

PETBOOK

Media kit

Conceived by

media **impact** —

Germany`s most creative customer
expert_



THE BOOK FAMILY

8,59

Mio. Page Impressions

2,13

Mio. User*

TRAVELBOOK

Germany's largest
online travel
magazine

6,84

Mio. Page
Impressions

2,40

Mio. User*

TECHBOOK

The portal for innovative
Digital-Lifestyle

6,50

Mio. Page Impressions

1,81

Mio. User*

FITBOOK

The portal for
Fitness & Health

6,08

Mio. Page
Impressions

2,06

Mio. User*

MYHOMEBOOK

The largest online magazine
for home & garden

3,37

Mio. Page
Impressions

1,38

Mio. User*

PETBOOK

The Lifestyle-
Portal
for all animal
lovers

PETBOOK IN A NUTSHELL

The lifestyle portal for all animal lovers

PETBOOK is an advice and knowledge platform for everyone who loves animals, lives with them, or works with them: easy to understand, knowledgeable, and relevant to everyday life.

At its core is animal welfare, conveyed through well-founded expert advice, authentic features, and practical everyday support.



3.37

Mio. Page Impressions*

1.38

Mio. User*



362,933 Follower**

363,044 Likes**



2,951 Follower**

909 Posts**

*b4p 2024, IVW PI 10/2025

**Facebook and Instagram JUune 2026

OUR PETBOOK-USER

PET LIFESTYLER



LOUISA, 36

...lives alone with her cat Mimi in Leipzig, but also likes to leave her with friends when she goes out. Mimi has her own Instagram channel, where Claudia shares her cat's life and her latest discoveries.

PET NEWBIE



JULIA, 29 & THEO, 32

...live in Berlin. They have just fulfilled their dream of having a pet together and are now fully committed to shaping their life with their new companion. They are constantly searching online for helpful tips and new products.

PET HERO



CLAUDIA, 51

...lives with her family in Erding near Munich, has two older children and owns several animals. She grew up with animals and is considered an expert among her friends, which is why she is often asked for advice.



59 % aged 20-49



58 % high level of education*



77 % employed



52 % woman



69 % household net income > €3,000

1) b4p 2025 II; base: total population aged 14+, NpM.
(Advanced) secondary school diploma, vocational qualification or university degree.

OUR CATEGORIES & ANIMAL WORLDS



DAILY FIXED PLACEMENT

Maximum attention and presence –
your brand in the spotlight



HOMERUN: HIGH-QUALITY PRODUCTION ON THE HOME PAGE

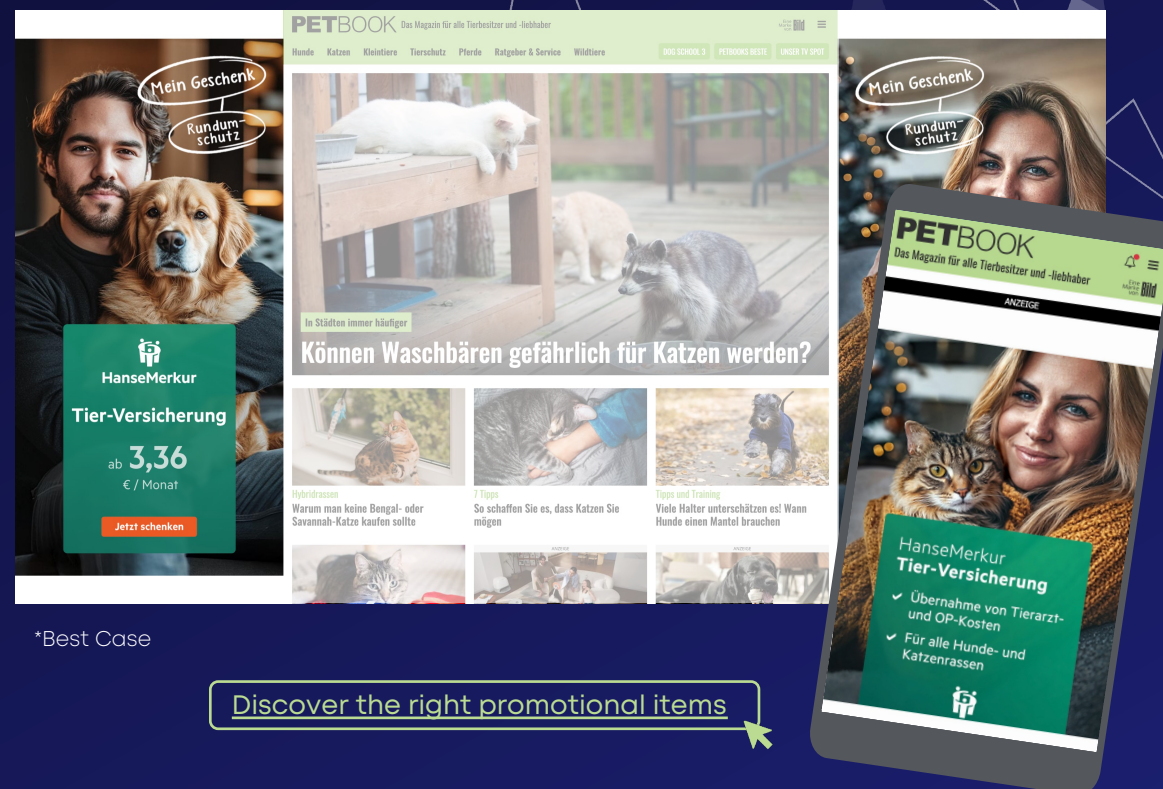
The Homerun guarantees you a first-class appearance and maximum visibility!

