



MEDIA IMPACT

DISPLAY ADVERTISING

OVERVIEW

PORTFOLIO & DIGITAL

PORTFOLIO

WHY DIGITAL?
THAT'S WHY!

DISPLAY CLASSICS

BILLBOARD

WALLPAPER

FIREPLACE

DYNAMIC
FIREPLACE

HALFPAGE AD

SITEBAR

MOBILE CONTENT
AD

MOBILE MEDIUM
RECTANGLE

MOBILE
UNDERSTITAL

MOBILE
INTERSCROLLER

STICKY LEAD AD

DISPLAY SPECIALS

MULTISCREEN
BILLBOARD

MULTISCREEN
HALFPAGE AD

MULTISCREEN
SITEBAR

MULTISCREEN
CINEMATIC AD

MULTISCREEN
NATIVE STYLE ADS

HOMERUN SPECIALS

DISPLAY
ROADBLOCK

SPECIAL INTEREST
HOMEPAGE BUNDLE

DISPLAY PRODUCTS

NET REACH RUN

INDUSTRY
BUNDLES

CHANNEL

CREATIVE INSTEAD
OF STANDARD



ONE CLICK TO YOUR DESTINATION

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REACH 41.18 MILLION UU* WITH OUR PREMIUM PORTFOLIO



ALWAYS ON

80% of the German-speaking population aged 14 and over use the Internet every day.¹

160 Min. is the amount of time the German population spends using the internet every day.¹

94% of people in Germany use a smartphone for their media consumption.²

57% of people use their smartphone at least once a week for online news.³

1) Source: <https://www.ard-zdf-onlinestudie.de/ardzdf-onlinestudie/artikel-internetnutzung-allgemein/>
2) Source: <https://de.statista.com/statistik/daten/studie/476467/umfrage/persoeliche-geraetenutzung-fuer-den-medienkonsum-in-deutschland/>
3) Source: Reuters Institute Digital News Report 2022: Ergebnisse für Deutschland

DISPLAY EFFECTS

86%

of the total population can be reached with classic display advertising.¹

59%

of the display ads are visible in the browser for at least one second.²

67%

of people have used several devices in succession to shop online.³

70%

of people see display advertising despite banner blindness.¹

- 1) Source: <https://www.horizont.net/marketing/nachrichten/online-marketing-widerlegt-teil-2-fuenf-mythen-ueber-display-werbung-im-realltaetscheck-211215>
- 2) Source: <https://de.statista.com/statistik/daten/studie/1000851/umfrage/sichtbarkeit-von-display-und-video-werbung-in-deutschland/>
- 3) Source: <https://www.business2community.com/infographics/marketers-embrace-cross-device-marketing-strategy-infographic-01867288#CDUp4J8mEJhFHYPk.97>

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BILLBOARD



CTR: 0,19%

Preview

Description: Large and eye-catching advertising banner above or below the navigation; the best way to get into the user's field of vision

Booking options: HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

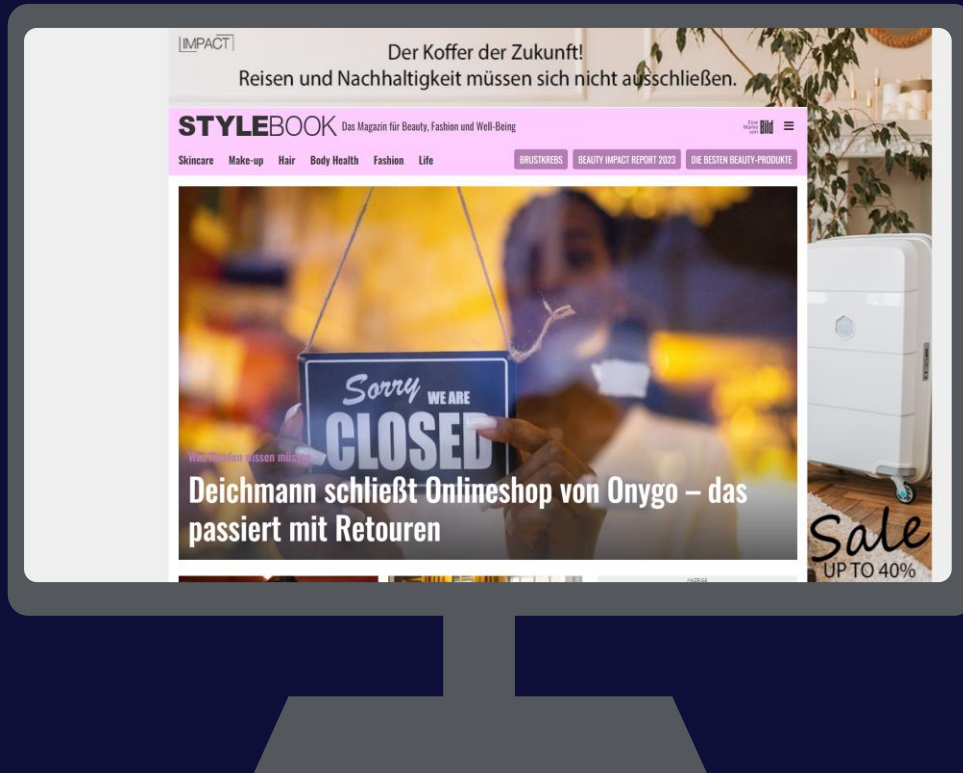
Programmatic: All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and customer¹

Required assets: Billboard ([SPECS](#))

Goes well with: Mobile Content Ad and Mobile Medium Rectangle

WALLPAPER



CTR: 0,44%

Preview

Description: Combination of superbanner and skyscraper; skyscraper can be set to "sticky" and docks onto the page

