

# MYHOMEBOOK

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

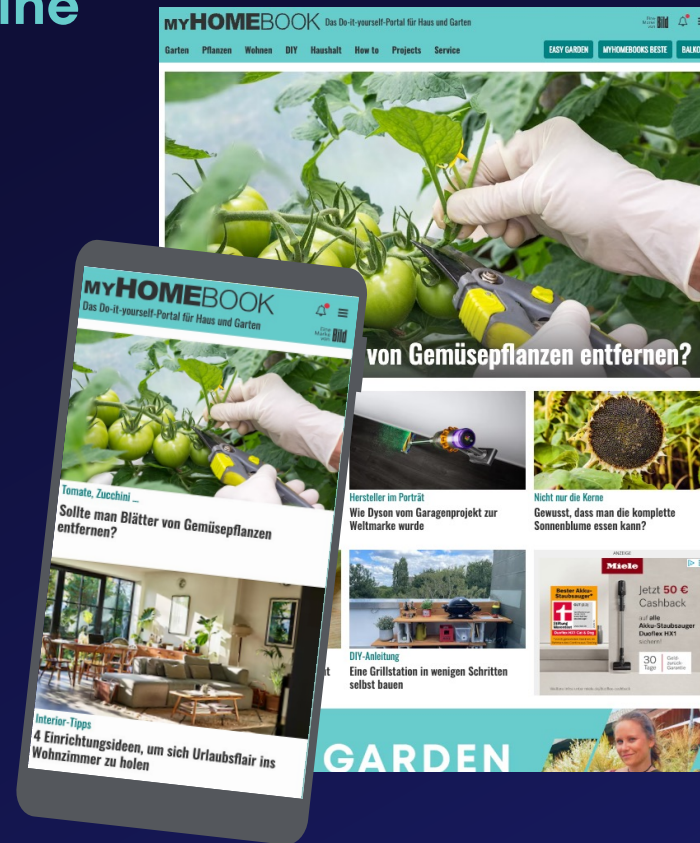


# myHOMEBOOK IN A NUTSHELL

The largest online magazine for home and garden.

**myHOMEBOOK** is the digital platform for anyone who wants to design their home, DIY projects, and gardening in a creative, stylish, and practical way.

With tips, tricks, and ideas from experts, influencers, and hobbyists, doing it yourself becomes simple, entertaining, and easy to put into practice.



6.08

Mio. Page Impressions\*

2.06

Mio. User\*



113,489 Follower\*\*



38.5 k Follower\*\*

\*b4p 2024, IVW PI 10/2025

\*\*Facebook and Instagram June 2026

# THE myHOMEBOOK USER

## EXPERT



BASTI, 35

"I regularly do DIY projects and have even set up my own workshop at home. Still, I'm always happy to get useful tips and discover new tools!"

## FOLLOWER



JULIA, 28 & MAX, 31

"In the summer, we love spending time in the garden with friends. To make sure everything looks great, we like to DIY ourselves—but we need clear, easy-to-follow instructions."

## TRENDSETTER



LEA, 27

"I place great value on interior design and gardening. I love sharing my DIY projects on Instagram and Pinterest—and my advice is also sought after by friends and family!"



43 % aged 20-49



53 % high level of education\*



71 % employed



51 % woman



66 % 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 & TOPICS



Garden & Plants



Living



How-to



DIY



Service



Projects



Tools



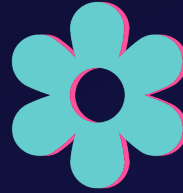
Household

# READER DEMOGRAPHICS



**40%**

live in owner-occupied housing



**57%**

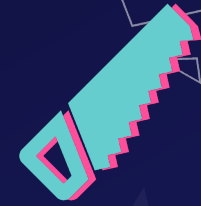
Have a garden

**33%**

live in their own house

**53%**

Have a balcony



**44%**

do DIY/ crafting

(at least once a month)



# TOP INTERESTS



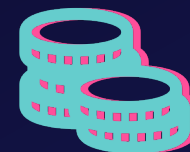
## REAL ESTATE & HOUSING<sup>3</sup>

- ▶ Homeownership  
**Affinity Index: 103**
- ▶ Purchase of a Condo in the Next 2 Years  
**Affinity Index: 227**
- ▶ Interest in renewable/sustainable energy  
**Affinity Index: 132**



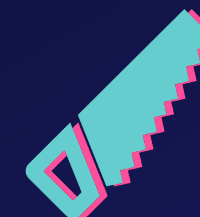
## PLANNED TRADESMAN WORK<sup>1,4</sup>

- ▶ Additions and renovations to living spaces, e.g., room partitioning, enlargements  
**Affinity Index: 352**
- ▶ Attic Conversion  
**Affinity Index: 354**
- ▶ Bathroom and Plumbing Renovation  
**Affinity Index: 222**



