

# FITBOOK

## MEDIA KIT

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media **impact** —

OVERVIEW

# THE BOOK FAMILY

## STYLEBOOK

One of the leading online magazines for women

1,75 mill. UUs  
3,31 mill. Visits  
3,81 mill. Pls

## TRAVELBOOK

Germany's largest online travel magazine

2,92 mill. UUs  
5,18 mill. Visits  
6,13 mill. Pls

## TECHBOOK

The portal for innovative digital lifestyle

2,73 mill. UUs  
5,55 mill. Visits  
6,73 mill. Pls

## FITBOOK

One of the leading online magazines for fitness & health

2,31 mill. UUs  
5,05 mill. Visits  
5,90 mill. Pls

## myHOMEBOOK

The largest online magazine for home & garden

2,27 mill. UUs  
4,83 mill. Visits  
7,14 mill. Pls

## PETBOOK

The new lifestyle portal for all pet owners and lovers

2,16 mill. Visits  
2,46 mill. Pls

**BOOK**  
family

media **impact**

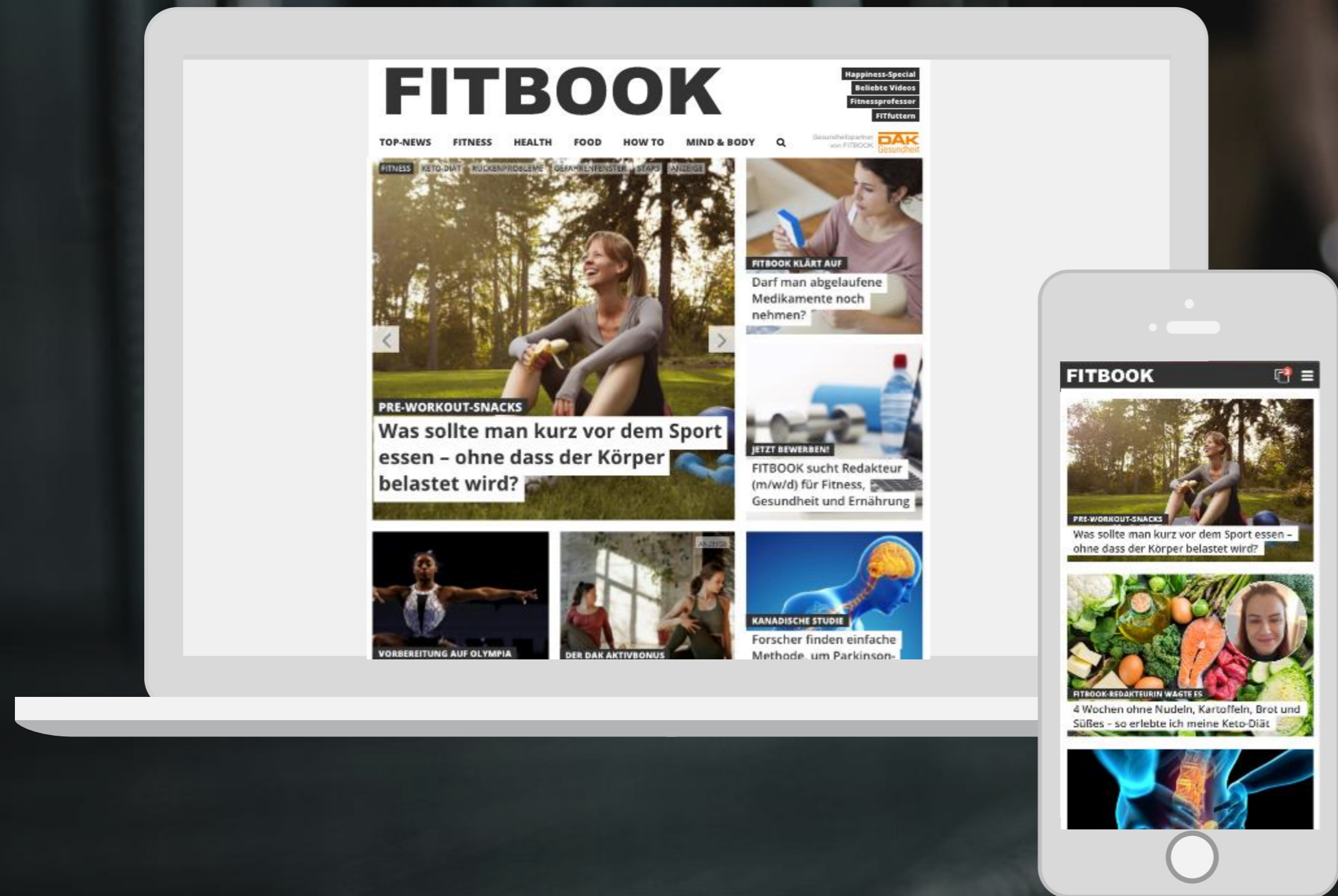


# FITBOOK IN A NUTSHELL



THE DIGITAL PORTAL FOR FITNESS AND HEALTH

# FITBOOK IN A NUTSHELL



**2,31 mill.** Unique User\*  
**5,05 mill.** Visits\*\*  
**5,90 mill.** Pls\*\*

**24 %** stationary traffic\*\*

**76 %** mobile traffic\*\*

FRESH, UNDERSTANDABLE, AGILE

# GOOD REASONS FOR FITBOOK

- FITBOOK is fresh **fitness and health journalism** - on a high level and still understandable for everyone.
- As a vertical of BILD, marketing activities can be excellently refined on FITBOOK while retaining large parts of the main target group.
- Google is a continuously growing traffic channel - partner content also benefits from this with **good visibility**.
- A consistent occupation of fitness and health topics with **diverse expert content sets** FITBOOK apart from its competitors.
- **Individual customer requests** for campaigns can be implemented in an uncomplicated manner - agility of a startup within the Axel Springer Group.



The screenshot displays the FITBOOK website interface. At the top, the logo 'FITBOOK' is prominent, with navigation links for NEWS, FITNESS, HEALTH, FOOD, HOW TO, and MIND & BODY. A search icon is also visible. Below the navigation, there are several tags: 'Sport mal anders', 'Coronavirus', and 'Home-Workouts'. A secondary navigation bar includes 'Gesundheitsgitarre' and 'DAK'. The main headline reads 'FITBOOK-REDAKTEURIN WAGTE ES' followed by '4 Wochen ohne Nudeln, Kartoffeln, Brot und Süßes - so erlebte ich meine Keto-Diät'. Below the headline is a large image of various keto-friendly foods like salmon, avocado, and cheese, with a circular inset photo of the author, Melanie Hoffmann. A short bio and social media sharing icons are present. The article text begins with 'Bei der „Keto-Diät“ geht es darum, wenig Kohlenhydrate, eine moderate Menge Protein und viel Fett zu sich zu nehmen. FITBOOK-Redakteurin Melanie machte den vierwöchigen Selbstversuch. Foto: Getty Images/ Collage: FITBOOK.' The article content discusses the author's experience with the keto diet, mentioning her initial struggles with hunger and discomfort, and her eventual success in losing weight and feeling better. A small image of a man is shown at the bottom right of the article snippet.

# VISITS

## FITBOOK IN COMPETITION

+7%  
Growth in the last 24 months



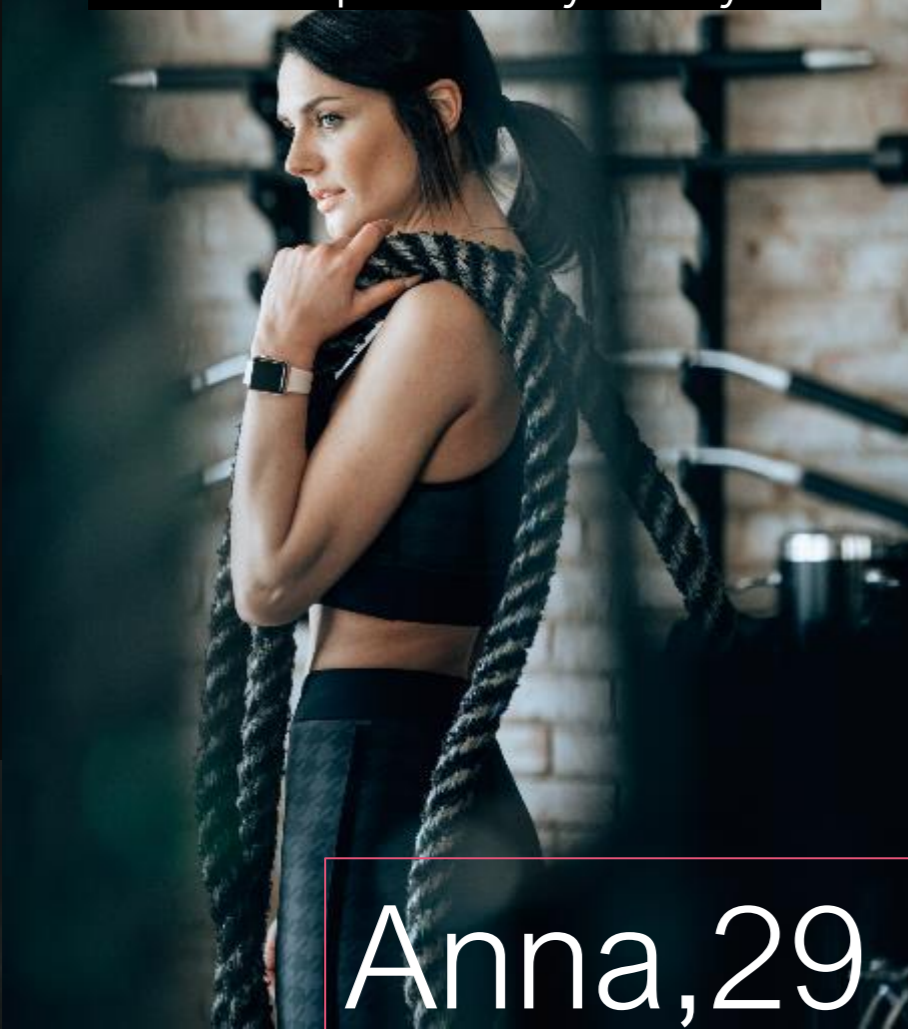
Source: IVW Digital monthly statement | ausweisung.ivw-online.de; as of September 2022

FRESH, UNDERSTANDABLE, AGILE

# THE FITBOOK USERS

## 1 FOLLOWER

"I'm interested in a healthy lifestyle, try a lot of things and change disciplines more often. Fitness is part of my lifestyle."



