

Channel Smart Living



Stand: 07-2021

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 a targeted environment for campaigns in the fields of energy modernization, building societies, building materials, furniture and everything related to energy, housing, craft, home and garden.



Channel Smart Living



Websites total:	20+ portals
Page impressions	28.551.050
Visits	13.599.237
Unique users	9.086.108

Relevant target groups in this area:

House builders, house owners,
Refurbishers, Contractors, Lohas

The brand consumers trust for testing products

Factsheet | oekotest.de



ÖKO-Test is one of the best known brands in Germany: According to Ipsos 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 thoroughly researched and investigated in extensive practical tests.

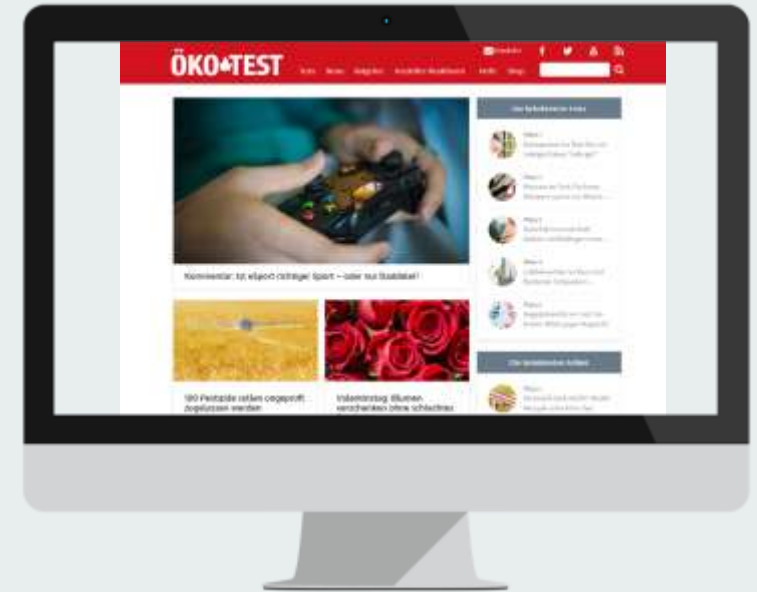
Key facts

Target group

- Lohas
- Young families
- Free-spending consumers
- Environmental and health conscious users

Sections

- Kinder & Familie
- Gesundheit & Medikamente
- Ernährung (Food)
- Freizeit (Leisure)
- Kosmetik & Körperpflege
- Bauen & Wohnen (Building)
- Geld & Versicherungen (Money)



Traffic

Page Impressions	3.000.000
Visits	1.700.000
Uniques	1.400.000

Utopia.de – The online platform for sustainable consumption

Factsheet | utopia.de



utopia.de is Germany's leading platform for sustainable consumption. Utopia combines competent purchase advice of independent editors with opinions and recommendations of more than 90,000 registered community members who evaluate sustainable products and services. Furthermore, Utopia provides extensive interaction and feedback options for consumers and companies.

Key facts

Target group

- Lohas
- Environment and health conscious consumers
- Users with high consumption

Sections

- Ernährung (Food)
- Haushalt und Wohnen (Household)
- Konsum
- Nachhaltige Mode (Sustainable Fashion)
- Internet & Medien
- Umwelt & Klimaschutz (Environment)
- Naturkosmetik
- Öko-Energie & Klima
- Mobilität & Verkehr (Mobility & Traffic)



Traffic

Page Impressions	21.000.000
Visits	9.200.000
Uniques	6.600.000

ecowoman.de 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 more questions with exciting articles and many counselors topics.

Sustainability is worthwhile. For all.

Key facts

target group

- LOHAS
- Urban
- Ecosensitive lifestyle
- Future-oriented

sections

- News
- Magazin
- Blog
- Unternehmen (Corporate)
- Shopping
- Galerie
- Fit fürs Leben (Fit for Life)



Traffic

Page Impressions	127.509
Visits	101.198
Uniques	40.877
Newsletter	4.220

The DIY-portal concerning constructing, crafting, house and garden

Factsheet | heimwerker.de



Heimwerker.de is since 1996 one of the biggest and farthest-reaching DIY-platforms in Germany. **Heimwerker.de** offers practical tips for different tasks regarding renovation, insulation, installation and reparation, but as well for gardening, information about flooring, creative craft ideas and detailed instructions with constructions of professional craftsmen.

Heimwerker.de provides its own single and comparative tests to help consumers find the right products for their houses and gardens. The portal contains hundreds of tests and comparisons in all sections which craftsmen are interested in.