## FINANCING<sup>4</sup>

- ▶ Interest in personal loans and installment loans:  
**Affinity Index: 207**
- ▶ Interest in Construction Financing and Mortgage Loans  
**Affinity Index: 176**



## PLANNED DO-IT-YOURSELF PROJECTS<sup>2,4</sup>

- ▶ Installation/Replacement of Roller Shutters, Window Shutters  
**Affinity Index: 348**
- ▶ Installation of Thermal Insulation  
**Affinity Index: 327**
- ▶ Installing Carpet/Floor Tiles  
**Affinity Index: 222**

1) Planned professional home improvement projects over the next 2 years.  
2) Planned DIY projects over the next 2 years.  
3) Source: b4p 2023 II; Basis: Population aged 14 and older, Np/M.  
4) Source: b4p 2024 III; Basis: Population aged 14 and older, Np/M.

# SOCIAL MEDIA



**114k**  
SUBSCRIBERS



**39,8k**  
SUBSCRIBERS



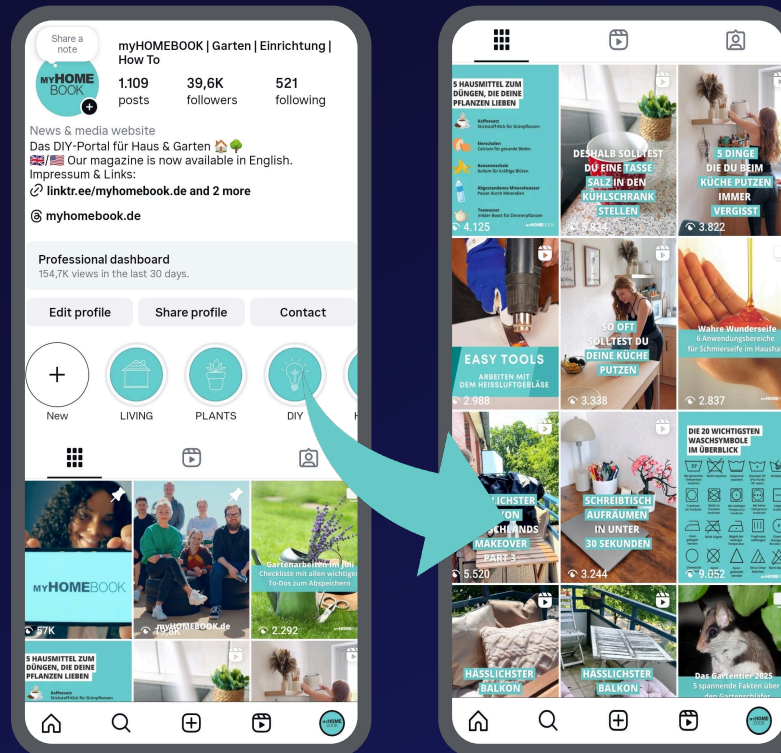
**16,5k**  
SUBSCRIBERS



**11,6k**  
SUBSCRIBERS



**17,5k**  
SUBSCRIBERS



Since December 2022, Instagram collaborations with various influencers in the DIY and home construction sectors have been carried out via Reels and Stories.

@easyalex



@dekokrams



@anetas\_leben





# OUR MYHOMEBOOK NETWORK



\*The network consists exclusively of individuals with whom we have collaborated in the past. There is no guarantee that they will be available for future collaborations.

# 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 <sup>1</sup> | Guarantee     | Duration | Homerun | Homerun Plus <sup>2</sup> |
|----------------------|---------------|----------|---------|---------------------------|
| Homerun Day          | 200,000 Als   | 1 day    | €11,200 | €14,000                   |
| Homerun Week         | 1,200,000 Als | 1 week   | €56,400 | €72,000                   |

- Includes initial contact, Sat. & Sun. = 1 day | Exclusive placement on the homepage, excluding CMS sections such as the homepage teaser and Taboola.
- 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