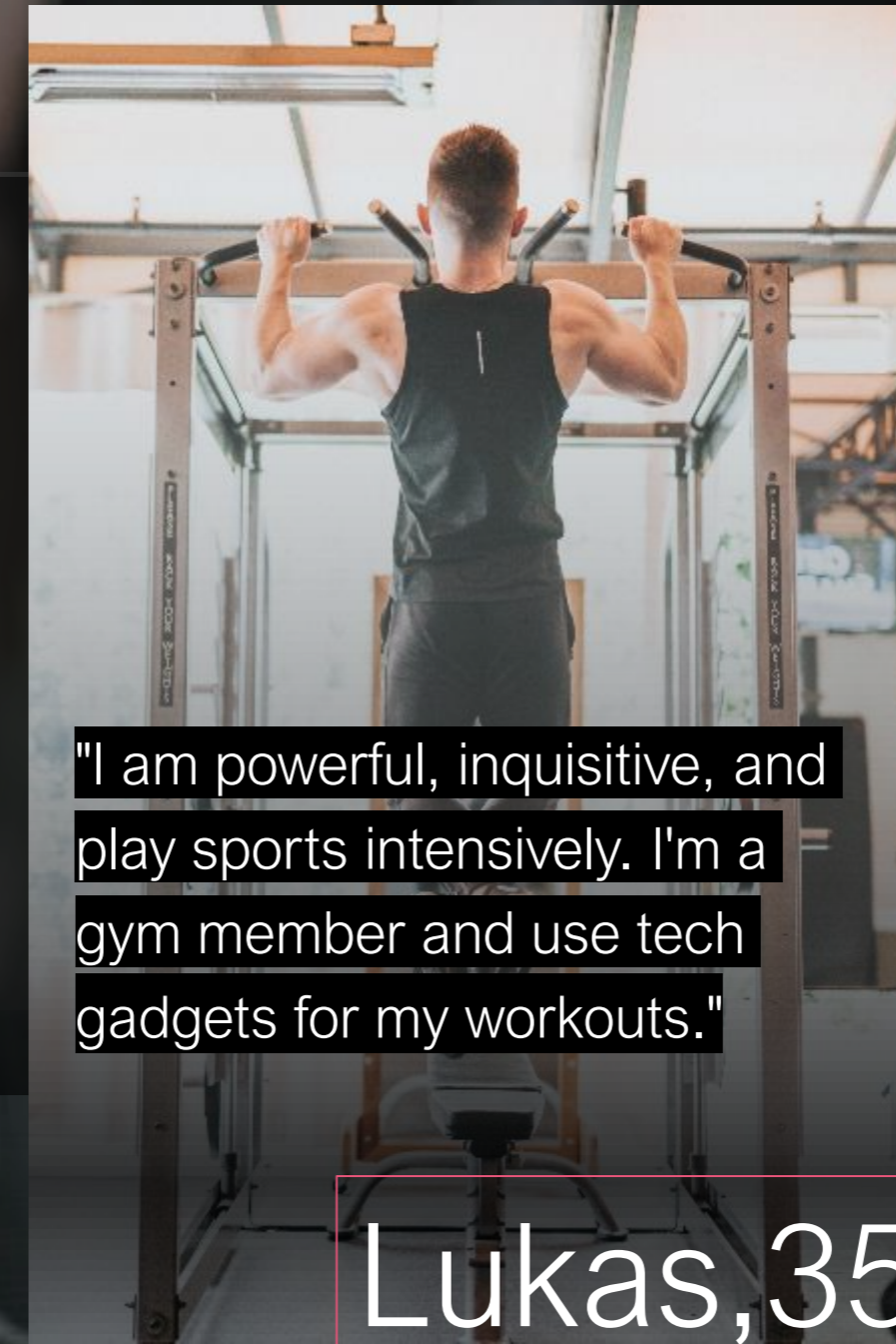
## 2 TRENDSETTER

Mia, 32

"I love sharing my trendy, fit, healthy lifestyle on various social media platforms. I'm curious and love experimenting with new things."



## 3 PERFORMER



- 54 % men
- 63 % between 20 - 49 years old
- 58 % HHNI > 3.000 EUR
- 73 % are employed
- 47 % high level of education\*

EDITORIAL CONCEPT

# OUR RUBRICS AND TOPICS

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## FITNESS

Home workouts, clubs, endurance, agility, sports, muscle building, outdoor



## HEALTH

Studies, cardiovascular system, proper exercise, injury, prevention



## HOW TO

Training analysis, stars & influencers, portraits, workout videos, tips & tricks



## NEWS

Study results, celebrity fitness routines, interviews.



## FOOD

Products, Healthy food, Transparency, Recipes



## MIND & BODY

Psyche, regeneration, memory training, stress management, relaxation

**FITBOOK** offers its users interesting facts from experts, doctors, athletes, but also from stars and influencers on topics related to fitness, health and nutrition. The content is presented attractively and with a focus on shareability in social networks.



# TOP AFFINITIES FITBOOK



## HEALTHY FOOD

- "Good food and drink play a major role in my life": **affinity index 106**
- "When buying groceries, I pay more attention to the brand than to the price": **Affinity Index 108**



## HEALTH

- "It is important to me to do something for my health": **Affinity index 94**
- Interest health products: **Affinity index 124**



## SPORTING GOODS BUYING INTERESTS

- Sports equipment: **Affinity index 118**
- Sportswear: **Affinity index 127**
- Sports shoes: **Affinity index 127**



## RECREATION SPORT

- Play tennis at least once a month: **Affinity index 129**
- Skiing, snowboarding, at least once a month: **Affinity index 131**
- Play basketball at least once a month: **Affinity index 128**



## ALTERNATIVE FOOD INTERESTS

- Slimming diet: **Affinity index 111**
- Reduced calorie foods, light products: **Affinity index 109**
- Organic food: **Affinity index 108**

