

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2023



9monate.de is a portal for couples, who wish to have children, for pregnant women and for young parents. It offers medically sound information, as well as helpful tools and services on the topics: Desire to have children, pregnancy, birth, baby, child, family, health and prevention.

Target Group ²	Digital
Female	84 %
Age: 20 - 49	81 %
HHNI of at least 3,000.-- €	58 %
Professionally active	72 %

2.9 m. Page Impressions ³
0.88 m. Visits ³



B.Z. reflects, day after day, the soul of Berlin and with a digital reach of 4 million unique users, is one of the capital city's leading news portals.

Target Group ²	Digital
Male	57 %
Age: 20 - 49	49 %
HHNI of at least 3,000.-- €	50 %
Professionally active	67 %

30.11 m. Page Impressions ¹
15.01 m. Visits ¹



Clever-tanken.de offers since 1999 price- and service comparisons of petrol stations in Germany and has been the first portal, offering petrol price comparison service!

Target Group ²	Digital
Male	58 %
Age: 20 - 49	52 %
HHNI of at least 3,000.-- €	54 %
Professionally active	70 %

n.a. Page Impressions ¹
n.a. Visits ¹



COMPUTER BILD Digital accompanies its users in the advancing digitalisation of everyday life. As a trusted and strong brand, it confidently gives clear recommendations and assessments of technology trends, testing all latest devices.

Target Group ²	Digital
Male	66 %
Age: 20 - 49	58 %
HHNI of at least 3,000.-- €	55 %
Professionally active	69 %

42.68 m. Page Impressions ¹
21.88 m. Visits ¹

1) IWW November 2022, per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2022

3) Google Analytics, November 2022

MEDIA IMPACT PARTNER BRANDS

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finanzen.net

Finanzen.net is the financial- and stock exchange portal with the widest reach in Germany and offers its users the widest scope of in-depth information and stock price data in Europe.

Target Group ²	Digital
Male	78 %
Age: 16 - 49	58 %
HHNI of at least 3,000.-- €	56 %
High educational level	69 %

256.83 m.
Page Impressions¹

37.96 m.
Visits¹

FITBOOK

The digital fitness and health magazine! FITBOOK is fresh, quality journalism for fitness- and health topics - understandable for everyone.

Target Group ²	Digital
Male	55 %
Age: 20 - 49	63 %
HHNI of at least 3,000.-- €	56 %
Professionally active	77 %

8.09 m.
Page Impressions¹

4.96 m.
Visits¹

.FORMEL1.de

Formel1.de is the leading Formula 1 portal. 365 days a year of up-to-the-minute news, exciting background reports, as well as exclusive interviews from the "top class of motorsports".

Target Group ²	Digital
Male	n.a.
Age: 20 - 49	n.a.
HHNI of at least 2,000.-- €	n.a.
High educational level	n.a.

19.65 m.
Page Impressions¹

5.49 m.
Visits¹

GRÜNDERSZENE

A digital trade magazine and market leader in startup coverage: The first port of call for founders, startup employees and investors.

Target Group ²	Digital
Male	65 %
Age: 20 - 49	55 %
HHNI of at least 3,000.-- €	55 %
High educational level	69 %

n.a.
Page Impressions¹

n.a.
Visits¹

1) IVW November 2022, per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2022

MEDIA IMPACT PARTNER BRANDS

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gesundheit.de

Gesundheit.de provides detailed information on all health-related topics. The portal offers easy-to-understand explanations and practical tips on the topics of illness, medicine, nutrition and fitness, as well as the areas of wellness and family.

Target Group ²	Digital
Female	n.a.
Age: 20 - 49	n.a.
HHNI of at least 3,000.-- €	n.a.
High educational level	n.a.

5.73 m.
Page Impressions¹

2.1 m.
Visits¹

lifeline
DAS GESUNDHEITSPORTAL

Lifeline.de provides competent and clear information about diseases and causes, as well as about treatment- and prevention options.

Target Group ²	Digital
Female	70 %
Age: 20 - 49	54 %
HHNI of at least 3,000.-- €	54 %
Professionally active	64 %

5.8 m.
Page Impressions³

1.83 m.
Visits³

**METAL
HAMMER**

As leading brand of its genre, Metal Hammer is the rock website with the widest reach in Germany.

Target Group ²	Digital
Male	71 %
Age: 20 - 39	35 %
HHNI of at least 3,000.-- €	n.a.
High educational level	n.a.

1.1 m.
Page Impressions¹

736 k.
Visits¹

motorsport.com

Motorsport.com provides detailed reporting on all relevant motorsports series around the world.

Target Group ²	Digital
Male	n.a.
Age: 20 - 49	n.a.
HHNI of at least 2,000.-- €	n.a.
High educational level	n.a.

1.12 m.
Page Impressions¹

511 k.
Visits¹

1) IWW November 2022, per month
2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2023
3) Google Analytics, November 2022

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2023



Motorsport-Total.com is the leading motorsport portal, reporting in detail on all relevant motorsports series around the world.

Target Group ²	Digital
Male	n.a.
Age: 20 & 49	n.a.
HHNI of at least 2,000.-- €	n.a.
High educational level	n.a.

22.67 m. Page Impressions ¹
7.21 m. Visits ¹



MUSIKEXPRESS offers comprehensive news from the world of pop culture and music, well-founded and entertaining at the same time.

