



MEDIA IMPACT INDUSTRY BUNDLES

OVERVIEW

**AUTOMOTIVE
BUNDLE**

**BUSINESS
BUNDLE**

**FINANCE
BUNDLE**

**HEALTHCARE
BUNDLE**

**LUXURY &
LIFESTYLE
BUNDLE**

SPORTS BUNDLE

**TELCO &
CONSUMER
BUNDLE**

TRAVEL BUNDLE

**CONSUMER
GOOD FEMALE
BUNDLE**

**CONSUMER
GOOD MALE
BUNDLE**

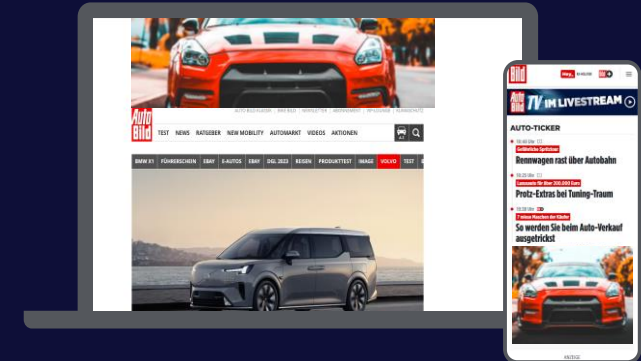


ONE CLICK TO YOUR DESTINATION

| media **impact**

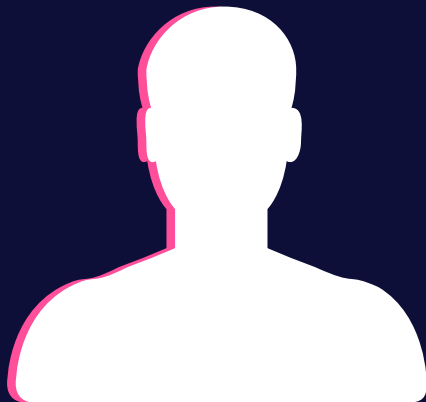
AUTOMOTIVE BUNDLE

Reach these users: Men who are very interested in vacation trips (aff. 104), elect. DIY appliances (aff. 113), mobile phones/smartphones (aff. 107), two-wheelers (aff. 121), mortgage loans (aff. 117) and/or computers/notebooks/tablets (aff. 108).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle / InText Outstream Ads

Detailed target group information



Gender:

♂ 73% ♀ 27%

Net household income:

2.000€ - 3.000€: 24%
3.000€ and more: 55%

Education:

Secondary school or Abitur/Fachabitur: 25%

1,5 Mio. Als | 1 day duration²



autobild.de RoS and bild.de TopicRun Auto¹

Contextual targeting „OVK - AUTOMOTIVE“ in the Media Impact Portfolio RoP



Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022

Traffic distribution between the brands and RoP incl. targeting according to availability

1) When booking InText Outstream, the video ad is played on BILD.de Channel Auto and Auto Story instead of BILD.de TopicRun Auto.

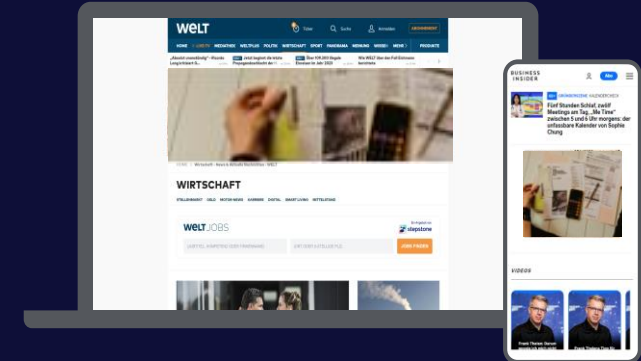
2) Duration for InText Outstream: 1 week

OVERVIEW

media impact

BUSINESS BUNDLE

Reach these users: Men who, in addition to cars, are also very interested in vacation trips (aff. 104), elect. DIY appliances (aff. 129), cell phones/smartphones (aff. 111) and/or computers/notebooks/tablets (aff. 115).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle

Detailed target group information



Gender:

♂ 60% ♀ 40%

Net household income:

| | |
|------------------|-----|
| 2.000€ - 3.000€: | 24% |
| 3.000€ and more: | 53% |

Education:

| | |
|--|-----|
| Secondary school or Abitur/Fachabitur: | 26% |
|--|-----|

1,5 Mio. Als | 1 week duration¹



welt.de Channel
Economy and
businessinsider.de
Channel Economy



Contextual targeting
„OVK – BUSINESS & FINANCE“ & „OVK – PERSONAL FINANCE“ in the Media Impact Portfolio RoP¹



