAR AND PREMIUM QUALITY

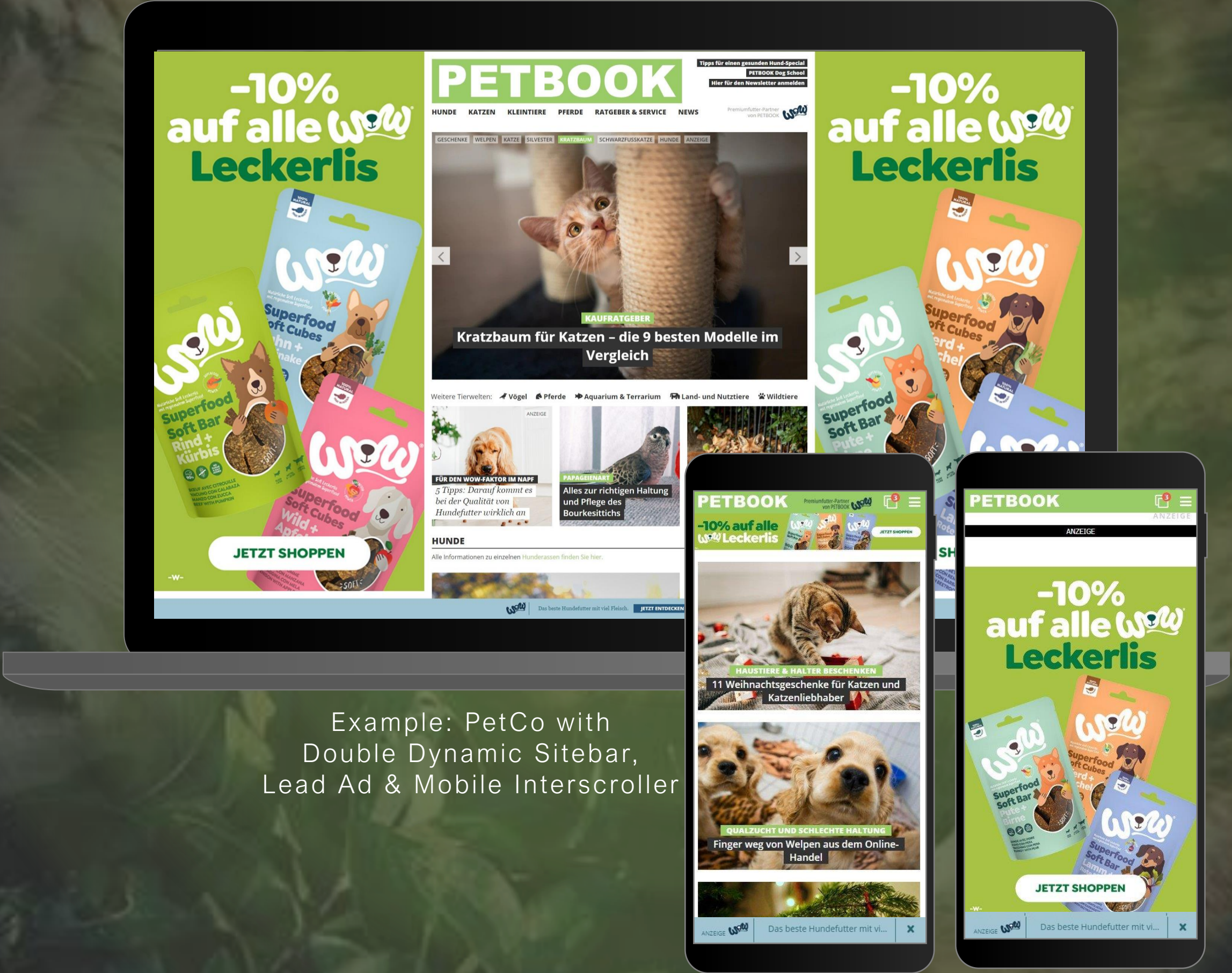
The Homerun guarantees brands an individual and first-class appearance.

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.
2) The stationary Big Stage advertising material is played on the homepage. The fallback advertising material is played as ROS.
Additional editorial approval required.



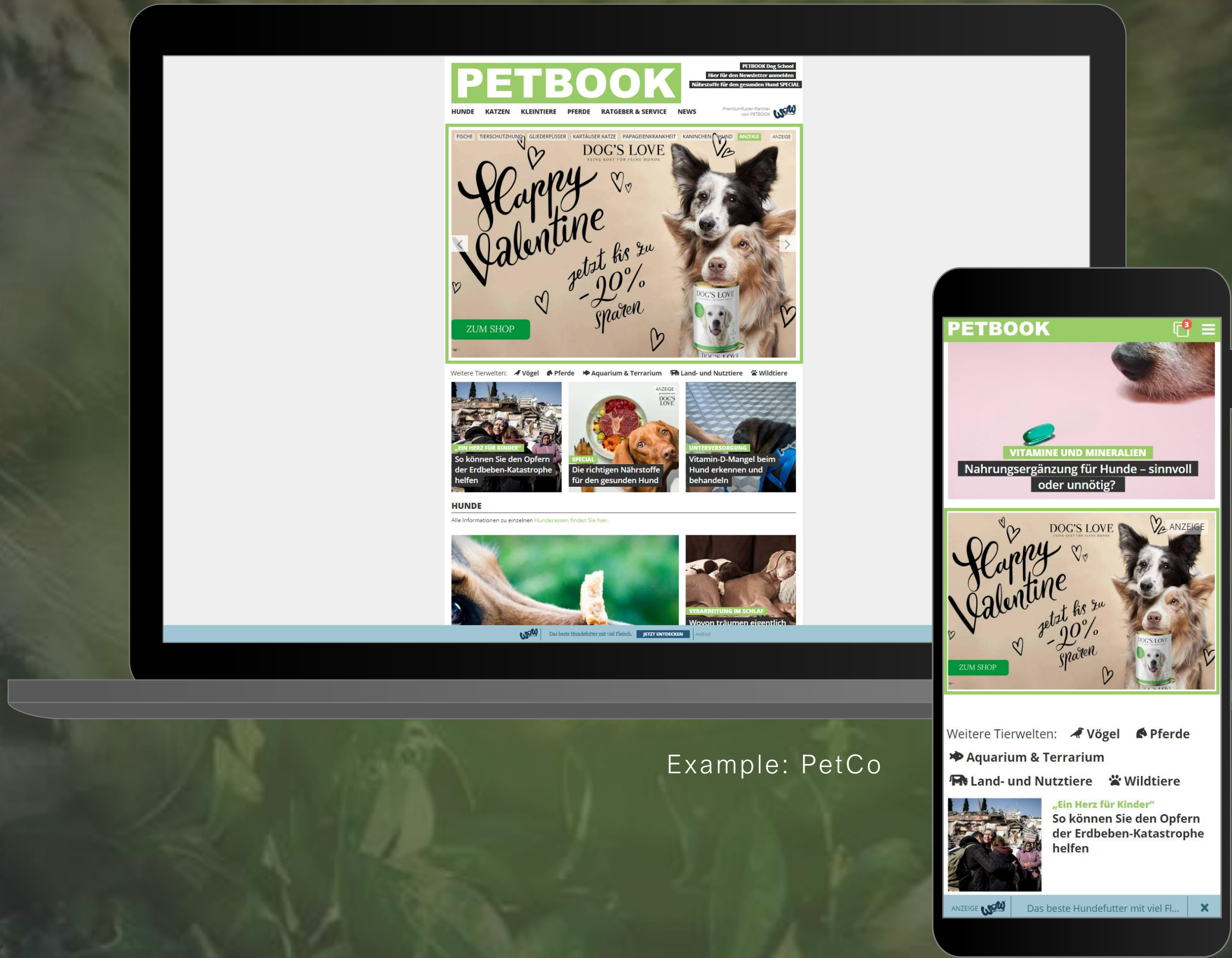
A-TEASER: ATTENTION- GRABBING AND CLOSE TO CONTENT

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

The link forwards the user 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 €