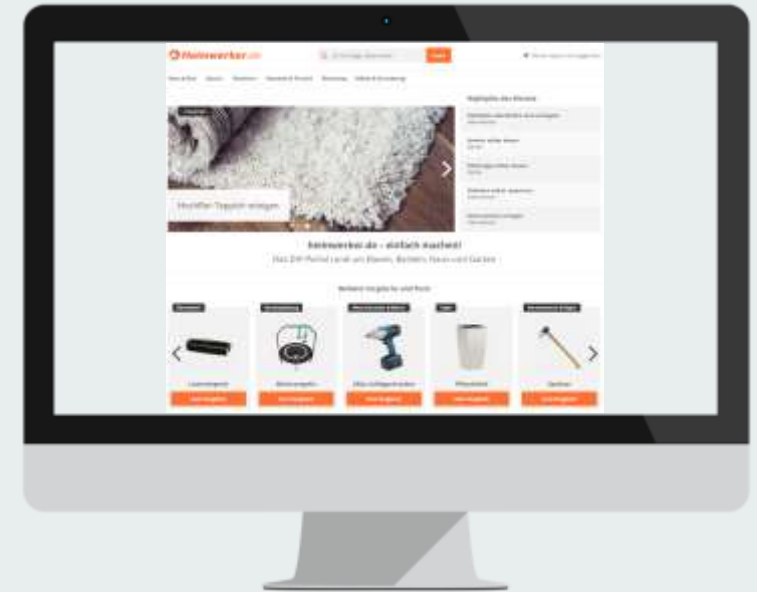
Key facts

Target group

- Craftsmen, refurbishers
- Manually talented people

Sections

- Haus & Bau (House and construction)
- Garten
- Haustiere (Pets)
- Haushalt & Freizeit (Household & Leisure)
- Werkzeug (Tools)
- Möbel & Einrichtung (Furniture)



Traffic

Page Impressions	1.750.960
Visits	1.225.672
Uniques	245.864

Heizsparer.de – All about energy-efficient heating

Factsheet | heizsparer.de



The independent online service **heizsparer.de** 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 saving energy. The website is thematically focused on solar energy.

Key facts

Target group

- Interested consumers
- Energy consultants
- Craftsmen
- Builders, home savers

sections

- Heizung (Heating)
- Regenerativ heizen
- Heizkosten sparen (Saving energy)
- Solar
- Brennstoffe (Combustibles)
- Günstige Fachbetriebe finden
- Service



Traffic

Page Impressions	181.047
Visits	55.414
Uniques	50.377

The consumer portal for smart home, e-mobility and internet of things

Factsheet | homeandsmart.de

HOME & SMART

homeandsmart.de reports since January 2017 about smart home, e-mobility and internet of things. The market is young and on the move, therefore homeandsmart.de wants to clarify relevant topics.

The editors provide decision-making tools for the consumers by reporting comprehensively, clearly and honestly about products.

Key facts

Target group

- Technology-interested consumers
- Free-spending users

Sections

- Produkte (Smart Home Systeme, Sicherheit, Entertainment, Licht, Heizung, Hausautomation, Gesundheit)
- Welten (Worlds)
- Magazin
- News
- Tests



Traffic

Page Impressions	1,2 Mio
Visits	820.000
Uniques	590.000





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 renovated in a “green” way.

Key facts

Target group

- Homeowners
- LOHAS
- Environmentally aware people

Sections

- Energie Clever nutzen
- Bauen und Modernisieren (Build & Modernize)
- Beratung vor Ort
- Shop
- Mediathek



Traffic

Page Impressions	94.539
Visits	58.199
Uniques	50.000



ImmoPionier.de – The search engine for real estate

Factsheet | immopionier.de

ImmoPionier.de offers optimum 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.

Key facts

Target group

- Future property owners
- Lessees
- Lessors

Sections

- Wohnen (Individual)
- Gewerbe (Business)
- Anlagenimmobilien (Investment)



Traffic

Page Impressions	20.898
Visits	7.265
Uniques	7.445

Energie-Fachberater.de – Advisory portal for energy-efficient restoration

Factsheet | energie-fachberater.de



Since 2005, the portal **energie-fachberater.de** is the point of contact for homeowners and energy savers keen on modernization.

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.

