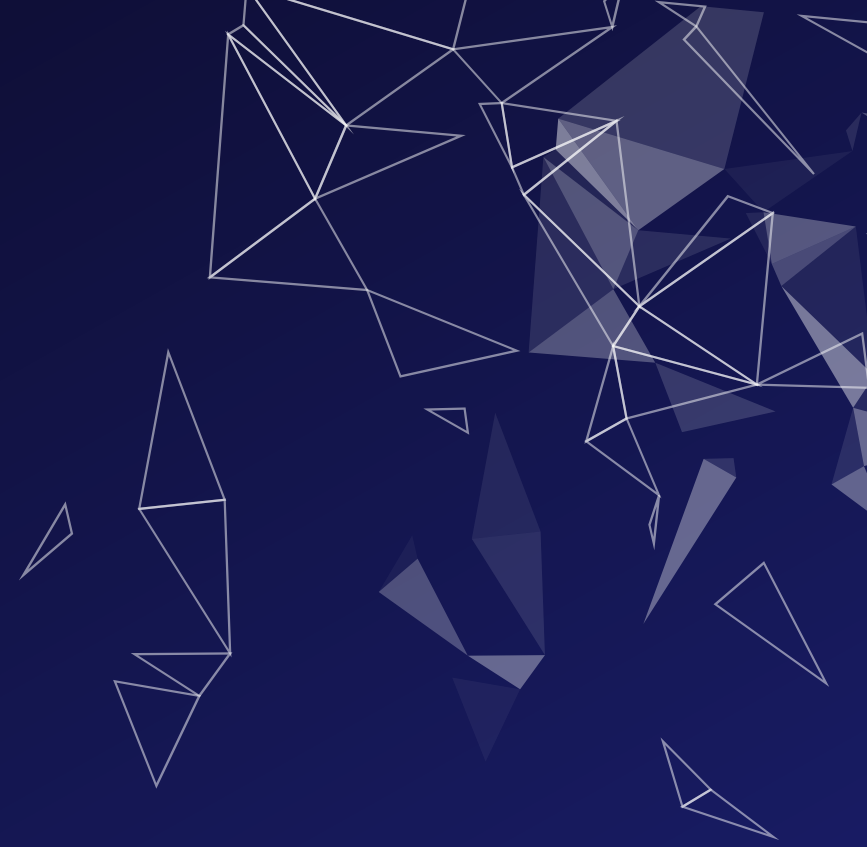


# media impact display advertising

basicinformation

designed by  
media **impact**—  
germany's most creative customer expert\_



# overview

One click to your destination



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# reaches 41.18 million uu\* with our portfolio



# always on

**79%** of the German-speaking population aged 14 and over use the internet every day.<sup>1</sup>

**160 Min.** is the amount of time the German population spends using the internet every day.<sup>1</sup>

**94%** of people in Germany use a smartphone for their media consumption.<sup>2</sup>

**67%** People use their smartphones at least once a week for online news.<sup>3</sup>

1) Source [https://www.ard-zdf-medienstudie.de/files/Download-Archiv/Medienstudie\\_2024/Basispraesentation\\_ARD-ZDF-Medienstudie\\_2024.pdf](https://www.ard-zdf-medienstudie.de/files/Download-Archiv/Medienstudie_2024/Basispraesentation_ARD-ZDF-Medienstudie_2024.pdf)

2) Source: <https://de.statista.com/statistik/daten/studie/476467/umfrage/persoенliche-geraetenutzung-fuer-den-medienkonsum-in-deutschland/>

3) Source: Reuters Institute Digital News Report 2024: Results for Germany

# display has an effect

**86%** of the total population can be reached with traditional display advertising.<sup>1</sup>

**59%** Display ads remain visible in the browser for at least one second.<sup>2</sup>

**67%** People have used multiple devices in succession to shop online.<sup>3</sup>

**70%** of people see display advertising despite banner blindness.<sup>1</sup>

1) Source : <https://www.horizont.net/marketing/nachrichten/online-marketing-widerlegt-teil-2-fuenf-mythen-ueber-display-werbung-im-realitaetscheck-211215>

2) Source : <https://de.statista.com/statistik/daten/studie/1000851/umfrage/sichtbarkeit-von-display-und-video-werbung-in-deutschland/>

3) Source : <https://www.business2community.com/infographics/marketers-embrace-cross-device-marketing-strategy-infographic-01867288#CDUp4J8mEJhFHPk.97>

# billboard

**description:** Large and eye-catching advertising banner above or below the navigation; the best way to get into the user's field of vision

