



MEDIA IMPACT DISPLAY ADVERTISING

OVERVIEW

PORTFOLIO & DIGITAL

PORTFOLIO

WHY DIGITAL?
THAT'S WHY!

DISPLAY CLASSICS

BILLBOARD

WALLPAPER

FIREPLACE

DYNAMIC FIREPLACE

HALFPAGE AD

DYNAMIC
SITEBAR

MOBILE CONTENT AD

MOBILE MEDIUM
RECTANGLE

MOBILE UNDERSTITAL

MOBILE
INTERSCROLLER

STICKY LEAD AD

DISPLAY SPECIALS

MULTISCREEN
BILLBOARD

MULTISCREEN
HALFPAGE AD

MULTISCREEN SITEBAR

MULTISCREEN
CINEMATIC AD

MULTISCREEN NATIVE
STYLE ADS

HOMERUN SPECIALS

DISPLAY ROADBLOCK

SPECIAL INTEREST
HOMEPAGE BUNDLE

DISPLAY PRODUCTS

NET REACH RUN

CHANNEL

CREATIVE INSTEAD OF
STANDARD



REACH YOUR GOAL WITH ONE CLICK

| media **impact**

ACHIEVE xx.xx MILLION WITH OUR PREMIUM PORTFOLIO UU*



ALWAYS ON

79%

of the German-speaking population aged 14 and over use the Internet every day.¹

160 Min.

is the amount of time the German population spends using the internet every day.¹

94%

of people in Germany use a smartphone for their media consumption.²

67%

of people use their smartphone at least once a week for online news.³

1) Source: 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/persoennliche-geraetenutzung-fuer-den-medienkonsum-in-deutschland/>
3) Source : Reuters Institute Digital News Report 2024: Ergebnisse für Deutschland

DISPLAY WORKS

86%

of the total population can be reached with classic display advertising.¹

59%

of the display ads are visible in the browser for at least one second.²

67%

of people have used several devices in succession to shop online.³

70%

of people see display advertising despite banner blindness.¹

1) Quelle: <https://www.horizont.net/marketing/nachrichten/online-marketing-widerlegt-teil-2-fuenf-mythen-ueber-display-werbung-im-realitycheck-211215>
2) Quelle: <https://de.statista.com/statistik/daten/studie/1000851/umfrage/sichtbarkeit-von-display-und-video-werbung-in-deutschland/>
3) Quelle: <https://www.business2community.com/infographics/marketers-embrace-cross-device-marketing-strategy-infographic-01867288#CDUp4J8mEJhFHYPK.97>

STATIONARY

CTR: ●●●●●

VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

BILLBOARD



CTR: 0,07%

Preview

Product 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 client¹

Required assets: Billboard ([SPECS](#))

Fits well with: Mobile Content Ad and Mobile Medium Rectangle

CTR is an average value, source: own ad server

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

OVERVIEW

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STATIONARY

CTR: ●●●●●

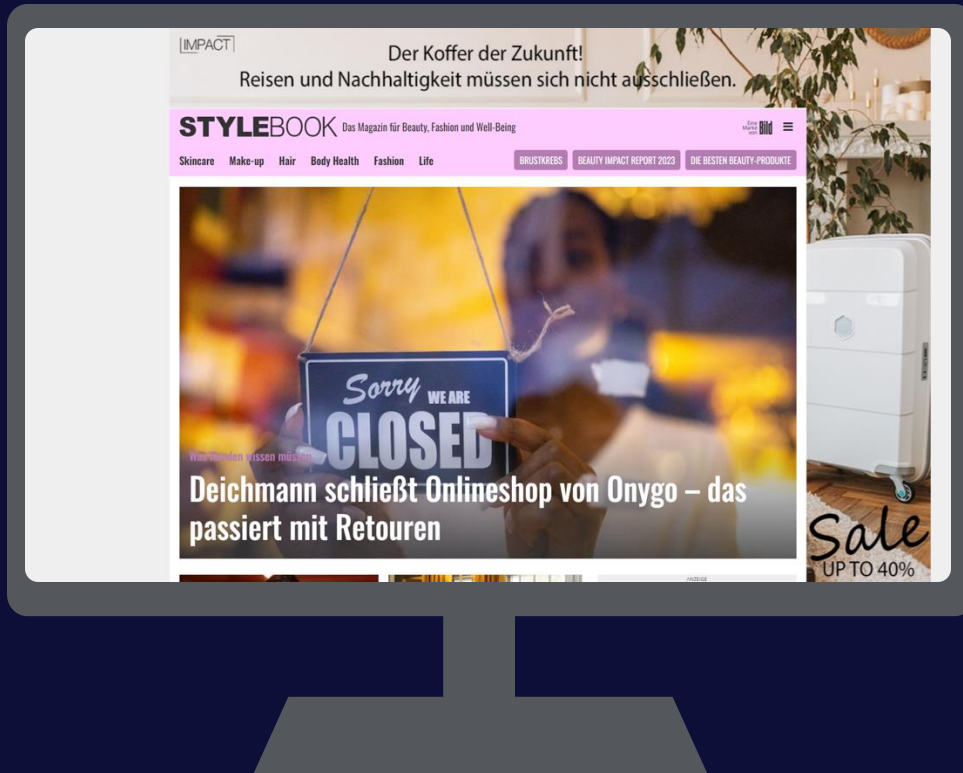
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

