

# MY HOMEBOOK

Media kit

*presented by*

media **impact** 

# OUR BOOK FAMILY

## STYLEBOOK

One of the leading online magazines for women

2.63 million UVs  
3.68 million Visits

## TRAVELBOOK

Germany's largest online travel magazine

3.95 million UVs  
5.22 million Visits

## TECHBOOK

The portal for innovative digital lifestyle

3.46 million UVs  
4.96 million Visits

## FITBOOK

One of the leading online magazines for fitness & health

3.42 million UVs  
5.00 million Visits

## MYHOMEBOOK

The largest online magazine for home & garden

3.30 million UVs  
4.48 million Visits

## PETBOOK

The new lifestyle portal for all pet owners and lovers

1.79 million UVs  
2.30 million Visits

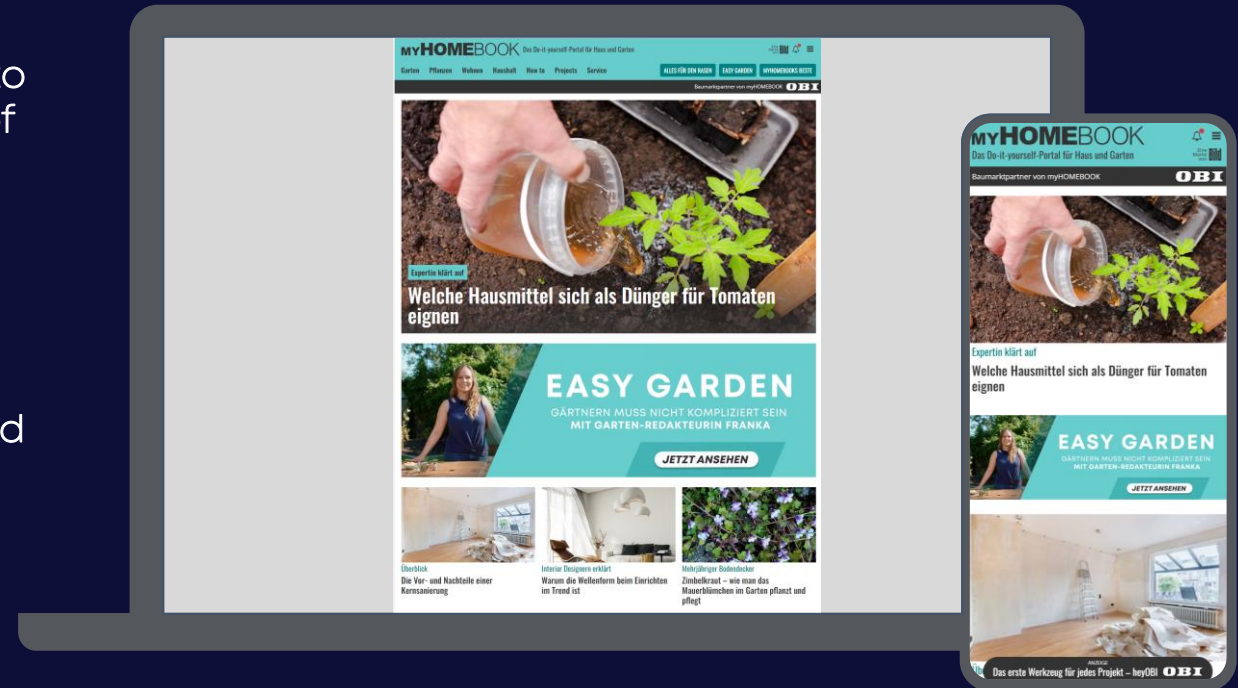
# MYHOMEBOOK IN A NUTSHELL

## THE DIY PORTAL FOR MORE LIFESTYLE IN THE HOME, HOUSE AND GARDEN

- myHOMEBOOK encourages and activates readers to lend a hand and provides guidance on the topics of living, building, DIY and gardening.
- myHOMEBOOK offers an introduction to DIY and gardening with lots of tips and tricks.
- myHOMEBOOK combines the knowledge of experts, influencers and hobby craftsmen – competently and authentically.
- Useful. Entertaining. Instructive.

**3.30 million** Unique Visitors\*

**4.48 million** Visits\*



**109.000 Follower\*\***

**64.000 Likes\*\***

\*Adobe Analytics 09/2024

\*\*October 2024

# myHOMEBOOK USER

**EXPERT**



**BASTIAN, 35**

"I do DIY regularly and have built up my own home workshop. Nevertheless, I'm always happy to receive useful tips and new devices!"

**TRENDSETTER**



**LEA, 27**

"I attach great importance to interior design and gardening. I not only love to share my DIY projects on Instagram & Pinterest, my advice is also sought after by friends and family!"

**FOLLOWER**



**JULIA, 28 & MAX, 31**

"We like to spend the summer in the garden with friends. To make sure everything looks cool, we like to do it ourselves - but we need clear instructions."



53% between 20 - 49 years



50% men



69% employed



44% high level of education\*



55% household income > 3.000€



MYHOMEBOOK users dedicate themselves to their garden at least once a month. (Index 121)

# CATEGORIES UND TOPICS



Garden, balcony & terrace, plants, outdoor lighting, decoration.



Lighting, decoration, kitchen, bathroom, dining & living rooms, office.



Heating, sustainability, smart home, insurance.



Cleaning, drilling, building, baking.



DIY ideas, upcycling, instructions, handicrafts, tips, inspiration.



House construction, modernisation, renovation, tenancy law, financing.



Home remedies, cleaning, pests, tips & tricks.



Application, comparison, handling.

+ News, Barbecue...

# SOCIAL MEDIA



**109,2k**  
SUBSCRIBERS



**37,8k**  
SUBSCRIBERS



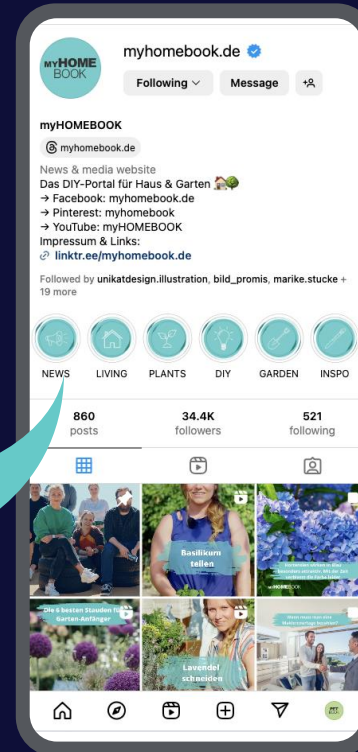
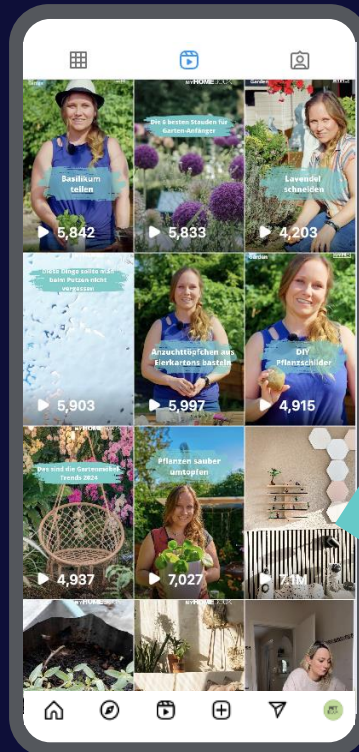
**16,5k**  
SUBSCRIBERS



**11,2k**  
SUBSCRIBERS



**22,8k**  
SUBSCRIBERS



Since December 2022, Instagram collaborations have been implemented with various influencers from the DIY and house building sector via reels and stories. With peaks of up to over 1,000 new followers per day, the cooperation to increase reach is considered a success story.

