

media **impact** 

MEDIAKIT

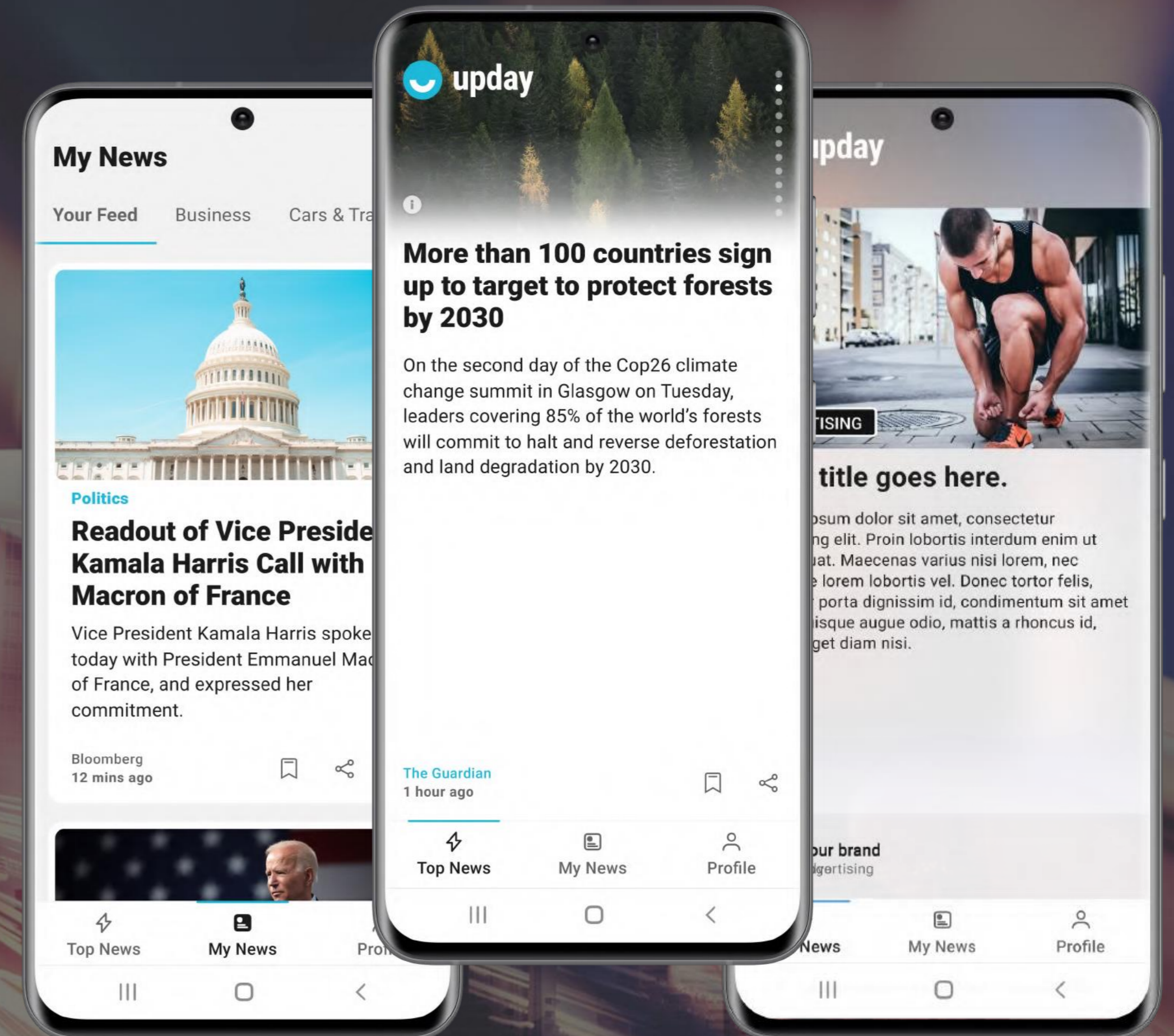
2023



UPDAY AT A GLANCE

upday – Europe's most popular news app, provides more than 5 million unique users in Germany¹ each month, with news tailored to their personal interests, curated from hundreds of reputable sources and by our own editorial team, which compiles around the clock the top news of the day.

