



# **MEDIA IMPACT**

# **DISPLAY ADVERTISING**

# OVERVIEW

PORTFOLIO & DIGITAL

PORTFOLIO

WHY DIGITAL?  
THAT'S WHY!

DISPLAY CLASSICS

BILLBOARD

WALLPAPER

FIREPLACE

HALFPAGE AD

SITEBAR

MOBILE CONTENT  
AD

MOBILE MEDIUM  
RECTANGLE

MOBILE  
UNDERSTITAL

MOBILE  
INTERSCROLLER

DISPLAY SPECIALS

MULTISCREEN  
BILLBOARD

MULTISCREEN  
HALFPAGE AD

MULTISCREEN  
SITEBAR

MULTISCREEN  
CINEMATIC AD

MULTISCREEN  
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HOMERUN SPECIALS

DISPLAY  
ROADBLOCK

DISPLAY PRODUCTS

FIRST CONTACT

INDUSTRY  
BUNDLES

CHANNEL

CREATIVE INSTEAD  
OF STANDARD



REACH YOUR GOAL WITH ONE CLICK

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REACH 44.15 MILLION UU\* WITH OUR PREMIUM PORTFOLIO

# MEDIA IMPACT DIGITAL 2023



Source: AGOF daily digital facts 2022-09; Basis: digitale WNK 16+ Jahre

OVERVIEW

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# ALWAYS ON

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**80%** of the German-speaking population aged 14 and over use the Internet every day.<sup>1</sup>

**160 Min.** is the amount of time the German population spends using the Internet every day.<sup>1</sup>

**94%** of people in Germany use a smartphone for their media consumption.<sup>2</sup>

**57%** of people use their smartphone at least once a week for online news.<sup>3</sup>

1) Source: <https://www.ard-zdf-onlinestudie.de/ardzdf-onlinestudie/artikel-internetnutzung-allgemein/>  
2) Source: <https://de.statista.com/statistik/daten/studie/476467/umfrage/persoennliche-geraetenutzung-fuer-den-medienkonsum-in-deutschland/>  
3) Source: Reuters Institute Digital News Report 2022: Ergebnisse für Deutschland

# ALWAYS ON

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**86%** of the total population can be reached with classic display advertising.<sup>1</sup>

**14,57 Sek.** mobile display ads are visible on average.<sup>2</sup>

**67%** of people have used multiple devices in succession to shop online.<sup>3</sup>

**70%** of people see display advertising despite banner blindness.<sup>1</sup>

1) Source: <https://www.horizont.net/marketing/nachrichten/online-marketing-widerlegt-teil-2-fuenf-mythen-ueber-display-werbung-im-realtaetscheck-211215>  
2) Source: <https://www.statista.com/statistics/946017/desktop-display-ad-time-in-view-in-europe/>  
3) Source: <https://www.business2community.com/infographics/marketers-embrace-cross-device-marketing-strategy-infographic-01867288#CDUp4J8mEJhFHYPk.97>

STATIONARY

CTR: ●●●●●

VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# BILLBOARD



CTR: 0,19%

Preview

**Description:** Large and eye-catching banner ad above or below the navigation; the best way to get into users' field of vision

**Booking:** HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (publisher hosted)

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Billboard ([SPECS](#))

**Goes well with:** Mobile Content Ad and Mobile Medium Rectangle

CTR is an average value, Source: own AdServer

<sup>1)</sup> Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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STATIONARY

CTR: ●●●●●

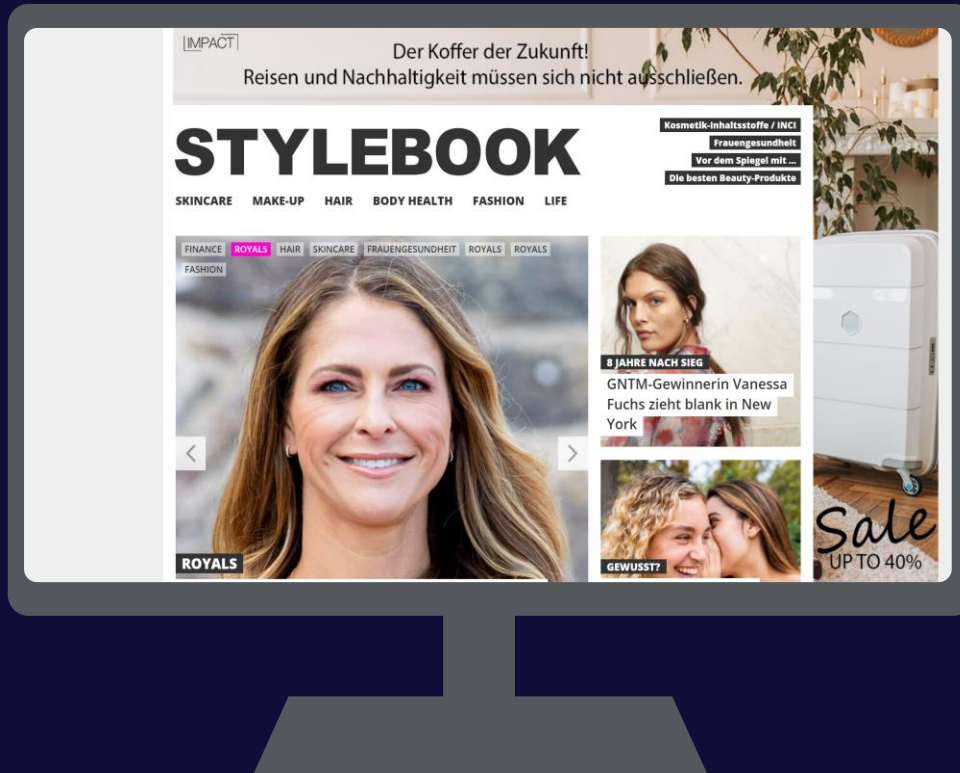
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# WALLPAPER



