

MYHOMEBOOK

MEDIA KIT

konzipiert von

media **impact** _

Germany`s most creative customer
exper_



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*

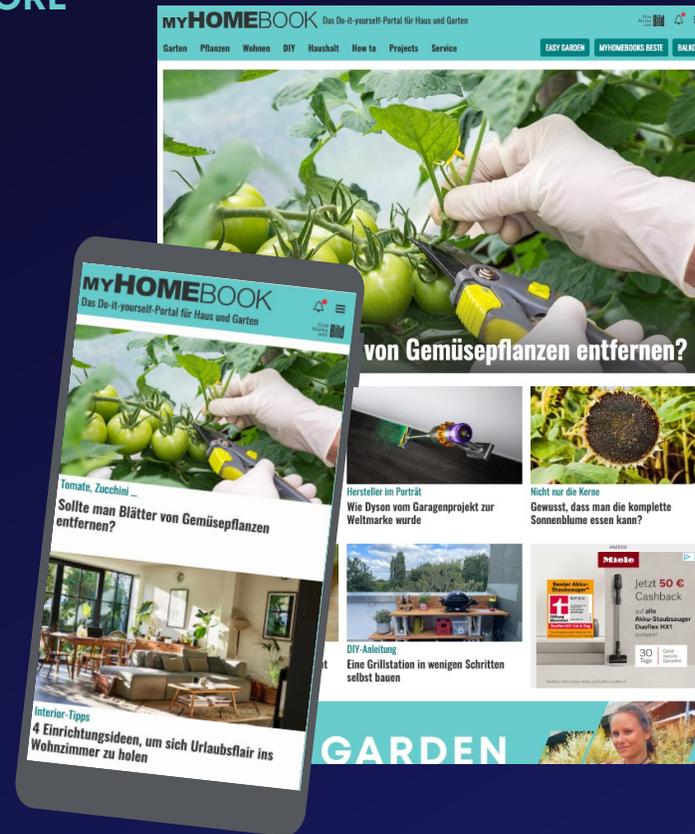
PETBOOK

The Lifestyle-
Portal
for all animal
lovers

MYHOMEBOOK IN A NUTSHELL

THE DO-IT-YOURSELF PORTAL FOR MORE LIFESTYLE IN THE HOME, HOUSE AND GARDEN

- myHOMEBOOK encourages and activates readers to lend a hand and provides orientation on the topics of living, building, DIY and gardening.
- myHOMEBOOK offers an introduction to DIY and gardening with lots of tips and tricks.
- myHOMEBOOK combines the knowledge of experts, influencers and hobby craftsmen – cometenly and authentically
- Useful. Entertaining, Instructiv



6,08

Mio. Page Impressions*

2,06

Mio. User*



113,694 Follower**

64,849 Likes**



39,484 Follower**

1,149 Posts**

*Adobe Analytics 03/2025

**Facebook and Instagram March 2025

DIE MYHOMEBOOK USER

EXPERT



BASTI, 35

“I do DIY regularly and have built up my own home workshop. Nevertheless, I'm always happy to receive useful tips and new devices!”

FOLLOWER



JULIA, 28 & MAX, 31

“We like to spend the summer with friends in the garden. To make sure everything looks cool, we like to do it ourselves - but we need clear instructions.”

TRENDSETTERIN



LEA, 27

“I attach great importance to interior design and gardening. I not only love to share my DIY projects on Insta-gram & Pinterest, my advice is also sought after by friends and family!”



53 % 20-49 years old



44 % high level of education*



69 % employed



50 % woman



55 % net household income > 3,000 €

*b4p 2024 II; Basic: Population 14+ years, NpM, *(technical) Abitur, technical- or university degree.

READER STRUCTURE



40%

LIVE IN PROPERTY

33%

IN OWN HOUSE



57%

HAVE A GARDEN

53%

HAVE A BALCONY



44%

TINKER
/ DO IT YOURSELF

at least once a
month

TOP AFFINITIES



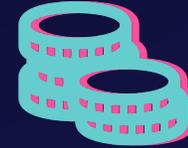
REAL ESTATE³

- Homeownership
Affinity Index: 103
- Purchase of a condominium within the next 2 years
Affinity Index: 227
- Interest in renewable / sustainable energy*
Affinity Index: 132



PLANNED CRAFTSMEN WORK*

- Extension, conversion of living spaces, e.g. room division, room extensions
Affinity index: 249
- Expansion of the attic
Affinity index: 229
- Bathroom and sanitary renovation
Affinity index: 175



FINANCING⁴

- Personal loan, other loans
Affinity index: 142
- Condominium in the next 2 years
Affinity index: 227
- Interest in construction financing
Affinity index: 141



DIY & UPCYCLING^{2,4}

- Tinkering and DIY at least once a month
Affinity index: 126
- High interest in craftsmanship; e.g. window renovations, insulating glazing
Affinity index: 221