Target Group ²	Digital
Male	58 %
Age: 20 - 39	35 %
HHNI of at least 3,000.-- €	n.a.
Professionally active	n.a.

1.47 m. Page Impressions ¹
1 m. Visits ¹



myHOMEBOOK is the new DIY portal for more lifestyle in apartment, house and garden – comprehensible, young and exciting.

Target Group ²	Digital
Male	50 %
Age: 20 - 49	52 %
HHNI of at least 3,000.-- €	54 %
High educational level	44 %

6 m. Page Impressions ¹
4.07 m. Visits ¹



ONMEDA offers extensive and high-quality content on the topics of medicine & health and is one of the leading health portals in Germany.

Target Group ²	Digital
Male	n.a.
Age: 20 - 49	n.a.
HHNI of at least 3,000.-- €	n.a.
High educational level	n.a.

8.74 m. Page Impressions ¹
3.27 m. Visits ¹

1) IVW November 2022 per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2022

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2023

PETBOOK

ROLLING STONE offers comprehensive news all around relevant rock- and pop culture topics, well-founded and entertaining at the same time.

Target Group ²	Digital
Male	n.a.
Age: 20 - 39	n.a.
HHNI of at least 2,000.-- €	n.a.
High educational level	n.a.

3.76 m.
Page Impressions¹

2.41 m.
Visits¹

Rolling Stone

ROLLING STONE offers comprehensive news all around relevant rock- and pop culture topics, well-founded and entertaining at the same time.

Target Group ²	Digital
Male	59 %
Age: 20 - 39	35 %
HHNI of at least 2,000.-- €	n.a.
High educational level	n.a.

2.81 m.
Page Impressions¹

1.95 m.
Visits¹

Sport Bild

Sportbild.de is the online portal of Europe's biggest sports magazine! Highlights and background reports, interviews and facts about top athletes are staged here with passion.

Target Group ²	Digital
Male	84 %
Age: 20 - 49	57 %
HHNI of at least 3,000.-- €	52 %
Professionally active	73 %

79.91 m.
Page Impressions¹

n.a.
Visits¹

STYLEBOOK

With more than 3.5 million visits every month, STYLEBOOK is one of Germany's leading beauty portals celebrating the joy of being a woman in all its facets - well researched, clearly formulated and always close to its readers.

Target Group ²	Digital
Female	70 %
Age: 20 - 39	38 %
HHNI of at least 2,000.-- €	73 %
High educational level	45 %

3.99 m.
Page Impressions¹

3.36 m.
Visits¹

1) IVW November 2022 per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2022

MEDIA IMPACT PARTNER BRANDS

FACTSHEET 2023

TECHBOOK

TECHBOOK, the online magazine for technology and digital lifestyle, is a specialist for (home) entertainment, streaming, mobile devices, gadgets and apps. TECHBOOK offers orientation and inspiration all around the latest tech-and innovation topics - explained in an easy understandable way.

Target Group ²	Digital
Male	62 %
Age: 20 - 49	61 %
HHNI at least 3,000.-- €	55 %
High educational level	75 %

7.11 m.
Page Impressions¹

5.6 m.
Visits¹



Transfermarkt.de is the largest German-language soccer portal and the number 1 in terms of news, transfers and statistics.

Target Group ²	Digital
Male	82 %
Age: 20 - 39	46 %
HHNI of at least 3,000.-- €	56 %
High educational level	52 %

609.22 m.
Page Impressions¹

95.24 m.
Visits¹

TRAVELBOOK

TRAVELBOOK - Germany's largest online travel magazine - is the unique combination of travel magazine, digital travel guide, service- and offer portal, a place of inspiration and pure joy of life.

Target Group ²	Digital
Male	57 %
Age: 20 - 49	56 %
HHNI of at least 2,000.-- €	80 %
High educational level	48 %

6.93 m.
Page Impressions¹

5.82 m.
Visits¹



upday - Europe's largest news app - provides more than 7 million users in Germany with news tailored to their personal interests, every month, curated from hundreds of reputable sources and by its own editorial team, compiling and editing the top news of the day around the clock.

Target Group ²	Digital
Male	50 %
Age: 30 & 39	43 %
HHNI of at least 3,000.-- €	51 %
Professionally active	65 %

673.25 m.
Page Impressions¹

134.86 m.
Visits¹

1) IVW November 2022 per month

2) AGOF daily digital facts, Basis: digitale TEE 16+ years; single month Oktober 2022

MEDIA IMPACT PARTNER BRANDS

HOMERUN

MULTISCREEN | 10 – 10 UHR

BASIC

Stationär: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable)

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Cube Ad (MMR)

DELUXE

Stationär: Video Wall¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad¹ / Billboard (100/1) / Image Reveal Ad² / Curtain Dropper¹ / Catalogue Ad (Exp. Sitebar) / TwoFace Ad³ / Special ad formats upon request

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Content Ad 1:1 / Understitial⁴ / Interscroller⁴ / Cube Ad (MMR) / Catalogue Ad (Exp. MMR) / TwoFace Ad³ / Mobile Click & Swipe⁴ / Gallery Ad (MMR)

SUPREME

Stationär: Big Stage⁵ (Automatic Pre Expanding Video Wall)

Mobile (MEW + App): (Video) Lead Ad 2:1 + (Video) Interscroller + Mobile Medium Rectangle (required when booking the app)

BZ⁶ | Mo.-So.

