Channel Smart Living

The source of information for your own four walls

The channel „Smart Living“ combines different sources of information in relation to your own four walls. This way it becomes an affine environment for campaigns in the fields of energy modernization, building society, building materials, furniture and everything related to energy, housing, craft, home and garden.

Traffic

Page Impressions: 16,265,465
Visits: 4,781,200
Unique Visitors: 2,450,887
Our portfolio
With this portal you are able to build and house safely!

aktion-pro-eigenheim.de stands for the safety of the process started from financing up to the end of the warranty. In addition to that the portal provides tips for choosing the right construction partner, building materials and barrier-free building.

**Fact Sheet | Aktion pro Eigenheim | www.aktion-pro-eigenheim.de**

**Traffic**
- Page Impressions: 136,000
- Visits: 40,000
- Unique Visitors: 15,000
- Newsletter: 1,500

**Target group**
- (Future) building owners
- Property buyers

**Sections**
- Förderung
- Baufinanzierung
- Haus bauen + Haus kaufen
- Bauvertrag + Qualität
- Baurecht
- Ratgeber
- Infothek
The online portal provides impulses for design possibilities of houses, home and garden. The website is all about construction, modernization, renovation and the designing of the own four walls and garden. The online magazine provides useful suggestions and interesting tips for example on the topics of heating and energy saving. The do-it-yourself-guide supplies the handyman with useful information for the execution of his or her projects.
DETAIL.de is the international specialist portal for architects, engineers, building authorities and developers. The online portal combines all online offers of the DETAIL-magazine in a holistic web presence. The website represents a unique source of information for planning and architectural firms. With this editorial concept and a very high quality demand the website claims a special position in the market.

**Traffic**

- Page Impressions: 1,260,882
- Visits: 628,877
- Unique User: 120,000

**Target group**

- Architects and engineers
- Decision-makers from planning offices and building departments
- Professionaly, industry leaders

**Sections**

- Start
- Themen (Gebäude/Nachhaltigkeit/Material)
- Research (Netzwerk/Material/Produktion)
- Veranstaltungen
EnBauSa provides a journalistic rated overview on all aspects of energy-efficient renovation. Additionally, EnBauSa.de uses experience reports and blogs in order to bring builders, planners and interested parties together. The portal collaborates with renowned industry experts from economy and research in order to ensure the high quality of its content. This way the online magazine provides a high qualitative and attractive advertising environment especially for private and commercial providers who come from the fields of energy-efficient construction and renovation, renewable energy, architecture and craft.
Since 2005, the initiative Energie-Fachberater.de is the point of contact for modernization-willing homeowners and interested energy savers. The online portal focuses on expert knowledge: energy consultants, funding experts and professionals of different subject areas give concrete advice for restructuring practice, legal requirements, funding and financing.

**Traffic**
- Page Impressions: 365,000
- Visits: 125,000
- Unique Visitors: 35,000
- Newsletter: 5,500

**Target group**
- House and apartment owners
- Property renovators

**Sections**
- Dämmung
- Heizung & Lüftung
- Strom & Solar
- Innenausbau
- Dach
- Fassade
- Keller
- Dach
The online portal provides tools for comparing the current electricity providers, tariffs of eco-electricity and gas. Additionally, the portal includes calculators for photovoltaic systems and insurances, heating cost calculators, a wood pellet price check and much more. By using this website the user saves time, energy and money.

**Target group**
- Users who deal with the change in their own four walls
- Building owners, home savers

**Traffic**
- Page Impressions: 7,900
- Visits: 5,300
- Unique Users: 4,800

**Sections**
- Tarif-Check
- Energie sparen
- Stromanbieter-Vergleich
- Heizung + Kosten
- Pellet-Heizung
- Photovoltaik

**Factsheet | energienutzer | www.energienutzer.de**
Energiesparen im Haushalt – Saving energy makes you independent

Energiesparen-im-Haushalt.de reports on the fascinating world of highly efficient environment-friendly techniques for modern living. The website went online with simple consumer advice for saving electricity in 2007. Within a short period of time the areas of construction and renovation were added and developed quickly and became the core of the portal. The editorial team works closely with specialists and energy consultants. The editors visit builders who have built or rehabilitated in a “green” way.

