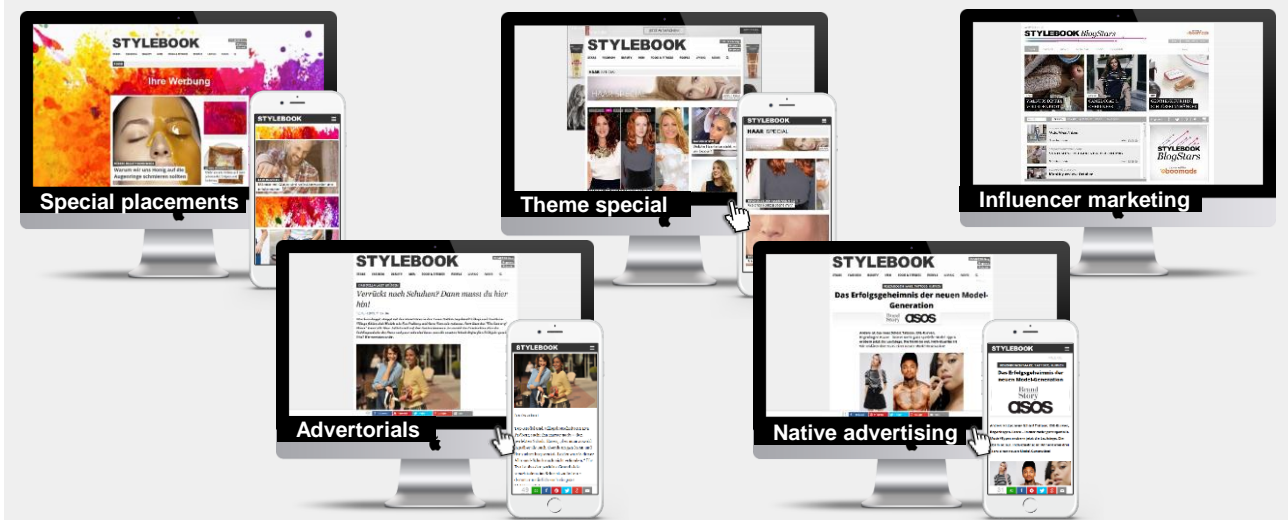




**STYLEBOOK.de**

- ▶ offers competent lifestyle journalism
- ▶ surprises with stories in the broad range of fashion, beauty, stars, food, people & interior
- ▶ is characterized by a high-quality design
- ▶ has created one of the largest lifestyle blogger networks in Germany

**MARKETING HIGHLIGHTS**



Kennzahlen/Monat	desktop	mobil
Unique User <sup>1)</sup>	0.97 million	0.96 million
Page Impressions <sup>2)</sup>	2,480,656	3,536,091
Visits <sup>2)</sup>	1,950,662	1,959,697

Target group <sup>3)</sup> :	desktop	mobil
between 20 and 49 years old	71 %	79 %
employed	76 %	78 %
HNI minimum of €2,000	71 %	68 %
Highly educated (min. A-level)	49 %	50 %

1) AGOF daily digital facts August 2017, based on digital WNK (broadest user group) 10+ years, single month August  
 2) IVW August 2017  
 3) AGOF digital facts 2017-03, structures 0-month, online WNK (broadest user group) 14+ years (53.68 million)

Specs: <http://www.mediapilot.de/specs>

All prices are CPM or fixed price, without agency discount. Value added tax not included | Changes and errors excepted.