Key facts

Target group

- House and apartment owners
- Property renovators

Sections

- Dämmung (Insulation)
- Heizung & Lüftung (Heating & AC)
- Strom & Solar (Electricity)
- Innenausbau (Inside restoration)
- Dach (Roof)
- Fassade (Facade)
- Keller (Basement)



Traffic

Page Impressions	331.476
Visits	232.910
Uniques	186.738

EnBauSa.de 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.

Key facts

Target group

- Building owners
- Planners
- Architects
- Craftsman

Sections

- Dämmung & Fenster (Insulation & Windows)
- Heizung (Heating)
- Lüftung (VAC)
- Solarenergie
- Finanzierung
- Projekte
- Service



Traffic

Page Impressions	28.017
Visits	17.269
Uniques	12.196
Newsletter	2.130

Aktion pro Eigenheim – With this portal you are able to build and house safely!

Factsheet | aktion-pro-eigenheim.de



aktion-pro-eigenheim.de stands for the safety of the process starting 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.

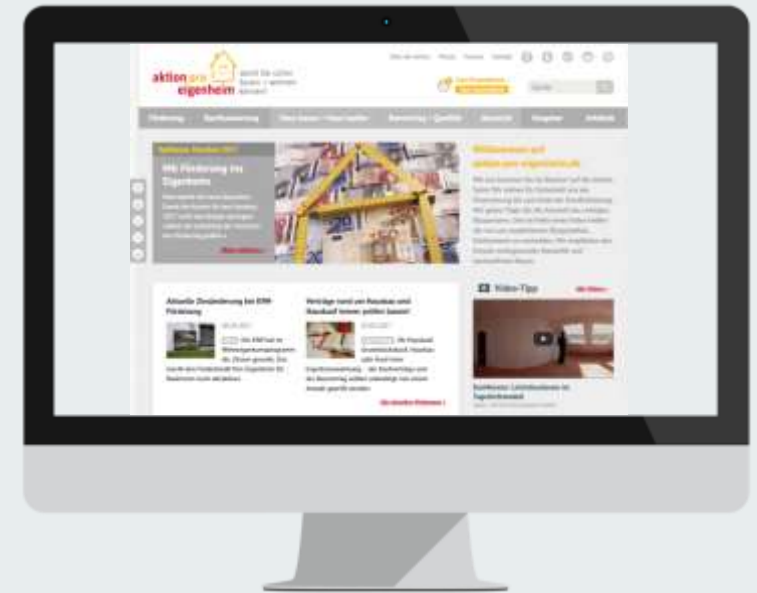
Key facts

Target group

- (Future) building owners
- Property buyers

Sections

- Förderung (Subsidies)
- Baufinanzierung (Mortgage)
- Haus bauen + Haus kaufen (Build & Buy)
- Bauvertrag + Qualität (Contract)
- Baurecht (Building Law)
- Ratgeber (Advice)
- Infothek



Traffic

Page Impressions	43.655
Visits	22.452
Uniques	17.896
Newsletter	2.300

Golem.de is the portal for IT professionals and reports fast and competently on all topics of the IT industry. IT management, online experts, marketing and purchasing decision-makers receive background information, purchasing recommendations, market research as well as in-depth analyses and important professional information regarding the potential of products, markets and brands.

Golem.de is the leading independent, high-reach brand for quality journalism in the IT segment: desktop as well as mobile.

Golem.de covers a wide range of topics to do with Smart Home, Home Entertainment and Home Networks

Key data

Target group

- CTOs/CIOs, decision-makers IT & Consumer Electronics
- Marketing decision-makers & Online-Professionals
- Purchasing & E-Commerce-Managers
- Developers
- Early Adopters

Topics and sections

- Soft- and Hardware (News & Development)
- Digital Business IT & Tech
- Mobility of the future
- Science and Technology
- Exklusive video content
- Jobs & Career
- **House automation**



Traffic

Page Impressions	32.639.320
Visits	14.699.226
Uniques	3.740.000
Newsletter	34.000



besserrenovieren.de is a portal for building owners and renovators: Professional tips regarding financing and planning a bathroom, kitchen, windows, heating, roof, house extensions and reconstructions. **Besserrenovieren.de** accompanies buildings owners and renovators on every step of their renovation project. They find professional tips and planning guides on the portal. Moreover, besserrenovieren shows inspiring living ideas and current trends in architecture and interior design. The editors are always in search for new products and funding programs.

