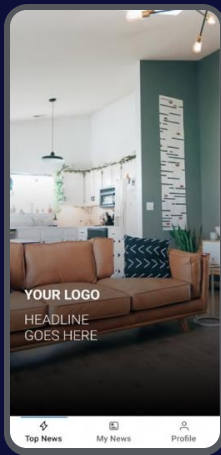
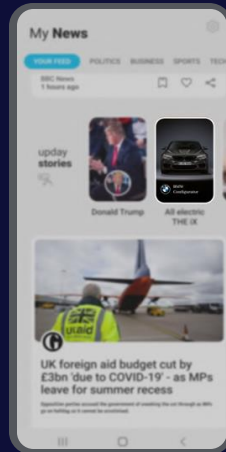


UPDAY

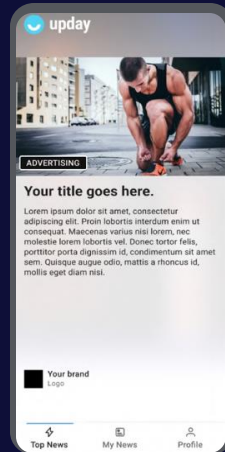
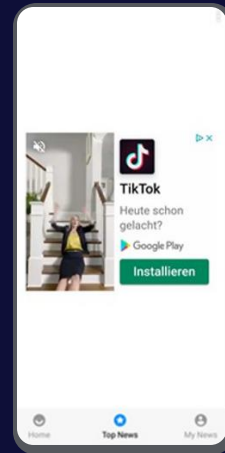
Rich Media Ad



Display Ad



Medium Rectangle



Native Ad

CONCEPT

upday - Europe's largest news app provides **over 4 million unique** users in Germany with news tailored to their personal interests every month, curated from hundreds of reputable sources and its own editorial team, which compiles the top news of the day around the clock.

Key figures/month		Target group	
Unique User ¹	5,53 Mio.	20-49 years old	44%
Visits ²	129,92 Mio.	HHNE min. 3.000€	51%
Page Impressions ²	597,92 Mio.	Employed	64%

1) agof daily digital facts, basis: digital WNK 16+ years (61.63 million); single month November 2022; retrieved on: 19.01.2023
 2) IVW April 2023

UPDAY

upday TopNews	Garantie / Preis
Fixed daily placement in the updayTopNews	1.300.000. AIs 50.000 € / day
Native Card / Display Card / Rich Media¹ / Medium Rectangle	50,00 € CPM

upday MyNews	Garantie / Preis
Fixed daily placement in the updayMyNews	2.000.000. AIs 50.000 € / day
Native Card / Display Card / Rich Media¹ / Medium Rectangle	30,00 € CPM

upday Platzierungen	Preis
Run of Site Native Card / Display Card / Rich Media ¹ / Medium Rectangle	40,00 € CPM
Push Article Medium Rectangle	50,00 € CPM
Interstitial Display Card	80,00 € CPM

1) Creation costs Rich Media Ads/ Interactive Ads: 500€ (not discountable)

2) Brand story creation costs: €1,000 (not discountable)

Standard advertising material must be available 3 days before going live, special advertising material 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 subsequent delivery. All prices are (unless otherwise stated) CPM or fixed prices, less AE, plus VAT. | Subject to alterations and errors excepted | Specifications at: www.mediaimpact.de/en/digital-formats