Discover the right promotional items

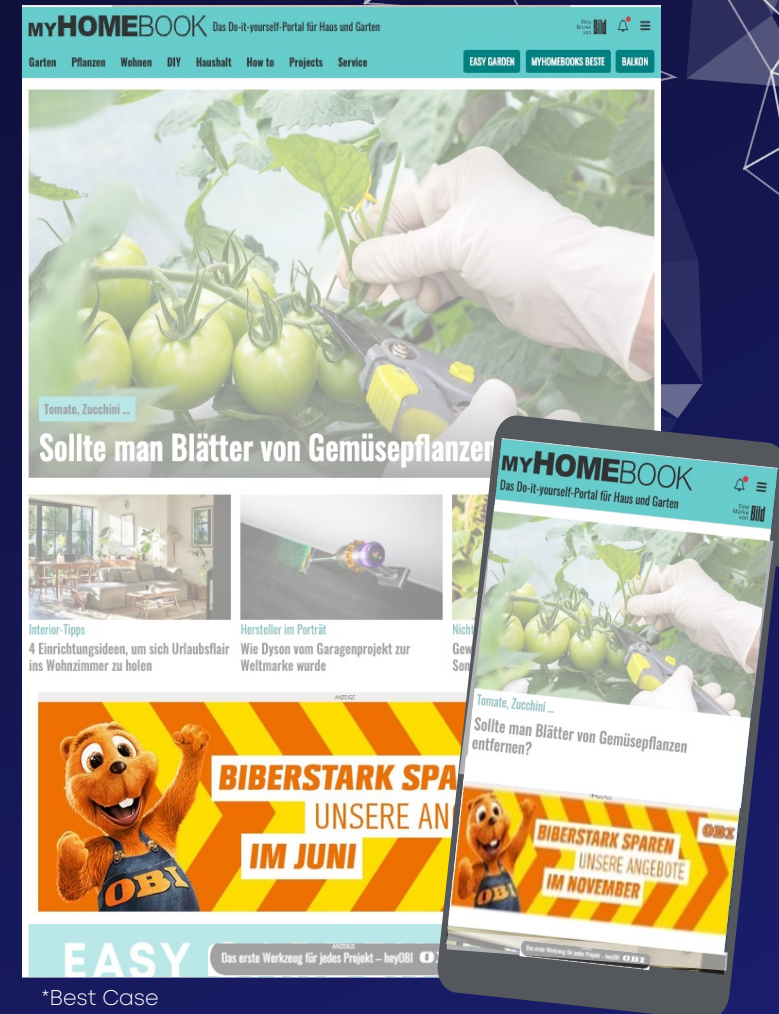


# A-TEASER: HIGH-ATTENTION AND CLOSE TO CONTENT

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  | Guarantee  | Duration <sup>1</sup> | Pricing |
|----------|------------|-----------------------|---------|
| A-Teaser | 50,000 AIs | 1 day                 | €4,500  |



\*Best Case

1) Saturday and Sunday count as one day.

# ADD-ONS: LOGOMORPH & HOMEPAGE COLOR KICK

With these add-ons, you get two exciting features—now it’s time to make things colorful and bold!

Your brand will be prominently featured in the header logo, and you can customize the homepage colors so it shines in a unique color that matches your campaign.

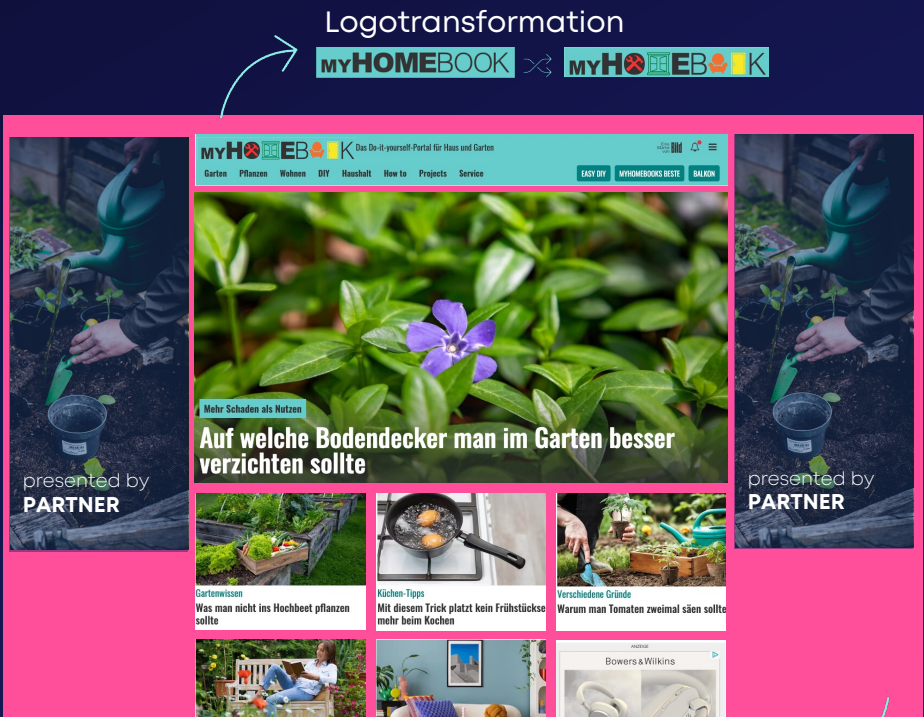
The brands merge and reinforce each other through their image and brand characteristics. Direct integration into the editorial context enhances the credibility of the placement.

| Package <sup>1</sup> | Guarantee     | Duration | Homerun | Homerun Plus <sup>2</sup> |
|----------------------|---------------|----------|---------|---------------------------|
| Homerun Day          | 200,000 Als   | 1 day    | €11,200 | €14,000                   |
| Homerun Week         | 1,200,000 Als | 1 week   | €56,400 | €72,000                   |

1) FC 1/day for the animation; a fallback option remains available, plus creation costs of €4,800 if produced by MI; lead time of at least 15 business days from delivery of the assets (video, images, etc.). The stationary “Big Stage” ad will be displayed on the homepage. The fallback ad will be displayed on ROS. Additional approval from the editorial team is required.