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



Example: PetCo

NATIVE ADVERTISING & SPONSORING

EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story gets PETBOOK'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

Minimal bookable Page Views ³	Basic package	Maximal bookable Page Views ³
5.000	15.000 Page Views 50.000 € ¹ 6 weeks run time ²	20.000

Further Add-Ons	Pricing
Data & Market research: Targeting	From 10 € CPM (refer to Targeting Ratecard)
Social Media: Sponsored Posts	Refer to Social Media Factsheet
Performance: Just Clicks, Activation o. Lead Add-On	Refer to Performance Factsheet
Stage for collection of Brand Stories	Comes with a booking of three Brand Stories

PETBOOK

PETBOOK Dog School

Hier für den Newsletter anmelden

PETBOOKs Beste

HUNDEKATZENKLEINTIEREPFERDERATGEBER & SERVICENEWS

Premiumfutter-Partner von PETBOOK

ANZEIGE

Startseite » Brand Story » ANZEIGE:

HUNDEERNÄHRUNG AUF DEM PRÜFSTAND

Darf mein Hund Joghurt essen?



Hundeernährung ist sehr individuell. Grundsätzlich sollten die Bedürfnisse des Vierbeiners im Fokus stehen Foto: iStock

Brand Story

Wow

Von Brandstory | 28. November 2022, 12:22 Uhr

„Das letzte Kind hat Fell“, heißt es. Und so verwundert es nicht, dass 34 Millionen Haustiere (Forsa, 2021) in deutschen Haushalten leben – rund 12 Millionen Deutsche sind stolze Besitzer von mindestens einem Hund. Damit rangieren diese direkt hinter Katzen.

Für viele Hundebesitzer gehört ihr Vierbeiner selbstverständlich zur Familie und soll dementsprechend auch gut versorgt werden, um möglichst lange und gesund bei ihnen zu leben. Eine wesentliche Rolle spielt dabei die Hundeernährung. Doch was zeichnet eine ausgewogene Ernährung aus? Wie unterscheidet sich das optimale Futter für Welpen und

Example: PetCo „Darf mein Hund Joghurt essen?“

16

1) Plus creation costs: Up to 15,000 page views € 3,500, up to 20,000 page views € 4,000, from 20,000 page views € 4,500, not eligible for discount and AE.

2) For Brand Stories, lead time must be requested in advance.

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.

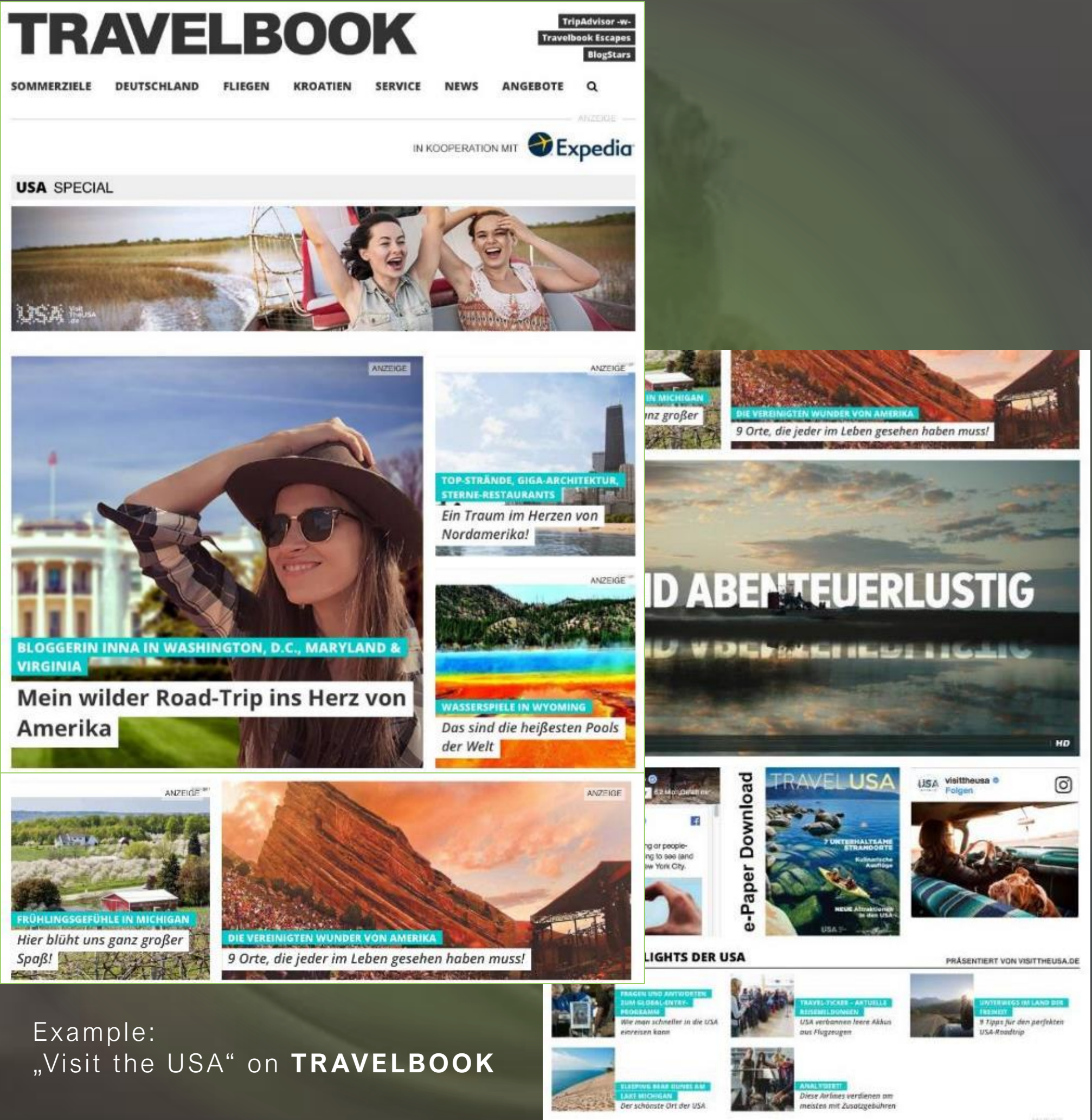
BRAND HUB: STORYTELLING AT IT'S BEST TIMES FOUR!

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

- 4 editorial-like stories
- 1 Customer hub with the possibility to integrate further interactive elements, videos, social 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 €

1) Additional brand stories can be booked
2) Plus creation costs (not SR- and AR-capable): 10.000 €



Example:
„Visit the USA“ on TRAVELBOOK

ADVERTORIAL: FOR YOUR PRODUCT OR YOUR CAMPAIGN

The Advertorials on PETBOOK are individually designed. Thanks to the editorial appearance in the look and feel of PETBOOK 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 €

1) Term recommendation, customizable on request.
2) Plus creation costs (not SR- and AR-capable): 2.000 €

PETBOOK

Katzengesundheit & -pflege
Hier für den Newsletter anmelden
Das große Hundefutter-Special

HUNDEKATZENKLEINTIEREPFERDERATGEBER & SERVICENEWS

Premiumfutter-Partner von PETBOOK

ANZEIGE

VIEL FRISCHES FLEISCH, KEIN GETREIDE

WOW! Dieses Futter wird Ihr Hund lieben

WOW-Hundefutter mit 71 Prozent Fleisch- und Fischanteil. Zum Reinlegen gut! Foto: WOW!

