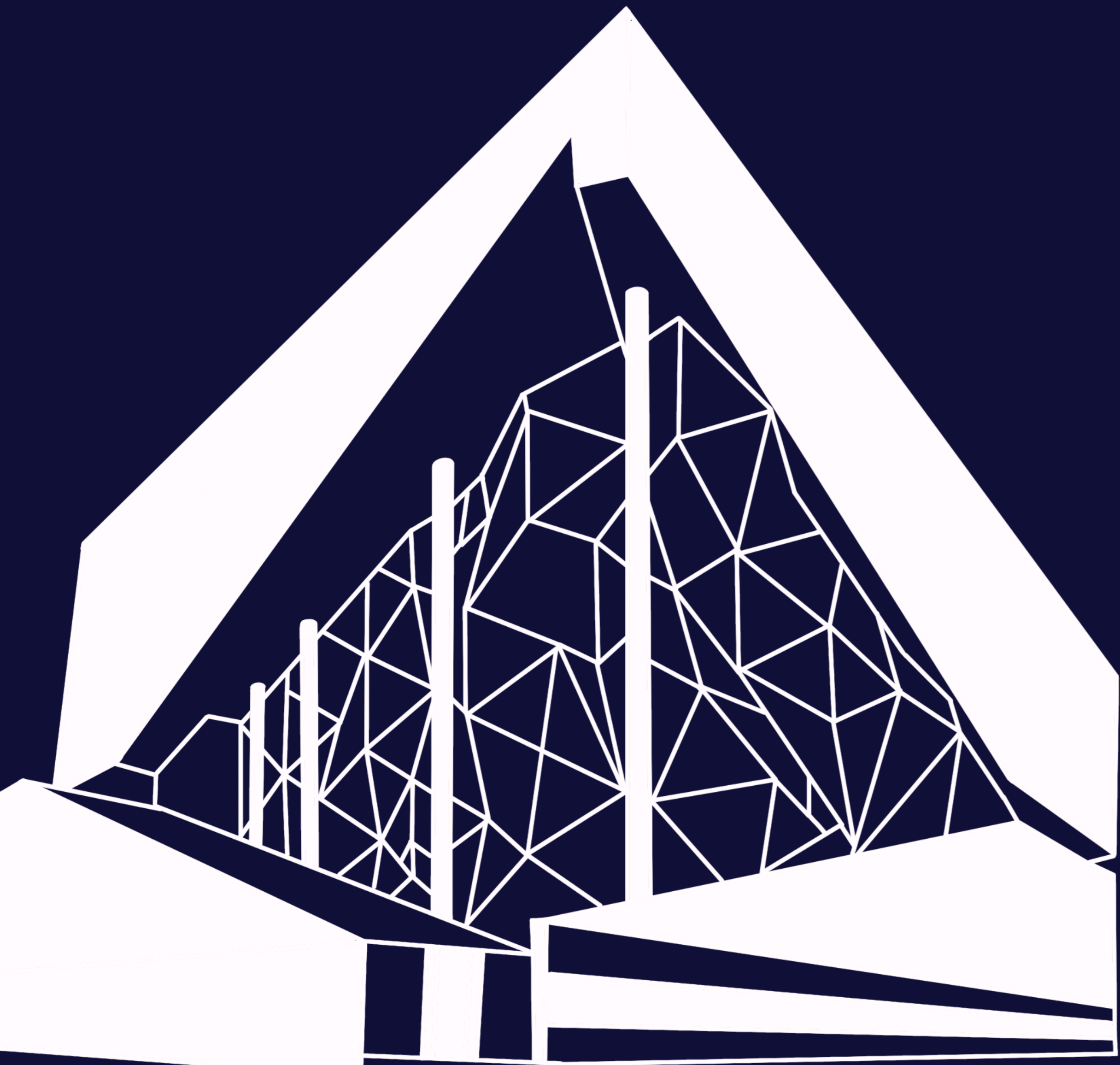


# 2024



## **PRODUCT STORY BUNDLES**

**A product of Axel Springer Brand  
Studios**

THE PRODUCT STORY BUNDLES

# YOUR STORY TOLD ON MULTIPLE MEDIA!

Reaching several target group touchpoints on our media brands with just one story sounds crazy?

**With the Product Story Bundles it is now possible!**

Simply select a suitable bundle, we create a product story from your content and play it out automatically in the Look and Feel of the respective media brands.