@buildmyhomebytm

@dekokrams

@anetas\_leben



# READERS STRUCTURE



**40%**

LIVING IN YOUR OWN  
PROPERTY

**33%**

IN OWN HOUSE



**57%**

HAVE A GARDEN

**53%**

HAVE A BALCONY



**44%**

HANDICRAFTS / DO IT  
YOURSELF / DO IT  
YOURSELF

at least once a month

# TOP AFFINITIES



## GARDEN

- Gardening at least once a month (121)
- Product information interest in products for the garden/plants (127)



## PLANNED CRAFTSMAN WORK\*

- Extension, conversion of living space, e.g. room division, enlargement (249)
- Loft conversion (229)
- Bathroom and sanitary renovations (175)



## REAL ESTATE, FINANCING

- Personal loan, other loans (142)
- Condominium in the next 2 years (227)
- Interest in construction financing (141)



## DIY & UPCYCLING

- Tinkering and DIY at least once a month (126)
- High interest in handicrafts; e.g. window renovations, insulating glazing (221)



# EDITORIAL TOPIC PLANNING



**JANUARY**

THESE ARE THE FURNISHING TRENDS FOR 2024



**FEBRUARY**

PREPARATION FOR THE GARDENING SEASON //PREPLANTING



**MARCH**

START OF THE GARDENING YEAR! GARDENING IN SPRING



**APRIL**

THE BIG LAWN SPECIAL



**MAY**

OUTDOOR FURNITURE TRENDS



**JUNE**

GRILL SPECIAL



**JULY**

SUMMER IN THE CITY: BALCONY SPECIAL



**AUGUST**

GARDEN SPECIAL // WATERING TIPS



**SEPTEMBER**

HARVEST MONTH: SELF-CATERING TIPS



**OCTOBER**

SAVE ENERGY & HEAT CORRECTLY



**NOVEMBER**

PREPARE GARDEN & HOUSE FOR WINTER



**DECEMBER**

CHRISTMAS - GIFTS, DIY AND DECORATION

The editorial topic planning for myHOMEBOOK is a rough timetable and will be adjusted at short notice depending on the news situation in order to further expand the editorial strength of myHOMEBOOK.

# DAILY FIXED PLACEMENTS

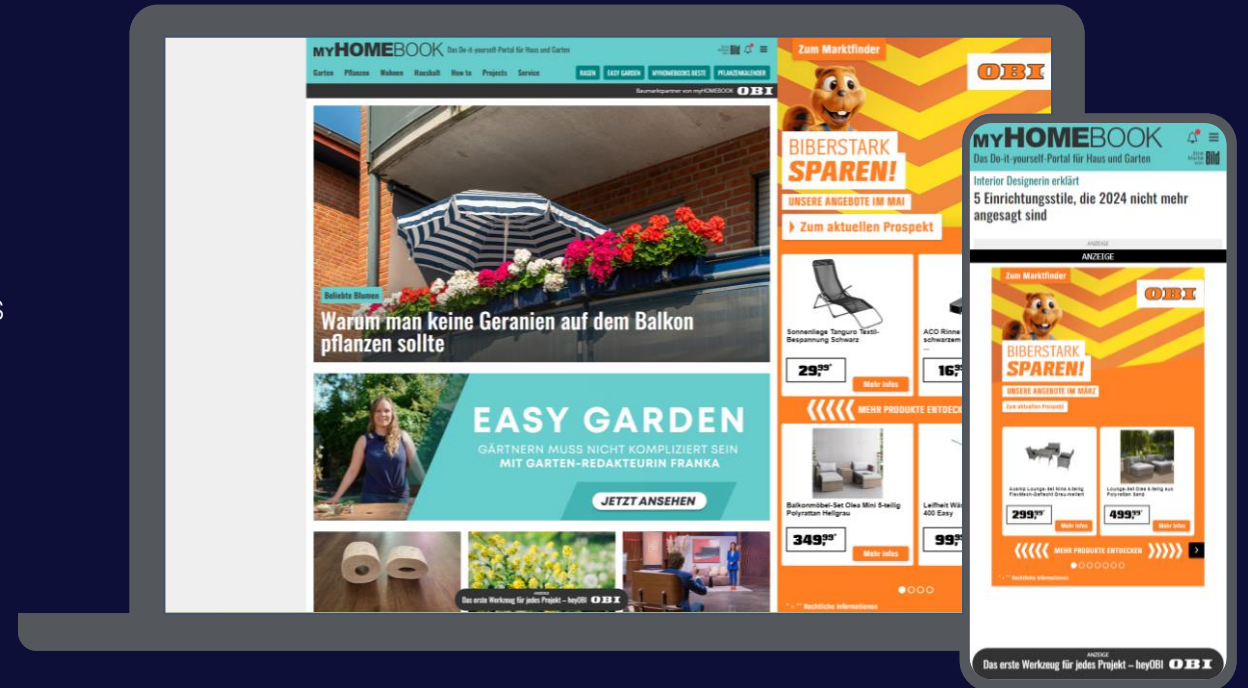
# HOMERUN: HIGH-QUALITY STAGING ON THE HOME

**Spectacular and high-quality: the homerun guarantees a first-class appearance and maximum branding!**

In addition to a fixed homepage placement, you also receive a first contact placement (first page view on the entire website apart from the homepage) and thus reach every user on the entire special interest portal.

And best of all: a whole page just for your brand.

Package <sup>1</sup>	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme <sup>2</sup>
Homerun Day	150.000 AIs	1 day	8.400 €	10.500 €
Homerun Week	900.000 AIs	1 week	42.300 €	54.000 €



[Discover advertising material](#) 