Von Advertorial | 22. September 2022, 10:00 Uhr

In Deutschland gibt es über 10,2 Millionen (Statista.de) Hundebesitzer, die für ihre Vierbeiner nur das Beste wollen. Und wo fängt man da logischerweise an? Bei der Ernährung. Unzählige Anbieter tummeln sich auf dem Markt, allerdings verarbeiten einige davon bei der Futterherstellung günstige Füllstoffe wie Getreide, die viele Hunde nicht vertragen. Die österreichische Firma WOW verzichtet bei ihrem gesamten Sortiment auf Getreide und punktet dagegen mit einem extrem hohen Fleischanteil von 71 Prozent.

Example PetCo:
„WOW! Dieses Futter wird ihr Hund lieben!“

PETBOOK

media **impact**

ADVERTORIAL STAGE: ONE STAGE ALL ABOUT YOUR PRODUCT

In addition to the stage, advertorial stages also include three advertorials.

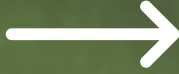
Both the stage and the three advertorials are individually presented in the look and feel of TECHBOOK.

- 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 €

1) Term recommendation, customizable on request.
2) Plus creation costs (not SR- and AR-capable): 2.000 €



Example:
TRAVELBOOK X „Found in Miami“

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 €.

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").



Example PetCo:
Das große Hundefutter-Special

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

Guaranteed
Page Views

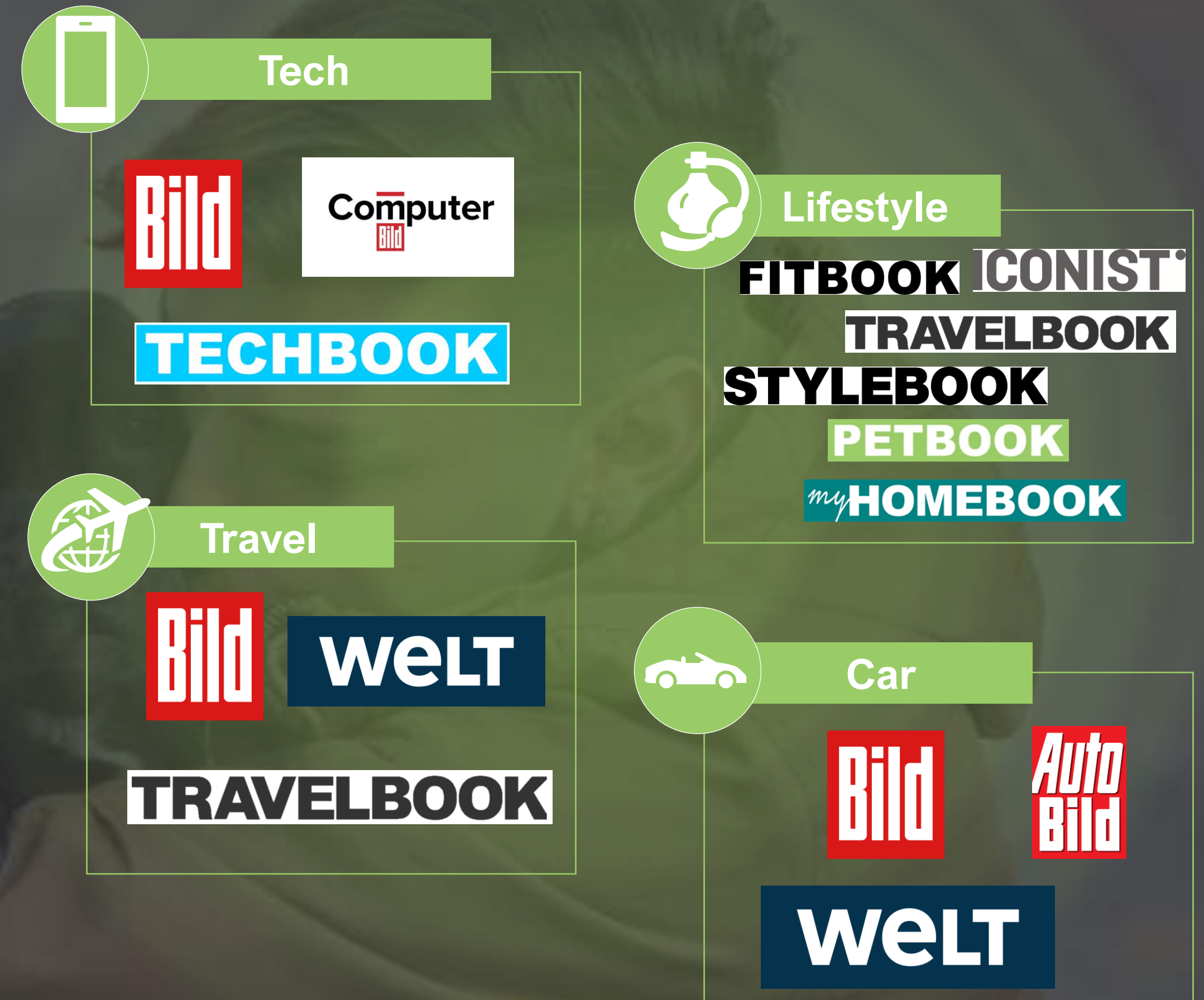
15.000.000

Guaranteed
Ad Impressions

47.500 €²

Package price

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



PETBOOK

media **impact**

VIDEO SPONSORING

CONCEPT: DIY FOR PETS

Timing:
Q1 2023

Length:
3-5 minutes



WHAT IT'S ABOUT

The new DIY video format from myHOMEBOOK and PETBOOK.

In each episode, our DIY expert crafts something useful for pets and/or their owners that inspires viewers to copy.

Besides the wow effect, the expert gives helpful tips about DIY.



USP

- High-quality video production
- SNACKABLE CONTENT: Short and crisp inspirational videos with entertainment factor that motivate you to do it yourself



GOALS

Brand:

Branding effect & brand strengthening for PETBOOK and myHOMEBOOK

Inspiration:

Strengthen reader loyalty and motivate them to take action themselves

Sustainability:

Motivate to make things yourself instead of buying new

DIY FOR PETS

OUR EPISODE GUIDE

Dog bed

EPISODE 1

Dog toy

EPISODE 3

Cat skill
board

EPISODE 5

Cat litter
box cover

EPISODE 7

Dog
sweets

EPISODE 9

EPISODE 2

Cat
scratchin
g post

EPISODE 4

Bird
house
with food
station

EPISODE 6

Dog toy

EPISODE 8

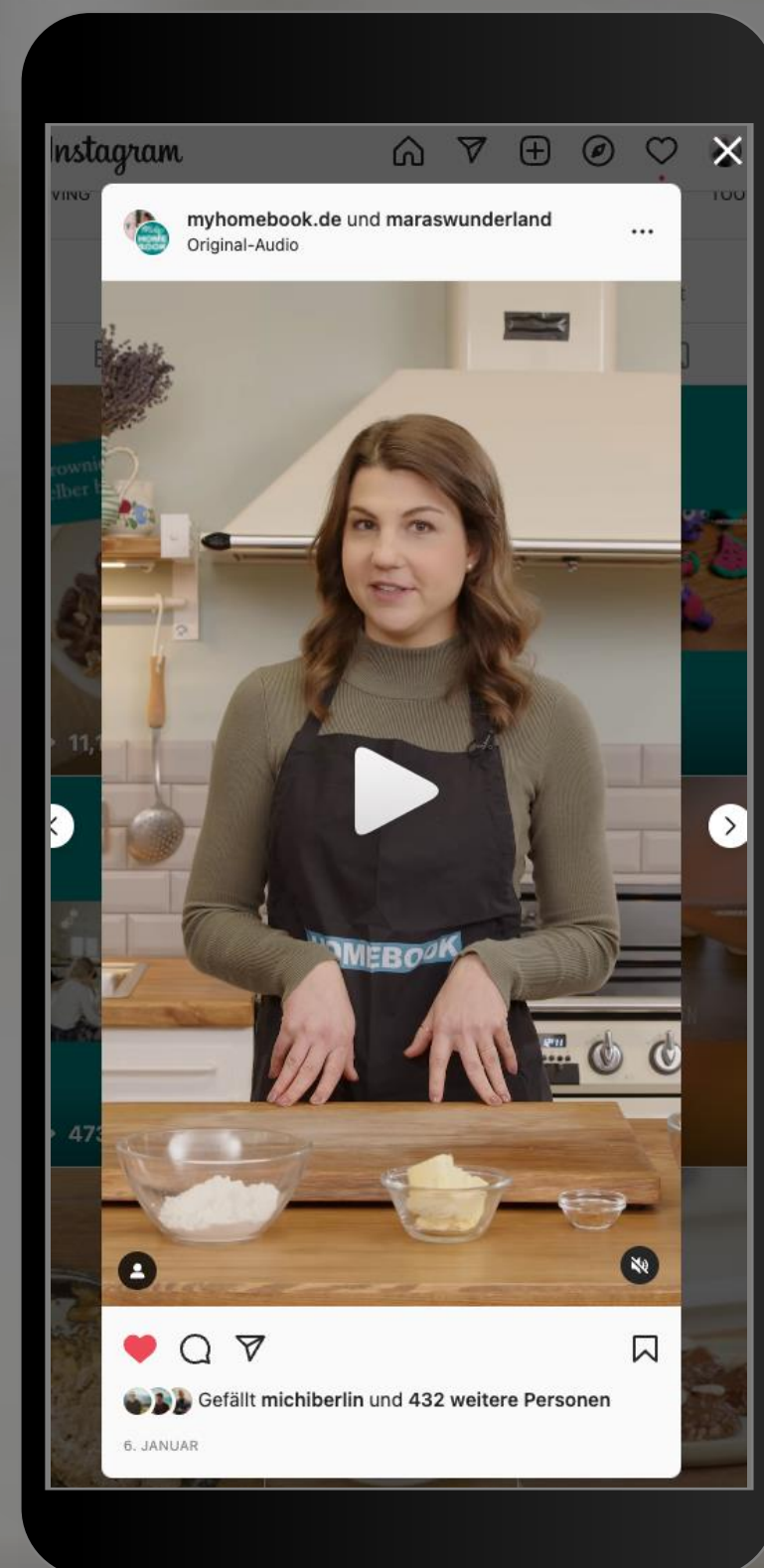
Concrete
food bowl

EPISODE 10

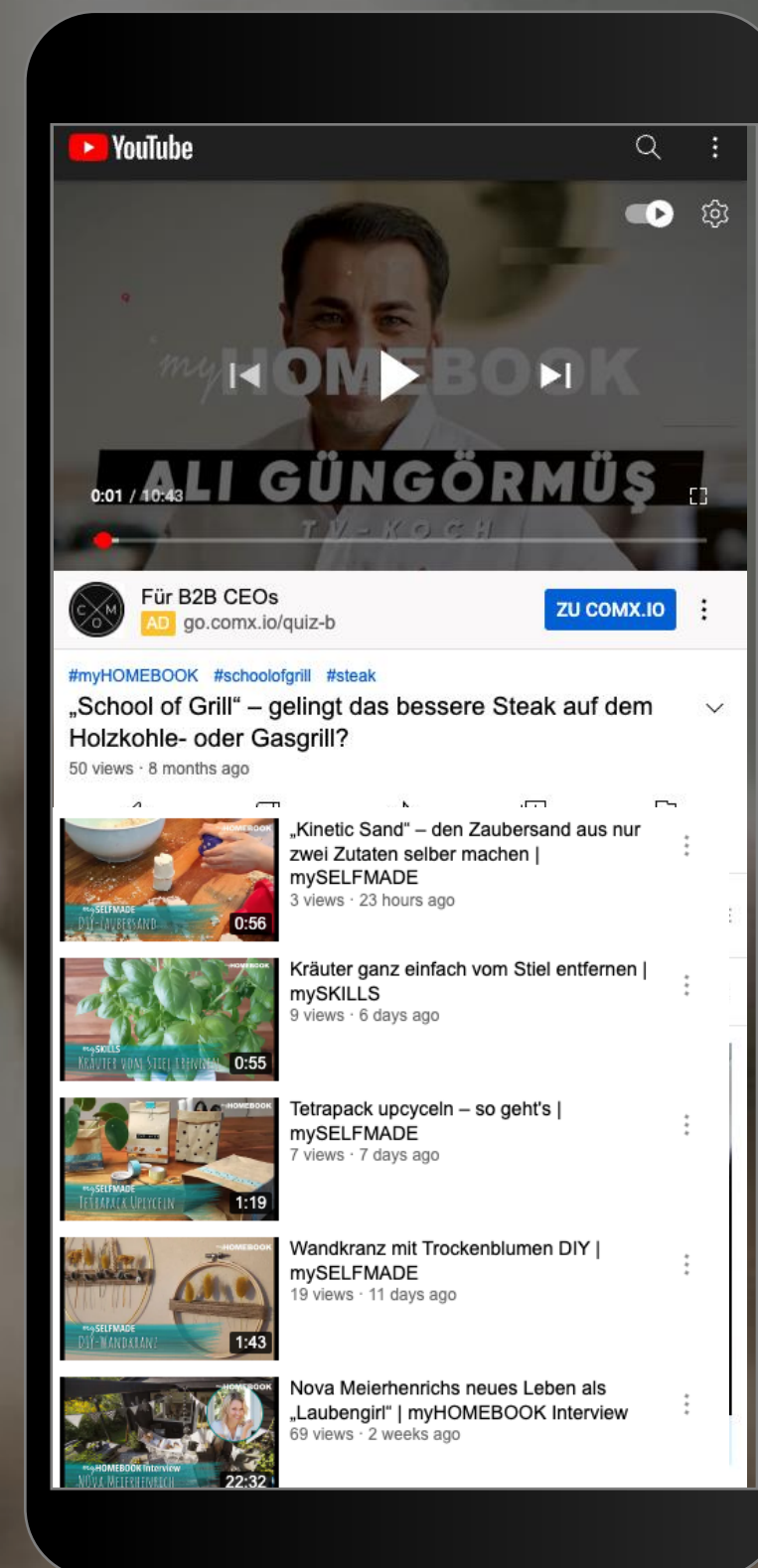
Bird food

EXTENSIVE COMMUNICATION ON ALL OF OUR SOCIAL CHANNELS