2) Production costs for coloring the background (not SR- or AR-compatible): €1,000

3) Logomorph available only from Homerun Supreme



\*Sample visualization

Customize the homepage with a color that matches your campaign



# NATIVE ADVERTISING

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



# ADVERTORIAL: YOUR CONTENT IN THE LOOK & FEEL OF myHOMEBOOK

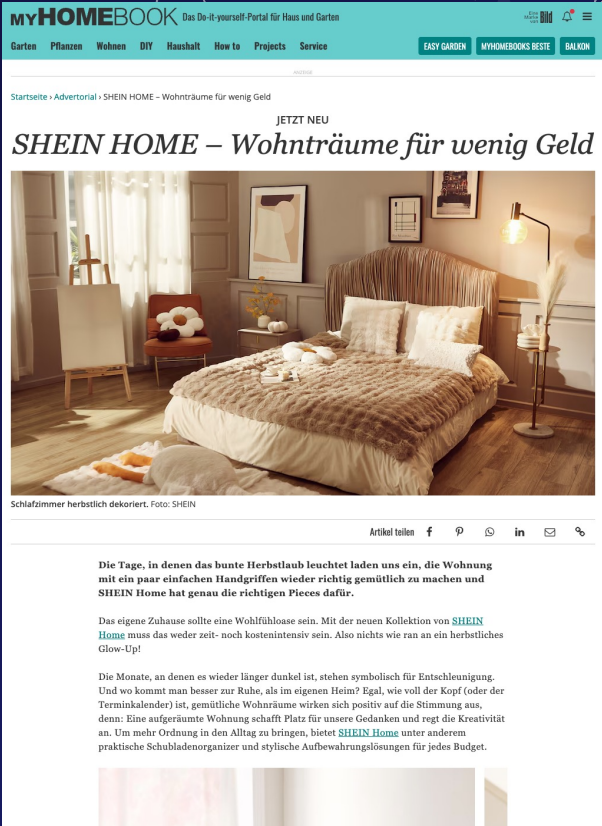
The Advertorial on myHOMEBOOK are individually tailored.

The editorial presentation of your advertising message in the myHOMEBOOK 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 <sup>1</sup> | Duration <sup>2</sup> | Pricing <sup>3</sup> |
|--------------------------------|------------------------|-----------------------|----------------------|
| Advertorial XS                 | 375,000 Als            | 2 weeks               | €7,500               |
| Advertorial S                  | 500,000 Als            | 2 weeks               | €10,000              |
| Advertorial M                  | 1,000,000 Als          | 4 weeks               | €17,500              |
| Advertorial L                  | 1,500,000 Als          | 6 weeks               | €22,500              |
| Advertorial stage <sup>4</sup> | 1,500,000 Als          | 6 weeks               | €35,000              |

- 1) Recommended duration; can be adjusted upon request.
- 2) Plus production costs (not eligible for SR or AR): €2,000.
- 3) Guaranteed impressions apply to the RoS placement (Ad Bundle + Mobile Medium Rectangle); there is no reach guarantee for the exclusive fixed placement (ad creative freely selectable).
- 4) Advertorial package bookable starting at 3 advertorials, plus production costs (not eligible for SR or AR): €4,000



\*Best Case

# EMOTIONAL STORYTELLING WITH THE BRAND STORY

With myHOMEBOOK`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 <sup>3</sup> | Basic package                                                              | Maximum bookable page views <sup>3</sup> |
|------------------------------------------|----------------------------------------------------------------------------|------------------------------------------|
| 5,000                                    | 15,000 page views<br>€50,000 <sup>1</sup><br>6 weeks duration <sup>2</sup> | 20,000                                   |

See the add-ons

1) Plus creative costs: up to 15,000 views: €3,500; up to 20,000 views: €4,000; 20,000 views and up: €4,500; not eligible for discounts or AE.  
2) For Brand Stories, please inquire about lead times.  
3) Scalable page views: starting at €3.50 gross CPV (cost per view), eligible for SR and AE, depending on the size of the booking and the property.  
4) Various formats available.  
5) Brandhub bookable starting at 4 Brand Stories. Creative costs: €10,000



\*Best Cases



# PRODUCT STORY: YOUR PRODUCT AT THE CENTER

## The main focus is on your product!

An authentic story in the style of myHOMEBOOK 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 <sup>1</sup> |
|---------------|-----------------------------|----------|----------------------|
| Product Story | 1,700,000 Als & 9,000 views | 4 weeks  | €33,750              |

