

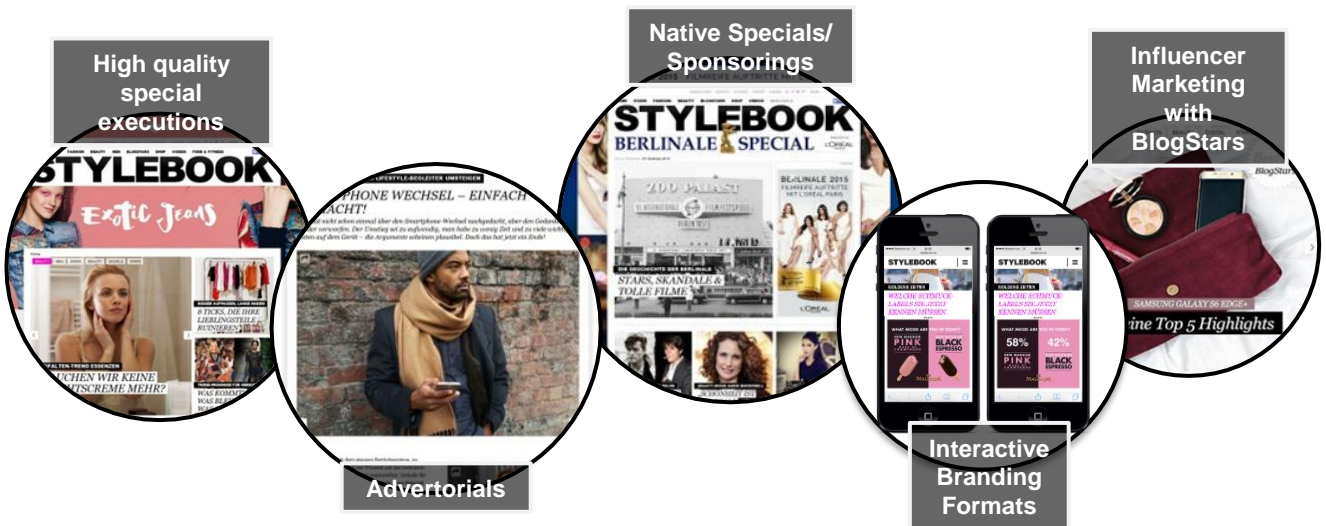


CONCEPT

STYLEBOOK.de is one of the leading digital Lifestyle magazines in Germany offering an extensive range of topics. The site stands out in regards to its design which is clean and emotional with beautiful imagery bringing the latest trends in the world to our readers.




- Competent fashion journalism with topics that go into great detail
- Extensive range of topics: Fashion, Beauty, Stars, Food, Home & Fitness
- STYLEBOOK BlogStars – own Lifestyle Blogger Network with over 2.300 Blogger

MARKETING HIGHLIGHTS



User Figures/Month	User Figures/Month		Target Audience:	Target Audience:	
	desktop	mobile		desktop	mobile
Page Impressions ²	8.043.963	3.814.313	between 20 & 49 years old	75 %	78 %
Visits ²	2.860.193	2.395.157	employed	79 %	74 %
Unique User ¹	1.19 Mio.	1,18 Mio.	HHNE of min. 2.500 €	65 %	60 %
			Highly educated	54 %	53 %

