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.

In our portfolio as of 1.1.2019.

### 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

#### Traffic

<table>
<thead>
<tr>
<th>Traffic Type</th>
<th>Value</th>
</tr>
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<tbody>
<tr>
<td>Page Impressions</td>
<td>22,474,769</td>
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<tr>
<td>Visits</td>
<td>10,122,541</td>
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<tr>
<td>Uniques</td>
<td>2,700,000</td>
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<tr>
<td>Newsletter</td>
<td>35,000</td>
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</table>
# Socio-demographics

<table>
<thead>
<tr>
<th>Sex</th>
<th>User share in percent</th>
<th>Affinity-Index**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>76</td>
<td>155</td>
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<tr>
<td>Female</td>
<td>24</td>
<td>48</td>
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<table>
<thead>
<tr>
<th>Age</th>
<th>User share in percent</th>
<th>Affinity-Index**</th>
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<tbody>
<tr>
<td>20-29 years</td>
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<td>111</td>
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<tr>
<td>30-39 years</td>
<td>26</td>
<td>181</td>
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<tr>
<td>40-49 years</td>
<td>22</td>
<td>133</td>
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<td>50 and older</td>
<td>34</td>
<td>69</td>
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<table>
<thead>
<tr>
<th>Profession</th>
<th>User share in percent</th>
<th>Affinity-Index**</th>
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<tbody>
<tr>
<td>Decision-makers</td>
<td>29</td>
<td>187</td>
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<table>
<thead>
<tr>
<th>HHNI</th>
<th>User share in percent</th>
<th>Affinity-Index**</th>
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</thead>
<tbody>
<tr>
<td>3.000 € +</td>
<td>42</td>
<td>114</td>
</tr>
<tr>
<td>4.000 € +</td>
<td>29</td>
<td>138</td>
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</table>

* Business decision-makers = Entrepreneurs, Free professions, senior civil servants, senior executives
** Affinity-Index: Target group share in relation to total population
Source: AGOF daily digital facts 2018-08
About 1.5 m people work in the German IT industry and in IT jobs. The portals of our B2B segment IT analyse developments and trends of the IT industry for decision-makers. Bundling these specialist portals in one channel make the latter the top-performer with about 8 m unique user according to AGOF.

High reach & high affinity
- Affinity index of 147 for Business decision-makers (AGOF daily digital facts 2018-08)
- Approx. 45% of users have a HHNI of 3.000 € and more (AGOF daily digital facts 2018-08)
- Top-performing vertical IT- Segment in the AGOF (AGOF daily digital facts 2018-08)

Website selection Segment IT:

Segment
IT

Websites 29 portals
Visits 48.221.558
Unique Users 23.431.066
9.294.496

Relevant target groups
Decision-makers in digital business, CTOs/CIOs, Startups, marketing executives, IT-Management, IT consultants, network administrators

Topics & Sections:
Hard- and Software are the most important topics for golem.de User

User survey 2018 | Interest for editorial topics

Hardware: 54%
Software: 46%
Net policy and data protection: 36%
Security: 35%
Science and space aviation: 28%
Open Source: 18%
Games: 16%
Digital infrastructure and business: 16%
Smartphones: 13%
Miscellaneous: 33%

Golem User survey 2018
Sample size: n =14,397
Survey period: 29.01.18 – 09.02.18
Question: Which topics do you read the most on golem.de? Please name 3 at the max.
More than 50% of Golem.de users work directly in the IT-industry

User survey 2018 | Industry

- IT-industry: 51%
- Electronics: 5%
- Research and academic: 5%
- Automotive industry: 5%
- Service industry: 5%
- Tooling and machine industry: 4%
- Politics and administration: 3%
- Media: 3%
- Miscellaneous*: 19%

Golem User survey 2018
Sample size: n = 13,424
Survey period: 07.05.2018 - 20.05.2018
Question: In industry do you work?
In which company departments do Golem.de-Users work?

User survey 2018 | Company departments

Hardware administration, Technology and Software development: 41%
Research and development: 18%
Internet & Data infrastructure: 11%
Client services: 4%
Production: 4%
C-Suite Top Management: 4%
Sales: 3%
Advertising and PR: 2%
Miscellaneous: 13%

Golem User survey 2018
Sample size: n = 12,956
Survey period: 07.05.2018 - 20.05.2018
Question: In which department do you work?
What is the profile of Golem.de users?