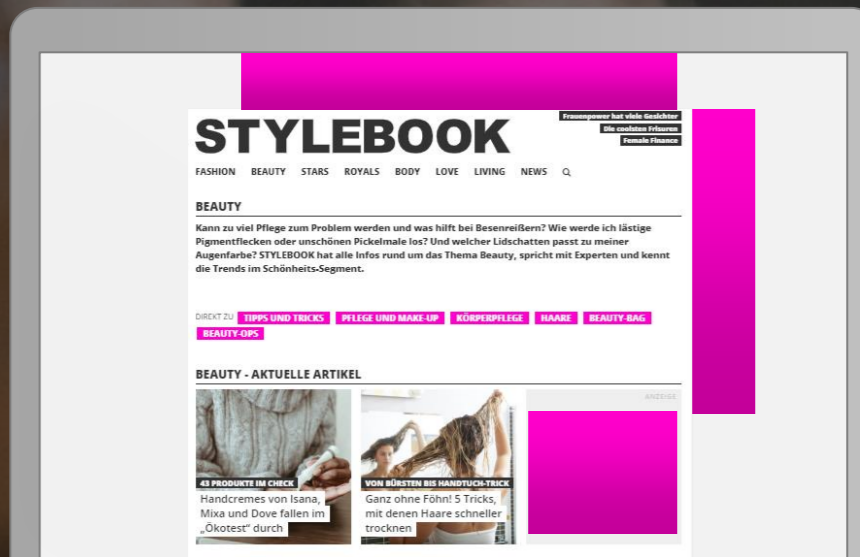


# MEDIA – DISPLAY ADS



DISPLAY ADS

# ADVERTISING FORMATS AT THE BOOKS



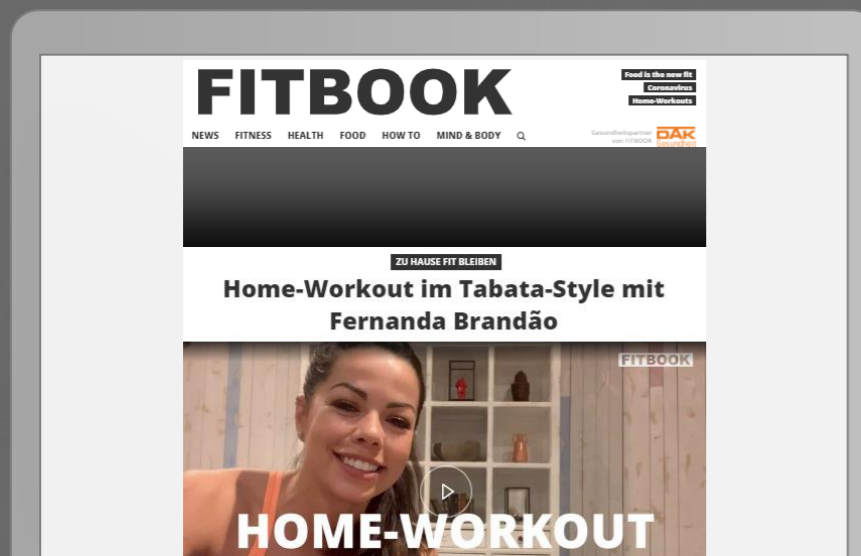
AD BUNDLE



FIREPLACE



WALLPAPER



BILLBOARD



SITEBAR



DOUBLE DYNAMIC  
SITEBAR



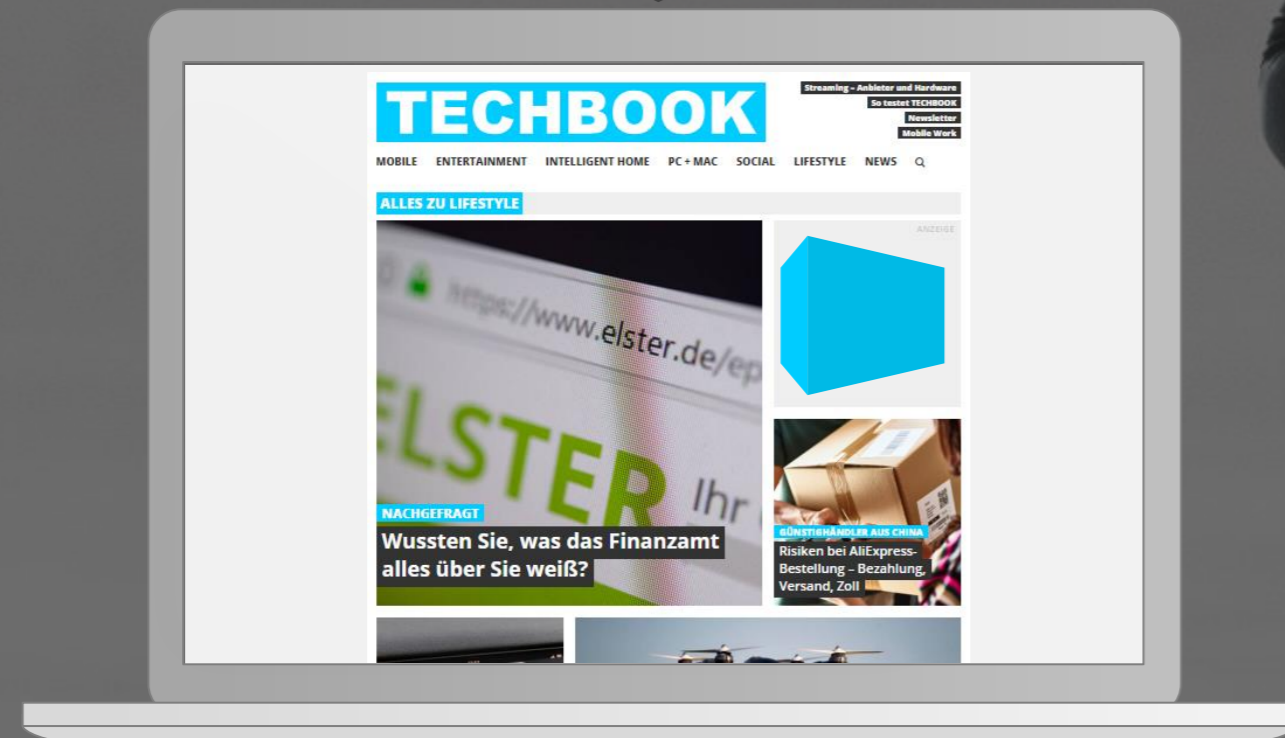
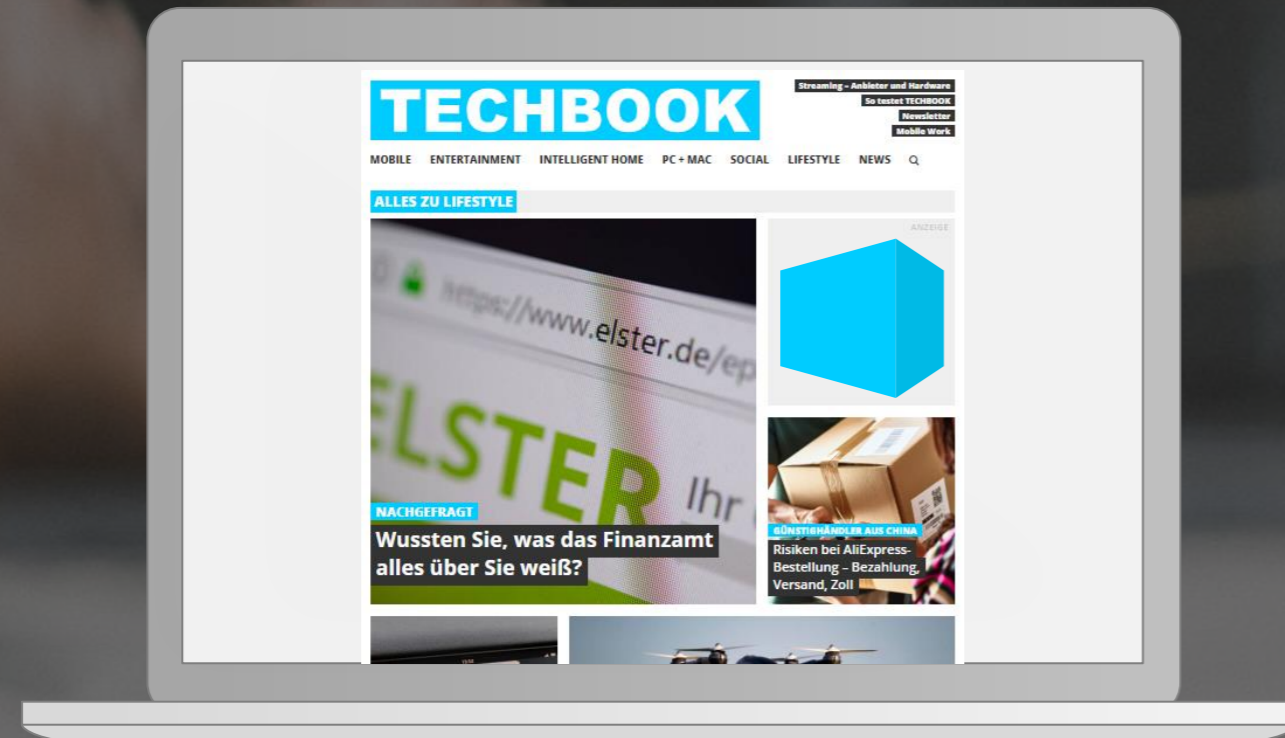
BRIDGE AD

\*Other formats possible in consultation

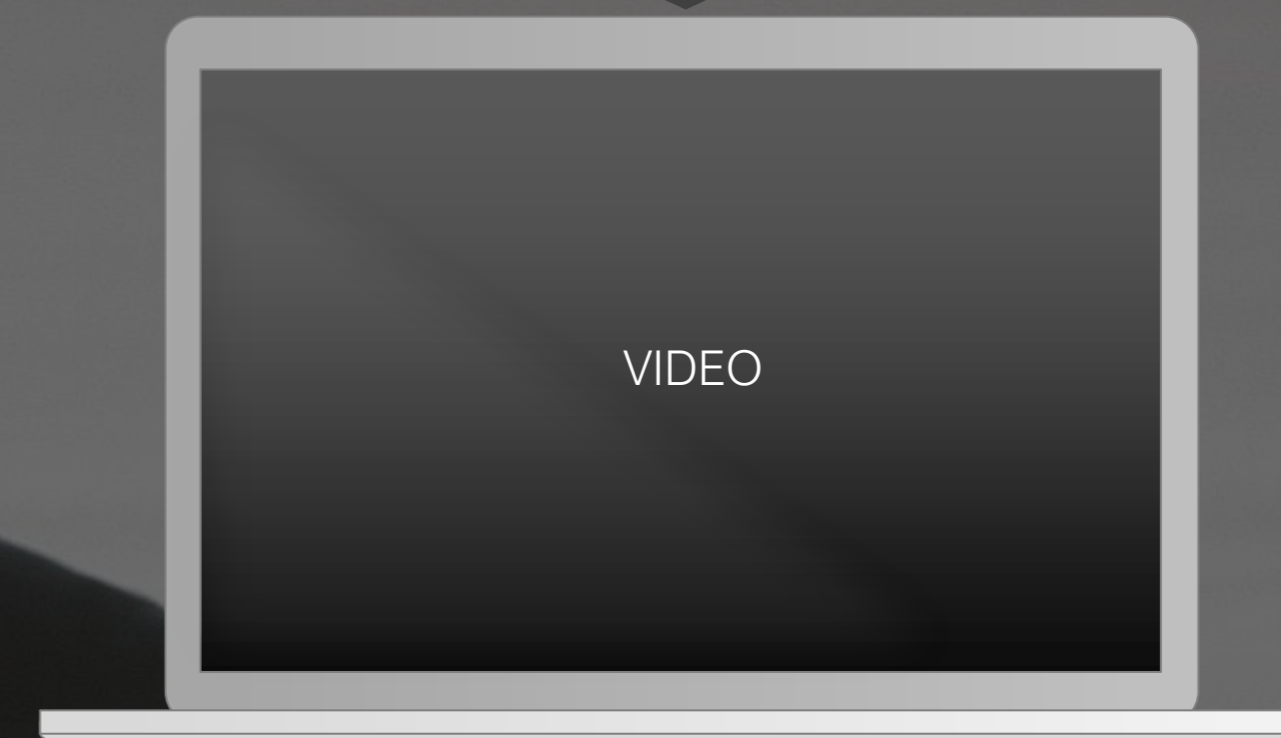
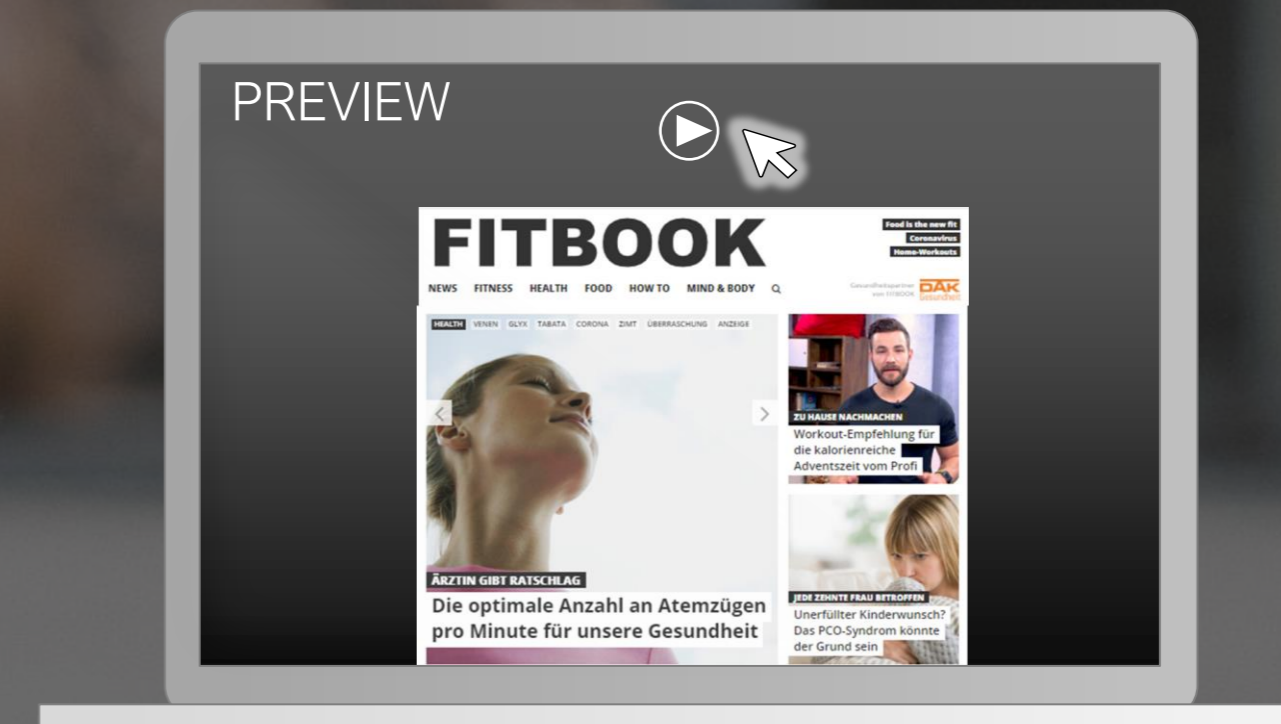
DISPLAY ADS