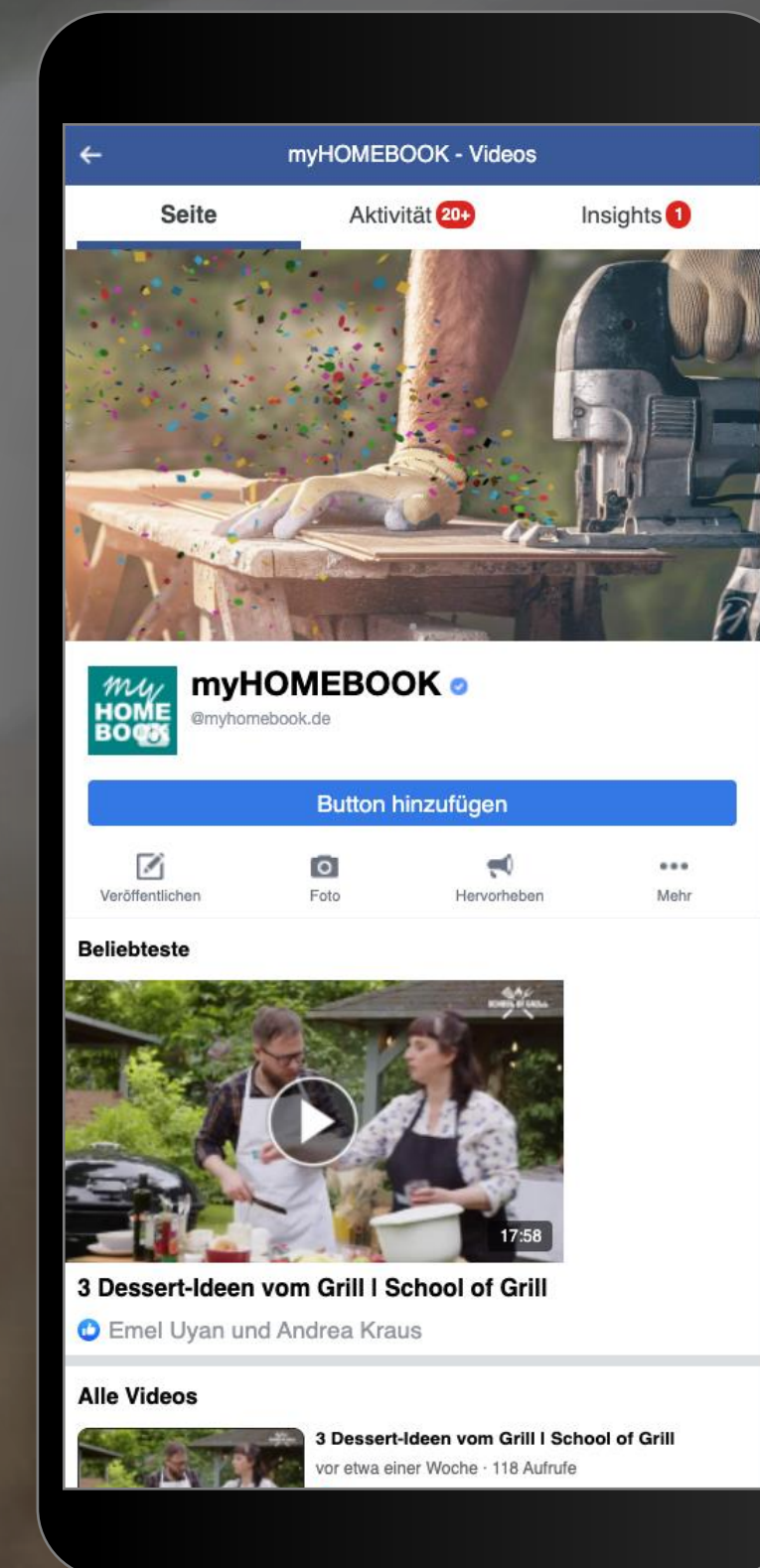
SOCIAL MEDIA BUZZ



INSTAGRAM



YOUTUBE

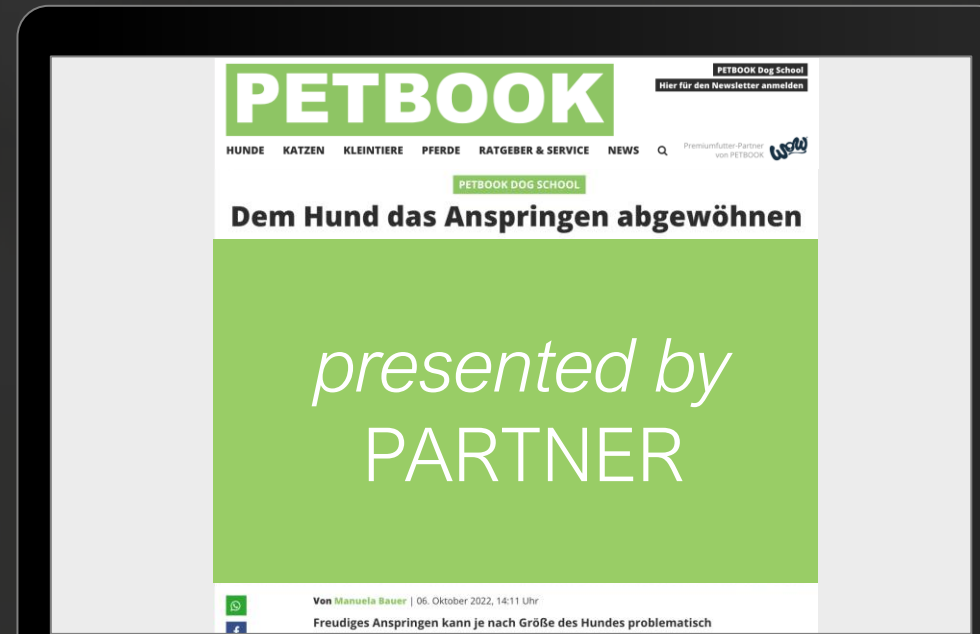


FACEBOOK

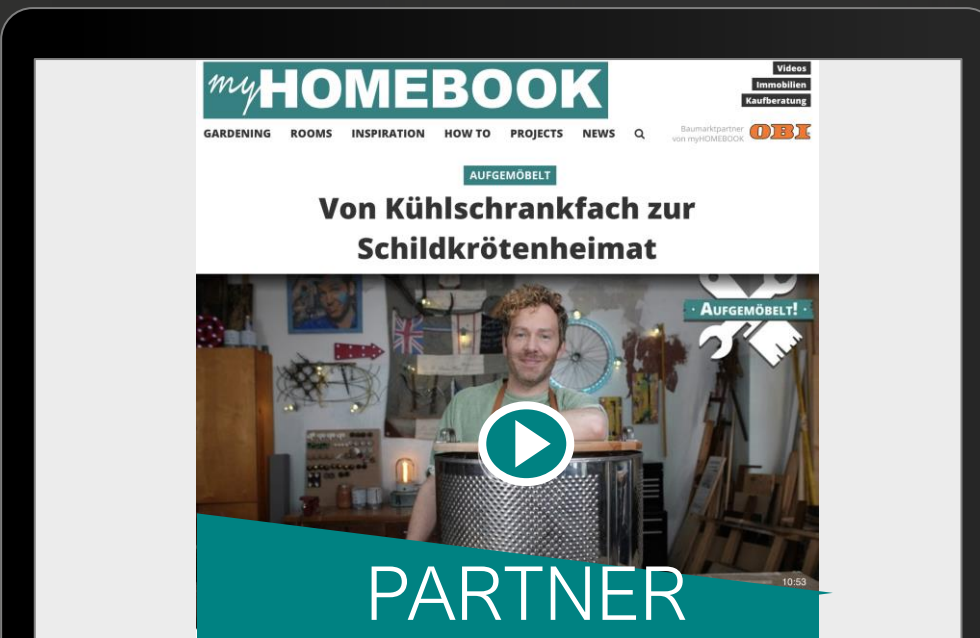


PINTEREST

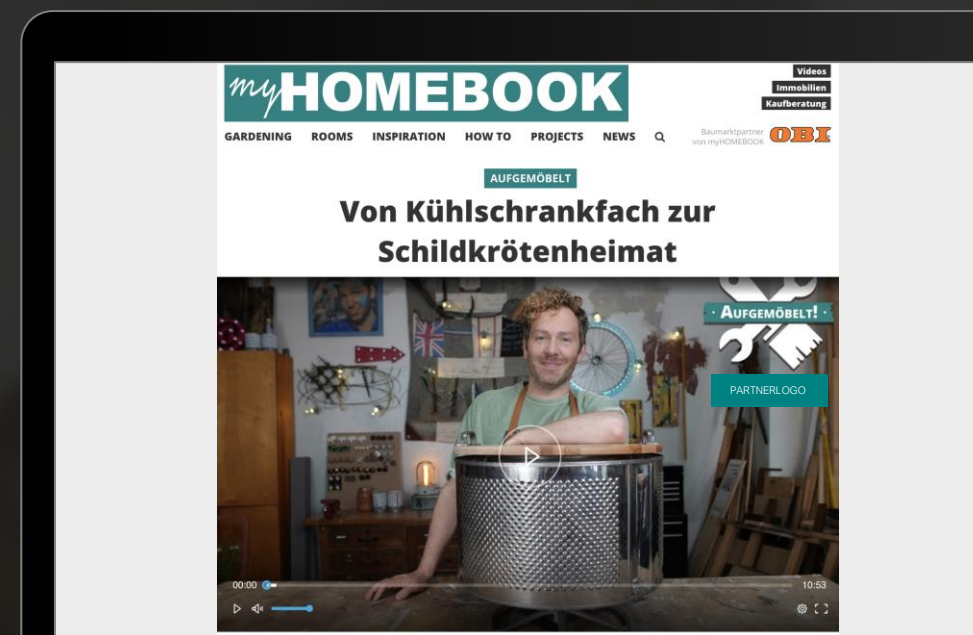
SPONSORING POSSIBILITIES



PRESENTER CLIP



BANDEROLE



LOGO-INTEGRATION IM VIDEO

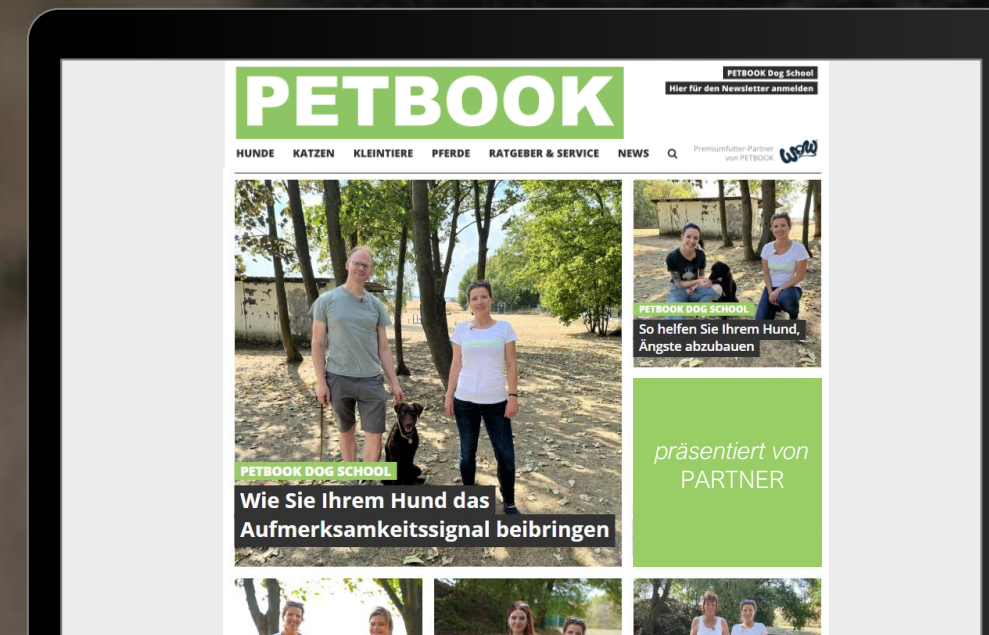
MEDIA PACKAGE MULTISCREEN
on all channel start pages
And article pages



POSSIBLE
ADD-ONS



ADVERTORIAL S on video stage



BRAND STORY S on video stage