**booking options:** HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** -

**programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

**implementation:** MI Template and customer<sup>1</sup>

**required assets:** Billboard ([SPECS](#))

**goes well with:** Mobile Content Ad, Mobile Medium Rectangle



ctr: 0,07%

preview

CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# wallpaper

**description:** Combination of superbanner and skyscraper; skyscraper can be set to “sticky” and docks on the side

**booking options:** HomeRun Basic, Run of Site & Custom, Run of Channel, Run of Portfolio

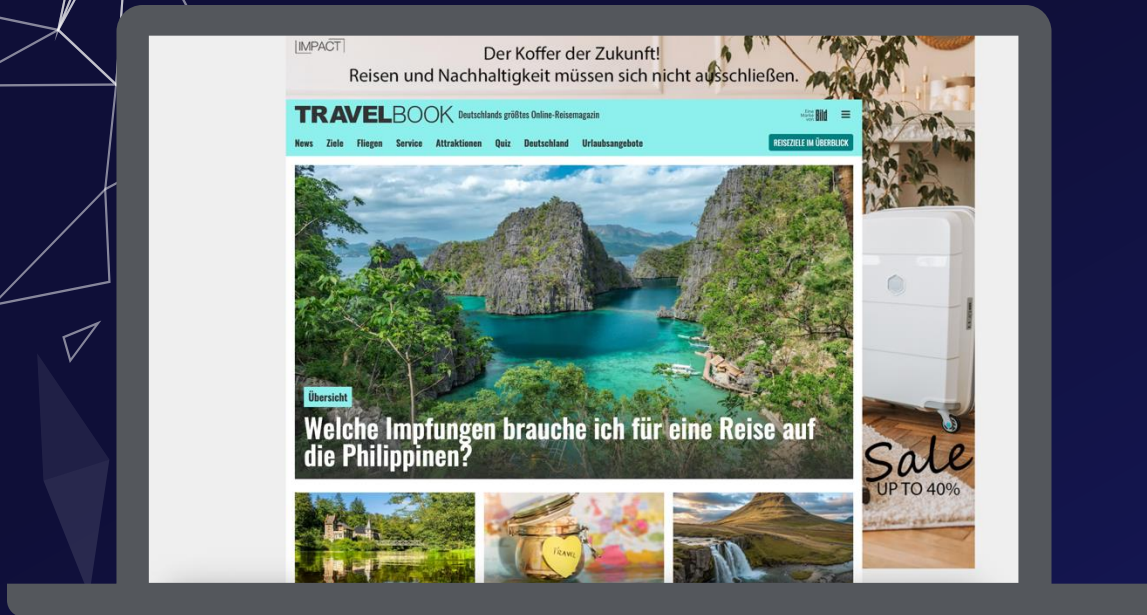
**exclusions:** -

**programmatic:** All deal types using the MI template (testing required in advance), fixed placement only as programmatic guaranteed (publisher hosted)

**implementation:** MI Template and customer<sup>1</sup>

**required assets:** Superbanner and Skyscraper (SPECS)

**goes well with:** Mobile Content Ad, Mobile Understitial and Mobile Medium Rectangle



ctr: 0,77%

preview ↗

CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# fireplace

**description:** Encloses the content of three pages; guarantees your advertising message full attention

**booking options:** HomeRun Basic, Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** -

**programmatic:** All deal types using the MI template (testing required in advance), fixed placement only as Programmatic Guaranteed (publisher hosted)

**implementation:** MI Template and customer<sup>1</sup>

**required assets:** Superbanner and two Skyscraper (SPECS)

**goes well with:** Mobile Content Ad, Mobile Understitial and Mobile Medium Rectangle

ctr: 0,44%

preview 

CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# dynamic fireplace

**description:** The advertising medium encloses the editorial content with two dynamic and sticky site bars and a billboard, guaranteeing your advertising message the full attention of the user

**booking options:** HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

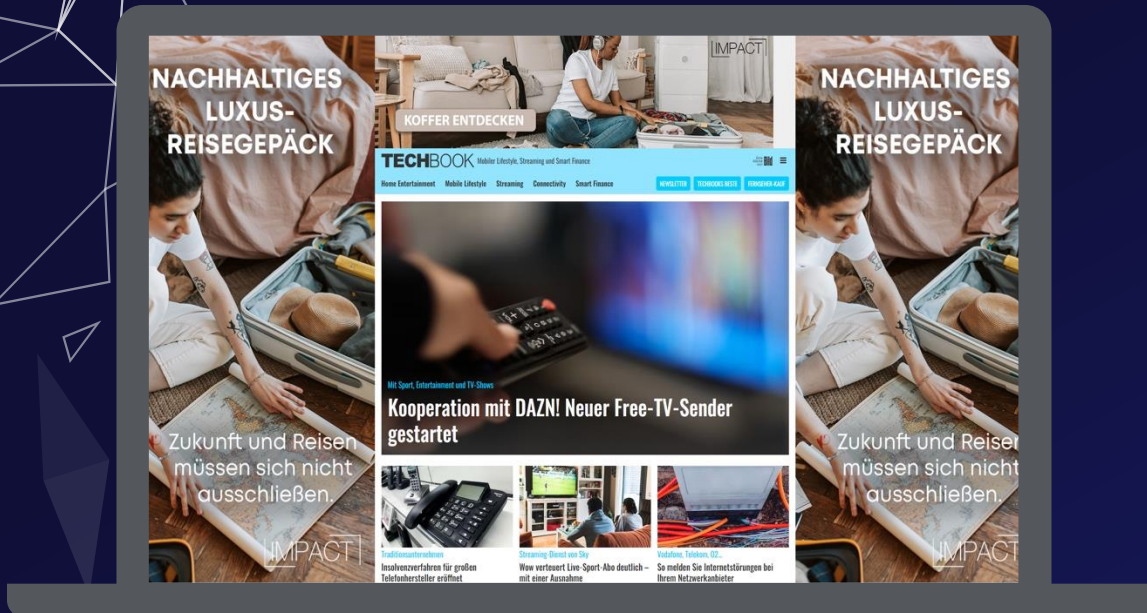
**exclusions:** -

**programmatic:** All deal types using the MI template (testing required in advance), fixed placement only as Programmatic Guaranteed (publisher hosted)

**implementations:** MI Template and customer<sup>1</sup>

**required assets:** billboard and two Sitebars (SPECS)

**goes well with:** Mobile Content Ad, Mobile Interscroller and Mobile Medium Rectangle



ctr: 0,91%

preview

CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# halfpage ad

**description:** Ad is integrated directly into the content or sky area of the page; offers plenty of space for creative campaigns