# ADVERTISING FORMATS AT THE BOOKS

CUBE AD



VIDEOWALL



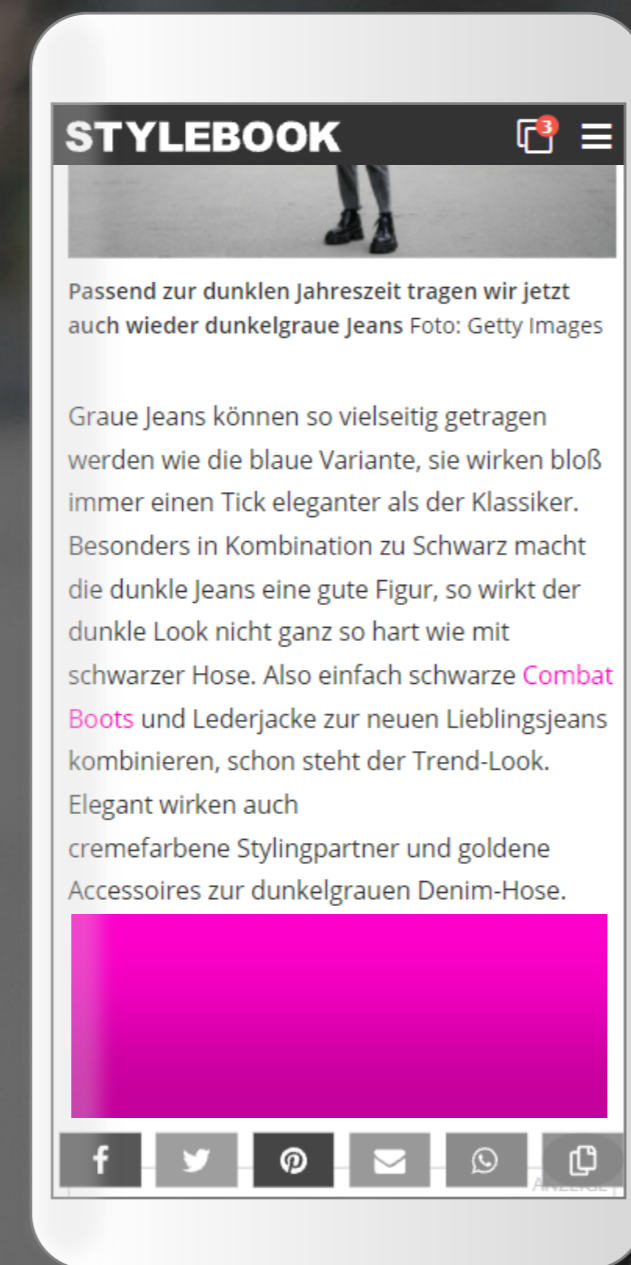
\*Other formats possible after consultation

