

# BOOKS FAMILY

## STYLEBOOK

One of the leading online magazines for women

**3.68 mill. Visits<sup>1</sup>**  
**2.63 mill. UVs<sup>1</sup>**

## TRAVELBOOK

Germany's largest travel online magazine

**5.22 mill. Visits<sup>1</sup>**  
**3.95 mill. UVs<sup>1</sup>**

## TECHBOOK

The online magazine for the digital lifestyle

**4.96 mill. Visits<sup>1</sup>**  
**3.46 mill. UVs<sup>1</sup>**

## FITBOOK

Germany's largest online magazine for fitness & health

**5.00 mill. Visits<sup>1</sup>**  
**3.42 mill. UVs<sup>1</sup>**

## MYHOMEBOOK

Germany's largest online magazine for home & gardening

**4.48 mill. Visits<sup>1</sup>**  
**3.30 mill. UVs<sup>1</sup>**

## PETBOOK

The online magazine for all pet owners and enthusiasts

**2.30 mill. Visits<sup>1</sup>**  
**1.79 mill. UVs<sup>1</sup>**

### BOOKS FAMILY – TARGET GROUP<sup>2</sup>

	GENDER	20 – 49 YEARS OLD	HHNI min. 3.000 €	HIGH LEVEL OF EDUCATION
STYLEBOOK	53 % female	63 %	57 %	49 %
TRAVELBOOK	56 % male	53 %	56 %	47 %
TECHBOOK	65 % male	61 %	56 %	48 %
FITBOOK	54 % male	63 %	57 %	50 %
myHOMEBOOK	50 % female	53 %	55 %	44 %
PETBOOK	n. a.	n. a.	n. a.	n. a.

1) Adobe Analytics 09/2024  
2) Source: b4p 2023 II

# DAILY FIXED PLACEMENTS

**HOMERUN – MULTISCREEN (+ FIRST CONTACT)<sup>1</sup> | 10 – 10 Uhr | Mon. – Sat./ Sun.**

## BASIC / DELUXE

**Desktop:** Billboard / Billboard (100/1) / Billboard + Double Dynamic Sitebar / Bridge Ad / Catalogue Ad (Exp. Sitebar) / Cinematic Ad<sup>2</sup> / Curtain Dropper<sup>2</sup> / (Dynamic) Sitebar / Double Dynamic Sitebar / Fireplace / Image Reveal Ad / TwoFace Ad<sup>3</sup> / Video Wall<sup>2</sup> / Wallpaper / Special ads on demand

**Mobile (MEW + App):** Sticky Lead Ad (4:1/6:1) & Medium Rectangle / Content Ad 1:1 / Catalogue Ad (Exp. MMR) / Cube Ad (MMR) / Gallery Ad (MMR) / Interscroller / Mobile Click & Swipe / TwoFace Ad<sup>3</sup> / Understitial

## SUPREME

**Desktop:** Big Stage<sup>4</sup> (Automatic Pre Expanding Video Wall)

**Mobile (MEW + App):** (Video) Lead Ad 2:1 + (Video) Interscroller

PACKAGE <sup>5</sup>	GUARANTEE	RUN TIME	PRICING BASIC / DELUXE	PRICING SUPREME <sup>4</sup>
Homerun Day	150.000 AIs	1 Day	8.400 €	10.500 €
Homerun Week	900.000 AIs	1 Week	42.300 €	54.000 €

**A-TEASER - MULTISCREEN | 10 – 10 Uhr | Mon. – Sat./ Sun.**

PACKAGE	GUARANTEE	RUN TIME <sup>6</sup>	PRICING
A-Teaser	50.000 AIs	1 Day	4.500 €

- 1) The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant to the guarantee and billing. If the lead ad is not delivered, the selected mobile main advertising medium is delivered as an ROS placement on the booked day in order to achieve the booked guarantee amount.
- 2) FC 1, a reminder billboard remains | A billboard is required for tablet | With the video wall, the video only loops once | Further reminder advertising media on request | Cinematic Ad: no additional background coloring possible.
- 3) A billboard is required for tablet | no video | Mobile the ad is displayed in the interscroller.
- 4) FC 1/day for the animation, a fallback remains, plus creation costs of € 4,800 for creation by MI, lead time of at least 15 work days from delivery of the assets (video, image material, etc.) The stationary big stage advertising material is displayed on the homepage. The fallback advertising material is played on the ROS. Additional editorial approval required.
- 5) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on the homepage except CMS areas, e.g. home teaser and taboola.
- 6) Saturday and Sunday count together as one day.