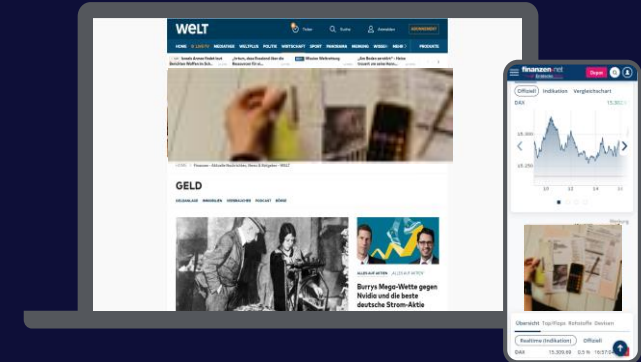
OVERVIEW

| media **impact**

Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022
Traffic distribution between the brands and RoP incl. targeting according to availability
1) RoP without finanzen.net

FINANCE BUNDLE

Reach these users: Men who are strongly interested in vacation trips (aff. 104), elect. DIY appliances (aff. 117), mobile phones/smartphones (aff. 108), two-wheelers (aff. 124), mortgage loans (aff. 121) and/or computers/notebooks/tablets (aff. 110).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle / InText Outstream Ads

Detailed target group information



Gender:

♂ 63% ♀ 47%

Net household income:

2.000€ - 3.000€: 24%
3.000€ and more: 55%

Education:

Secondary school or
Abitur/Fachabitur: 26%

1,5 Mio. Als | 1 day duration¹



finanzen.net RoS,
welt.de Channel
Economy and
businessinsider.de
Channel Economy



Contextual targeting
„OVK – BUSINESS &
FINANCE“ in the Media
Impact Portfolio RoP

finanzen.net

**BUSINESS
INSIDER**

WELT

mi
media impact

OVERVIEW

| media **impact**

Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022
Traffic distribution between the brands and RoP incl. targeting according to availability
1) Duration for InText Outstream: 1 week, no InText Outstream Ads at finanzen.net

HEALTHCARE BUNDLE

Reach these users: Women and men who are strongly interested in vacation travel (aff. 104), baby food & care (aff. 122), fashion (aff. 114), decorative cosmetics (aff. 132), jewelry (aff. 125) and/or bags/ luggage/ leather goods (aff. 122).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle

Detailed target group information



Gender:

♂ 56% ♀ 44%

Net household income:

| | |
|------------------|-----|
| 2.000€ - 3.000€: | 24% |
| 3.000€ and more: | 53% |

Education:

| | |
|--|-----|
| Secondary school or Abitur/Fachabitur: | 47% |
|--|-----|

1,5 Mio. Als | 1 week duration

 **welt.de** Channel Health



 **Contextual targeting** „OVK –HEALTHCARE“ in the Media Impact Portfolio RoP

welt



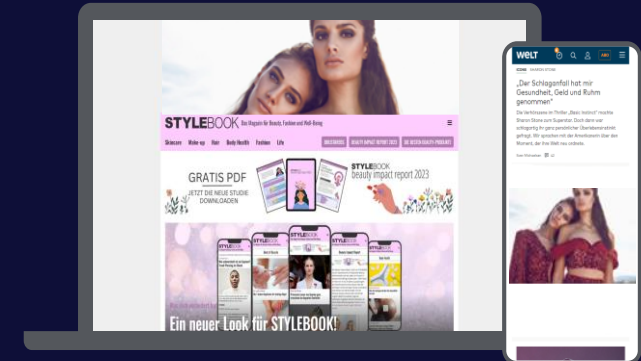
Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022
Traffic distribution between the brands and RoP incl. targeting according to availability

OVERVIEW

| media **impact**

LUXURY & LIFESTYLE BUNDLE

Reach these users: Women and men who are very interested in vacation trips (aff. 105), mobile phones/smartphones (aff. 106), shoes (aff. 104), baby food/care products (aff. 119) and/or ebook readers (aff. 116).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle

Detailed target group information



Gender:

♂ 48% ♀ 52%

Net household income:

| | |
|------------------|-----|
| 2.000€ - 3.000€: | 24% |
| 3.000€ and more: | 54% |