Guaranteed 150,000 Als / Tag	Basic 3,250 €
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CLEVER-TANKEN.DE | 1 week

Guaranteed 150,000 Als / week	Fireplace / Billboard + Content Ad 4:1	17,000 €
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COMPUTERBILD⁷ | Mon.-Sun. | incl. First Contact

Guaranteed 300,000 Als / day 2.1 m. Als / week	Basic 14,800 € 82,880 €	Deluxe 19,100 € 106,960 €	Supreme ⁸ 28,500 € On request
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FINANZEN.NET⁹ | 0 – 24 Uhr

Guaranteed 1.25 Mio. Als / day f. Mon. – Fr. 450,000 Als / day (Sa + Sun)	Basic 28,000 € 10,080 €	Deluxe 33,500 € 12,060 €	Supreme ⁸ 55,000 € 19,800 €
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FITBOOK¹⁰ | MYHOMEBOOK | STYLEBOOK | TECHBOOK | TRAVELBOOK | PETBOOK | Mon. – Sat./Sun.

Guaranteed 150,000 Als / day 900,000 Als / week	Basic or Deluxe 8,400 € 42,300 €	Supreme ¹¹⁺⁸ 10,500 € 54,000 €
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FORMEL¹² | Mon.-Sun. | 2 days

Guaranteed 90,000 Als / 2 days 300,000 Als / formula1 race week (2 days)	Basic 3,600 € 12,300 €	Deluxe 4,300 € 14,700 €	Supreme ⁸ 6,900 € 22,900 €
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METAL HAMMER | MUSIKEXPRESS | Mon.-Sun. | incl. First Contact

Guaranteed 15,000 Als / day ¹³ 150,000 Als / week	Basic 1,050 € 7,500 €	Deluxe 1,500 € 10,500 €	Supreme ⁸ 2,100 € 15,000 €
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MOTORSPORT-TOTAL¹² | Mon.-Sun. | 2 days

Guaranteed 90,000 Als / 2 Tage 300,000 Als / formular1 race week 2 days 390,000 Als / formula1 race week 3 days (Fr. 10 am – Mon. 10 am)	Basic 3,600 € 12,300 €	Deluxe 4,300 € 14,700 € 19,000 €	Supreme ⁸ 6,900 € 22,900 €
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The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. Should the lead ad not be delivered, the selected mobile main advertising medium would then be delivered on the booked day as a first contact placement in RoS, in order to achieve the booked guarantee amount.

MEDIA IMPACT PARTNER BRANDS

HOMERUN

ROLLING STONE | Mon.-Sun. | incl. First Contact

Guaranteed 30,000 AIs / day 280,000 AIs / week	Basic 2,100 € ¹³ 14,000 €	Deluxe 3,000 € 19,600 €	Supreme ⁸ 4,200 € 28,000 €
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SPORTBILD¹⁴ | Mon.-Sun.

Guaranteed 850,000 AIs / day	Basic 20,000 €	Deluxe 25,500 €	Supreme ⁸ 38,000 €
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TRANSFERMARKT¹⁴ | Mon.-Sun.

Guaranteed. 1.25 m. AIs / day	Basic 31,250 €	Deluxe 37,500 €	Supreme ⁸ 59,500 €
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The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. Should the lead ad not be delivered, the selected mobile main advertising medium would then be delivered on the booked day as a first contact placement in RoS, in order to achieve the booked guarantee amount.

- 1) FC1, a reminder billboard remains | For tablet, a billboard is required | With the video wall, the video loops only once | Further reminder advertising media on request | Cinematic ad: no additional background coloring possible
- 2) Not available for booking at Rolling Stone, Musikexpress, and Metal Hammer
- 3) For tablet, a billboard is required | No video | Mobile, the advertising medium is displayed in the Interscroller | InApp, the advertising medium is displayed in the Mrec | Not bookable with Funke Health brands
- 4) Not available inApp, an additional Medium Rectangle is required
- 5) FC 1/day for the animation, a Double Dynamic Sitebar remains, plus creation costs of € 4,800 if created by MI, assets must be available at least 15 working days before going live (video, images, etc.)
- 6) Only Mobile Lead Ad 6:1 bookable | Further bookable Mobile Ads: Content Ad (6:1 / 4:1) / Mobile Understitial
- 7) HomeRun = Homepage stationary + Homepage mobile + all index pages of the div. subject areas + First Contact FC1 ROS | Double Dynamic Sitebar only bookable in Deluxe HR | Not bookable: Billboard 100/1
- 8) Additional editorial approval required
- 9) Not bookable: Double Dynamic Sitebar | Additional bookable mobile ads: Interstitial (FC 1/day)
- 10) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on the homepage except CMS spaces, e.g. Hometeaser and Taboola | Other bookable ads: AdBundle, Skyscraper, Medium Rectangle, Native Style Ads, Wallpaper, Halfpage Ad, (Dynamic) Sitebar, Floor Ad, Billboard, Mobile (Video-) Interscroller | Not bookable: Billboard 100/1
- 11) The stationary Big Stage ad is played on the homepage. The fallback advertising medium is played on the ROS
- 12) Bookable ads Basic: Superbanner, Wallpaper, (Dynamic) Sitebar; Premium: Billboard, Fireplace (+ optional Sticky o. expandable); Deluxe: Double Dynamic Sitebar, Billboard + Double Dynamic Sitebar, Bridge Ad, Billboard (100/1), special formats on request
- 13) Minimum booking period of 3 days
- 14) Not bookable: Image Reveal Ad, Curtain Dropper