MOBILE		Channel	ROS
<b>Standard</b>			
Content Ad 6:1 / 4:1	MEW	€45	€30
Sticky Ad 6:1 / 4:1	MEW	€80	€65
Content Ad 2:1 / Medium Rectangle	MEW	€85	€70
<b>Special formats</b>			
Interstitial / Video Layer	MEW	€100	€85
Understitial	MEW	€95	€80
DESKTOP		Channel	ROS
Ad Bundle / Superbanner / Skyscraper		€50	€40
Medium Rectangle		€55	€45
Wallpaper		€85	€65
Sitebar / HalfPage Ad		€90	€70
Fireplace / Floor Ad / Billboard		€95	€75
Interstitial / Tandem Ads & Triple Ads/ Logomorphing		€110	€90
Video Wall		€110	€90
Expandable Ads		plus €15 CPM	plus €15 CPM
MULTISCREEN		Channel	ROS
<b>Desktop</b>	<b>Mobile</b>		
Super Banner / Ad Bundle Skyscraper	Content Ad 6:1 Content Ad 4:1	€40	€30
Super Banner / Ad Bundle Skyscraper	Content Ad 2:1	€55	€45
Medium Rectangle	Medium Rectangle	€60	€50
Wallpaper / Layer Ad Sitebar / HalfPage Ad	Content Ad 2:1	€75	€60
Fireplace / Billboard	Content Ad 2:1 Medium Rectangle	€85	€70
Interstitial	Interstitial Video Layer	€100	€85
Transformer Ad		€100	€85
Expandable Ads		plus €15 CPM	plus €15 CPM
VIDEO			
<b>InText Outstream Ad (Cost Per Completed View)</b>			
InText Outstream Ad (until 20 sec)		€0.19	€0.17
InText Outstream Ad (from 21 sec im 30s)		€0.27	€0.25
Extra Charge Discount	targeting on combination of issues Spots ≤ 15 sec.-length		
+ TARGETING EXTRA CHARGE		Channel	ROS
PBT <sup>1</sup>		on request	+ €20
MI REGIO <sup>2</sup> / inkl. PBT		n/a	+ €20 / + €30
MI REGIO PLUS / inkl. PBT		n/a	+ €30 / + €40
MI REGIO CITY & REGIONS / inkl. PBT		n/a	+ €10 / + €20

1) PBT: TKP refers to a maximum of 3 targeting criteria. More than 3 targeting criteria available on request. Mobile: PBT targeting only MEW possible  
 2) MI REGIO: 5-digit postal code targeting, Re-targeting: plus 10 € TKP

**REACH PACKAGES MULTISCREEN ROS**

Guaranteed Ad Impressions	500,000 AIs	1 million AIs	1.5 million AIs	
Discount Structure	40 % discount	50 % discount	60% discount	
Desktop	Mobile			
Super Banner / Skyscraper / Ad Bundle	Content Ad 6:1 / 4:1	€9,000	€15,000	€18,000
Super Banner / Skyscraper / Ad Bundle	Content Ad 2:1	€13,500	€22,500	€27,000
Medium Rectangle	Medium Rectangle	€15,000	€25,000	€30,000
Wallpaper / Layer / Sitebar / Halfpage Ad	Content Ad 2:1	€18,000	€30,000	€36,000
Fireplace / Billboard	Content Ad 2:1 / Medium Rectangle	€21,000	€35,000	€42,000

**HOMEPAGE PLUS DAY<sup>1</sup> (Fixed Placement Homepage + First Contact<sup>2</sup>)**

Mobile			
Standard (Content Ad 6:1 / 4:1 / Sticky Ad 6:1 / 4:1 / Content Ad 2:1 / Medium Rectangle)		20,000 AIs	€2,000
Special formats (Interstitial / Video Layer / Understitial)		20,000 AIs	€2,500
Desktop			
Standard (Ad Bundle / Superbanner / Skyscraper / Medium Rectangle / Wallpaper / Sitebar / HalfPage Ad / Fireplace / Floor Ad / Billboard)		40,000 AIs	€4,500
Special formats (Interstitial / Tandem Ads / Triple Ads / Video Wall)		40,000 AIs	€5,625
Multiscreen			
Standard (Super Banner / Ad Bundle / Skyscraper / Medium Rectangle / Wallpaper / Layer Ad / Sitebar / HalfPage Ad / Fireplace / Billboard)	Standard (Content Ad 6:1 / 4:1 / 2:1 / Mobile Medium Rectangle)	60,000 AIs	€6,000
Special formats (Interstitial, Transformer Ad)	Special formats (Mobile Interstitial, Transformer Ad)	60,000 AIs	€7,500

**HOMEPAGE PLUS WEEK (Fixed Placement Homepage + First Contact<sup>2</sup>)**

Mobile			
Standard (Content Ad 6:1 / 4:1 / Sticky Ad 6:1 / 4:1 / Content Ad 2:1 / Medium Rectangle)		120,000 AIs	€10,000
Special formats (Interstitial / Video Layer / Understitial)		120,000 AIs	€12,500
Desktop			
Standard (Ad Bundle / Superbanner / Skyscraper / Medium Rectangle / Wallpaper / Sitebar / HalfPage Ad / Fireplace / Floor Ad / Billboard)		240,000 AIs	€22,500
Special formats (Interstitial / Tandem Ads / Triple Ads / Video Wall)		240,000 AIs	€28,125
Multiscreen			
Standard (Super Banner / Ad Bundle / Skyscraper / Medium Rectangle / Wallpaper / Layer Ad / Sitebar / HalfPage Ad / Fireplace / Billboard)	Standard (Content Ad 6:1 / 4:1 / 2:1 / Mobile Medium Rectangle)	360,000 AIs	€30,000
Special formats (Interstitial, Transformer Ad)	Special formats (Mobile Interstitial, Transformer Ad)	360,000 AIs	€37,500

