

# FITBOOK

MEDIA KIT

konzipiert von

media **impact** \_

dem kreativsten kundenverstehender  
deutschlands\_



# 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

# FITBOOK IN A NUTSHELL

## THE DIGITAL PLATFORM FOR FITNESS AND HEALTH

- FITBOOK is an innovative, holistic health and fitness magazine - with a high standard and yet understandable for everyone.
- FITBOOK covers consistent fitness and health topics with a wide range of experts.
- FITBOOK takes a holistic approach to a healthy lifestyle: Exercise, nutrition and health are inextricably linked.



6,50

Mio. Page Impressions\*

1,81

Mio. User\*



161,800 Follower\*\*



32,000 Follower\*\*

\*Adobe Analytics 10/ 2025

\*\*Facebook and Instagram March 2025

# DIE FITBOOK-USER

## FOLLOWER



**ANNA, 29**

“I'm interested in a healthy lifestyle, try out lots of things and change discipline from time to time. Fitness is part of my lifestyle.”

## TRENDSETTER



**MIA, 32**

“I love sharing my trendy, fit, healthy lifestyle on various social media platforms. I am curious and like to experiment with new things.”

## PERFORMER



**LUKAS, 35**

“I'm energetic, eager to learn and do a lot of sport. I go to the gym and use technology gadgets for my training.”



63% 20-49 years old



48% high level of education\*



78% employed



53% men



57% net household income >3,000€

\*Source: best for planning 2024 II \*(Technical) Abitur, technical or university degree.

# TOP AFFINITIES



## HEALTHY NUTRITION

- “Good food and drinks are very important to me”: Affinity index: 106
- “When I buy food, i pay more attention to the brand than the price”: Affinity index: 108



## HEALTH

- “It is important to me to do something for my health”: Affinity index: 94
- Interest in health products: Affinity index: 124



## INTEREST IN BUYING SPORTING GOODS

- Sports equipment: Affinity index: 118
- Sportswear: Affinity index: 127
- Sports shoes: Affinity index: 127



## FREE TIME SPORTS\*

- Playing tennis: Affinity index: 129
- Skiing, snowboarding: Affinity index: 131
- Playing basketball: Affinity index: 128



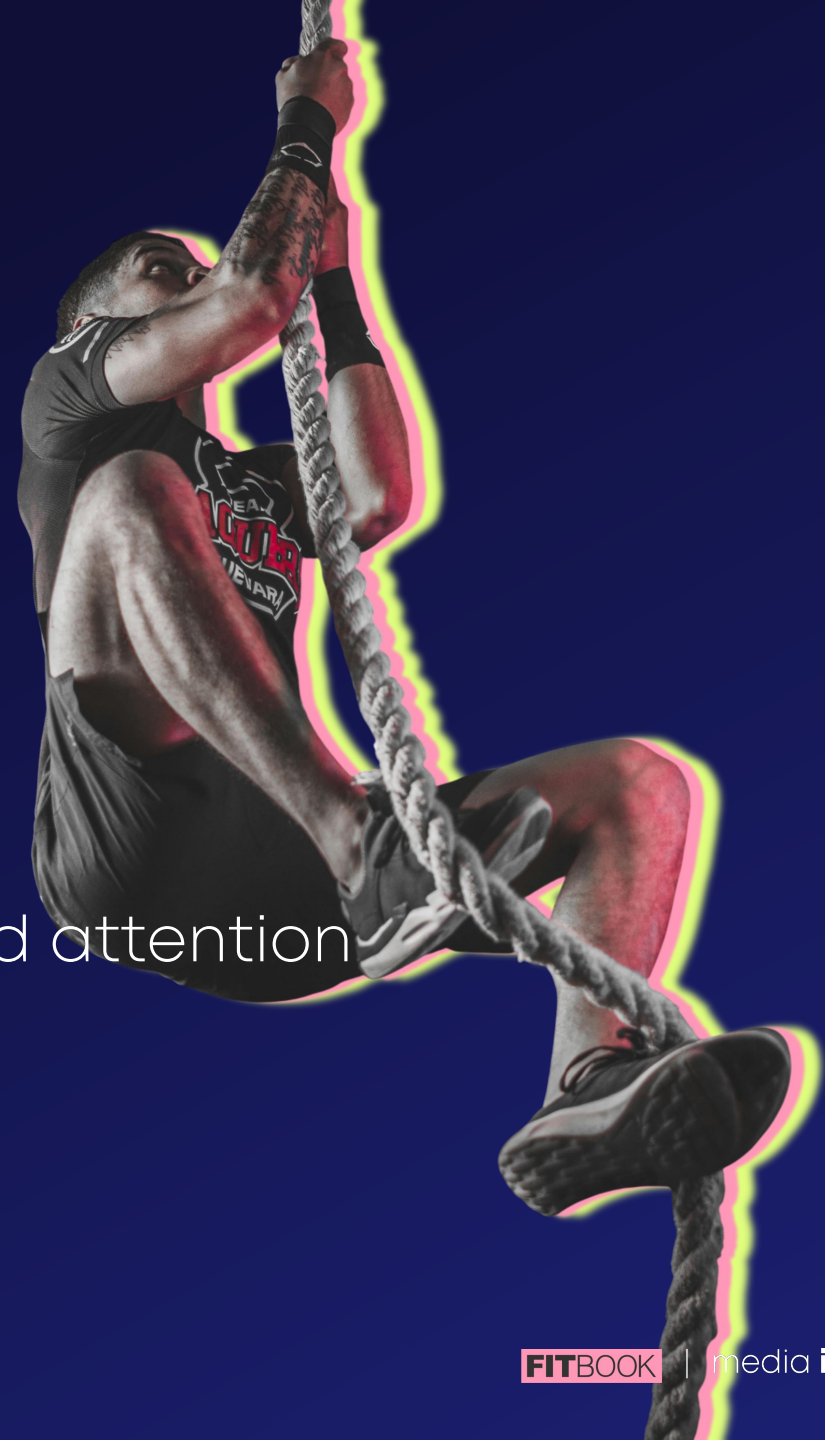
## ALTERNATIVE NUTRITION

- Slimming food: Affinity index: 111
- Low-calorie food, light products: Affinity index: 109
- Organic food: Affinity index: 108

\*Source: b4p 2022; Basis: population; NpM/ \*at least once a month

# DAILY FIXED PLACEMENTS

Showcase your brand - with all-round attention  
and continuous presence!