WALLPAPER



CTR: 0,77%

Preview

Product description: Combination of superbanner and skyscraper; skyscraper can be set to 'sticky' and docks onto the page

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 client¹

Required assets: Superbanner and Skyscraper ([SPECS](#))

Fits well with: Mobile Content Ad, Mobile Understitial and Mobile Medium Rectangle

CTR is an average value, source: own ad server

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

OVERVIEW

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STATIONARY

CTR: ●●●●●

VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

FIREPLACE



CTR: 0,44%

Preview

Product 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 client¹

Required assets: Superbanner and two Skyscraper ([SPECS](#))

Fits well with: Mobile Content Ad, Mobile Understitial and Mobile Medium Rectangle

CTR is an average value, source: own ad server

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

OVERVIEW

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STATIONARY

CTR: ●●●●●

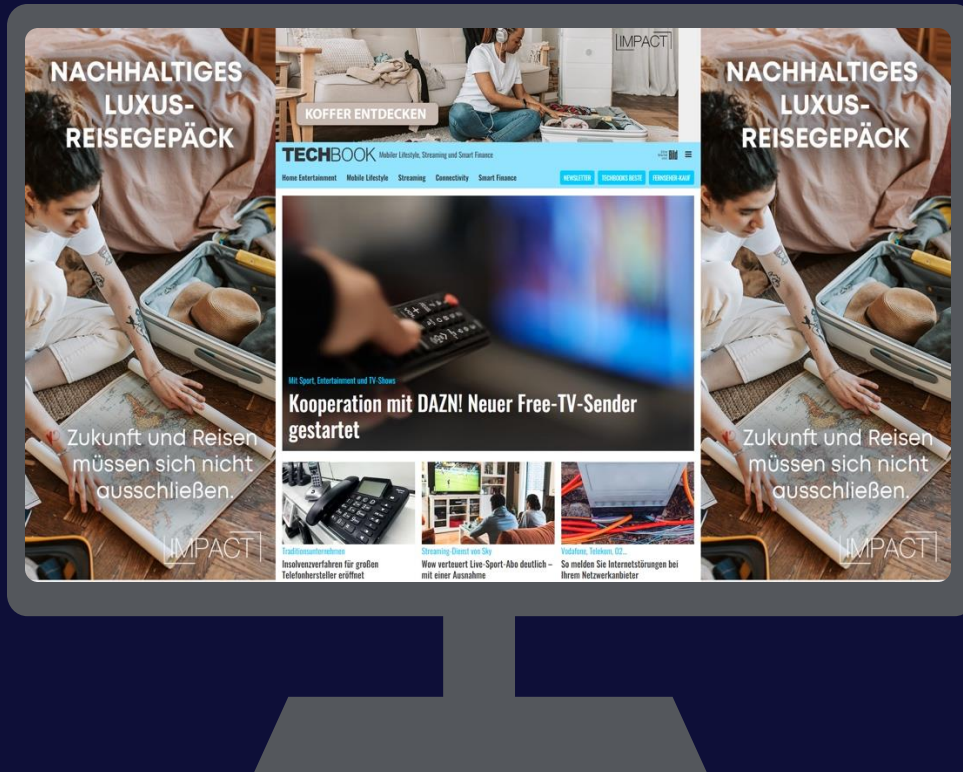
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

DYNAMIC FIREPLACE



CTR: 0,91%

Preview

Product 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: Run of Site & Custom, Run of Channel, Run of Portfolio, HomeRun Deluxe (see object factsheet)

Exclusions: -

Programmatic: -

Implementation: MI Template and client¹

Required assets: Superbanner and two Sitebars ([SPECS](#))

Fits well with: Mobile Content Ad, Mobile Interscroller and Mobile Medium Rectangle