In addition to a homepage fixed placement, you also receive a first contact placement (first page view across the entire website outside the homepage), allowing you to reach every user across the entire special-interest portal.

Choose the right advertising formats for your Homerun from our wide range of options, or secure a premium appearance with Homerun Plus and the Big Stage.

Package ¹	Guarantee	Duration	Homerun	Homerun Plus ²
Homerun Day	200,000 Als	1 day	€11,200	€14,000
Homerun Week	1.200,000 Als	1 week	€56,400	€72,000

- 1) Includes initial contact, Sat. & Sun. = 1 day | Exclusive placement on the homepage, excluding CMS sections such as the homepage teaser and Taboola.
- 2) FC 1/day for the animation; a fallback remains in place, plus creation costs of €4,800 if produced by MI; lead time of at least 15 business days from delivery of assets (video, images, etc.). The stationary Big Stage ad will be displayed on the homepage. ROS will display the fallback ad. Additional editorial approval required.

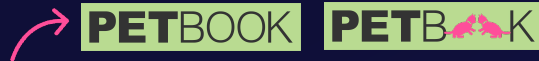


*Best Case

HOMERUN ADD-ONS: IT GETS COLORFUL AND BOLD

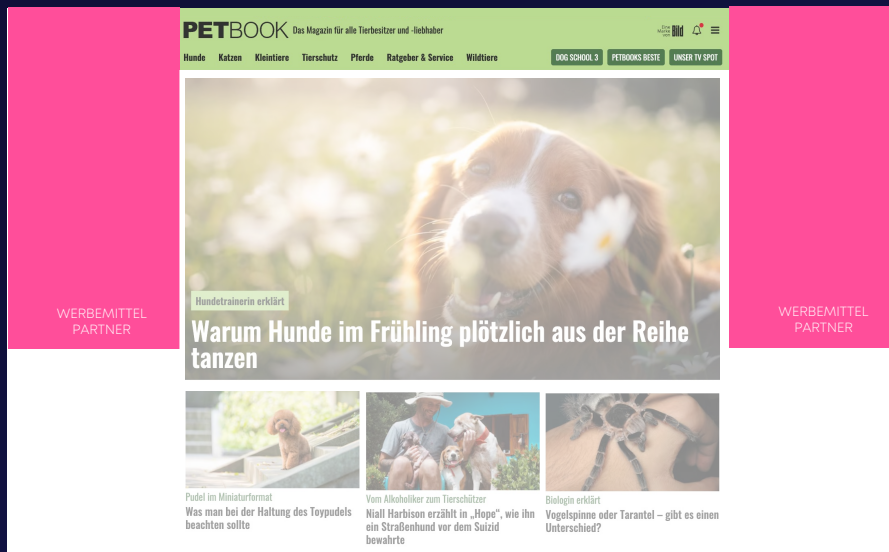
LOGOMORPH*

Your brand merges with the PETBOOK logo. Let's develop a creative implementation together!



HOMEPAGE COLOR KICK

Design the homepage in a custom color that matches your campaign.



*Example visualization



*Example visualization

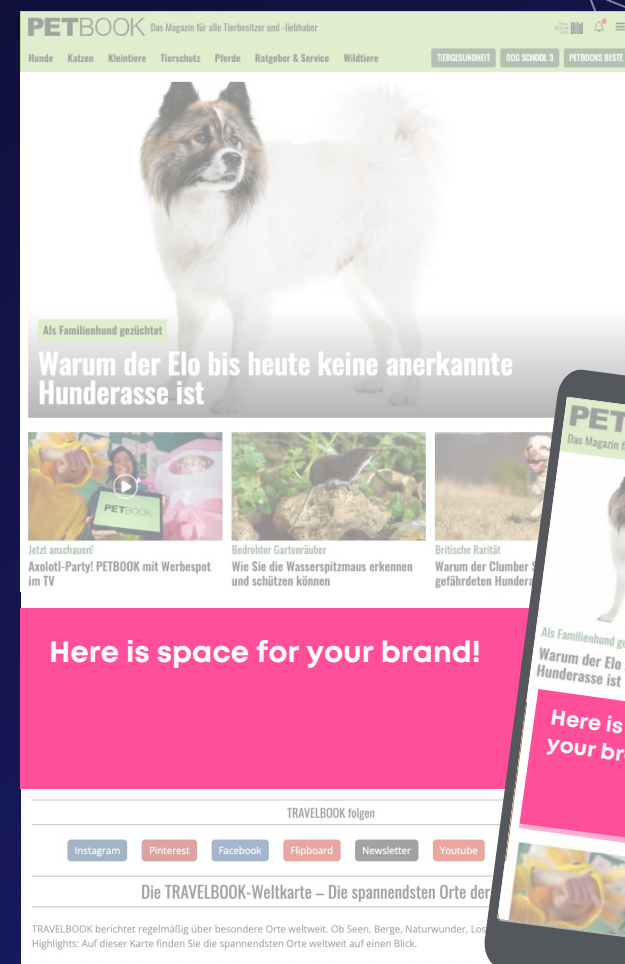
* Logomorph can only be booked in combination with a Homerun Plus.