Traffic
Page Impressions: 346.793
Visits: 173.021
Unique Visitors: 90.000

Target group
• Homeowners
• LOHAS
• Environmentally aware living

Sections
Energie Clever nutzen
Bauen und Modernisieren
Beratung vor Ort
Shop
Mediathek
Fact Sheet | energeiportal24 | www.energieportal24.de

Portal for energy, environment and construction

Since 2001 energeiportal24.de is the specialist portal for renewable energies on the internet. With one of the largest pools of information in the relevant industry energeiportal24 supports people seeking help. The portal represents itself as a fair mediator between consumers and specialist companies. It is one of the largest expert portals in the field of renewable energies.

Traffic
Page Impressions: 200,000
Visits: 130,000

Target group
- Energy suppliers
- Companies from the construction sector
- Architects and workshops
- Heating-, ventilation- and air-industries
- Developers, investors, energy-savers

Sections
Sectors = Handel, Handwerk, Industrie, Dienstleistungen
Themes: Erneuerbare Energie, intelligente Haustechnik, nachhaltig Bauen, Umwelttechnik
The online platform helps end consumers in their purchasing decision. Test reports and test results of various specialist journals and online magazines are collected and analyzed in an aggregate form. The website provides such information in the fields of: hardware, mobile, home cinema, habitation and digital cameras. Through the website´s high-quality content it is one of the most important source of information for consumers when it comes to the purchase of new products.
Grüne Autos – The online magazine for hybrid vehicles and electric cars

The online magazine provides information in the fields of electric cars, hybrid vehicles, alternative fuels and fuel-efficient cars. The interest for these products is growing steadily – especially among consumers with higher level of education and above-average income. Grüne Autos unites users who are interested in the protection of the environment and climate through a sustainable lifestyle and consumption as well as for general green technologies.

**Traffic**

- Page Impressions: 30,000
- Unique User: 15,000

**Target group**

- Environmentally conscious people
- Vehicle buyers with above-average income

**Sections**

- Elektroautos
- Hybirdautos
- Autogas
- Erdgas
- Benzin / Diesel

- Biosprit
- S.Antriebe
- News
- Interviews
- Ratings
Fact Sheet | Grüne Mode | www.gruenemode.com

Grüne Mode – The online magazine for organic clothing, fairtrade and more!

The online magazine presents stores & online-shops for eco-fashion, sustainable labels and industry news.

<table>
<thead>
<tr>
<th>Traffic</th>
<th>Target group</th>
<th>Sections</th>
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</thead>
<tbody>
<tr>
<td>Page Impressions:</td>
<td>Environmentally conscious people</td>
<td>Modekategorien</td>
</tr>
<tr>
<td></td>
<td>Sustainable fashion buyers</td>
<td>Öko-Mode</td>
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<tr>
<td>Unique User:</td>
<td></td>
<td>Biobaumwolle</td>
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<td>Upcycling</td>
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10,000
5,000
Hausjournal – Construction, renovation and life

Hausjournal.de provides information for end consumers in the fields of building, renovation, energy and housing. Renovation tips keep the users up-to-date. Besides tips and tricks for proper preparation and manufacture of a project the portal provides also material and tools listings which are required.

Traffic
- Page Impressions: 1,409,206
- Visits: 779,534
- Unique Visitors: 262,000

Target group
- House owners
- Renovators
- Architects
- Craftsmen

Sections
- Dämmung & Fassade
- Heizung
- Lüftung
- Solar & Geothermie
- Finanzierung
- Projekte
Heizsparer.de – Properly heating and saving energy

The independent online service provides information in the fields of correct heating and saving energy. Heizsparer.de offers extensive information about heating systems and their optimization potential.

Tips, guides, eBooks and checklists provide concrete assistance with detailed questions on all topics related to save energy. The website is thematically focused on solar energy.

<table>
<thead>
<tr>
<th>Traffic</th>
<th>Target group</th>
<th>Sections</th>
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</thead>
<tbody>
<tr>
<td>Page Impressions: 127.510</td>
<td>• Interested consumers</td>
<td>Heizung</td>
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<tr>
<td>Visits: 50.377</td>
<td>• Energy consultants</td>
<td>Regenerativ heizen</td>
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<tr>
<td>Unique Users:</td>
<td>• Craftsman</td>
<td>Heizkosten sparen</td>
</tr>
<tr>
<td></td>
<td>• Builders, home savers</td>
<td>Solar</td>
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<td></td>
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<td>Brennstoffe</td>
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<td>Günstige Fachbetriebe</td>
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<td>Service</td>
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Fact Sheet | Homesolute | www.homesolute.com

Ideas for home, garden, housing and construction

Homesolute is one of the largest independent online magazines for builders, renovators, home gourmets and garden lovers. The online platform is dedicated to the topics: planning, construction, expansion, habitation and garden. Its product range includes probably the largest pool of ideas with more than 15,000 large-format photos, the user-friendly 3D-spaye and 3D-garden-planner, a free catalog service, expert interviews and detailed special themes with practical tips and creative ideas.