CTR: 0,44%

Preview

**Description:** Combination of Superbanner and Skyscraper; Skyscraper can be set "sticky" and docks to the page

**Booking:** HomeRun Basic, Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** All deal types using the MI template (prior testing required), fixed placement only as Programmatic Guaranteed (publisher hosted)

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Superbanner and Skyscraper ([SPECS](#))

**Goes well with:** Mobile Content Ad, Mobile Understitial and Mobile Medium Rectangle

CTR is an average value, Source: own AdServer

<sup>1)</sup> Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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STATIONARY

CTR: ●●●●●

VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# FIREPLACE



CTR: 0,52%

Preview

**Description:** Encloses the content from three sides; guarantees your advertising message the full attention

**Booking:** HomeRun Basic, Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** All deal types using the MI template (prior testing required), fixed placement only as Programmatic Guaranteed (publisher hosted)

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Superbanner and two Skyscraper ([SPECS](#))

**Goes well with:** Mobile Content Ad, Mobile Understitial and Mobile Medium Rectangle

CTR is an average value, Source: own AdServer

<sup>1)</sup> Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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STATIONARY

CTR: ●●●●●

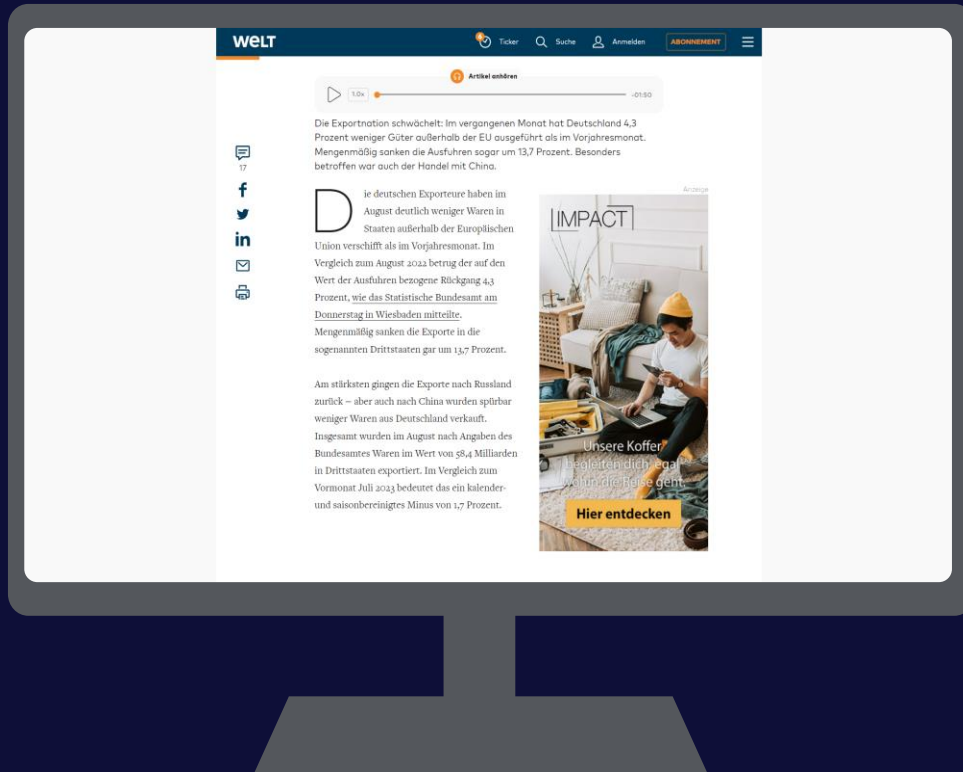
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# HALFPAGE AD

**CTR: 0,14%****Preview**

**Description:** Ad is integrated directly into the content or sky area of the page; offers plenty of room for creative campaigns

**Booking:** Run of Site & Custom, Run of Channel and Run of Portfolio

**Exclusions:** -

**Programmatic:** All deal types, fixed placement only as Programmatic Guaranteed

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Halfpage Ad ([SPECS](#))