DISPLAY ADS

# ADVERTISING FORMATS AT THE BOOKS



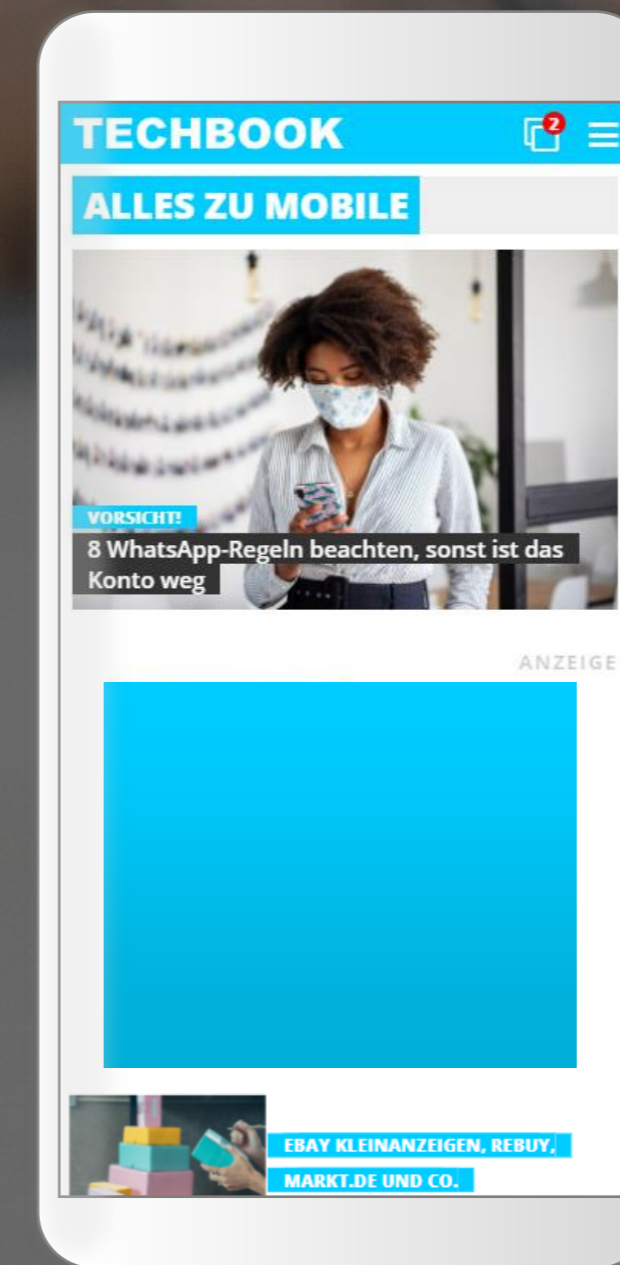
CONTENT AD 6:1



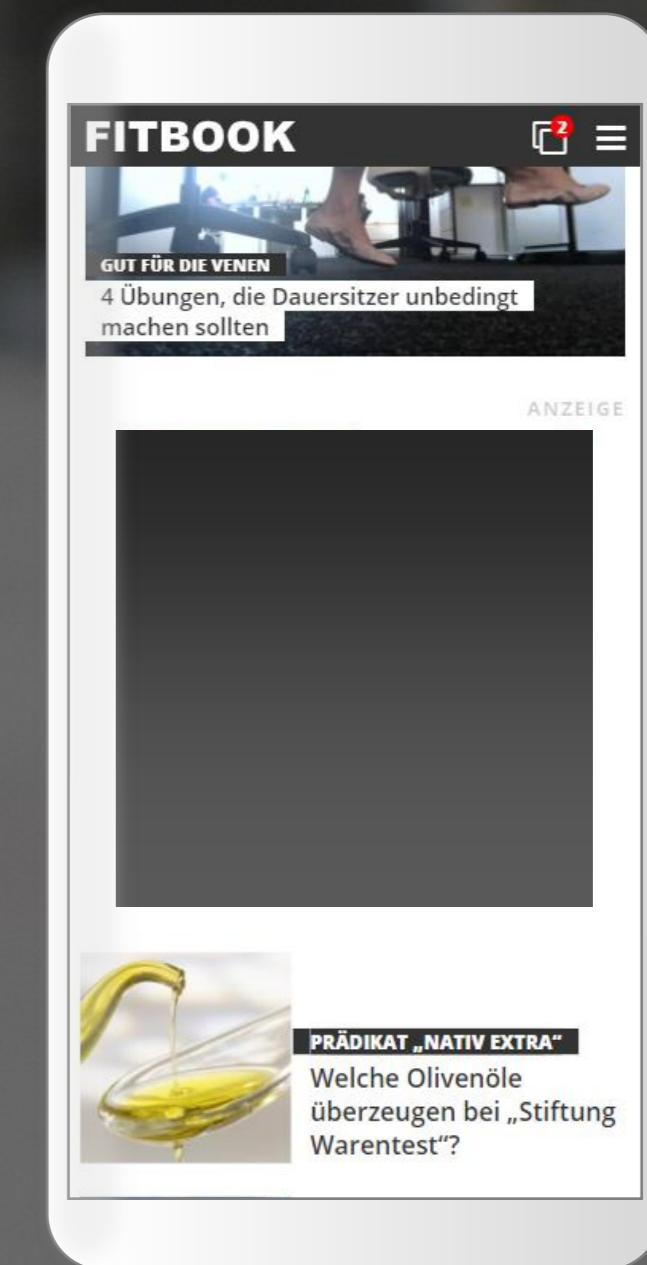
CONTENT AD 4:1



CONTENT AD 2:1



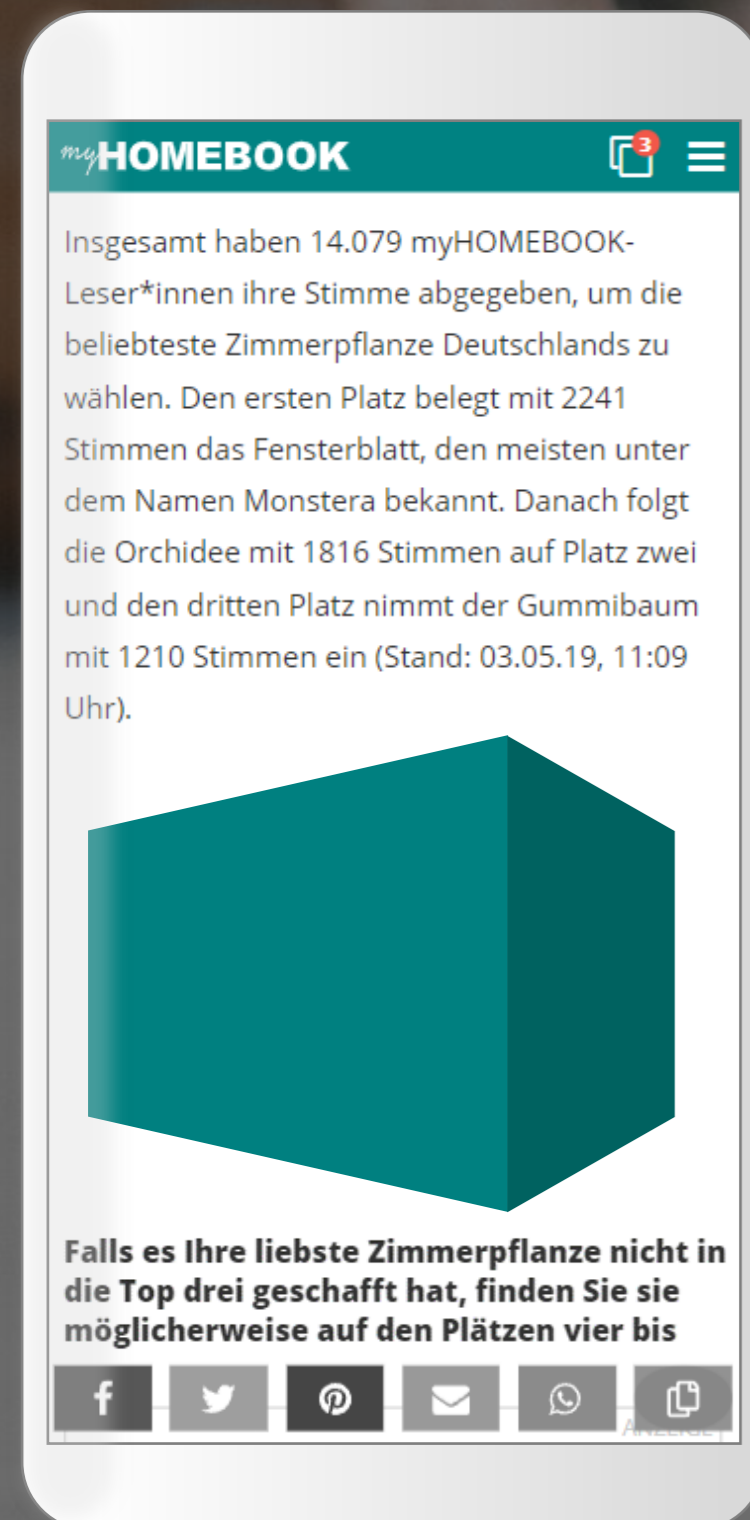
MOBILE MEDIUM RECTANGLE



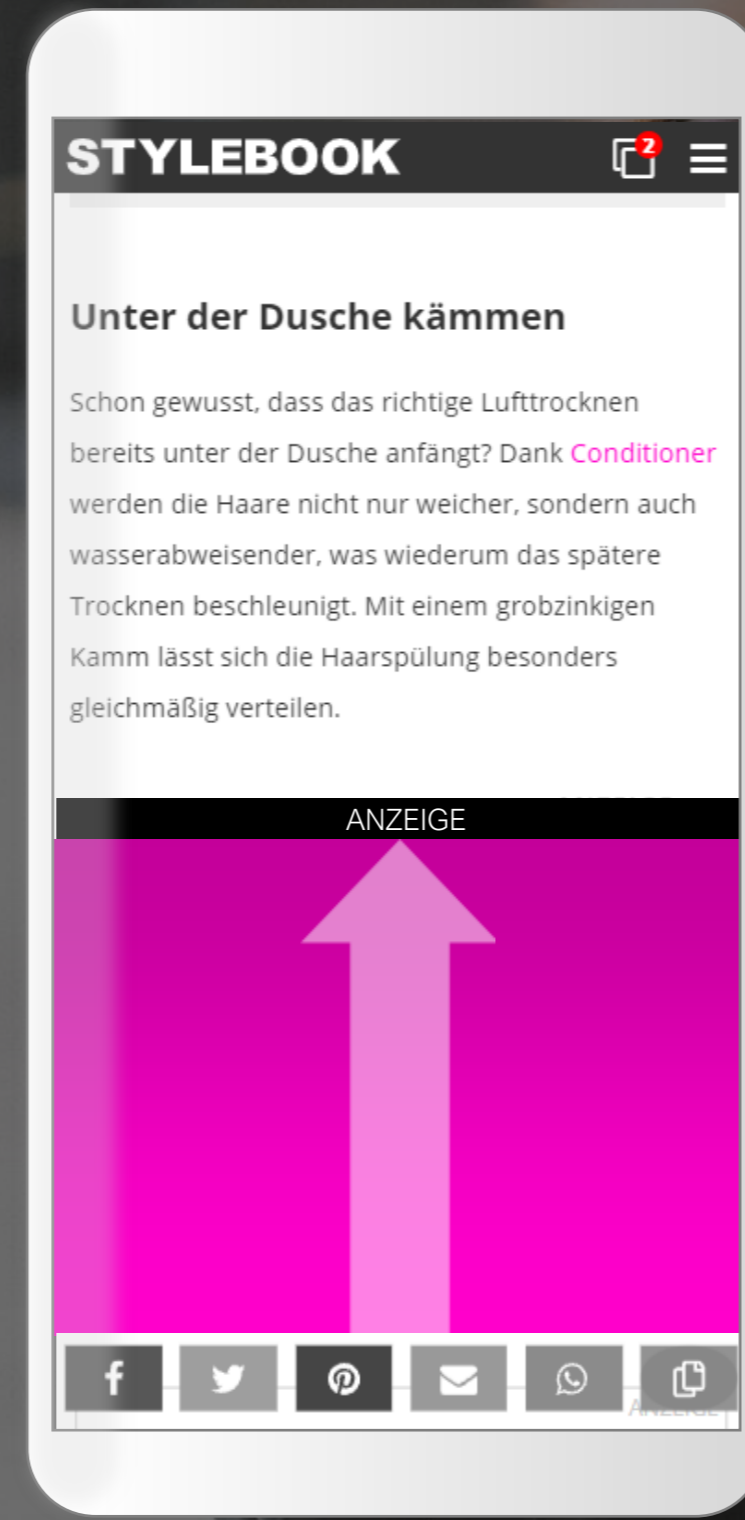
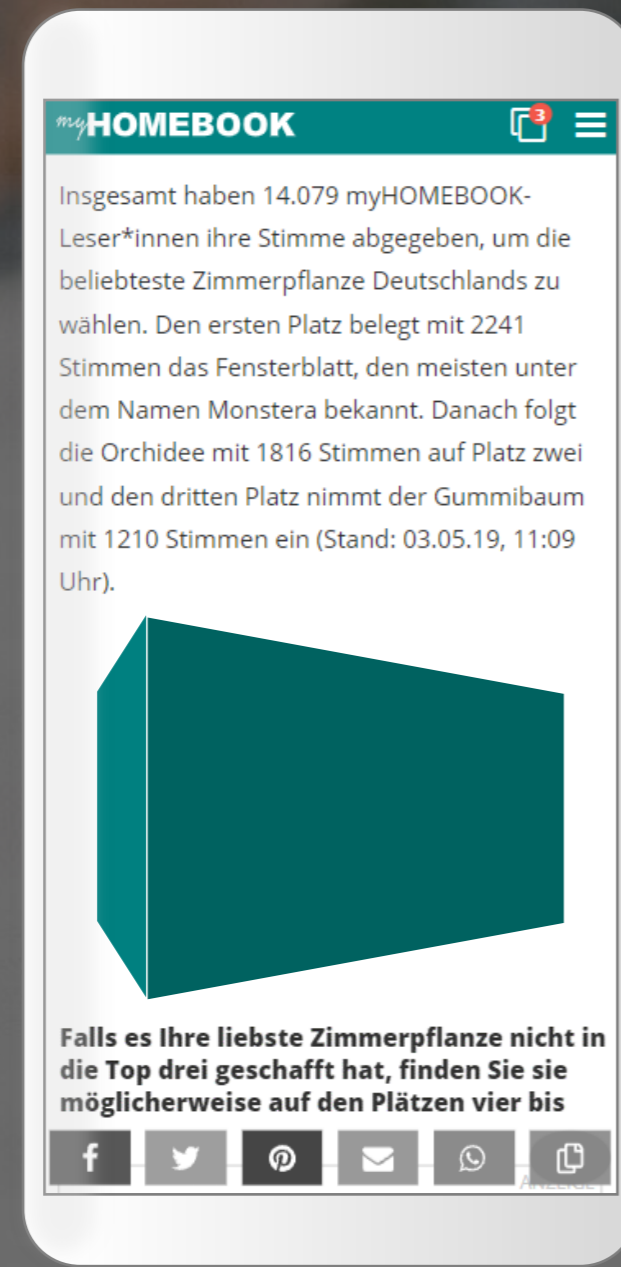
CONTENT AD 1:1