Booking options: HomeRun Basic, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic: All deal types using the MI template (testing required in advance), fixed placement only as Programmatic Guaranteed (publisher hosted)

Implementation: MI Template and customer¹

Required assets: Superbanner and Skyscraper ([SPECS](#))

Goes well with: Mobile Content Ad, Mobile Understitial and Mobile Medium Rectangle

FIREPLACE



CTR: 0,52%

Preview

Description: Encloses the content of three pages; guarantees your advertising message full attention

Booking options: HomeRun Basic, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic: All deal types using the MI template (testing required in advance), fixed placement only as Programmatic Guaranteed (publisher hosted)

Implementation: MI Template and customer¹

Required assets: Superbanner and two Skyscrapers ([SPECS](#))

Goes well with : Mobile Content Ad, Mobile Understitial and Mobile Medium Rectangle

CTR is an average value, Source: own AdServer

¹) Technical realisation is carried out by MI; creative realisation is carried out by the customer and, if necessary, a creative service provider

STATIONARY

VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMIZABILITY: ●●●●●

DYNAMIC FIREPLACE



Preview

Description: The advertising medium encloses the editorial content with two dynamic and sticky site bars and a billboard, guaranteeing your advertising message the full attention of the user

Booking options: Run of Site & Custom, Run of Channel, Run of Portfolio, HomeRun Deluxe (see object factsheet)

Exclusions: -

Programmatic: -

Implementation: MI Template and customer¹

Required assets: Superbanner and two Sitebars ([SPECS](#))

Goes well with: Mobile Content Ad, Mobile Interscroller and Mobile Medium Rectangle

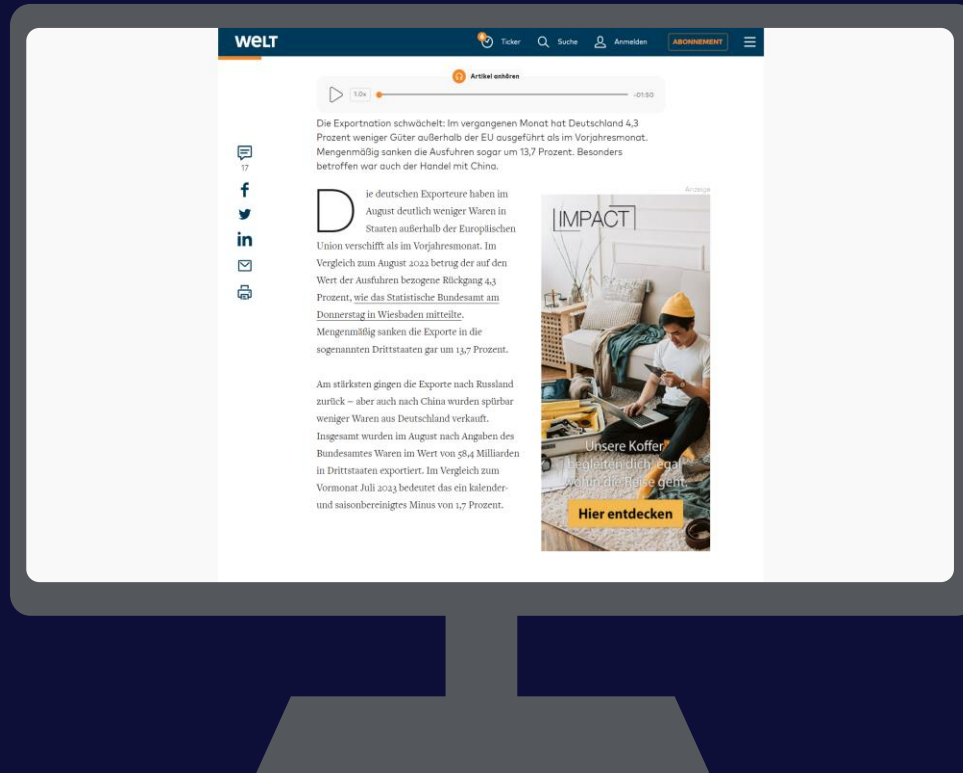
CTR is an average value, Source: own AdServer

¹) Technical realisation is carried out by MI; creative realisation is carried out by the customer and, if necessary, a creative service provider

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HALFPAGE AD



CTR: 0,14%

Preview

Description: Ad is integrated directly into the content or sky area of the page; offers plenty of space for creative campaigns

Booking options: Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic: All deal types

Implementation: MI Template and customer¹

Required assets: Halfpage Ad ([SPECS](#))