**Goes well with:** Mobile Interscroller, Mobile Swipe Ad and Mobile Content Ad

CTR is an average value, Source: own AdServer

<sup>1)</sup> Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

**OVERVIEW**| media **impact**

STATIONARY

CTR: ●●●●●

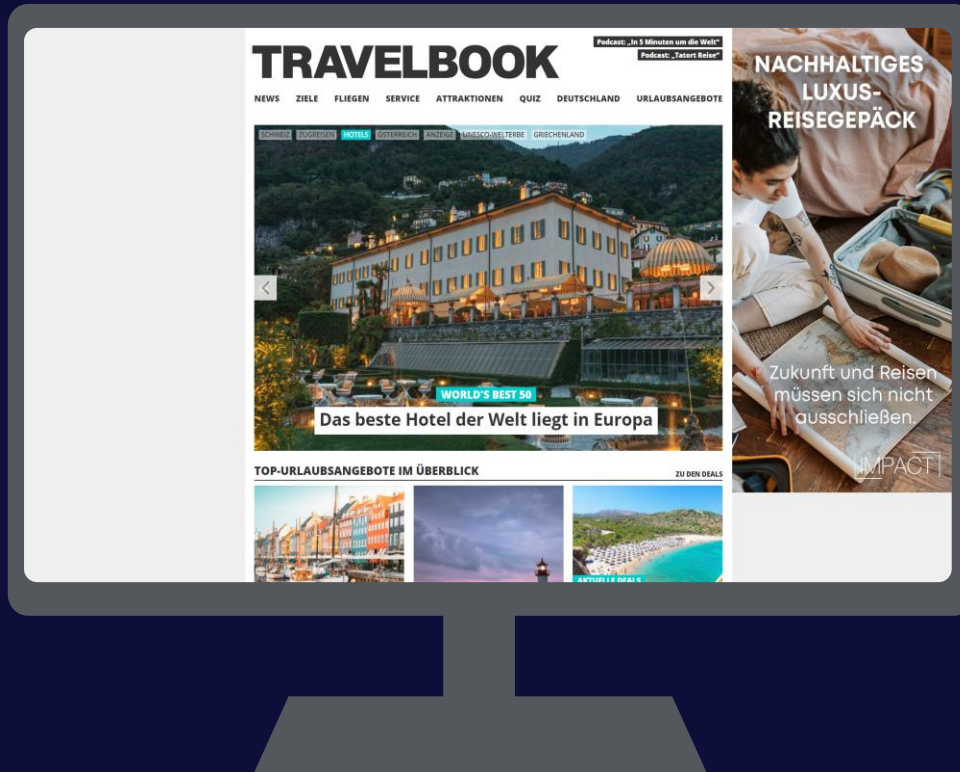
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# SITEBAR



CTR: 0,66%

Preview

**Description:** Ad adapts dynamically to the screen size; placement on the right edge of the screen

**Booking:** HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (publisher hosted)

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Sitebar ([SPECS](#))

**Goes well with:** Mobile Understitial, Mobile Click and Swipe and Mobile Interscroller Ad

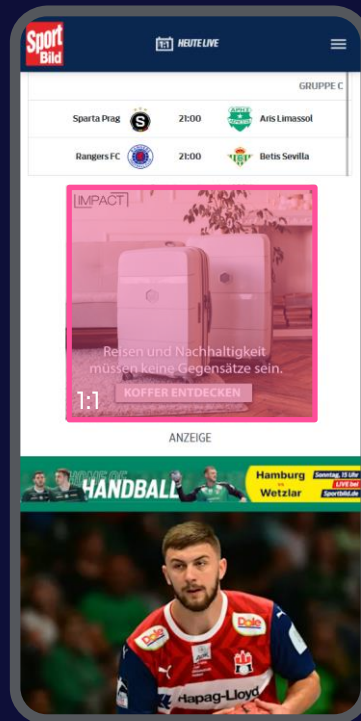
CTR is an average value, Source: own AdServer

<sup>1)</sup> Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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# MOBILE CONTENT AD



CTR: 0,02% to 0,23%

Preview  
Mobile



**Description:** Choice of animated or static standard banner integrated into the editorial content of the page; in the format sizes 6:1, 4:1, 2:1 or 1:1

**Booking:** HomeRun Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** All deal types, fixed placement only as Programmatic Guaranteed

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Mobile Content Ad ([SPECS](#))

**Goes well with:** Halfpage Ad, Billboard, Skyscraper

CTR is an average value, Source: own AdServer

<sup>1)</sup> Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

# MOBILE MEDIUM RECTANGLE



CTR: 0,63%

Preview  
Mobile



**Description:** Advertising space that is integrated directly into the editorial content of a website; takes up a large part of the visible space on smartphones

**Booking:** HomeRun Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

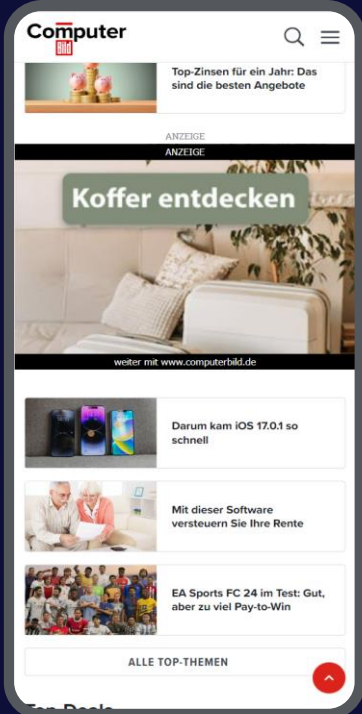
**Programmatic:** All deal types, fixed placement only as Programmatic Guaranteed