You'll be on several stages with just one story!

**Are you unsure whether your content will be found and seen?**





We not only place teasers on suitable media brands in the respective bundle, but also offer you a View- guarantee.



THE PRODUCT STORY BUNDLES

# THE DIVERSITY OF OUR BUNDLE OPTIONS

TECHNOLOGY



AUTOMOTIVE



FINANCES







TRAVEL



LIFESTYLE



PHARMA





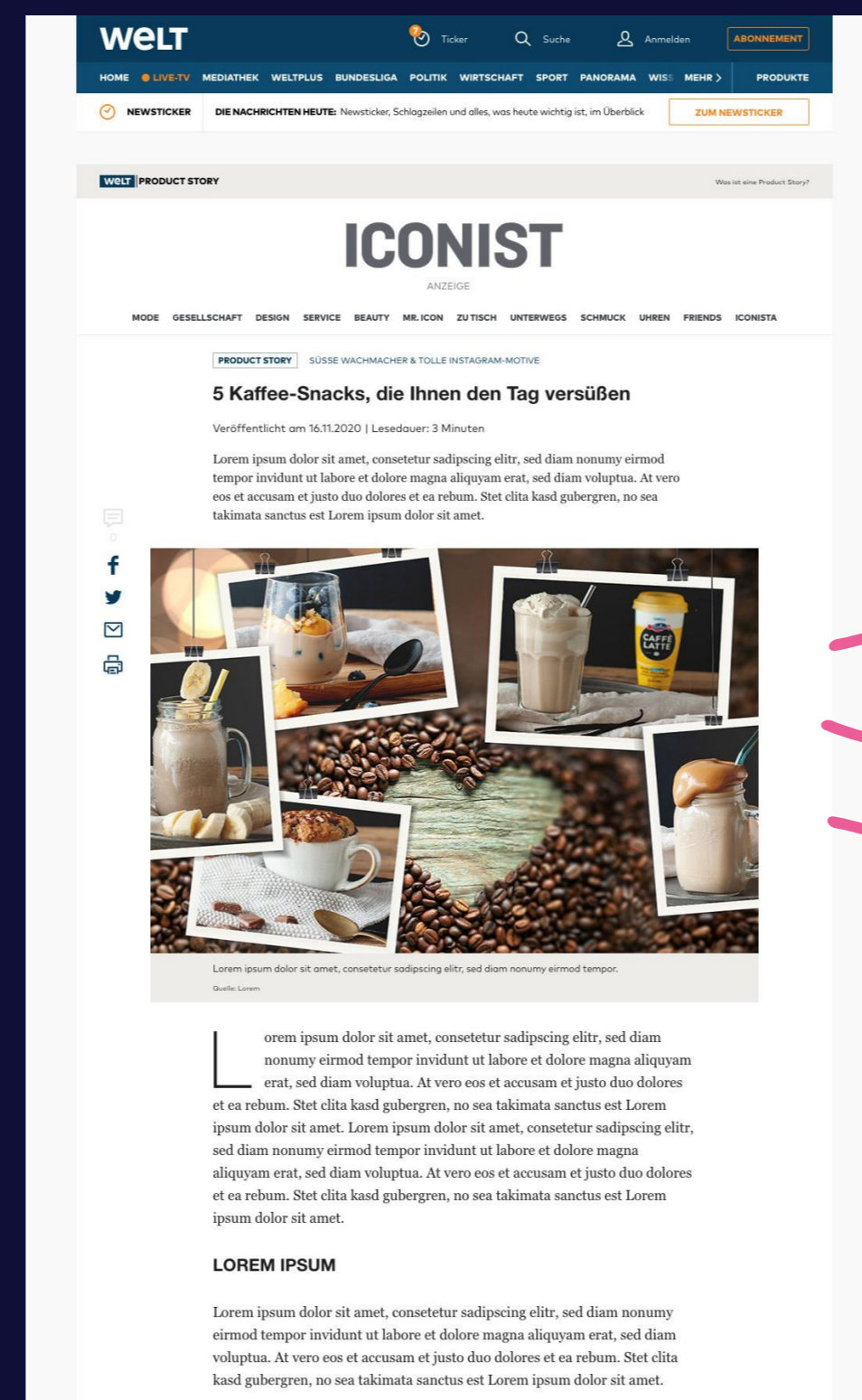
THE PRODUCT STORY BUNDLES

# THE HEART - YOUR PRODUCT STORY

Our best journalists and cross-media strategists from the Axel Springer Brand Studios write your product story, which focuses on your product or offer.