**booking options:** Run of Site & Custom, Run of Channel, Run of Portfolio

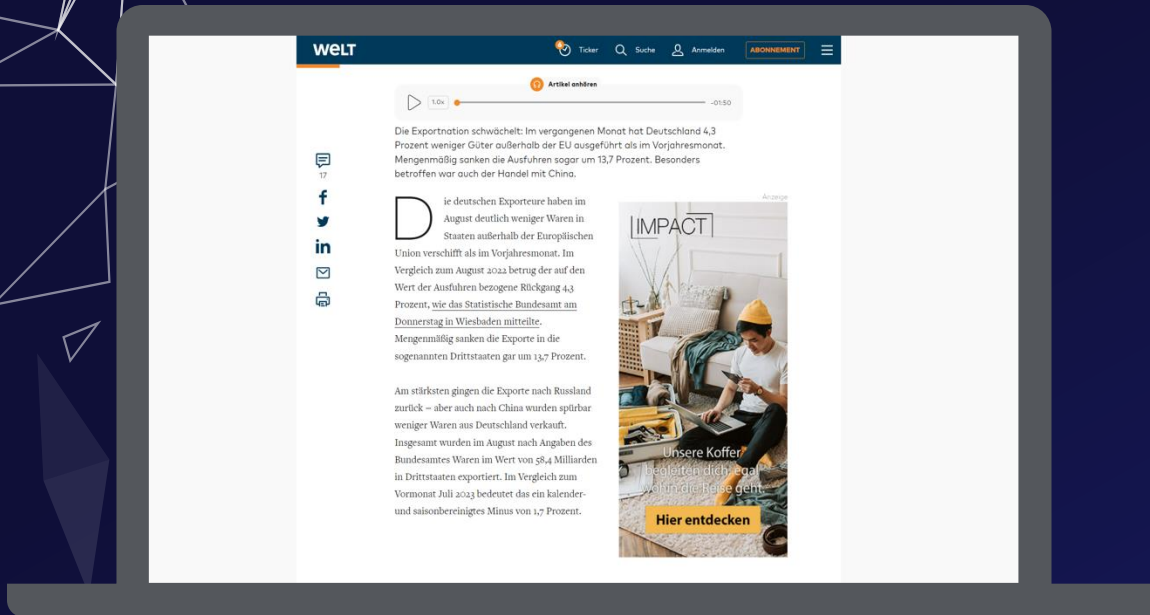
**exclusions:** -

**programmatic:** Alle Dealtypen

**implementations:** MI Template and Customer<sup>1</sup>

**required assets:** Halfpage Ad (SPECS)

**goes well with:** Mobile Interscroller, Mobile Swipe Ad and Mobile Content Ad



ctr: 0,10%

preview

CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# (dynamic) sitebar

**description:** Advertising material dynamically adapts to the screen size; placement on the right edge of the screen

**booking options:** HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

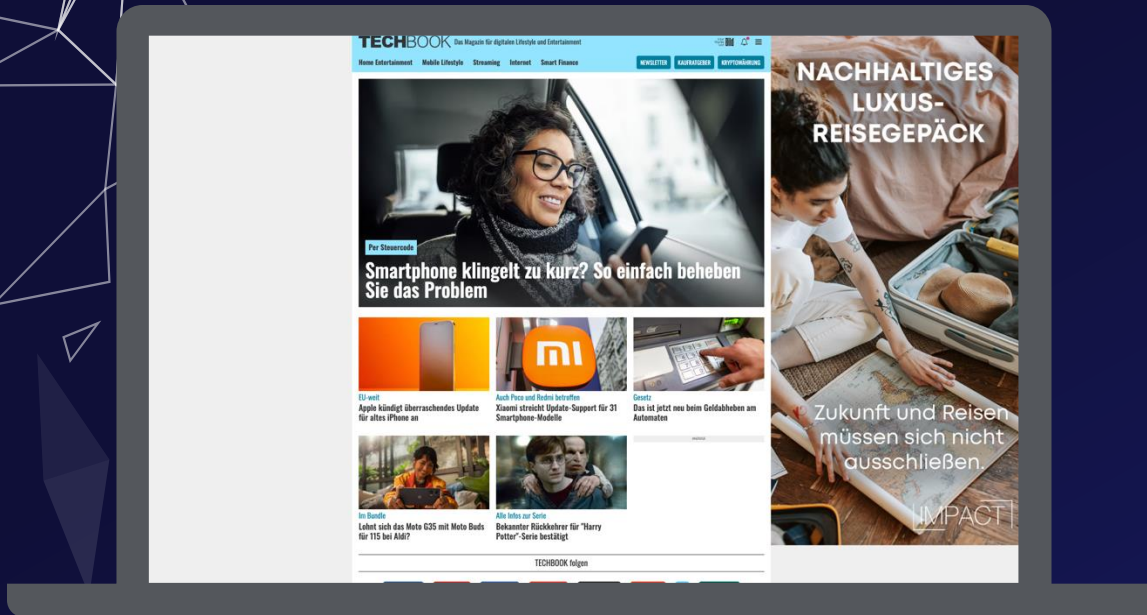
**exclusions:** -

**programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

**implementations:** MI Template and customers<sup>1</sup>

**required assets:** Sitebar (SPECS)

**goes well with:** Mobile Interscroller, Mobile Cube Ad, Welcome Ad XL, Lead Ad 2:1



ctr: 0,65%

preview

CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# double dynamic sitebar

**description:** The space between the content and the browser is completely filled by the advertisement on the left and right.