Further insights

- Mainly **professionals** (82%)
- 41% of users use Golem.de for **professional purposes** (Top 2 Box: very often/always+ often)
- 84% use golem.de **min. once per day**
- High brand loyalty (70% regular users)
- High **education-level**
- 50% work directly in the **IT-industry**
- 82% have a dedicated **IT-/Technology position**
- Users are **quality-conscious** and are ready to spend money for quality
- **Curious, demanding, critical**
- **Early Adopter** in the IT-/Tech sphere, also privately seen as **experts** and hence important multiplicators
- **Multidevice**-usage is part of their everyday lives
Ad specials | Integrations | Cooperations

Golem.de offers a wealth of crossdigital opportunities

- Standard IAB banner
- Advertorial/Microsite
- Newsletter ads
- Pre-Roll Video
- Daily fixed placement
- Homepage (+ News)
- Homepage Takeover
- Roadblock
- Keyword-Targeting
- Native Ads
- Seeding Alliance
- Sponsored Post
- Brand Hub
- Packages with other IT portals (e.g. t3n.de, internetworld.de)
Ad specials | Integrations | Cooperationen

Native Advertorial | Button + Microsite

Link to an external landing page or a native microsite with client-specific product informationen in the editorial look & feel of the website.

Teaser Button (300 px x 125 px)

Individual microsite – further specifications upon request.
This ad format looks like a normal news piece and is highly suitable to present complex products, services but also employer branding issues.

The Sponsored Post stays a minimum of 24 hrs on the homepage of the website and is – thanks to being directly in the CMS of the website – always addressable. A further push is provided by Twitter, Facebook and newsletter.

The client delivers text and visual/s. The publisher edits both. The article is meant to have a high degree of service and added-value for the user. Please no blunt PR!

Advantages:

- Client content close to editorial content
- Use of all available communication channels
- High acceptance in the target group
- Image campaign promoting a brand sustainably but in a subtle way
- High visibility

The publisher reserves the right to decline articles in case the topic does not fit the website or to revise the content to better suit the target group if necessary.
Ad specials | Integrations | Cooperations
Sponsored Post | Succeed with content!

Dissemination

- 24 hrs on the home/start page, after placement in a corresponding editorial section
- Facebook Fans: 65,000+
- Twitter Followers: 75,000+
- Newsletter Receivers: 35,000+
- SEO relevant
- Rate: 9,900 € gross provided turnkey text is delivered (Refresh: 1,990 € gross)
- Optional: Text production by Golem editorial team, price upon request
- Optional: Video production by Golem: price upon request

Refresh (surcharge & max. 1 x): There is the opportunity to re-run/re-publish the article a week after first publication using the same channels as mentioned above. Headline and teaser text may be updated upon re-publication.

The Sponsored Post is marked as Advertisement / Sponsored Content. Please take note of the golem style and format recommendations. A maximum of two corrections is permitted without surcharge.
Turnkey content and teaser delivery necessary (editorial production upon request)

1 Content delivery

A) Text material
- Headline max. 52 digits, teaser text max. 3 lines (ca. 200-250 digits) and blanks
- Text as open document like RTF-, TXT-, DOC-files (no PDF)

B) Visuals
- The Sponsored Post may contain a maximum of 2-3 pictures, and/or a video*
- Format of visuals in the Sponsored Post: 832 x 468 px, please think of captions
- Teaser visual for Homepage Newsfeed: 140x140 Pixel, ideally a cut-out of the main visual
- Pictures and corporate logo to be delivered as JPG/PNG. Maximum file size: 40kB per file

• Videos to be delivered in 360p and 720p. The video may be hosted externally. In this case please provide a direct URL Link to the hosted video or Youtube link.

Outbound links (max. 5 Links) and insertions of visuals have to be clearly marked. The intended final layout has to be visible.

2) Display Teaser
Upon request – have to be separately booked
The Brand Hub is a dedicated aggregation page for native client content and hence a pivotal content marketing element.