Goes well with: Mobile Interscroller, Mobile Swipe Ad and Mobile Content Ad

STATIONARY

CTR: ●●●●●

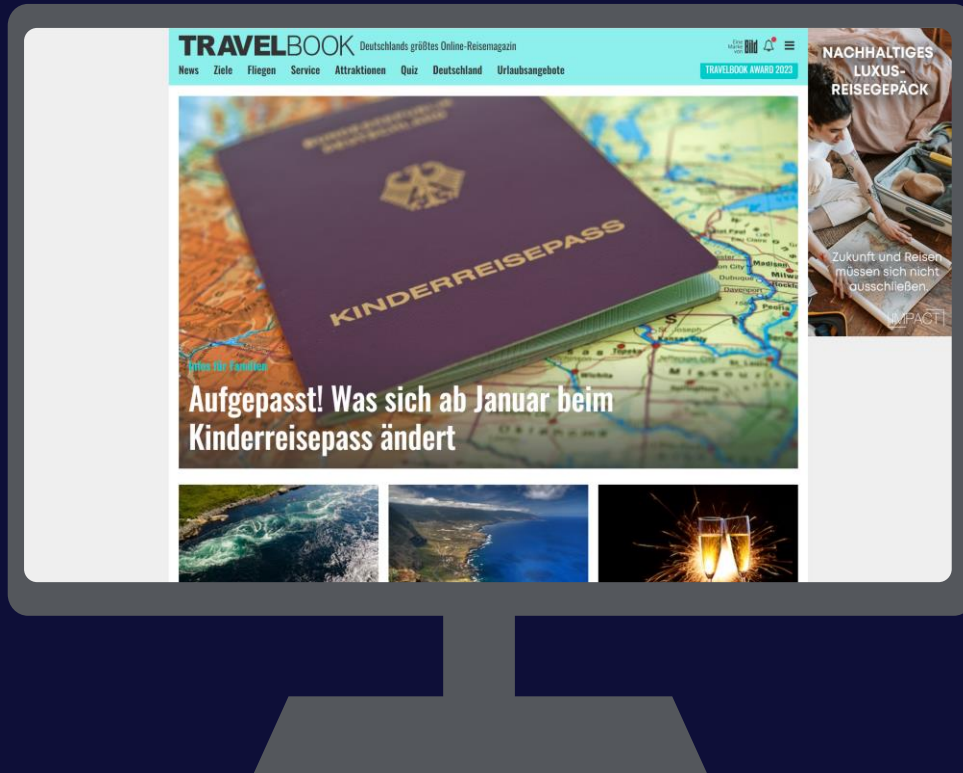
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMIZABILITY: ●●●●●

(DYNAMIC) SITEBAR



Description: Advertising material adapts dynamically to the screen size; placement on the right edge of the screen

Booking options: HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic: All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and customer¹

Required assets: Sitebar ([SPECS](#))

Goes well with: Mobile Understitial, Mobile Click and Swipe and Mobile Interscroller Ad

CTR: 0,66%

Preview

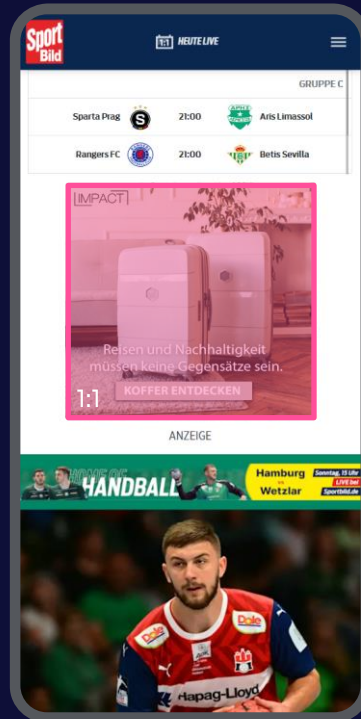
CTR is an average value, source: own AdServer

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

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MOBILE CONTENT AD



CTR: 0,02% up to 0,23%

Preview



Description: Choice of animated or static standard banner integrated into the editorial content of the page; in the format sizes 6:1, 4:1, 2:1 or 1:1

Booking options: HomeRun Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic: All deal types, fixed placement only as Programmatic Guaranteed

Implementation: MI Template and customer¹

Required assets: Mobile Content Ad ([SPECS](#))

Goes well with: Halfpage Ad, Billboard and Skyscraper

MOBILE MEDIUM RECTANGLE



CTR: 0,63%

Preview



Description: Advertising space that is integrated directly into the editorial content of a website; takes up a large part of the visible area on smartphones

Booking options: HomeRun Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

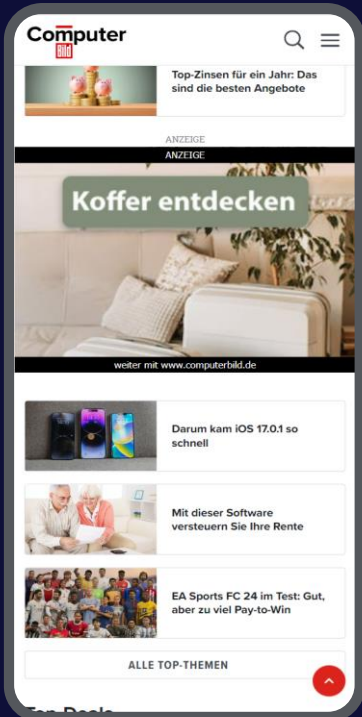
Programmatic: All deal types, fixed placement only as Programmatic Guaranteed

Implementation: MI Template and customer¹

Required assets: Medium Rectangle ([SPECS](#))

Goes well with: Billboard, Contentbar Premium, Skyscraper and Double Dynamic Sitebar

MOBILE UNDERSTITIAL & INTERSCROLLER



Mobile Understitial

CTR: 0,18%

Preview



Mobile Interscroller

CTR: 0,32%

Preview



Description Mobile Understitial: A 250px high, transparent view slot is built into the content; the creative is behind the content, scrolling moves the view slot over the creative and makes it visible bit by bit

Description Mobile Interscroller: The creative is behind the content; scrolling opens up a view slot that makes the creative visible full screen

Booking options: HomeRun Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic¹: All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and customer²

Benötigte Assets: Understitial ([SPECS](#)) and Interscroller ([SPECS](#))

Passt gut zu: Sitebar and Fireplace

MOBILE STICKY LEAD AD



Description: Your 4:1 content ad is sticky attached to the navigation. The stickiness lasts until the end of the article and your ad is only then hidden.