CTR is an average value, source: own ad server

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

OVERVIEW

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STATIONARY

CTR: ●●●●●

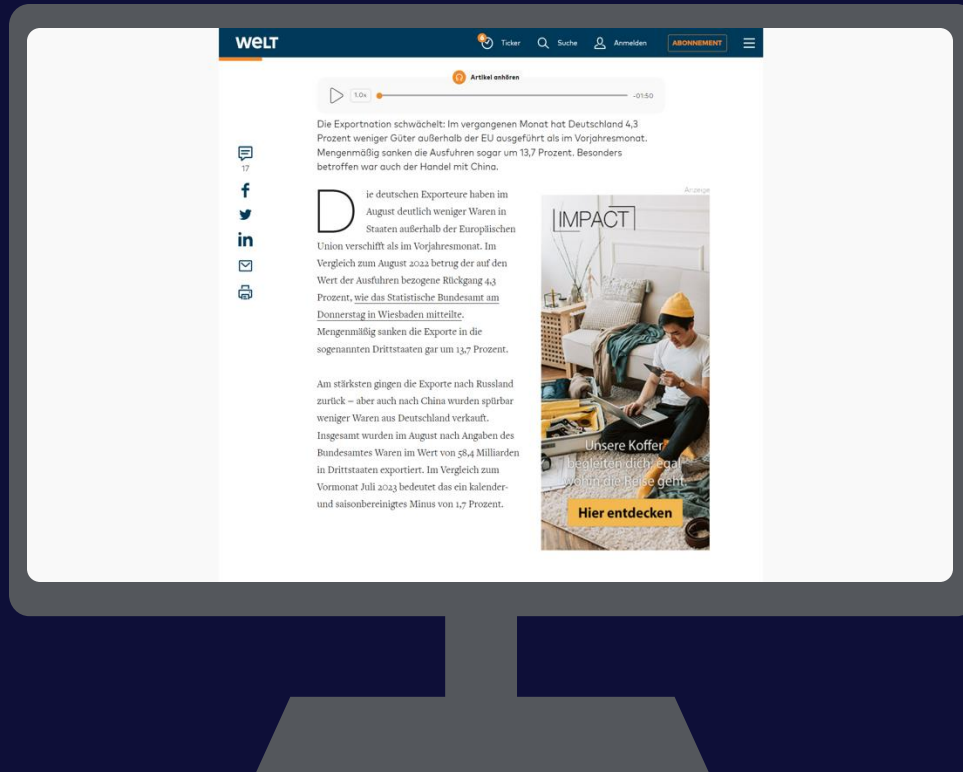
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

HALFPAGE AD



CTR: 0,10%

Preview

Product description: Ad wird direkt in den Content- oder Sky-Bereich der Seite integriert; bietet viel Raum für kreative Kampagnen

Booking options: Run of Site & Custom, Run of Channel and Run of Portfolio

Exclusions: -

Programmatic: All deal types

Implementation: MI Template and client¹

Required assets: Halfpage Ad ([SPECS](#))

Fits well with: Mobile Interscroller, Mobile Swipe Ad and Mobile Content Ad

CTR is an average value, source: own ad server

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

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STATIONARY

CTR: ●●●●●

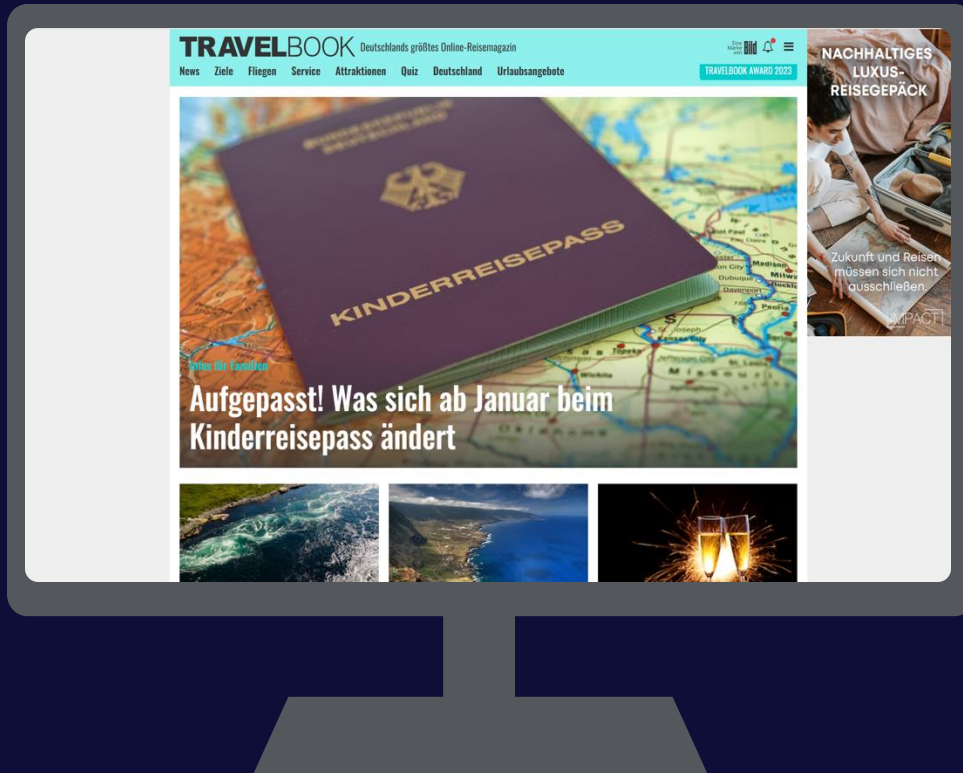
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

(DYNAMIC) SITEBAR



CTR: 0,65%

Preview

Product description: Werbemittel passt sich dynamisch an die Bildschirmgröße an; Platzierung am rechten Bildschirmrand

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 client¹

Required assets: Sitebar ([SPECS](#))

Fits well with: Mobile Understitial, Mobile Click and Swipe and Mobile Interscroller Ad