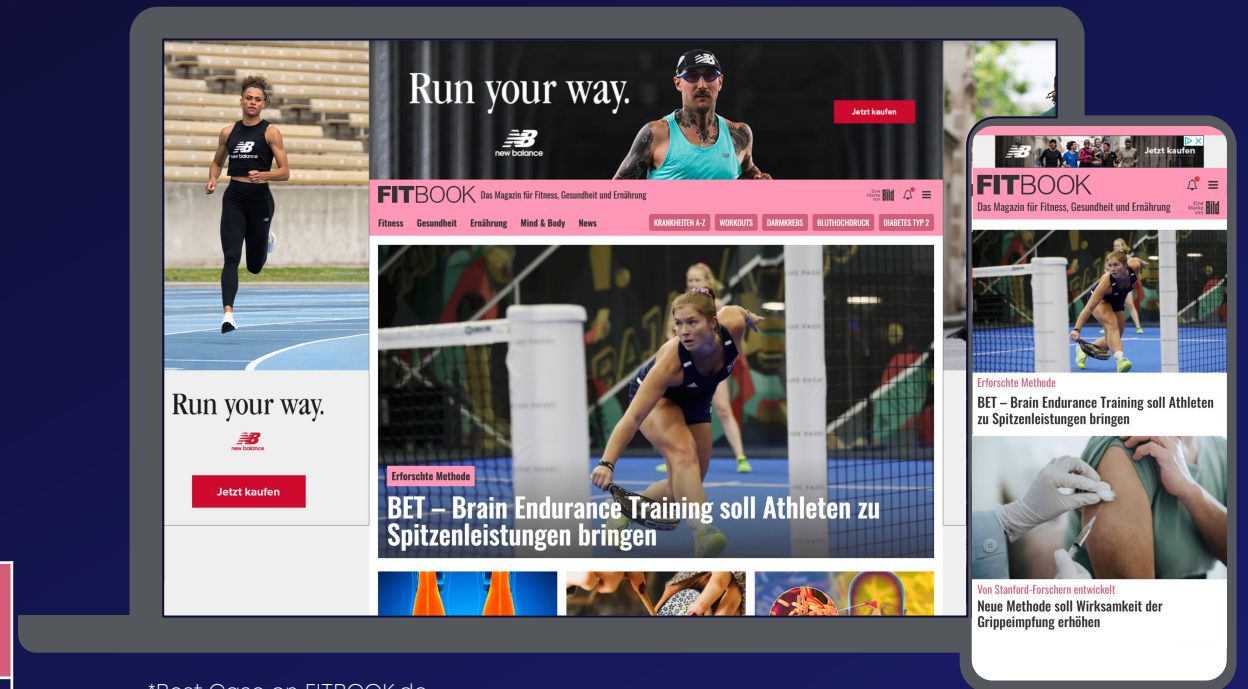
# HOMERUN: HIGH-QUALITY STAGING ON THE HOME

**Spectacular and high quality:  
The Homerun guarantees a first-class appearance  
and maximum branding!**

In addition to a fixed homepage placement, you also receive a first contact placement (first page view on the entire website apart from the homepage) and thus reach every user on the entire special interest portal.

And best of all: a whole page just for your brand.

Package <sup>1</sup>	Guarantee	Duration	Pricing Homerun	Pricing Homerun Plus <sup>2</sup>
Homerun Day	200,000 AIs	1 Day	11,200 €	14,000 €
Homerun Week	1,200,000 AIs	1 Week	56,400 €	72,000 €



\*Best Case on FITBOOK.de

[Discover the factsheet](#)

1) Incl. first contact, Sat. & Sun.=1 day | Exclusivity on the homepage except CMS areas, e.g. home teaser and taboola.  
2) FC 1/day for the animation, a fallback remains, plus creation costs of €4,800 if created by MI, lead time of at least 15 working days from delivery of the assets (video, image material, etc.) The stationary Big Stage advertising material is displayed on the homepage. The fallback advertising material is played on the ROS. Additional editorial approval required.

# A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

**The A-Teaser is effective and convincing!**

Placement on the most attention-grabbing editorial space on the homepage is ideal for product or collection highlights.

The link is either to the partner website partner website or to a specific landing page.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
A-Teaser	50,000 AIs	1 Day	4,500 €



