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
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**

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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

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Ecowoman.de – The eco-lifestyle-magazine for sustainability

Factsheet | ecowoman.de

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

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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

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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
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 – Saving energy makes you independent

Factsheet | energiesparen-im-haushalt.de

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** 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
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.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 – IT-News for Professionals

Factsheet | Golem.de

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 independant, 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

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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.

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

**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

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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

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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
Gruene Autos – The online magazine for hybrid vehicles and electric cars
Factsheet | grueneautos.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
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

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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

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*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
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**

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## Channel Smart Living

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<td>115 €</td>
<td>110 €</td>
</tr>
</tbody>
</table>

All display rates subject to agency commission. Rate are CPM unless otherwise indicated. Expandable ads + 25%
## Preise Multiscreen Kombination & Native Ads

### Multiscreen Kombination

<table>
<thead>
<tr>
<th>Kombination</th>
<th>Kombination Rotation</th>
<th>Channel Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper + Mobile Halfpage Ad</td>
<td>70 €</td>
<td>65 €</td>
</tr>
<tr>
<td>Billboard + Mobile Halfpage Ad</td>
<td>85 €</td>
<td>80 €</td>
</tr>
<tr>
<td>Billboard + Mobile High Impact Ad</td>
<td>85 €</td>
<td>80 €</td>
</tr>
<tr>
<td>Ad Bundle + Mobile Medium Rectangle</td>
<td>30 €</td>
<td>25 €</td>
</tr>
</tbody>
</table>

### Native Ads

<table>
<thead>
<tr>
<th>Native Ads</th>
<th>Channel Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native AD IN</td>
<td>65 €</td>
</tr>
<tr>
<td>Native AD OUT</td>
<td>60 €</td>
</tr>
</tbody>
</table>

### Video

<table>
<thead>
<tr>
<th>Video</th>
<th>Channel Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outstream</td>
<td>40 €</td>
</tr>
</tbody>
</table>

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

### Volume discounts

<table>
<thead>
<tr>
<th>From</th>
<th>Discount (%)</th>
</tr>
</thead>
<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.*

You can find our terms and conditions under [http://www.businessad.de/agb](http://www.businessad.de/agb).

**Minimum booking volume:** 1,000 € (net)

### CPM surcharge

<table>
<thead>
<tr>
<th>Type</th>
<th>Surcharge (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expandables</td>
<td>25 %</td>
</tr>
<tr>
<td>Video Ads</td>
<td>10 %</td>
</tr>
</tbody>
</table>

**Technical specifications**

[http://www.businessad.de/downloads](http://www.businessad.de/downloads)

**Delivery of the advertising media to** [banner@businessad.de](mailto: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
Wir beraten Sie gern.

E-Mail: werbung@businessad.de | Internet: www.businessad.de