Standard advertising media must be available 3 days before going live, special advertising media at least 5 days. In the event of under-delivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as a subsequent delivery. All prices are (unless otherwise stated) as CPM or fixed prices, less AE, plus VAT. | Subject to change and errors | Specifications at: www.mediaimpact.de/de/digital-formate

MEDIA IMPACT PARTNER BRANDS

HOMERUN SPECIALS

DECISION MAKERS HOMEPAGE BUNDLE FINANZEN.NET & BUSINESS INSIDER & WELT & GRÜNDERSZENE | 10:00 am – 10:00 am / finanzen.net 0 – 11:59 pm

Basic – Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar // **Mobile:** Lead Ad (2:1 / 4:1 / 6:1) / Medium Rectangle

Deluxe – Desktop: Video Wall¹ / Double Dynamic Sitebar / additional special formats possible

Supreme – Desktop: Big Stage² (Automatic Pre Expanding Video Wall)

Mobile: Lead Ad (6:1 / 2:1 / 4:1; optional sticky) & Understitial³ / Interscroller Ad³ / Medium Rectangle -

APP: Lead Ad (6:1 / 2:1 / 4:1)+ Medium Rectangle

Guaranteed 2.95 m. Als / day	Basic 76,300 €	Deluxe 89,500 €	Supreme ⁴ 150,000€
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ENTSCHEIDER RUN FINANZEN.NET & BUSINESS INSIDER & WELT

The Entscheider Run bundles the **channel start and article pages with the highest reach** into a single product. Exclusive placement in the visible area for a day⁵ where the attention of our WELT, Business Insider and Finanzen.net⁶ users is highest.

Desktop: Wallpaper or Halfpage Ad, Advertising Media | **Mobile:** Content Ad or Medium Rectangle AND Lead Ad (4:1/6:1) mandatory, other advertising media on request.

Guaranteed 5.5 m. Als / day	Price 110,000 €	DOOH ADDON: +2 m. Ad Impressions ⁷
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HOMERUN EVENT EXTENDER COMPUTERBILD⁸⁺⁹ | 1 week | incl. First Contact

1 day HomeRun + 1 week RoS

Guaranteed 650,000 Als (300,000 Als HomeRun / 350,000 Als RoS)	Basic 28,600 €	Deluxe 37,050 €
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HOMERUN FLEX COMPUTERBILD⁸ | 3 days | 10:00H – 10:00H | incl. First Contact

3 days HomeRun – flexible delivery within one week

Guaranteed 900,000 Als / 3 days	Basic 36,000 €	Deluxe 43,200 €
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MUSIC HOME BUNDLE MUSIKEXPRESS & METAL HAMMER & ROLLING STONE¹⁰ | Mon.-Sun.

Guaranteed 80,000. Als / day 600,000 Als / week	Basic 5,600 € 30,000 €	Deluxe 8,000 € 42,000 €	Supreme ⁴ 11,200 € 60,000 €
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The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. Should the lead ad not be delivered, the selected mobile main advertising medium would then be delivered on the booked day as a first contact placement in RoS, in order to achieve the booked guarantee amount.

- FC1, a reminder billboard remains | A billboard is required for tablet | With video wall, the video loops only once | Other reminder advertising media upon request | Cinematic Ad: No additional background colouring possible
- Plus creation costs of € 4,800 if created by MI, preparation time of at least 15 working days from delivery of assets (video, image material, etc.); FC 1/day for animation; MEW: various formats to choose from
- Not playable inApp, an additional medium rectangle is required
- Additional editorial approval required
- Only bookable Mon. - Fri., runtime Business Insider and WELT from 10 - 10 a.m., Finanzen.net from 0 - 11:59 p.m.. DOOH runtime: 7 days: CoWorking Spaces (daily occupancy), First Class Gyms each from 6 - 8 am and 6 - 10 pm.
- Package also bookable without Finanzen.net: 2.7 million AI per day, € 54,000
- 2 million ad impressions via DOOH, runtime: 1 week, gross investment: € 40,000
- HomeRun = Homepage desktop + Homepage mobile + all index pages of the various thematic areas + first contact FC1 ROS | Double Dynamic Sitebar only bookable in Deluxe HR | Not bookable: Billboard 100/1 | Advertising media analogous to HomeRuns | When booking a Curtain Dropper, a Video Wall or a Bridge Ad, a Billboard or Fireplace is subsequently played in ROS (the general specs of Curtain Dropper and the Video Wall apply)
- Prerequisite for Event Extender: Same format and tracking, only one Event Extender per week
- Advertising media similar to the HomeRun

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors. | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

MEDIA IMPACT PARTNER BRANDS

HOMERUN ADVANCED

MULTISCREEN | 1 DAY HOME 10:00H – 10:00H + 1 WEEK ROS CLICK BOOSTER

DESKTOP: Dynamic Sitebar

MOBILE (MEW + APP): Sticky Lead Ad (4:1 / 6:1) + Mobile Medium Rectangle

CLICK BOOSTER: Dynamic Sitebar + Mobile Medium Rectangle

COMPUTERBILD | Desktop & MEW | incl. First Contact

HomeRun + First Contact ³	Guaranteed 300,000 Als	19,100 € ¹	20,900 €
Click Booster ⁴	800 Clicks	1,800 € ²	