\*Best Case auf FITBOOK.de

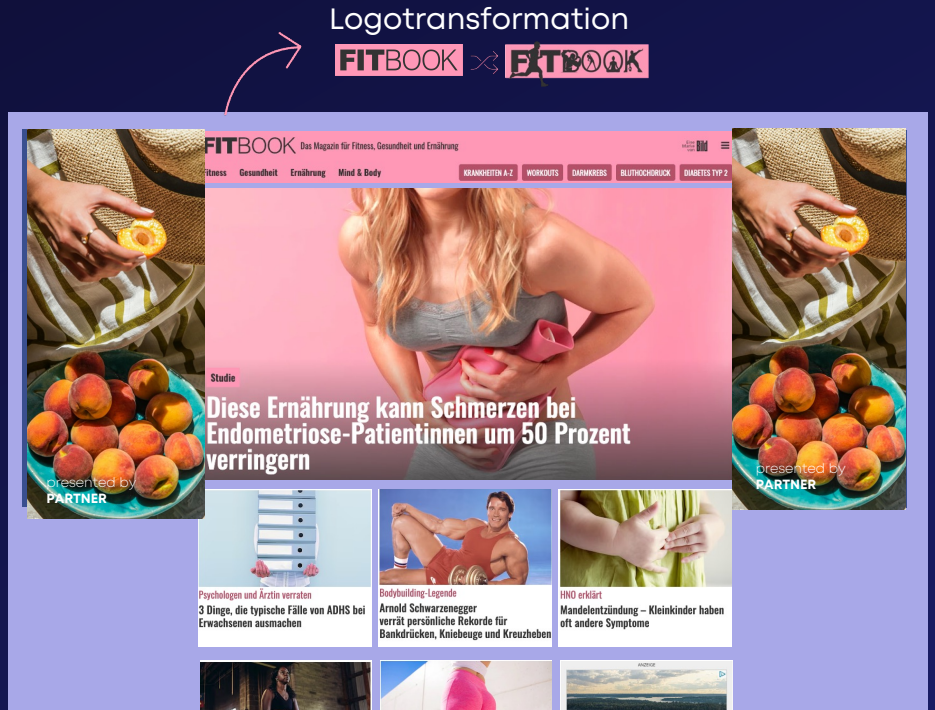
1) Saturday and Sunday count together as one day.

# ADD-ONS: LOGOMORPH & HOMEPAGE COLOR KICK

With these add-ons you get two exciting features at once - now it's getting colorful and bold!

Your brand will be prominently integrated into the header logo, and you can customize the homepage colors so that it shines in an individual color to match your campaign.

The brands merge and strengthen each other through their image and brand characteristics. The direct embedding in the editorial environment increases the credibility of the placement.



\*Exemplary visualization

Design the homepage in an individual color to match your campaign

Package	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme <sup>1</sup>
Homerun Day	200,000 AIs	1 Day	11,200 €	14,000 €
Homerun Week	1,200,000 AIs	1 Week	56,400 €	72,000 €

- 1) FC 1/day for the animation, a fallback remains, plus creation costs of €4,800 if created by MI, lead time of at least 15 working days from delivery of the assets (video, image material, etc.) The stationary big stage advertising material is displayed on the homepage. The fallback advertising material is played on the ROS. Additional editorial approval required.
- 2) Creation costs for coloring the background (not SR- and AR-capable): 1,000 €.
- 3) Logomorph only available with Homerun Supreme.

# NATIVE ADVERTISING

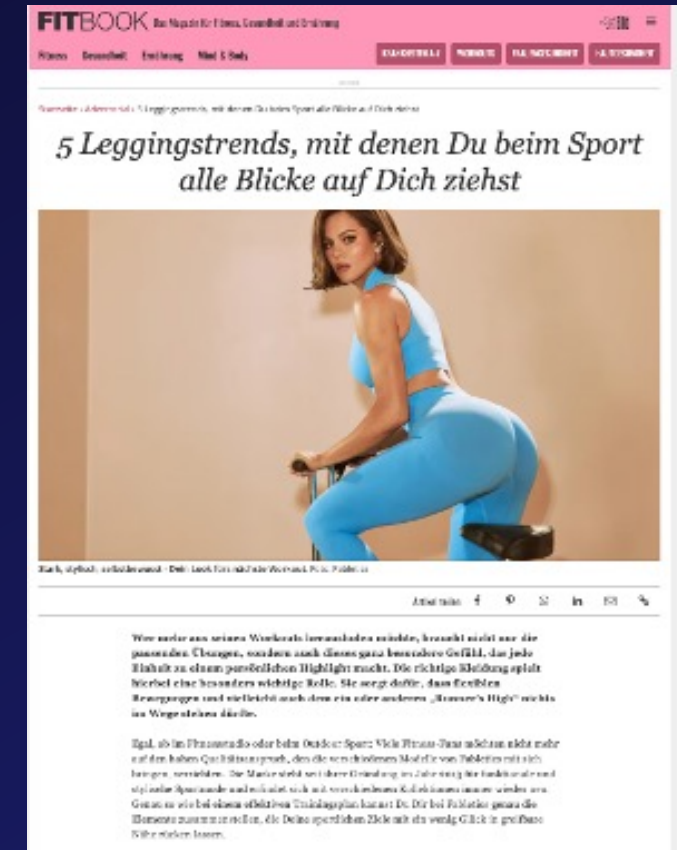
Your brand narrated in the right context -  
authentically and effectively.



# ADVERTORIAL: YOUR CONTENT IN LOOK & FEEL OF FITBOOK

The advertorials on FITBOOK are designed individually. Thanks to the editorial design in the look & feel of FITBOOK, you are presented in a first-class environment and benefit from a high level of credibility. The focus is on your advertising content. Users are addressed directly, and the brand is activated via competitions, voting, integrated videos and much more.

Traffic is generated via homepage teasers as well as an AdBundle and Mobile Medium Rectangle in Run of Site.



\*Best Case on FITBOOK.de

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

- 1) Recommended duration, customizable on request.
- 2) Plus creation costs (not SR- and AR-capable): 2,000 €.
- 3) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), there is no reach guarantee for exclusive fixed placement (advertising media freely selectable).
- 4) Advertorial Stage bookable from 3 advertorials plus creation costs (not SR- and AR-eligible): 4,000 €.