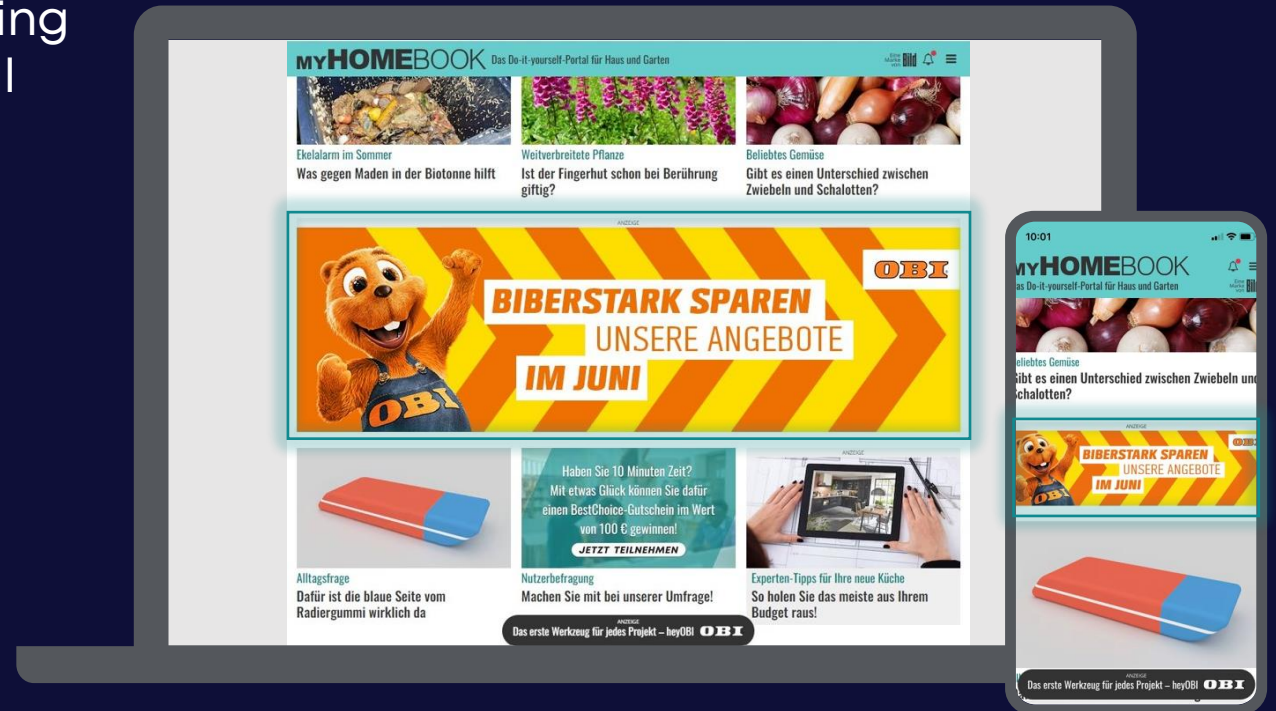
1) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on the homepage except CMS areas, e.g. home teaser and taboola.  
 2) FC1/day for the animation, a fallback remains, plus creation costs of € 4,800 for creation by MI, lead time of at least 15 work days from delivery of the assets (video, image 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.

# A-TEASER: EYE-CATCHING AND CLOSE TO THE CONTENT

Placement on the most attention-grabbing editorial space on the homepage is ideal for product or collection highlights.

The link is either to the partner website or to a specific landing page.

Package	Guarantee	Duration <sup>1</sup>	Pricing
A-Teaser	50.000 AIs	1 day	4.500 €



1) Saturday and Sunday count together as one day.

# NATIVE ADVERTISING

# ADVERTORIAL: YOUR CONTENT WITH THE LOOK & FEEL OF MYHOMEBOOK

The advertorials on MYHOMEBOOK are individually designed. Thanks to the editorial presentation in the look and feel of myHOMEBOOK, you are presented in a first-class environment and benefit from a high level of credibility. Your supplied advertising content is the centre of attention.

Users are addressed directly and the brand is activated via competitions, voting, integrated videos and much more. Traffic is generated via homepage teasers as well as an ad bundle and mobile medium rectangle in the run of site.

Package	Guarantee	Duration <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 €

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).



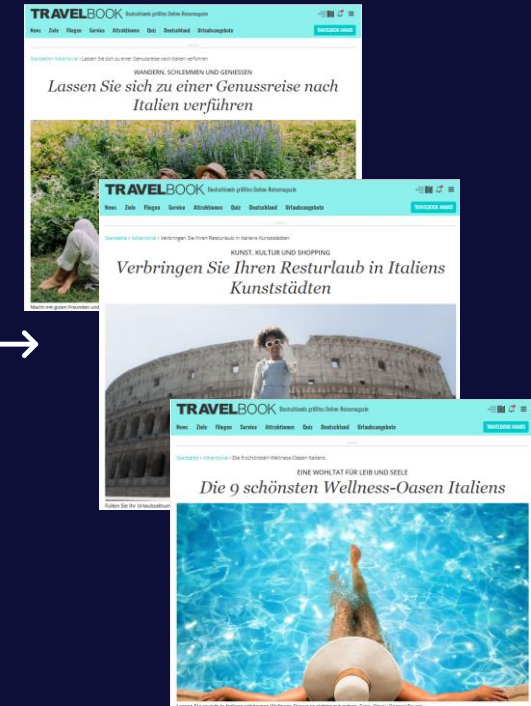
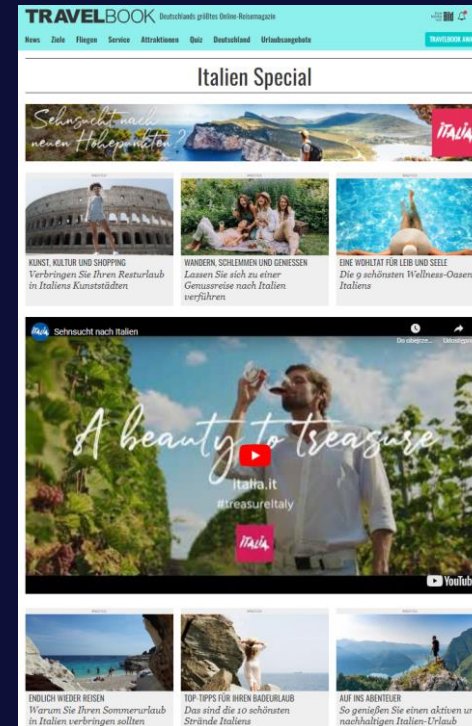
Best Case

# ADVERTORIAL STAGE: THE SHOWPOINT FOR YOUR PRODUCTS

In addition to the stage, advertorial stages also contain three advertorials.

Both the stage and the three advertorials are individually staged in the look and feel of the respective book. Address your users directly with the stage and activate them via integrated videos, social media postings and much more.

Traffic is generated via homepage teasers as well as an ad bundle and mobile medium rectangle in run of site.



Best Case on TRAVELBOOK.de

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Advertorial stage	1.500.000 AIs	6 weeks	35.000 €

1) Recommended run time, customizable on request.  
 2) Plus creation costs (not SR- and AE-eligible): 2.000 €.

# EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story receives exclusive storytelling from MYHOMEBOOK: informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes and picture galleries.

- Editorial-style story
- Clear authorship through logo integration
- Your topic is developed together with the Brand Studio team
- Image material from you or our native photo team

Minimum page views to be booked <sup>3</sup>	Basic package	Maximum page views to be booked <sup>3</sup>
5.000	15.000 Page Views 50.000 € <sup>1</sup> 6 weeks runtime <sup>2</sup>	20.000

Add-Ons	Cost
<b>Data:</b> Targeting   for selected advertising material	from 10€ CPM (see Targeting Ratecard)
<b>Social Media:</b> Sponsored & Content Posts	see Social Media Factsheet
<b>Performance:</b> Just Clicks, Social Engagement o. Lead Add-On	see Performance Factsheet
<b>Hub:</b> stage for collecting your Brand Storys	from booking 3 stories on top
<b>Insight:</b> Integrated Surveys / Quizzes for exciting insights <sup>4</sup>	No surcharge

1) Run time 6 weeks. The lead time must be requested.  
 2) 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.  
 3) 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.  
 4) Various formats possible.