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Medium Rectangle ([SPECS](#))

**Goes well with:** Billboard, Contentbar Premium, Skyscraper and Double Dynamic Sitebar

# MOBILE UNDERSTITIAL & INTERSCROLLER



Mobile Understitial

CTR: 0,18%

Preview



Mobile Interscroller

CTR: 0,32%

Preview



**Description Mobile Understitial:** A 250px high transparent viewing slot is built into the content; the creative is behind the content, by scrolling the viewing slot moves over the creative and makes this gradually visible

**Description Mobile Interscroller:** The creative is behind the content; scrolling opens a view slot that makes the creative visible fullscreen

**Booking:** HomeRun Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (publisher hosted)

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Understitial ([SPECS](#)) and Interscroller ([SPECS](#))

**Goes well with:** Sitebar and Fireplace



MULTISCREEN

CTR: ●●●●●

VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# MULTISCREEN BILLBOARD



**Description:** Extension of the desktop billboard into the mobile slider ad; the best way to get into users' field of vision- regardless of screen size

**Booking:** HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** Fixed placement only as Programmatic Guaranteed (Publisher hosted)

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Billboard ([SPECS](#))

CTR: 0,19%

Preview

Preview  
Mobile



CTR is an average value, Source: own AdServer

<sup>1)</sup> Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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MULTISCREEN

CTR: ●●●●●

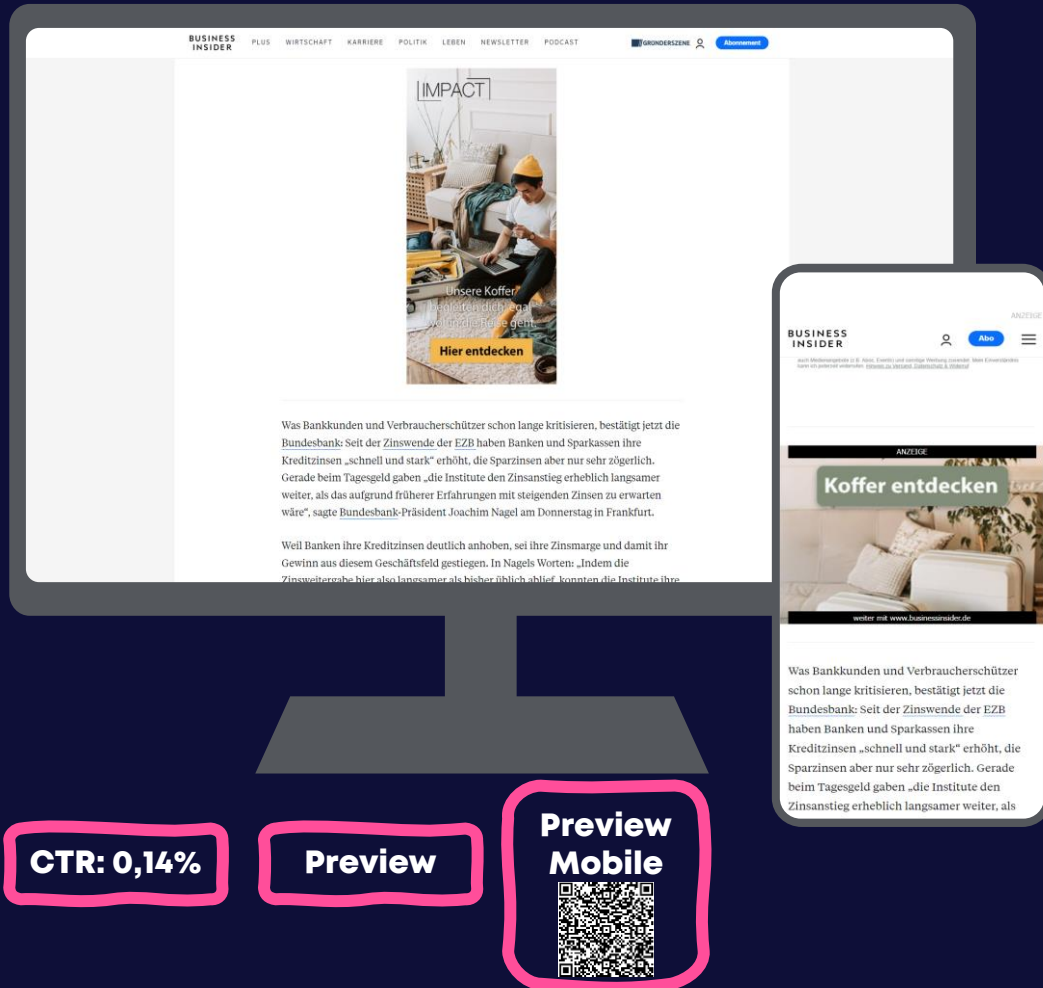
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# MULTISCREEN HALFPAGE AD



**Description:** Extension of the desktop half-page ad into the Mobile Understitial; offers plenty of room for creative campaigns

**Booking:** Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (publisher hosted)

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Halfpage Ad ([SPECS](#))

CTR: 0,14%

Preview

Preview  
Mobile

CTR is an average value, Source: own AdServer

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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MULTISCREEN