# EMOTIONAL STORYTELLING WITH THE BRAND STORY

**The native story gets exclusive storytelling from FITBOOK:** informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- Editorially appealing story
- Clear sender status through logo integration
- Your topic is developed together with the Brand Studio team
- Image material from you or our native photo team

Minimum page views to be booked <sup>3</sup>	Basic package	Maximum page views to be booked <sup>3</sup>
5,000	15,000 page views 50,000 € <sup>1</sup> 6 Week duration <sup>2</sup>	20,000

[View the Add-Ons](#) 

- 1) Plus creation costs up to 15,000 views € 3,500, up to 20,000 views € 4,000, from 20,000 views € 4,500, not eligible for discount and AE.
- 2) The lead time must be requested for brand stories.
- 3) Scalable page views: from €3.50 gross CPV (cost per view), SR- and AE-eligible, depending on the size of the booking and the object.
- 4) Various formats possible.
- 5) Brand hub stage bookable from 4 brand stories plus creation costs (not SR- and AR-eligible): 10,000 €



\*Best Case on FITBOOK.de

# PRODUCT STORY: FOCUS ON YOUR PRODUCT

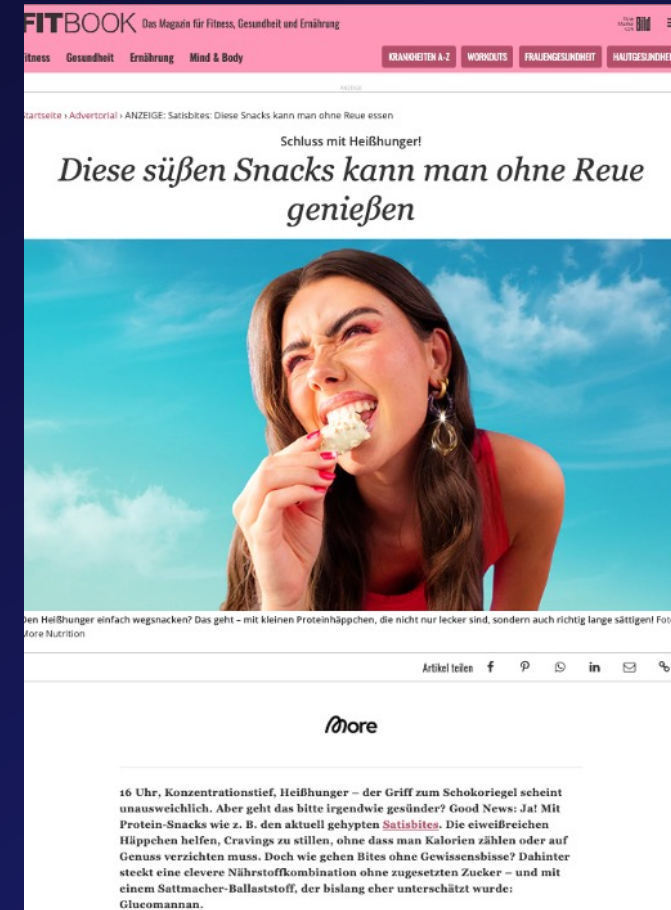
**Your brand or product is the focus of the story!**

Your story about your products that require explanation, new features, or current offers is presented in an authentic and clear manner, reflecting the style of the respective media brand. We will create your individual story, and the corresponding teaser based on the material you bring along. Always in consultation with you, of course!

Package	Guarantee	Duration	Pricing <sup>1</sup>
Product Story	1,700,000 AIs & 9,000 Views	4 Weeks	33,750 €

[View the Add-Ons](#) 

- 1) Plus creation costs: €3,000 (not SR- or AE-eligible). Basic review of content from financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
- 2) Only advertising media included in the basic packages can be booked.
- 3) Various formats possible.



\*Best Case on FITBOOK.de

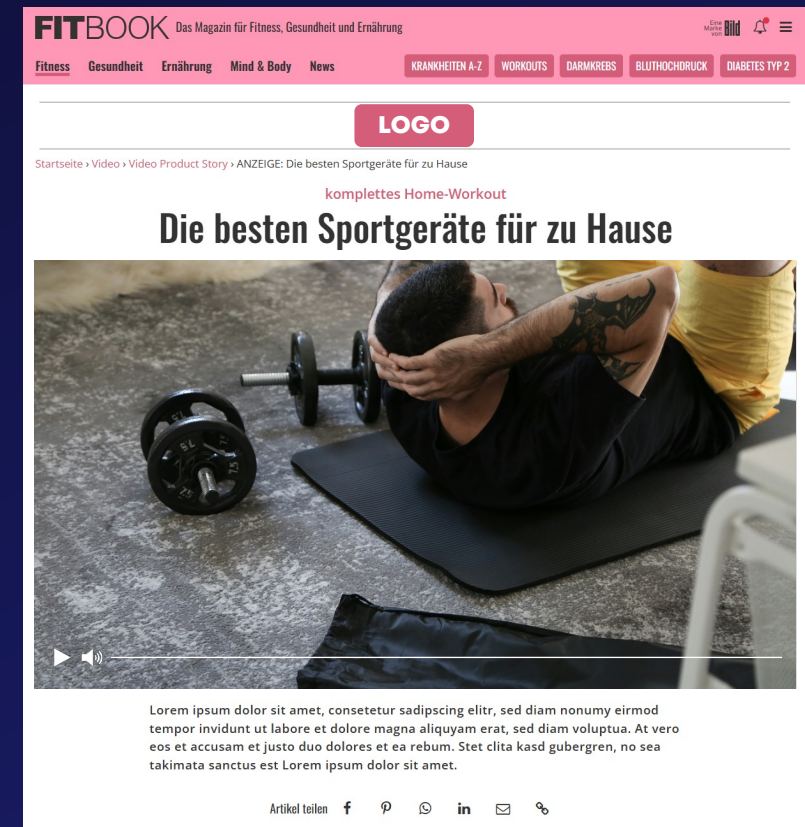
# VIDEO PRODUCT STORY: SHOWCASE YOUR PRODUCTS

Bring your products to life within the product story!