FINANZEN.NET | Desktop, MEW & App | Mon. – Fr. | 0 – 11:59 pm

HomeRun	Guaranteed 1,25 Mio. Als	28,000 € ¹	42,000 €
Click Booster	10.000 Clicks	14,000 € ²	

SPORTBILD | Desktop, MEW & (Sport BILD) App

HomeRun	Guaranteed 850.000 Als	20,000 € ¹	23,000 €
Click Booster	2.000 Clicks	3,000 € ²	

TRANSFERMARKT | Desktop, MEW & App

HomeRun	Guaranteed 1.25 Mio. Als	31,250 € ¹	36,500 €
Click Booster	3.500 Clicks	5,250 € ²	

The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. Should the lead ad not be delivered, the selected mobile main advertising medium would then be delivered on the booked day as a first contact placement in RoS, in order to achieve the booked guarantee amount.

1) Special discount, AR and AE eligible.

2) Not special discount, but AR and AE eligible

3) HomeRun = Homepage desktop + Homepage mobile + all index pages of the various thematic areas + first contact FC1 ROS; it is also possible to use the Double Dynamic Sitebar

4) max. 2 weeks runtime; at least 3 different motives are necessary

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

MEDIA IMPACT PARTNER BRANDS

HOMERUN PROGRAMMATIC

MULTISCREEN | 10 – 10 UHR

BASIC

Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Understitial / Medium Rectangle

DELUXE

Desktop: Video Wall¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Curtain Dropper¹ / Image Reveal Ad

Mobile (MEW + App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Understitial² / Interscroller²

COMPUTERBILD³ | incl. First Contact

Basic
49,45 € CPM day

Deluxe
60,00 € CPM day

SPORTBILD⁴

Basic
26.25 € CPM day

Deluxe
31.50 € CPM day

TRANSFERMARKT⁴

Basic
26.25 € CPM day

Deluxe
31.50 € CPM day

The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. Should the lead ad not be delivered, the selected mobile main advertising medium would then be delivered on the booked day as a first contact placement in RoS, in order to achieve the booked guarantee amount.

- 1) FC1, a reminder billboard remains | A billboard is required for tablet | With video wall, the video loops only once | Other reminder advertising media upon request | Cinematic Ad: No additional background colouring possible
- 2) Not playable inApp, an additional medium rectangle is required
- 3) Home Run = Homepage desktop + Homepage mobile + Channel Startseiten AVF, games, Mobile, Computer + first contact FC1 ROS
- 4) Basic = Not bookable: Wallpaper, (Dynamic) Sitebar, Fireplace, Mobile Understitial, Lead Ad 2:1 | Additionally bookable: Halfpage Ad | Deluxe = Not bookable: Video Wall, Billboard + Double Dynamic Sitebar, Bridge Ad, Curtain Dropper, Image Reveal Ad, Lead Ad (4:1 / 6:1), Mobile Understitial, Mobile Interscroller

Standard advertising formats must be available 3 days before going live, special advertising media at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (desktop and/or mobile) for subsequent delivery. All rates (unless otherwise stated) are to be understood as CPM rates or fixed prices. All rates plus VAT, where applicable. Agency commission is granted to media-buying agencies, as recognised by Media Impact. | Subject to alteration and printing errors | Technical specifications can be found under this link: <https://www.mediaimpact.de/en/digital-formats>

MEDIA IMPACT PARTNER BRANDS

HOMERUN TARGETING

MULTISCREEN | 10 – 10 UHR

BASIC

Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Double Sitebar / Fireplace (+ optional sticky or expandable)

Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle

DELUXE

Desktop: Video Wall¹ / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad¹ / Billboard (100/1)

Mobile (MEW + App): Lead Ad (2:1) & Medium Rectangle / Content Ad 1:1 / Understitial² / Interscroller²

SPORTBILD³

Guaranteed
850,000 Als / day

Basic
29,750 €

Deluxe
34,000 €

TRANSFERMARKT⁴

Guaranteed
1.25 Mio. Als / day

Basic
41,250 €

Deluxe
47,500 €

The selected desktop-, as well as both mobile formats (lead ad + main advertising medium) are relevant for guarantee and billing. If lead ad is not delivered, the selected mobile main advertising formats will be delivered on the booked day as first contact placement in RoS, in order to achieve the booked guarantee amount.