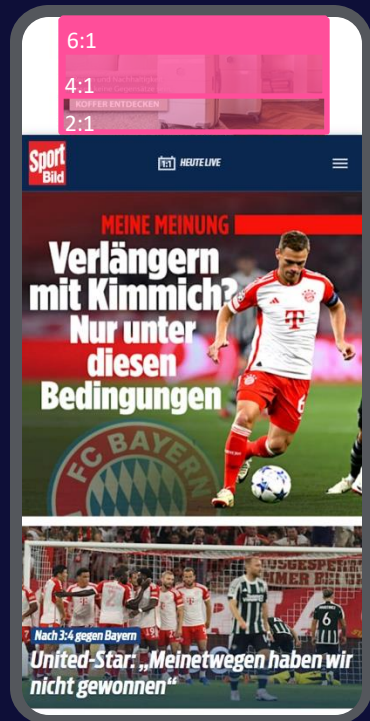
CTR is an average value, source: own ad server

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

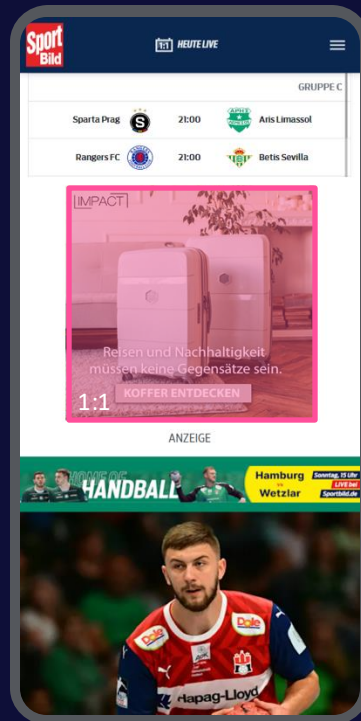
OVERVIEW

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MOBILE CONTENT AD



CTR: 0,03% bis 0,17%



Preview



Product 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: HomeRun 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 client¹

Required assets: Mobile Content Ad ([SPECS](#))

Fits well with: Halfpage Ad, Billboard, Skyscraper

MOBILE MEDIUM RECTANGLE



CTR: 0,52%

Preview



Product 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: HomeRun Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

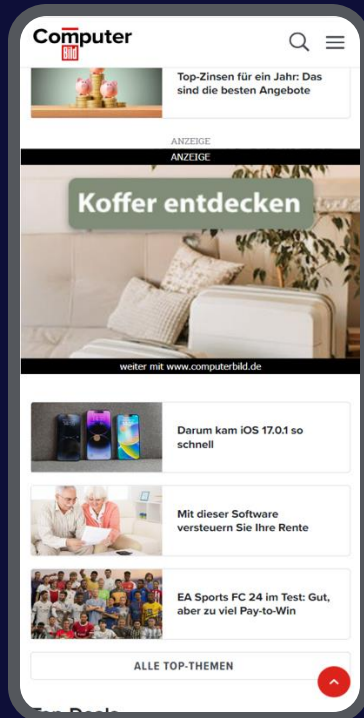
Programmatic: All deal types, fixed placement only as Programmatic Guaranteed

Implementation: MI Template and client¹

Required assets: Medium Rectangle ([SPECS](#))

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

MOBILE UNDERSTITIAL & INTERSCROLLER



Mobile Understitial

CTR: 0,09%

Preview



Mobile Interscroller

CTR: 0,11%

Preview



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: HomeRun Basic, HomeRun Deluxe, HomeRun Supreme, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic¹: All deal types, fixed placement only as Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and client²

Required assets: Understitial ([SPECS](#)) and Interscroller ([SPECS](#))

Fits well with: Sitebar and Fireplace

CTR is an average value, source: Own AdServer

- 1) For programmatic bookings, only the interstitial is possible. No understitial is offered
- 2) Technical realisation is carried out by MI; creative realisation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

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MOBILE STICKY LEAD AD



Product 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: HomeRun Basic, HomeRun Deluxe, Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: not bookable inApp

Programmatic: -

Implementation: MI Template and client¹

Required assets: Sticky Lead Ad ([SPECS](#))

Fits well with: Billboard and Fireplace

Preview



CTR is an average value, source: own ad server

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

OVERVIEW

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MULTISCREEN

CTR: ●●●●●

VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

MULTISCREEN BILLBOARD



Product 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 client¹

Required assets: Billboard ([SPECS](#))