Thanks to the clear presentation of full-screen maps and to the intuitive app operation, our clients benefit from high-performance native integrations, in high-quality and in an innovative environment with a high affinity user basis.



2 ¹ agof daily digital facts, basis: digital WNK 16+ years (61.14 million); single month August 2022; retrieved on: 08.11.2022

AN OUTSTANDING REACH

EUROPE'S N°1 NEWS APP

5.72 mill.

unique users per month¹



142.08 mill.
visits per month²



1.20 mill.
daily unique users¹



9.1 cards
per user, per session³



5 minutes
Ø daily usage
per user³

³ Sources: ¹agof daily digital facts, basis: digital WNK 16+ years (61.14 million); single month August 2022; retrieved on: 08.11.2022

²IVW December 2022

³Google AdWord Audience Insights (Status: November 2021)

TOP NEWS & MY NEWS

NEWS AND INDIVIDUAL INTERESTS UNITED

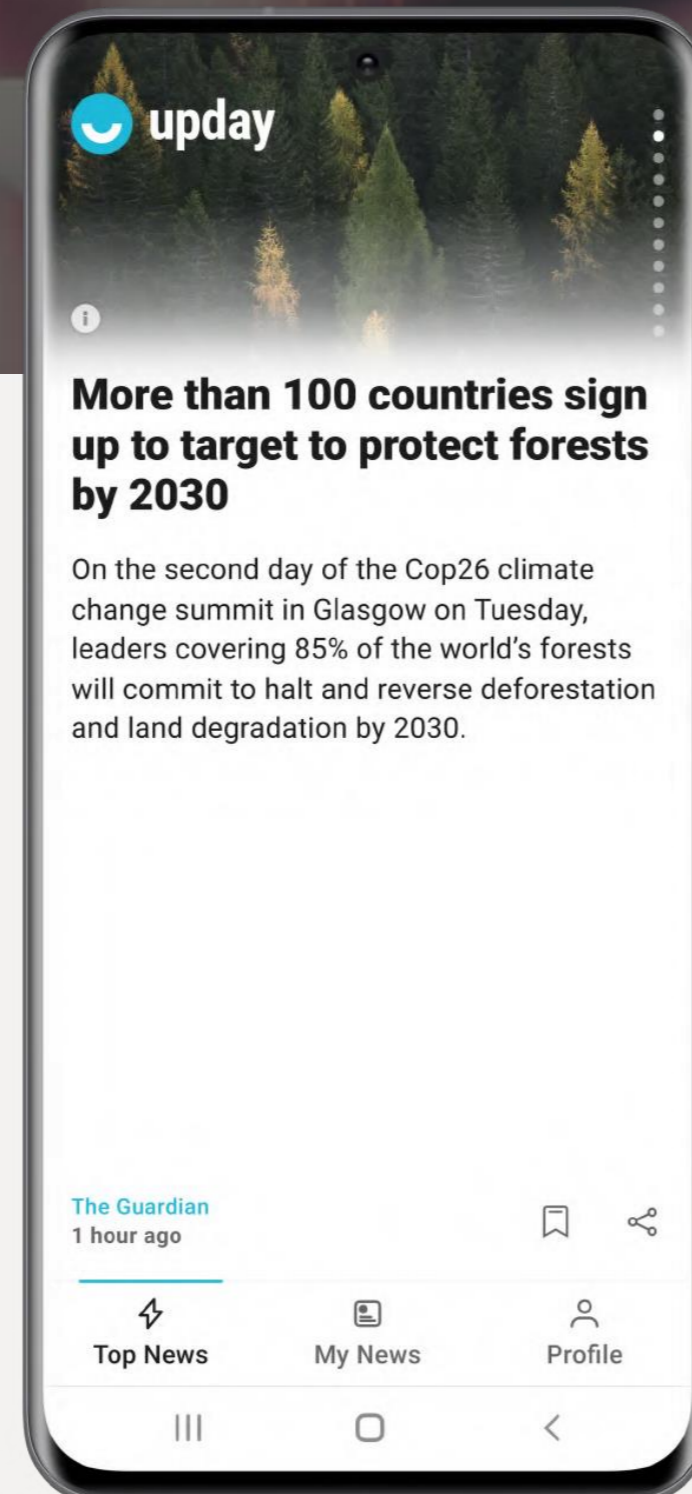
TOP NEWS

TOP- and BREAKING News

The most important news curated by updays editorial team, directly on Your smartphone.