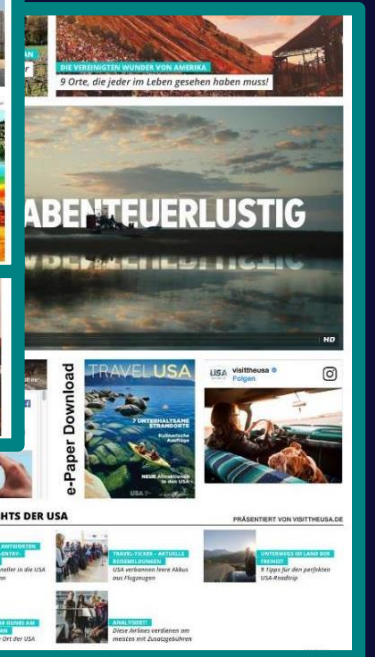
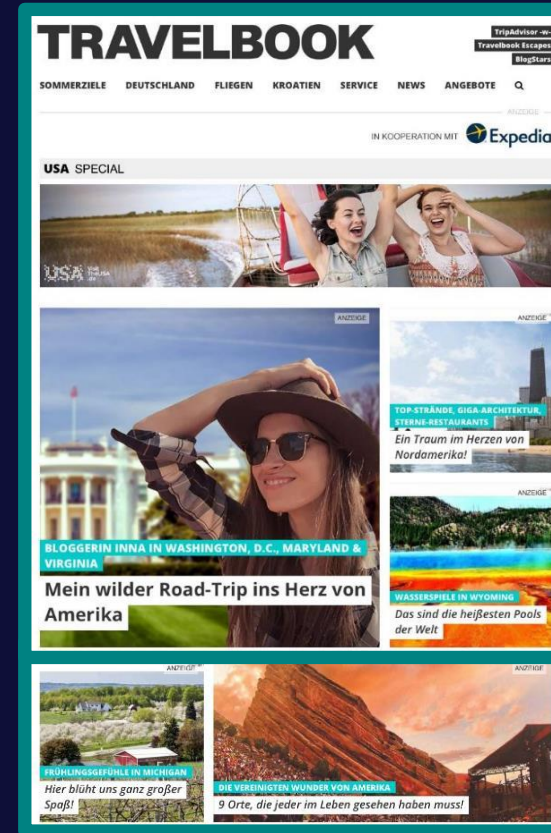
Best Case OBI



# BRAND HUB: STORYTELLING AT IT'S BEST TIMES 4!

The Brand Hub contains four Brand Storys<sup>1</sup> which are presented on a customer-specific stage on the respective book.

- 4 editorial-style stories
- 1 customer hub with the option of integrating further interactive elements, videos, special media postings, etc.
- Clear sender of the brand through logo integration Topic is developed together with the Brand Studio team
- Image material is provided by you or the native photo team



Package	Guarantee	Duration	Pricing <sup>2</sup>
Brand Hub	15.000 Views	8 weeks	52.500 €

1) Additional brand stories can be booked  
 2) Plus creation costs (not SR- and AR-eligible): 10.000 €

# PRODUCT STORY: YOUR PRODUCT TAKES CENTRE STAGE

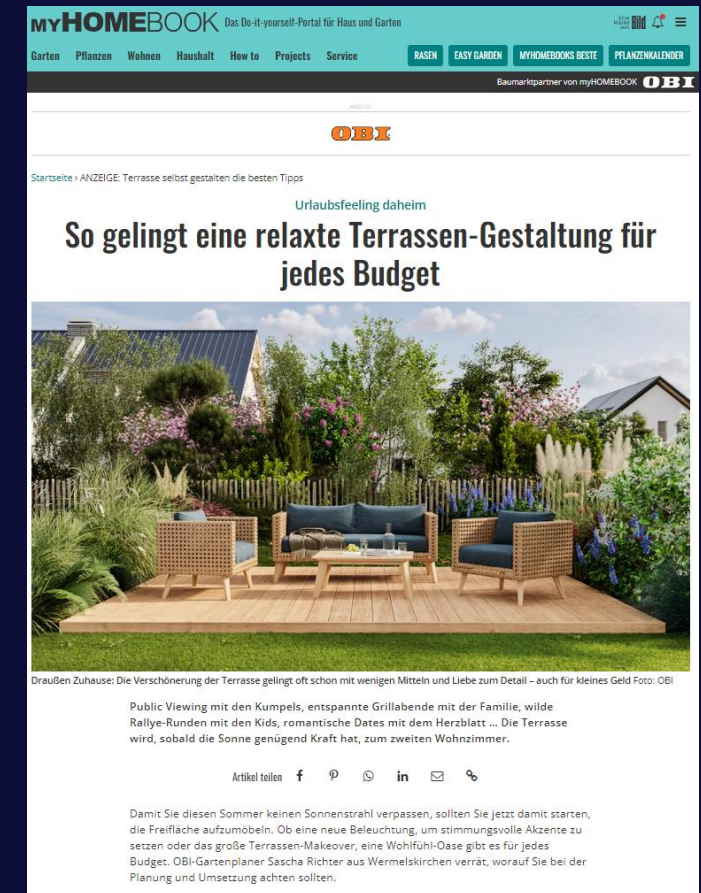
**Your brand or product is at the centre of the story!**

Your story about your 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 bring with you. Always in consultation with you, of course!

Package	Guarantee	Duration	Pricing <sup>1</sup>
Product Story	1.700.000 AIs & 9.000 Views	4 weeks	33.750 €

Add-Ons	Cost
<b>Visibility:</b> Ad Impressions <sup>2</sup>	on CPM-Basis (see CPM price list)
<b>Data:</b> Targeting   for selected advertising material	from 10€ CPM (see Targeting Ratecard)
<b>Social Media:</b> Sponsored & Content Post	see Social Media Factsheet
<b>Performance:</b> Just Clicks, Social Engagement o. Lead Add-On	see Performance Factsheet
<b>Hub:</b> stage for collecting your Product Storys	from booking 3 stories on top
<b>Insight:</b> Integrated Surveys / Quizzes for exciting insights <sup>3</sup>	No surcharge

- 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.
- 2) Only advertising media included in the basic packages.
- 3) Various formats possible.



Best Case OBI

# VIDEO PRODUCT STORY: MOVING IMAGE AS AN EXTENSION

## Bring your products to life within the Product Story!

You will receive a product story that is enhanced by a specially produced 90-second video to present and explain your product even better.

The native product video and an additional reel format will then be made available to you for your own use.

Package	Guarantee	Duration	Pricing <sup>1</sup>	Video-production <sup>2</sup>
Product Story	1.700.000 AIs & 15.000 Page Views	4 weeks	33.750 €	5.600 €

- 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) Not SR or AE eligible, might vary according to scope. Product must be provided.



Sample visualization

# PRODUCT STORY BUNDLE: YOUR STORY TOLD ON SEVERAL MEDIA!

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

It's now possible with Product Story Bundles! Simply select a suitable bundle, we create a Product Story from your content and automatically play it out in the look and feel of the respective media brands<sup>1</sup>. So you can appear on several stages with just one story.



