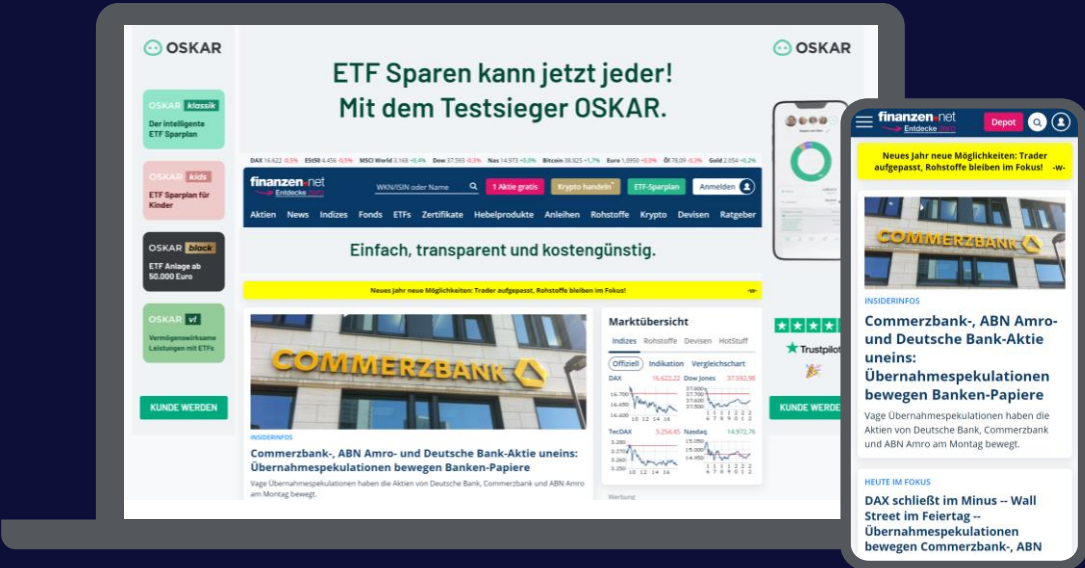


FINANZEN.NET



CONCEPT

finanzen.net is the financial and stock market portal with the widest reach in Germany

- The greatest depth of information and price data of all financial portals in Europe
- A frequently used tool for meetings and consultations in the financial sector
- The portal is characterized by a high level of satisfaction and loyal users

Website		Users	
Unique User ¹	5.83 million	Male ¹	79 %
Visits ²	35.0 million	16-49 Years ¹	58 %
Page Impressions ²	192.8 million	Net Household Income 3,000 € and more ¹	56 %

¹) Source: agof daily digital facts, basis: digital WNK 16+ years (61.63 million); single month December 2022; accessed on 01.02.2023.
²) IVW December 2023

PRICE LIST 2024

Daily fixed placements

HomeRun (Multiscreen) ¹ 0-11:59 p.m.	Guarantee ² / Price
Guaranteed Ad Impressions	1,250,000 AIs / Day
BASIC Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW): Sticky Lead Ad (6:1/4:1) & Medium Rectangle, Understitial ³ / Cube Ad (MMR) / Gallery Ad (MMR) App: Lead Ad (6:1/4:1) & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	€28,000
DELUXE Desktop: Billboard (100/1) / Video Wall ⁴ / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad / TwoFace Ad ⁵ , Cinematic Ad, Direction Ad, Curtain Dropper ⁴ , Catalogue Ad Mobile (MEW): Sticky Lead Ad (6:1 / 4:1) & Understitial ³ / Interscroller ³ / Medium Rectangle / Cube Ad (MMR), TwoFace Ad ⁵ / Gallery Ad (MMR) / Mobile Click & Swipe ⁵ APP: Lead Ad (6:1 / 4:1) & Medium Rectangle / Cube Ad (MMR) / TwoFace Ad / Gallery Ad (MMR)	€33,500
SUPREME Desktop: Big Stage ⁶ (Automatic Pre Expanding Video Wall, max. 8 seconds) Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Presitial & Medium Rectangle / (Video) Interscroller ³ / Content Ad / Understitial ³ / Cube Ad (MMR) / Gallery Ad (MMR) APP: Lead Ad (6:1 / 4:1 / 2:1) & Presitial & Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	€55,000

1) Targeting: €15,000 surcharge; Regio and Socio options. A creative pool adapted to the targeting areas (up to €1,500 creatives) can be created automatically. A neutral fallback advertising medium is required.
2) All stationary and mobile formats are relevant to the guarantee and billing. If one of these advertising media is not delivered, the selected main advertising media will be delivered on the booked day as an ROS placement in order to achieve the booked guarantee amount.
3) Only a fallback advertising medium, e.g. a medium rectangle, is delivered in the app.
4) FC=1/day, a billboard or a fireplace can remain as a fallback. Only the fallback ad media, e.g. the billboard, is delivered in the tablet browser.
5) A billboard is required for tablet | no video | Mobile the ad is displayed in the Interscroller | InApp the ad is displayed in the Mrec.
6) Plus creation costs of € 4,800 for creation by MI, lead time of at least 15 working days from delivery of the assets (video, image material etc.); FC 1/day for the animation; MEW & App: various formats to choose from.
Standard advertising material must be available 3 working days before going live, special advertising material at least 5 working days.