[Zu den 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, CLEARLY TOLD

## Targeted attention at the right time.

Prepared as a native news story and directly linked 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 <sup>1</sup> |
|--------------|---------------------------|--------------|----------------------|
| Product News | 475,000 Als & 2,000 views | max. 2 weeks | €14,500              |



\*example visualization

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

# VIDEO PRODUCT STORY: YOUR PRODUCTS BROUGHT 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 <sup>1</sup> | Video-production <sup>2</sup> |
|---------------|----------------------------------|----------|----------------------|-------------------------------|
| 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

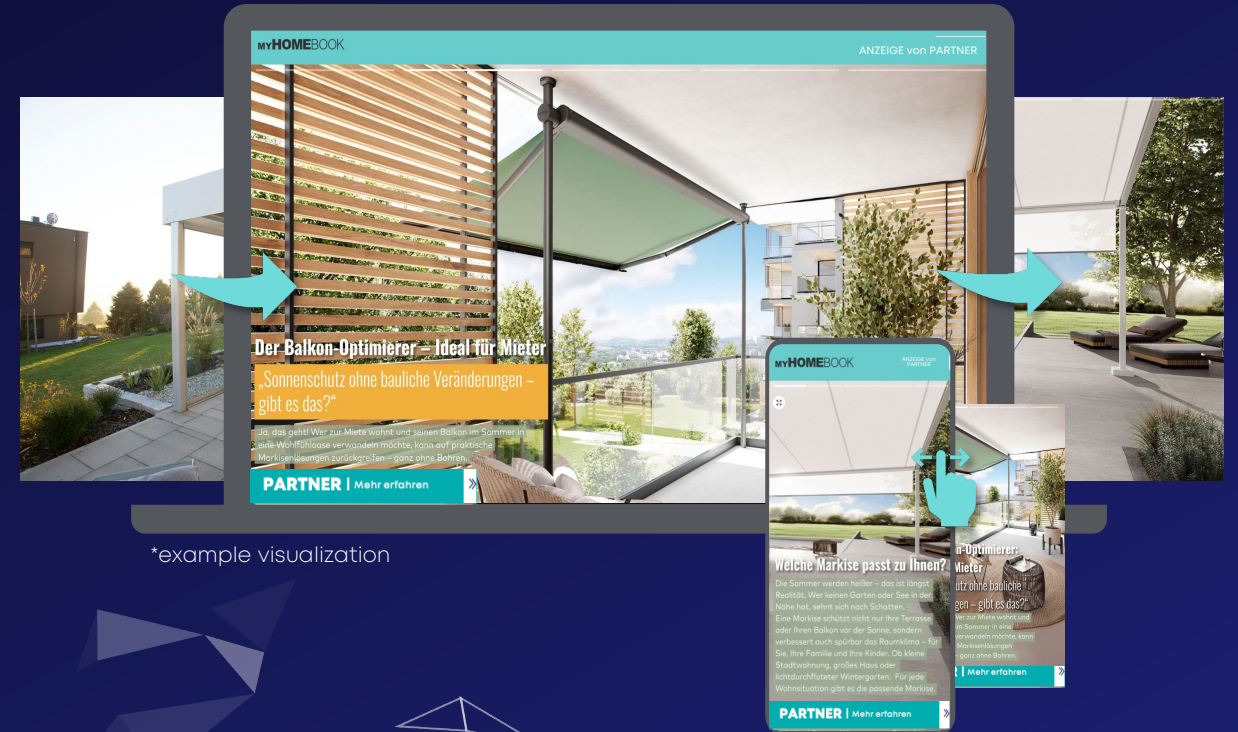


# SWIPE STORY: DISTINCTIVE PRESENCE FOR YOUR BRAND!

**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 myHomebook environment!



\*example visualization

| Package     | Guarantee    | Duration <sup>1</sup> | Pricing <sup>2</sup> |
|-------------|--------------|-----------------------|----------------------|
| 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

# 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 <sup>1</sup> | Pricing <sup>2</sup> |
|-------------------|--------------|-----------------------|----------------------|
| 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

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 <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 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”).

The screenshot displays the myHOMEBOOK website's 'Grüne Oase' theme special. The main content area is titled 'Grüne Oase – Von der Anzucht zum Gartenparadies' and features a large image of a garden with a pond and a sofa. Below this, there are several smaller images and text blocks, including '5 Ideen für eine moderne Gartengestaltung' and 'In 9 Schritten zum eigenen Traumgarten'. A sidebar on the right promotes 'BIBERSTARK SPAREN!' and 'UNSERE ANGEBOTE IM APRIL'. The bottom of the page has a 'Zum Marktfinder' button.

