

# SPORTBILD.DE



## CONCEPT

Sportbild.de is the online portal of Europe's largest sports magazine! Highlights, background reports, interviews and facts are passionately staged – whether football, US sports, winter sports, handball or basketball – the insider magazine provides the best and most exclusive information from the world of sports.

Key Figures/Month		Target Group	
Unique User <sup>1</sup>	5,05 Mio.	Male <sup>1</sup>	78 %
Daily Unique User <sup>1</sup>	0,39 Mio.	20 – 49 years old <sup>1</sup>	52 %
Visits <sup>1</sup>	-	HHNE min. 2.000 € <sup>1</sup>	79 %
Page Impressions <sup>1</sup>	70,8 Mio.	High Education <sup>1/2</sup>	44 %
		employed	70 %

1 Quelle: ( b4p 2023 /// Basis: Grundgesamtheit 14+ Jahre, NpT )



2 high school diploma or academic degree

# SPORTBILD.DE

## FIXED PLACEMENT - HOMEPAGE

HomeRun (Multiscreen)   10 a.m. -10 a.m.	Guranteed <sup>1</sup> / Price
<b>BASIC</b>  <b>Stationär:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky <b>MEW:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR) <b>App:</b> Lead Ad (4:1 / 6:1) +Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	<b>800.000 Als</b> 19.000 €
<b>DELUXE</b>  <b>Stationär:</b> Video Wall <sup>2</sup> / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad <sup>6</sup> / Cinematic Ad / Billboard (100/1) / TwoFace Ad <sup>3</sup> / Curtain Dropper <sup>4</sup> / Catalogue Ad <b>MEW:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial <sup>5</sup> / Interscroller <sup>5</sup> / Click & Swipe Ad Welcome Ad XL <b>App:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	<b>800.000 Als</b> 23.000 €
<b>SUPREME</b>  <b>Stationär:</b> Big Stage <sup>7</sup> (Automatic Pre Expanding Video Wall, max. 8 Sekunden) <b>MEW:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial <sup>5</sup> / (Video) Interscroller <sup>3</sup> / Click & Swipe Ad / Mobile Big Stage <sup>8</sup> <b>App:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	<b>800.000 Als</b> 34.000 €

## INSTAGRAM CONTENT POST

CONTENT POST & PRESENTING	Potential Follower / Price
 1 x Content Post	<b>294.000</b> 6.000 €
 1 x Content Presenting	<b>294.000</b> 4.500 €

1) The selected stationary and both mobile formats (lead ad + main advertising medium) are relevant for warranty and billing. In the event of non-delivery of the lead ad, the selected mobile main advertising medium will be delivered as an ROS placement on the booked day in order to reach the booked guarantee amount.

2) FC=1/day, as a fallback a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising material, e.g. the billboard, delivered

3) A billboard is required for tablet | On mobile, the advertising material is displayed in the interscroller | In App, the advertising material is displayed in the Mrec

4) In FC=1/day, as a fallback, a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising material, e.g. the billboard, delivered

5) In the app, only a fallback advertising material, Medium Rectangle or Cube Ad delivered

6) In addition, the billboard with an FC/1 is placed below the navigation system

7) FC 1 / day, Reminder Dy. Fireplace

8) FC 1 / day, In the app, an MREC is played, in addition a 2:1 banner, MREC & Vertical Video (poster frame as jpg/png required, Vertical Video (9:16) as MP4

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## FIXED PLACEMENT

HomeRun Programmatic (Multiscreen)   10 a.m. – 10 a.m.	Garanteed <sup>1</sup> / Price
<b>BASIC</b>  <b>Stationär:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky <b>MEW:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR) <b>App:</b> Lead Ad (4:1 / 6:1) +Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	<b>800.000 AIs</b> Brutto-TKP: 26,25 €
<b>DELUXE</b>  <b>Stationär:</b> Video Wall <sup>2</sup> / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad <sup>6</sup> / Cinematic Ad / Billboard (100/1) / TwoFace Ad <sup>3</sup> / Curtain Dropper <sup>4</sup> / Catalogue Ad <b>MEW:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial <sup>5</sup> / Interscroller <sup>5</sup> / Click & Swipe Ad <b>App:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / weitere Sonderformate möglich	<b>800.000 AIs</b> Brutto-TKP: 31,50 €

## FIXED PLACEMENT

HomeRun Targeting (Multiscreen)   10 a.m.. – 10 a.m.	Garanteed <sup>1</sup> / Price
<b>BASIC</b>  <b>Stationär:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky <b>MEW:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR) <b>App:</b> Lead Ad (4:1 / 6:1) +Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	<b>800.000 AIs</b> 25.000 €
<b>DELUXE</b>  <b>Stationär:</b> Video Wall <sup>2</sup> / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad <sup>6</sup> / Cinematic Ad / Billboard (100/1) / TwoFace Ad <sup>3</sup> / Curtain Dropper <sup>4</sup> / Catalogue Ad <b>MEW:</b> Lead Ad (4:1 / 2:1) +Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial <sup>5</sup> / Interscroller <sup>5</sup> / Click & Swip Ad <b>App:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / weitere Sonderformate möglich	<b>800.000 AIs</b> 29.500 €

1)

The selected stationary and both mobile formats (lead ad + main advertising medium) are relevant for warranty and billing. In the event of non-delivery of the lead ad, the selected mobile main advertising medium will be delivered as an ROS placement on the booked day in order to reach the booked guarantee amount.