CTR: ●●●●●

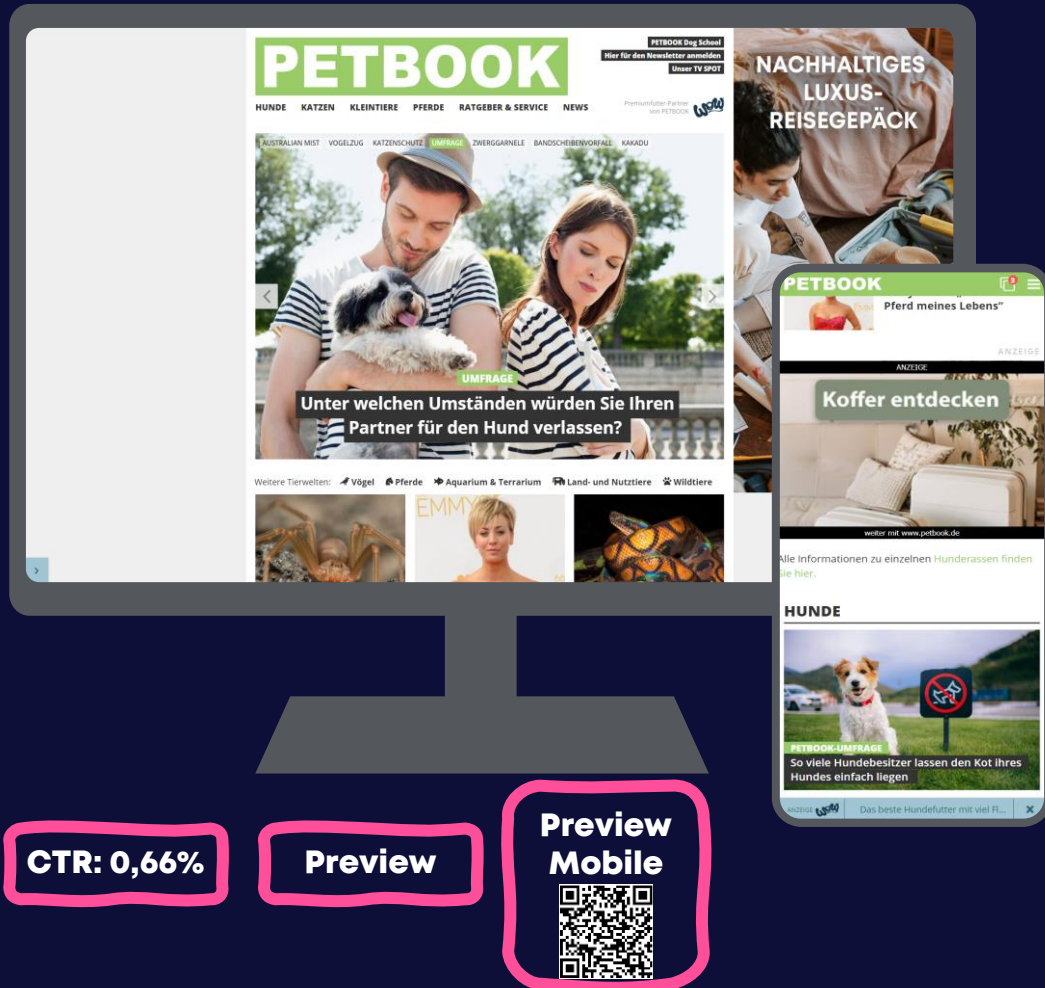
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# MULTISCREEN SITEBAR



**Description:** Extension of the Sitebar into the Mobile Understitial; the understitial is only revealed to the user while scrolling and thus achieves maximum attention

**Booking:** HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** Fixed placement only as Programmatic Guaranteed (publisher hosted)

**Implementation:** MI Template and client<sup>1)</sup>

**Required assets:** Sitebar ([SPECS](#))

CTR: 0,66%

Preview

Preview  
Mobile

CTR is an average value, Source: own AdServer

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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MULTISCREEN

