

# 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 % |

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



<sup>2</sup> high school diploma or academic degree

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## FIXED PLACEMENT - HOMEPAGE

| HomeRun (Multiscreen)   10 a.m. -10 a.m.  | Guranteed <sup>1</sup> / Price |
|---|--------------------------------|
| <b>BASIC</b><br><br><b>Stationär:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky<br><b>MEW:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR)<br><b>App:</b> Lead Ad (4:1 / 6:1) +Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)   | <b>800.000 Als</b><br>19.000 € |
| <b>DELUXE</b><br><br><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<br><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 / Halfpage Ad<br><b>App:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) | <b>800.000 Als</b><br>23.000 € |
| <b>SUPREME</b><br><br><b>Stationär:</b> Big Stage <sup>7</sup> (Automatic Pre Expanding Video Wall, max. 8 Sekunden)<br><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> / Mobile Curtain Dropper <sup>6</sup><br><b>App:</b> Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)  | <b>800.000 Als</b><br>34.000 € |

## INSTAGRAM CONTENT POST

| CONTENT POST & PRESENTING  | Potential Follower / Price |
|--|----------------------------|
|  1 x Content Post       | <b>294.000</b><br>6.000 €  |
|  1 x Content Presenting | <b>294.000</b><br>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 | 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. When booking a curtain dropper or a bridge ad, a billboard or fireplace is then played out in ROS. Specs of the Curtain Dropper apply.

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><br><br><b>Stationär:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky<br><b>MEW:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR)<br><b>App:</b> Lead Ad (4:1 / 6:1) +Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)   | <b>800.000 AIs</b><br>Brutto-TKP: 26,25 € |
| <b>DELUXE</b><br><br><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<br><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<br><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><br>Brutto-TKP: 31,50 € |

## FIXED PLACEMENT

| HomeRun Targeting (Multiscreen)   10 a.m.. – 10 a.m.  | Garanteed <sup>1</sup> / Price |
|---|--------------------------------|
| <b>BASIC</b><br><br><b>Stationär:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky<br><b>MEW:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR)<br><b>App:</b> Lead Ad (4:1 / 6:1) +Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)   | <b>800.000 AIs</b><br>25.000 € |
| <b>DELUXE</b><br><br><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<br><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<br><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><br>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

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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><br><br><b>Stationär:</b> Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky<br><b>MEW:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR)<br><b>App:</b> Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)  |  | <b>1.100.000 AIs</b><br>23.100 € |
| <b>DELUXE</b><br><br><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<br><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<br><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><br>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><br>25.000 €<br>2.500 € Kreativkosten <sup>7</sup> |

## PRESENTING

| PRESENTING SPECIAL ADVERTISING MATERIAL <b>SPORTBILD</b> |
|--|
|--|

|   |                     |
|---|---------------------|
| <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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- 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, 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> , Mobile Halfpage Ad <sup>2</sup> |  | RoS & Custom   | 72 €         | RoS & Custom  | 82 €                        | RoS & Custom                               | 92 €         |      |
| VIDEO   |  |  |              |   |                             |  |              |      |
| InText Outstream Ads <sup>3</sup>   |  | on start, bis inkl. 20 sec.  | RoS & Custom | 60 €  | X-Stream Ad <sup>5</sup>    | bis inkl. 20 sec.                          | RoS          | 55 € |
| Livestream Ad <sup>4</sup>  |  | Bis inkl. 20 sec.  | RoS & Custom | 85 €  | YouTube <sup>6</sup>        | PreRoll bis inkl. 20 sec.                  | RoS & Custom | 85 € |
| Muted Instream Ad <sup>7</sup>  |  | Bis inkl. 30 sec.  | RoS          | 65€   | Vertical Video <sup>8</sup> | 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.   |              |   |                             |  |              |      |

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