Fast and reliable breaking news, whenever anything of relevance happens.

About 20 different top news stories per day.



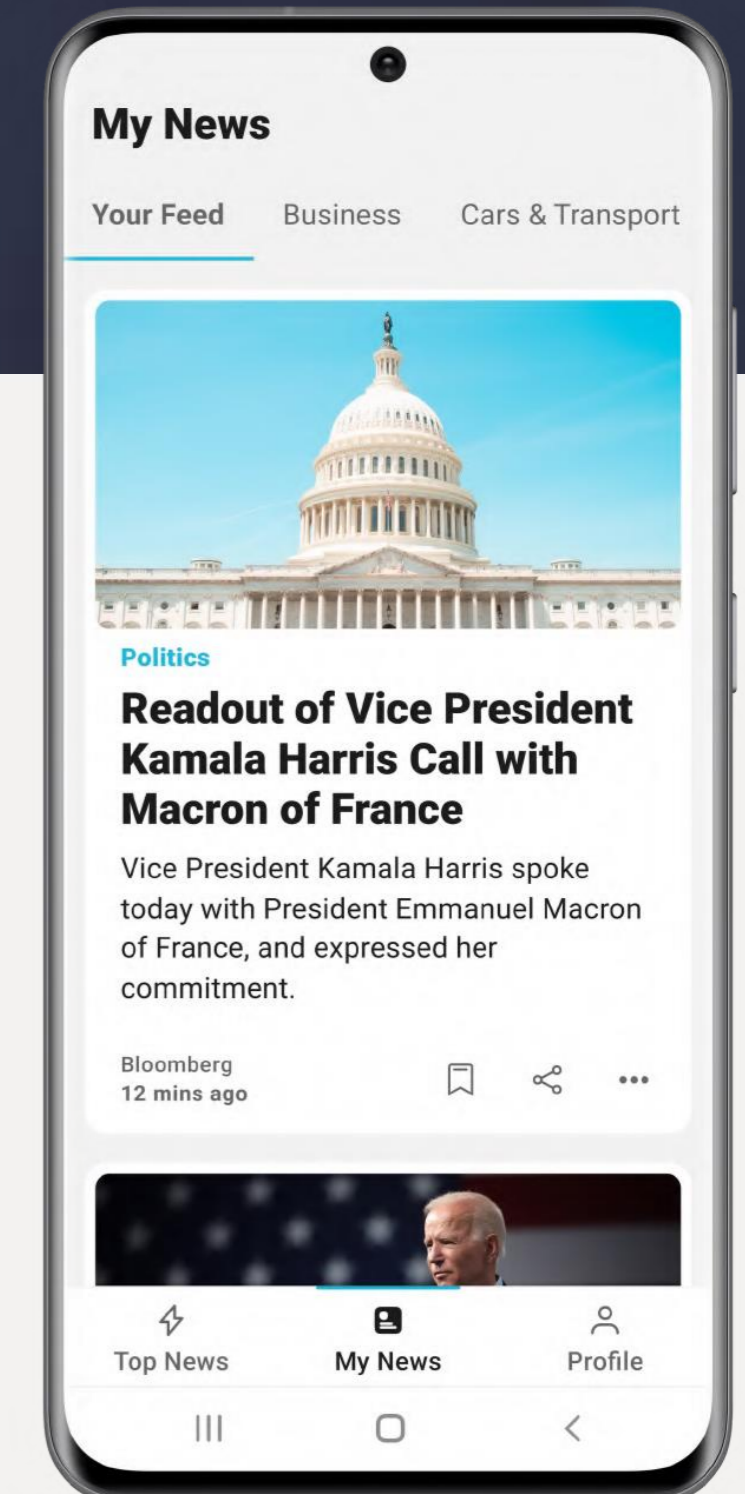
MY NEWS

INDIVIDUAL Feed

Our My News cards stream is based upon our users' personal interests.

A continuously learning algorithm generates the respectively personalised news feed.

All articles are based upon thousands of reliable and verified sources.



ADVERTISING FORMATS

Display / Video
Ad Card



Whether static image, animated HTML5 file or video - together we stage Your advertising message in an eye-catching, powerful way!