CTR: ●●●●●

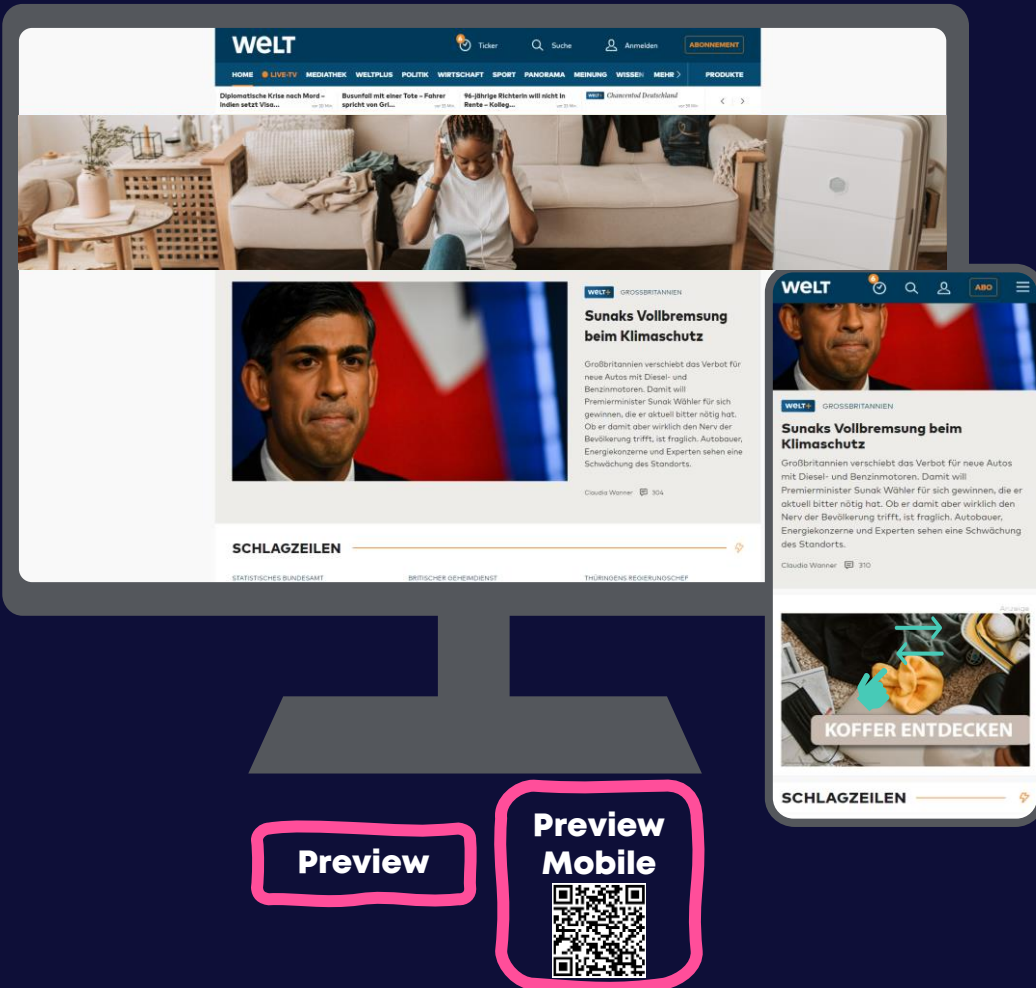
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# MULTISCREEN CINEMATIC AD



**Description:** The multiscreen cinematic ad impresses with its eye-catching size on a stationary basis and is also presented in an eye-catching way on a mobile basis thanks to the slide function; on a stationary basis, the cinematic ad adapts dynamically to the browser width

**Booking:** HomeRun Deluxe, Run of Site & Custom, Run of Portfolio

**Exclusions:** BILD, SportBild, Transfermarkt, RollingStone, Musikexpress, MetalHammer

**Programmatic:** Fixed placement only as Programmatic Guaranteed (publisher hosted)

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Cinematic Ad ([SPECS](#))

CTR is an average value, Source: own AdServer

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

**OVERVIEW**

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MULTISCREEN

CTR: ●●●●●

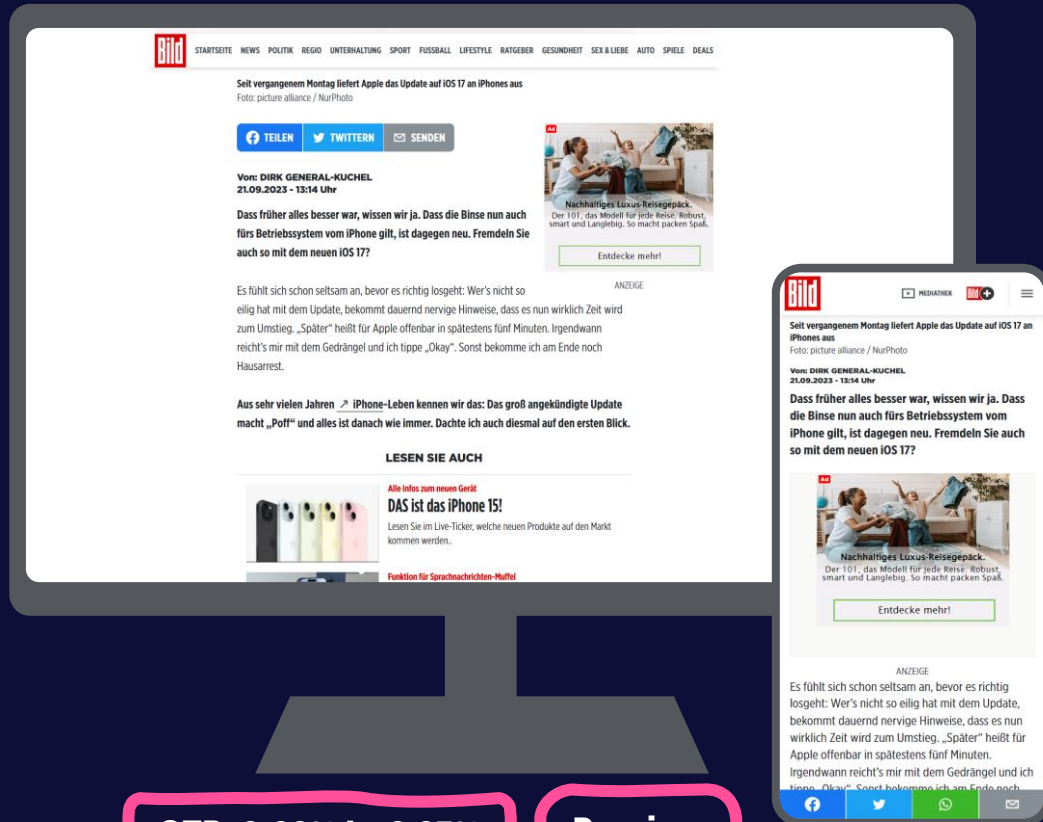
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

