

PETBOOK

From Pawtection to Peace of Mind
The Ultimate Pet Insurance Special

impassioned by

media **impact**—

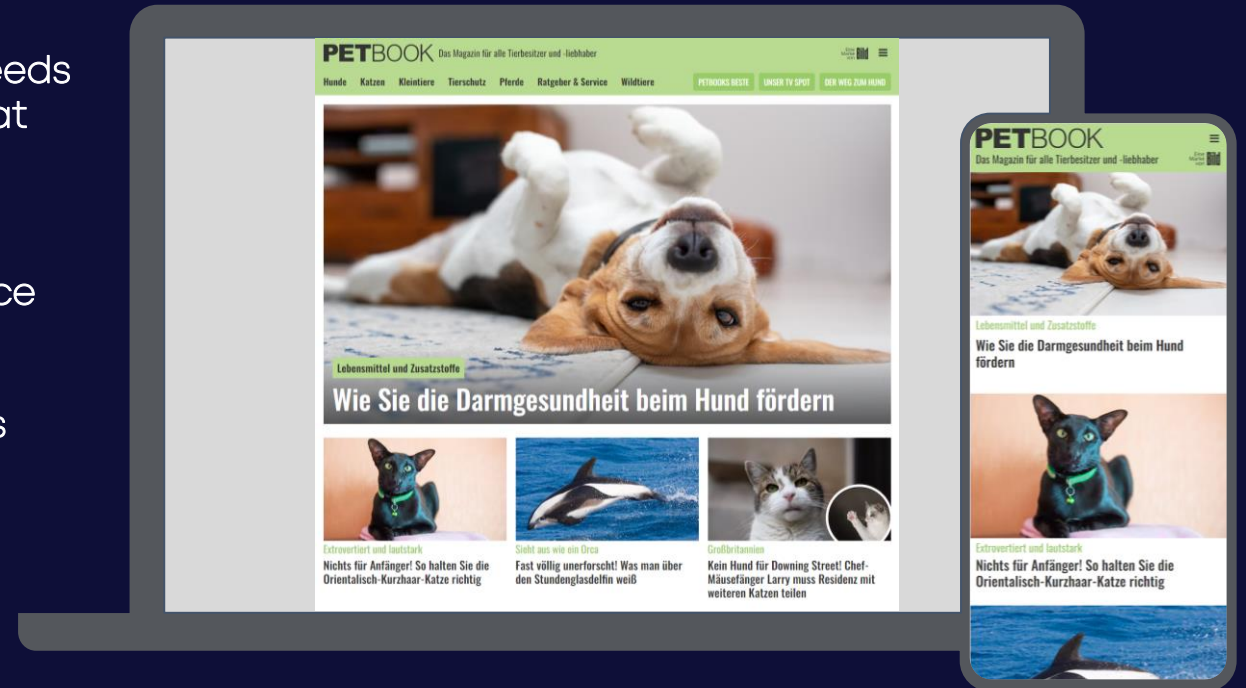
PETBOOK IN A NUTSHELL

THE LARGEST LIFESTYLE PORTAL FOR ALL PET OWNERS AND PET ETHUSIASTS:

- PETBOOK wants to understand the behavior and needs of pets and farm animals, explain them in a way that everyone can understand and offer their owners orientation and advice in everyday life
- PETBOOK stands for high-quality and credible service journalism with a lifestyle approach
- Reports, expert interviews and tips, studies, tutorials and life hacks
- Special focus on animal health, healthy and sustainable nutrition, care and keeping of animals

2.38 mill. Visits*

1.81 mill. Unique Visitors*



373.505 Follower**
369.951 Likes**

*Adobe Analytics 09/2024

**Facebook September 2024

HIGHLIGHTING PET INSURANCE ON PETBOOK

Pet insurance is often underestimated, but of great importance - also for our editors at PETBOOK!

PETBOOK understands the importance of pet insurance and offers pet owners a wide range of information and practical advice to help them navigate the insurance jungle.