\*Best Case on myHOMEBOOK.de



# CONTENT SPECIAL BILD AND MYHOMEBOOK

**BILD amplifies your topic. myHOMEBOOK makes it relevant.**

The BILD x myHOMEBOOK Content Special combines BILD’s wide-reaching audience with targeted topic areas on myHOMEBOOK, enabling particularly effective, tailored brand promotion.\* In the right context, your advertising becomes an added value.

| Package BILD + BOOKs <sup>1</sup>                                  | Guarantee           | Pricing <sup>2</sup> |
|--------------------------------------------------------------------|---------------------|----------------------|
| Advertorial                                                        | 11,500,000 AIs      | €33,151              |
| Theme special                                                      | 2,500,000 AIs       | €48,016              |
| Optional add-on: Logo integration on the BILD.de homepage (1 week) | Min. 15,000,000 AIs | €58,013              |

**EXCLUSIVITY**

4 weeks without competition—maximum brand awareness

**CREDIBILITY**

Within editorial content that is read—not skimmed

**TOPICS**

BILD provides reach, while BOOKs offer depth on the topic

**ADVERTISING IMPACT**

Attention turns into interest—and interest leads to a decision

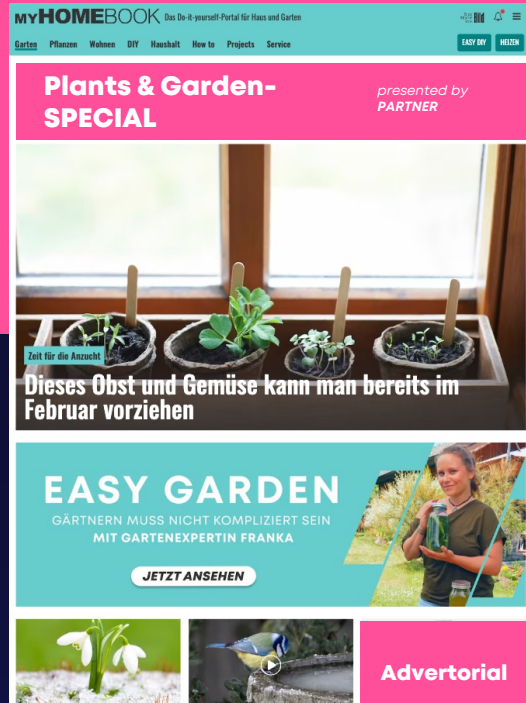
**VISIBILITY**

The editorial team provides relevant content. Your brand gets an exclusive advertising platform in a suitable setting.

1) Plus production costs (not eligible for SR or AR): €4,000. Duration: 4 weeks.  
2) Net2

# PLANTS & GARDEN SPECIAL

## ADVERTISING MATERIALS



Terrace

Self-catering  
Trends

Landscape Design DIY  
Kitchen Garden  
Balcony

## ADVERTISING MATERIALS

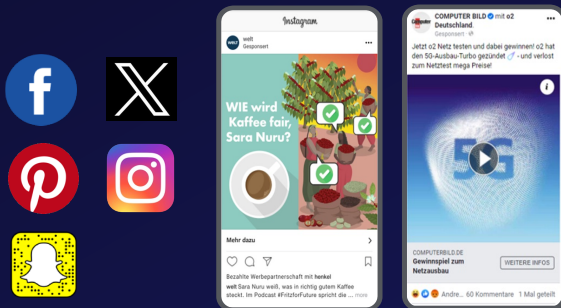


# SOCIAL MEDIA: OUR PRODUCT FOR YOUR SUCCESS

Leverage the power of social media combined with the credibility of myHOMEBOOK 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.



## CONTENT POSTS

You receive a permanent placement in our Instagram highlights or WhatsApp channels through **stories, posts, or presentations** (not available for all properties).



## VERTICAL STORY

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



Vertical Story on Instagram & Snapchat



# WHATSAPP POSTS: OUR PACKAGE PRICES<sup>1</sup>

WhatsApp is used by **over 50 million people** in Germany—making it the perfect way to reach absolutely everyone on a single platform. With the Channels feature, users can subscribe to our channels **on WhatsApp**, where they'll get exclusive insights and the best stories.

## 1 Native Post on WhatsApp<sup>1</sup>

A separate message of up to 50 words will include a link to your existing brand or product story or to your website.

| Package        | Guarantee                                  | Duration        | Pricing                    |
|----------------|--------------------------------------------|-----------------|----------------------------|
| Whatsapp Posts | Channel myHOMEBOOK around 21,000 Followers | Day of Postings | €1,500 brutto <sup>2</sup> |

1) A customized text will be created in consultation with the editorial team. An image can be included.  
2) Price plus creative fees (not eligible for SR or AE) €200 | Unless otherwise noted, the price is quoted as a CPM or package price, eligible for SR and AE, plus VAT | Subject to changes and errors.