Education:

| | |
|--|-----|
| Secondary school or Abitur/Fachabitur: | 26% |
|--|-----|

1,5 Mio. Als | 1 week duration



stylebook.de RoS,
welt.de Channel
Lifestyle
and **ICON RoS**



Contextual targeting
„OVK – SHOPPING“ in
the Media Impact
Portfolio RoP



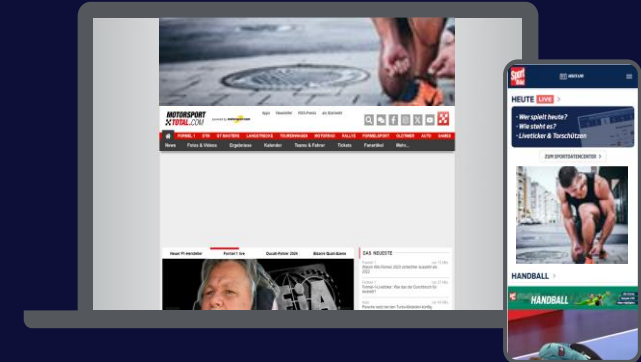
Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022
Traffic distribution between the brands and RoP incl. targeting according to availability

OVERVIEW

| media **impact**

SPORTS BUNDLE

Reach these users: Men who are very interested in vacation trips (aff. 103), elect. DIY appliances (aff. 128), mobile phones/smartphones (aff. 113), two-wheelers (aff. 142), computer software/games (aff. 132) and/or computers/notebooks/tablets (aff. 118).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle / InText Outstream Ads

Detailed target group information



Gender:

♂ 80% ♀ 20%

Net household income:

2.000€ - 3.000€: 24%
3.000€ and more: 54%

Education:

Secondary school or Abitur/Fachabitur: 25%

1,5 Mio. Als | 1 day duration¹



sportbild.de RoS,
transfermarkt.de RoS
and
Motorsports Bundle
RoS (formel1.de,
motorsport-
total.com)



Contextual targeting
„OVK – SPORTS“ in the
Media Impact Portfolio
RoP



Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022
Traffic distribution between the brands and RoP incl. targeting according to availability
1) Duration for InText Outstream: 1 week

OVERVIEW

media impact

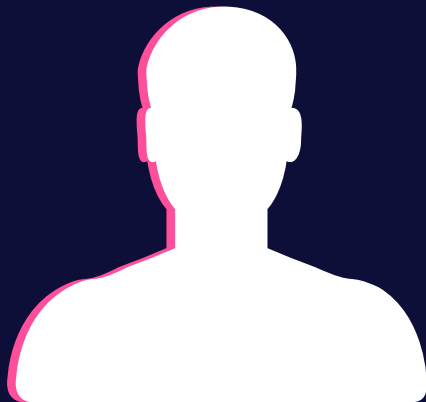
TELCO & CONSUMER BUNDLE

Reach these users: Men who are very interested in computer software/ games (aff. 125), mobile phones/ telephones/ smartphones (aff. 111), two-wheelers (aff. 130), home loans/ mortgage loans (aff. 122) and/or computers/ notebooks/ tablets (aff. 113).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle / InText Outstream Ads

Detailed target group information



Gender:

♂ 65% ♀ 35%

Net household income:

2.000€ - 3.000€: 24%
3.000€ and more: 55%

Education:

Secondary school or
Abitur/Fachabitur: 25%

1,5 Mio. Als | 1 week duration



computerbild.de RoS
and **techbook.de RoS**



Contextual targeting
„**OVK –VIDEO GAMING**”
& „**OVK –TECHNOLOGY**”
in the Media Impact
Portfolio RoP



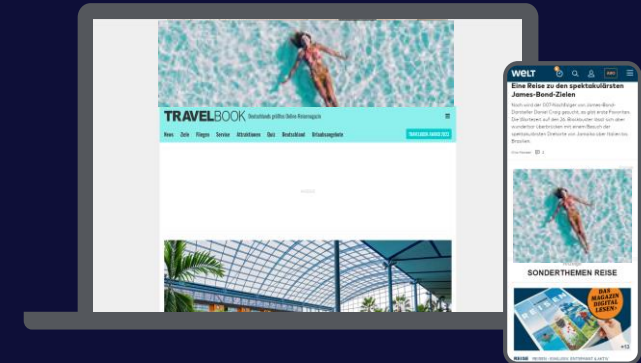
OVERVIEW

| media **impact**

Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022
Traffic distribution between the brands and RoP incl. targeting according to availability

TRAVEL BUNDLE

Reach these users: Men and women who are strongly interested in vacation trips (aff. 105), cell phones/phones/smartphones (aff. 106), shoes (aff. 101), two-wheelers (aff. 124), construction financing/mortgage loans (aff. 118) and/or baby food/care products (aff. 118).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle

Detailed target group information



Gender:

♂ 57% ♀ 43%

Net household income:

| | |
|------------------|-----|
| 2.000€ - 3.000€: | 25% |
| 3.000€ and more: | 55% |