SPONSORING POSSIBILITIES

SPONSORING BASIC

- Logo integration in presenter clip
 - Logo integration in video
- Media package multiscreen on all channel start pages and article pages
 - Banderole

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

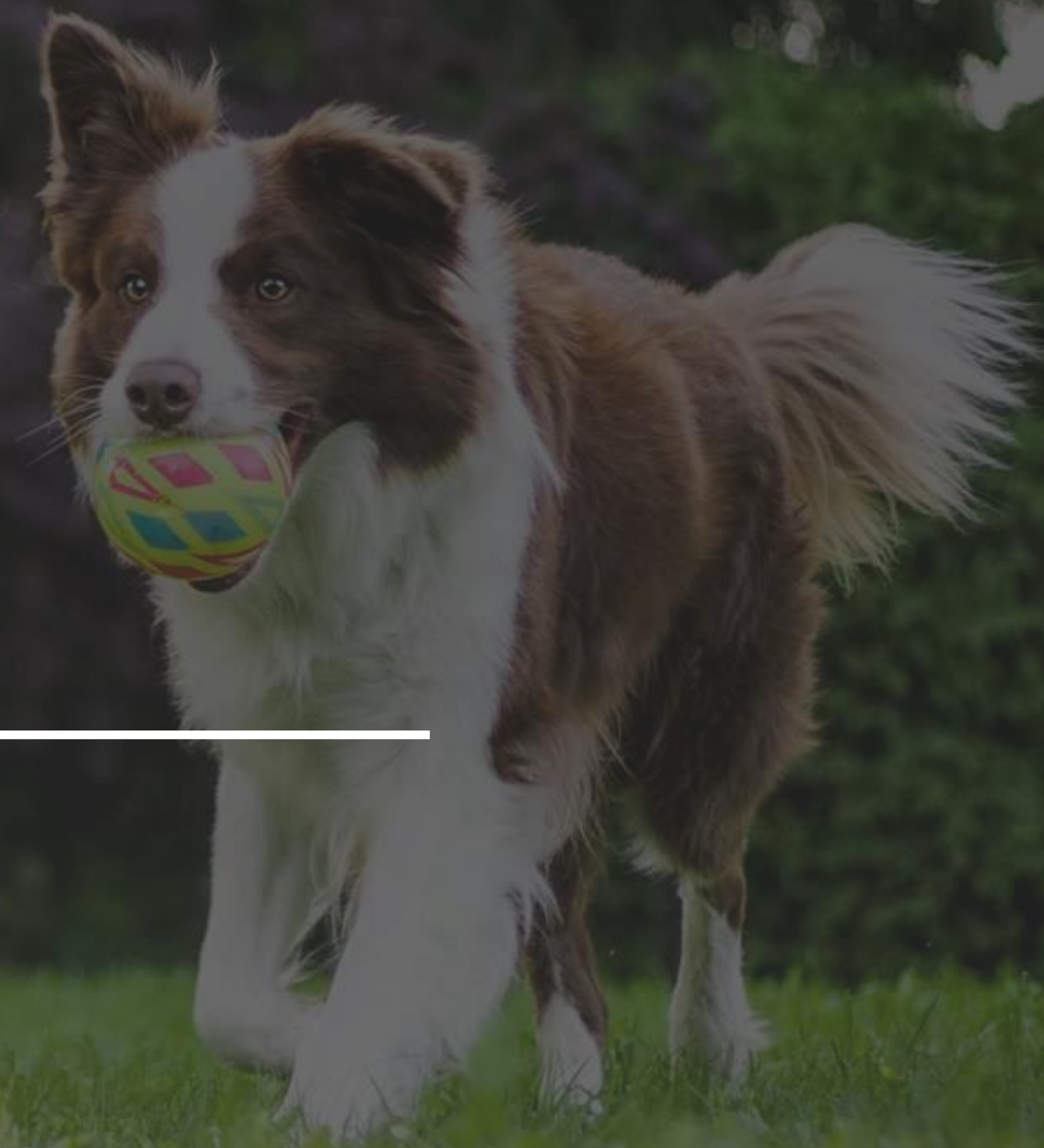


POSSIBLE ADD-ONS

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***

STRATEGIC PARTNERSHIP



EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

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!