2)

FC=1/day, as a fallback a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising material, e.g. the billboard, delivered

3)

A billboard is required for tablet | no video | On mobile, the advertising material is displayed in the interscroller | In App, the advertising material is displayed in the Mrec

4)

In FC=1/day, as a fallback, a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising material, e.g. the billboard, delivered

5)

In the app, only a fallback advertising material, Medium Rectangle or Cube Ad delivered

6)

In addition, the billboard with an FC/1 is placed below the navigation system

Standard advertising material must be available 3 days before going live, special advertising material at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as subsequent delivery. All prices are (unless otherwise noted) CPM or fixed prices, minus AE, plus VAT | Subject to changes and errors | Specifications at: [www.mediaimpact.de/de/digital-formate](http://www.mediaimpact.de/de/digital-formate)

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## FIXED PLACEMENT

NewsFlight (Multiscreen, in all story articles)   10 a.m. - 10 a.m.		Garanteed <sup>1</sup> / Price
<b>BASIC</b>  <b>Stationär:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky <b>MEW:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR) <b>App:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)		<b>1.100.000 AIs</b> 23.100 €
<b>DELUXE</b>  <b>Stationär:</b> Video Wall <sup>2</sup> / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad <sup>6</sup> / Cinematic Ad / Billboard (100/1) / TwoFace Ad <sup>3</sup> / Curtain Dropper <sup>4</sup> / Catalogue Ad <b>MEW:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial <sup>5</sup> / Interscroller <sup>5</sup> / Click & Swipe Ad <b>App:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / weitere Sonderformate möglich		<b>1.100.000 AIs</b> 27.100 €

## NATIVE PRODUCTS

SCALABLE BRAND STORY				
Portal	Minimum Page Views to Book	Garanteed Page Views Basic	Price <sup>4</sup> Basic	Maximum Page Views <sup>4</sup>
Sportbild.de	5.000	15.000	50.000 €	20.000

ADVERTORIAL	Garanteed / Price
Sportbild.de: 4 Weeks	<b>2.500.000 AIs</b> 25.000 € 2.500 € Kreativkosten <sup>7</sup>

## PRESENTING

PRESENTING SPECIAL ADVERTISING MATERIAL <b>SPORTBILD</b>
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<b>Desktop:</b> Presenting Header (100/1) / Billboard // <b>Mobile (MEW+ PhoneApp):</b> Lead Ad (4:1) (100/1) / Lead Ad (2:1)	20 € TKP   40 € TKP
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- 1) The selected stationary and both mobile formats (lead ad + main advertising medium) are relevant for warranty and billing. In the event of non-delivery of the lead ad, the selected mobile main advertising medium will be delivered as an ROS placement on the booked day in order to reach the booked guarantee amount.
- 2) FC=1/day, as a fallback a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising medium, e.g. the billboard, delivered
- 3) A billboard is needed for tablet | no video | Mobile, the advertising medium is displayed in the Interscroller | InApp, the advertising material is displayed in the Mrec
- 4) In FC=1/day, as a fallback, a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising medium, e.g. the billboard, delivered
- 5) In the app, only a fallback advertising medium, e.g. a medium rectangle or cube ad delivered
- 6) In addition, the billboard with an FC/1 is placed below the navigation system
- 7) Plus creation costs: : up to 15,000 views 3,500€; up to 20.000 Views 4.000€; | (Creation costs are not discount and AE eligible)

Standard advertising material must be available 3 days before going live, special advertising material at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as subsequent delivery. All prices are (unless otherwise noted) CPM or fixed prices, minus AE, plus VAT | Subject to changes and errors | Specifications at: [www.mediaimpact.de/de/digital-formate](http://www.mediaimpact.de/de/digital-formate)

# CPM PRICES

MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)							
		AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard¹	
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, Understitial², Interscroller², Mobile Halfpage Ad ²		RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €
VIDEO							
InText Outstream Ads³ on start, bis inkl. 20 sec.		RoS & Custom	60 €	X-Stream Ad⁵ bis inkl. 20 sec.		RoS	55 €
Livestream Ad⁴ Bis ink. 20 sec.		RoS & Custom	85 €	YouTube⁶ PreRoll bis inkl. 20 sec.		RoS & Custom	85 €
Muted Instream Ad⁷ Bis inkl. 30 sec.		RoS	65€	Vertical Video⁸ InFeed Vertical Video bis zu 30 sec.		RoS & Custom	92 €
MULTISCREEN - Traffic distribution between stationary and mobile is based on availability							
Additional Options:		Double Dynamic Sitebar		CPM Sitebar plus 5€ in combination with a mobile format			
		Dynamic Fireplace		CPM Fireplace plus 5€ in combination with a mobile format			
		Video Wall		Desktop only, RoS & Custom: 92€ TKP			
		Desktop Only		Highest price category plus 10€			
		Mobile Only		Highest price category			
		Tandem- / Triple Ads on request					
		Weitere Video-Formate on request					
Notes:							
1)		As a fixed placement can also be booked as a cinematic ad, (surcharge +5€ in combination with a mobile format).					
2)		Not bookable in-app, mobile half-page ad is displayed for individual properties in the interscroller.					
3)		Extra length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM // Paid targeting possible for a CPM surcharge.					
4)		SPORT BILD. Longer spots (21-30 sec.) +10€ CPM // Short spots (up to and including 6 sec.) -10€ CPM. Extra length (31+ sec.) on request, surcharge depending on the extra length. For targeting CTV, there is a surcharge of 30€ gross.					
5)		Extra length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) -10 € CPM.					
6)		Other formats: Bumper (up to and including 6 sec.) - RoS & Custom €65, Sponsorship (up to and including 20 sec.)- RoS & Custom €100. Targeting possible (Regio+Socio): + 11 € CPM surcharge per targeting criterion. RoP: programmatically available.					
7)		Short spots (up to and including 6 sec.) - 10€ CPM.					
8)		Vertical videos are played out in the interscroller, muted with Click to Play. In RoS & Custom, a vertical video can also be uploaded to BILD. Play, autoplay.					