# STICKY BAR: MAXIMIZE THE VISIBILITY OF YOUR BRAND!

**Always in view and perfectly integrated—your offers are always visible across the entire platform!**

All services are permanently bundled in the custom-designed sticky bar, which remains visible at all times on the homepage, the stages, and the article pages. This bar is fixed at the bottom of the page and cannot be minimized or closed.

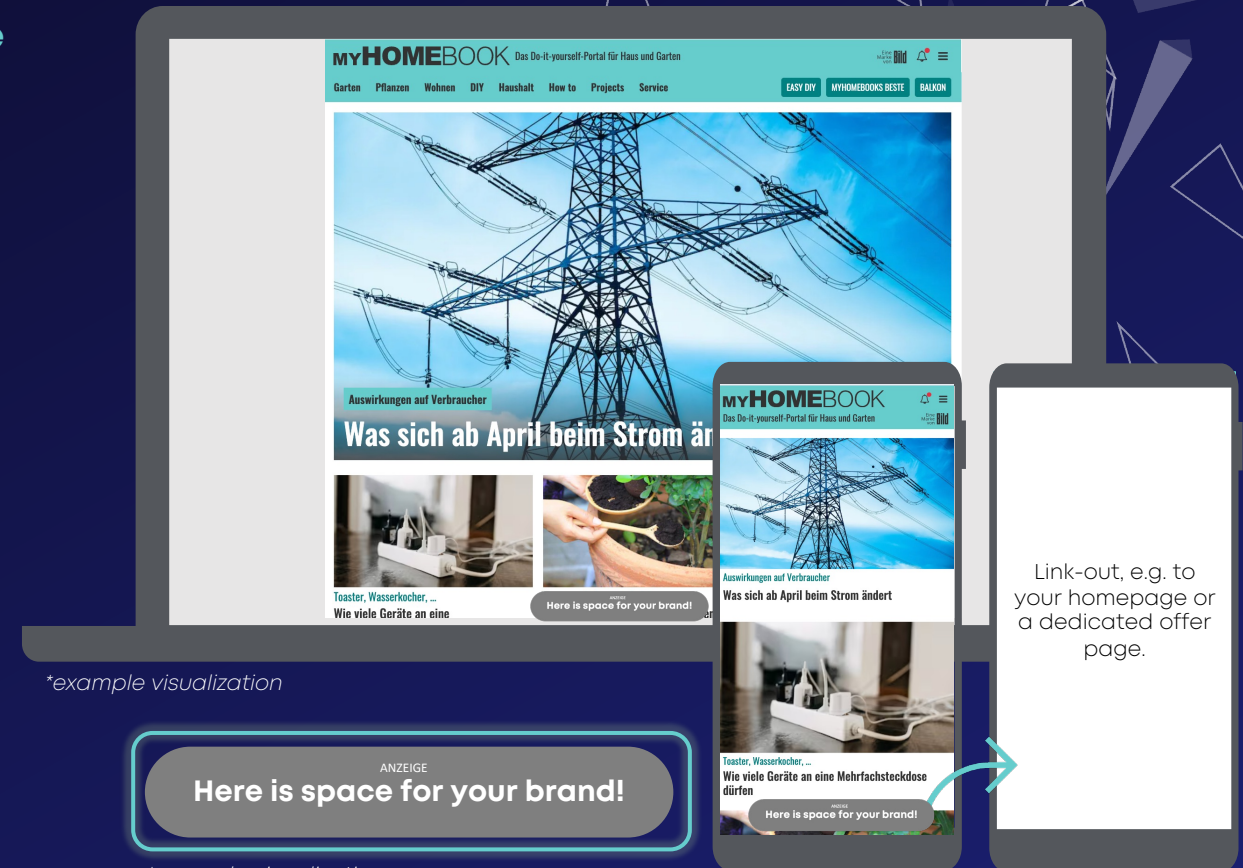
In addition, the teaser area features a link that leads directly to your homepage, for example.

| Package*   | Guarantee     | Duration | Pricing  |
|------------|---------------|----------|----------|
| Sticky Bar | 10,000 clicks | 4 weeks  | €5,700** |

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.



# 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*



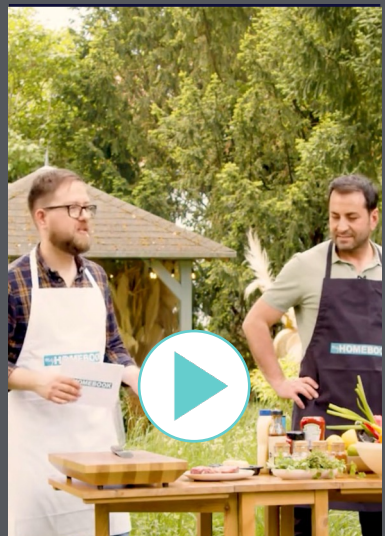
# VIDEOSPONSORING

Your brand takes the leading role here.