THE GREAT PET INSURANCE SPECIAL

Position yourself in the topic special and discover
further integration possibilities

TOPIC SPECIAL: CAREFREE ON FOUR LEGS **DOG & CAT**

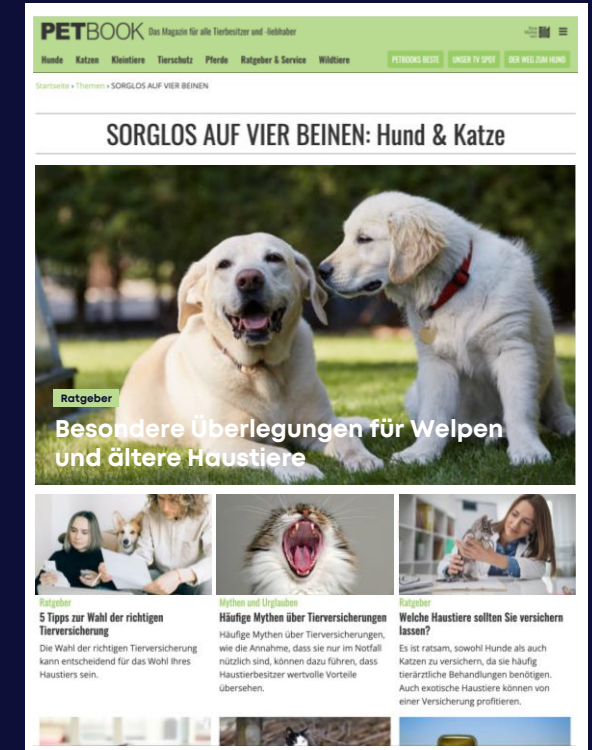
Dogs and cats play a very special role in the world of pets. As loyal companions, they enrich our lives in many ways and their health and safety should always come first.

Dogs and **cats**, whether outdoor or indoor, need regular veterinary care: From vaccinations and dental problems to emergency treatment for injuries, pet owners should take timely precautions to ensure the best possible care and prevent specific health risks.

Possible focal points of the special:

- The importance of preventive health care and regular check-ups
- Liability insurance for dogs and its importance
- Comparison of costs and premiums for cat and dog insurance
- Coverages for chronic illnesses and emergency care
- Breed-specific risks and their coverage

We will gladly develop a customized editorial environment with you



*Exemplary visualization

TOPIC SPECIAL: CAREFREE ON FOUR LEGS HORSES

Responsibility for a horse includes not only care and training, but also the need for comprehensive medical coverage.

Pet insurance for horses is important to prevent high costs for medical treatment and to protect against financial claims in the event of accidents. In the event of an emergency, you are well protected. With insurance, you can concentrate on the health and well-being of your horse without having to worry about unexpected expenses.

Possible focal points of the special:

- The most important types of animal insurance for horses
- Case studies: How horse insurance helps in practice
- Legal aspects of horse ownership and insurance
- Tips for choosing the right insurance
- Equestrian sport: The importance of liability insurance

We will gladly develop a customized editorial environment with you



*Exemplary visualization

TOPIC SPECIAL: STRONG PRESENCE IN A THEME-ORIENTED ENVIRONMENT

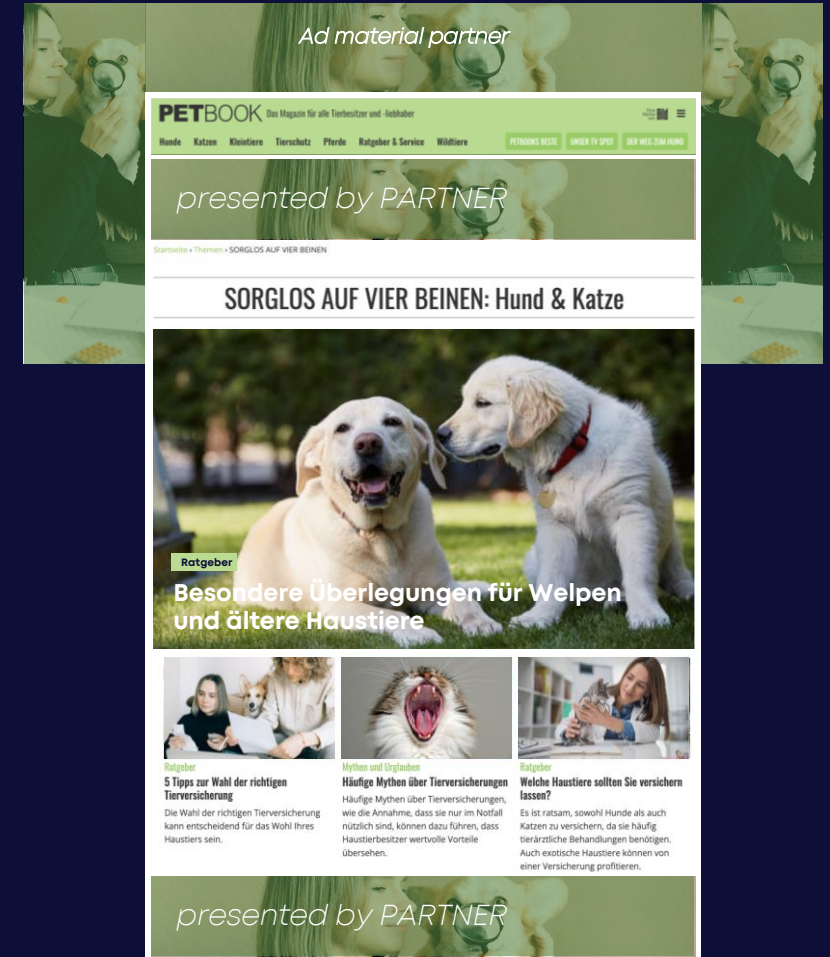
Attention-grabbing placement of your brand in a thematically appropriate environment with an exclusive presence on Special start pages and all article pages:

- Sponsoring header and footer "presented by"
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories, product stories and advertorials can also be integrated within the special.

Package	Guarantee	Run time ¹	Pricing ²
Topic Special S	300.000 AIs	1 weeks	13.000 €
Topic Special M	600.000 AIs	2 weeks	23.000 €
Topic Special L	1.200.000 AIs	4 weeks	36.000 €

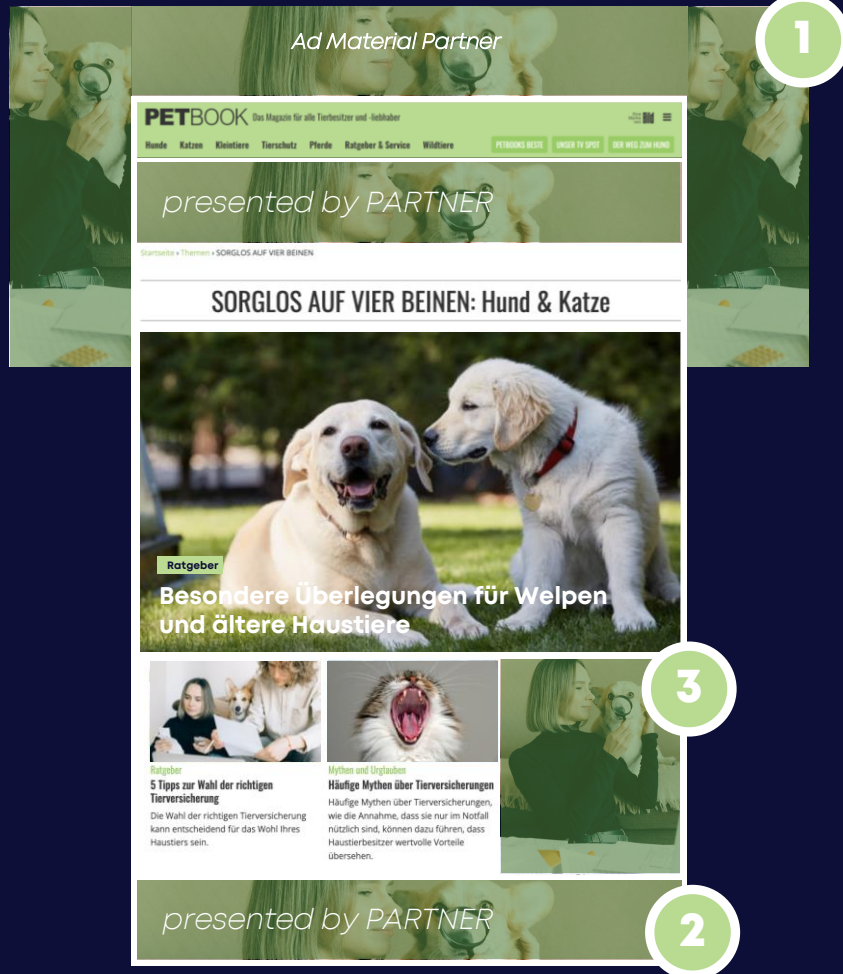
1) Recommended duration, customizable on request

2) Plus creation costs (not SR- and AR-eligible): 2.000 € Attention: The principle of editorial sovereignty applies to the content of the editorial special; for compliance reasons, no customer-specific specials can be implemented (e.g. "The big Musterland special presented by Musterland").