A-TEASER: HIGH-ATTENTION AND CLOSE TO CONTENT

Placement in the most attention-grabbing editorial area of the homepage is ideal for your product or collection highlights.

Linking is either to your website or to a specific landing page.

Package	Guarantees	Duration ¹	Pricing
A-Teaser	50,000 AIs	1 day	€4,500



*Example visualization

1) Saturday and Sunday count as one day.



NATIVE ADVERTISING

Your brand in the right context:
Authentically told and effectively presented

ADVERTORIAL: YOUR CONTENT IN THE LOOK & FEEL OF PETBOOK

The Advertorial on PETBOOK are individually tailored.

The editorial presentation of your advertising message in the PETBOOK look & feel guarantees high credibility. Your provided advertising content is the focus and is placed in a premium environment. Users are directly addressed and activated via competitions, votings, integrated videos, and more.

Traffic is generated via homepage teasers as well as an ad bundle and mobile medium rectangle in run of site.

Package	Guarantee ¹	Duration ²	Pricing ³
Advertorial XS	375,000 AIs	2 weeks	€7,500
Advertorial S	500,000 AIs	2 weeks	€10,000
Advertorial M	1,000,000 AIs	4 weeks	€17,500
Advertorial L	1,500,000 AIs	6 weeks	€22,500
Advertorial Stage ⁴	1,500,000 AIs	6 weeks	€35,000

- 1) Guaranteed impressions apply to the ROS placement (ad bundle + mobile medium rectangle). For exclusive fixed placements, there is no reach guarantee (advertising format freely selectable).
- 2) Recommended campaign duration, adjustable upon request.
- 3) Additional creation costs (not SR- or AR-discountable): €2,000.
- 4) Advertorial stage bookable from 3 advertorials.
- 5) Additional creation costs: €4,000.



*Best Case

EMOTIONAL STORYTELLING WITH THE BRAND STORY

With PETBOOK’s native storytelling, your message becomes a story:

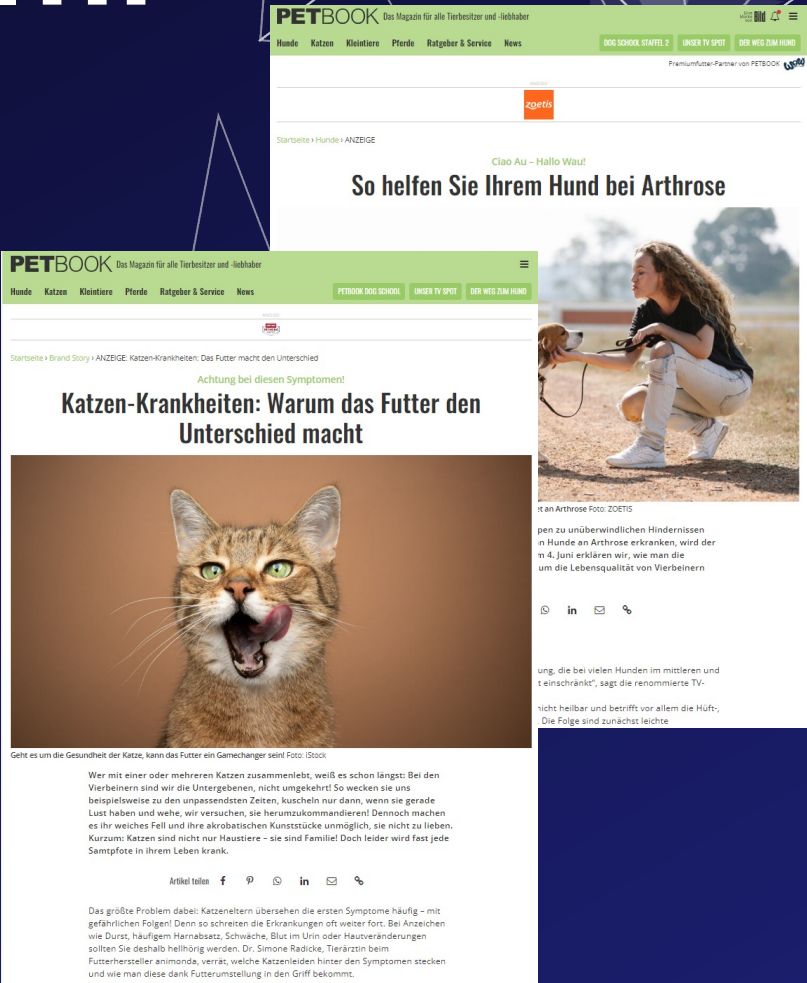
informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, and interactive engagement tools such as 360-degree images, quizzes, and image galleries.

- ▶ Editorial-style storytelling
- ▶ Clear branding through logo integration
- ▶ Co-creation of the topic with the Brand Studio team
- ▶ Image material provided by you or our native photo teamBildmaterial von Dir oder unserem Native-Foto-Team

Minimum bookable page views ³	Basic package	Maximum bookable page views ³
5,000	15,000 page views €50,000 ¹ 6 weeks duration ²	20,000

See the add-ons

1) Additional creation costs: up to 15,000 views €3,500; up to 20,000 views €4,000; above 20,000 views €4,500; not eligible for SR or AE.
2) Lead times for brand stories must be requested in advance.
3) Scalable page views: from €3.50 gross CPV (cost per view), eligible for SR and AE.
Brand Hub bookable from 4 brand stories. Creation costs €10,000; not eligible for SR or AE.
General review of content from financial service providers; adjustments to the product variant and/or guaranteed views may be required.