Education:

| | |
|--|-----|
| Secondary school or Abitur/Fachabitur: | 26% |
|--|-----|

1,5 Mio. Als | 1 week duration



travelbook.de.net
RoS and **welt.de**
Channel Travel



Contextual targeting
„OVK – TRAVEL“ in the
Media Impact Portfolio
RoP

WELT

TRAVELBOOK



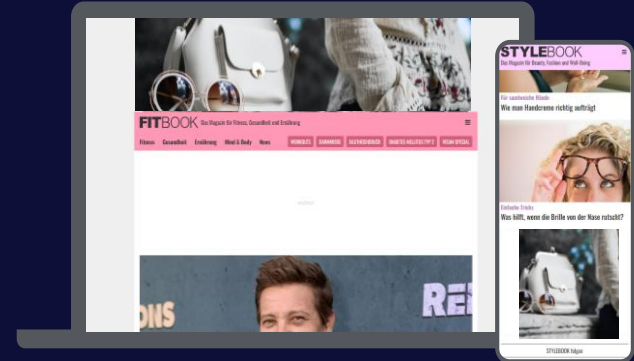
Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022
Traffic distribution between the brands and RoP incl. targeting according to availability

OVERVIEW

| media **impact**

CONSUMER GOOD FEMALE BUNDLE

Reach these users: Men and women who are (very) interested in vacation trips (aff. 106), mobile phones/smartphones (aff. 107), shoes (aff. 102), construction financing/mortgage loans (aff. 126), personal loans (aff. 123) and/or other loans (aff. 123).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle / InText Outstream Ads

Detailed target group information



Gender:

♂ 52% ♀ 48%

Net household income:

| | |
|------------------|-----|
| 2.000€ - 3.000€: | 24% |
| 3.000€ and more: | 57% |

Education:

| | |
|--|-----|
| Secondary school or Abitur/Fachabitur: | 29% |
|--|-----|

1,5 Mio. Als | 1 week duration



stylebook.de RoS and fitbook.de RoS



Contextual targeting „OVK – SHOPPING“ & „OVK – STYLE & FASHION“ in the Media Impact Portfolio RoP

FITBOOK

STYLEBOOK



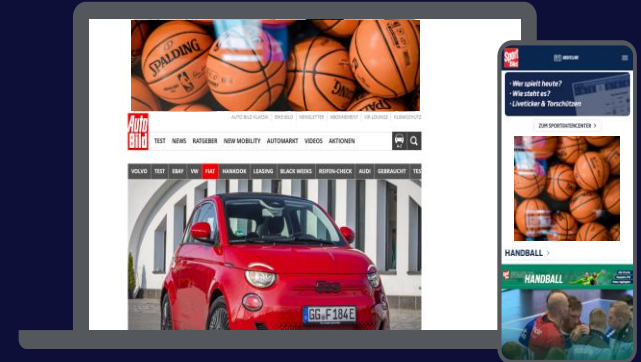
OVERVIEW

media impact

Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022
Traffic distribution between the brands and RoP incl. targeting according to availability

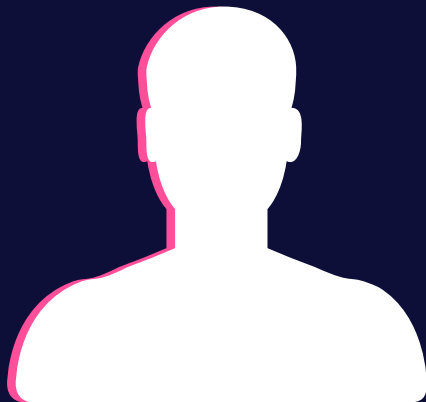
CONSUMER GOOD MALE BUNDLE

Reach these users: Men who are very interested in vacation trips (aff. 104), mobile phones/ telephones/ smartphones (aff. 115), computers/ notebooks/ tablets (aff. 118), two-wheelers (aff. 142), computer software/ games (aff. 136) and/or car accessories (aff. 127).



Bookable formats: Dynamic Sitebar or Billboard + Mobile Medium Rectangle / InText Outstream Ads

Detailed target group information



Gender:

♂ 78% ♀ 22%

Net household income:

2.000€ - 3.000€: 24%
3.000€ and more: 55%

Education:

Secondary school or
Abitur/Fachabitur: 25%

1,5 Mio. Als | 1 week duration



sportbild.de RoS,
Motorsports Bundle
RoS (formel1.de,
motorsport-
total.com) and
autobild.de RoS

Contextual targeting
„OVK – SPORTS” & „OVK
– AUTOMOTIVE” in the
Media Impact Portfolio
RoP



Source: AGOF daily digital facts 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022
Traffic distribution between the brands and RoP incl. targeting according to availability

OVERVIEW

| media **impact**