*Exemplary visualization

TOPIC SPECIAL TRAFFIC SUPPLY



1

MEDIA OF CHOICE

on all index and article pages
desktop & mobile *Ex.: Fireplace*

2

HEADER & FOOTER

on all index and articles pages

3

ADVERTORIAL, BRAND STORY and/ or PRODUCT STORY

ADBUNDLE & HOMETEASER

for traffic supply

ADVERTORIAL: YOUR CONTENT IN THE LOOK & FEEL OF PETBOOK

The advertorials on PETBOOK are individually designed.

Thanks to the native storytelling in the look and feel of PETBOOK, you are presented in a first-class environment and benefit from a high level of credibility. The advertorial focusses on the advertising content you provide.

Users are addressed directly and the brand can be promoted via competitions, votings, integrated videos and much more.

Traffic is generated through homepage teasers as well as an Ad Bundle and Mobile Medium Rectangle in Run of Site.

Package	Guarantee	Run time ¹	Pricing ²
Advertorial XS	375.000 Als	2 weeks	7.500 €
Advertorial S	500.000 Als	2 weeks	10.000 €
Advertorial M	1.000.000 Als	4 weeks	17.500 €
Advertorial L	1.500.000 Als	6 weeks	22.500 €

1) Recommended Run Time. Customizable on request.
2) Plus creation cost (not eligible to SR or AR): 2.000 €



*Exemplary visualization

EMOTIONAL STORYTELLING WITH THE BRAND STORY

Your native Story gets the excklusive storytelling of PETBOOK:

Informative texts, well researched, exciting videos, large photo productions, educating graphics, interactive engagement tools like 360-degree pictures, quizzes, picture galleries.

- Editorial-looking Story
- Prominent logo integration to indicate messenger
- Our Brand Studio team will help you find the right topic
- You may deliver your own photos or make use of our native photo team

Minimum Page Views bookable ³	Basic Package	Maximum Page Views bookable ³
5.000	15.000 Page Views 50.000 € ¹ 6 weeks run time ²	20.000

Possible Add-Ons	Pricing
Data & Research: Targeting ⁴	From 10€ CPM (refer to Targeting Ratecard)
Social Media: Sponsored & Content Posts	Refer to Social Media Factsheet
Performance: Just Clicks, Social Engagement o. Lead Add-On	Refer to Performance Factsheet
Hub: Stage for bundling your Brand Storys	Book 3 Stories and get the stage for free
Insight: Integrated surveys/ quizzes for exciting insights ⁴	No additional charge

1) Plus Creation Cost up to 15.000 Views 3.500 €, up to 20.000 Views 4.000 €, from 20.000 Views 4.500 €, not eligible to discount or AE.
2) For brand stories, the lead time must be requested.
3) Scalable page views: from €3.50 gross CPV, eligible to discount and AE, depending on the size of the booking and the object
4) On selected advertising media, see Targeting Ratecard



*Exemplary visualization

PRODUCT STORY: YOUR PRODUCT TAKES CENTER STAGE

Your brand or product is the focus of the story!

Your story about products in need of explanation, new features or current offers is presented authentically and clearly in the style of the respective media brand. We create your individual story and the corresponding teaser based on the material you can provide. Always in consultation with you, of course!



Package	Guarantee	Run time	Pricing ¹
Product Story	1.700.000 Als & 15.000 Views	4 weeks	33.750 €

Possible Add-Ons	Pricing
Visability: Ad Impressions ²	Auf TKP-Basis (siehe TKP-Preisliste)
Data & Research: Targeting ³	From 10€ CPM (refer to Targeting Ratecard)
Social Media: Sponsored & Content Posts	Refer to Social Media Factsheet
Performance: Just Clicks, Social Engagement o. Lead Add-On	Refer to Performance Factsheet
Hub: Stage for bundling your Brand Storys	Book 3 Stories and get the stage for free
Insight: Integrated surveys/ quizzes for exciting insights ³	No additional charge

1) Plus creation costs: BOOKs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
2) Only advertising material included in the basic packages can be booked.
3) On selected advertising media, see Targeting Ratecard

WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU!



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