1 AGOF digital facts 2016-05
2 IVW Juli-2016

CPMs					
Desktop	Mobile	Category	ROS		
Super Banner / Skyscraper	Content Ad 4:1	50 €	40 €		
Medium Rectangle / Ad Bundle	Content Ad 6:1	50 €	40 €		
Wallpaper / Halfpage Ad / Sitebar	Sticky Ad 4:1	85 €	65 €		
Layer Ad / Banderole Ad	Sticky Ad 6:1	85 €	65 €		
Billboard / Fireplace / Floor Ad	Content Ad 2:1	95 €	75 €		
Double Sitebar	Medium Rectangle	95 €	75 €		
Interstitial / Video Cube / Video Wall / Pushboard / Logomorphing	Interstitial / Site Downer / Site Flip / Floor Ad	110 €	90 €		
Extra fees					
Expandable Ads		-	+ 15 € TKP		
Targeting: Device, Operating system, mobile supplier, time, Geolocation or W-LAN/3G Targeting		-	+ 10 € TKP		
-		Click -to-Calendar (ab iOS 5.0)	+ 5 € TKP		
Multiscreen packages					
Medium Rectangle	+	Medium Rectangle	65 €	55 €	
Wallpaper	+	Content Ad 2:1	70 €	60 €	
Billboard	+	Content Ad 2:1	85 €	65 €	
Billboard	+	Medium Rectangle	85 €	65 €	
Interstitial	+	Interstitial	95 €	75 €	
Responsive Ad: Transformer		-	85 €	65 €	
Video					
Pre-Roll up to 20 Sec		-	100 €	90 €	
Pre-Roll up to 30 Sec		-	110 €	100 €	
PostRoll		-	60 €	50 €	
Frecquency Capping (> 1/ Day)		-	+ 10 € TKP		

REACH PACKAGES ROS				
Guaranteed Ad Impressions	500.000 Als	1 Mio. Als	1,5 Mio. Als	
Discount Structure	40 % Discount	50 % Discount	60% Discount	
Super Banner / Skyscraper	12.000 €	20.000 €	24.000 €	
Medium Rectangle / Ad Bundle	12.000 €	20.000 €	24.000 €	
Wallpaper / Halfpage Ad / Sitebar	19.500 €	32.500 €	39.000 €	
Banderole / Layer	19.500 €	32.500 €	39.000 €	
Billboard / Fireplace / Double Sitebar	22.500 €	37.500 €	45.000 €	

Homepage & channel events (Saturday + Sunday = 1 day)							
Placement	Day		Week				
	Guaranteed Als	Pricing	Guaranteed Als	Pricing			
Homepage Plus ¹ multiscreen (HPTO & First Contact ²)	60.000	6.000 € ³	360.000	30.000 € ⁴			
Placement Channel „Fashion“ ⁵ multiscreen	35.000	Category CPM	210.000	Category CPM+ 25 % discount			
Placement Channel „Beauty“ ⁵ multiscreen	35.000	Category CPM	210.000	Category CPM+ 25 % discount			
Placement Channel „Stars“ ⁶ multiscreen	75.000	Category CPM	450.000	Category CPM+ 25 % discount			
A-Teaser Homepage (desktop only)	20.000	2.500 € ⁷	-	-			

¹ free choice of advertising format, 25% extra charge for special advertising formats, Saturday and Sunday count as one day with all daily or weekly bookings.

² advertising format appears at first page view on the website

³ also bookable for desktop only (40.000 Als // 4.500 €) or mobile only (20.000 Als // 2.000 €)

⁴ also bookable for desktop only (240.000 Als // 22.500 €) or mobile only (120.000 Als // 10.000 €)

⁵ also bookable for desktop only (20.000 Als per day/ 120.000 Als per week) or mobile (15.000 Als per day/ 90.000 Als per week)

⁶ also bookable for desktop only (50.000 Als per day/ 300.000 Als per week) or mobile (25.000 Als per day/ 150.000 Als per week)

⁷ Creation by STYLEBOOK, creation costs in addition

In general: standard advertising formats must be submitted 3 days before the campaign goes live, special advertising format: must be submitted 5 days before the campaign goes live. For technical specifications of advertising formats and dimensions, see <http://www.media-impact.de/specs/>. Unless stated otherwise, all prices are CPM or fixed rates, less agency commission and excluding VAT | Subject to change. Errors and omissions excepted.

ADVERTORIALS

Package	Time frame	Home Teaser	AdBundle in ROS	Ais in total	Package Price
Advertorial Package Size S	2 Weeks	80.000	420.000	500.000	10.000 € ¹
Advertorial Package Size M	4 Weeks	160.000	840.000	1.000.000	17.500 € ¹
Advertorial Package Size L	6 Weeks	240.000	1.260.000	1.500.000	22.500 € ¹
Advertorial Stage	4 Weeks	500.000	1.000.000	1.500.000	35.000 € ¹

THEME SPECIALS (Multiscreen)