**TAKEOVER AD (multiscreen)**

Fixed Placement Homepage and Channels (1 Day)	60,000 AIs	€6,600 <sup>1</sup>
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**A-TEASER (multiscreen)**

Fixed Placement Homepage	40,000 AIs	€4,500 <sup>1</sup>
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1) Saturday and sunday count as 1 day

2) Advertising material appears on the website at the first pageview

3) Creation by STYLEBOOK, plus € 500 creation costs

CHANNEL FIXED PLACEMENT (1 Day) <sup>1</sup>		Stars	Fashion	Beauty	Food <sup>2</sup>
<b>Mobile</b>		<b>25.000 AIs</b>	<b>15.000 AIs</b>	<b>15.000 AIs</b>	<b>10.000 AIs</b>
Content Ad 6:1 / 4:1		€1,125	€675	€675	€450
Sticky Ad 6:1 / 4:1		€2,000	€1,200	€1,200	€800
Content Ad 2:1 / Medium Rectangle		€2,125	€1,275	€1,275	€850
Interstitial / Video Layer		€2,500	€1,500	€1,500	€1,000
Understitial		€2,375	€1,425	€1,425	€950
<b>Desktop</b>		<b>50.000 AIs</b>	<b>20.000 AIs</b>	<b>20.000 AIs</b>	<b>15.000 AIs</b>
Ad Bundle / Superbanner / Skyscraper		€2,500	€1,000	€1,000	€750
Medium Rectangle		€2,750	€1,100	€1,100	€825
Wallpaper		€4,250	€1,700	€1,700	€1,275
Sitebar / HalfPage Ad		€4,500	€1,800	€1,800	€1,350
Fireplace / Billboard		€4,750	€1,900	€1,900	€1,425
Interstitial / Tandem Ads / Triple Ads / Videowall		€5,500	€2,200	€2,200	€1,650
<b>Multiscreen</b>		<b>75.000 AIs</b>	<b>35.000 AIs</b>	<b>35.000 AIs</b>	<b>25.000 AIs</b>
Super Banner / Ad Bundle / Skyscraper	Content Ad 6:1 / Content Ad 4:1	€3,000	€1,400	€1,400	€1,000
Super Banner / Ad Bundle / Skyscraper	Content Ad 2:1	€4,125	€1,925	€1,925	€1,375
Medium Rectangle	Medium Rectangle	€4,500	€2,100	€2,100	€1,500
Wallpaper / Layer Ad Sitebar / HalfPage Ad	Content Ad 2:1	€5,625	€2,625	€2,625	€1,875
Fireplace / Billboard	Content Ad 2:1 / Medium Rectangle	€6,375	€2,975	€2,975	€2,125
Interstitial / Videowall	Mobile Interstitial	€7,500	€3,500	€3,500	€2,500
Transformer Ad		€7,500	€3,500	€3,500	€2,500
CHANNEL FIXED PLACEMENT (1 WEEK)		Stars	Fashion	Beauty	Food <sup>2</sup>
<b>Mobile</b>		<b>150.000 AIs</b>	<b>90.000 AIs</b>	<b>90.000 AIs</b>	<b>60.000 AIs</b>
Content Ad 6:1 / 4:1		€5,063	€3,038	€3,038	€2,025
Sticky Ad 6:1 / 4:1		€9,000	€5,400	€5,400	€3,600
Content Ad 2:1 / Medium Rectangle		€9,563	€5,738	€5,738	€3,825
Interstitial / Video Layer		€11,250	€6,750	€6,750	€4,500
Understitial		€10,688	€6,413	€6,413	€4,275
<b>Desktop</b>		<b>300.000 AIs</b>	<b>120.000 AIs</b>	<b>120.000 AIs</b>	<b>90.000 AIs</b>
Ad Bundle / Superbanner / Skyscraper		€11,250	€4,500	€4,500	€3,375
Medium Rectangle		€12,375	€4,950	€4,950	€3,713
Wallpaper		€19,125	€7,650	€7,650	€5,738
Sitebar / HalfPage Ad		€20,250	€8,100	€8,100	€6,075
Fireplace / Billboard		€21,375	€8,550	€8,550	€6,413
Interstitial / Tandem Ads / Triple Ads / Videowall		€24,750	€9,900	€9,900	€7,425
<b>Multiscreen</b>		<b>450.000 AIs</b>	<b>210.000 AIs</b>	<b>210.000 AIs</b>	<b>150.000 AIs</b>
Super Banner / Ad Bundle / Skyscraper	Content Ad 6:1 / Content Ad 4:1	€13,500	€6,300 €	€6,300	€4,500
Super Banner / Ad Bundle / Skyscraper	Content Ad 2:1	€18,563	€8,663 €	€8,663	€6,188
Medium Rectangle	Medium Rectangle	€20,250	€9,450 €	€9,450	€6,750
Wallpaper / Layer Ad Sitebar / HalfPage Ad	Content Ad 2:1	€25,313	€11,813 €	€11,813	€8,438
Fireplace / Billboard	Content Ad 2:1 / Medium Rectangle	€28,688	€13,388 €	€13,388	€9,563
Interstitial / Videowall	Mobile Interstitial	€33,750	€15,750 €	€15,750	€11,250
Transformer Ad		€33,750	€15,750 €	€15,750	€11,250

