

2023



SOCIAL MEDIA BUNDLES

**An Axel Springer Brand Studios
product**

JOURNALISTIC CREDIBILITY + HIGH INTERACTIVITY = WIN!

SOCIAL MEDIA ADVERTISING WORKS BECAUSE...

... your brand awareness is raised.

... emotions are generated.

... it reaches a large number of users at the same time!

...it can be played out to specific target groups!

...it stays in the user's memory for a long time!

...it creates trust with the user.

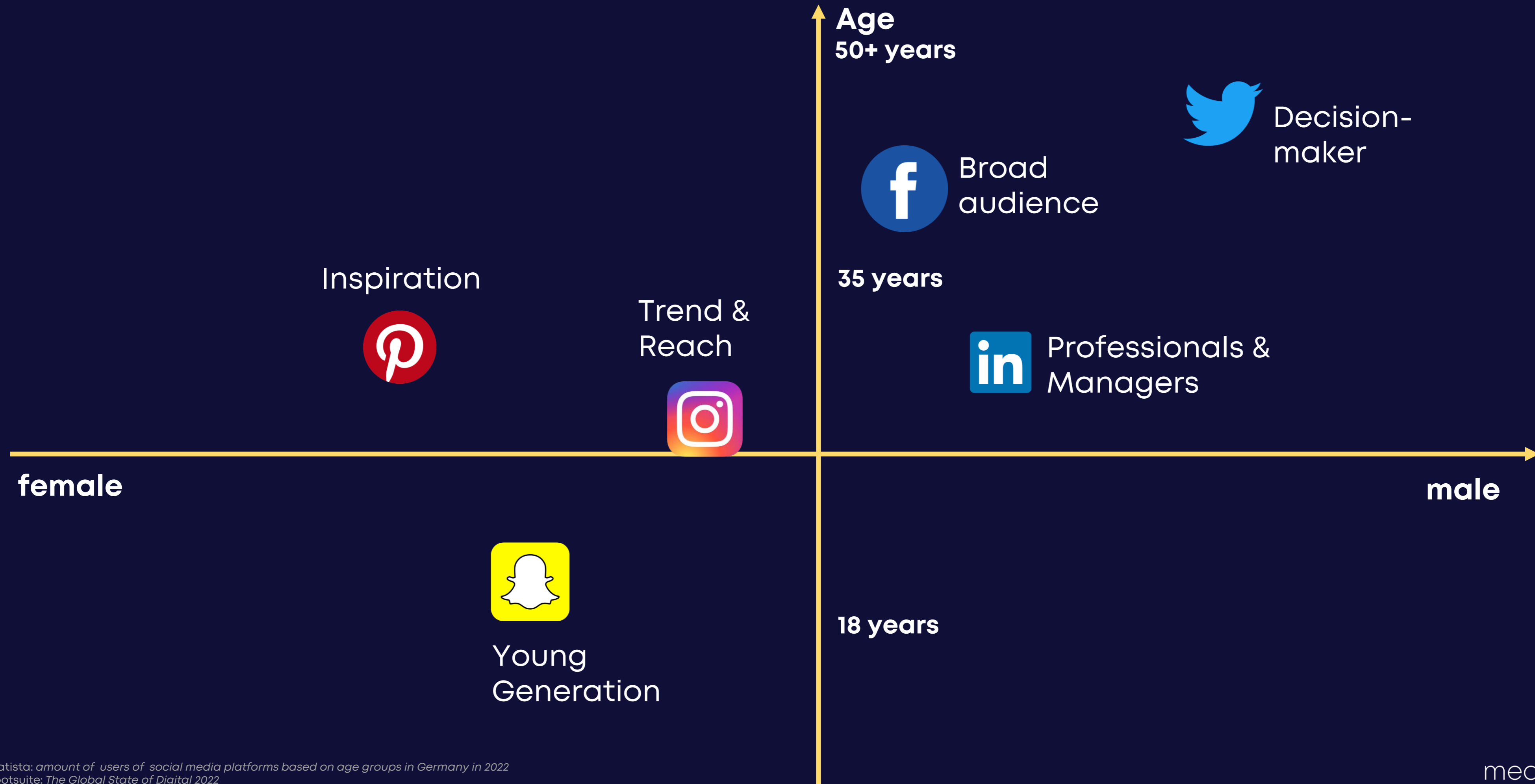
...interactions with your users are enabled!

...lead generation can be made possible!



THE RIGHT PLATFORM FOR EVERY TARGET GROUP

YOU REACH THESE TARGET GROUPS TOGETHER WITH US



THE SOCIAL MEDIA BUNDLES

FOLLOW US INTO THE SOCIAL MEDIA WORLD!

You would like to have your message spreaded on several social media platforms with a topical fit? With a joint sendership of our trustworthy media brands and you??

Alright then - the Social Media Bundles are just the right fit!!!

You can choose either one of our topic bundles or pick your desired social media platforms individually.

The choice which of our media brands you want to publish the social post with, is in your hands!¹

The cherry on the cake: **We guarantee ad impressions** that we display via the social media platforms included in the bundle.