SOCIAL MEDIA



114k
SUBSCRIBERS



39,8k
SUBSCRIBERS



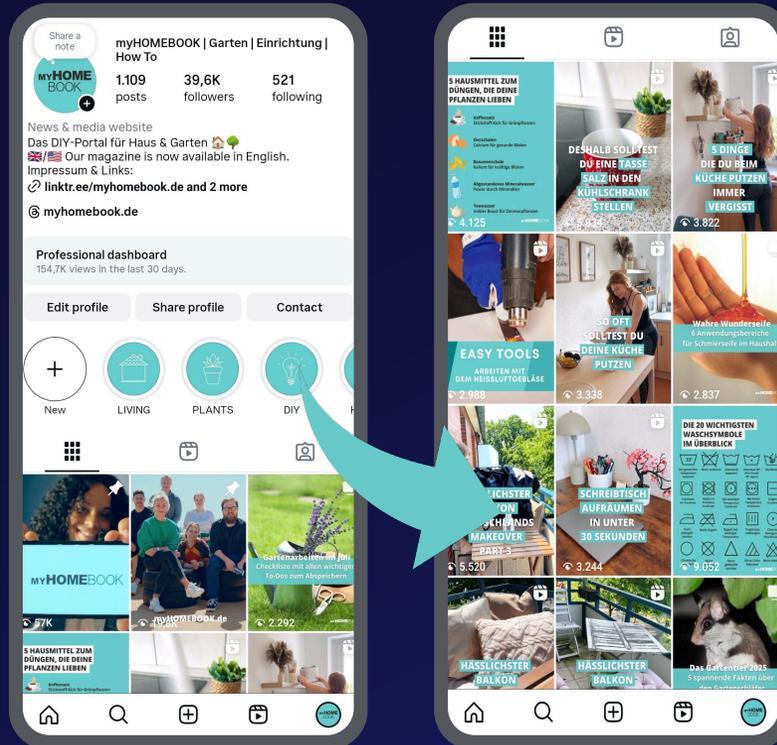
16,5k
SUBSCRIBERS



11,6k
SUBSCRIBERS



17,5k
SUBSCRIBERS



Since December 2022, Instagram collaborations have been implemented with various influencers from the DIY and house building sector via reels and stories. With peaks of up to over 1,000 new followers per day, the cooperation to increase reach is considered a success story.

@easyalex



@dekokrams



@anetas_leben

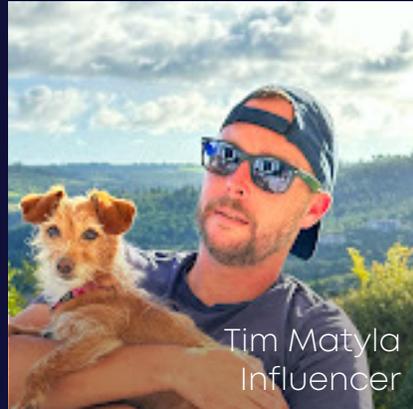


1) Facebook, Instagram, Pinterest, Youtube myHOMEBOOK Account October 2024.

OUR MYHOMEBOOK NETWORK



Aneta Bruestle
Influencerin



Tim Matyla
Influencer



Catharina Junge
Autorin &
Influencerin



Alexander Johnson
Heimwerker &
Influencer



Birgit Helbig
Influencerin



Julian und Marian
Nketiah
Influencer



Paul Katz
Designer & Influencer



Sandra Hunke
Model & Craftwoman



Kristina zur Mühlen
Moderator/Host &
Journalist



Laura Jasmin Lammel
Influencerin

The network includes only individuals with whom there has been collaboration in the past. There is no guarantee that they will be available for future cooperations.

DAILY FIXED PLACEMENTS

Put your brand in the limelight –
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 ¹	Guarantee	Duration	Pricing Homerun	Pricing 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 €



*Best Case on myHOMEBOOK.de

[Discover the factsheet](#)

- 1) Incl. First Contact, Sat. & Sun.= 1 day | Exclusivity on the homepage except CMS areas, e.g. Hometeaser 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.

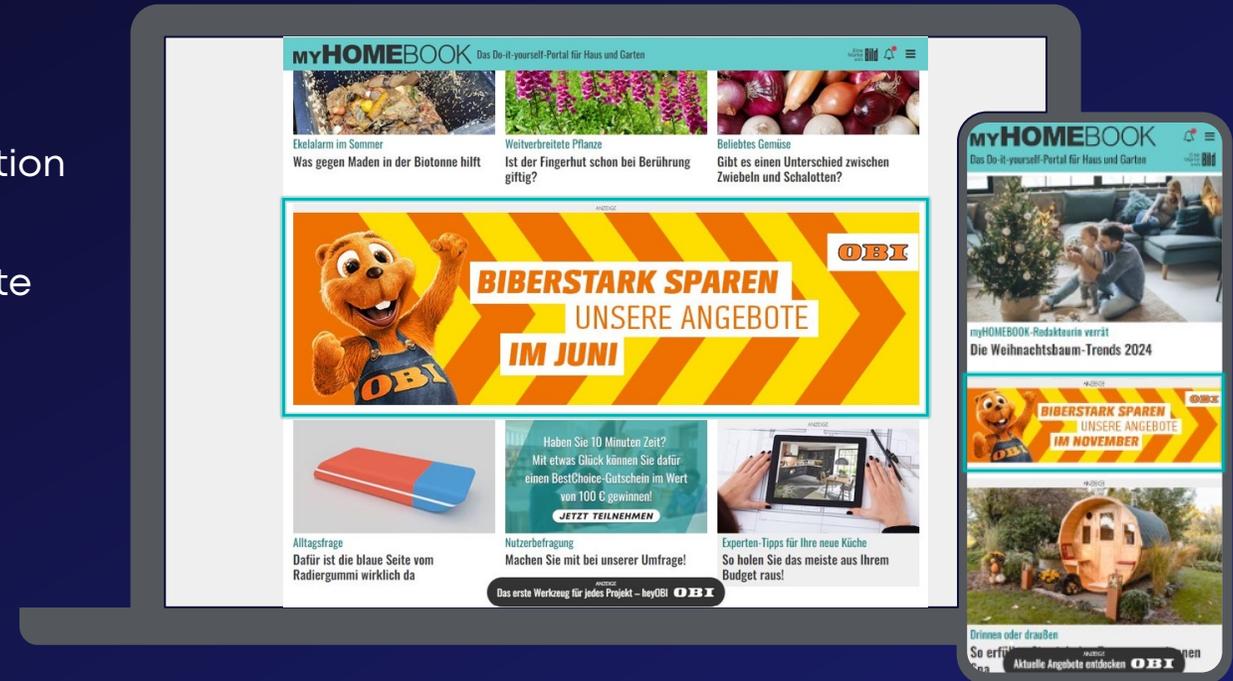
A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