CTR is an average value, source: own ad server

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

OVERVIEW

| media **impact**

MULTISCREEN

CTR: ●●●●●

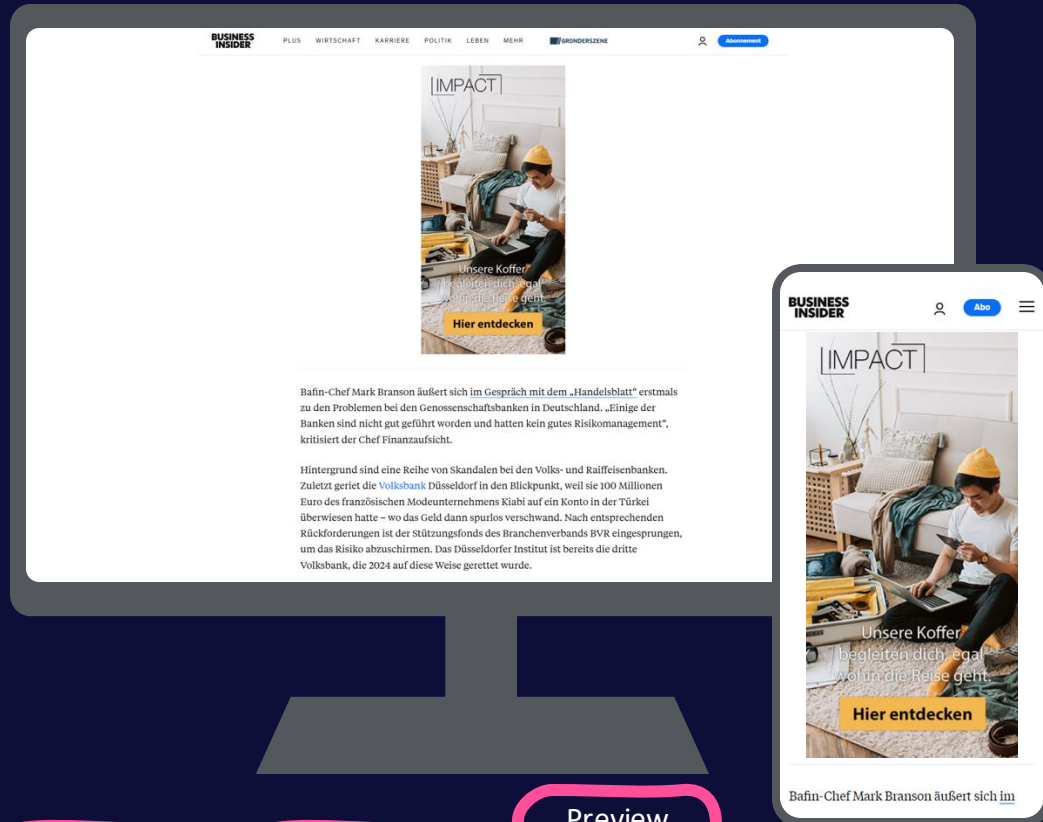
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

MULTISCREEN HALFPAGE AD



CTR: 0,11%

Preview

Preview



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

Booking options: Run of Site & Custom, Run of Channel, Run of Portfolio

Exclusions: -

Programmatic: All deal types

Implementation: MI Template and client¹

Required assets: Halfpage Ad ([SPECS](#))

CTR is an average value, source: own ad server

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

OVERVIEW

| media **impact**

MULTISCREEN

CTR: ●●●●●

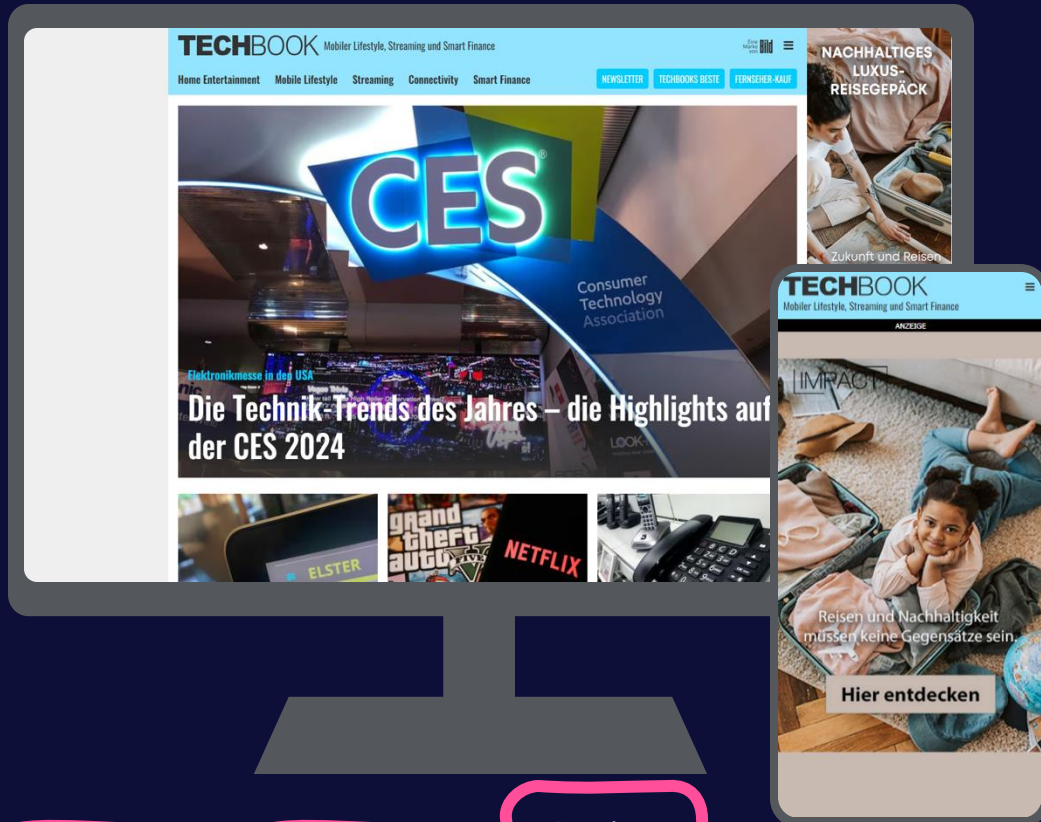
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