- 1) FC1, a reminder billboard remains | A billboard is required for tablet | With video wall, the video loops only once | Other reminder advertising media upon request | Cinematic Ad: No additional background colouring possible
- 2) Not playable inApp, an additional medium rectangle is required
- 3) Targeting options: Regional, Socio | Regio Targeting only desktop & MEW possible | A creative pool adapted to targeting areas (up to 1,500 creatives) can be created automatically | A neutral fallback advertising medium is required for APP
- 4) Basic = Not bookable: Double Dynamic Sitebar; Additionally bookable: Lead Ad (2:1), Mobile Understitial | Deluxe = Not bookable: Cinematic Ad, Content Ad 1:1, additionally bookable: Image Reveal Ad, Curtain Dropper, Lead Ad (4:1 / 6:1), Lead Ad Sticky

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MEDIA IMPACT PARTNER BRANDS

NATIVE PRODUCTS

SCALABLE BRAND STORY

Portal	Minimum bookable page views ¹	Guaranteed page views base package	Package price ² base package	Maximum bookable page views ¹
ICONIST, BZ, BOOKS, Transfermarkt & SportBILD	5,000	15,000	50,000 €	20,000
Metal Hammer Rolling Stone Musikexpress	Only base package available	5,000	17,500 €	Only base package available

BRAND STORIES | PRODUCT STORY | BRAND HUB

Portal	Ad Format/Placement	Ad Impressions	Views	Package Price	Creation Costs ³
Computerbild	Brand Story Paket S (min.4 weeks)	n.a.	10,000	35,000 €	3,500 €
	Brand Story Paket M (min.4-6 weeks)	n.a.	15,000	50,000 €	4,000 €
	Brand Story Paket L (min.4-6 weeks)	n.a.	20,000	62,500 €	4,500 €
Computerbild	Product Story (min.4 weeks)	1,700,000	9,000	33,750 €	3,000 €
	Product News (min.2 weeks)	475,000	2,000	13,000 €	800 € ⁴
Finanzen.net	Brand Story (12 weeks)	n.a.	30,000	65,000 €	2,500 €

TOPIC SPECIALS

Portal	Packages	Traffic delivery	Special stage	Package Price	Creation Costs ³
BOOKS	Themenspecial S (1 week)	250,000 AIs	50,000 AIs	13,000 €	2,000 € ⁵
	Themenspecial M (2 weeks)	500,000 AIs	100,000 AIs	23,000 €	2,000 € ⁵
	Themenspecial L (4 weeks)	1,000,000 AIs	200,000 AIs	36,000 €	2,000 € ⁵

- 1) Scalable page views: from 3.50,- € gross CPV (Cost per View) (discountable), CPV depending on the number of booked views and the media brand.
- 2) Plus creation costs: ICONIST, BZ, BOOKS, SportBILD: from 5.000 Views 3.500€; from 15.000 Views 4.000€; 20.000 Views 4.500€| Music websites: 3,500 € (Not discountable)
- 3) Not discountable
- 4) Creation is made by computerbild.de
- 5) Creative costs are incurred when created by BOOKS (not SR- or AE-capable) -> Creation of special stage, presenting header with logo integration

MEDIA IMPACT PARTNER BRANDS

NATIVE PRODUCTS

ADVERTORIALS				
Portal	Ad Format/Placement	Ad Impressions	Package Price	Creation Costs ¹
BOOKS	Advertorial XS (2 weeks) ²	375,000	7,500 €	2,000 €
	Advertorial S (2 weeks) ²	500,000	10,000 €	2,000 €
	Advertorial M (4 weeks) ²	1,000,000	17,500 €	2,000 €
	Advertorial L (6 weeks) ²	1,500,000	22,500 €	2,000 €
	Advertorial Stage (6 weeks)	1,500,000	35,000 €	4,000 €
Computerbild Sportbild Transfermarkt	Advertorial (4 weeks)	2,500,000	25,000 €	2,500 €
Finanzen.net	Advertorial (4 weeks)	10,000 Views	30,000 €	2,500 €
Metal Hammer Musikexpress Rollingstone	Advertorial XS (2 weeks)	100,000	4,500 €	600 € ³
	Advertorial S (2 weeks)	250,000	7,500 €	800 € ³
	Advertorial M (4 weeks)	500,000	12,500 €	1,250 € ³
	Advertorial L (6 weeks)	750,000	15,000 €	1,250 € ³
	Advertorial stage S (2 weeks)	550,000 ⁴	11,500 €	1,600 €
	Advertorial stage M (4 weeks)	700,000 ⁴	19,000 €	2,400 €
	Advertorial stage M (4 weeks)	950,000 ⁴	26,500 €	3,200 €
ADVERTORIAL / BRAND STORY ⁵ UPDAY				
Paket S		5.000 Views		40.000 €
Paket M		10.000 Views		65.000 €
Paket L		15.000 Views		85.000 €
SPONSORED POST INSTAGRAM / FACEBOOK				
Rolling Stone		200,000 Ais		4,000 €
Musikexpress		100,000 Ais		2,000 €
Metal Hammer		200,000 Ais		4,000 €

- 1) Not discountable
- 2) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), There is no reach guarantee for Exclusive Fixed Placement (advertising media freely selectable). | The Advertorial XS is only bookable for customers with low budget
- 3) Implementation is carried out by the object itself
- 4) Refers to the advertorial
- 5) Creation costs Brand Story: 1.000€ (not discountable)

MEDIA IMPACT PARTNER BRANDS

AWARENESS SPECIALS

A-TEASER MULTISCREEN BOOKS¹ | 10:00H – 10:00H

Guaranteed 50,000 AIs / day	4,500 €
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BRAND DAY B.Z.de | Home + Channel Starting Pages | 10:00H – 10:00H

Desktop: Fireplace + Billboard + Medium Rectangle
Mobile: Reminder + Understitial / Mobile Medium Rectangle

Guaranteed 150,000 AIs / day	4,375€
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FACEBOOK LIVE EVENT COMPUTERBILD