You will receive a product story that is supplemented by a specially produced 90-second video to present and explain your product even better.

The native product video and an additional reel format will then be made available to you for your own use.

Package	Guarantee	Duration	Pricing <sup>1</sup>	Video-Production <sup>2</sup>
Product Story	1,700,000 AIs & 9,000 Page Views	4 Weeks	33,750 €	5,600 €



\* Exemplary visualization

- 1) Plus creation costs: BOOKs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adaptation of the product variant and/or the guaranteed views.
- 2) Not SR- or AE-eligible, depending on individual effort. Product must be made available.

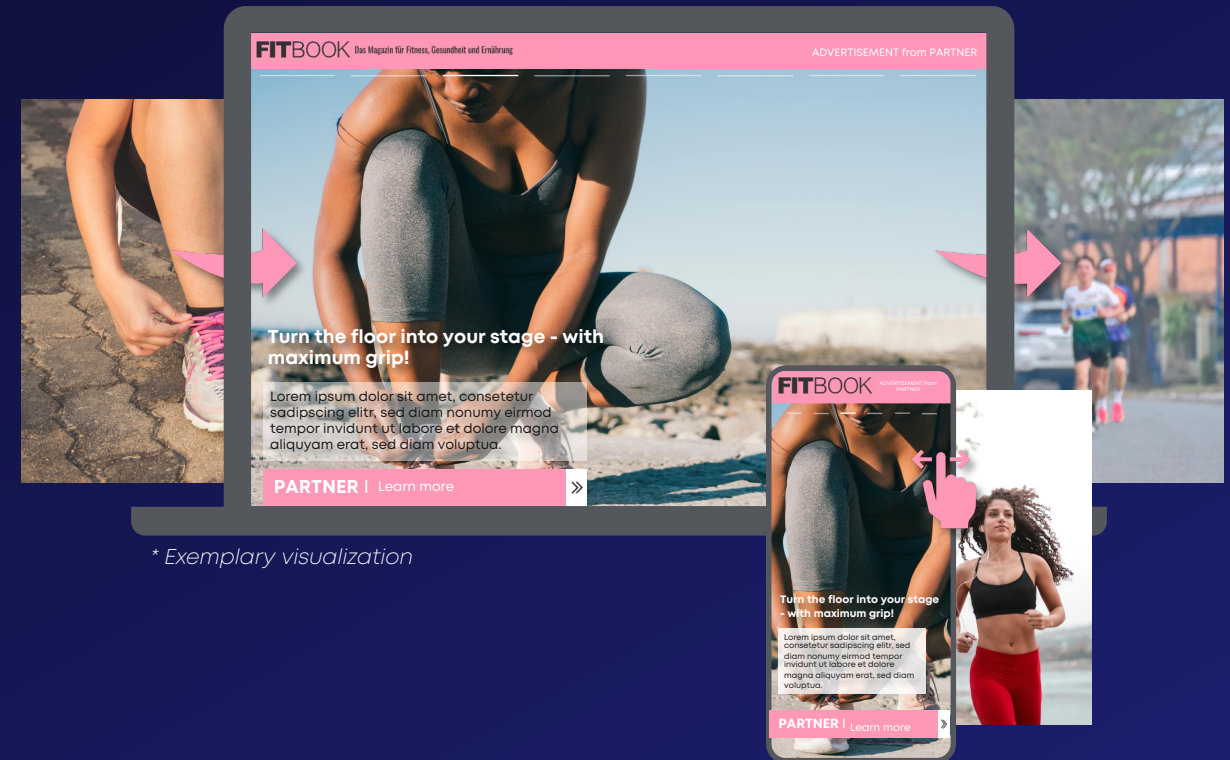
# SWIPE STORY: UNMISTAKABLE PRESENCE FOR YOUR BRAND!

**Innovative and visually powerful reader experience - an impressive visual presentation of your brand!**

A series of images with short, informative texts for swiping. With this type of storytelling, you can rethink and convey messages to your potential customers in a new way.

Effective, clearly structured, to the point and quick to read - a presentation as readers know it from Instagram and co. - in a high-quality BOOK context!

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Swipe Story	20,000 Views	4 Weeks	62,500€



\* Exemplary visualization

1) Recommended term, customizable on request.  
 2) Plus creation costs (not SR- and AR-eligible): 4,500 €.

# INTERACTIVE STORY: YOUR BRAND IN A SPECIAL LIGHT

## Let your users interact!

The special feature of the interactive story is the overall picture with many image and video elements, in which the user can actively immerse themselves in the story.

Users love interaction - that's why we integrate many different elements that encourage interaction - from classic videos and image worlds to sliders. High engagement and increased recognition are guaranteed - because users won't forget your interactive story in a hurry!

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Interactive Story	20,000 Views	4 Weeks	62,500€

1) Recommended running time, customizable on request.  
 2) Plus creation costs (not SR- and AR-eligible): 8,500 €.