Image galleries, infographics, videos or social media integrations bring your product to life.

We extend the reach and play it on all media brands that are included in the corresponding bundle. For this purpose, we create our own teasers and advertising material.

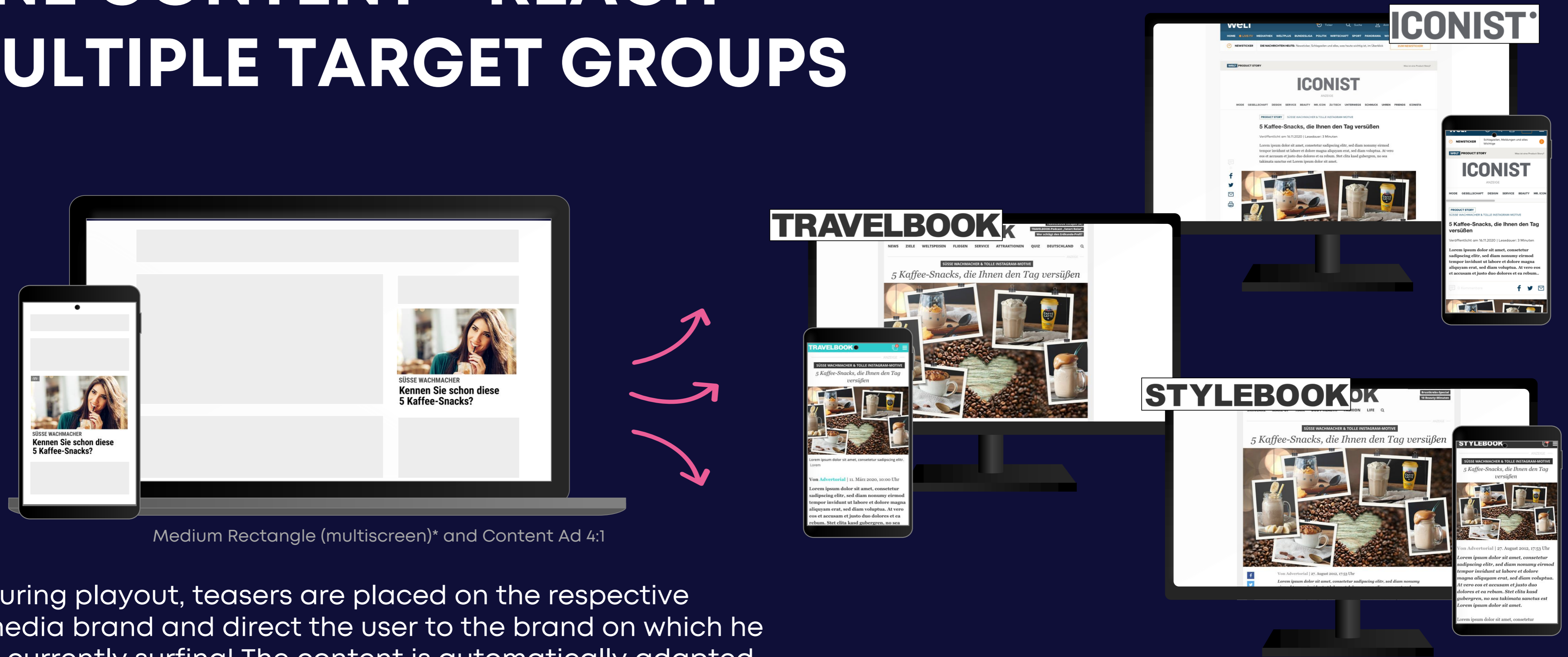


The Lifestyle Bundle is an example

AUTOMATED PLAYOUT

# ONE CONTENT - REACH MULTIPLE TARGET GROUPS

Example visualisation on the Case Emmi for the Lifestyle bundle (not shown, but included in the bundle: myHomebook, Petbook and Fitbook)



Medium Rectangle (multiscreen)\* and Content Ad 4:1

During playout, teasers are placed on the respective media brand and direct the user to the brand on which he is currently surfing! The content is automatically adapted to the respective Look & Feel.