MULTISCREEN SITEBAR



CTR: 0,65%

Preview

Preview



CTR is an average value, source: own ad server

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

Product 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 client¹

Required assets: Sitebar ([SPECS](#))

OVERVIEW

| media **impact**

MULTISCREEN

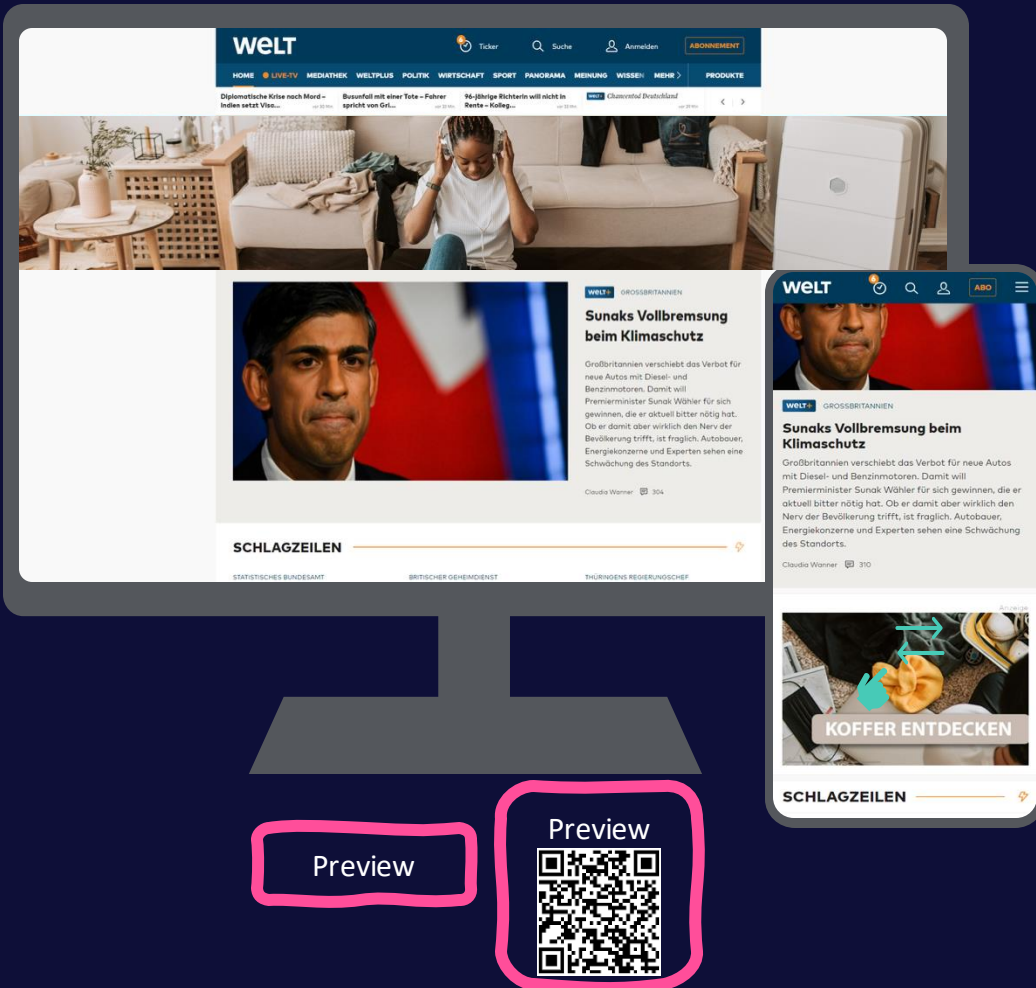
VIEWABILITY: ●●●●●

SIZE: ●●●●●

INTERACTIVITY: ●●●●●

CUSTOMISABILITY: ●●●●●

MULTISCREEN CINEMATIC AD



Product description: The Multiscreen Cinematic Ad impresses stationary with its eye-catching size and is also presented in an eye-catching way on mobile thanks to the slide function; stationary, the Cinematic Ad adapts dynamically to the browser width

Booking options: HomeRun Deluxe, Run of Site & Custom, Run of Portfolio

Exclusions: bild.de and sportbild.de

Programmatic: Fixed placement only as Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and client¹

Required assets: Cinematic Ad ([SPECS](#))