*Best Cases

PRODUCT STORY: YOUR PRODUCT AT CENTER STAGE

The main focus is on your product!

An authentic story in the style of PETBOOK built around your more complex products, new features, or current offers.

Based on the materials you provide, we create an individual story and the corresponding teasers – always in close coordination with you.

Package	Guarantee	Duration	Pricing ¹
Product Story	1,700,000 Als & 9,000 views	4 weeks	€33,750

See the add-ons ➡

1) Additional creation costs: €3,000 (not SR- or AE-discountable). Content from financial service providers is subject to review and may require adjustments to the product variant and/or guaranteed views.



*Example visualization

PRODUCT NEWS: YOUR PRODUCT TOLD CONSISELY

Targeted attention at the right time.

Prepared as a native news story and directly linking to your website, your products reach readers without detours.

The time-sensitive campaign duration ensures a targeted visibility boost exactly when your news is relevant.

Package	Guarantee	Duration	Pricing ¹
Product News	475,000 Als & 2,000 views	Max. 2 weeks	€14,500

¹⁾ Additional creation costs: €800 (not SR- or AE-discountable).



*Example visualization

VIDEO PRODUCT STORY: BRINGING YOUR PRODUCTS TO LIFE

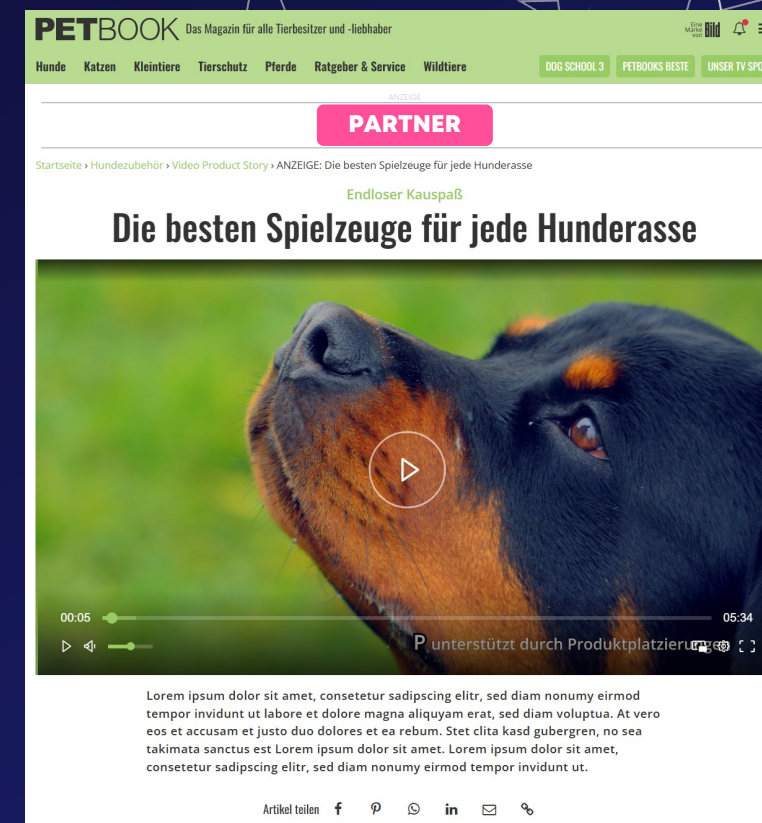
Bring your products to life within the product story!

Bring your products to life within the product story! The product story is enhanced with a specially produced video of around 90 seconds to better present and explain your product.

The native product video and an additional reel format will be provided to you afterwards for your own use.

Package	Guarantee	Duration	Pricing ¹	Video-production ²
Product Story	1,700,000 AIs & 9,000 page views	4 weeks	€33,750	€5,600

- 1) Additional creation costs BOOKs: €3,000 (not SR- or AE-discountable). Content from financial service providers is subject to review and may require adjustments to the product variant and/or guaranteed views.
- 2) Not SR- or AE-discountable; depending on effort individually priced. Product must be provided.