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 or to a specific landing page.

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



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!

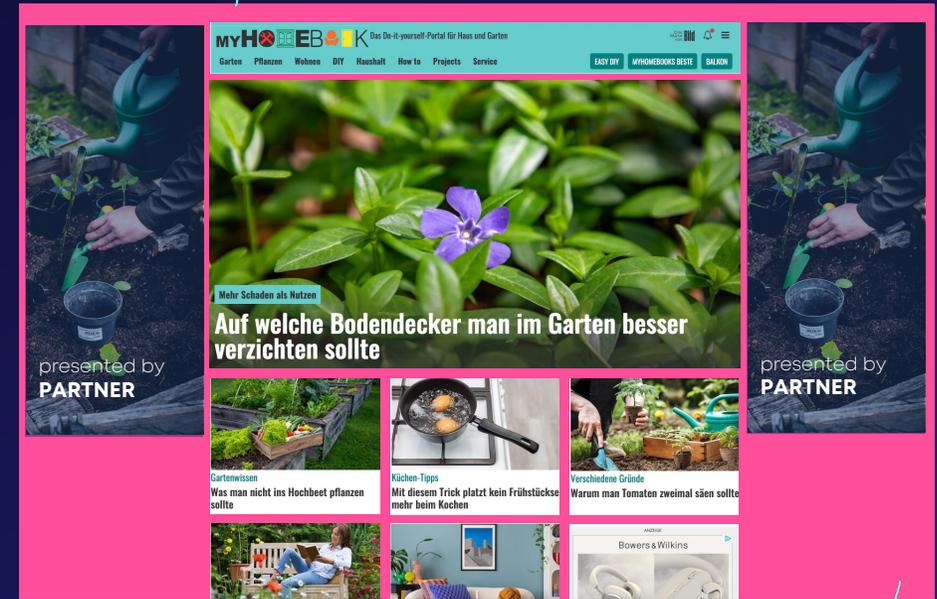
Your brand will be prominently integrated into the header logo, and you can customize the homepage colors so that it shines in an individual color to match your campaign.

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.

Package	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme ¹
Homerun Day	200,000 Als	1 Tag	11,200 €	14,000 €
Homerun Week	1,200,000 Als	1 Woche	56,000 €	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.

Logotransformation



*Exemplary visualization

Design the homepage in an individual color to match your campaign

NATIVE ADVERTISING

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

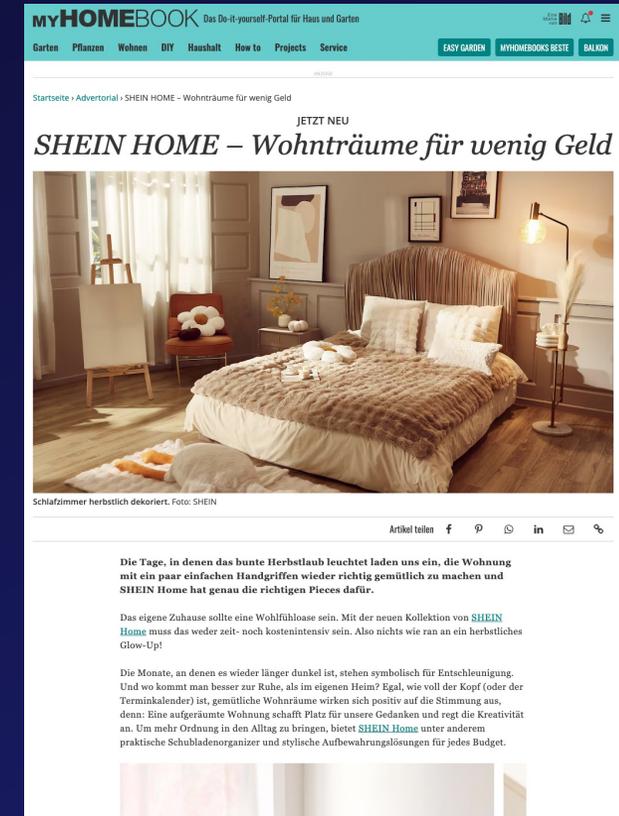


ADVERTORIAL: YOUR CONTENT IN THE LOOK & FEEL OF MYHOMEBOOK

The advertorials on MYHOMEBOOK are individually designed.

Thanks to the editorial presentation in the look and feel of PETBOOK, 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, etc.