1) Saturday and Sunday count as 1 day  
2) Lead time: 3 weeks

Specs: <https://www.mediaimpact.de/en/spec/>  
All prices are CPM or fixed price, without agency discount. Value added tax not included | Changes and errors excepted.

**ADVERTORIALS (Multiscreen)**

Package	Time frame	Home Teaser	AdBundle/ Mobile Medium Rectangle in ROS	Als in total	Package Price
Advertorial Package Size S	2 weeks	80,000	420,000	500,000	€10,000 <sup>1</sup>
Advertorial Package Size M	4 weeks	160,000	840,000	1,000,000	€17,500 <sup>1</sup>
Advertorial Package Size L	6 weeks	240,000	1,260,000	1,500,000	€22,500 <sup>1</sup>

**SPECIALS (Multiscreen)**

Package	Time frame	Traffic supply		On sponsoring page	Als in total	Package Price
		Home Teaser	AdBundle + Mobile Medium Rectangle in ROS	Fireplace + Medium Rectangle/ Content Ad 2:1 + Mobile Medium Rectangle		
Theme sponsoring Size S <sup>2</sup>	1 week	40,000	210,000	50,000	300,000	€12,500 <sup>3</sup>
Theme sponsoring Size M <sup>2</sup>	2 weeks	80,000	420,000	100,000	600,000	€22,500 <sup>3</sup>
Native Special (1 Advertorial incl.)	4 weeks	320,000	840,000	200,000	1,360,000	€40,000 <sup>3</sup>

**INFLUENCER MARKETING WITH BLOGSTARS**

Component	Media of choice (traffic)	Blogger costs + Handlingfee <sup>4</sup>
5 blogger with one blogpost each	min. €10,000	€10,000

**SOCIAL MEDIA**

Package	Component	Guaranteed Als	Price (targeting category I or II)	Preis (targeting category III)
Facebook sponsored posts	4 sponsored posts	600,000	€21,000 <sup>5</sup>	€24,000 <sup>5</sup>

**NATIVE ADVERTISING**

Package	Time frame	Traffic supply by...	Guaranteed Views	Package Price
Brand Story	4 weeks	<ul style="list-style-type: none"> <li>▶ Native homepage teaser</li> <li>▶ Native teaser in Run-of-Site</li> <li>▶ Social sponsored posts</li> </ul>	5,000	€22,500 <sup>6</sup>
Brand Channel <sup>7</sup>	6 weeks	<ul style="list-style-type: none"> <li>▶ Native homepage teaser</li> <li>▶ Native teaser in Run-of-Site</li> <li>▶ Social sponsored posts</li> <li>▶ Own client's stage</li> </ul>	15,000	€52,500 <sup>8</sup>

1) plus €2,000 creation costs when created by STYLEBOOK.de (not discountable)  
 2) advertorial can be booked in combination with media for at least €7,500 plus costs for the creation of the advertorial  
 3) plus €2,000 creation costs (not discountable); creation of special stage, presenting header with logo integration, integration into the navi, traffic-promoting advertising material included; advertising materials on the special stage are supplied by the customer  
 4) not discountable, any further bloggers on request  
 5) when created by Creative Services: plus €600 creation costs (not discountable)  
 6) plus €3,000 creation costs (creation of Brand Story, teaser, sponsored posts, etc.) → as an alternative to the Brand Story also Influencer Story and/or Quiz Story possible (connected with additional creation costs)  
 7) channel contains 3 Brand Stories, additional Brand Stories can be booked for an extra charge  
 8) plus €8,000 creation costs (creation of Brand Story, teaser, sponsored posts, Channel)