Native
Ad Card



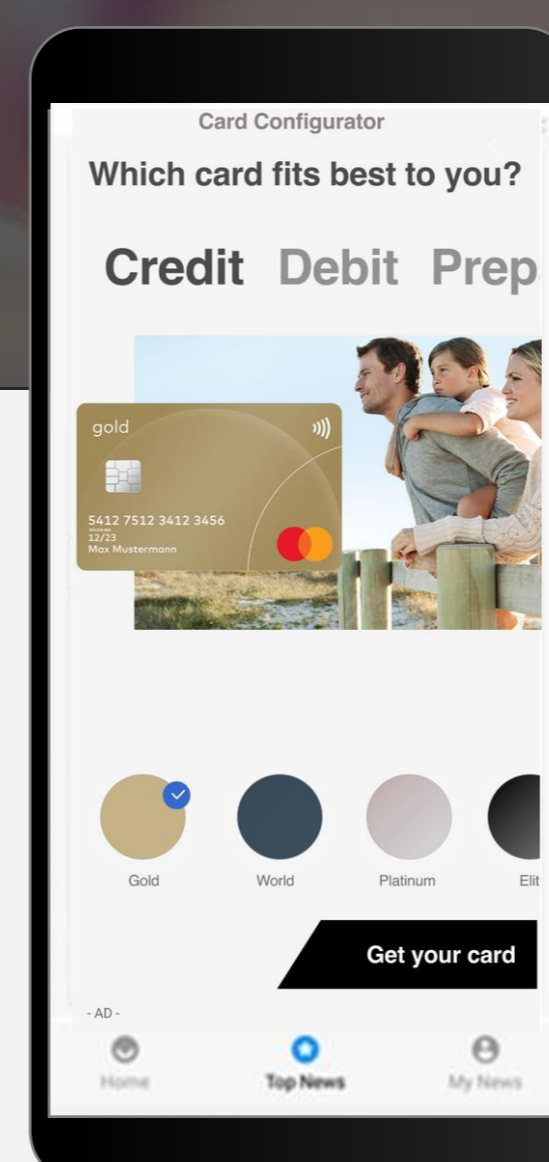
Your advertising message in upday's „look & feel“: A native ad card consisting in a picture, a title, a teaser text, as well as Your logo and branding.

Brand Story /
Advertorial



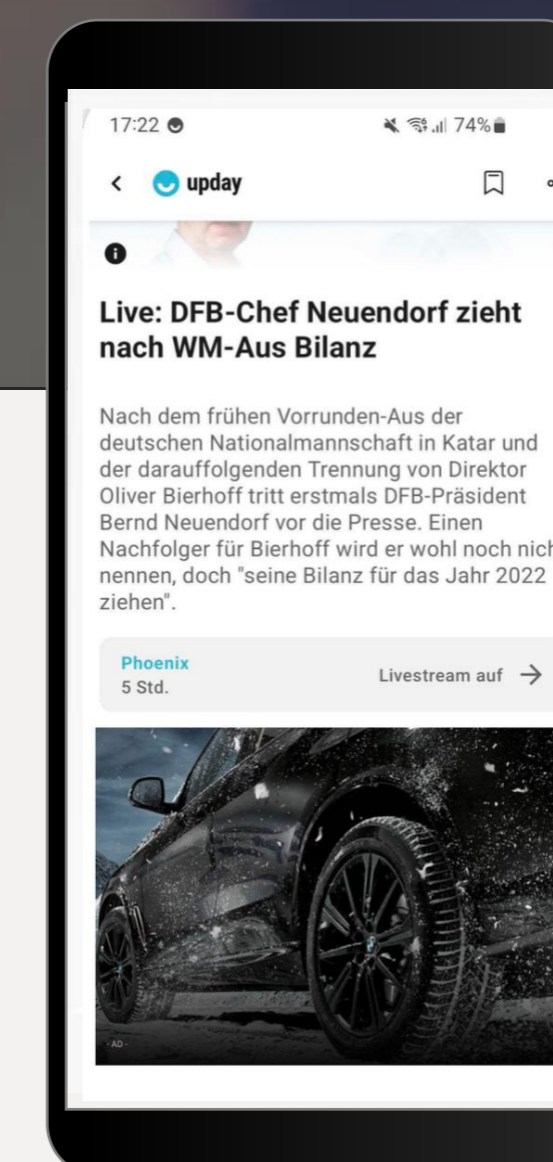
Inform and inspire Your target group with high-quality storytelling! A native advertising card links to an individual landing page.