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



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

*Best Case on MYHOMEBOOK.de

EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story gets exclusive storytelling from MYHOMEBOOK:

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 ³	Basis package	Maximum page views to be booked ³
5,000	15,000 page views 50,000 € ¹ 6 Week duration ²	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 myHOMEBOOK.de

PRODUCT STORY: YOUR PRODUCT AT THE CENTER OF ATTENTION

Your brand or product is the focus of the story!

The story about your products in need of explanation, new features or current offers is presented authentically and clearly in the style of the respective media brand.

We create your individual story and the corresponding teaser based on the material you bring with you. Always in consultation with you, of course!

Paket	Garantie	Duration	Pricing ¹
Product Story	1,700,000 Als & 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 myHOMEBOOK.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 ¹	Video-production ²
Product Story	1,700,000 AIs & 9,000 Page Views	4 Weeks	33,750 €	5,600 €

- 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.



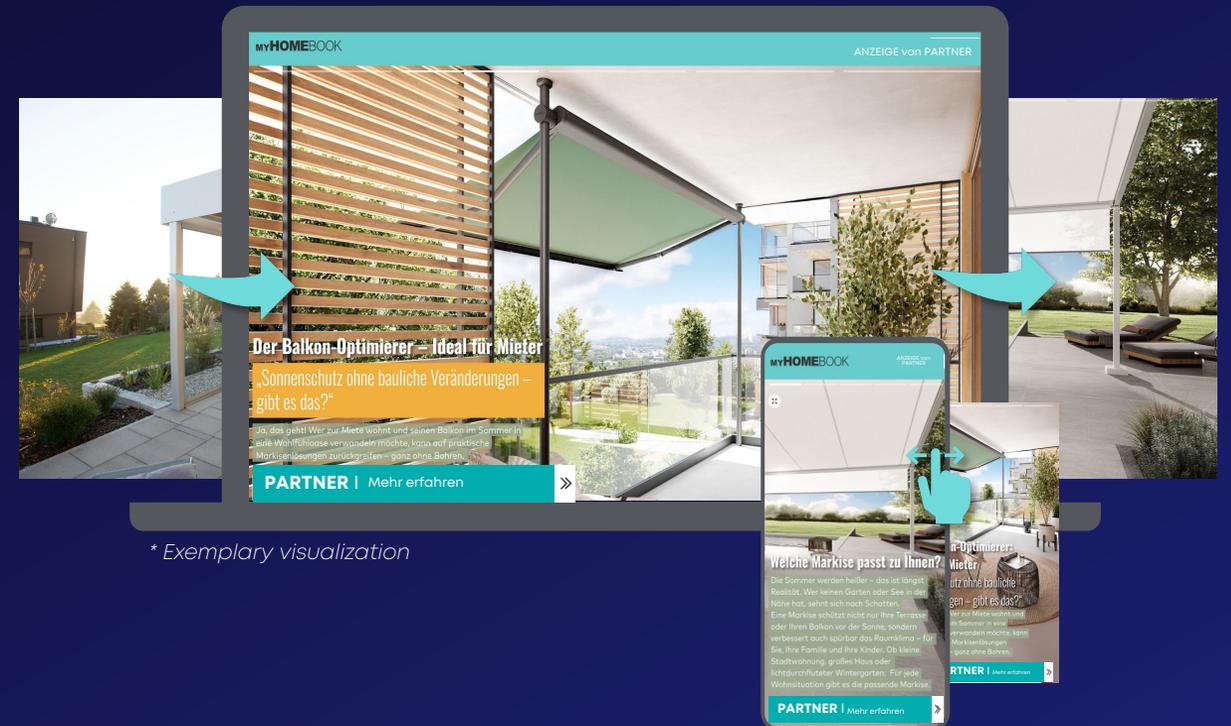
* Exemplary visualization

SWIPE STORY: UNMISTAKABLE PRESENCE FOR YOUR BRAND!

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

Eine Bilderreihe mit kurzen informativen Texten zum swipen. Mit dieser Art von Storytelling, lassen sich die Botschaften für Deine potenziellen Kunden neu denken und neu vermitteln.

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!



* Exemplary visualization

Package	Garantie	Duration ¹	Pricing ²
Swipe Story	20,000 Views	4 Weeks	62,500€

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	Garantie	Duration ¹	Pricing ²
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 €.

Slider & image elements

Customized text design

Video elements

Banner & LinkOuts

Bock auf Schatten?
Hier gibt's die passende Markise für Sie >>>

myHOMEBOOK ANZEIGE von PARTNER

Der Mieter

Clevere Sonnenschutz für die Mietwohnung

- ▶ Klemmmarkisen lassen sich ganz ohne Bohren montieren – ideal für Mietwohnungen.
- ▶ Die Markise ist in wenigen Minuten aufgebaut und kann beim Umzug einfach mitgenommen werden.

Pflege und Zubehör

- ▶ Lernen ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore, veri esse et accusam et justo duo dolores et ea rebum.
- ▶ Magna aliquam erat, sed diam voluptua.

Der Hausbesitzer

Fest montierte Markisen

- ▶ Ideal für Eigenheime: stabile Wandmarkise

Pflege und Zubehör

- ▶ Lernen ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore, veri esse et accusam et justo duo dolores et ea rebum.