**15.000**

**Guaranteed Page Views**

**15.000.000**

**Guaranteed Ad Impressions<sup>1</sup>**

**47.500 €<sup>2</sup>**

**Package price**

1) Playout takes place via ad server areas on the pages included in the bundle (ROS or on selected thematically appropriate channels).  
 2) Plus creation costs € 4,500 (not SR- and AE-eligible).

# THEME SPECIAL: STRONG PRESENCE IN A TOPIC-AFFINE ENVIRONMENT

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

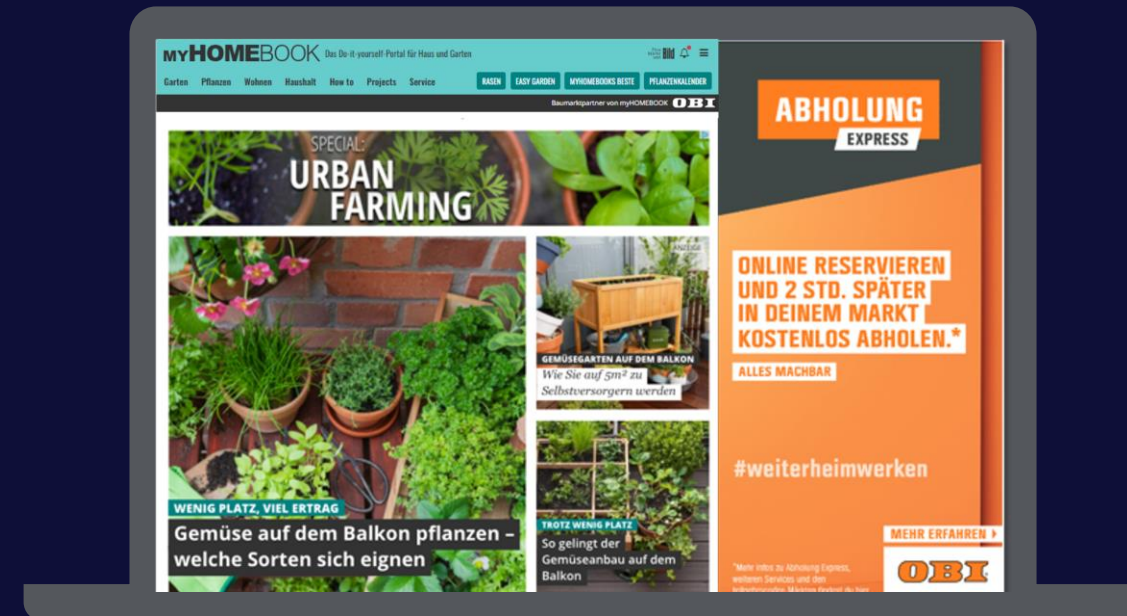
- Sponsoring header and footer "presented by"
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials can also be integrated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

Package	Garantie	Duration <sup>1</sup>	Pricing <sup>2</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) Recommended run time, customizable on request.

2) 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").



# VIDEO SPONSORING

# OUR VIDEO FORMATS



## SCHOOL OF GRILL


Michelin-starred chefs and barbecue experts show you how to prepare delicious dishes on the barbecue.

[HERE](#) 



## FURNISHED

Upcycling tutorials with DIY pro Thomas Klotz on what you can do with old furniture and objects.

[HERE](#) 



## MYBAKERY


Simple recipes and instructions for baking beginners.

[HERE](#) 



## DIY FOR ANIMALS

A DIY expert shows pet owners simple and practical DIYs step by step.

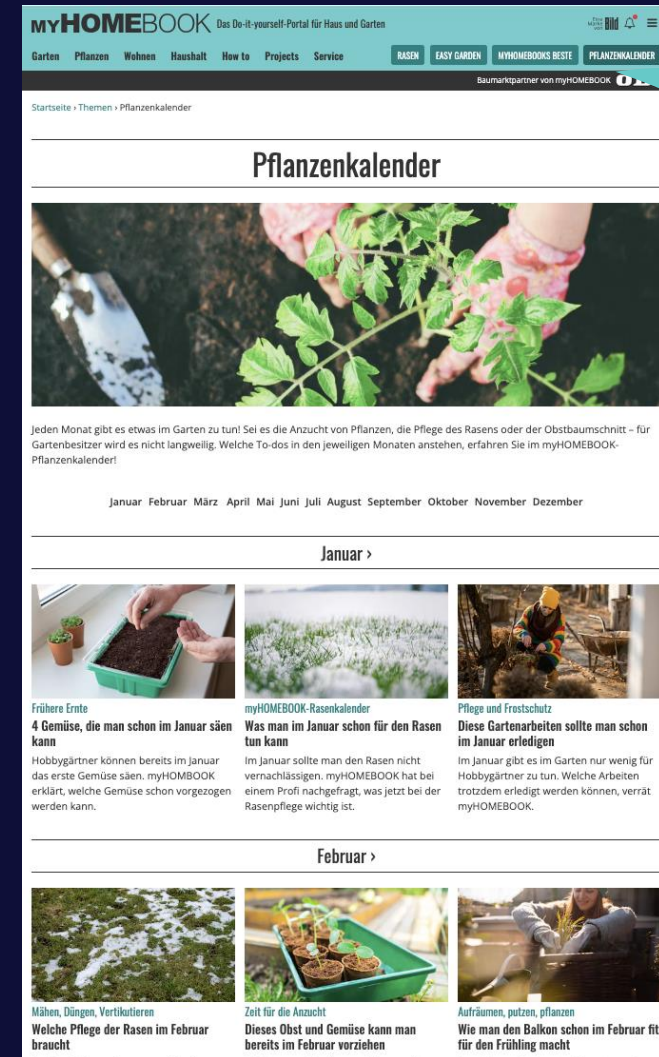
[HERE](#) 

# PLANT CALENDAR

The myHOMEBOOK plant calendar provides a comprehensive overview of the to-do's in the garden or on the balcony for each month.

Our editorial articles offer detailed instructions and tips every month on the correct timing for planting and sowing, as well as plant care (watering, pruning, winter protection, etc.).

- Month-specific articles to enhance gardening and plant knowledge, and to sustainably manage green spaces and balcony boxes
- Structured overview for each month
- Easy navigation through jump marks and fixed integration in the header
- Continuous expansion of the calendar with new articles



Fixed header-integration

Plant calendar



# PLANT CALENDAR THEME SPECIAL

Book 3-5 selected months within the PLANT CALENDAR for 4 weeks and present your product or brand in all related articles.

Book the entire PLANT CALENDAR for 4-8 weeks and present your product or brand in all articles and every month.

Package	Guarantee	Duration <sup>1</sup>	Pricing Brutto <sup>2</sup>	Special Discount <sup>3</sup>
Theme Special L	1.200.000 Als	4 weeks	36.000 €	<b>25.200 €</b> (30%)
Double Theme Special L	2.400.000 Als	8 weeks	72.000 €	<b>43.200 €</b> (40%)

- 1) Recommended term, customizable on request
- 2) Plus creation costs (not SR- and AR-capable) 2.000 €
- 3) Price still AE- and AR-eligible Plus creation costs (not SR and AR-capable) 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").