**More well-being through conscious nutrition**  
 Healthy eating - how to make it work in everyday life

Slider & image elements

**Customized text design**  
 With exclusive storytelling - your topic is developed together with the Brand Studio team.

**Video elements**

**Banner & LinkOuts**  
 Feel good. Eat yourself happy.

# THEME SPECIAL: STRONG PRESENCE IN A THEME ENVIROMENT

Attention-grabbing placement of your brand in a thematically appropriate environment with an exclusive presence on special start- and all article pages:

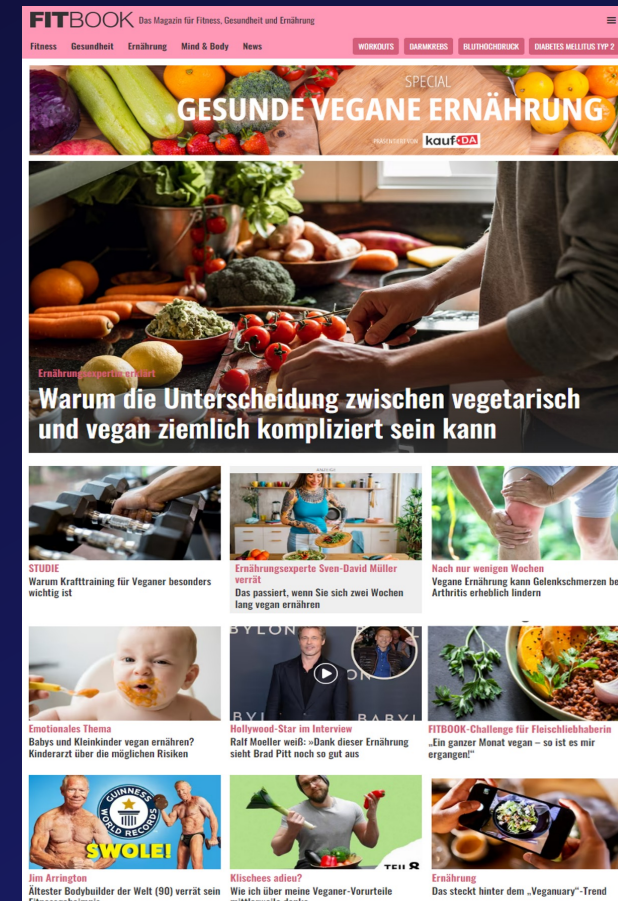
- Sponsoring header and footer “präsentiert von” (presented by).
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle).
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials can also be integrated within the special.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Theme Special S	300,000 AIs	1 Week	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 duration, customizable on request.

2) Plus creation costs (not SR- and AR-capable): 2,000 €.

Please note: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. “The big Musterland special presented by Musterland”)



\*Best Case on FITBOOK.de

# SOCIAL MEDIA: OUR PRODUCTS FOR YOUR SUCCESS!

Use the influence of social media in combination with the credibility of our media brands and reach the right target groups with our top products:

## SPONSORED POSTS

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



## CONTENT POSTS

You will receive a permanent placement in our Instagram chronicles or WhatsApp channels via **Stories, Posts or Presentings** (not available on all properties).



## VERTICAL STORY

With the help of **full-screen vertical videos or photos**, your story is played out in the style of the young generation on the popular social media platforms Snapchat and Instagram.



Vertical Story on Instagram & Snapchat

[Hier geht es zu Factsheet](#)

# STICKY BAR: MAXIMIZE YOUR BRAND'S VISIBILITY!

Constantly in view and perfectly integrated – your offers are always present on the entire platform!

All services are permanently bundled in the self-created Sticky Bar, which always remains visible on the homepage, the stages and the article levels. The bar is fixed at the bottom of the page and cannot be minimized or closed.

In addition, the teaser area offers a link that leads, for example, directly to your homepage.

DISPLAY  
YOUR BRAND IS ALWAYS PRESENT!

Package*	Guarantee	Duration	Pricing
Sticky Bar	10,000 Clicks	4 Weeks	5,700 €**



\*Sample visualization

Depth integration component, only in combination with Media.  
Not discountable, AE or AR eligible, not linkable to data products.

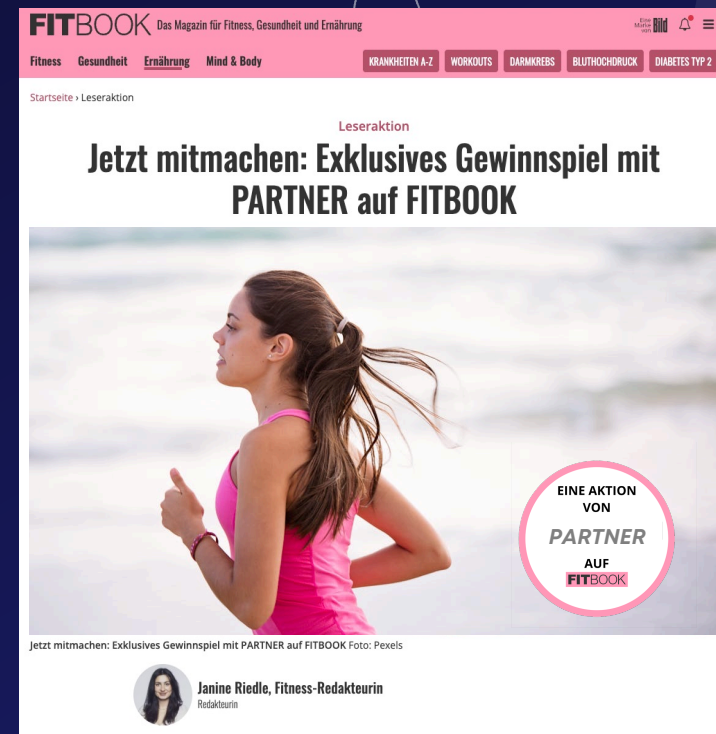
In the case of exclusive fixed placements, e.g. at Home or in theme specials, the Sticky Bar will be paused in the respective areas for the booked duration.

# EDITORIAL COLLABORATIONS: AUTHENTIC INTEGRATED, CREDIBLY PRESENTED

Your content will be authentically integrated into the editorial environment and benefit from increased brand presence and credibility.

There are numerous ways to get direct customer feedback on product quality and optimization. Independent reviews strengthen trust in your brand, while the test seal creates additional advertising impact and purchase incentives in communication.

Individual concept and customer promotions on request



\*Sample visualization on TRAVELBOOK

Editorial texts are not specified by the customer or given to the customer in advance for approval. The type, structure and scope of any editorial articles is decided solely by the editorial team.