\*Other formats possible in consultation

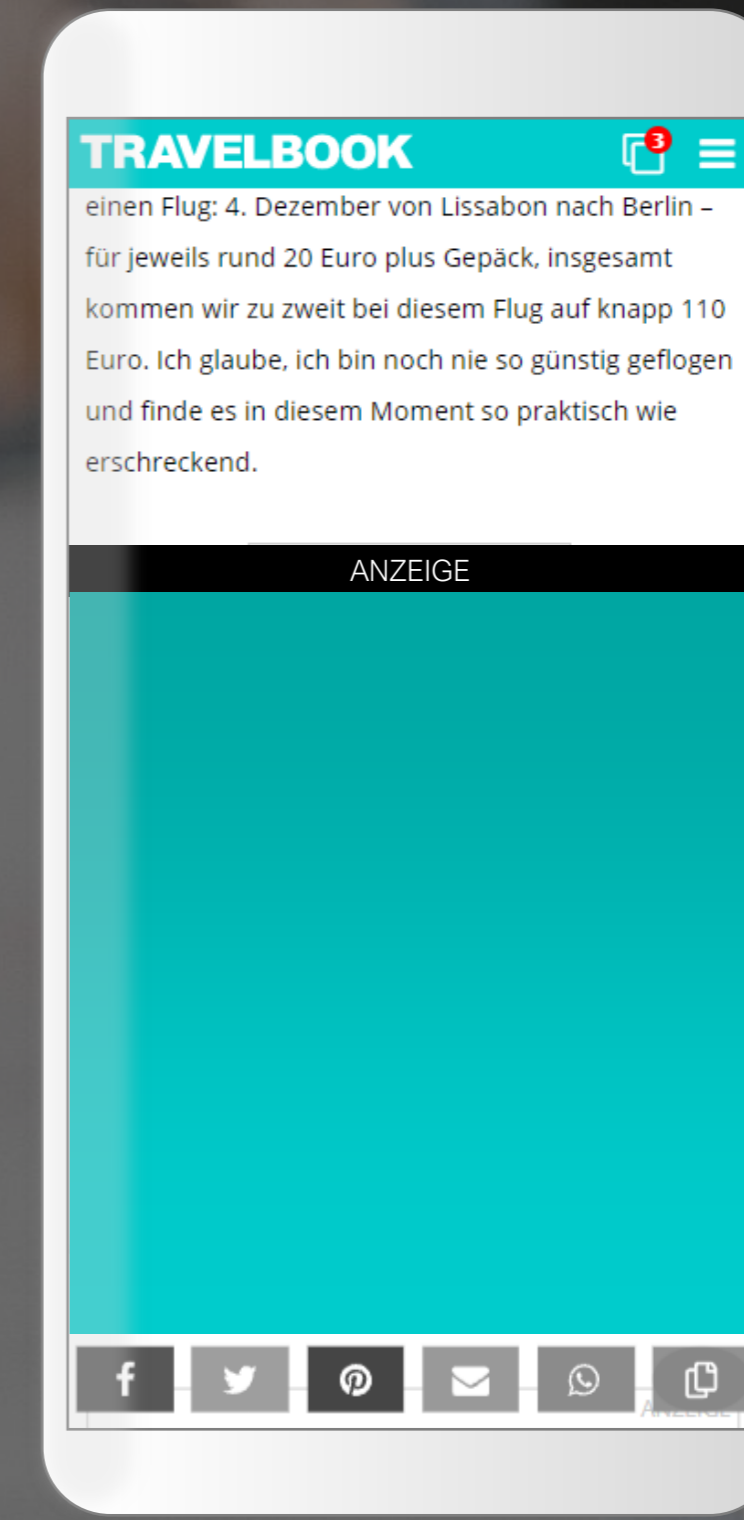
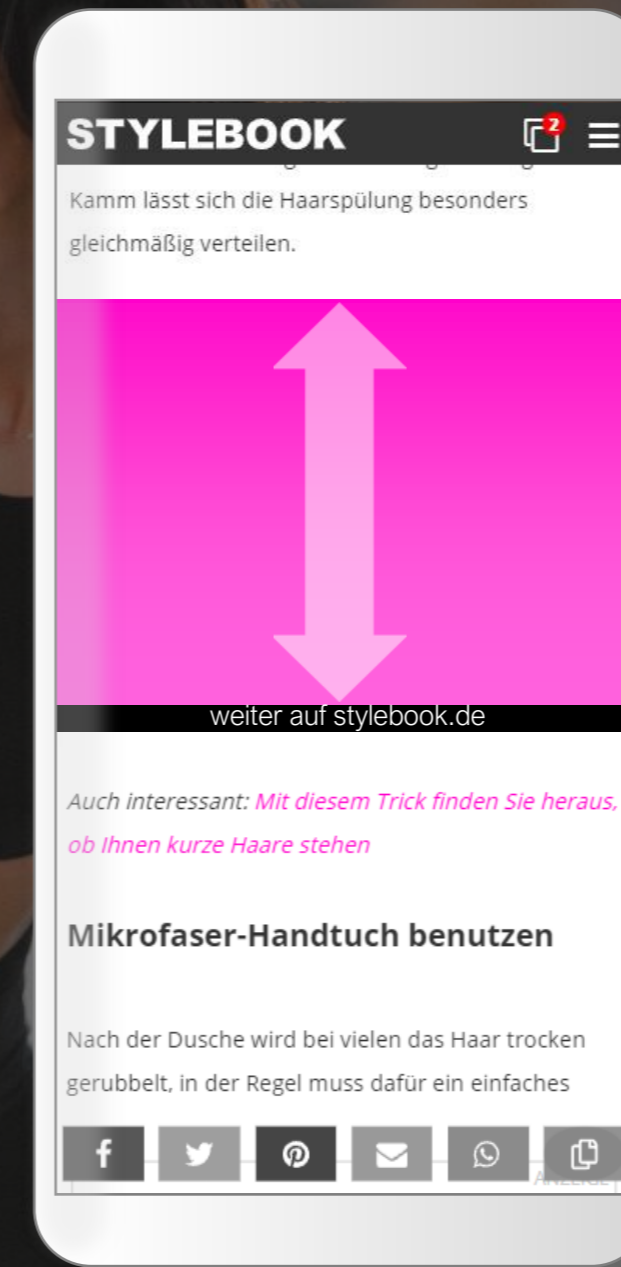
# ADVERTISING FORMATS AT THE BOOKS



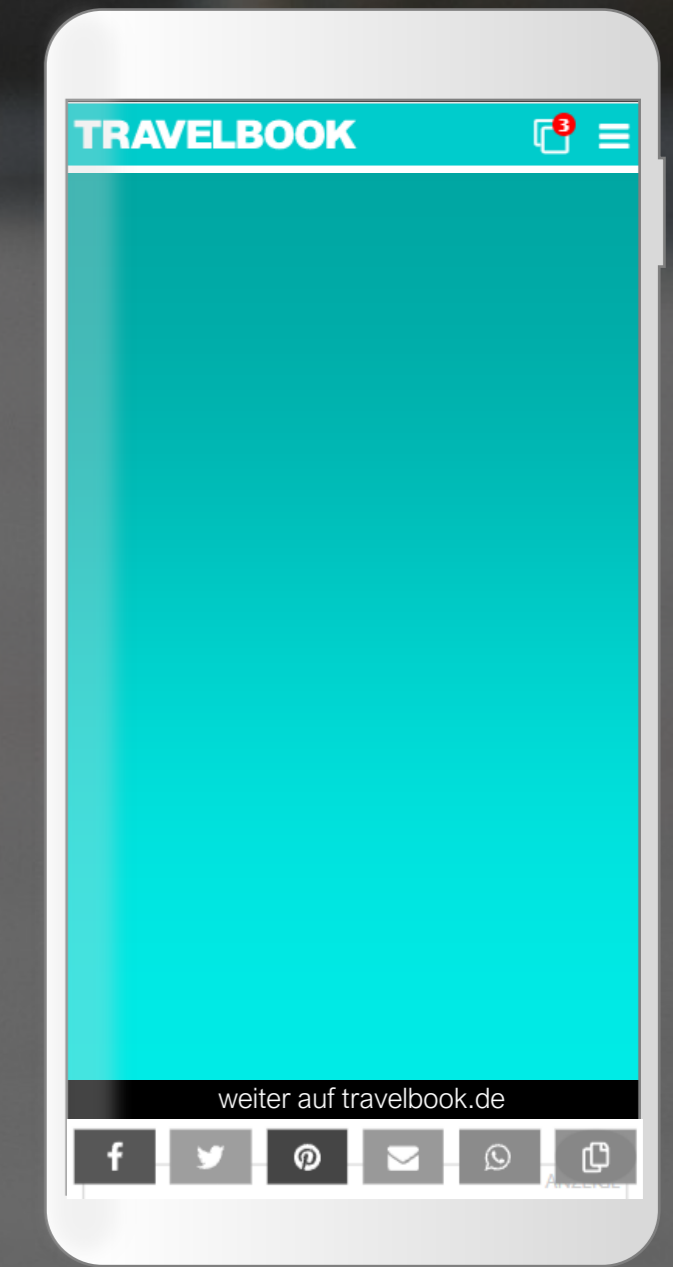
CUBE AD



UNDERSTITIAL



INTERSCROLLER

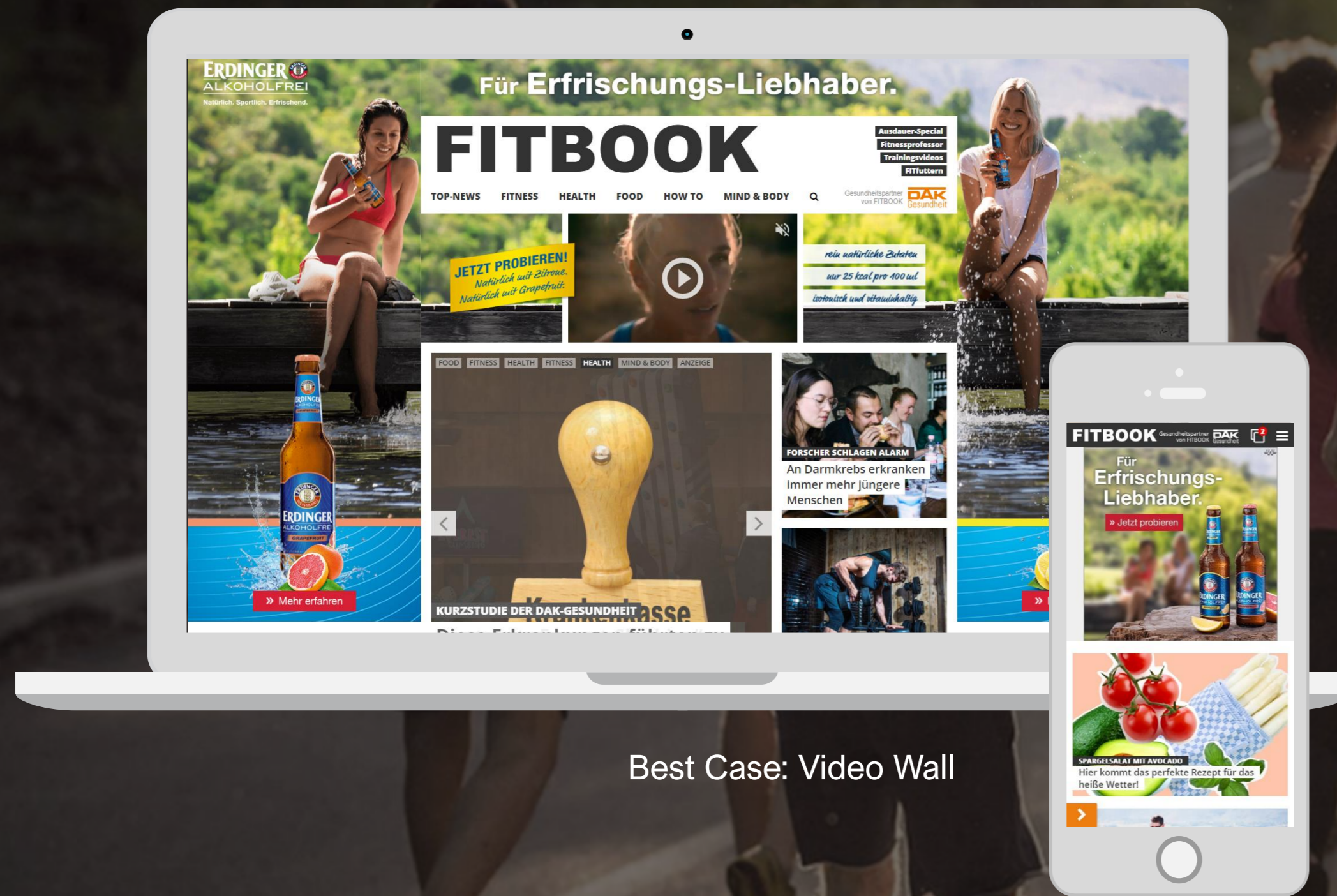


\*Other formats possible in consultation



# MEDIA ON THE HOME

# BIG INSERT AT HOME



Best Case: Video Wall

Spectacular & high quality: The Homerun guarantees an individual and first-class appearance.