**booking options:** HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

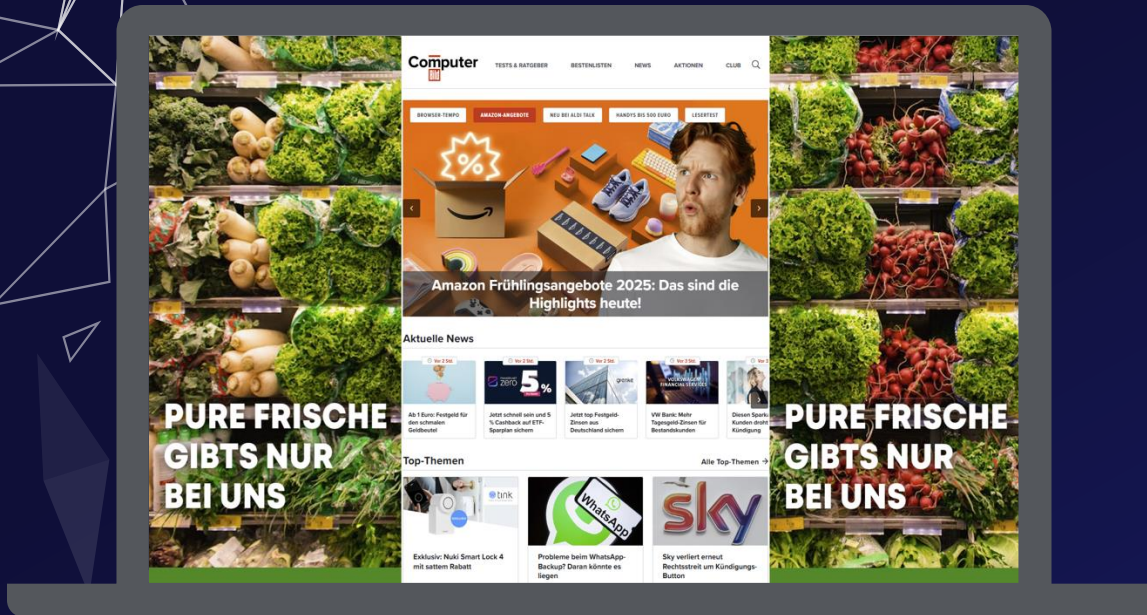
**exclusions:** -

**programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

**implementations:** MI Template and customer<sup>1</sup>

**required assets:** 2x Sitebar (SPECS)

**goes well with:** Mobile Interscroller, Mobile Cube Ad, Welcome Ad XL, Lead Ad 2:1

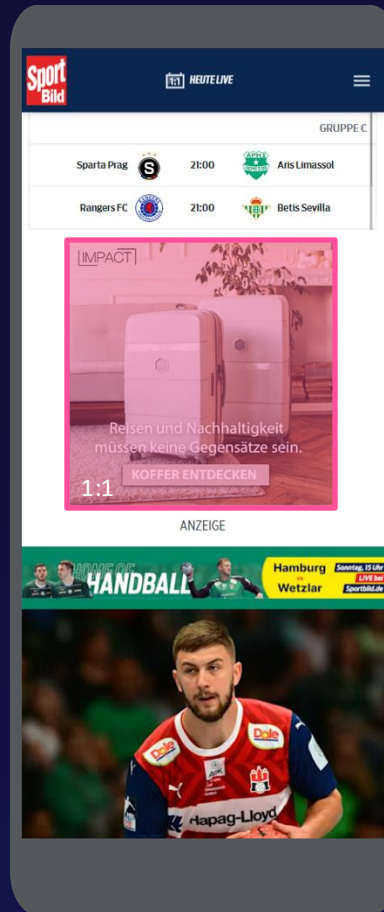


ctr: 0,68%

preview

CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.



ctr: 0,03% -  
0,17%

preview



CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# mobile content ad

**description:** Choice of animated or static standard banner integrated into the editorial content of the page; in the format sizes 6:1, 4:1, 2:1 or 1:1

**booking options:** Home Run Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** -

**programmatic:** All deal types, fixed placement only as Programmatic Guaranteed

**implementation:** MI Template and customer<sup>1</sup>

**required assets:** Mobile Content Ad (SPECS)

**goes well with:** Halfpage Ad, Billboard, Superbanner



ctr: 0,52%

preview



CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# mobile medium rectangle

**description:** Advertising space that is integrated directly into the editorial content of a website; takes up a large part of the visible area on smartphones

**booking options:** Home Run Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

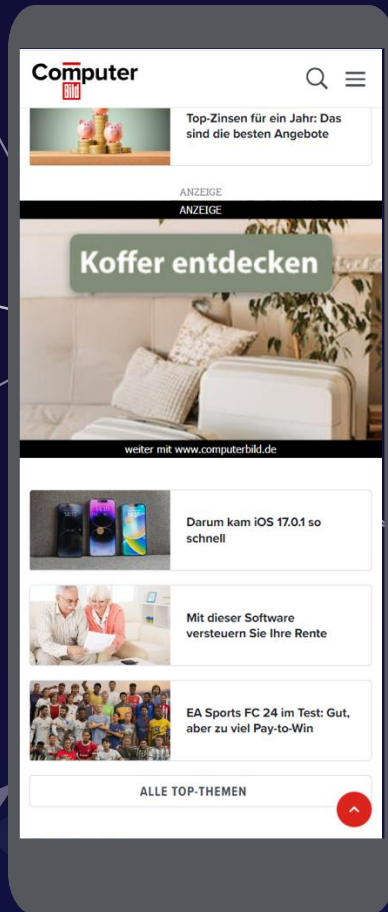
**exclusions:** -

**programmatic:** All deal types, fixed placement only as Programmatic Guaranteed

**implementation:** MI Template and customer<sup>1</sup>

**required assets:** Mobile Medium Rectangle ([SPECS](#))

**goes well with:** Billboard, Contentbar Premium, Skyscraper and Double Dynamic Sitebar



mobile understitial

ctr: 0,09%

preview



mobile interscroller

ctr: 0,11%

preview



# mobile understitial & interscroller

**description mobile understitial:** A 250px high, transparent view slot is built into the content; the creative is behind the content, scrolling moves the view slot over the creative and makes it visible bit by bit

**description mobile interscroller:** The creative is behind the content; scrolling opens up a view slot that makes the creative visible full screen

**booking options:** Home Run Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** -

**programmatic<sup>1</sup>:** All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

**implementation:** MI Template and customer<sup>2</sup>

**required assets:** Mobile Understitial ([SPECS](#)), Mobile Interscroller ([SPECS](#))

**goes well with:** (Doubl. Dyn.) Sitebar, (Dyn.) Fireplace

CTR is an average value, source: own ad server.

1) For programmatic bookings, only interscrollers are possible. No understitials are offered.