# NATIVE ADVERTISING

## ADVERTORIAL

PACKAGE	GUARANTEE	RUN TIME <sup>1</sup>	PRICING <sup>2</sup>
Advertorial XS <sup>3</sup>	375.000 AIs	2 Weeks	7.500 €
Advertorial S <sup>3</sup>	500.000 AIs	2 Weeks	10.000 €
Advertorial M <sup>3</sup>	1.000.000 AIs	4 Weeks	17.500 €
Advertorial L <sup>3</sup>	1.500.000 AIs	6 Weeks	22.500 €

## ADVERTORIAL STAGE

PACKAGE	GUARANTEE	RUN TIME <sup>1</sup>	PRICING <sup>2</sup>
Advertorial Stage	1.500.000 AIs	6 Weeks	35.000 €

## BRAND STORY

### Basic package<sup>4</sup>

Minimum bookable <sup>5</sup>	Guaranteed Page Views Basic Package	Package Pricing Basic Package	Maximum bookable <sup>5</sup>
5.000 Views	15.000 Views	50.000 € <sup>6</sup>	20.000 Views

## Add Ons<sup>7</sup>

**Data:** Targeting | on selected advertising material

**Social Media:** Sponsored Posts, Content Posts

**Performance:** Just Clicks with & without GEO Targeting, Social Engagement Add-On, Lead Add-On

**Hub:** Stage to collect your Brand Storys

**Insight:** Integrated Surveys / Quizzes for exciting insights<sup>8</sup>

1) Recommended run time, customizable on request.

2) Plus creation costs (not SR- and AE-eligible): 2.000 €.

3) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), there is no reach guarantee for exclusive fixed placement (advertising media freely selectable)

4) Run time 6 weeks. The lead time must be requested.

5) Scalable page views: from € 3.50 gross CPV (cost per view), SR- and AE-eligible, depending on the size of the booking and the magazine.

6) Plus creation costs up to 15,000 views € 3,500, up to 20,000 views € 4,000, from 20,000 views € 4,500, not eligible for discount and AE.

7) Further add-on options can be found in [Native Product Overview 2024](#).

8) Various formats possible.

# NATIVE ADVERTISING

## BRAND HUB<sup>1</sup>

PACKAGE	GUARANTEE	RUN TIME	PRICING <sup>2</sup>
Brand Hub	15.000 Views	8 Weeks	52.500 €

## PRODUCT STORY

PACKAGE	GUARANTEE	RUN TIME	PRICING <sup>3</sup>
Product Story	1.700.000 AIs & 9.000 Views	4 Weeks	33.750 €

## Add-Ons<sup>4</sup>

**Visibility:** Ad Impressions<sup>5</sup>

**Data:** Targeting | On selected advertising material

**Social Media:** Sponsored Posts, Content Posts

**Performance:** Just Clicks with & without GEO Targeting, Social Engagement Add-On, Lead Add-On

**Hub:** Stage to collect your Product Storys

**Insight:** Integrated Surveys / Quizzes for exciting insights<sup>6</sup>

## PRODUCT STORY BUNDLE

PACKAGE	VIEWS GUARANTEE	AIS GUARANTEE <sup>7</sup>	PRICING <sup>8</sup>
Product Story Bundle	15.000 Views	15.000.000 AIs	47.500 €



### LIFESTYLE

myHOMEBOOK, PETBOOK, FITBOOK, TRAVELBOOK, STYLEBOOK, LIFESTYLE



### TRAVEL

TRAVELBOOK, BILD, WELT



### HEALTH

FITBOOK, BILD, WELT



### TECH

TECHBOOK, BILD, COMPUTERBILD



### INNOVATION

TECHBOOK, WELT, COMPUTERBILD

- 1) Additional Brand Storys can be booked.
- 2) Plus creation costs (not SR- and AE-eligible): 10.000 €.
- 3) Plus creation costs: €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.
- 4) Further add-on options can be found in [Native Product Overview 2024](#).
- 5) Only advertising media included in the basic packages.
- 6) Various formats possible.
- 7) Payout takes place via ad server areas on the pages included in the bundle (ROS or on selected thematically appropriate channels).
- 8) Plus creation costs € 4,500 (not SR- and AE-eligible).