It contains the following features:

- Company landing page individual hero image & individual sidebar (mobile, SEO-relevant, no external advertising, own companion banner)
- Client-produced turnkey articles (marked as Sponsored Post). Final editorial approval by golem.de. Complemented by compatible editorial golem articles. Content production for the client by golem upon request
- 360° integration in the editorial newsfeed
- High acceptance in the target group thanks to high quality content in a golem environment
- Content remains beyond contractual period
- Native teaser measures (co-branded) on homepage & ROS
- Including classical display ad package

**BrandHub Packages**

<table>
<thead>
<tr>
<th>Campaign period</th>
<th>2 Monate</th>
<th>2 Monate</th>
<th>3 Monate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles</td>
<td>4</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Teaser Impressions (editorial + display)</td>
<td>3.000.000</td>
<td>7.000.000</td>
<td>9.000.000</td>
</tr>
<tr>
<td>Homepage Integration</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Consulting &amp; Content Optimization</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Newsletter and Social-Media-Seeding</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Native Teaser (CoBranded) + Display Package</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

- Key Visual, Teaser (1) & Headline (2)
- Sponsored Posts with external link (3) and
- Newsletter- and Social-Media-Seeding
- Individual Sidebar elements (4)

Rates upon request!
The „Special“ pages from Golem.de are individual news sites for a wealth of keywords from A like Acer to Z like Zalando. Here, the user finds all content regarding a particular keyword, easily accessible, all at a glance: current news pieces, forum contributions, job offers, link tips, start-ups as well as contributions from the Question-Answer portal.

Alongside the known editorial sections key words can be used to explicitly target particular topics. E.g. via the keyword „iPhone“ a campaign can be assigned to relating articles, news etc.

Advantages:
- Modelling of individual target groups
- Ideal add-on to refine the target group
Ad specials | Integrations | Cooperations
Keyword-Targeting | Available keywords (excerpt)
The daily Golem – Newsletter gives it subscribers the agenda of the day including the top news of the website.

**Key facts***:

- Recipients in total: 35,000
- Frequency: Mon-Fri

**Advertising opportunities**

- Picture / text ad: 2,800 € / fix

**Technical specifications**

**Picture/text ad**

- Graphics: 140x140 px, static (max .40 kb)
- Headline max. 60 digits**
- Fließtext max. 480 Zeichen**
- Ziel-URL

**Graphics:**

- 140x140 px, static (max .40 kb)
- Headline max. 60 digits
- Fließtext max. 480 Zeichen

**Ziel-URL**

* November 2018

** incl. blanks
Video | The ideal add-on to your banner campaign
Pre-Roll Ad | Golem.de

Video on Golem.de

- The spot is a pre-roll running before the Golem content and has a maximum length of 30 seconds. Upon click the user gets to the landing page of the advertiser.
- Advertising opportunities:
  - Pre-Roll up to 20“
  - Pre-Roll up to 30“
- Video views: approx. 600,000 per month
Video on Golem.de – What are the contents?

UNIQUE CONTENT & OWN PRODUCTIONS, e.g.

- Product tests laptops & tablets
- Smartphone cameras in comparison
- The future cargo train (Telematics)
- Computer chips in comparison
- Golem visits Pininfarina in Torino
- Copyright protection and upload filter
- Games in comparison
- …
Mobile Advertising | The ideal add-on to your onsite campaign
Mobile enabled website | Golem.de

**Example: Mobile High Impact Ad**

- Placement before content
  - First Screen
- Maximum visibility
- Animation possible
- May also be booked as channel rotation

**All mobile formats**

- **Mobile Rollover Ad / Parallax**
  - Rollover 640x960px

- **Integrierte Banner**
  - MMA 6:1 300x50px
  - MMA 4:1 300x75px
  - MMA 2:1 300x150px
  - Mobile High Impact Ad 300x300px/300x250px
  - Mobile Halfpage Ad 300x600px
  - Mobile Medium Rectangle 300x250px
Golem.de + t3n.de: The ITC Decision-maker combination

Exclusive multiscreen offer with high impact

t3n.de and Golem complement each other perfectly when it comes to reaching Top ITC-Decision-maker target groups thanks to very little duplication.