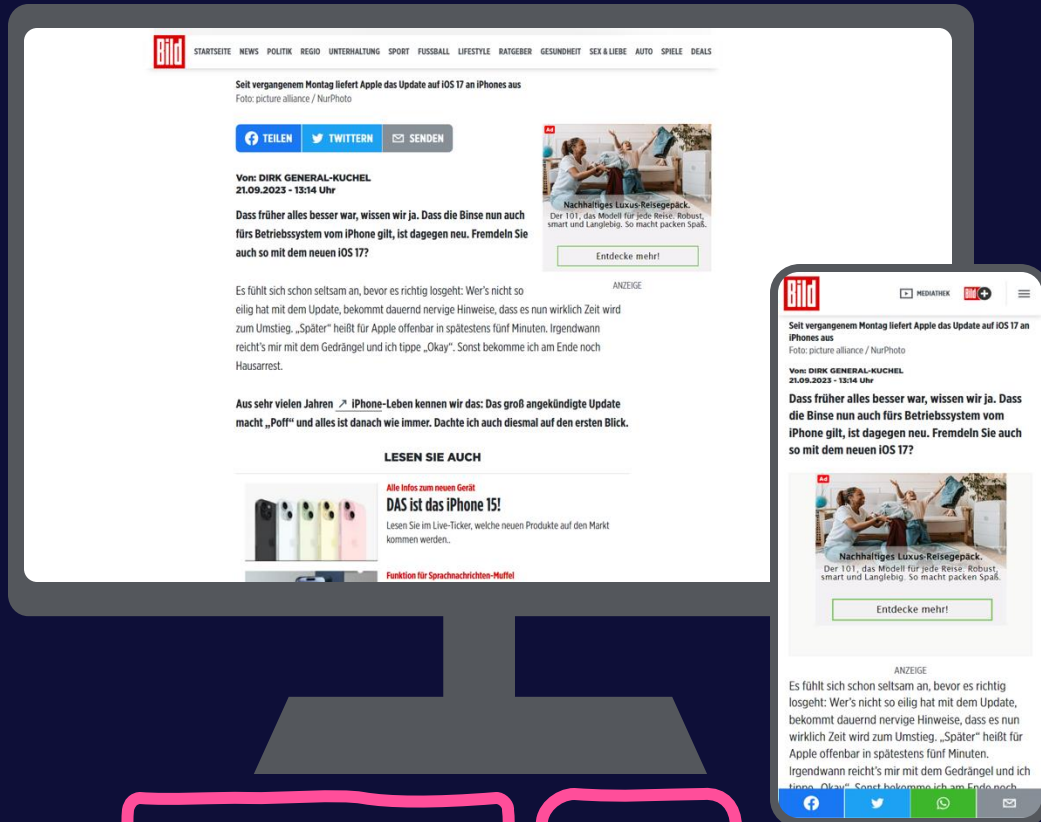
CTR is an average value, source: own ad server

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

OVERVIEW

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MULTISCREEN NATIVE STYLE ADS



CTR: bis 0,79%

Preview

Preview



Product 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: All deal types

Implementation: MI Template and client¹

Required assets: Image (600 x 315 px) and Text ([SPECS](#))

CTR is an average value, source: own ad server

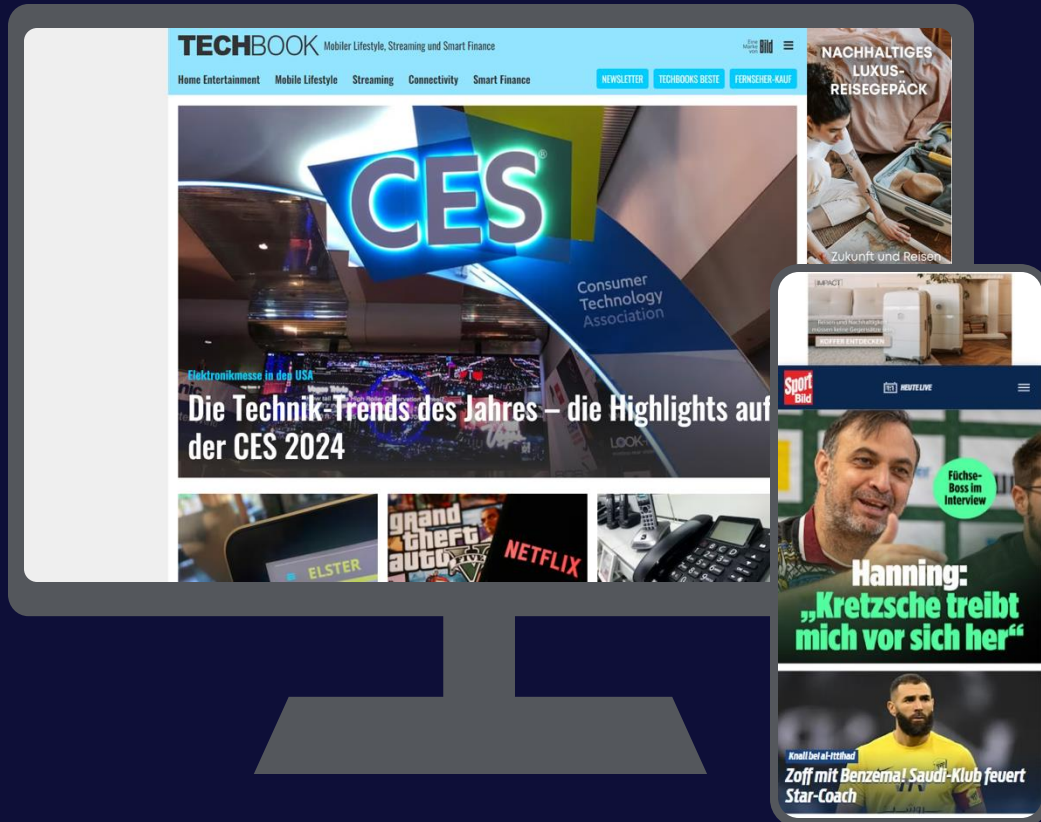
1) Technical realisation is carried out by MI; creative realisation is carried out by the customer and, if necessary, a creative service provider