HEADER & FOOTER  
on the stage & all  
article pages

ADBUNDLE &  
HOMEBLOCK  
for directing traffic

CUSTOMER ADVERTISING MATERIAL

myHOMEBOOK Das Do-it-yourself-Portal für Haus und Garten

Garten Pflanzen Wohnen Haushalt How to Projects Service RASEN EASY GARDEN myHOMEBOOKS BESTE PFLANZENKALENDER

baumarktpartner von myHOMEBOOK **OBI**

**PLANT CALENDAR SPECIAL** Presented by

Jeden Monat gibt es etwas im Garten zu tun! Sei es die Anzucht von Pflanzen, die Pflege des Rasens oder der Obstbaumschnitt – für Gartenbesitzer wird es nicht langweilig. Welche To-dos in den jeweiligen Monaten anstehen, erfahren Sie im myHOMEBOOK- Pflanzenkalender!

Januar Februar März April Mai Juni Juli August September Oktober November Dezember

Januar >

Frühere Ernte  
**4 Gemüse, die man schon im Januar säen kann**  
Hobbygärtner können bereits im Januar das erste Gemüse säen. myHOMEBOOK erklärt, welche Gemüse schon vorgezogen werden kann.

myHOMEBOOK-Rasenkalender  
**Was man im Januar schon für den Rasen tun kann**  
Im Januar sollte man den Rasen nicht vernachlässigen. myHOMEBOOK hat bei einem Profi nachgefragt, was jetzt bei der Rasenpflege wichtig ist.

ADVERTISMENT  
Pflege und Frostschutz  
Diese Gartenarbeiten sollte man schon im Januar erledigen  
Im Januar gibt es im Garten nur wenig für Hobbygärtner zu tun. Welche Arbeiten trotzdem erledigt werden können, verrät myHOMEBOOK.

Februar >

Mähen, Düngen, Vertikutieren  
**Welche Pflege der Rasen im Februar braucht**

Zeit für die Anzucht  
**Dieses Obst und Gemüse kann man bereits im Februar vorziehen**

Aufräumen, putzen, pflanzen  
**Wie man den Balkon schon im Februar fit für den Frühling macht**

MEDIA OF YOUR  
CHOICE  
on the stage and  
all article pages  
Example: Fireplace

ADVERTISING CONTENT  
(optional)  
Advertorial  
or Brand Story

# CONCEPT EASY HACKS

## Own editorial productions as unique content.

Recurring (daily/ weekly) snackable video format for the website and social media.

Practical DIY and gardening hacks in the form of quick tips & video tutorials.

 **RUBRICS**

-  Garden
-  Household
-  Renovation/ DIY



**MYHOMEBOOK** Das Do-it-yourself-Portal für Haus und Garten

Garten Pflanzen Wohnen Haushalt How to Projects Service RASEN EASY GARDEN MYHOMEBOOKS BESTE

Startseite > Projects – Ratgeber, Anleitungen, Tipps > Renovierung > 9 Tricks, die das Streichen erleichtern

Renovieren

### 9 Tricks, die das Streichen erleichtern

**EXTENT**  
60 Episodes

**DURATION**  
30-90 Seconds

**START**  
Sep. / October

# CONCEPT EASY HACKS

## GOALS:

- Brand  
Branding effect & brand strengthening
- Inspiration  
Strengthen reader loyalty and motivate them to take action in their own homes
- Credibility  
Professional realisation & authentic, honest presentation
- Knowledge transfer  
Quick learning effects thanks to easy-to-understand tips & tricks



## OUR USP

### Entertainment & New

Innovative format that can be absorbed faster & easier by the user due to the concentrated video length

### Quality

High-quality video format that conveys the content briefly and concisely

# CONCEPT EASY HACKS

## EASY GARDEN



Category Garden

## EASY HOME



Category Household and living

## EASY DIY

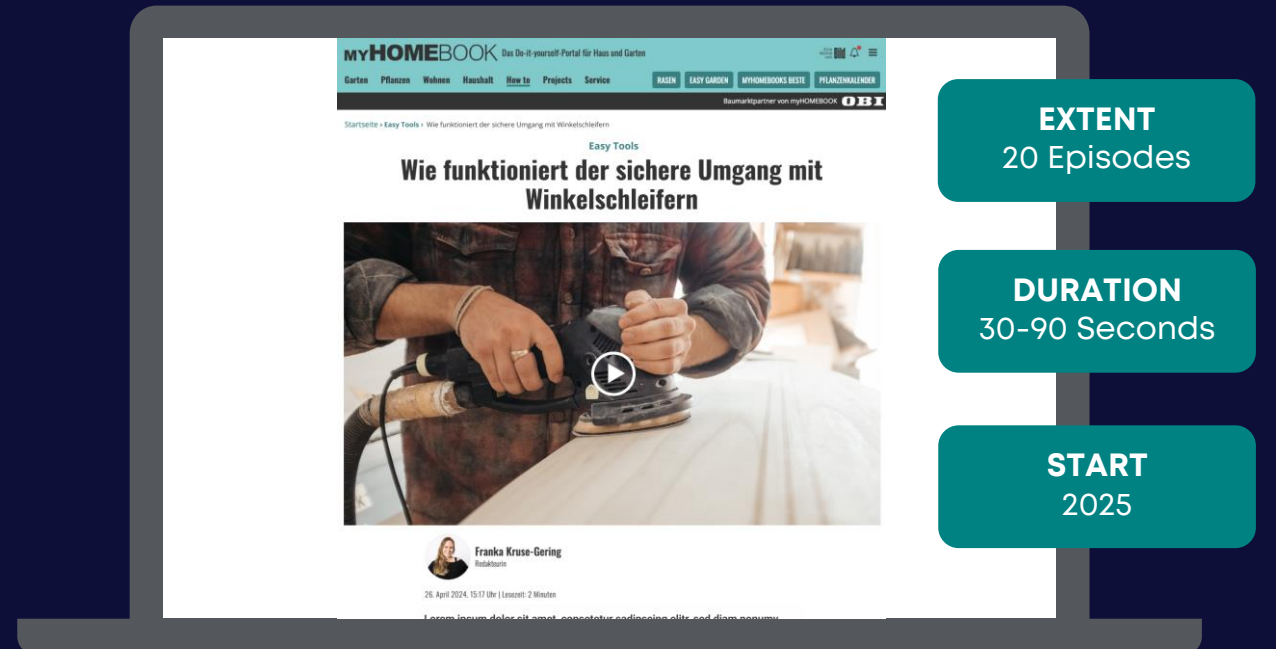


Category Home improvement and renovation

# CONCEPT EASY TOOLS

Video production with an experienced DIY expert. Created as a video format for website and social media with quick tips and tutorials.

- **Handling:** Step-by-step instructions for using tools that require explanation
- **Special features:** Presentation of special functions and accessories, e.g., swivel joints and various attachments
- **Target audience:** DIY enthusiasts and garden lovers



# CONCEPT EASY TOOLS

## GOALS:

- Inspiration  
Strengthen reader engagement and motivate them to become active in their own homes.
- Credibility  
Professional execution & authentic, honest presentation.
- Knowledge Transfer  
Quick learning effects through easy-to-understand tips & tutorials on tool handling.