POSSIBLE COMPONENTS

MEDIA & BRANDING

- 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

CONTENT

- 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

VIDEO & AUDIO

- New video format/ quiz show
- Further content ideas in planning

DEEP INTEGRATION

- Individual conception of exclusive special integration areas (e.g. in-article-recommendations 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

Currently booked

Package pricing:
from 1 mill. €
Run time from 12 months

CO PARTNERSHIP

Package pricing:
from 500.000 €
Run time from 6 months

CO PARTNERSHIP LIGHT

Package pricing:
from 250.000 €
Run time from 6 months

STORYTELLING	Content Hub	X	X	Limited components
	Brand Stories	X	X	X
	Advertorials	X	X	X
MEDIA	Theme special	X	X	X
	Home Run	X	X	X
	Display (RoS)	X	X	X
VIDEO	Sponsoring of 3 video episodes + Product Placement + Media	X	X	X
DEEP INTEGRATION	Logo integration	X	-	-
	Exclusivity	X	Industry exclusivity possible	-
	In-article widgets	X	X	X
	Newsletter integration	X	X	X
	Homeblock	X	X	X
	Notifications	X	X	X
	Flagship actions (incl. Market research)	X	X	-
DATA	Data usage	X	-	-

BEST CASES

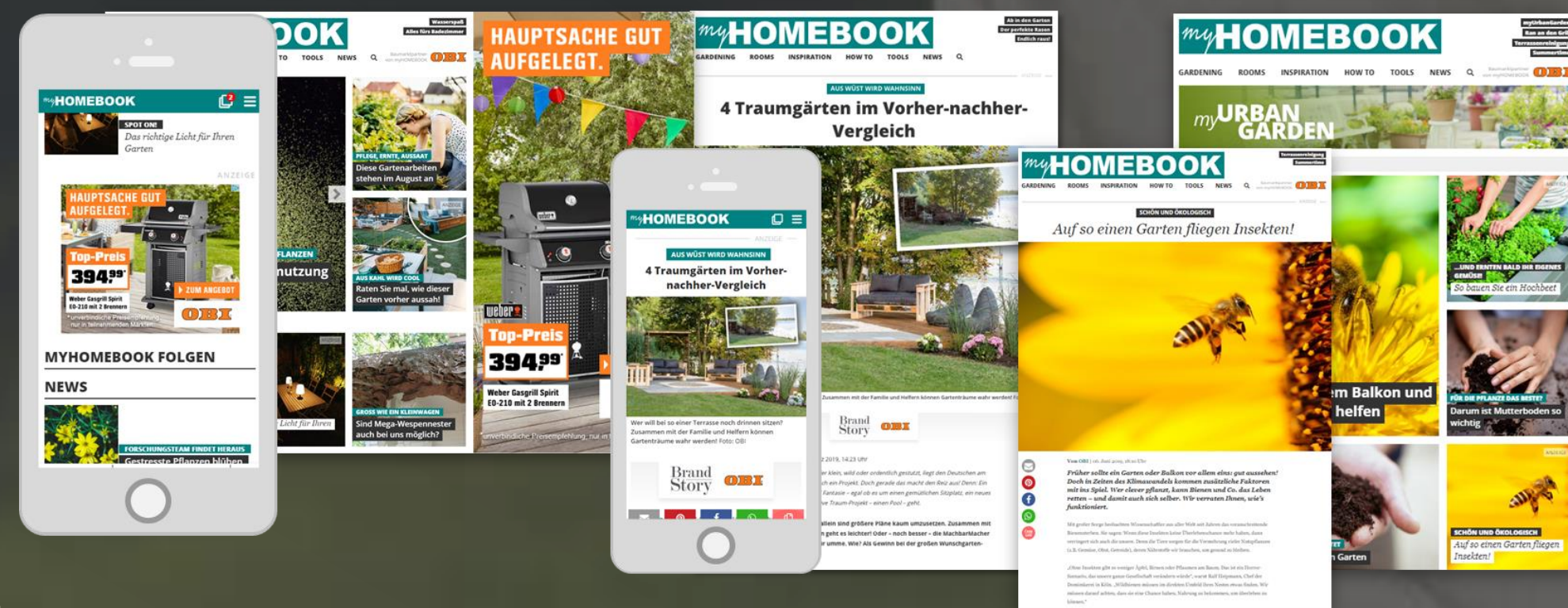
TELEKOM PREMIUM PARTNERSHIP (2016 – 2018)



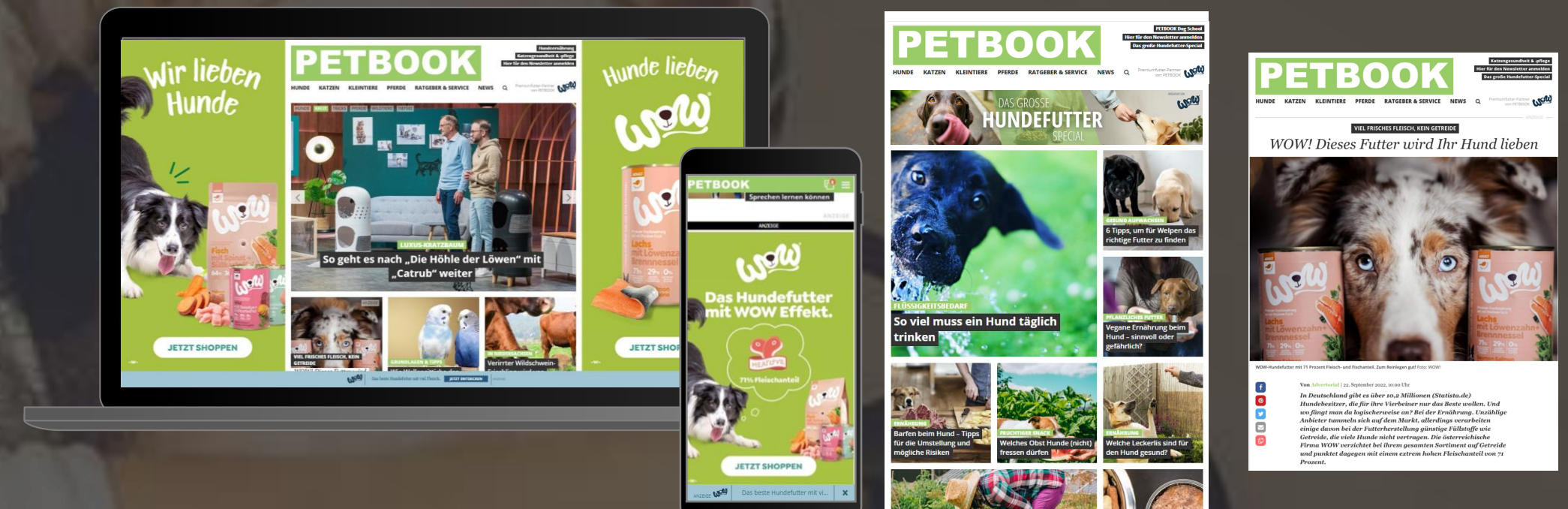
DAK PREMIUM PARTNERSHIP (2017 – fall 2021)



OBI PREMIUM PARTNERSHIP (2019 – ongoing)



PETCO PREMIUM PARTNERSHIP (2022-ongoing)





AFFILIATE COOPERATION

AFFILIATE COOPERATION: PERFORMANCE ON PETBOOK

Reach: Take advantage of the ever-growing reach of the BOOK family for your brand.