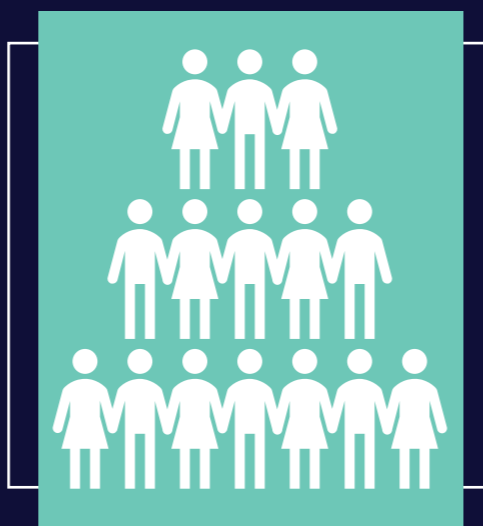
YOUR ADVANTAGES AT A GLANCE!

# THIS IS WHAT MAKES THE PRODUCT STORY BUNDLES



## One content - Multiple publishers

Several of your target group touchpoints are reached with one story on our different objects!



## Hohe Skalierbarkeit und Automatisierung

Through the presence on several of our wide-reaching portals you will reach a high number of users!



## High quality stories

Benefit from the know-How of our experienced editors, who will write your individual story in permanent coordination with you with you.




## Guaranteed Success


We guarantee both: page views and ad impressions (on the traffic-bearing advertising media) on our product story bundles.

YOU ARE GUARANTEED TO REACH THE RIGHT TARGET GROUP


# YOUR STORY IN THE RIGHT ENVIRONMENT




## TECHNOLOGY




**8,49 Mio.**  
Unique User per month




**63%**  
male User




High affinity for  
**computergames  
& - software**  
= 18% above population average




## AUTOMOTIVE



**3,52 Mio.**  
Unique User per month



**73%**  
male User



High affinity for  
**Car accessories**  
= 32% above population average



## FINANCES



More than **10. Mio.**  
Unique User per month



**3.000€ & more**  
net income  
= 27% above population average



High affinity für  
**construction financing**  
= 24% above population average

YOU ARE GUARANTEED TO REACH THE RIGHT TARGET GROUP

# YOUR STORY IN THE RIGHT ENVIRONMENT



## TRAVEL



**3,04 Mio.**

Unique User per month



**40%**

female User



High affinity for

**longer holidays trips**

= 2,03 Mio. Unique User per month



## LIFESTYLE



**8,38 Mio.**

Unique User per month



High affinity for

**Wellness products**

= 10% above population average



High affinity for

**decorative cosmetics**

= 11% above population average



## PHARMA



**4,21 Mio.**

Unique User per month



**63%**

female User



High affinity for general

**body care products**

= 11% above population average



STRIKE NOW!

# OUR PACKAGE PRICE:

## OUR BUNDLE OFFERS

**15 Mio.** guaranteed ad impressions

**15,000** guaranteed page views

**Price**

**47,500€<sup>1</sup>**

Choose one of the named bundles, the guaranteed performance values will be played out across all brands in the bundle (duration 6 weeks).

TECHNOLOGY



TRAVEL



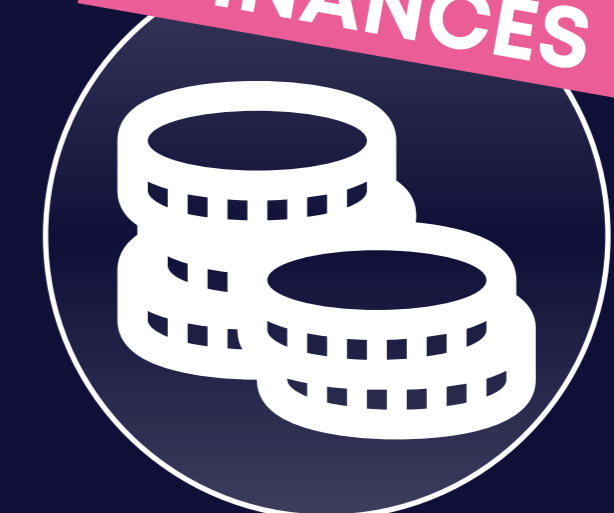
LIFESTYLE



AUTOMOTIVE



FINANCES



# WE LOOK FORWARD TO EXCHANGING IDEAS WITH YOU !

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