Der Wintergartenbesitzer

THEME SPECIAL: STRONG PRESENCE IN A THEME-AFFINE ENVIRONMENT

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 “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

Package	Guarantee	Duration ¹	Pricing ²
Themenspecial S	300,000 Als	1 Wochen	13,000 €
Themenspecial M	600,000 Als	2 Wochen	23,000 €
Themenspecial L	1,200,000 Als	4 Wochen	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”)

The image shows a desktop view of the myHOMEBOOK website. The main article is titled "GRÜNE OASE VON DER ANZUCHT ZUM GARTENPARADIES" and features a large photo of a garden with a pond and a white sofa. Below the main image are several smaller article teasers with titles like "5 Ideen für eine moderne Gartengestaltung", "Das sind die Gartentrends 2024", and "Anleitung: In 9 Schritten zum eigenen Traumgarten". To the right of the website is a vertical OBI advertisement banner. The banner features the OBI mascot, a beaver, and the text "BIBERSTARK SPAREN! UNSERE ANGEBOTE IM APRIL". It lists several products with prices, such as a Leifheit window squeegee for 899€ and a Gira dust blower for 219€.

*Best Case on MYHOMEBOOK.de

PLANT CALENDAR THEME STAGE

The myHOMEBOOK plant calendar provides a comprehensive overview of what needs to be done in the garden or on the balcony each month.

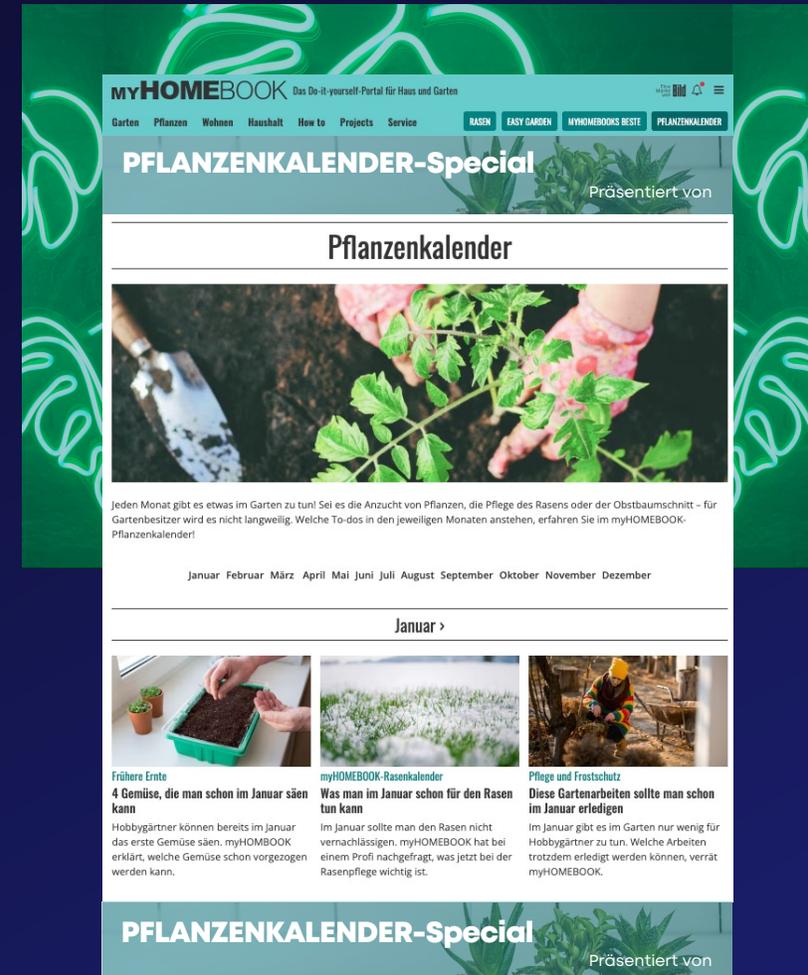
Every month, our editorial articles provide detailed instructions and tips for the right timing of cultivation and sowing as well as plant care (watering, pruning, winter protection, etc.).

Book **3-5 selected months within the PLANT CALENDAR** for 4 weeks¹⁾ and present your product or brand in all associated articles. book the entire **PLANT CALENDAR** for 4-8 weeks¹⁾ and present your product or brand in all articles and every month.

[View the planting calendar](#) 

1) Recommended duration, customizable on request

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").



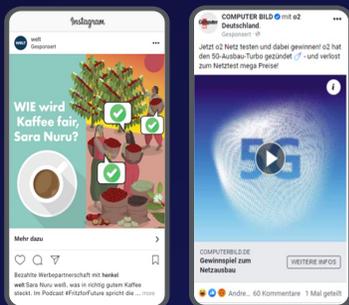
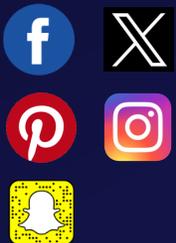
* Exemplary visualization

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:

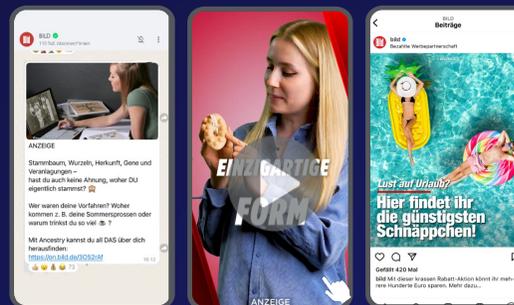
SPONSORED POSTS

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

[View the Add-Ons](#)

WHATSAPP POSTS: OUR PACKAGE PRICES¹

WhatsApp is **used by over 50 million people** in Germany - perfect for reaching everyone on one platform. With the channels function, users can subscribe to our channels on **WhatsApp**, where they are provided with exclusive insights and the best stories.