# VIDEO SPONSORSHIP

Put your brand in the spotlight  
– with a video that inspires!



# OUR VIDEO FORMATS

**FITBOOK**  
Das Magazin für Fitness, Gesundheit und Ernährung

Hier gibt's Videos fürs Training

00:00 00:34

Sie wollen sich richtig auspowern und Körperfett verbrennen, Ihren Bizeps trainieren oder einfach mal entspannen und an der Beweglichkeit arbeiten? Egal, welches Fitness-Ziel Sie haben: Wir haben das richtige Workout für Sie! Nutzen Sie dazu unseren „Workout-Finder“, um z. B. nach der gewünschten Trainingsart, Trainingsdauer oder Ihrem Fitness-Level zu filtern. Sie können sich aber auch ganz einfach durch die Trend-Videos zu einem Workout inspirieren lassen. FITBOOK wünscht viel Spaß beim Training!

ANZEIGE  
Günstige Flüge buchen - Skyscanner

FITBOOK Workouts

Watch the Videos

**FITBOOK**  
Das Magazin für Fitness, Gesundheit und Ernährung

FITBOOK Alltagsathleten

Exklusive Einblicke ins Leben von Basketballerin Wiebke Schwartau – jetzt Teil 2 der Doku schauen!

Wiebke Schwartau  
00:32 21:52

M.A. Alexandra Grauvogl

13. Dezember 2023, 11:16 Uhr | Lesezeit: 2 Minuten

Die brandneue Dokumentation FITBOOK Alltagsathleten gewährt exklusive Einblicke in den herausfordernden Alltag von Wiebke Schwartau, Spielerin bei Alba Berlin. Trotz beeindruckender sportlicher Leistungen sieht sich Schwartau mit der Realität konfrontiert,

FITBOOK Alltagsathleten

Watch the Videos

**FITBOOK**  
Das Magazin für Fitness, Gesundheit und Ernährung

Startseite > Gesundheit > Dr. Anne Heinz – die Disney-Zahn

FITBOOK Experts

Dr. Anne Heinz – die Disney-Zahnärztin, die im „Dentiland“ kleinen Patienten die Angst nimmt

00:01 03:28

Melanie Hoffmann, Medizin-Redakteurin  
Redaktionsleiterin

17. September 2024, 16:46 Uhr | Lesezeit: 4 Minuten

Wer die „Dentiland“ genannte Zahnarztpraxis in Brandenburg herrscht, fühlt sich sofort in die zauberhafte Welt von Disney versetzt. Bei ihnen können Patienten ihre

ANZEIGE  
Günstige Flüge buchen - Skyscanner

FITBOOK Experts

Watch the Videos



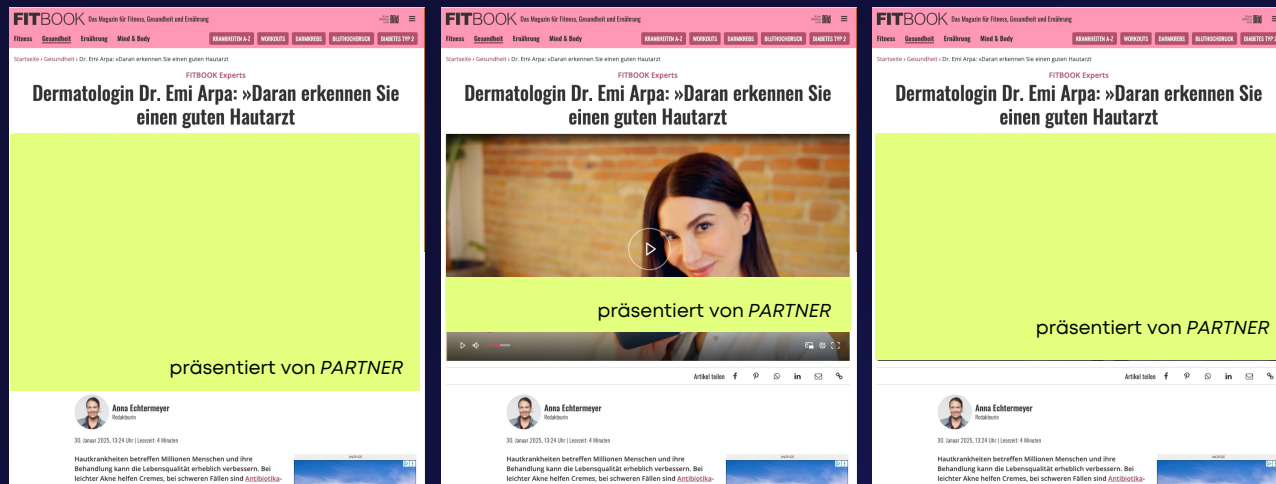
We will be happy to select the right protagonist for the video series together.

\*We are happy to develop individual video concepts together with you. Subject to editorial approval.

\*\* Lead time for sponsoring is 2 months

# VIDEO SPONSORSHIP COMPONENTS

## Logo integrations in the video:



Presenter-Clip

Streamer

Outro-Clip

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

## ADD-ONS:

**ADVERTORIALS**  
On the Videostage<sup>1</sup>

**BRAND STORY**  
On the Videostage<sup>1</sup>

**Product Story**  
On the Videostage<sup>1</sup>

**PRODUCT  
PLACEMENT<sup>2</sup>**

A booking must include at least one component of logo integration and a media package.

- 1) Play on stage if available.
- 2) Can't be part of seasons that have already been filmed.