Book our high-reach multiscreen combinations, e.g.:
- Exclusive Daily Roadblock (ATF Above-the-fold)
- 300,000 ad impressions
- Multiscreen Bundle: e.g. Billboard + Mobile High Impact Ad or Mobile Interscroller
- **Golem.de** Homepage + News/Ticker + t3n.de Roadblock ROS-Complete
- Price: **34,900 € gross**

Other formats available at the same price: e.g. exclusive Wallpaper or (double) Sitebar or Homepage Takeover combined with Mobile High Impact Ad or Mobile Interscroller
### Socio-demographics

<table>
<thead>
<tr>
<th>Sex</th>
<th>Affinity-Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>149</td>
</tr>
<tr>
<td></td>
<td>144</td>
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</table>

<table>
<thead>
<tr>
<th>Current profession</th>
<th>Affinity-Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business decision-makers</td>
<td>145</td>
</tr>
<tr>
<td>HHNI</td>
<td>143</td>
</tr>
</tbody>
</table>

| 3,000 EUR +          | 122            |
|                      | 122            |

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* Business decision-makers = Self-employed, free professions, higher civil servants, senior executives
** Affinity-Index: Share of users compared to total population / universe

Source: AGOF daily digital facts 2018-10
## Golem.de + t3n.de: Top affinity figures for ITC product interest

User composition | Golem.de + t3n ITC Decision-maker combination versus Heise online | AGOF

### Product interest

<table>
<thead>
<tr>
<th>Product interest*</th>
<th>Affinity Index**</th>
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</thead>
<tbody>
<tr>
<td>PC Software</td>
<td>148</td>
</tr>
<tr>
<td>PC Hardware, equipment etc.</td>
<td>147</td>
</tr>
<tr>
<td>Internet (Online services / Apps)</td>
<td>133</td>
</tr>
<tr>
<td>Mobile (Smartphone)</td>
<td>129</td>
</tr>
</tbody>
</table>

** Product interest: very interested / interested (Top 2-Box)
Source: AGOF daily digital facts 2018-11

** Medienkombi Golem.de & T3n.de
Heise online
Golem.de and t3n.de complement each other perfectly for reach and composition

Low user duplication combined with top affinity figures (AGOF)

Source: AGOF df 2018-10
### Rates | Golem.de

<table>
<thead>
<tr>
<th>Display</th>
<th>Homepage/ Section</th>
<th>Website Rotation</th>
<th>Segment Rotation</th>
<th>Channel Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Banner</td>
<td>75 €</td>
<td>60 €</td>
<td>50 €</td>
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<tr>
<td>Skyscraper</td>
<td>80 €</td>
<td>65 €</td>
<td>55 €</td>
<td>45 €</td>
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<tr>
<td>Medium Rectangle</td>
<td>105 €</td>
<td>90 €</td>
<td>80 €</td>
<td>70 €</td>
</tr>
<tr>
<td>Ad Bundle (UAP)</td>
<td>120 €</td>
<td>100 €</td>
<td>90 €</td>
<td>80 €</td>
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<tr>
<td>Halfpage Ad</td>
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<td>120 €</td>
<td>90 €</td>
<td>80 €</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>130 €</td>
<td>110 €</td>
<td>100 €</td>
<td>90 €</td>
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<tr>
<td>(Daily fixed placement Homepage + Ticker: 100,000 AIs per day)</td>
<td>11,000 € fix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sitebar Ad</td>
<td>135 €</td>
<td>110 €</td>
<td>100 €</td>
<td>90 €</td>
</tr>
<tr>
<td>(Daily fixed placement Homepage + Ticker: 100,000 AIs per day)</td>
<td>11,000 € fix</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Parallax / Poster Ad</td>
<td>150 €</td>
<td>120 €</td>
<td>110 €</td>
<td>100 €</td>
</tr>
<tr>
<td>Floor Ad</td>
<td>170 €</td>
<td>135 €</td>
<td>120 €</td>
<td>110 €</td>
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<tr>
<td>Fireplace</td>
<td>165 €</td>
<td>140 €</td>
<td>120 €</td>
<td>105 €</td>
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<tr>
<td>(Daily fixed placement Homepage + Ticker: 100,000 AIs per day)</td>
<td>14,000 € fix</td>
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<tr>
<td>Homepage Takeover</td>
<td>190 €</td>
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<td>130 €</td>
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<tr>
<td>(Daily fixed placement Homepage + Ticker: 100,000 AIs per day)</td>
<td>16,500 € fix</td>
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</tbody>
</table>