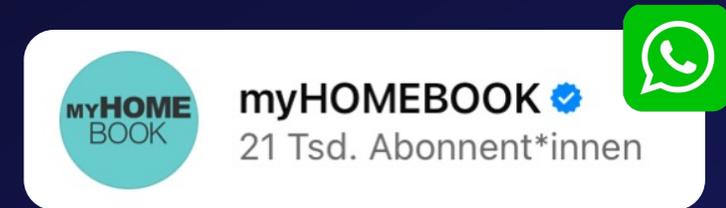
1x Native Post on WhatsApp¹

In a separate message of up to 50 words, you link to your existing brand or product story or your website.

Package	Gurantee	Duration	Pricing
Whatsapp Posts	Channel myHomebook rund 21,000 Follower	Day of posting ¹	1,500€ gross ²

¹) An individual text is created in consultation with the editorial team. The integration of an image is possible.

²) Price plus creation costs (not SR or AE-eligible) € 200 | Price is (unless otherwise stated) as CPM or package price, SR and AE-eligible, plus VAT. | Errors and omissions excepted.



NATIVE POST

STICKY BAR: MAXIMIZE THE VISIBILITY OF YOUR BRAND!

Always in view and perfectly integrated - your offers always present on the entire platform!

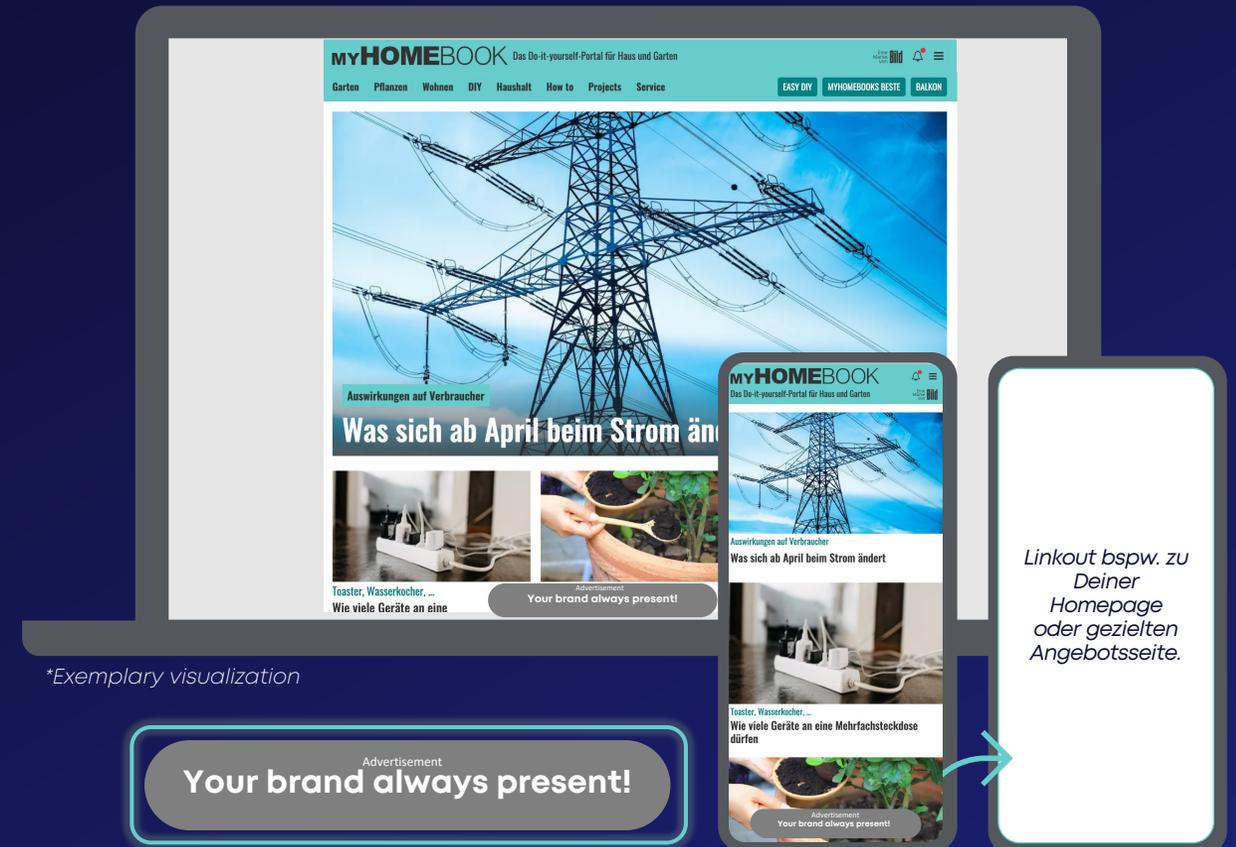
All services are permanently bundled in the self-created StickyBar, which always remains visible on the homepage, the stages and the article levels. The StickyBar is fixed at the bottom of the page and cannot be minimized or closed.

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

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

* Deep integration component, only in combination with Media.

** Not eligible for discount, AE or AR, cannot be linked to data products.



*Exemplary visualization



*Exemplary visualization

EDITORIAL COLLABORATION

Always in view and perfectly integrated – your offers are constantly visible across the entire platform!