2) Technical implementation is carried out via MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.



ctr: 0,05%

preview



CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# mobile sticky lead ad

**description:** Your 4:1 content ad is sticky attached to the navigation. The stickiness lasts until the end of the article and your ad is only then hidden

**booking options:** Home Run Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** not bookable inApp

**programmatic:** All deal types

**implementation:** MI Template and customer<sup>1</sup>

**required assets:** Mobile Sticky Lead Ad (SPECS)

**goes well with:** Billboard, Fireplace

# multiscreen billboard

**description:** Extension of the desktop billboard into the mobile slider ad; the best way to get into the user's field of vision - regardless of screen size

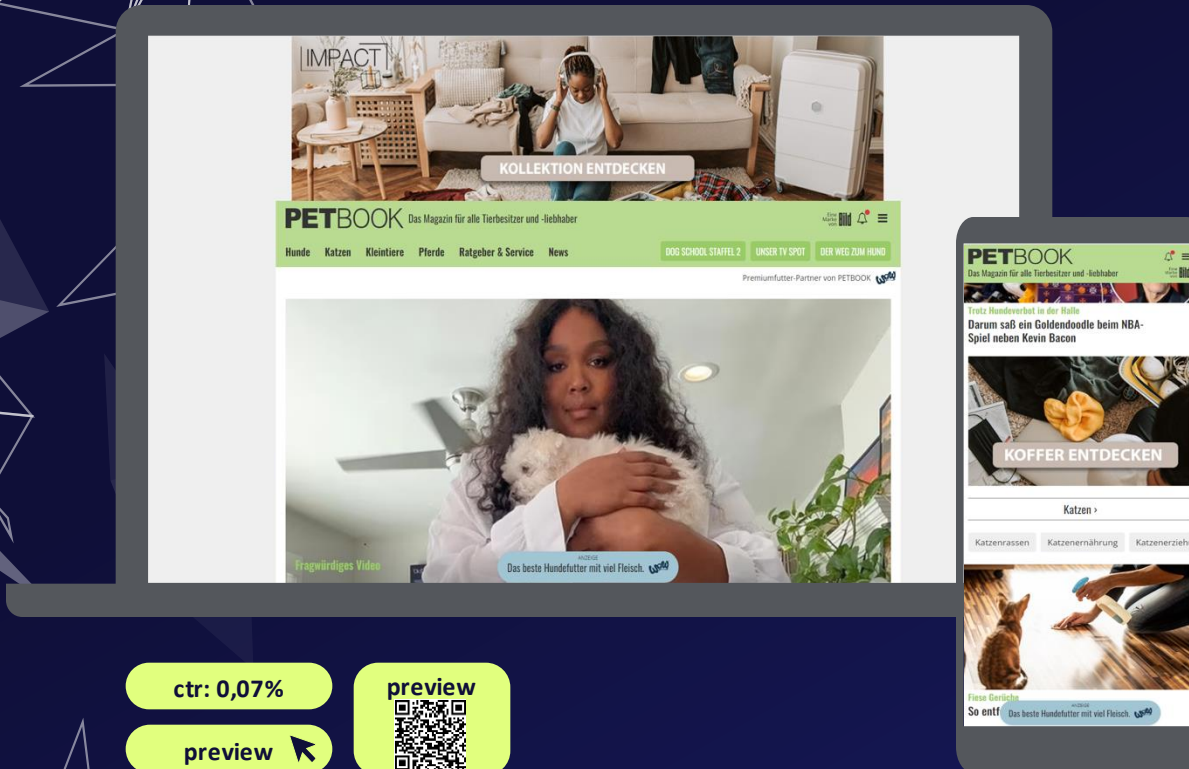
**booking options:** HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** -

**programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

**implementation:** MI Template and customer<sup>1</sup>

**required assets:** Billboard (SPECS)



CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# multiscreen halfpage ad

**description:** Extension of the desktop halfpage ad into the mobile halfpage ad; offers plenty of room for creative campaigns

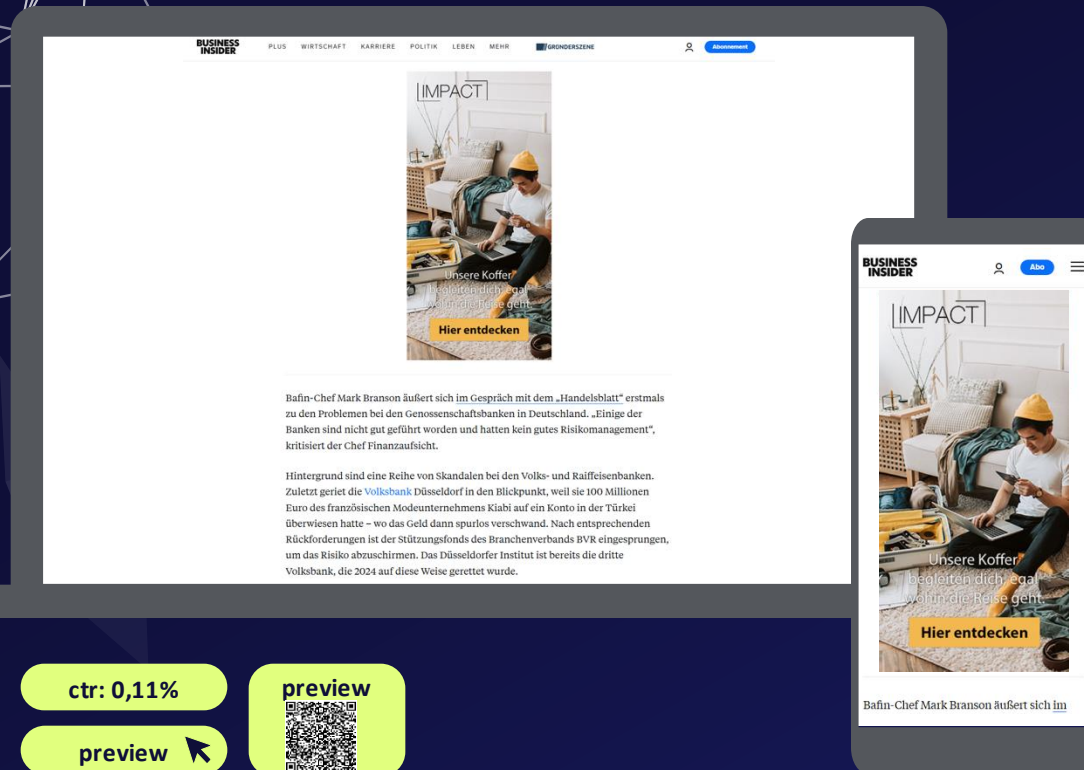
**booking options:** HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** -

**programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

**implementation:** MI Template and customer<sup>1</sup>

**required assets:** Halfpage Ad (SPECS)



ctr: 0,11%

preview



preview

CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# multiscreen sitebar

**description:** Extension of the sitebar into the mobile Interscroller; the Interscroller only opens up to the user while scrolling and thus attracts maximum attention

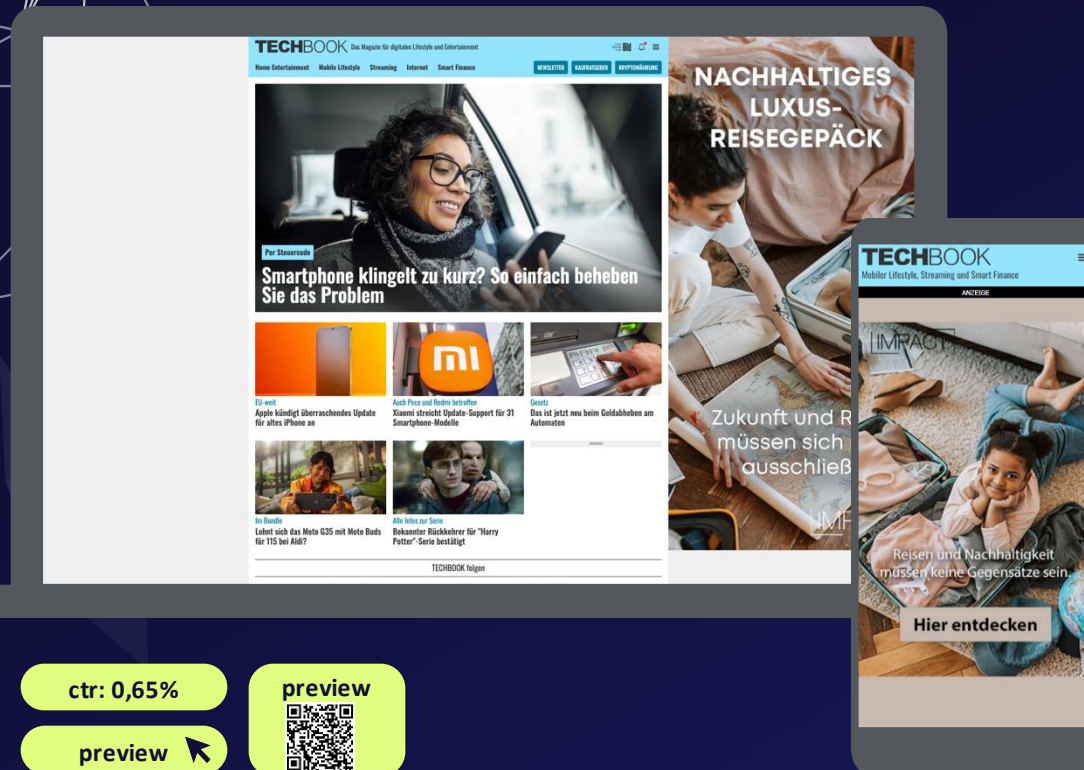
**booking options:** HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** -

**programmatic:** All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

**implementation:** MI Template and customer<sup>1</sup>

**required assets:** Sitebar (SPECS)



CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# multiscreen cinematic ad

**description:** The multiscreen cinematic ad impresses on desktop computers with its striking size and also attracts attention on mobile devices thanks to its slide function; on desktop computers, the cinematic ad dynamically adapts to the browser width.

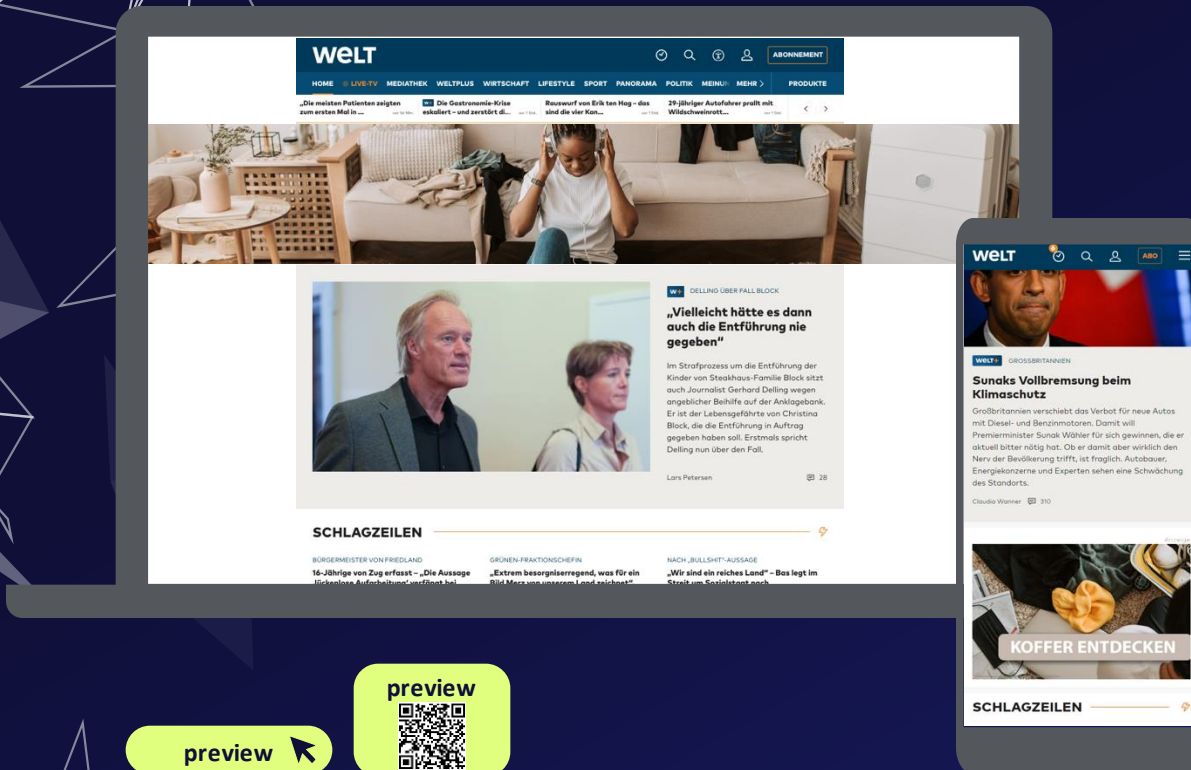
**booking options:** HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** bild.de, sportbild.de