INDIVIDUALITY: ●●●●●

# MULTISCREEN NATIVE STYLE ADS



CTR: 0,02% to 0,23%

Preview  
Mobile

Preview

**Description:** Multiscreen Native Style Ads are dynamic image-text ads and adapt their layout to the respective web page

**Booking:** Run of Site & Custom, Run of Channel, Run of Portfolio

**Exclusions:** -

**Programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (publisher hosted)

**Implementation:** MI Template and client<sup>1)</sup>

**Required assets:** picture (600 x 315 px) and text ([SPECS](#))

CTR is an average value, Source: own AdServer

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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HIGHEST REACH IN JUST ONE DAY IN OUR STRONGEST BRANDS

# DISPLAY ROADBLOCKS

## ALL GERMANS DISPLAY ROADBLOCK

> **38,80** Mio.  
Impressions in one day

**7,4** Mio.  
Unique Users



media impact



Ad Alliance

## NEWS DISPLAY ROADBLOCK

> **16,50** Mio.  
Impressions in one day

**6,9** Mio.  
Unique Users



media impact



Ad Alliance

Source: own survey, Ad Server. At least the specified ad impressions per day are achieved.

[OVERVIEW](#)

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TARGETING YOUR CUSTOMERS ALWAYS AT FIRST GLANCE

# FIRST CONTACT



**Description:** First contact with the entire Media Impact portfolio, whether entry is via social media or a search engine; multiscreen (wallpaper or dynamic sitebar + mobile medium rectangle) for maximum reach

**Booking:** Run of Portfolio

**Exclusions:** -

**Programmatic:** Programmatic Guaranteed (Publisher hosted)

**Implementation:** MI Template and client<sup>1</sup>

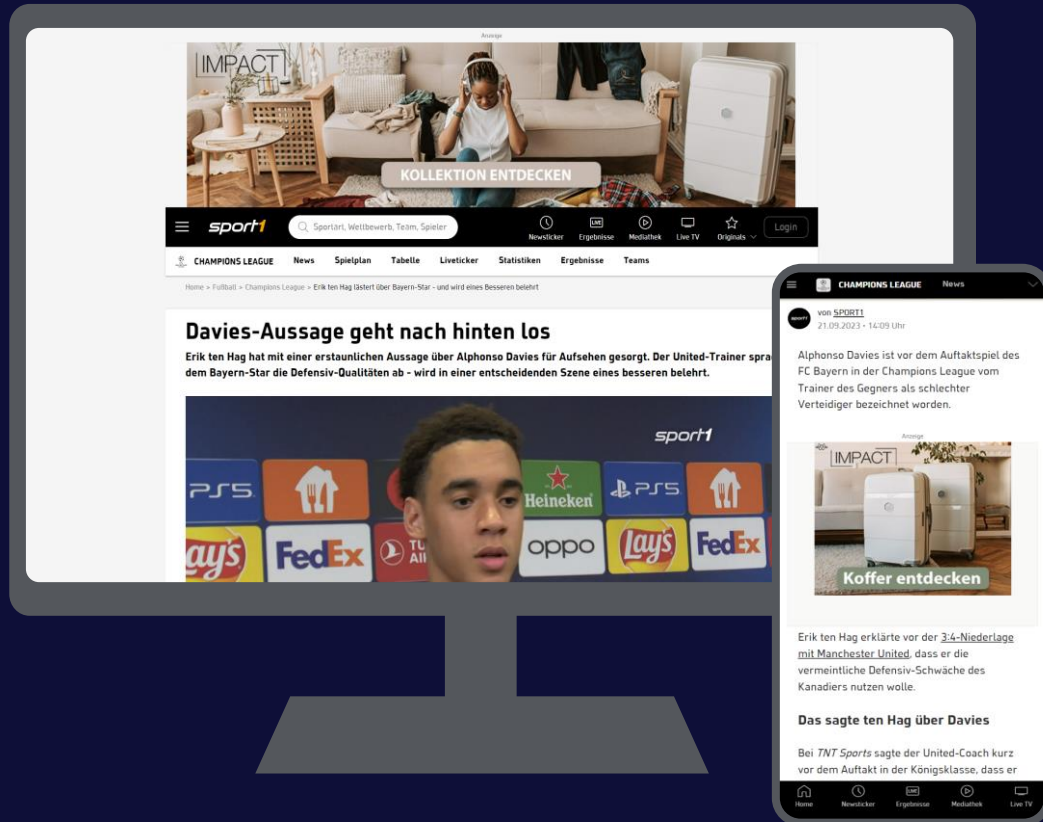
**Required assets:** Wallpaper ([SPECS](#)) or Dynamic Sitebar ([SPECS](#)) and Mobile Medium Rectangle ([SPECS](#))

<sup>1)</sup> Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider



GENERATE THE MAXIMUM ATTENTION OF YOUR TARGET GROUP

# INDUSTRY BUNDLES



**Description:** Present in all relevant environments with four formats (Billboard, Dynamic Sitebar, Mobile Medium Rectangle, Multiscreen Intext OutStream Ad); we bundle premium brands with affinity for your industry and contextual targeting.