Booking options: HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: nicht inApp buchbar

Programmatic: -

Implementation: MI Template and customer¹

Required assets: Sticky Lead Ad ([SPECS](#))

Goes well with: Billboard and Fireplace

Preview



MULTISCREEN BILLBOARD



Description: Extension of the desktop billboard into the mobile slider ad; the best way to get into the user's field of vision - regardless of screen size

Booking options: HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic: All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and customer¹

Required assets: Billboard ([SPECS](#))

CTR: 0,19%

Preview

Preview



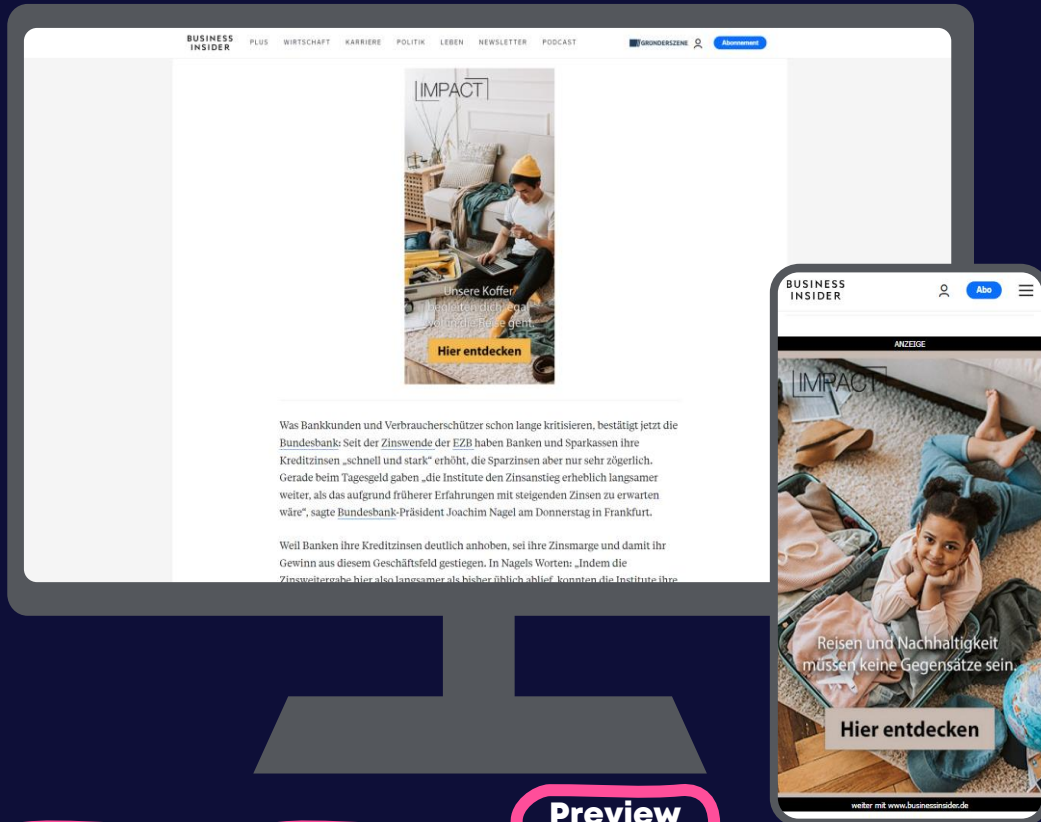
CTR is an average value, source: own AdServer

¹) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

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MULTISCREEN HALFPAGE AD



CTR: 0,14%

Preview

Preview



Description: Extension of the desktop half-page ad into the mobile interscroller; offers plenty of room for creative campaigns

Booking options: Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic: All deal types

Implementation: MI Template and customer¹

Required assets: Halfpage Ad ([SPECS](#))

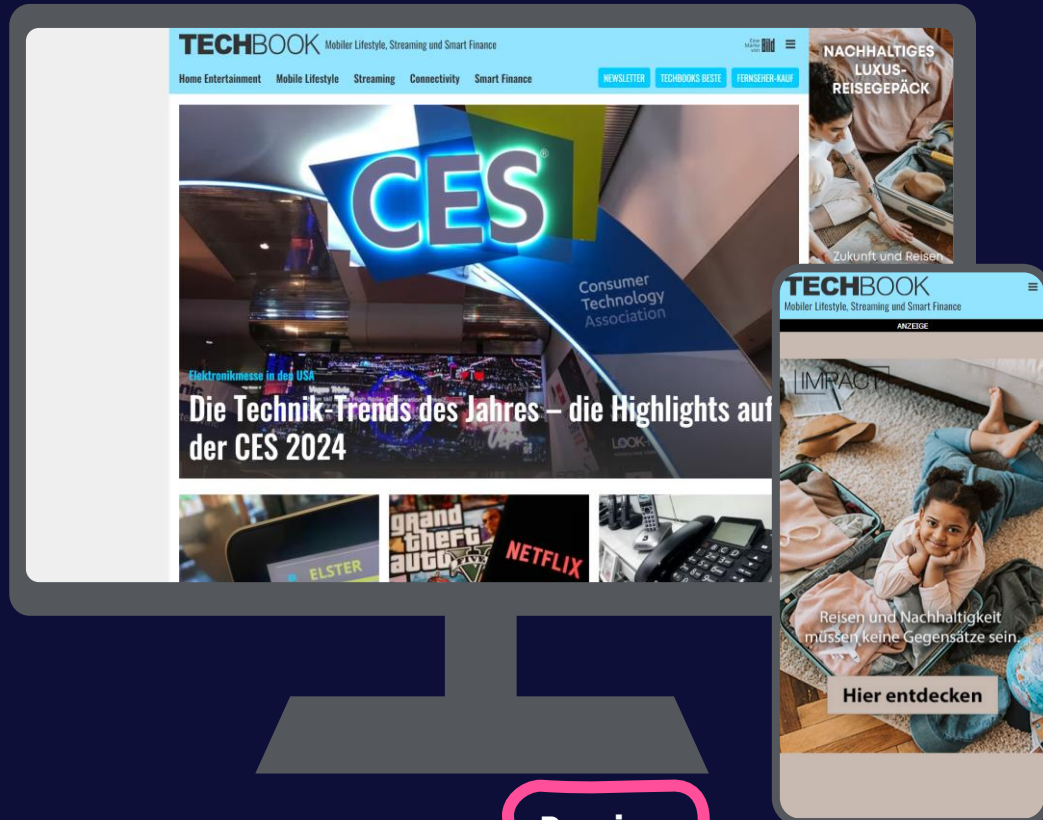
CTR is an average value, source: own AdServer