Exclusive Presenting / co-branding, Pre- and Post presenter, Banderole, Product Placement

Package Price	15,000 € plus 1.000 € Creation Costs
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NEWSFLIGHT SPORTBILD | Fixed placement in all articles | Mon.-Sun. | 10:00H – 10:00H

Basic – Desktop: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace (+ optional sticky or expandable) // **Mobile (MEW + Sport BILD App):** Lead Ad (4:1 / 6:1) & Medium Rectangle

Guaranteed 800,000 AIs / day	18,400 €
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Deluxe – Desktop: Video Wall² / Double Dynamic Sitebar / Billboard + Double Dynamic Sitebar / Bridge Ad / Cinematic Ad² / Billboard (100/1) // **Mobile (MEW + Sport BILD App):** Lead Ad (2:1) & Medium Rectangle / Content Ad 1:1 / Understitial⁵ / Interscroller³

Guaranteed 800,000 AIs / day	22,400 €
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NEWSLETTER COMPUTERBILD | LIFELINE

Computerbild – Image-Text-Teaser (marked with ad)	50 € CPM
Lifeline – 1 Newsletter integration, 6,200 AIs (Receiver)	588 € ⁴
9Monate – 1 Newsletter integration, 4,500 AIs (Receiver)	588 € ⁴
Gesundheit.de – 1 Newsletter integration, 12,800 AIs (Receiver)	588 € ⁴
Onmeda – 1 Newsletter integration, 40,000 AIs (Receiver)	1.765 € ⁴

PRESENTING SONDERWERBEMITTEL SPORTBILD | TRANSFERMARKT

Desktop: Presenting Header (100/1) / Billboard // Mobile (MEW+ PhoneApp): Lead Ad (4:1) (100/1) / Lead Ad (2:1)	20 € CPM 40 € CPM
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- 1) Sat. & Sun.=1 day | If created by BOOKs plus 500 € creation costs (not SR- or AE-capable) | No installation of an external pixel counter possible
- 2) FC1, a reminder billboard remains | For tablet, a billboard is required | With the Video Wall, the video loops only once | Further reminder advertising media on request | Cinematic Ad: no additional background coloring possible
- 3) Not playable inApp, an additional medium rectangle is required
- 4) Prices not discount but AE eligible

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MEDIA IMPACT PARTNER BRANDS

AWARENESS SPECIALS

TANKSTELLENRANKING CLEVER-TANKEN.DE

Guaranteed 4 m. Als / 1 month	Presenter-Banner (max.1000px x 250px), Content Ad 4:1	80,000 € (incl. 50% discount)
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VIDEO STAGE¹ ROLLING STONE | MUSIKEXPRESS | METAL HAMMER

Rollingstone.de	4 days	20,000 views	15,000 €
Musikexpress.de	4 days	5,000 views	6,500 €
Metal-hammer.de	4 days	10,000 views	9,000 €

YOUNG PROFESSIONAL BUNDLE GRÜNDERSZENE² | ERWEITERUNG BUSINESS INSIDER HOMERUN

Guaranteed 250,000 Als / week		5,000 € ³
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UPDAY TOPNEWS

TAKEOVER Guaranteed 1,700,000 Als / day		50,000 €
Native Card / Display Card / Rich Media ⁴ / Medium Rectangle		50 € CPM

UPDAY MYNEWS

TAKEOVER Guaranteed 2,200,000 Als / day		50,000 €
Native Card / Display Card / Rich Media ⁴ / Medium Rectangle		30 € CPM

UPDAY

ROS	Native Card / Display Card / Rich Media ⁴ / Medium Rectangle	40 € CPM
Push Articiel	Medium Rectangle	50 € CPM
Interstitial	Display Card	80 € CPM

- 1) For individual concepts and embeds such as YouTube, etc., normal integration (physical and streams) is done via product: "Video Wall"; Creation costs: 1,000 € non-discountable
- 2) Can be booked as an extension to the Business Insider HomeRun; the identical advertising media as for the Business Insider HomeRun are used for this placement
- 3) Net1 price in conjunction with the Business Insider HomeRun; not SR-, but AE- and AR-capable. Stand Alone booking: 9.000 € net1, not SR-, but AE- and AR-capable
- 4) Creation costs Rich Media Ads / Interactive Ads: 500€ (not discountable)

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MEDIA IMPACT PARTNER BRANDS

PERFORMANCE SPECIALS

POWER WEEK COMPUTERBILD

Native Teaser linking to partner. Delivery to CMS surfaces (Homepage in clack block; in editorial newsletter). Call-to-action and pictures (minimum 3 different motives) necessary

5,000 clicks / 1 week

10,000 €

POWER DEAL COMPUTERBILD¹

Native teaser linking to partner's deals page. Additional actions with link to deals page: 3x Image-Text-Teaser in daily newsletter and 2x Sponsored Facebook-Posts

5,000 clicks

25,000 € plus 900 € for production costs

- 1) Guarantee clicks only for native teaser | Plus production costs: 900.-- € (neither discounts, nor agency commission can be granted on such costs)