**Bookable Bundles:** Automotive, Business, Finance, Healthcare, Luxury & Lifestyle, Telco & Consumer Electronics, Travel, Consumer Goods Male/Female, Sport

**Programmatic:** All deal types

**Implementation:** MI Template and client<sup>1</sup>

**Required assets:** Billboard ([SPECS](#)), Dynamic Sitebar ([SPECS](#)), Mobile Medium Rectangle ([SPECS](#)), Multiscreen Intext OutStream Ad ([SPECS](#))

<sup>1)</sup> Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

REACH YOUR TARGET GROUP IN TOPIC-RELATED ENVIRONMENTS

# CHANNEL



**Description:** Reach target group in environments with an affinity for the topic; high-quality, high-reach content around 19 exciting topics within the strong Media Impact portfolio

From focus on cars to sports to food & health, we generate maximum attention in your target group.

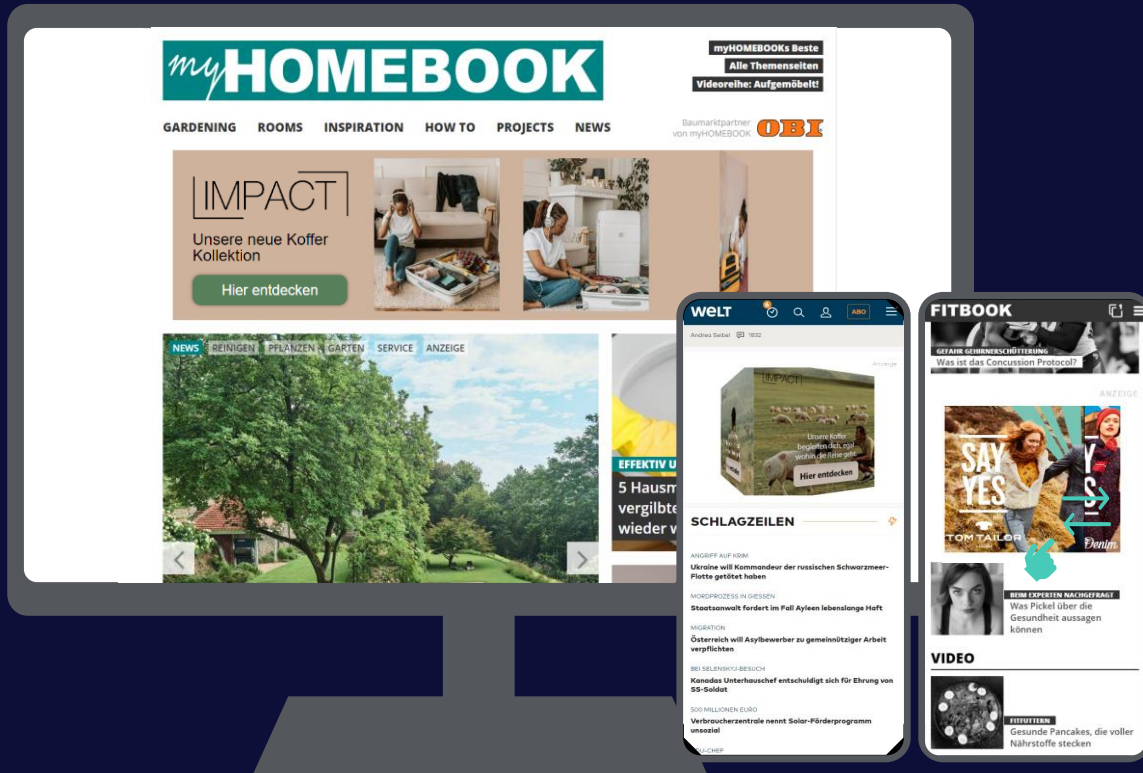
**Channel Topics:** Auto, Beauty & Fashion, Entertainment, Family, Food, Women, Football, Health, Job & Career, Lifestyle, Men, News, Advisor, Travel, Sports, Technology, Top Decision-Makers & B2B, Trends, Economy & Finance

**Programmatic:** All deal types

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

CREATIVE INSTEAD OF STANDARD: DISPLAY IN NEW DIMENSIONS

# WANT SOME INSPIRATION?



Preview Mosaic Ad

Preview  
Cube Ad



Preview  
Chameleon Ad



## CREATIVE INSTEAD OF STANDARD

Our basic formats aren't creative enough for you or don't appeal to you? Then bring them to life with rich media elements and get the full attention of your users!

How about Mosaic Ad, Cube Ad or Chameleon Ad for example?

**Programmatic:** On demand

You want some more?

**CLICK HERE FOR OUR SPECIAL ADVERTISING FORMATS**

**OVERVIEW**

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