*Example visualization

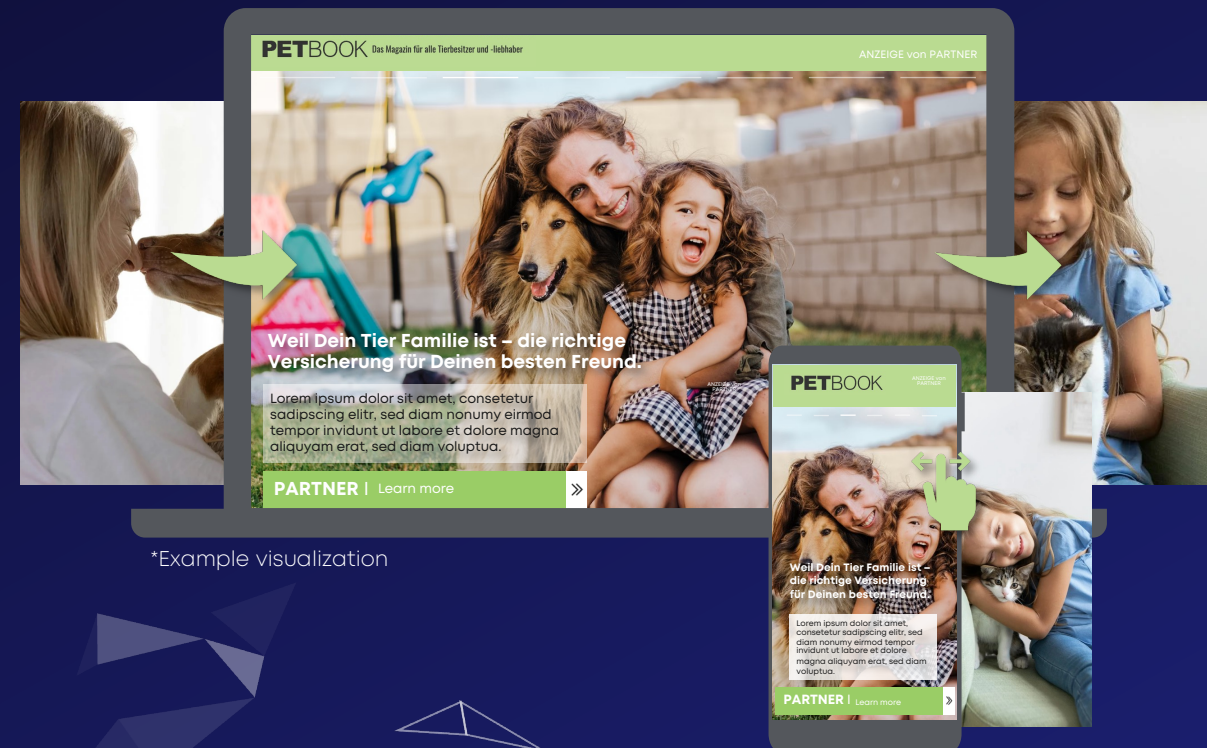
SWIPE STORY: DISTINCTIVE PRESENCE FOR YOUR BRAND

An innovative and visually strong reading experience – your brand is impressively staged!

An image series with short, informative texts designed for swiping. This type of storytelling allows you to rethink and communicate your messages to potential customers in a new way. Impactful, clearly structured, concise, and quick to read. A format familiar from Instagram and similar platforms—presented in the high-quality PETBOOK environment!

Package	Guarantee	Duration ¹	Pricing ²
Swipe Story	20,000 views	4 weeks	€62,500

1) Recommended campaign duration, adjustable upon request.
2) Additional creation costs (not eligible for SR or AR): €4,500



*Example visualization

INTERACTIVE STORY: YOUR BRAND IN A SPECIAL LIGHT

Let users interact!

What makes the interactive story special is the combination of many image and video elements that allow users to actively immerse themselves in the story.

Users love interaction, which is why we integrate a variety of elements that encourage engagement – from classic videos and image worlds to sliders.

High engagement and strong brand recall are guaranteed, as users won't forget your interactive story quickly!

Package	Guarantee	Duration ¹	Pricing ²
Interactive Story	20,000 views	4 weeks	€62,500

- 1) Recommended campaign duration, adjustable upon request.
- 2) Additional creation costs on request.
Lead time: 6–7 weeks.



*Example visualization

THEME SPECIAL: STRONG PRESENCE IN A THEMATICALLY RELEVANT ENVIRONMENT

Attention-grabbing placement of your brand in a thematically relevant environment with exclusive presence on the special landing page and all article pages:

Sponsorship header and footer (“presented by”)

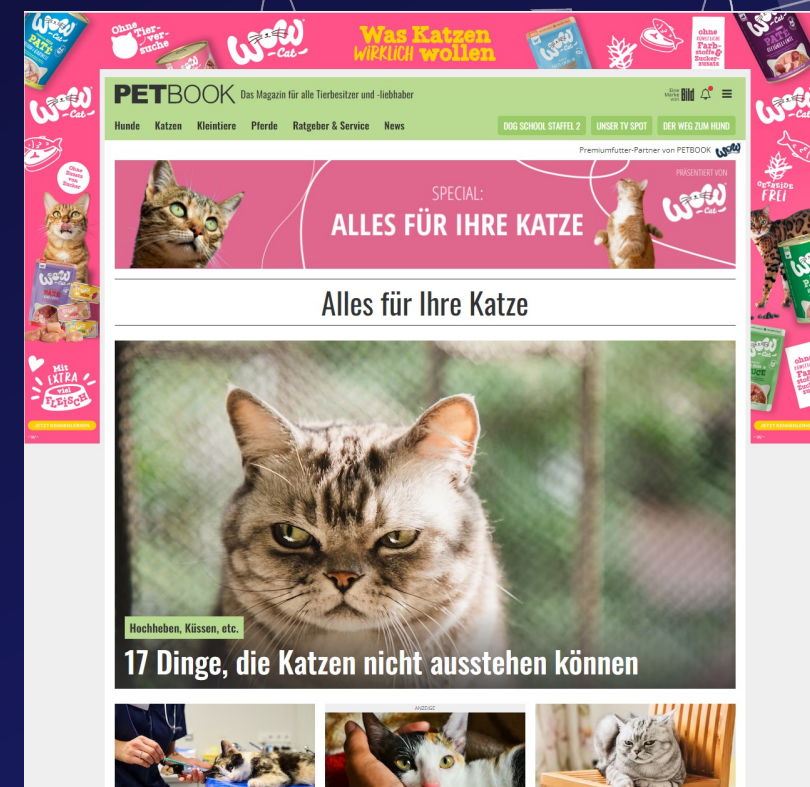
- ▶ Fixed integration of advertising formats
- ▶ Traffic generation via homepage teasers as well as an ad bundle and mobile medium rectangle in run of site
- ▶ Brand stories, product stories, and advertorials can also be additionally integrated within the special.