Your content is authentically embedded in the editorial environment and benefits from increased brand visibility 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 extra promotional impact and purchasing incentives to your communications.

Custom concepts and customer campaigns available upon request

Editorial texts are not provided by the client nor submitted to the client for prior approval. The type, structure, and scope of all editorial articles are determined solely by the editorial team.

The screenshot shows a webpage from myHOMEBOOK. The header includes the site name and navigation links like 'Garten', 'Pflanzen', 'Wohnen', 'DIY', 'Haushalt', 'How to', 'Projects', 'Service', 'EASY DIY', 'MYHOMEBOOKS BESTE', and 'BALKON'. The main content area features a 'Leseraktion' (Reader Action) titled 'Mit Turbogrün zu Ihrem Traumrasen - jetzt mitmachen und gewinnen!' (With Turbogrün to your dream lawn - now participate and win!). Below the title is a large image of a lush green lawn. A circular badge on the left side of the image reads 'EINE AKTION VON Turbo GRÜN AUF myHOMEBOOK'. The article text below the image states: 'Mit der Power von Turbogrün wird ihr Rasen zum echten Hingucker. Foto: Images'. It also includes the date '21. März 2025, 13:38 Uhr | Leszeit: 2 Minuten' and a paragraph describing the promotion: 'myHOMEBOOK gibt Ihnen die Chance, Ihren Rasen in Bestform zu bringen. In unserem Gewinnspiel verlosen wir ein exklusives 6-monatiges Abo für den Rasendünger von Turbogrün. Egal, ob Sie bereits Erfahrung in der Rasenpflege haben oder gerade erst beginnen - mit der richtigen Nährstoffversorgung bleibt Ihr Grün gesund und widerstandsfähig. Jetzt mitmachen und die Chance auf einen perfekt gepflegten Rasen sichern!'.

* Exemplary visualization



VIDEO SPONSORSHIP

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

OUR VIDEO FORMATS

SCHOOL OF GRILL



Star chefs and barbecue experts show how to prepare delicious dishes on the barbecue.

[TO THE VIDEOS](#)

REVAMP



Upcycling tutorials with DIY pro Thomas Klotz on what you can do with used furniture and other items.

[TO THE VIDEOS](#)

MYBAKERY



Simple recipes and instructions for baking beginners.

[TO THE VIDEOS](#)

DIY FOR ANIMALS



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

[TO THE VIDEOS](#)

EASY TOOLS



Tools explained simply with the DIY twins Julian and Marian.

[TO THE VIDEOS](#)



We will be there to help you find the right protagonist for the video series.

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

** Lead time for sponsoring is 2 months.

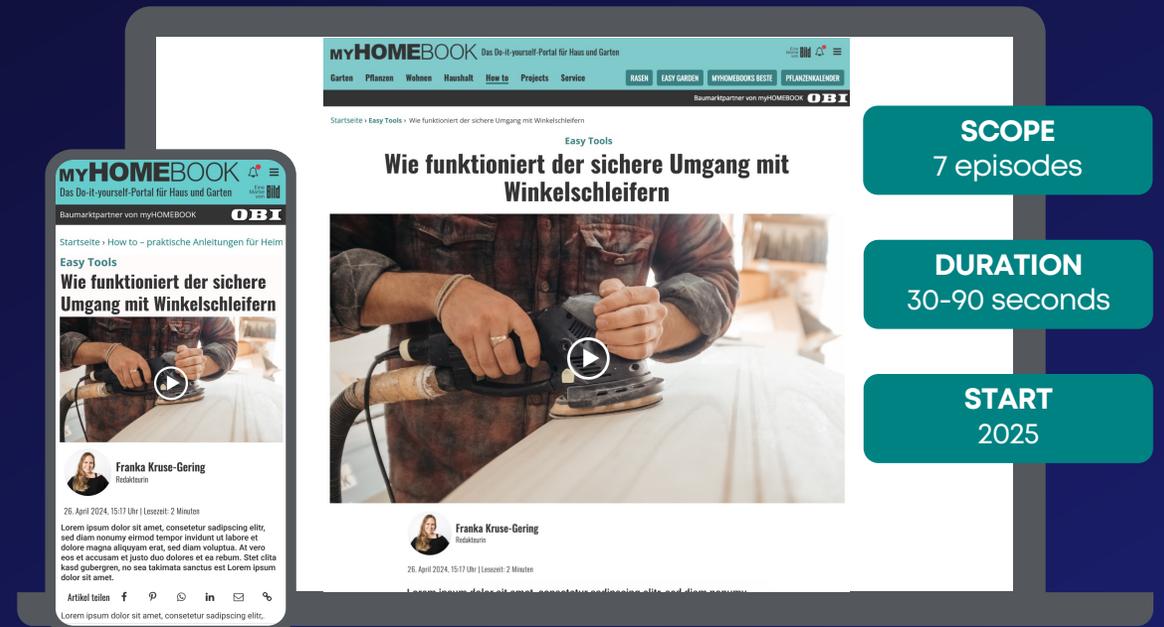
CONCEPT EASY TOOLS

Video production with an experienced DIY expert. Implemented as a video format for website and social media with quick tips & tutorials.

- **Implementation:** Step-by-step instructions for the use of tools that require explanation.
- **Special features:** Presentation of special functions and accessories, e.g. swivel joints and various attachments.
- **Target group:** DIY enthusiasts and garden lovers.