## OUR USP

### Entertainment & New

Innovative format that can be quickly and easily absorbed by users due to its concise video length.

### Practicality

High-quality video format with concrete application scenarios.

### Expert Tips

Valuable advice from professionals.

# YOUR SPONSORING COMPONENTS

## Logo integrations in the video:



PRESENTER-CLIP



OUTRO-CLIP

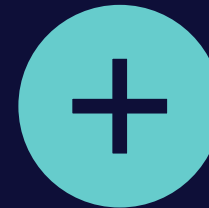


BANDEROLE

## Media components:

MEDIA-PACKAGE  
MULTISCREEN  
on the video pages

MEDIA-PACKAGE  
MULTISCREEN  
in ROS



ADD-ONS

**ADVERTORIAL S** on  
the video stage<sup>1</sup>

**BRAND STORY BASIC**  
on the video stage<sup>1</sup>

**Product Story** on  
the video stage<sup>1</sup>

**PRODUCT  
PLACEMENT<sup>2</sup>**

A booking must include at least one logo integration component and one media package.

- 1) Payout on stage if available.
- 2) Cannot be part of seasons that have already been filmed.

# VIDEO SPONSORING PRICING

## BASIC PACKAGE<sup>1</sup>

### Logo integrations in the video:

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

### Media components:

- Multiscreen media package on the video pages<sup>2</sup>
- Multiscreen media package in ROS for traffic feed

**1 episode**  
**5.000 Views<sup>3</sup> und 200.000 AIs (duration 4 weeks)**  
**22.000 €<sup>4</sup>**



ADD-ONS

**ADVERTORIAL S** (duration 2 weeks)  
 500.000 AIs/ 10.000 €<sup>5</sup>

**BRAND STORY BASIC** (duration 2 weeks)  
 15.000 Views/ 50.000 €<sup>6</sup>

**PRODUCT STORY** (duration 4 weeks)  
 1.700.000 AIs + 9.000 Views/ 33.750 €<sup>7</sup>

**PRODUCT PLACEMENT** (duration beyond episodes runtime) from 5.000 €<sup>8</sup>

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

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



# STRATEGIC PARTNERSHIP

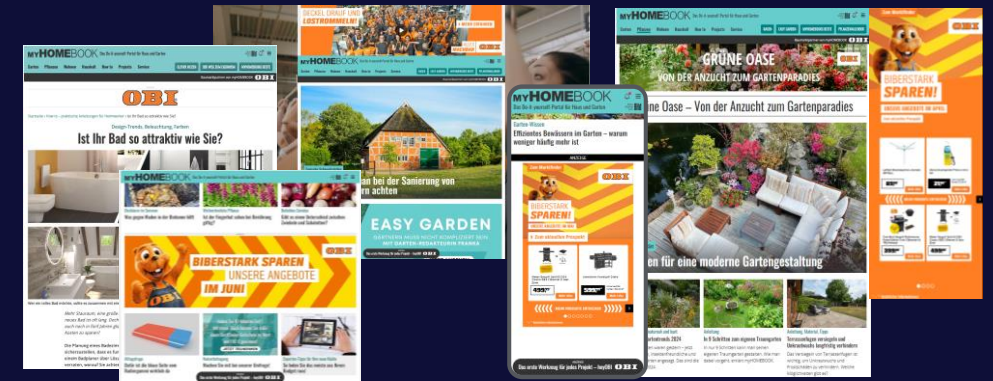
# EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Feel free to contact us for individual and customised approaches!

The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

- We create an ideal environment and form the beginning of a customer experience.
- The industry-exclusive partnership guarantees high visibility and presence through customised integrations (logo, sticky bar, text links) directly on the website.
- Strong media appearances on the portal also ensure an image transfer between the respective book and your brand.
- Customised storytelling that meets the interests and needs of users is thematically staged and can also be used by you.

OBI PREMIUM PARTNERSHIP (2019 – ongoing)



PETCO PREMIUM PARTNERSHIP (2022 – ongoing)



# POSSIBLE COMPONENTS

## MEDIA & BRANDING

- Large-scale and multiscreen advertising formats on the entire MYHOMEBOOK website (ROS) or on the Home (e.g. HomeRun Day or Week)
- Various targeting options
- Industry exclusivity possible for all content and media formats

## CONTENT

- Sponsoring / Theme specials
- Emotional storytelling with brand stories
- Product-related content / advertorials
- Own content hub possible
- \*Traffic management of your content
- Project management and assignment of a product manager to coordinate the collaboration

## VIDEO

- Various video formats / video series with well-known personalities from the industry / petfluencers
- Further format ideas i. A.

## DEPTHS INTEGRATION

- Customised design of exclusive special integration areas (e.g. in-article recommendations or notifications)
- Integration of affiliate deals with the aim of generating leads or orders possible

## DATA\*

- Right to generate data for your brand
- First level data (e.g. content keywords)
- Re-targeting options
- Only necessary after intensive review by the data protection team / GDPR compliance
- Further use of data tbd.

\*Can only be realised within the Premium Partnership.

# PARTNERSHIP PACKAGES

## PREMIUM-PARTNERSHIP

Package price: from € 1 million  
Term from 12 months

## CO-PARTNERSHIP

Package price: from € 500,000  
Term from 6 months

## CO-PARTNERSHIP LIGHT

Package price: from € 250,000  
Term 6 months

		PREMIUM-PARTNERSHIP	CO-PARTNERSHIP	CO-PARTNERSHIP LIGHT
STORYTELLING	Content Hub	X	X	limited components
	Brand Stories	X	X	X
	Advertorials	X	X	X
MEDIA	Theme special	X	X	X
	Home Run	X	X	X
	Display (RoS)	X	X	X
VIDEO	Sponsorship of video episodes + product placement + media	X	X	X
DEPTH INTEGRATION	Logo integration	X	-	-
	Exclusivity	X	Industry exclusivity possible	
	In-Article Widgets	X	X	X
	Newsletter Integration	X	X	X
	Home block	X	X	X
	Notifications	X	X	X
	Lighthouse actions (incl. Markt research)	X	X	-
DATA	Data usage	X	-	-