Package	Guarantee	Duration ¹	Pricing ²
Theme special S	300,000 AIs	1 weeks	€13,000
Theme special M	600,000 AIs	2 weeks	€23,000
Theme special L	1,200,000 AIs	4 weeks	€36,000

1) Recommended campaign duration, adjustable upon request.

2) Additional creation costs (not SR- or AR-discountable): €2,000.

Please note: The editorial team retains full control over the content of the themed special. For compliance reasons, customer-specific themed specials are not possible (e.g. “The big Musterland special presented by Musterland”).



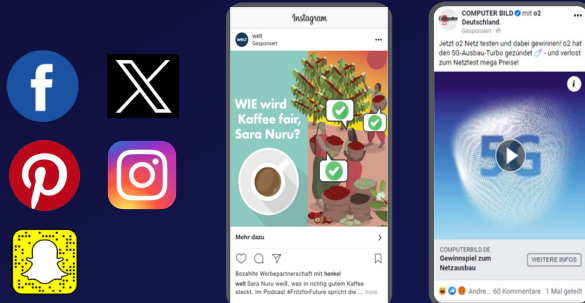
*Best Case on PETBOOK.de

SOCIAL MEDIA: OUR PRODUCTS FOR YOUR SUCCESS

Leverage the power of social media combined with the credibility of PETBOOK and reach the right target groups with our top products:

SPONSORED POSTS

We combine your product with our strong media brands! Benefit from the recognition of our brands as the publisher of your posts or stories. In addition, we tag your social media page via “handshake” or linking.



VERTICAL STORY

Using full-screen vertical videos or photos, your story is presented in the style of the younger generation on the popular social media platforms Snapchat and Instagram.



Vertical Story on Instagram & Snapchat



STICKY BAR: MAXIMIZE THE VISIBILITY OF YOUR BRAND!

Always in view and perfectly integrated. Your offers are present across the entire portal!

Link the sticky bar to your homepage or a specific landing page. It is fixed at the bottom of the page, cannot be minimized or closed, and therefore remains visible across the entire website at all times.

This way, users can't miss your brand!

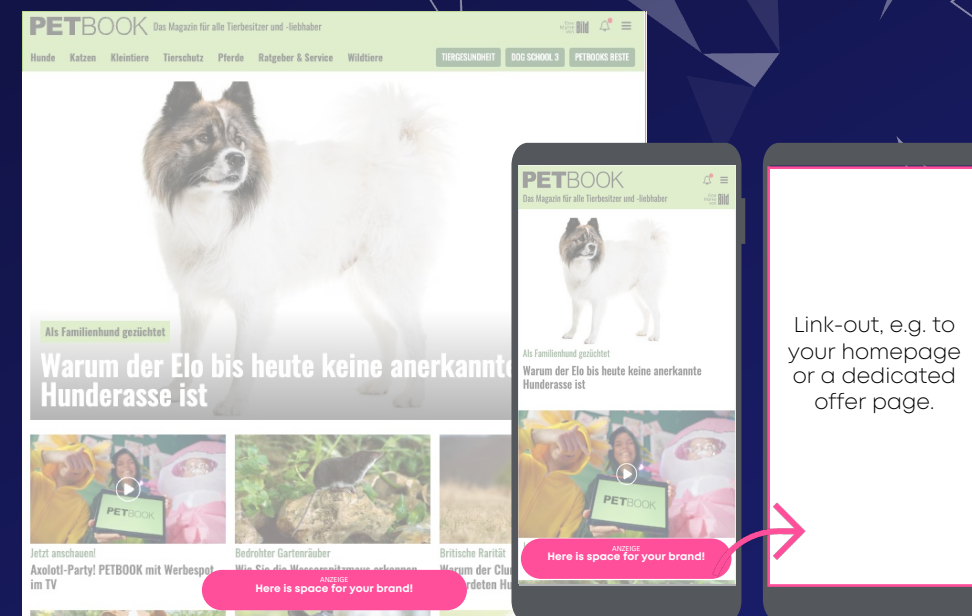
Package*	Guarantee	Duration	Pricing
Sticky Bar	3,000 clicks	4 weeks	€2,800**

Deep integration component, only bookable in combination with media.

Not discountable (no AE or AR), not combinable with data products.

For exclusive fixed placements (e.g. homepage or themed specials), the sticky bar is paused in those areas for the booked duration.

ANZEIGE
Here is space for your brand!