**programmatic:** Fixed placement only as programmatic guaranteed (publisher hosted)

**implementation:** MI Template and Customer<sup>1</sup>

**required assets:** Cinematic Ad ([SPECS](#))



CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# multiscreen native style ad

**description:** Multiscreen Native Style Ads are dynamic image-text ads that automatically adapt their layout to the respective website.

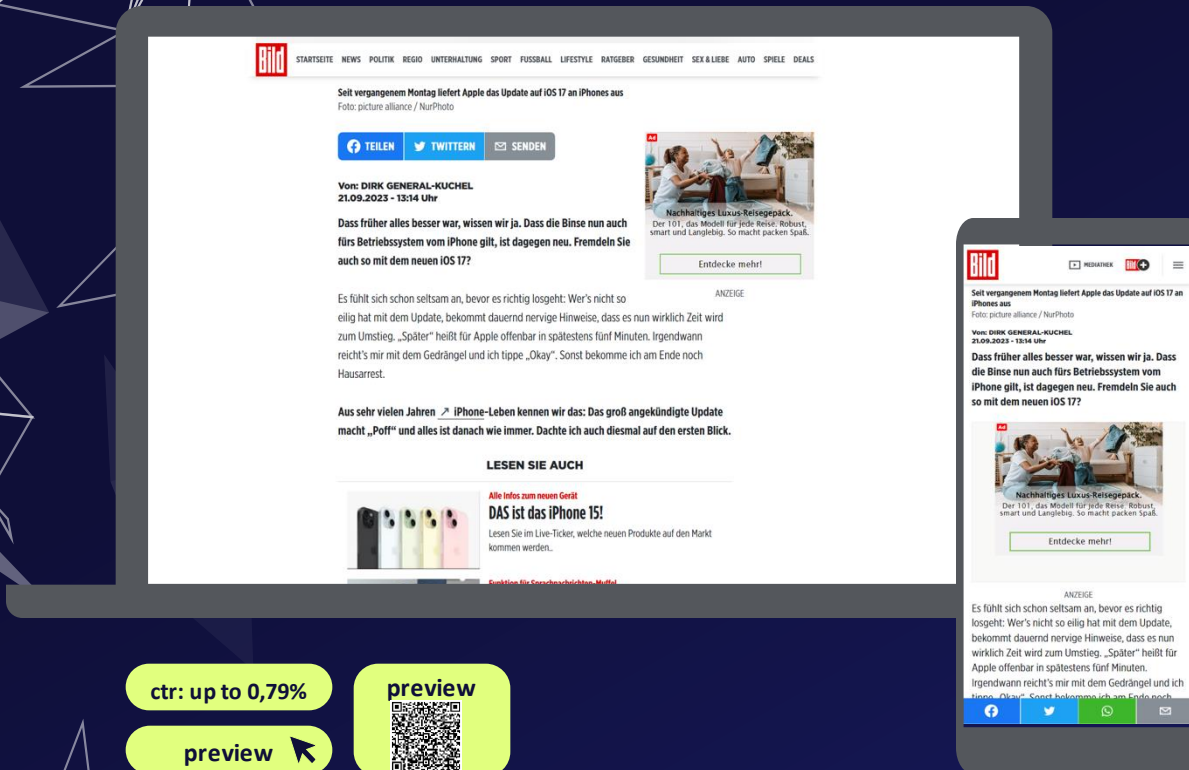
**booking options:** Run of Site & Custom, Run of Channel, Run of Portfolio

**exclusions:** -

**programmatic:** Alle Dealtypen

**implementation:** MI Template and Customer<sup>1</sup>

**required assets:** Image and text (SPECS)



CTR is an average value, source: own ad server.

1) Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# special interest homepage bundle

**description:** Fixed placement of your advertising material on all homepages of special interest titles in the Media Impact portfolio for one day with guaranteed reach