besserrenovieren.de – Professional tips for building owners

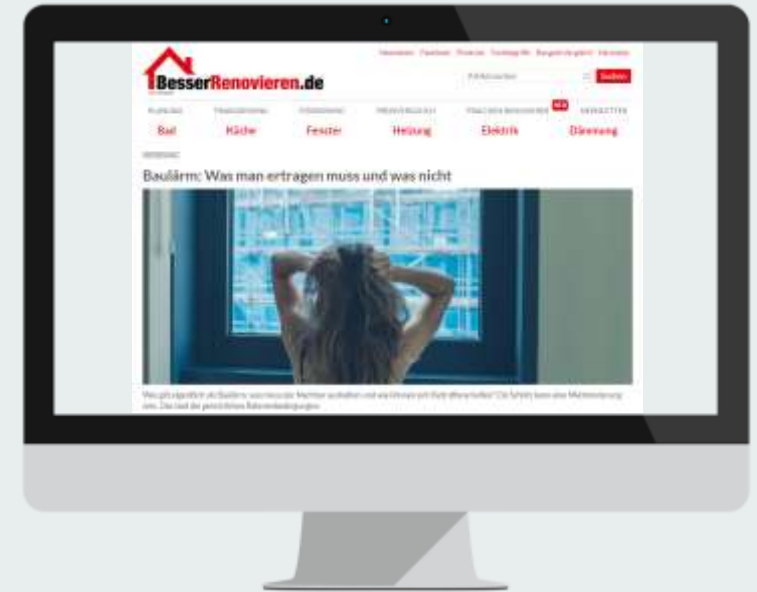
Key facts

Target group

- (future) building owners
- Renovators

Sections

- Planung/Finanzierung /Förderung
- Bad (Bathroom)
- Küche (Kitchen)
- Fenster (Windows)
- Heizung (Heating)
- Elektrik
- Dämmung (Insulation)



Traffic

Page Impressions:	52.205
Visits	20.000
Uniques	10.000

An energy user portal with tips, helps and a calculator for tariff checks

Factsheet | energienutzer.de

energienutzer.de

Energienutzer.de 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.

Key facts

Target group

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

Sections

- Tarif-Check
- Energie sparen (Saving)
- Stromanbieter-Vergleich (Electricity comparisons)
- Heizung + Kosten (Heating costs)
- Pellet-Heizung (Pellet Heating)
- Photovoltaik



Traffic

Page Impressions	5.774
Visits	3.744
Uniques	2.813

The website **kwh-preis.de** is focused on the energy provider change, renewable energy, green power and energy saving.

Key facts

Target group

- Interested consumers
- Energy consultants
- Craftsmen
- Building owners, home savers

Sections

- KWH Preis (meaning Price per kilowatt)
- Stromvergleich (Comparison)
- Stromanbieter (Electricity providers)
- Ökostrom (eco-friendly electricity)
- Gasvergleich (gas comparison)
- Gasanbieter (gas providers)
- Biogas
- Service



Traffic

Page Impressions	7.885
Visits	4.435
Uniques	4.948

Ökologisch Bauen - The information platform for sustainable building and living

Factsheet | oekologisch-bauen.info



The online portal **Ökologisch-Bauen.de** reports independently on ecological building materials, timber and loam/clay 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.

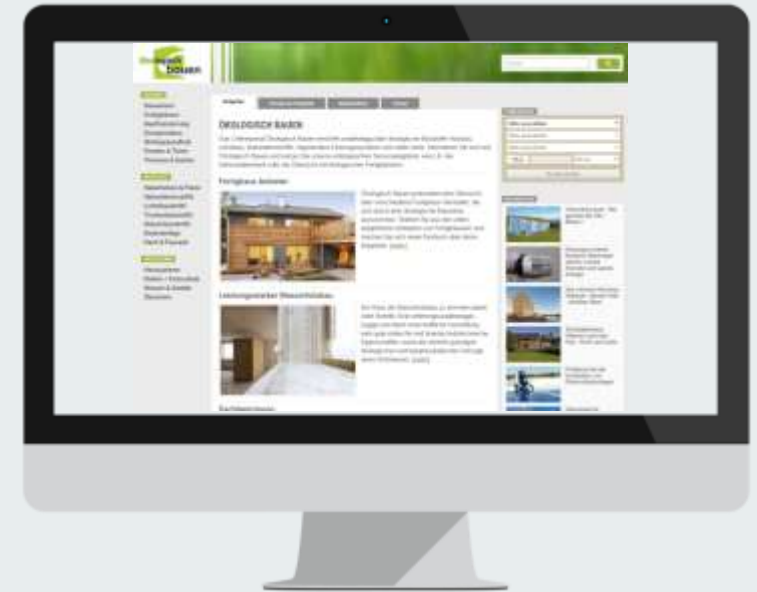
Key facts

Target group

- Home owners, interested consumers
- Building owners

Sections

- Hausbau (building)
- Baustoffe (building material)
- Haustechnik (technology)
- Ratgeber (Advice)
- Firmen & Produkte
- Nachrichten
- Forum



Traffic

Page Impressions	57.392
Visits	12.832
Uniques	7.901

Grüne Autos – The online magazine for hybrid vehicles and electric cars

Factsheet | grueneautos.com

GRÜNEAUTOS.com

GrueneAutos.com 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. **GrueneAutos.com** 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.