In addition to a fixed homepage placement, you receive a first contact placement (first page view on the entire website away from the homepage) and thus reaches every user on the entire page.

A whole page just for you: The choice of advertising media is up to you!

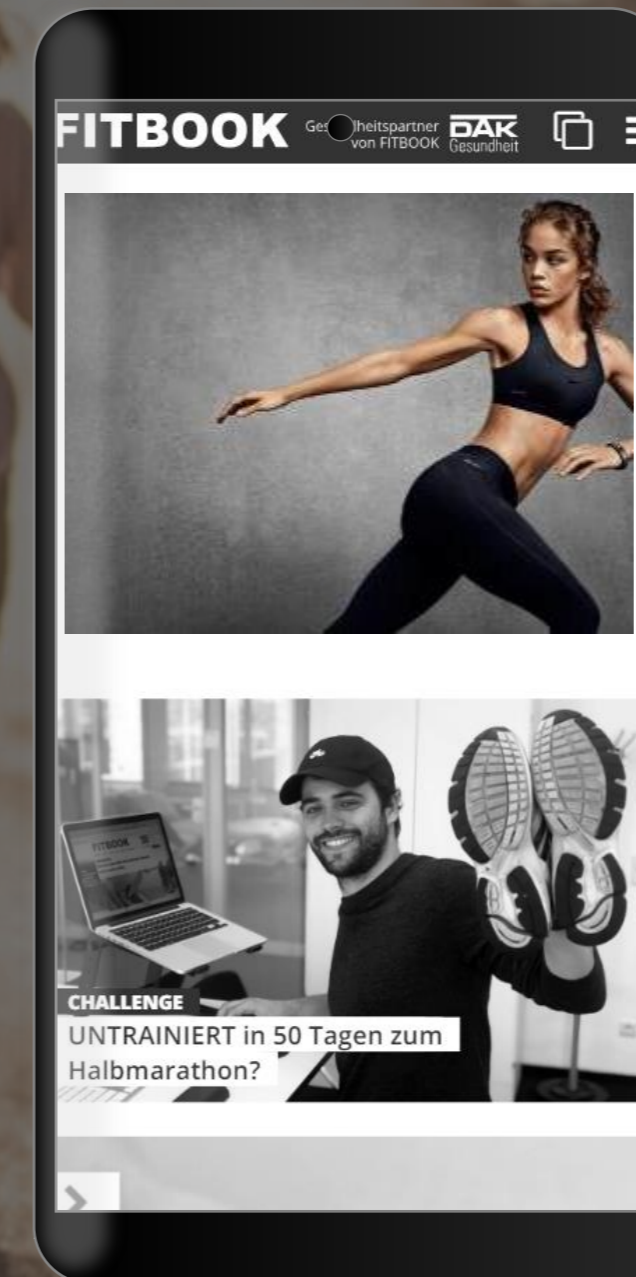
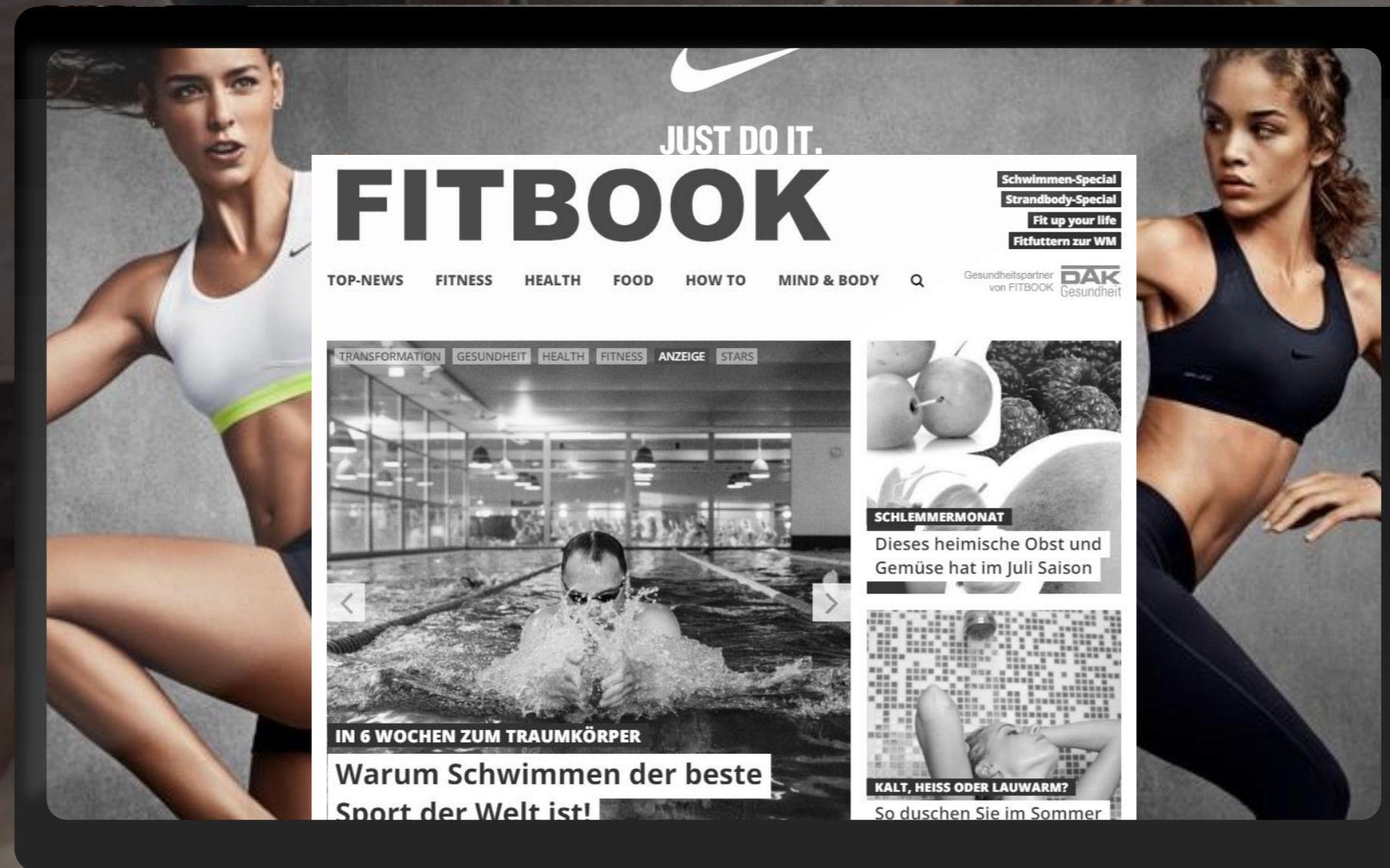
[Here you will find an overview of all formats!](#)

Package <sup>1</sup>	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme <sup>2</sup>
Homerun Day	150.000 AIs	1 Day	8.400 €	10.500 €
Homerun Week	900.000 AIs	1 Week	42.300 €	54.000 €



STRONG AREAS FOR YOUR CAMPAIGN!

# FIREPLACE AND MOBILE MEDIUM RECTANGLE



Sample format combination, visualization example

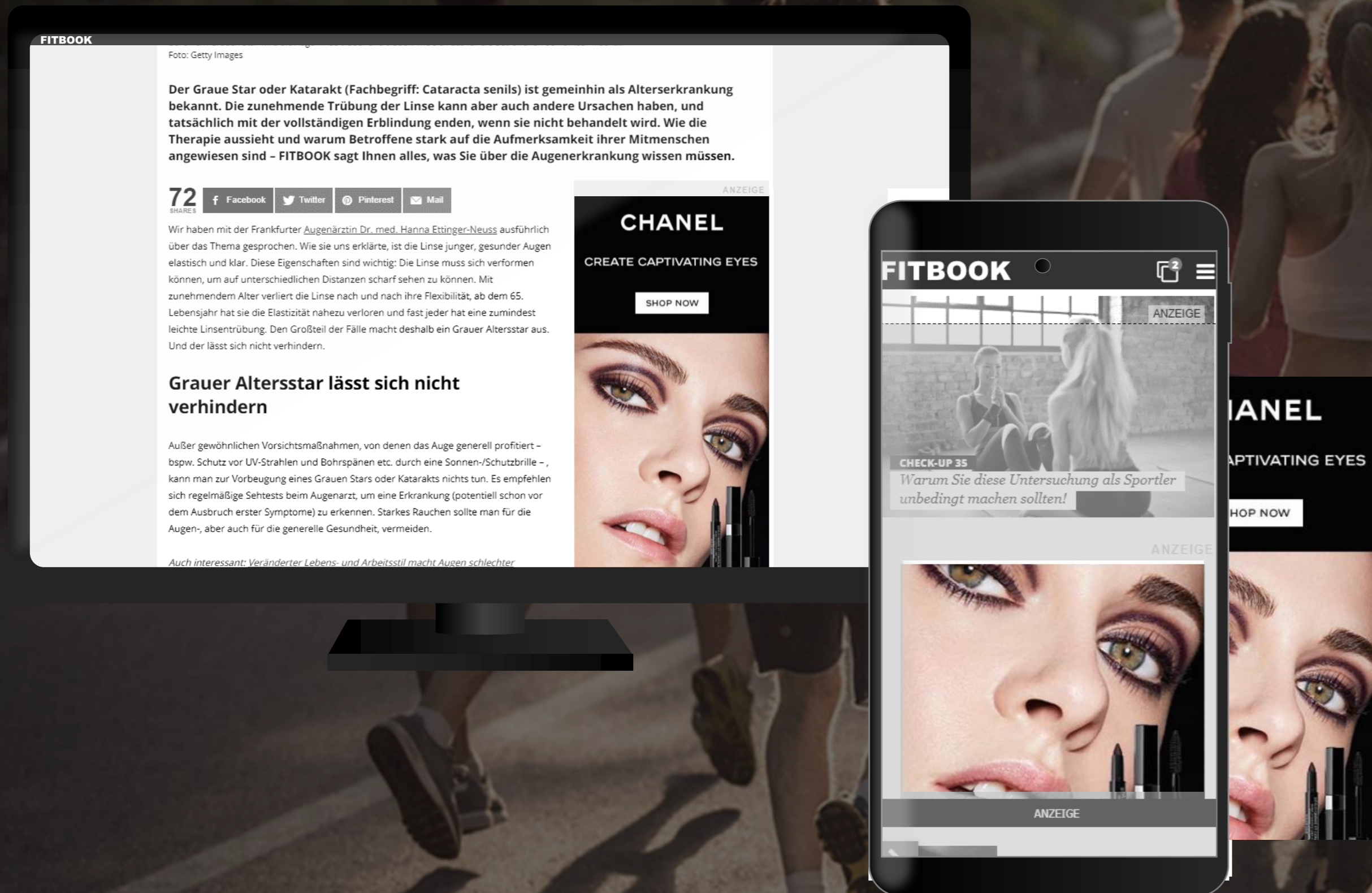
# MULTISCREEN HALFPAGE AD:

- Use the large design space of the Halfpage Ad also in our mobile portfolio as an understitial!
- The understitial opens up to the user while scrolling and thus achieves maximum attention.
- Deliver only one advertising medium and show it to advantage on multiscreen!