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MEDIA IMPACT PARTNER BRANDS

TOPIC SPECIALS

CHANNEL FIXED PLACEMENT FORMEL1.de		News (1 month)	Live Ticker (1 month)
Guaranteed Ad Impressions		3,800,000	400,000
Desktop: Billboard Mobile (MEW): Mobile Lead Ad 6:1 or 4:1		76,000 € (50% pre-discount)	16,000 €
CHANNEL FIXED PLACEMENT MOTORSPORT-TOTAL also monthly bookable	Formula 1 (1 month of the season)	DTM (May - October)	Touring Cars (Feb. – Nov.)
Guaranteed Ad Impressions	4,800,000	3,000,000	800,000
Desktop: Billboard Mobile (MEW): Mobile Lead Ad 6:1 o. 4:1	96,000 € (50% pre-discount)	72,000 € (40% pre-discount)	32,000 €
EXKLUSIVE THEMATIC BOOKING 9MONATE LIFELINE GESUNHEIT.DE ONMEDA			
Booking of specific topics (illnesses or symptoms) Volumes upon request	105 € CPM		
MOTORSPORT PRESENTINGS other channels bookable		Gross CPM	
Desktop: Presenting Header Billboard Mobile (MEW): Lead Ad (4:1) Lead Ad (2:1)	20 € 40 €		
LIVETICKER F1 RACE FIXED PLACEMENTS FORMEL1.DE OR MOTORSPORT-TOTAL.COM 2 days			
Guaranteed Ad Impressions	800,000		
Desktop: Medium Rectangle Mobile (MEW): Medium Rectangle	16,000 €		
PRODUCT RECOMMENDATION MUSIKEXPRESS			
Product recommendation S (1 week) ¹	50,000 Als	4,000 €	
Product recommendation S (2 weeks) ¹	100,000 Als	7,000 €	

1) Creation cost: 500 € non-discountable.

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MEDIA IMPACT PARTNER BRANDS

CPM PLACEMENTS

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)							
		AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard ³	
Mobile Content Ad 6:1 + 4:1, Mobile Native Style Ads	RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €	
	RoC	40 €	RoC	50 €	RoC	60 €	
Mobile Content Ad 2:1, Mobile-/ Social- ¹ Medium Rectangle	RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €	
	RoC	50 €	RoC	60 €	RoC	70 €	
Mobile Content Ad 1:1, Understitial ² , Interscroller ²	RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €	
	RoC	62 €	RoC	72 €	RoC	82 €	
VIDEO							
InText Outstream Ads ⁴	on start, up to 20 sec.	RoS & Custom	60 €	X-Stream Ad ⁶	on start, up to 20 sec.	RoS	65 €
		RoC	50 €		RoC	-	
Video Wall ⁵	Desktop only	RoS & Custom	90 €	YouTube ⁷	PreRoll up to 20 sec.	RoS & Custom	85 €
		RoC	-			RoC	-

MULTISCREEN - Traffic distribution between desktop and mobile according to availability

DISPLAY ROP - Includes targeting as preferred (options: Socio, Regio Standard, Contextual, Combi Interest+Contextual), other targetings additive (see targeting price list) / Video RoP and programmatic bookings without included targeting

Additional options:

Double Dynamic Sitebar	CPM Sitebar plus 5€ surcharge in combination with a mobile format ⁸
Device Only	highest price category plus 5€ CPM surcharge
Tandem- / Triple Ads upon request	
Other video formats upon request	

Notes:

- Currently bookable in Facebook Instant Articles and Google AMP (Accelerated Mobile Pages) on AutoBild, Bild.de, finanzen.net, computerbild.de, transfermarkt.de, Lifeline (9monate.de, herzberatung.de, harninkontinenz.de, yavivo.de). Additional media will follow. Only Google AMP bookable on Welt.de.
- Not InApp bookable (Exception: Sport1 Apps), Mobile Halfpage Ad bookable in Interscroller.
- In RoP and RoS (selected sites) also available as Cinematic Ad (surcharge +5€ in combination with a mobile format).
- Excess length (21-30 seconds) + 20 € CPM // short spots (7-15 seconds) - 10 € CPM// VPAID + 10 € CPM; Billing on CPCV basis (excluded: Bild.de and Bild mobil): RoS & Custom 19 Cent, RoC 17 Cent, RoP 15 Cent, Excess length (21-30 seconds) +8 Cent CPM, short spots (up to and incl. 15 secondss) -3 Cent CPM.
- Can be booked on the following sites: BusinessInsider.de, autobild.de, computerbild.de, Finanzen.Net, fitbook.de, Formel1.de, motorsporttotal.com, myhomebook.de, petbook.de, Sport1.de, stylebook.de, techbook.de, transfermarkt.de, travelbook.de. Only the billboard will be delivered on tablet devices, other formats can be requested. Special instructions Bild.de: bookable only as fixed placements, FC 1/24h, no autoplay, subject to approval by editorial board, limitation to a one-off looping. Targeting is possible on CPM basis.
- Bookable on selected sites. Excess length (21-30 sec.) + 20 € CPM // Short spots (up to 15 sec.) -10 € CPM
- Further formats: Bumper Ad (up to. 6 sec) - RoS & Custom 65 €, Sponsorship (up to 20 sec.) - RoS & Custom 100 €. Targeting is possible (Regio+Sozio): + 11 € CPM per targeting criteria. RoP: programmatically available.
- On Bild.de, Sportbild.de and B.Z. can only be booked as fixed placement. On Autobild.de, Computerbild.de, Welt.de, Fitbook, Stylebook, Travelbook, Techbook and myHomebook only bookable within environment and RoS.