Key facts

Target group

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

Sections

- Elektroautos
- Hybridautos
- Autogas
- Erdgas
- Benzin / Diesel
- Biosprit
- S. Antriebe
- News
- Interviews
- Ratings
- Fotos
- Videos



Traffic

Page Impressions	1.596
Visits	1.104
Uniques	764

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 addresses energy consultants, craftsmen, builders and interested consumers.

Key facts

Target group

- Renovators
- Energy consultants
- Craftsmen
- Building owners, home savers

Sections

- Dämmen
- Dach
- Fenster
- Solar
- Heizung
- Energie
- Energieberatung
- Weitere Themen
- Fachbetriebe
- Service



Traffic

Page Impressions	550.422
Visits	414.651
Uniques	81.763

Solaranlage-Ratgeber – All on the use of solar energy in Germany

Factsheet | solaranlage-ratgeber.de



The independent service provider **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 (photovoltaics 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.

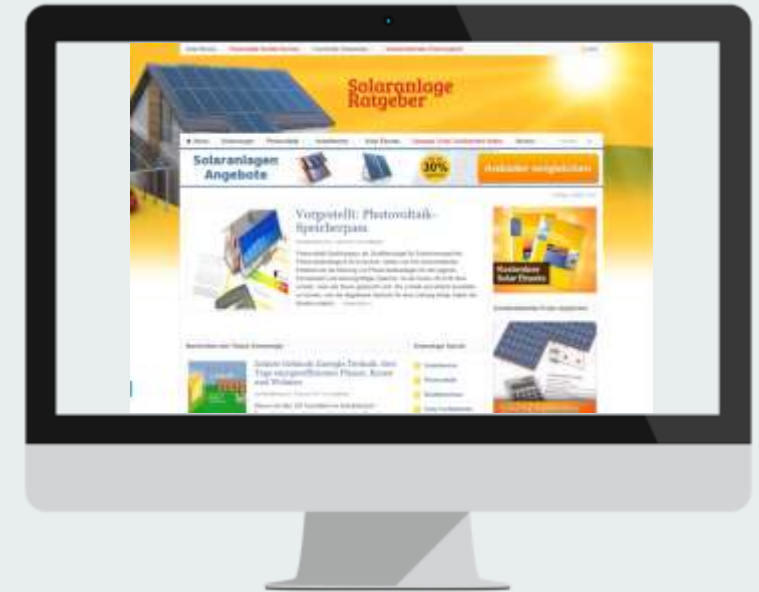
Key facts

Target group

- Interested consumers
- Energy consultants
- Installers
- Craftsmen
- Building owners

Sections

- Home
- Solarenergie
- Photovoltaik
- Solarthermie
- Solar Ebooks
- Günstige Solar Fachbetriebe finden
- Service



Traffic

Page Impressions	339.764
Visits	24.469
Uniques	22.245

Quell – The online journal for sustainable living

Factsheet | quellonline.de



quellonline.de is the online version of the journal *Quell* which reports every three months on sustainability in all areas of life. The readers receive online daily inspiration for purchasing decisions and behaviour which lead to a sustainable lifestyle. The topics are divided by the editors in the natural elements Water, Earth, Fire and Air. They connect ecology with economy and a conscious consumption.

Key facts

Target group

- LOHAS*
- Academics
- Pronounced environmental awareness
- Higher income, quality aware

Sections

- Feuer (Fire)
- Erde (Earth)
- Wasser (Water)
- Luft (Air)
- Tutgut (Well-being)



Traffic

Page Impressions	110.000
Visits	72.000
Uniques	45.000



*Abk. für Lifestyle of Health and Sustainability. Als LOHAS werden Personen bezeichnet, die einen nachhaltigen und gesundheitsbewussten Lebensstil bevorzugen (Siehe: <https://wirtschaftslexikon.gabler.de/definition/lohas-53809>)

Messen.de – The Leading Site for Fairs & Exhibitions, nationally and regionally

Factsheet | messen.de



Messen.de is a free, editorially well-kept exhibition calendar, which addresses consumers and companies that act as visitors or exhibitors. The online portal provides easy and quick access to current trade fairs of all industries and fields of interest. Well-known companies and institutions use **Messen.de** in order to research or extend the service offer of their own website.

businessAD offers the possibility of related targeting in relevant environments at different trade fairs and thus expands its diverse B2B segments.