PRICE LIST 2024

Fixed Placements

Decision Maker Homepage Bundle ¹ WELT.de, Business Insider, Gründerszene 10-10 a.m. Finanzen.net 0-11:59 p.m	Guarantee / Price
Guaranteed Ad Impressions	3,450,000 Als/Day
BASIC Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW + App): Lead Ad (4:1 / 6:1) & Medium Rectangle	€86,000
DELUXE Desktop: Video Wall ² / Double Dynamic Sitebar / other special formats possible Mobile (MEW): Lead Ad (4:1 / 6:1; optional sticky) & Understitial ³ / Interscroller ³ / Medium Rectangle Mobile App: Lead Ad (4:1 / 6:1) & Medium Rectangle	€99,000
SUPREME Desktop: Big Stage ⁴ (Automatic Pre Expanding Video Wall) Mobile (MEW): Sticky Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle / Interscroller ³ / Content Ad / Understitial ³ App: Lead Ad (6:1 / 4:1 / 2:1) & Medium Rectangle	€163,000
Decision Maker Run (Multiscreen) WELT.de, Business Insider, Gründerszene & Finanzen.net	Guarantee / Price
BASIC⁵ Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Cube Ad (MMR) App: Lead Ad (4:1 / 6:1) & Medium Rectangle Cube Ad (MMR)	5,500,000 Als/Day ⁶ €110,000
Decision Maker Max (Multiscreen) WELT.de, Business Insider, Gründerszene & Finanzen.net	Guarantee / Price
BASIC⁵ Desktop: Wallpaper / Fireplace / Billboard / (Dynamic) Sitebar Mobile (MEW & App): Sticky Lead Ad (4:1 / 6:1) & Medium Rectangle / Cube Ad (MMR)	8,760,000 Als/Day ⁶ €172,000

Advertorial	Duration	Page Views	Price ⁷
Basic	4 Weeks	10,000	€30,000

Brand Story	Duration	Page Views	Price ⁷
Basic	12 Weeks	30,000	€65,000

1) The following homepages are occupied on one day: WELT.de, finanzen.net, Business Insider - Collective volume: The achievement of the total AI of the package is relevant for billing - not all positions of the package have to contribute to the fulfillment of the total AI.
2) FC=1/day, a billboard or a fireplace can remain as a fallback. Only the fallback advertising medium, e.g. the billboard, is delivered in the tablet browser.
3) In the news app, only a fallback ad, e.g. a medium rectangle, is delivered.
4) Plus creation costs of € 4,800 for creation by MI, lead time of at least 15 working days from delivery of the assets (video, image material, etc.); FC 1/day for the animation; MEW & app: various formats to choose from.
5) can also be booked in the variants Run Deluxe (€150,000) / Max Deluxe (€215,000) and Run Supreme (€250,000) / Max Supreme (€355,000), see formats in the decision maker homepage bundle
6) only bookable Mon. - Fri., duration Business Insider and WELT from 10 - 10 a.m., Finanzen.net from 0 - 11:59 p.m.
7) plus 2,500€ creation costs

CPM PLACEMENTS

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)							
		AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace,Sitebar, Billboard¹	
Mobile Content Ad 6:1 + 4:1		RoS & Custom	€50	RoS & Custom	€60	RoS & Custom	€70
Mobile Content Ad 2:1, Mobile Medium Rectangle		RoS & Custom	€60	RoS & Custom	€70	RoS & Custom	€80
Mobile Content Ad 1:1, Understitial², Interscroller², Prestitial (InApp)³, Sticky Lead Ad 4:1⁴		RoS & Custom	€72	RoS & Custom	€82	RoS & Custom	€92
VIDEO							
InText Outstream Ads⁵	on start, up to 20 sec.	RoS & Custom	€60	X-Stream Ad⁶ Up to 20 sec.		RoS	€65
MULTISCREEN -Traffic distribution between stationary and mobile is based on availability							
Additional options:		Double Dynamic Sitebar		CPM sitebar plus €5 surcharge in combination with a mobile format			
		Dynamic Fireplace		CPM Fireplace plus €5 surcharge in combination with a mobile format			
		Video Wall		Desktop only⁷			
		Desktop Only		highest price category plus €10 CPM surcharge			
		Mobile Only		highest price category			
		Tandem- / Triple Ads on request					
		more video formats on request					
Remarks:							
1) Can also be booked as a cinematic ad (surcharge +€5 in combination with a mobile format).							
2) Not bookable InApp, Mobile Halfpage Ad bookable in Interscroller.							
3) Exclusively bookable InApp. Layout takes place with FC 1/campaign.							
4) Not bookable in App							
5) Excess length (21-30 sec.) + €20 CPM // Short spots (7-15 sec.) - €10 CPM // VPAID + €10 CPM; billing on CPCV basis: RoS & Custom 19 cents, excess length (21 to incl. 30 sec.) +8 cents surcharge, shorter spot (up to incl. 15 sec.) -3 cents discount. Paid targeting possible against CPM surcharge.							
6) Other formats: Bumper Ad (up to incl. 6 sec) - RoS & Custom 65 €, Sponsorship (up to incl. 20 sec) - RoS & Custom €100. Targeting possible (Regio+Sozio): + €11 CPM surcharge per targeting criterion.							
7) Exclusively bookable as fixed placement, FC 1/24h, no autoplay, subject to editorial approval, limited to one-time looping.							

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/de/digital-formate