Package	Time frame	For traffic supply		On sponsoring page	Ais in total	Package Price
		Home Teaser	AdBundle in ROS/ Content Ad 6:1	FP/WP + MR/ Content Ad 2:1 + MR		
Sponsoring Size S ²	1 week	40.000	210.000	50.000	300.000	12.500 € ³
Sponsoring Size M ²	2 weeks	80.000	420.000	100.000	600.000	22.500 € ³
Native Special (1 Advertorial inkl.)	4 weeks	320.000	840.000	200.000	1.360.000	40.000 € ³

Premium Special On Request (from 40.000 €)

* Creative costs in addition:

- > Creative Small: incl. 1 microsite, teaser (max. 3 creative rounds): 1.620 €³
 - > Creative Medium: incl. 1 microsite, teaser, AdBundle¹ (max. 3 creative rounds): 2.000 €³
 - > Creative Large: incl. 1 microsite, teaser, AdBundle, advertising formats on sponsoring page (max. 3 creative rounds): 3.000 €³
- Creation of sponsoring page, presenting header with logo integration, integration into navigation already in package price included

INFLUENCER MARKETING WITH BLOGSTARS



Components	Media of choice (Traffic)	Blogger costs + Handling fee ³
5 Blogger with 1 Blogpost each	min.10.000 €	8.500 €
Every additional Blogger		1.500 €

SOCIAL MEDIA

Package	Components	Ais in total	Price (without targeting)	Price (targeting category I or II)	Price (targeting category III)
Facebook Sponsored Posts	4 sponsored Posts	600.000	18.000 € ⁴	21.000 € ⁴	24.000 € ⁴

¹ creation costs of 2.000 € in addition (not eligible for discounts)

² for additional integration of an advertorial, extra media must be booked (min. 7.500 €), creation costs for advertorial in addition

³ not eligible for discounts

⁴ in case posts will be created by Creative Services: 580 € in addition (not eligible for discounts)

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NATIVE ADVERTISING			Guaranteed Views	Package Price
Package	Time frame	Traffic supply by ...		
Brand Story	4 weeks	<ul style="list-style-type: none"> ✓ Native home teaser ✓ Native teaser in ROS ✓ Social sponsored posts 	5.000	22.500 € ¹
Brand Story + Theme special	4 weeks	Brand Story <ul style="list-style-type: none"> ✓ Native home teaser ✓ Native teaser in ROS ✓ Social sponsored posts Linking to theme special <ul style="list-style-type: none"> ✓ Native home teaser ✓ Native teaser in ROS ✓ Social sponsored posts On theme special <ul style="list-style-type: none"> ✓ Media presence exclusively (e.g. Fireplace, Content Ad 2:1) 	5.000 Guaranteed AIs: 700.000	45.000 € ² (Brand Story: 22.500 € + Theme special: 22.500 €)
Brand Channel	6 weeks	<ul style="list-style-type: none"> ✓ Native home teaser ✓ Native teaser in ROS ✓ Social sponsored posts ✓ Own clients stage 	15.000	52.500 € ³
Influencer Story	4 weeks	<ul style="list-style-type: none"> ✓ Native home teaser ✓ Native teaser in ROS ✓ Social sponsored posts 	5.000	22.500 € ⁴
Quiz Story	4 weeks	<ul style="list-style-type: none"> ✓ Native home teaser ✓ Native teaser in ROS ✓ Social sponsored posts 	5.000	22.500 € ⁵

¹ creation costs of 3.000 € in addition (creation of Brand Story, teaser, sponsored posts)

² creation costs of 4.000 € in addition ((creation of Brand Story, teaser, sponsored posts, theme stage) -> as alternative to Brand Story: Influencer Story or Quiz Story (see extra creation costs)

³ creation costs of 8.000 € in addition ((creation of Brand Story, teaser, sponsored posts, channel) -> as alternative to Brand Story: Influencer Story and/or Quiz Story (see extra creation costs)

⁴ creation costs of 3.750 € in addition (Erstellung von Brand Story, Teaser, Sponsored Posts)

⁵ creation costs of 4.000 € in addition (Erstellung von Brand Story, Teaser, Sponsored Posts)

Creation costs are not eligible for discounts

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