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

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MULTISCREEN SITEBAR



CTR: 0,66%

Preview

Preview



Description: Extension of the sitebar into the mobile Interscroller; the Interscroller only opens up to the user while scrolling and thus attracts maximum attention

Booking options: HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

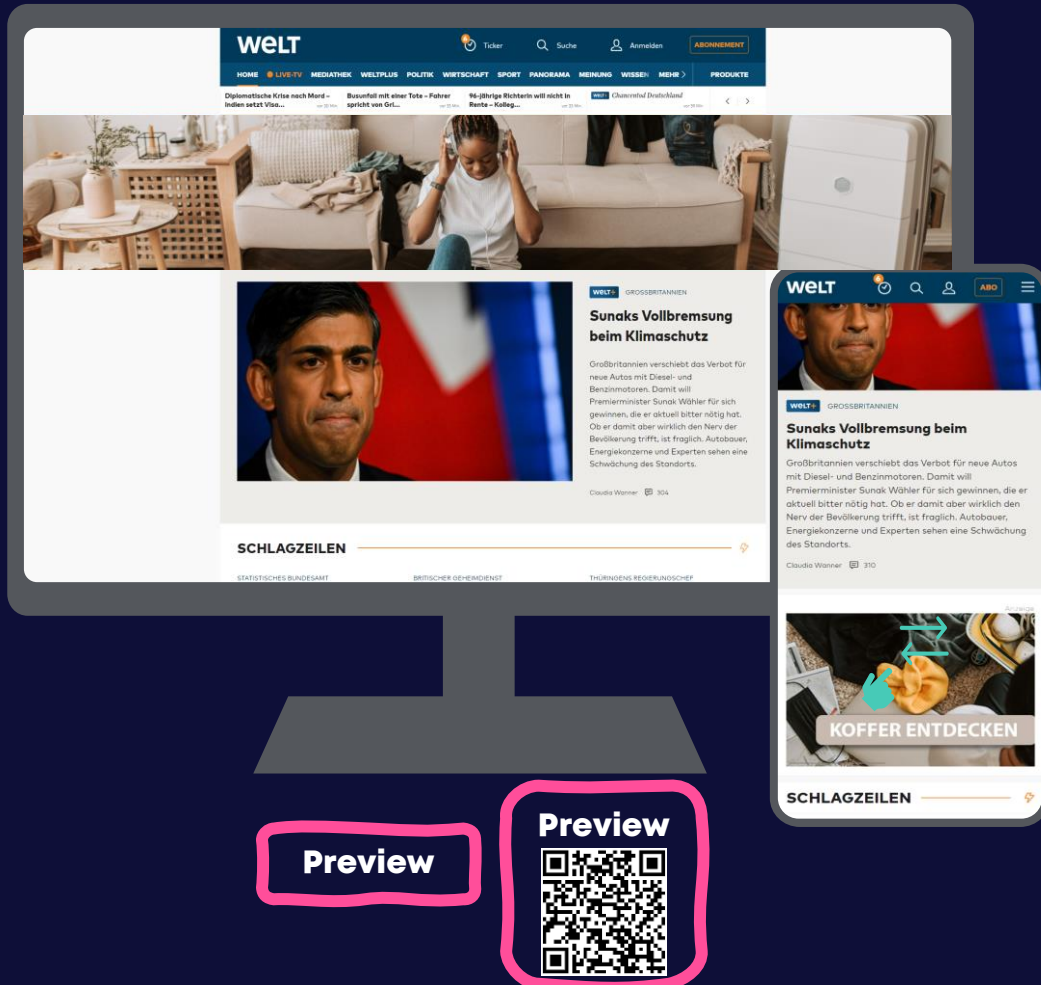
Exclusions: -

Programmatic: All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and customer¹

Required assets: Sitebar ([SPECS](#))

MULTISCREEN CINEMATIC AD



Description: The Multiscreen Cinematic Ad impresses stationary with its eye-catching size and is also presented in an eye-catching way on mobile thanks to the slide function; stationary, the Cinematic Ad adapts dynamically to the browser width