Traffic
Page Impressions: 4,611,031
Visits: 644,994
Unique Visitors: 130,000

Target group
- Builders
- Renovators
- Home gourmets
- Garden lovers

Sections
Planungen
Hausbau
Ausbau
Wohnen
Garten
Exklusiv
ImmoPionier.de offers optimal conditions for consumers in search of their dream home. Among other services, the initial search mask makes it possible to enter the desired type of property, place of residence, surface area, number of rooms and a price range. The intelligent search engine for residential solutions of all kinds provides a meaningful list of results excluding unwanted duplicates. This way the user is no longer forced to click through the variety of real estate portals.
### Factsheet | KWH-Preis | www.kwh-preis.de

**KWH-preis.de** – The information portal for the energy market in Germany

The website is thematically focused on the energy provider change, renewable energy, green power and energy saving.

<table>
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<tr>
<td>• Energy consultants</td>
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<tr>
<td>• Craftsmen</td>
<td></td>
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<tr>
<td>• Building owners, home savers</td>
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<table>
<thead>
<tr>
<th>Sections</th>
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<tbody>
<tr>
<td>KWH Preis</td>
<td>Gasvergleich</td>
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<tr>
<td>Stromvergleich</td>
<td>Gasanbieter</td>
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<tr>
<td>Stromanbieter</td>
<td>Biogas</td>
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<tr>
<td>Ökostrom</td>
<td>Service</td>
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</tbody>
</table>
ModernuS.de – The craftsmen and service portal for energy-focused building refurbishment

The online portal informs users about all sorts of topics related to the energy efficiency of buildings. The website includes a database of craftsmen and service providers from various sectors: energy consulting, roof renovation, facade insulation, renewal of heating systems, energy certification, noise protection, photovoltaics, rainwater utilisation, mold consulting, finance and funding consultancy, solarthermics and many more. Homeowners have the possibility to search for craftsmen and service providers from different sectors and to compare their offers and qualifications.

Traffic
Page Impressions: 100,000
Unique Users: 35,000

Target group
• Homeowners, interested consumers
• Craftsmen
• Service providers
• Building owners, home savers

Sections
Shop
Für Dienstleister
Für Hausbesitzer
Ökologisch Bauen – The independent information platform on the subjects of sustainable building and living

The online portal Ökologisch Bauen reports independently on ecological building materials, timber and loam construction, natural insulation, regenerative heating systems and many more. Users are able to find information on these topics and to use the extensive services of the portal, such as the database of addresses or the overview of ecological prefabricated houses. The online platform is a partner portal for architects, craftsmen, retailers and manufacturers.

Traffic
Page Impressions: 30.013
Visits: 11.505
Unique Users: 

Target group
• Home owners, interested consumers
• Building owners

Sections
Ratgeber
Firmen & Produkte
Nachrichten
Forum
Solaranlage Ratgeber – The use of solar energy in Germany

The independent service-offering solaranlage-ratgeber.de reports on the use of solar energy in Germany. Tips guides, eBooks and checklists provide concrete assistance with detailed questions on all topics which are related to solar energy (photovoltaik and solarthermics).

The online magazine provides a high qualitative advertising environment for companies which are working in the fields of heating, solar energy, energy supply, energy efficiency, energy-efficient construction and renovation.
Fact Sheet  |  Ecowoman  |  www.ecowoman.de

The eco-lifestyle-magazine for sustainability

Ecowoman informs dedicated people, motivates them to act sustainably and allows them to exchange experiences among themselves. You want to know how to live sustainably, to buy sustainable, environmentally friendly and healthy food or how to grow it yourself? You want to be informed about the latest sustainable trends in construction and renovation, flat and household, mobility, finances or leisure time? Ecowoman answers these and even more questions with exciting articles and many counselors topics.

Sustainability is worthwhile. For all.