All rates exclusive of VAT but subject to agency commission.
CPM unless otherwise indicated. Expandables with 25% surcharge.
## Rates | Golem.de

<table>
<thead>
<tr>
<th>Format</th>
<th>Homepage / Section</th>
<th>Website Rotation</th>
<th>Segment Rotation</th>
<th>Channel Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile</strong></td>
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</tr>
<tr>
<td>MMA 6:1</td>
<td>40 €</td>
<td>35 €</td>
<td>30 €</td>
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<tr>
<td>MMA 4:1</td>
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<td>35 €</td>
<td>30 €</td>
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<tr>
<td>MMA 2:1</td>
<td>55 €</td>
<td>50 €</td>
<td>45 €</td>
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</tr>
<tr>
<td>Mobile Medium Rectangle</td>
<td>90 €</td>
<td>85 €</td>
<td>80 €</td>
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<tr>
<td>Mobile Halfpage Ad</td>
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<td>95 €</td>
<td>90 €</td>
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<tr>
<td>Mobile High Impact Ad</td>
<td>100 €</td>
<td>95 €</td>
<td>90 €</td>
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<tr>
<td>Mobile Large Inline Ad</td>
<td>110 €</td>
<td>105 €</td>
<td>100 €</td>
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<tr>
<td>Mobile Parallax / Poster Ad</td>
<td>115 €</td>
<td>110 €</td>
<td>105 €</td>
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</table>

<table>
<thead>
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<th>Homepage / Section</th>
<th>Website Rotation</th>
<th>Segment Rotation</th>
<th>Channel Rotation</th>
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</thead>
<tbody>
<tr>
<td><strong>Multiscreen Combination</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wallpaper + Mobile Halfpage Ad</td>
<td>100 €</td>
<td>90 €</td>
<td>80 €</td>
<td></td>
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<tr>
<td>Billboard + Mobile Halfpage Ad</td>
<td>110 €</td>
<td>100 €</td>
<td>90 €</td>
<td></td>
</tr>
<tr>
<td>Billboard + Mobile High Impact Ad</td>
<td>110 €</td>
<td>100 €</td>
<td>90 €</td>
<td></td>
</tr>
<tr>
<td>Ad Bundle + Mobile Medium Rectangle</td>
<td>70 €</td>
<td>60 €</td>
<td>50 €</td>
<td></td>
</tr>
</tbody>
</table>

All rates exclusive of VAT but subject to agency commission. CPM unless otherwise indicated. Expandables with 25% surcharge.
### Preise | Golem.de

<table>
<thead>
<tr>
<th>Integrationen / Native</th>
<th>Homepage / Section</th>
<th>Website Rotation</th>
<th>Segment Rotation</th>
<th>Channel Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial (Button + Microsite)</td>
<td>Upon request</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>9,900 € fix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Post Republish</td>
<td>1,990 € fix</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>SponsorAd 300 x 125 px (500.000 AIs)</td>
<td>990 € fix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Ad Out</td>
<td>90 €</td>
<td>80 €</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Hub</td>
<td>Upon request</td>
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<td></td>
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<tr>
<td>Employer Branding</td>
<td>Upon request</td>
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### Newsletter

<table>
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<th>Channel Rotation</th>
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<tbody>
<tr>
<td>Picture / text ad</td>
<td></td>
<td>2,800 € / fix</td>
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### Video

<table>
<thead>
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<th>Video</th>
<th>Homepage / Section</th>
<th>Website Rotation</th>
<th>Segment Rotation</th>
<th>Channel Rotation</th>
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<tbody>
<tr>
<td>Pre-Roll up to 20&quot;</td>
<td></td>
<td>100 €</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Roll up to 30&quot;</td>
<td></td>
<td>115 €</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All rates exclusive of VAT but subject to agency commission. CPM unless otherwise indicated. Expandables with 25% surcharge.
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>Format</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

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
- Optimised campaign monitoring
- Transparent reporting
For further information.

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Headquarters Düsseldorf
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Fax: +49-211-179347-57

For international inquiries please contact our German headquarters.

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