Rich Media /
Interactive Ad



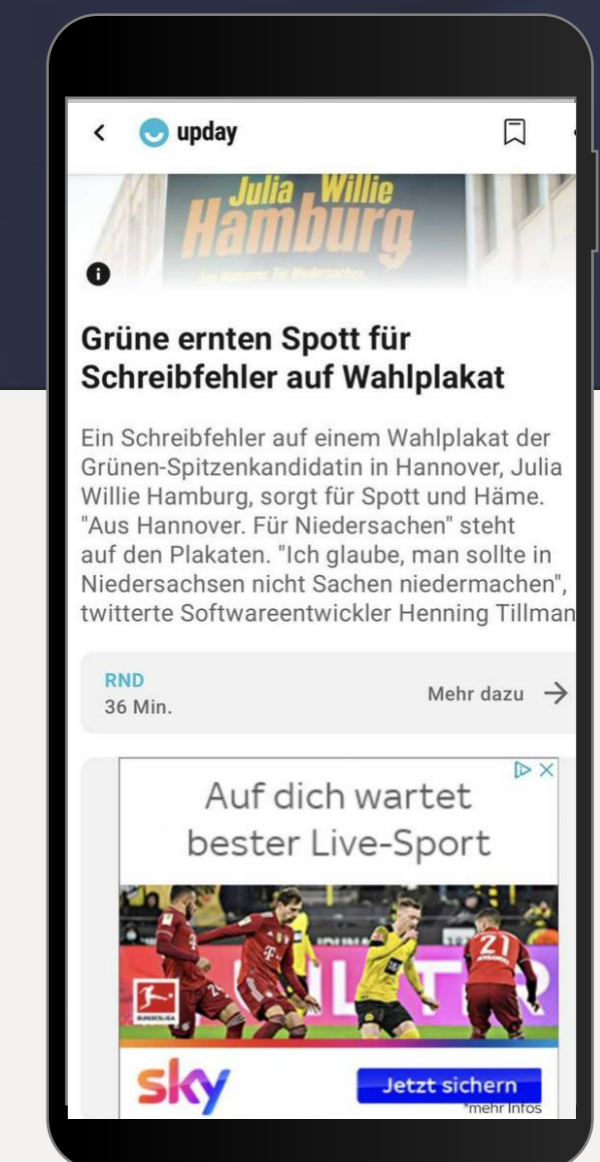
Reaching Your target group with interactive and exciting advertising formats, which will be surely remembered: Carousel ad, snap story and many more.

Medium Rectangle



Whether in Top News, My News or ROS: With our medium rectangle, You will be able to reach upday users throughout the app and this at an affordable price.

Push Medium
Rectangle



When the user clicks on a push notification, they are taken to a news card that integrates an MRec-only placement.

UNIQUE TARGETING OPPORTUNITIES

An extensive pool of 1st party data, provides unique targeting options:

- 12 interest categories with up to 16 specific topics per category
- Targeting according to reading preferences and specific keywords
- Targeting according to selected target groups, based upon geolocalisation
- Targeting of selected target groups according to terminal devices.



Business: Companies, careers, digital economy, media & advertising, more business, personal finance, start ups, equity markets



Cars & Transport: Aircraft, boats & yachts, cars, more cars & transport, motorcycles



Culture: Architecture, art & design, Arthouse film, books, more culture, photography, stage



Entertainment: More entertainment, cinema, TV & radio, celebrities



Life & Style: Beauty, sex & relationships, fashion, food & drink, health & fitness, home & garden, more lifestyle, pets



Music: Pop, classical, electro, hip hop & RnB, more music, rock, country & folk



News: World news, news Germany, opinion



Politics: Local politics, world politics, political opinion



Science & Education: Body & mind, earth & nature, history, more science, physics & space travel, school & university



Sports: Boxing, cycling, extreme sports, soccer, Formula 1, golf, martial arts, motor sports, rugby, tennis, athletics, US sports, winter sports and many more



Technology: Apps, smart living, games, gadgets & computers, more technology, mobile devices & tablets, software & development, internet



Travel: Active holidays, cruises, more travel, local destinations, ski holidays, world destinations