**booking options:** fixed placement

**ausschlüsse:** bild.de, bz-berlin.de, clever-tanken.de, welt.de, upday

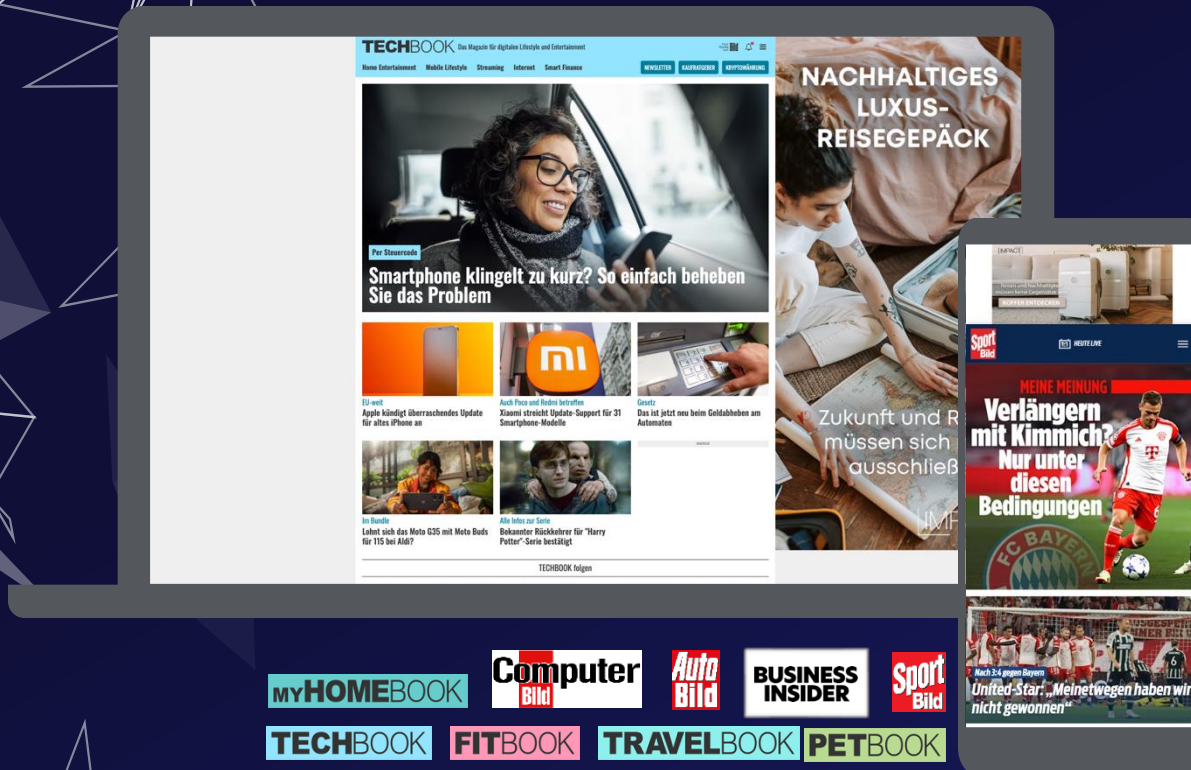
**programmatic:** Programmatic Guaranteed (Publisher hosted)

**implementation:** MI Template and Customer<sup>1</sup>

**required assets:**

**Stationär:** Wallpaper ([SPECS](#)), Billboard ([SPECS](#)), Dynamic Sitebar ([SPECS](#)), Fireplace ([SPECS](#))

**Mobil:** Lead Ad 4:1 / 6:1 ([SPECS](#)), Content Ad 2:1 / 4:1 / 6:1 ([SPECS](#)), Mobile Medium Rectangle ([SPECS](#))



A maximum of two portals may be excluded. The fixed placement runs from 10 a.m. to 10 p.m.

Technical implementation is carried out by MI; creative implementation is carried out by the customer and, if necessary, a creative service provider.

# channel

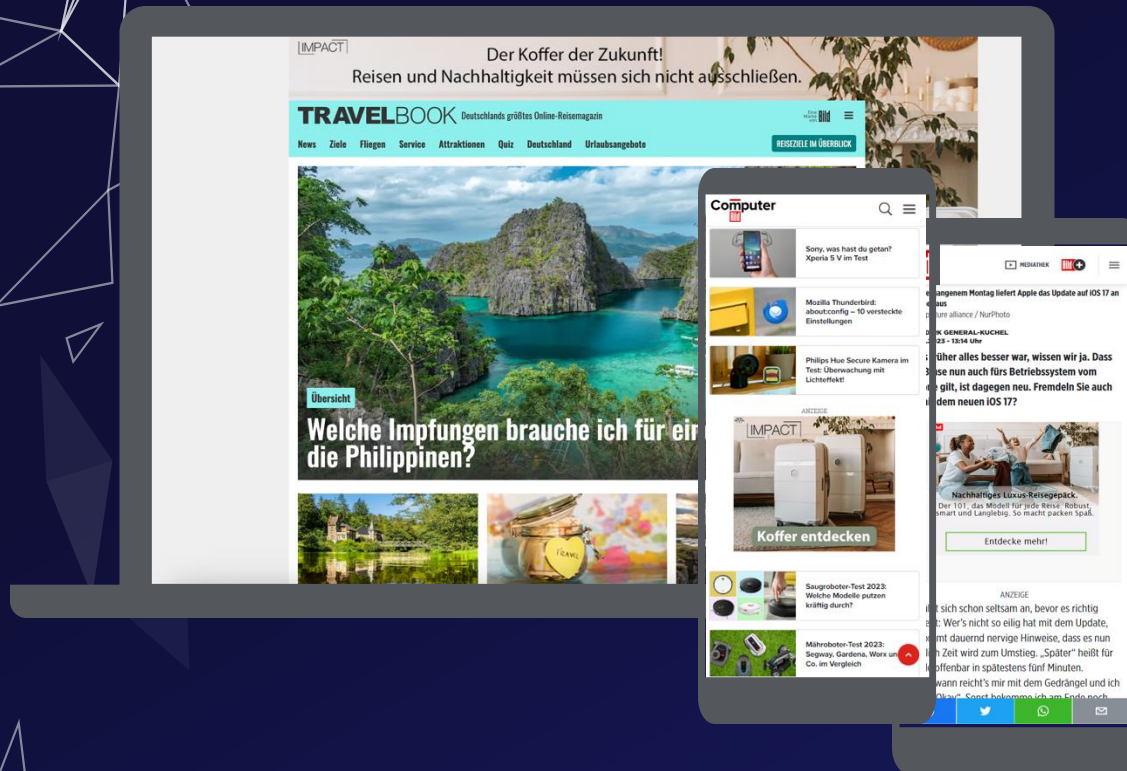
**description:** Reach your target audience in relevant environments; high-quality content with wide reach covering 19 exciting topics within the strong Media Impact portfolio.

From cars and sport to food and health, we generate maximum attention among your target audience.

**channel themes:** Cars, beauty & fashion, entertainment, family, food, women, football, health, jobs & careers, lifestyle, men, news, advice, travel, sport, technology, top decision-makers & B2B, trends, business & finance

**programmatic:** All deal types, fixed placement only as programmatic guaranteed (publisher hosted)

**All channels are available here.**



# Need some inspiration?

Are our basic formats not creative enough for you or do they not appeal to you? Then bring them to life with rich media elements and capture the full attention of your users!

How about Mosaic Ad, Cube Ad or Chameleon Ad, for example?

**programmatic:** On request

[Click here for our special advertising formats](#)