Booking options: HomeRun Deluxe, Run of Site & Custom, Run of Portfolio

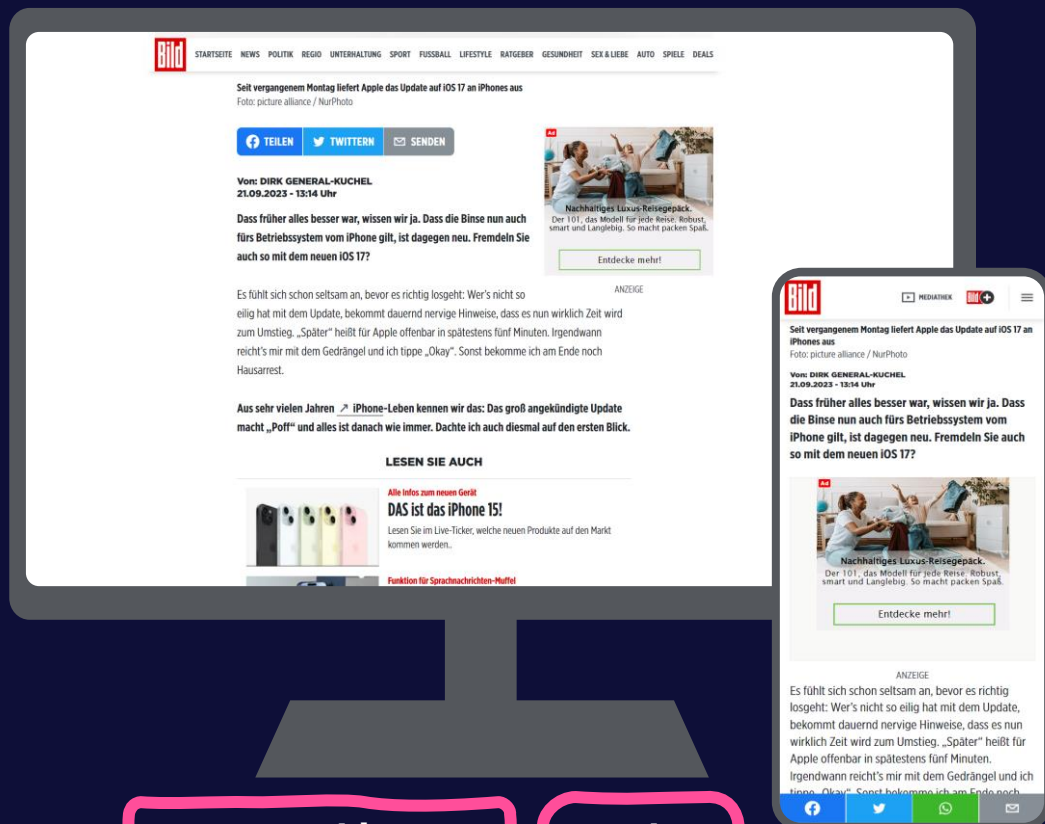
Exclusions: bild.de, metal-hammer.de, musikexpress.de, rollingstone.de, sportbild.de

Programmatic: Fixed placement only as Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and customer¹

Required assets: Cinematic Ad ([SPECS](#))

MULTISCREEN NATIVE STYLE ADS



CTR: 0,02% bis 0,23%

Preview



Preview

Description: Multiscreen Native Style Ads are dynamic image-text ads that automatically adapt their layout to the respective website

Booking options: Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic: All deal types

Implementation: MI Template and customer¹

Required assets: Picture (600 x 315 px) and Text ([SPECS](#))

CTR is an average value, source: own AdServer

¹) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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HIGHEST REACH IN JUST ONE DAY ON GERMANY'S STRONGEST BRANDS

DISPLAY ROADBLOCKS

ALL GERMANS DISPLAY ROADBLOCK

> **27,30 Mio.**
Impressions in one day

DECISION-MAKER DISPLAY ROADBLOCK

> **11 Mio.**
Impressions in one day

EM DISPLAY ROADBLOCK

> **4 Mio.**
Impressions in one day



media impact



Ad Alliance



media impact



Ad Alliance



media impact



Ad Alliance

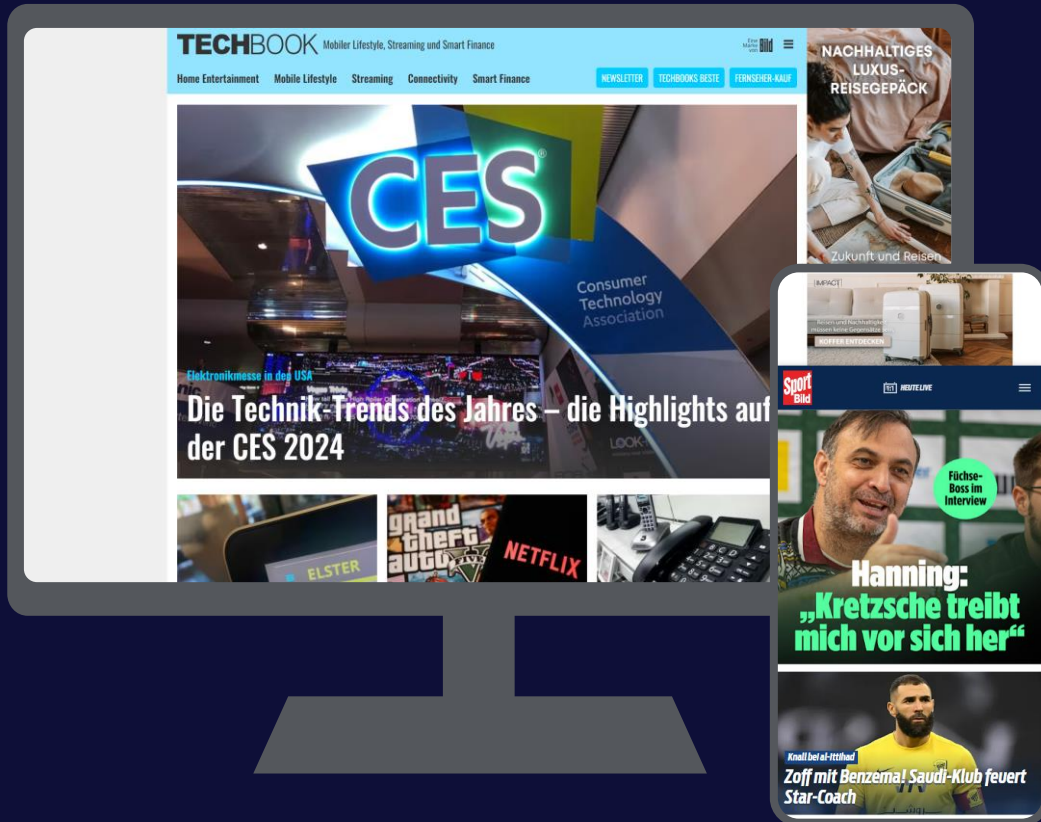
Source: own survey, ad server. At least the specified ad impressions per day are achieved.