# NATIVE ADVERTISING



## VIDEO PRODUCT STORY

A Product Story that is extended by a specially produced 90-second video to present the product even better. The native product video and an additional reel format are then made available for your own use.

PACKAGE	GUARANTEE	RUN TIME	PRICING <sup>1</sup>
Video Product Story	1.700.000 AIs & 9.000 Views	4 Weeks	33.750 €

## THEME SPECIAL

PACKAGE	GUARANTEE	RUN TIME <sup>2</sup>	PRICING <sup>3</sup>
Theme Special S	300.000 AIs	1 Week	13.000 €
Theme Special M	600.000 AIs	2 Weeks	23.000 €
Theme Special L	1.200.000 AIs	4 Weeks	36.000 €

1) Plus creation costs: €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.  
 Plus video creation costs: €5,600 (not SR- or AE-eligible), depending on individual effort. Product must be provided.

2) Recommended run time, customizable on request.

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



# SOCIAL MEDIA

## FACEBOOK SPONSORED POST<sup>1</sup>

A true classic among our social post offers. With joint authorship with our journalistic brands, you benefit from the credibility and reach as well as the high engagement rate on social networks! The package includes 4 posts.

PACKAGE	AIs à 4 POSTS	PRICING <sup>2</sup>
Facebook Sponsored Post	800.000 AIs	16.000 €

## INSTAGRAM SPONSORED POST<sup>1</sup>

Do you want to be on the trend platform par excellence? Join us in reaching users with expressive images and videos. The package includes 4 posts.

PACKAGE	AIs à 4 POSTS / STORIES	PRICING <sup>2</sup>
Instagram Sponsored Post	200.000 AIs	10.000 €

## PINTEREST SPONSORED POST

Do you want to inspire your target group? Then Pinterest is the right place for you! Create awareness with powerful sponsored posts with joint sendership with our brands! The package includes 4 posts.

PACKAGE	AIs à 4 POSTS	PRICING <sup>2</sup>
Pinterest Sponsored Post	400.000 AIs	20.000 €

## VERTICAL STORY

The Vertical Story takes place in vertical format via Instagram and Snapchat and is the ideal target group extension for you to reach a younger user base!

PACKAGE	AIs à 4 POSTS / STORIES	PRICING <sup>2</sup>
Booster Package	15.000 AIs	40.000 € <sup>3</sup>
Stand Alone Package	30.000 AIs	80.000 € <sup>4</sup>

1) Material for Instagram or Facebook must be delivered at least 5 days in advance.

2) Prices plus €800 creation costs, Instagram Stories €1,600 (not SR or AE eligible).

3) Plus creation costs: €5,000 (not SR or AE eligible). Can only be booked in combination with a regular brand or product story.

4) Plus creation costs: €8,000 (not SR or AE eligible).

# VIDEO SPONSORING

## SCALABLE VIDEO SPONSORING - COMPONENTS

### LOGO INTEGRATION IN VIDEO

- Presenter Clip „presented by“
- Banderole (5 sec.)
- Outro Clip „presented by“

### MEDIA COMPONENTS

- Media Package Multiscreen on all video article pages<sup>1</sup>
- Media Package Multiscreen in ROS for traffic delivery

## VIDEO SPONSORING BASIC PACKAGE

PACKAGE	GUARANTEED VIEWS	GUARANTEED AIS	RUN TIME	PRICING
Video Sponsoring Basic Package <sup>2</sup>	5.000 Views <sup>3</sup>	200.000 AIS	4 Weeks	22.000 € <sup>4</sup>

## VIDEO SPONSORING SPECIAL FORMATS

TRAVELBOOK Places	3.000 Views 12.000 Views <sup>5</sup>	50.000 AIS	4 Weeks	6.760 € <sup>4</sup>
FITBOOK Everyday athletes	10.000 Views	100.000 AIS	4 Weeks	8.200 € <sup>4</sup>

## POSSIBLE ADD ONS (BASIC PACKAGE)

PACKAGE	GUARANTEE	RUN TIME	PRICING
Advertorial S	500.000 AIS	2 Weeks	10.000 € <sup>6</sup>
Brand Story Basic	15.000 Views	2 Weeks	50.000 € <sup>7</sup>
Product Story	1.700.000 AIS 9.000 Views	4 Weeks	33.750 € <sup>8</sup>
Product Placement	Equals episode guarantee	beyond the episode run time	from 5.000 € <sup>9</sup>

For existing video formats, a lead time of 2 weeks applies. For new/individual formats, a lead time of 2 months and a minimum purchase of 5 episodes apply. A season consists of a maximum of 10 episodes.