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<tr>
<th>Traffic</th>
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<td>Page Impressions:</td>
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<tr>
<td>Visits:</td>
<td>276,020</td>
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<td>Unique Visitors:</td>
<td>164,326</td>
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<table>
<thead>
<tr>
<th>Target group</th>
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<tbody>
<tr>
<td>• LOHAS</td>
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<tr>
<td>• Urban</td>
<td></td>
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<tr>
<td>• Ecosensitive lifestyle</td>
<td></td>
</tr>
<tr>
<td>• Future-oriented</td>
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<tr>
<th>Sections</th>
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<tbody>
<tr>
<td>Essen &amp; Trinken</td>
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<tr>
<td>Mode &amp; Kosmetik</td>
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<tr>
<td>Finanzen</td>
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<td>Haus &amp; Garten</td>
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<td>Natur &amp; Umwelt</td>
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<td>Freizeit &amp; Reisen</td>
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<tr>
<td>Wohnen &amp; Haushalt</td>
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<tr>
<td>Gesundheit</td>
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</table>
ÖKO-TEST – We test, so that you live really good

ÖKO-TEST is one of the best known brands in Germany: According to Ipsos 2015 more than every second German knows the Öko-Test magazine. Öko-Test helps consumers to make the right buying decisions. This is made possible by independent and in-depth product- and service-tests as well as consumer information. ÖKO-Test focuses on the fields of health and environment. Furthermore the performance characteristics of the products and services are investigated in extensive practical tests.
An energetic restoration or modernization is good for the wallet and the environment as well. Everything you need to know is available on the new service portal Sanier.de. In addition to the step-by-step instructions and news in the fields of modernization and restoration the portal also provides free E-Books and checklists which can be downloaded. Sanier.de offers a high qualitative and attractive advertising environment for companies from the fields of building services, building and restoration. The website adresses energy consultants, craftsmen, builders and interested consumers.
In 1997 Sonnenseite was founded by Franz Alt. The online portal provides information about current affairs in the energy and environment sector and offers established and commented background information. This way Sonnenseite has already received many awards: the German Solar Prize, the European Solar Prize, the Utopia Award, the Newsletter Award, the Human Rights Award and the Innovation Award.

Sonnenseite.com is a central information portal on renewable energies in the German-speaking countries. News about affine topics, essentially social and political events and consumer information are offered on a daily basis.
Utopia is the leading platform for sustainable consumption in Germany. The portal helps its users to make the right purchasing decisions: through practical advice on all areas of consumption and competent, expert-based buying guides. Consumers are also able to influence companies and brands as it is possible to evaluate products, brands and companies and to set expectations for the future. Utopia enables users to share their knowledge and experiences with other consumers and to support each other in their consumption decisions.

**Traffic**
- Page Impressions: 2,821,582
- Visits: 870,070
- Unique Visitors: 350,000
- Newsletter: 60,000

**Target group**
- LOHAS
- Ecosensitive and sustainable lifestyle

**Sections**
- B2B
- Energie & Wohnen
- Responsible Living
- Ernährung
- Technik
# Rate Card Channel Smart Living

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Super Banner</td>
<td>30 €</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>40 €</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>30 €</td>
</tr>
<tr>
<td>(Universal) Flash Layer</td>
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<td>Wallpaper</td>
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<td>Banderole Ad</td>
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<td>AdBundle</td>
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<td>Sitebar Ad</td>
<td>85 €</td>
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<td>Floor Ad</td>
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## Conditions and Specifications

### Volume Discounts *

<table>
<thead>
<tr>
<th>From</th>
<th>Discount (%)</th>
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<tbody>
<tr>
<td>20.000 €</td>
<td>3 %</td>
</tr>
<tr>
<td>50.000 €</td>
<td>5 %</td>
</tr>
<tr>
<td>75.000 €</td>
<td>10 %</td>
</tr>
<tr>
<td>100.000 €</td>
<td>12 %</td>
</tr>
<tr>
<td>200.000 €</td>
<td>14 %</td>
</tr>
</tbody>
</table>

* Be granted in relation to cash / goods discounts.

Minimum booking volume  
1.000 € (net)

25% TCP-surcharge for Expandables  
10% TCP-surcharge for Video-Ads

### Technical specifications

http://www.businessad.de/downloads

### Delivery of the advertising media

Three working days before the placement of advertisements to banner@businessad.de

### Redirect

Third-Party-Advertising is possible

### Targeting: Comprehensive possibilities for targeting:

- Regional / national (A - Austria, CH - Switzerland)
- Temporary
- Browser-specific
- Operating systems

### Quality control

Optimized campaign monitoring  
Transparent Reporting

*Terms and Conditions*
For further information.

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