THE SOCIAL MEDIA BUNDLES

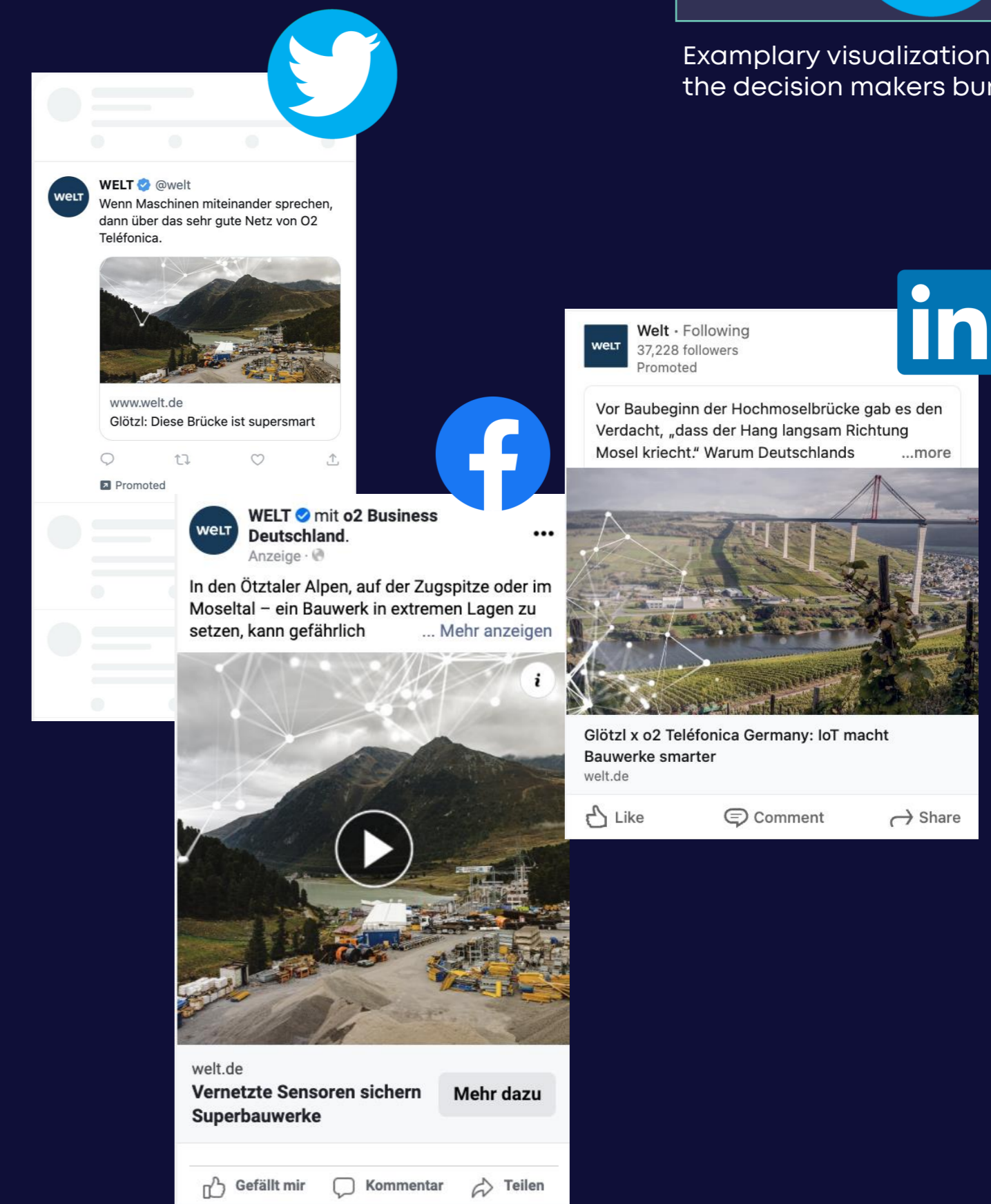
THAT'S HOW OUR SOCIAL PACKAGES WORK!

Our best journalists and crossmedia-strategists from the Axel Springer Brand Studios create a suitable post for your advertising message together with our experienced social media experts in the campaign management.

Choose the bundle and media brands¹ you like for your campaign!



We create the social posts for you...



... and publish them on the platforms included in the bundle together with you!



Exemplary visualization based on the decision makers bundle

OUR SOCIAL MEDIA BUNDLES

THE RIGHT PLATFORM FOR EVERY GOAL

1 to 2 objects per Bundle selectable!



RECRUITING



DECISION MAKERS






TRAVEL



PICTURES



YOUNG AUDIENCE










TECH



ALL IN¹



INDIVIDUAL



BOOK YOUR SOCIAL MEDIA BUNDLE!

OUR BUNDLE PACKAGES¹

	L ²	M	S
Duration of the campaign 2-4 weeks (per post approximately 3-5 days/ optimization via A/B testing)	2,000,000 AIs 60,000€ ³ 6 Sponsored Posts	1,000,000 AIs 32,000€ ³ 4 Sponsored Posts	500,000 AIs 18,000€ ³ 4 Sponsored Posts

Choose one of the shown bundles – the guaranteed ad impressions are displayed as a whole via the platforms included in the bundle.



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¹ Up to two objects can be selected per bundle! Twitter only available on WELT, CoBI, Musikexpress and Rolling Stone; LinkedIn only available on WELT; Pinterest only available on Iconist, WELT and the Books; Business Insider not available on any social platform
² All In Bundle only available for the package L
³ plus creation costs: 1-4 social platforms = 800 € | from 5 platforms up = 1,200 € (not discountable)

WE LOOK FORWARD TO THE EXCHANGE WITH YOU !

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