- 1) Additional fixed placement on the stage is only available from a minimum purchase of 5 episodes, if a stage is available.
- 2) A booking must include at least one logo integration component and a media package.
- 3) When booking more than one episode, the views of all videos count towards the total guarantee.
- 4) SR, AR & AE eligible. Plus 500 € creation costs. Creation costs are not eligible for SR or AE.
- 5) For video package 1 episode (3,000 views) / for video package 4 episodes (12,000 views).
- 6) Plus € 2,000 creation costs. Creation costs are not eligible for SR or AE.
- 7) Plus € 4,000 creation costs. Creation costs are not eligible for SR or AE.
- 8) Plus € 3,000 creation costs. Creation costs are not eligible for SR or AE.
- 9) Price per season per setting (location/situation) € 5,000 to max. € 10,000. Variations possible depending on integration. Costs are not SR- or AE-eligible.

# STRATEGIC PARTNERSHIP



## STRATEGIC PARTNERSHIP

PACKAGE	RUN TIME	PRICING
Co-Partnership Light	from 6 Months	from 250.000 €
Co-Partnership	from 6 Months	from 500.000 €
Premium Partnership	from 12 Months	from 1 mill. €

## POSSIBLE COMPONENTS

### STORYTELLING

Content Hub<sup>1</sup>, Brand Storys, Product Storys, Advertorials

### MEDIA & BRANDING

Home Run, A-Teaser, Theme Special, Display (RoS)

### VIDEO

Sponsoring of Video Content + Product Placement + Media

### DEEP INTEGRATION

Logo Integration<sup>2,3</sup>, Exclusivity<sup>3,4</sup>, In-Article Widgets, Newsletter Integration, Notifications, Lighthouse actions (incl. Suveys)<sup>3</sup>

### DATA

Data Usage<sup>2,3</sup>

- 1) Only limited components available for Co-Partnership Light.
- 2) Not included in Co-Partnership.
- 3) Not included in Co-Partnership Light.
- 4) Possible in Co-Partnership as industry exclusivity.





# CPM RATECARD

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)							
		AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard <sup>1</sup>	
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, Understitial <sup>2</sup> Interscroller <sup>2</sup> , Sticky Lead Ad 4:1		RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €
VIDEO							
InText Outstream Ad <sup>3</sup> on start, up to 20 sec.		RoS & Custom	60 €	X-Stream Ad <sup>4</sup> Up to 20 sec.		RoS	65 €
<b>MULTISCREEN - Traffic distribution between stationary and mobile is based on availability</b> <b>DISPLAY ROP - incl. a targeting of your choice (options: Socio, Regio Standard, Interest, Contextual, Perfect Fit) / Further targetings additive according to targeting price list; exception ID-based targeting</b>							

## 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 mobile format
Video Wall	Desktop only, RoS&Custom: 90 € CPM <sup>9</sup>
Desktop Only	Highest price category plus € 10 CPM surcharge
Mobile Only	Highest price category
Tandem- / Triple Ads on request	
Other video formats on request	

- 1) Can also be booked as a cinematic ad in RoP and RoS (selected pages) (surcharge +€5 in combination with a mobile format).
- 2) Mobile Halfpage Ad im Interscroller buchbar.
- 3) Excess length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM // Paid targeting possible for a CPM surcharge.
- 4) Longer spots
- 5) Longer spots
- 6) (21-30 sec.) +€10 CPM // Short spots (up to and including 6 sec.) -€10 CPM. Excess length (31+ sec.) on request, surcharge depending on excess length.
- 7) Only the billboard is displayed on tablets, other formats on request. FC 1/24h, no autoplay, subject to editorial approval, limited to one-time looping.