# PERFORMANCE & AFFILIATE

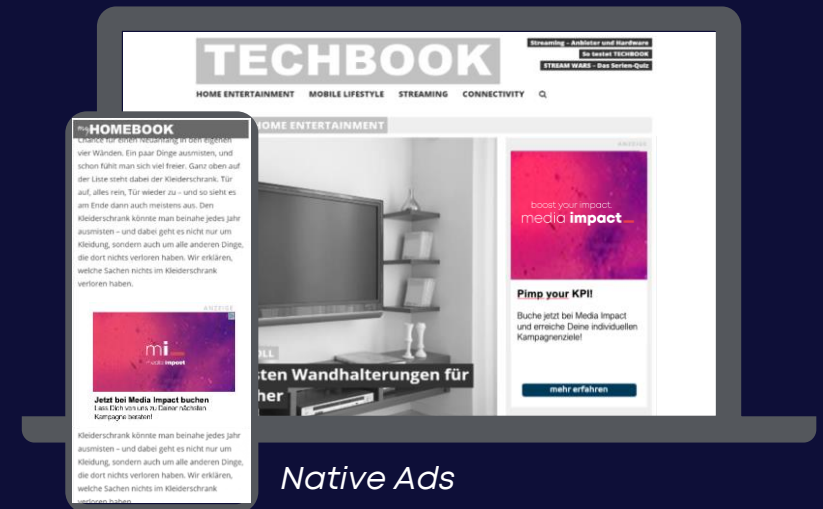
# BOOST YOUR PERFORMANCE: JUST CLICKS

## THE EASIEST WAY TO GUARANTEED CLICKS!

- Reach your target group in Media Impact's premium portfolio and get additional clicks on your advertising media guaranteed.<sup>1</sup>
- We achieve **NATIVE CLICKS** with dynamic image-text ads<sup>2</sup> that automatically adapt to the respective website. Two options are available:

- 1. JUST CLICKS WITHOUT TARGETING** Native teasers are played ROP across our entire portfolio without targeting.
- 2. JUST CLICKS REGIO** Native teasers are displayed with zip code targeting in various regions across our entire portfolio (ROP).

1) The campaign is played out WITHOUT pixel integration and is stopped as soon as the click guarantee has been fulfilled; min. budget €2,500, min. duration 2 weeks.  
2) At least 2 motifs and text teasers per format must be delivered.



Native Ads

# BOOST YOUR PERFORMANCE: SOCIAL ENGAGEMENT ADD-ON

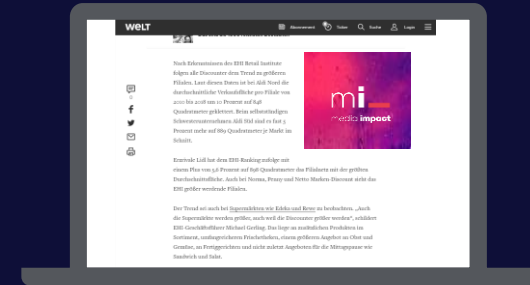
## OPTIMIZATION FOR YOUR TARGET KPI IN THE SOCIAL MEDIA COSMOS

We develop a **customized overall concept** to achieve your desired KPIs, consisting of a branding measure and the social engagement ad.<sup>1</sup>

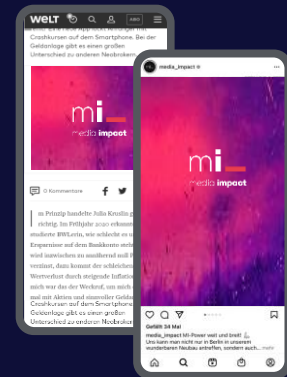
- **Available KPIs:** Clicks, engagements or completed views.
- The campaign is played out with **social media advertising** media on all common social media platforms.
- We will provide you with a forecast of the performance values we guarantee for your selected **KPI** in advance.<sup>2</sup>

1) At least 50% (N2 turnover) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, deep integration, ROP bookings, etc.).  
2) Min. budget: €20,000 | Min. duration: 4 weeks | Pricing on request.  
3) Multiscreen playout; targeting possible.

### Branding measures



Social engagement add-on<sup>3</sup> across **all common platforms** to achieve the guaranteed KPIs.



**!** Social ads always use the customer as the communicator.

# BOOST YOUR PERFORMANCE: LEAD-ADD-ON

## LEAD OPTIMIZATION IN ADDITION TO YOUR BRANDING CAMPAIGN

- We develop a customized overall concept to reach your desired leads, consisting of a branding measure and the lead add-on.<sup>1</sup>
- **Example leads:** Visit (from Consent), 2nd Qualified Click (1st click on customer's LP), dwell time (on your landing page) etc.
- Lead generation takes place via **native advertising** media in the Media Impact portfolio.
- We create a **forecast** for your desired lead in advance.<sup>2</sup>
- To ensure optimal campaign performance and target achievement, **pixel integration** on your landing page is essential.

1) At least 50% (N2 sales) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, deep integration, ROP bookings, etc.).  
 2) The forecast is a guideline and not a guarantee. Min. budget: € 20,000 | Min. duration: 4 weeks  
 3) Multiscreen layout.



Branding measure to collect **customer-specific data** for lead generation



Lead Add-On<sup>3</sup> in the **Media Impact portfolio** for generating measurable leads



# AFFILIATE CO-OP

Duration: 3 months

<b>Performance</b>	Affiliate partnership* in selected articles
<b>Content</b>	In-article integrations and text links, in a previously agreed topic environment
<b>Price</b>	5.000 €** per month
<b>Reach</b>	7.500 clicks per month (regular reach 7.000 clicks per month)

Offer for new customers as Add-On at booking

\*Components are: Text links and / or widgets.

\*\*The price is the net price plus performance component.

Other package durations and components are possible by arrangement; packages are already pre-discounted and therefore not SR,AR- and AE-eligible. No reporting, advertising material can be exchanged once.

# AFFILIATE COOPERATION: PERFORMANCE ON MYHOMEBOOK

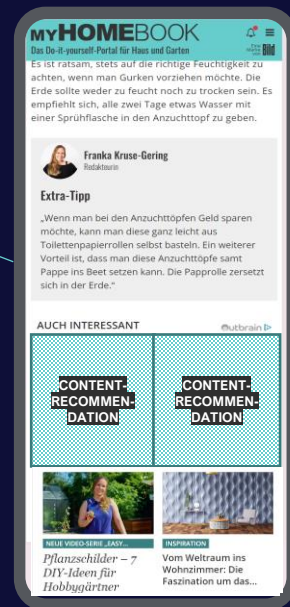
- **Reach:** Use the constantly growing reach of the BOOK family for your brand.
- **Topic environment:** Benefit from the thematic environments of the BOOKs and focus phases, in which more articles are published that match your brand.
- **Target group:** Reach a young, professional target group that is looking for inspiration and guidance for their consumption.
- **Native integration:** Your offers are prominently integrated into the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

	Package Basic	Package Pro
<b>Platform</b>	1 BOOK of your choice	3 BOOKs of your choice
<b>Duration</b>	From 3 months	from 3 months
<b>Performance</b>	Affiliate partnership in content-related environments on a focus portal	Affiliate partnership in content-related environments on a focus portal
<b>Content</b>	In-article integrations and text links, in a previously agreed topic environment	In-article integrations and text links, in a previously agreed topic environment
<b>Price</b>	5.000 € plus variable remuneration (CPO/CPL)	7.500 € plus variable remuneration (CPO/CPL)
<b>Range</b>	Min. 7.000 clicks / month	Min. 9.000 clicks / month

# POSSIBLE INTEGRATION AREAS

Customers benefit from the content-oriented and high-reach integration and can easily operate with cross-portal campaigns. We take over the traffic management and thus guarantee the optimal visibility of the offers.

Additional traffic guarantee.  
Perfect placement for content marketing measures



Notification in the page header with high visibility



Modules serve as a jumping point to the partner landing page. Possibility of interaction and personalized results.

# WE LOOK FORWARD TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!



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