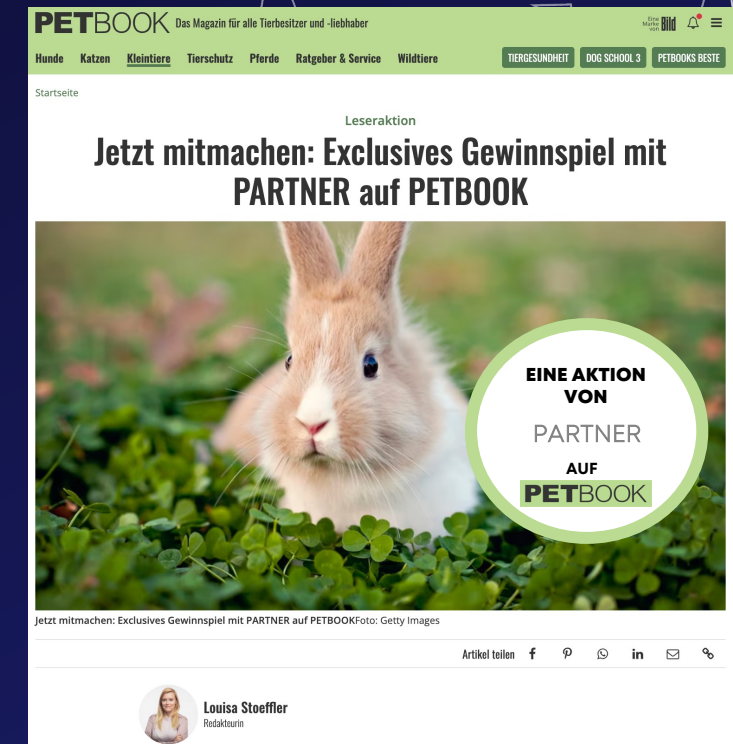
*Example visualization

EDITORIAL COOPERATION: AUTHENTICALLY INTEGRATED, CREDIBLY PRESENTED

Your content is authentically integrated into the editorial environment and benefits from increased brand presence as well as enhanced credibility.

You have numerous opportunities to receive direct customer feedback on product quality and optimization. Independent reviews strengthen trust in your brand, while the test seal adds additional advertising impact and purchase incentives.

Custom concepts and client campaigns
available upon request



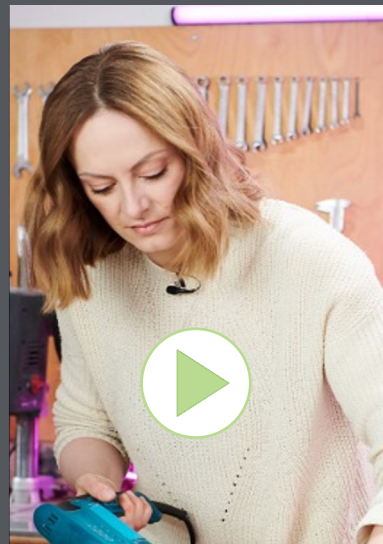
*Example visualization

VIDEOSPONSORING

Your brand takes the lead here.

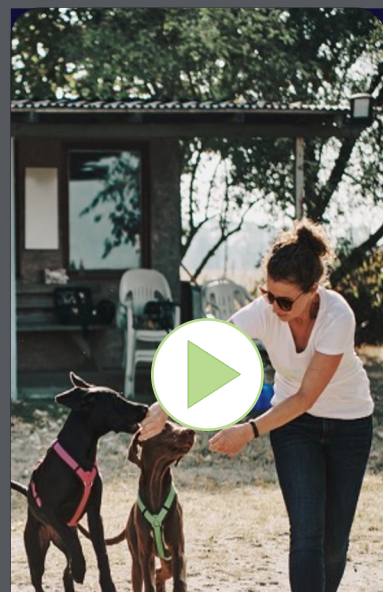


VIDEO FORMATS



DIY projects for pets
together with
myHOMEBOOK

[VIEW THE VIDEOS](#)



Step-by-step explanations for sustainable learning success with pets.

[VIEW THE VIDEOS](#)

SEASON 1



[VIEW THE VIDEOS](#)

SEASON 2



[VIEW THE VIDEOS](#)

SEASON 3



We're happy to work
with you to select the
right protagonist for
the video series.

Coming up next**:
CAT SCHOOL

**Example topics for the
first season:**

- Vet visits
- Socialization
- Keeping cats engaged
- and more

*We are happy to jointly develop customized video concepts, subject to editorial approval.
** The lead time for a sponsorship is 2 months.

VIDEOSPONSORING COMPONENTS

Logo integration in the video:



Presenter-Clip



Banner



Outro-Clip

Media components for the video:
Multiscreen media package in ROS and on the video pages of the sponsorship

ADD-ONS:

ADVERTORIAL S
on stage¹

BRAND STORY
on stage¹

PRODUCT STORY
on stage¹

PRODUCT
PLACEMENT²

A booking must include at least one logo integration component as well as a media package.

- 1) Placement on stage where available.
- 2) Cannot be part of already completed seasons.

VIDEOSPONSORING PRICING

BASIC PACKAGE¹

Logo integrations in the video:

- ▶ Presenter clip „presented by“
- ▶ Banner (5 sec.)
- ▶ Outro clip „presented by“

Media components:

- ▶ Media package multiscreen on the video pages²
- ▶ Media package multiscreen in ROS for traffic generation

1 episode
5,000 views³ and 200,000 AIs
 (Duration 4 weeks)
€22,000⁴

ADD-ONS:

ADVERTORIAL S
 500,000 AIs/ €10,000⁵

BRAND STORY BASIC
 15,000 views/ €50,000⁶

PRODUCT STORY
 1,700,000 AIs + 9,000 views/ €33,750⁷

PRODUCT PLACEMENT
 from €5,000⁸

For existing video formats, a lead time of 2 weeks applies. For new / individual formats, a lead time of 2 months applies, as well as a minimum booking of 5 episodes. A season comprises a maximum of 10 episodes.