Thematic environment: Benefit from the thematic environments of the BOOKs and focus phases, in which more articles are published that fit your brand.

Target group: They reach a young, working target group looking for inspiration and guidance for their consumption.

Native Integration: Your offers are prominently integrated in the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

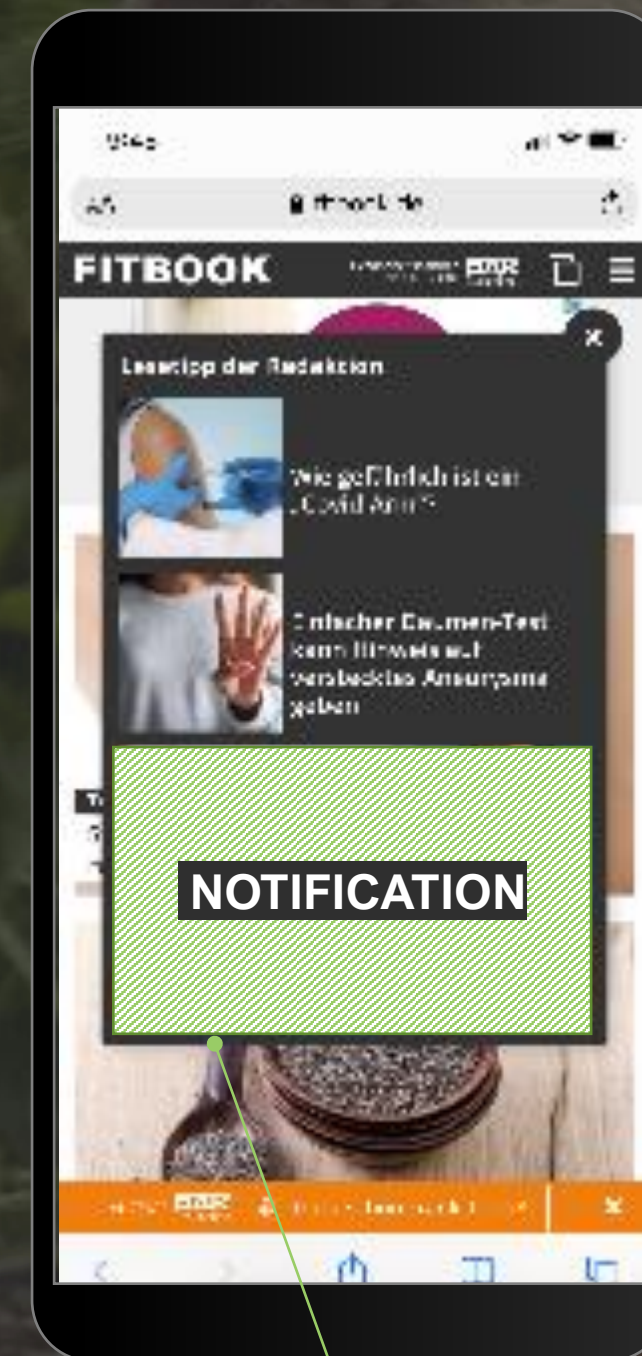
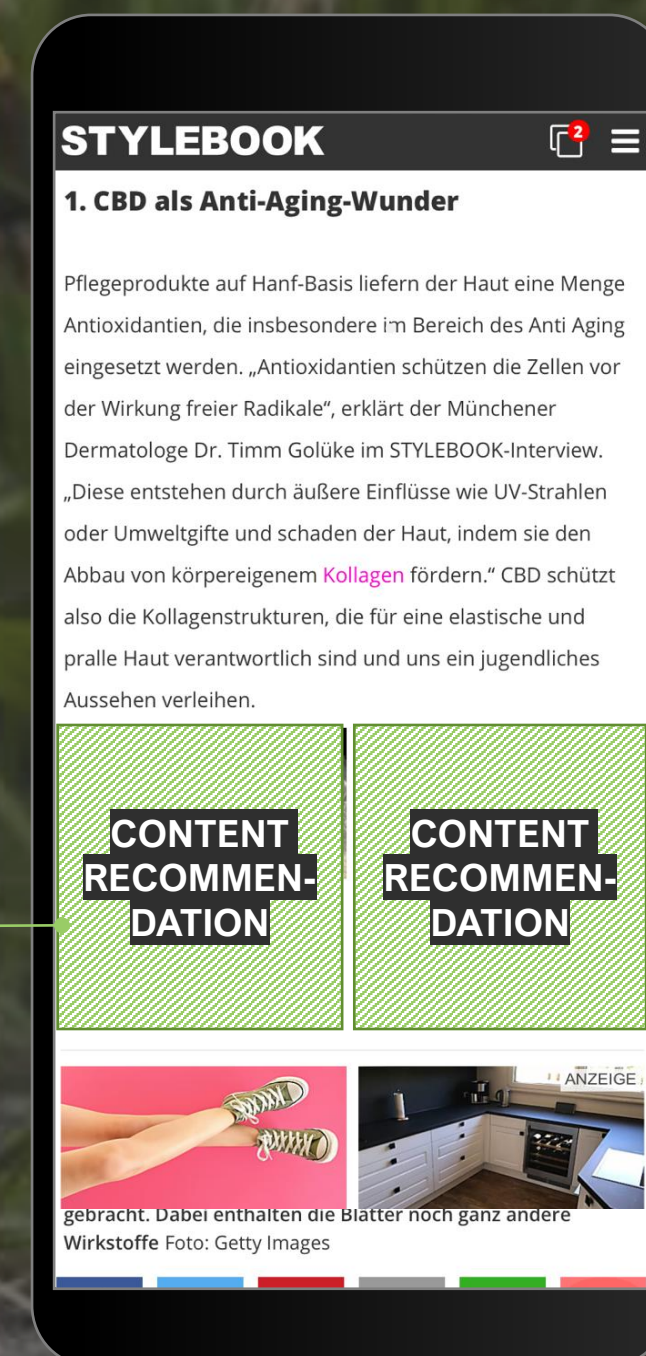
	Package Basic	Package Pro
Platform	1 BOOK of your choice	3 BOOKs of your choice
Run time	From 3 months	from 3 months
Performance	Affiliate partnership in content-related environments on a focus portal	Affiliate partnership in content-related environments on a focus portal
Content	In-article integrations and text links, in one pre-agreed topic environment	In-article integrations and text links, in one pre-agreed topic environment
Pricing	5.000 € plus variable compensation(CPO/CPL)	7.500 € plus variable compensation(CPO/CPL)
Reach	Min. 7.000 clicks / month	Min. 9.000 clicks / month

POSSIBLE INTEGRATIONS

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.

CONTENT RECOMMENDATION

Additional traffic guarantor. Perfect placement for content marketing measures



Notification in page header with strong visibility



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 €



Example: Samsung on TECHBOOK

WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU

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