# VIDEO SPONSORSHIP PRICING

## BASIC PACKAGE<sup>1</sup>

### Logo integrations in the video:

- ▶ Presenter clip "presented by"
- ▶ Banderole (5 Sek.)
- ▶ Outro Clip "presented by"

### Media components:

- ▶ Media package Multiscreen on the video pages<sup>2</sup>
- ▶ Media package Multiscreen in ROS for traffic delivery

**1 episode**  
**5,000 views<sup>3</sup> and 200,000 AIs**  
 (duration 4 weeks)  
**22.000 €<sup>4</sup>**

### ADD-ONS:

#### ADVERTORIAL S

500,000 AIs/ 10,000 €<sup>5</sup>

#### BRAND STORY BASIC

15,000 Views/ 50,000 €<sup>6</sup>

#### PRODUCT STORY

1,700,000 AIs + 9,000 Views/ 33,750 €<sup>7</sup>

#### PRODUCT PLACEMENT

ab 5,000 €<sup>8</sup>

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

- 1) A booking must include at least one component of logo integration and a media package.
- 2) Additional permanent placement on stage only exists from a minimum purchase of 5 episodes, if stage is available.
- 3) When booking more than one episode, the views of all videos count towards the total guarantee.
- 4) SR, AR & AE possible. Plus 500 € creation costs. Creation costs are not SR or AE eligible.
- 5) Plus 2,000 € creation costs. Creation costs are not SR or AE eligible.
- 6) Plus 4,000 € creation costs. Creation costs are not SR or AE eligible.
- 7) Plus 3,000 € creation costs. Creation costs are not SR or AE eligible.
- 8) Price per season per setting (location/situation) 5,000 € to max. 10,000 €. Deviations possible depending on the integration. Costs are not SR or AE eligible.

# STRATEGIC PARTNERSHIP

More visibility and tailor-made  
communication!



# EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Individual concepts and tailor-made approaches on request

The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

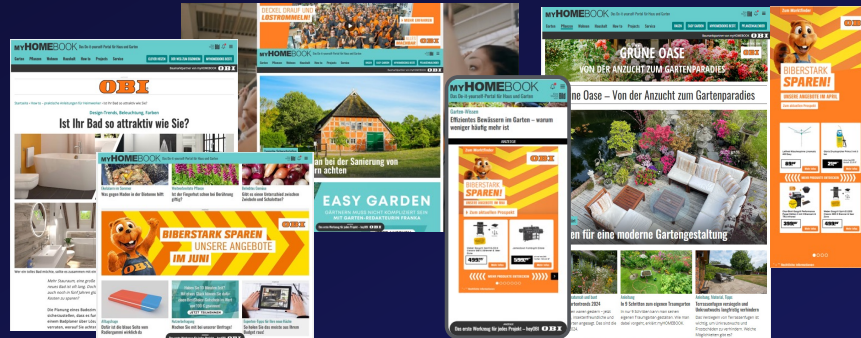
**1** We create an **ideal environment** and form the beginning of a customer experience.

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

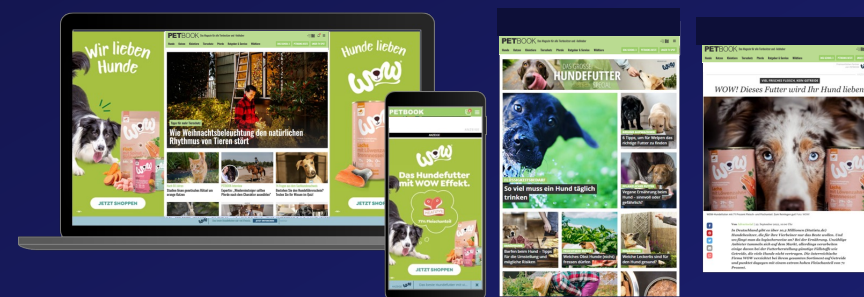
**3** Strong **media appearances** on the portal also ensure an image transfer between the respective book and your brand.

**4** **Customer-specific storytelling** that corresponds to the interests and needs of the users is thematically appropriate and can also be used by you.

OBI PREMIUM PARTNERSHIP (2019 – 2024)



PETCO PARTNERSHIP (2022 – 2024)



# POSSIBLE COMPONENTS

## Media & Branding

- ▶ Large-scale and multiscreen advertising formats on the entire TRAVELBOOK website (ROS) or on the home page (e.g. HomeRun Day or Week)
- ▶ Various targeting options
- ▶ Industry exclusivity possible for all content and media formats

## Content

- ▶ Sponsoring / Topic Specials, Emotional Storytelling, Product-Related Content / Advertorials
- ▶ Traffic-Management Deines Contents

## Video

- ▶ Various video formats/video series with well-known personalities from the industry
- ▶ Other format ideas in general

## Deep integration

- ▶ Individual conception of exclusive special integration areas (e.g. in-article recommendations or notifications)
- ▶ Logointegration und Sticky Bar

## Daten\*

- ▶ Market research
- ▶ Re-targeting options

\*Only feasible within the premium partnership.

# PARTNERSHIP PACKAGES

**PREMIUM PARTNERSHIP**

Package price: from 500,000€  
Term from 6 months

**CO-PARTNERSHIP**

Package price: from 250,000 €  
Term from 3 months

**CO-PARTNERSHIP LIGHT**

Package price: from 150,000 €  
Termin from 3 months

		PREMIUM PARTNERSHIP	CO-PARTNERSHIP	CO-PARTNERSHIP LIGHT
STORYTELLING	Brand Storys	x	x	limited components
	Product Storys	x	x	x
	Advertorials	x	x	x
MEDIA	Theme Special	x	x	x
	Home Run	x	x	x
	Display (ROS)	x	x	x
VIDEO	Sponsoring 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
	Notifications	x	x	x
	Events and Market research	x	x	-
	Sticky Bar	x	x	x
DATA	Data use	x	-	-

# WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU!

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

konzipiert von

media **impact** \_  
dem kreativsten kundenverstehrer  
deutschlands\_