1) A booking must include at least one component of logo integration as well as a media package.

2) Additional fixed placement on stage is only available with a minimum booking of 5 episodes, provided a stage is available.

3) When booking more than one episode, the views of all videos count toward the total guarantee.

4) SR, AR & AE possible. Additional creation costs of €500. Creation costs are not eligible for SR or AE.

5) Additional creation costs of €2,000. Creation costs are not eligible for SR or AE.

6) Additional creation costs of €4,000. Creation costs are not eligible for SR or AE.

7) Additional creation costs of €3,000. Creation costs are not eligible for SR or AE.

8) Price per season per setting (shoot location/situation) €5,000 up to a maximum of €10,000. Deviations possible depending on integration. Costs are not eligible for SR or AE.

STRATEGIC PARTNERSHIP

Tailor-made solutions for impactful brand presence.



EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Individual concepts and tailor-made approaches available upon request

The optimal setup for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved through media alone.

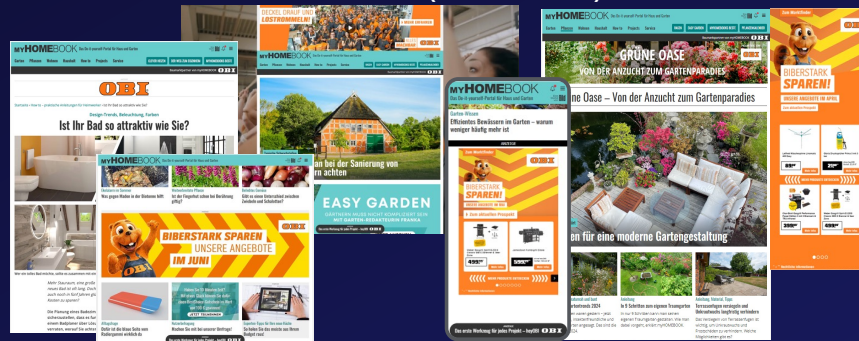
1 We create an **ideal environment** and establish the starting point of a customer experience.

2 The industry-exclusive partnership guarantees **high visibility** and presence through individual integrations (logo, sticky bar, text links) directly on the website.

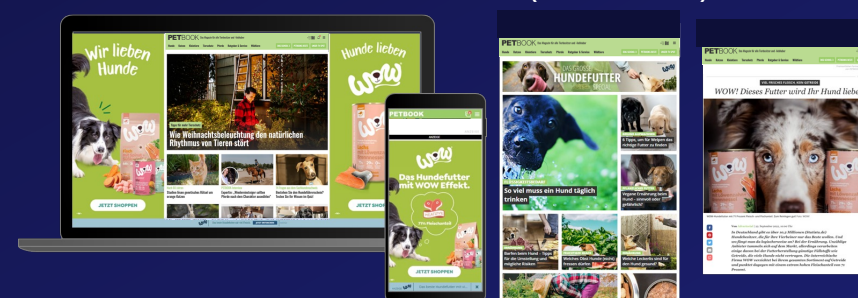
3 **Strong media presence** on the portal also ensures an image transfer between PETBOOK and your brand.

4 **Customer-specific storytelling** that aligns with the interests and needs of users is presented in a thematically relevant way and can be reused by you.

OBI PREMIUM PARTNERSHIP (2019 – 2024)



PETCO PREMIUM PARTNERSHIP (2022 – 2024)



POSSIBLE COMPONENTS

Media & Branding

- ▶ Large-scale advertising formats across the entire PETBOOK website (ROS) or on the homepage (e.g. Homerun Day or Week)
- ▶ Various targeting options
- ▶ Industry exclusivity possible for all content and media formats

Content

- ▶ Sponsoring / themed specials, emotional storytelling, product-related content / advertorials
- ▶ Traffic management of your content

Video

- ▶ Various video formats / video series with well-known personalities from the industry
- ▶ Additional format ideas on request

Deep Integration

- ▶ Custom concept development of exclusive special integration placements (e.g. in-article recommendations or notifications)
- ▶ Logo integration and sticky bar

Data*

- ▶ Market research
- ▶ Retargeting options

*Only available within the premium partnership.

PARTNERSHIP PACKAGE

		PREMIUM PARTNERSHIP		CO PARTNERSHIP	CO PARTNERSHIP LIGHT
		Package price: from €500,000 Duration from 6 months		Package price: from €250,000 Duration from 3 month	Package price: from €150,000 Duration 3 month
STORYTELLING	Product Storys	x		x	Limited components
	Brand Storys	x		x	x
	Advertorials	x		x	x
MEDIA	Theme special	x		x	x
	Homerun	x		x	x
	Display (ROS)	x		x	x
VIDEO	Sponsorship of video episodes + Product-placement + media	x		x	x
DEEP INTEGRATION	Logo integration	x		-	-
	Exclusivity	x	Industry exclusivity possible		-
	In-article widgets	x		x	x
	Newsletter integration	x		x	x
	Homeblock	x		x	x
	Notifications	x		x	x
	Events and market research	x		x	-
	Sticky bar	x		x	x
DATA	Data usage	x		-	-

WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU!

You can find your contact persons [here!](#)

Conceived by
media impact —
Germany`s most creative customer
expert_