# VIDEO FORMATS

## SCHOOL OF GRILL



Michelin-star chefs and grill experts show how to prepare delicious dishes on the grill.

[VIEW THE VIDEO](#) ➔

## AUFGEMÖBELT



Upcycling tutorials with DIY expert Thomas Klotz, showing what you can create from old furniture and objects.

[VIEW THE VIDEO](#) ➔

## MYBAKERY



Simple recipes and instructions for beginner bakers.

[VIEW THE VIDEO](#) ➔

## DIY FÜR TIERE



A DIY expert shows pet owners simple and practical DIY projects step by step.

[VIEW THE VIDEO](#) ➔

## EASY TOOLS



Tools explained simply by the DIY twins Julian and Marian.

[VIEW THE VIDEO](#) ➔



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

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



# VIDEO CONCEPT: EASY HACKS & SECTIONS

## Original editorial content as unique content.

Practical hacks for DIY, household, and gardening projects in the form of quick tips and video tutorials. Published on myHOMEBOOK.de and our social media channels.

- **Inspiration:** Strengthening reader engagement and motivating readers to take action in their own homes
- **Knowledge Transfer:** Quick learning results through easy-to-understand tips and tricks
- **Quality:** Concise video length (max. 90 sec.) to convey content succinctly

Coming up next\*/\*\*:  
**EASY HACKS SEASON #2**  
 (Scope: 60 episodes)

\*We would be happy to work with you to develop customized video concepts. Subject to editorial approval.

\*\* The lead time for sponsorship is 2 months.

## THE SECTIONS



Gardening Made Easy:  
How to Get a Lot Done  
in Your Garden With  
Minimal Effort.

**EASY GARDEN**



Interior editor  
Katharina explains how  
to quickly create a  
cozy atmosphere.

**EASY HOME**



Editor-in-Chief Felix  
explains how you can  
easily tackle DIY  
projects on your own.

**EASY DIY**



# 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 stage<sup>1</sup>

**BRAND STORY**  
on stage<sup>1</sup>

**PRODUCT STORY**  
on stage<sup>1</sup>

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

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 PACKAGE<sup>1</sup>

### Logo integrations in the video:

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

### Media components:

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

**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**  
 from €5.000<sup>8</sup>

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.

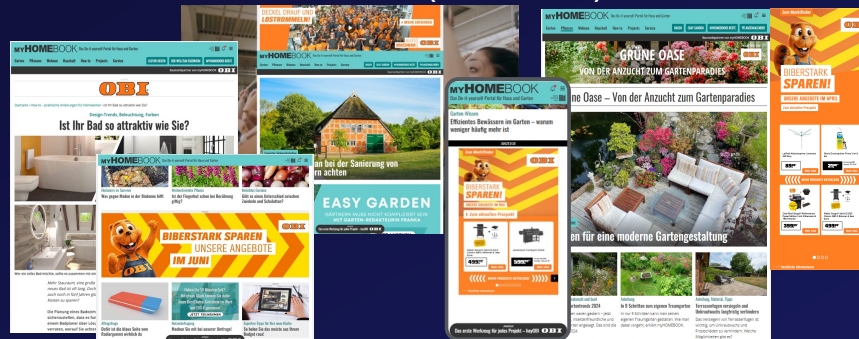
**1** We create an **ideal environment** and establish the starting point of a customer experience.

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

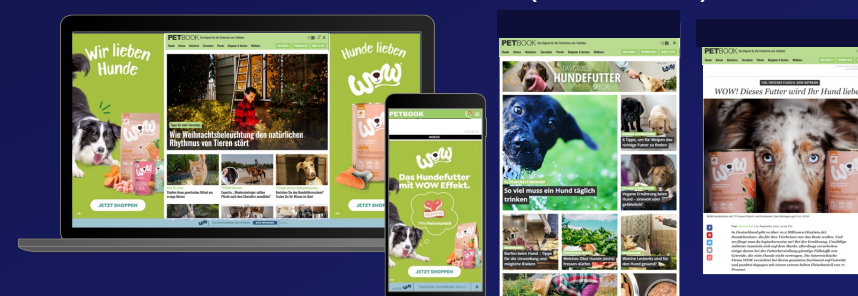
**3** **Strong media presence** on the portal also ensures an image transfer between myHOMEBOOK and your brand.

**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 myHOMEBOOK 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

Package price: from €500,000  
Duration from 6 month

## CO-PARTNERSHIP

Package price: from €250,000  
Duration from 3 month

## CO-PARTNERSHIP LIGHT

Package price: from €150,000  
Duration 3 month

|                  |                                                           | PREMIUM-PARTNERSHIP | CO-PARTNERSHIP                | CO-PARTNERSHIP LIGHT |
|------------------|-----------------------------------------------------------|---------------------|-------------------------------|----------------------|
| 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\_