[OVERVIEW](#)

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ALL SPECIAL INTEREST HOMES IN ONE BUNDLE

SPECIAL INTEREST HOMEPAGE BUNDLE



Description: Fixed placement of your advertising material on all homepages of the special interest titles in the Media Impact portfolio for one day with guaranteed reach

Booking options: Fixed placement

Exclusions: bild.de, bz-berlin.de, clever-tanken.de, formell.de, metal-hammer.de, musikexpress.de, motorsport-total.com, motorsport.com, rollingstone.de, welt.de, upday

Programmatic: Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and customer¹

Required assets:

Stationary: Wallpaper ([SPECS](#)), Billboard ([SPECS](#)), Dynamic Sitebar ([SPECS](#)), Fireplace ([SPECS](#))

Mobile: Lead Ad 4:1 / 6:1 ([SPECS](#)), Content Ad 2:1 / 4:1 / 6:1 ([SPECS](#)), Mobile Medium Rectangle ([SPECS](#))

Computer
Bild

Auto
Bild

finanzen.net

BUSINESS
INSIDER

Sport
Bild

TECHBOOK

MYHOMEBOOK

FITBOOK

TRAVELBOOK

STYLEBOOK

PETBOOK

A maximum of 2 portals may be excluded. The fixed placement runs from 10 am - 10 pm. Exception: the fixed placement on finanzen.net runs from 0 - 0 o'clock.
1) Technical realisation is carried out by MI; creative realisation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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ALWAYS ADDRESS YOUR CUSTOMERS PRECISELY AT FIRST GLANCE

NET REACH RUN

7 Mio. Als / day



Description: The first contact with the entire Media Impact portfolio, regardless of whether access is via social media or a search engine; multiscreen (wallpaper or dynamic sitebar + mobile medium rectangle) for maximum reach; light version without news & politics environments

Booking options: Run of Portfolio

Exclusions : Light Version without bild.de & welt.de News & Politics

Programmatic: Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and customer¹

Required assets : Wallpaper ([SPECS](#)) or Dynamic Sitebar ([SPECS](#)) and Mobile Medium Rectangle ([SPECS](#))

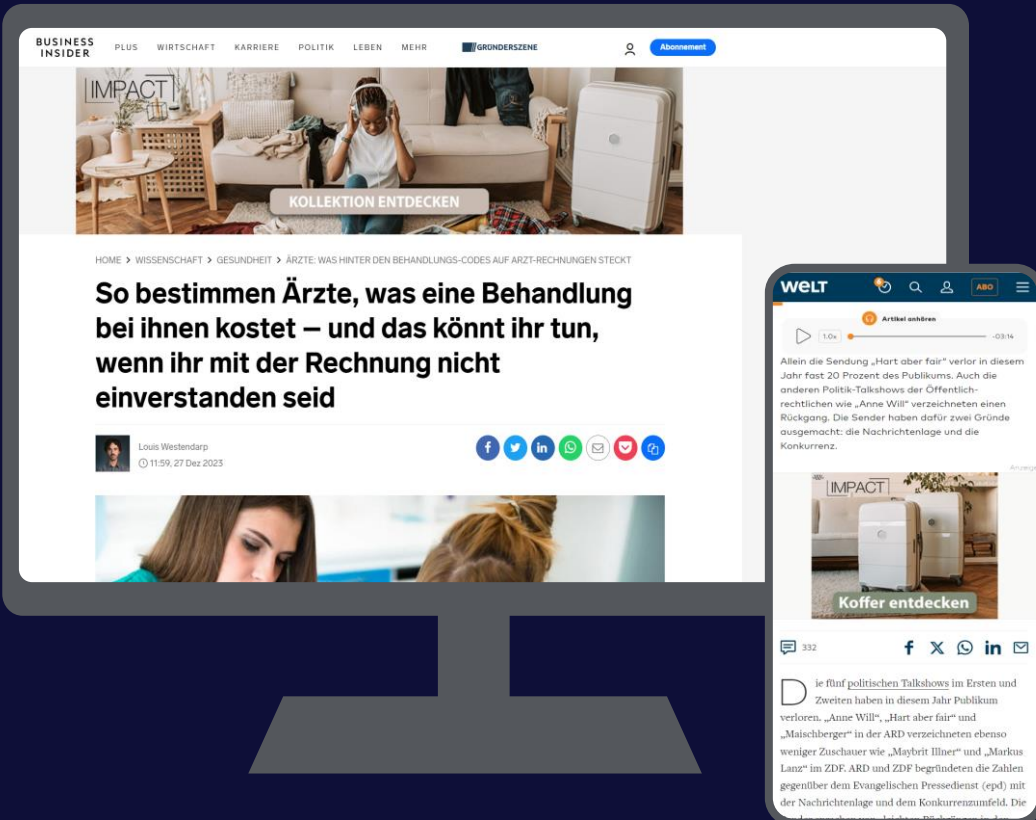
1) Technical realisation via MI; creative realisation via the customer and, if necessary, a creative service provider