GOALS:

- **Inspiration:** strengthen reader loyalty and motivate them to become active in their own homes.
- **Credibility:** Professional implementation & authentic, honest appearance.
- **Transfer of knowledge:** Quick learning effects thanks to easy-to-understand tips & tutorials on how to use the tools.



CONCEPT EASY TOOLS

In-house editorial productions as unique content.

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

- **Inspiration:** strengthen reader loyalty and motivate them to become active in their own homes.
- **Credibility:** Professional implementation & authentic, honest appearance.
- **Transfer of knowledge:** Quick learning effects thanks to easy-to-understand tips & tutorials on how to use the tools.

Coming up next*/**:

EASY HACKS SEASON #2

(SCOPE: 60 EPISODES)

*We are happy to develop customized video concepts together with you, subject to editorial approval.

** The lead time for sponsorships is 2 months.

THE SECTIONS



Gardening made easy:
How to achieve a big
impact in your garden
with minimal effort.

EASY GARDEN



Interior editor
Katharina explains how
to quickly create a
feel-good atmosphere.

EASY HOME



Editorial director Felix
explains how you can
easily do DIY projects
yourself.

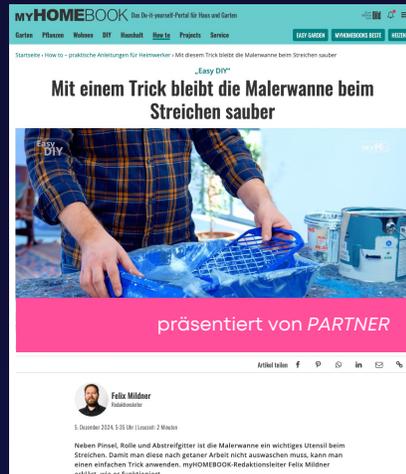
EASY DIY

VIDEO SPONSORSHIP COMPONENTS

Logo integrationens in the video:



Presenter-Clip



Banderole



Outro-Clip

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

ADD-ONS:

ADVERTORIAL S
On the Videostage¹

BRAND STORY
On the Videostage¹

Product Story
On the Videostage¹

**PRODUCT
PLACEMENT²**

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 PACKAGE¹

Logo integrations in the video:

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

Media components:

- ▶ Media package Multiscreen on the video pages²
- ▶ Media package Multiscreen in ROS for traffic delivery

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

ADD-ONS:

ADVERTORIAL S
 500,000 AIs/ 10,000 €⁵

BRAND STORY BASIC
 15,000 Views/ 50,000 €⁶

PRODUCT STORY
 1,700,000 AIs + 9,000 Views/ 33,750 €⁷

PRODUCT PLACEMENT
 ab 5,000 €⁸

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
customized communication!



EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Feel free to contact us for individual and tailor-made approaches!

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

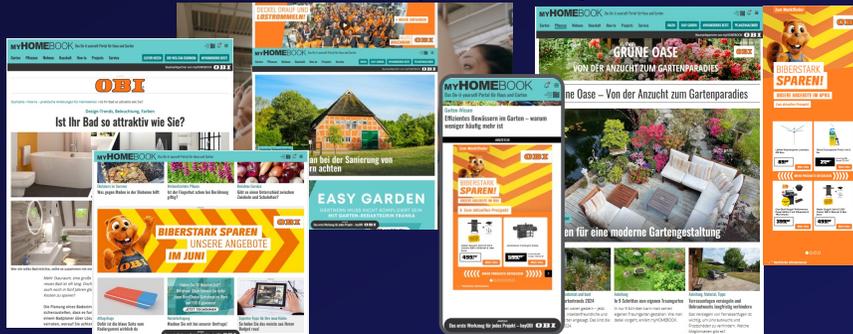
1 We create an **ideal environment** and build the beginning of a customer experience.

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

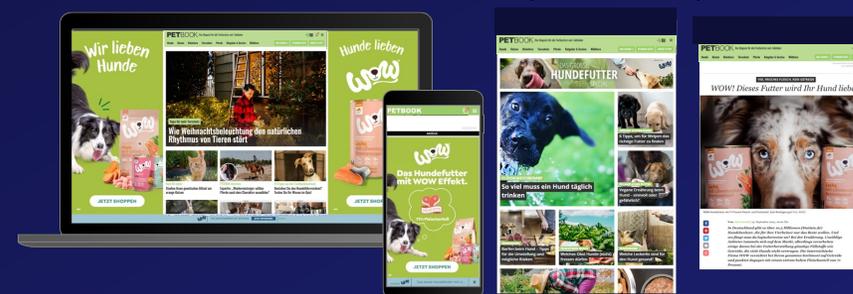
3 Strong **media appearances** on the portal also ensure an image transfer between the respective book and **your brand**.

4 **Customized storytelling** that corresponds to the interests and needs of the users is staged in a thematically appropriate way and can also be used by you.

OBI PREMIUM PARTNERSHIP(2019 – 2024)



PETCO PREMIUM PARTNERSHIP (2022 – 2024)



POSSIBLE COMPONENTS

Media & Branding

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

Content

- Sponsoring / theme 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
- More format ideas i. A.

DEEP INTEGRATION

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

Daten*

- Right to generate data for your brand
- Re-targeting possibilities

*Can only be realized 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 €
Term 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
	Homeblock	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 contacts [here!](#)

konzipiert von
media impact_
Germany`s most creative customer
exper_