OVERVIEW

| media **impact**

ALL SPECIAL INTEREST HOMES IN ONE BUNDLE

SPECIAL INTEREST HOMEPAGE BUNDLE



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

Booking options: Fixed placement

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

Programmatic: Programmatic Guaranteed (Publisher hosted)

Implementation: MI Template and client¹

Required assets:

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

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

Computer
Bild

Auto
Bild

BUSINESS
INSIDER

Sport
Bild

TECHBOOK

MYHOMEBOOK

FITBOOK

TRAVELBOOK

STYLEBOOK

PETBOOK

A maximum of 2 portals may be excluded. The fixed placement runs from 10 am - 10 am.

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

OVERVIEW

| media **impact**

REACH YOUR TARGET GROUP IN THEMATICALLY RELEVANT ENVIRONMENTS

CHANNEL



Product description: Reach your target group in topic-related environments; high-quality and high-reach content on 19 exciting topics within the strong Media Impact portfolio

From a focus on cars and sport to food & health, we generate maximum attention in your target group.

Channel topics: Car, beauty & fashion, entertainment, family, food, women, football, health, job & career, lifestyle, men, news, advice, travel, sport, technology, top decision-makers & B2B, trends, business & finance

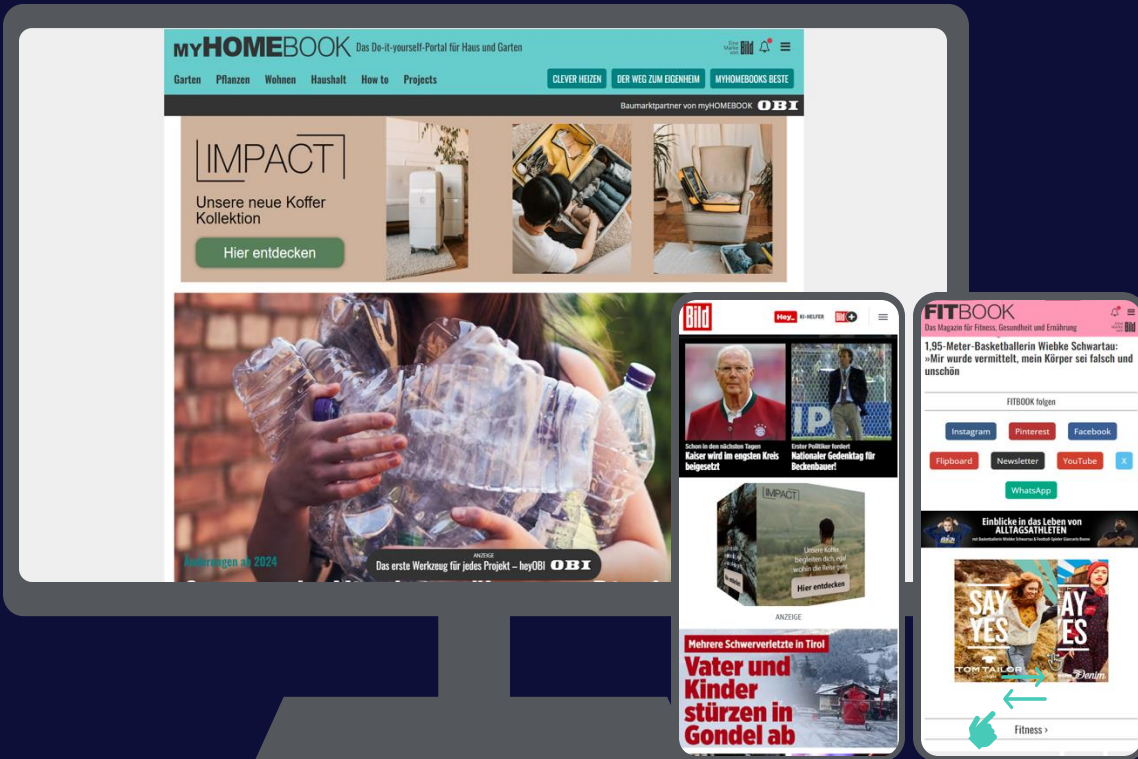
Programmatic: All deal types

You want more?

[CLICK HERE FOR OUR CHANNELS](#)

CREATIVE INSTEAD OF STANDARD: DISPLAY IN NEW DIMENSIONS

NEED A LITTLE INSPIRATION?



Preview Mosaic Ad

Cube Ad



Chameleon Ad



CREATIVE INSTEAD OF STANDARD

Our basic formats aren't creative enough or don't appeal to you? Then bring them to life with rich media elements and secure the full attention of your users!

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

Programmatic: On request

You want even more?

[CLICK HERE FOR OUR SPECIAL ADVERTISING FORMATS](#)