OVERVIEW

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GENERATE MAXIMUM ATTENTION FROM YOUR TARGET GROUP

INDUSTRY BUNDLES



Description: Present in all relevant environments with a choice of four formats (Billboard, Dynamic Sitebar, Mobile Medium Rectangle, Multiscreen Intext OutStream Ad); we bundle premium brands and contextual targeting with affinity for your industry

Available Bundles: Automotive, Business, Finance, Healthcare, Luxury & Lifestyle, Telco & Consumer Electronics, Travel, Consumer Goods Male/Female, Sport

Programmatic: All deal types

Implementation: MI Template and customer¹

Required assets: Billboard ([SPECS](#)), Dynamic Sitebar ([SPECS](#)), Mobile Medium Rectangle ([SPECS](#)), Multiscreen Intext OutStream Ad ([SPECS](#))

1) Technical realisation via MI; creative realisation via the customer and, if necessary, a creative service provider

OVERVIEW

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REACH YOUR TARGET GROUP IN THEMATICALLY RELEVANT ENVIRONMENTS

CHANNEL



Description: Reach your target group in topic-related environments; high-quality, high-reach content on 19 exciting topics within the strong Media Impact portfolio

From a focus on cars to sport and food & health, we generate maximum attention in your target group.

Channel Topics: Car, beauty & fashion, entertainment, family, food, women, football, health, job & career, lifestyle, men, news, advice, travel, sport, technology, top decision-makers & B2B, trends, business & finance

Programmatic: All deal types

You want more?

[CLICK HERE FOR OUR CHANNELS](#)

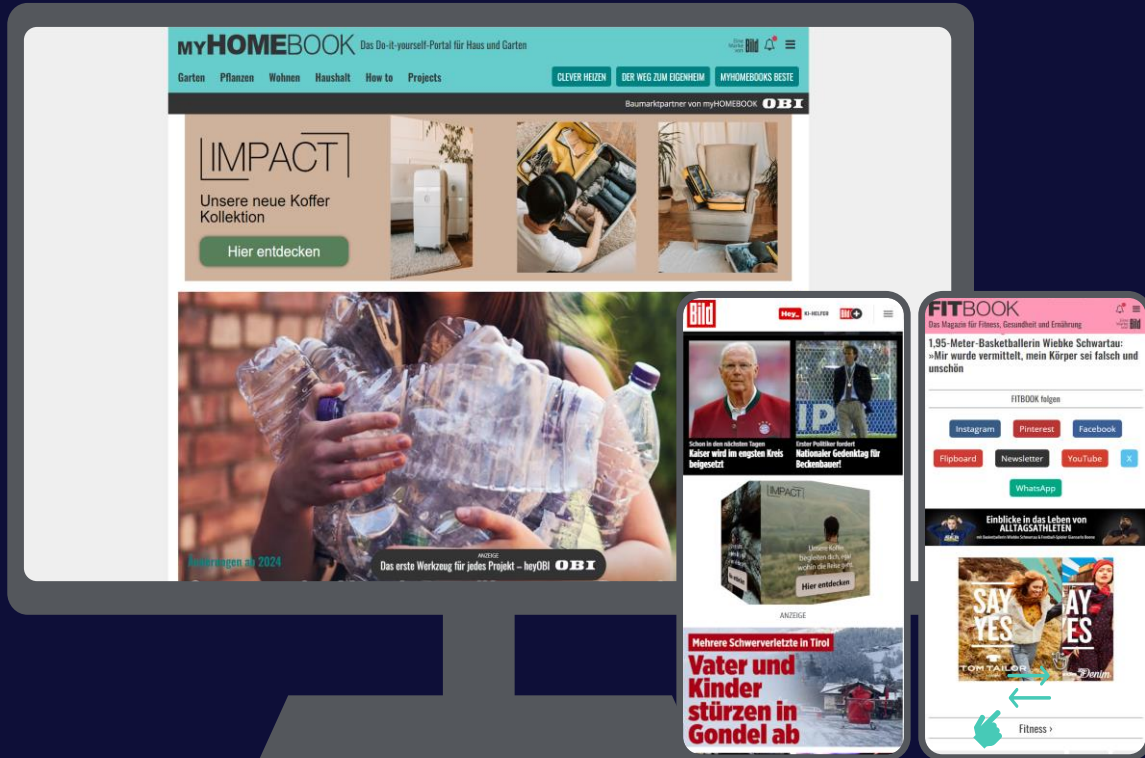
1) Technical realisation via MI; creative realisation via the customer and, if necessary, a creative service provider

[OVERVIEW](#)

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CREATIVE INSTEAD OF STANDARD: DISPLAY IN NEW DIMENSIONS

NEED SOME INSPIRATION?



CREATIVE INSTEAD OF STANDARD

Our basic formats aren't creative enough or don't appeal to you? Then bring them to life with rich media elements and secure the full attention of your users!

How about Mosaic Ad, Cube Ad or Chameleon Ad, for example?

Programmatic: On request

You want more?

[CLICK HERE FOR OUR SPECIAL ADVERTISING FORMATS](#)

Preview Mosaic Ad

Cube Ad



Chameleon Ad



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