Key data

Target groups

- Fair visitors & Fair exhibitors
- Private & business clients
- Fair managers

Sections

- Home/News
- Veranstalter (Fairs Exhibitors)
- Messeorte (Fairs)
- Dienstleister (Service providers)
- Messe Branchen (Industries)

Topics

- Constructing & living
- Finances
- And a lot more...



Traffic



Page Impressions	489.698
Visits	237.180
Unique Visitors*	90.000

Sonnenseite – The environmental information portal: critical and independent

Factsheet | sonnenseite.com



In 1997 **Sonnenseite.com** was founded by Franz Alt, one of the founding fathers of the Green-Eco Movement in Germany. The online portal provides information about current affairs in the energy and environment sector and offers established and commented background information. This way **Sonnenseite.com** 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 all relevant topics, essentially social and political events and consumer information are offered on a daily basis.

Key facts

Target group

- Interested consumers
- Energy consultants

Sections

- Start
- Politik
- Energie
- Umwelt
- Wirtschaft
- Mobilität
- Wissenschaft
- Zukunft
- Tipps
- Franz Alt



Traffic

Page Impressions	54.490
Visits	40.868
Uniques	26.366
Newsletter	5.800

Channel Smart Living

Rates | Channel Smart Living



Display	Kombination Rotation	Channel Rotation
Super Banner	35 €	30 €
Skyscraper	35 €	30 €
Medium Rectangle	45 €	40 €
Ad Bundle	30 €	25 €
Halfpage Ad	65 €	60 €
Wallpaper	70 €	65 €
Billboard Ad	85 €	80 €
Sitebar Ad	90 €	85 €
Premium Adpackage (Billboard, Wallpaper, Sitebar)	85 €	80 €
Layer / Banderole	80 €	75 €
Floor Ad	90 €	85 €
Tandem Ad	100 €	90 €
Fireplace	90 €	80 €
Homepage Takeover	120 €	115 €

All display rates subject to agency commission.
Rate are CPM unless otherwise indicated. Expandable ads + 25%

Channel Smart Living

Preise Mobile



Mobile	Kombination Rotation	Channel Rotation
MMA 6:1	25 €	20 €
MMA 4:1	25 €	20 €
MMA 2:1	35 €	30 €
Mobile Medium Rectangle	40 €	35 €
Mobile Halfpage Ad	50 €	45 €
Mobile High Impact Ad / Premium Rectangle	50 €	45 €
Interstitial	90 €	85 €
Mobile Rollover	100 €	95 €
Mobile Parallax Ad	100 €	95 €
Mobile Cube Ad	100 €	95 €
Roadblock XL – High Impact Ad + MMA 4:1 Adhäsv	60 €	55 €
Roadblock XXL – High Impact Ad + Parallax Ad	115 €	110€

Channel Smart Living

Preise Multiscreen Kombination & Native Ads



Multiscreen Kombination	Kombination Rotation	Channel Rotation
Wallpaper + Mobile Halfpage Ad	70 €	65 €
Billboard + Mobile Halfpage Ad	85 €	80 €
Billboard + Mobile High Impact Ad	85 €	80 €
Ad Bundle + Mobile Medium Rectangle	30 €	25 €
Native Ads		Channel Rotation
Native AD IN		65 €
Native AD OUT		60 €
Video		Channel Rotation
Outstream		40 €

All display rates subject to agency commission.
Rate are CPM unless otherwise indicated. Expandable ads + 25%

Conditions and Specifications

Volume discounts	
From 20,000 €	3 %
From 50,000 €	5 %
From 75,000 €	10 %
From 100,000 €	12 %
From 200,000 €	14 %

* Be granted in relation to cash / goods discounts.
You can find our terms and conditions under <http://www.businessad.de/agb>

Minimum booking volume: 1,000 € (net)

CPM surcharge	
Expandables	25 %
Video Ads	10 %

Technical specifications

<http://www.businessad.de/downloads>

Delivery of the advertising media to banner@businessad.de

3 working days before placement (advertisement), 5 working days in case of content marketing

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



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