Halfpage Ad



Visualization example



# MULTISCREEN SITEBAR:

- Use the large design area of the sidebar also in our mobile portfolio as an understitial!
- The understitial is only revealed to the user while scrolling and thus achieves maximum attention.
- Deliver only one advertising medium and show it to advantage multiscreen!

Mobile Sitebar



Visualization example

# MULTISCREEN CHAMELEON AD:

- Your product placed in a varied and eye-catching way!
- The Chameleon Ad consists of two pages that change automatically and on user interaction (click/swipe from left to right).
- Showcase different facets of your product or let users experience a before and after situation.
- We create the ad in consultation with you - all we need are the physical campaign images.

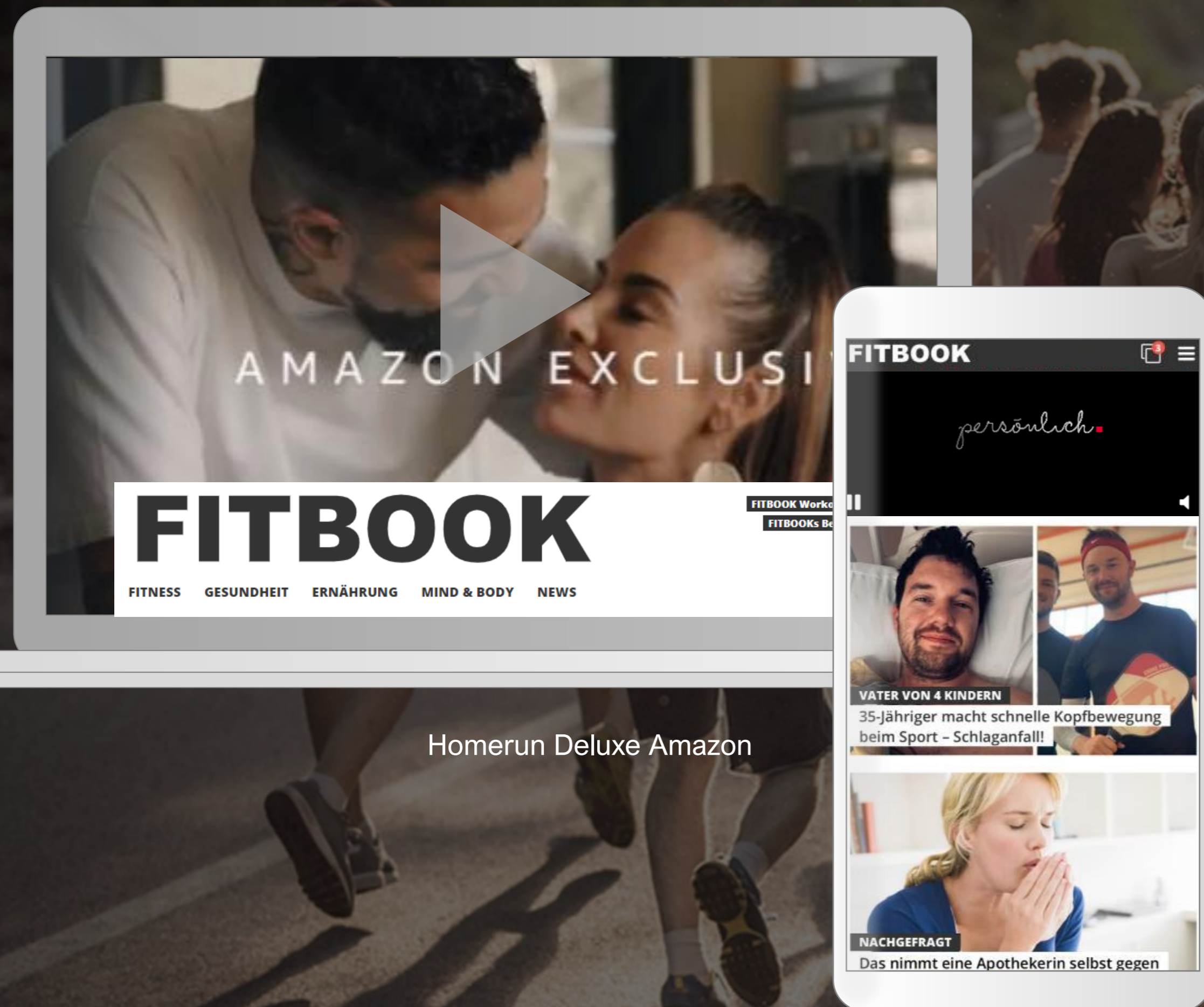


Mobile Chameleon Ad



Visualization example

# BIG STAGE: LARGE AND INTERACTIVE

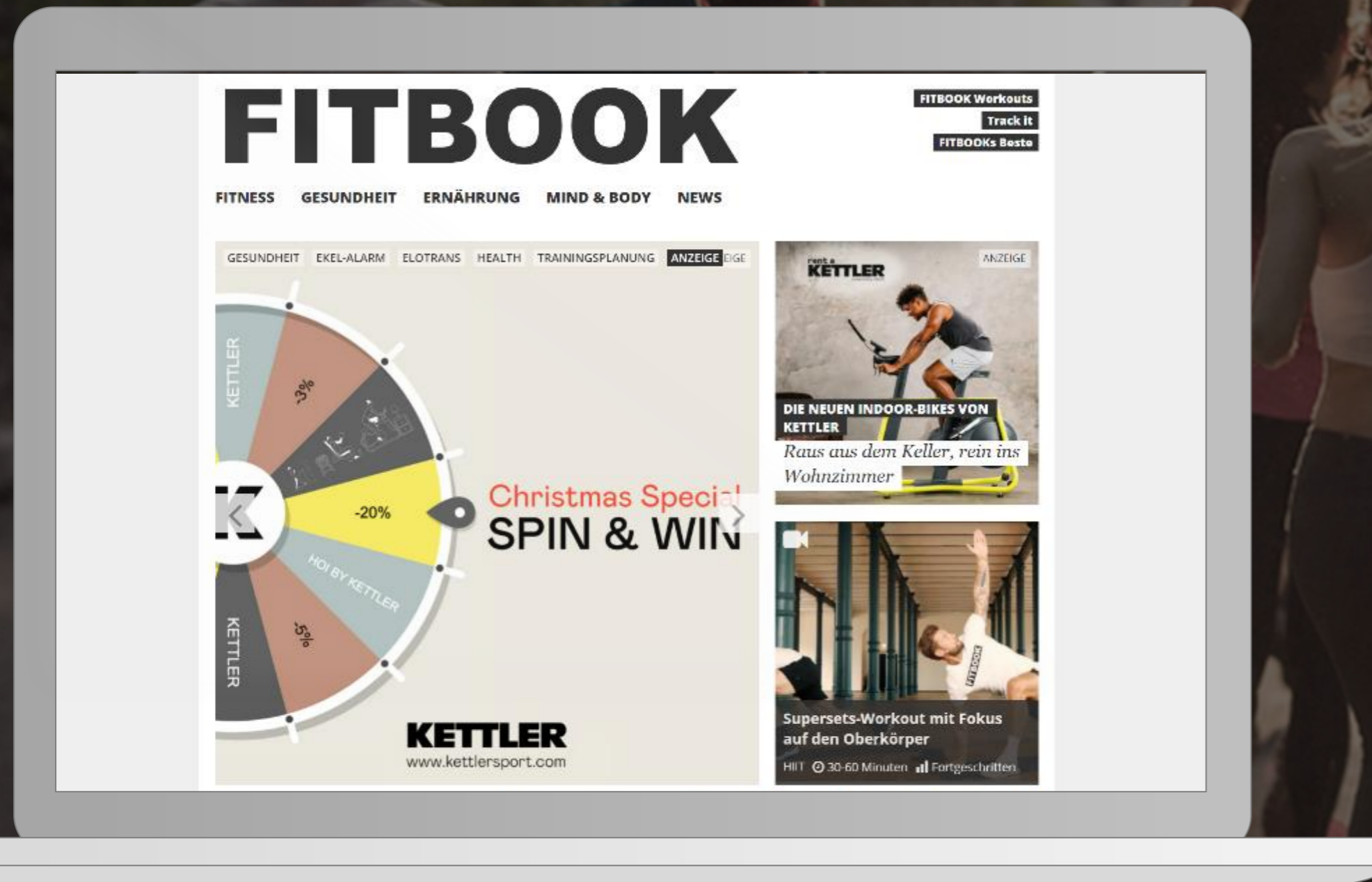


Homerun Deluxe Amazon

- THIS IS HOW YOU ENTERTAIN GERMANY.
- Your campaign will be played out on a large scale for one day in the direct field of vision of our users on TECHBOOK Home.
- With the Big Stage, you emotionalize our users and charge them with full power.
- After playing the video (length max. 8 sec.) a Fireplace remains on the page.
- On our special interest portal, you reach 150,000 users with an affinity for the topic per day or 900,000 per week!

1) Incl. First Contact, Sat. & Sun.= 1 day | Exclusivity on the homepage except CMS areas, e.g. Home Teaser and Taboola.  
2) The stationary Big Stage advertising medium is played on the homepage. ROS the fallback advertising medium is played out. Additional editorial approval required

# A-TEASER: ATTENTION S- STRONG AND CLOSE TO CONTENT



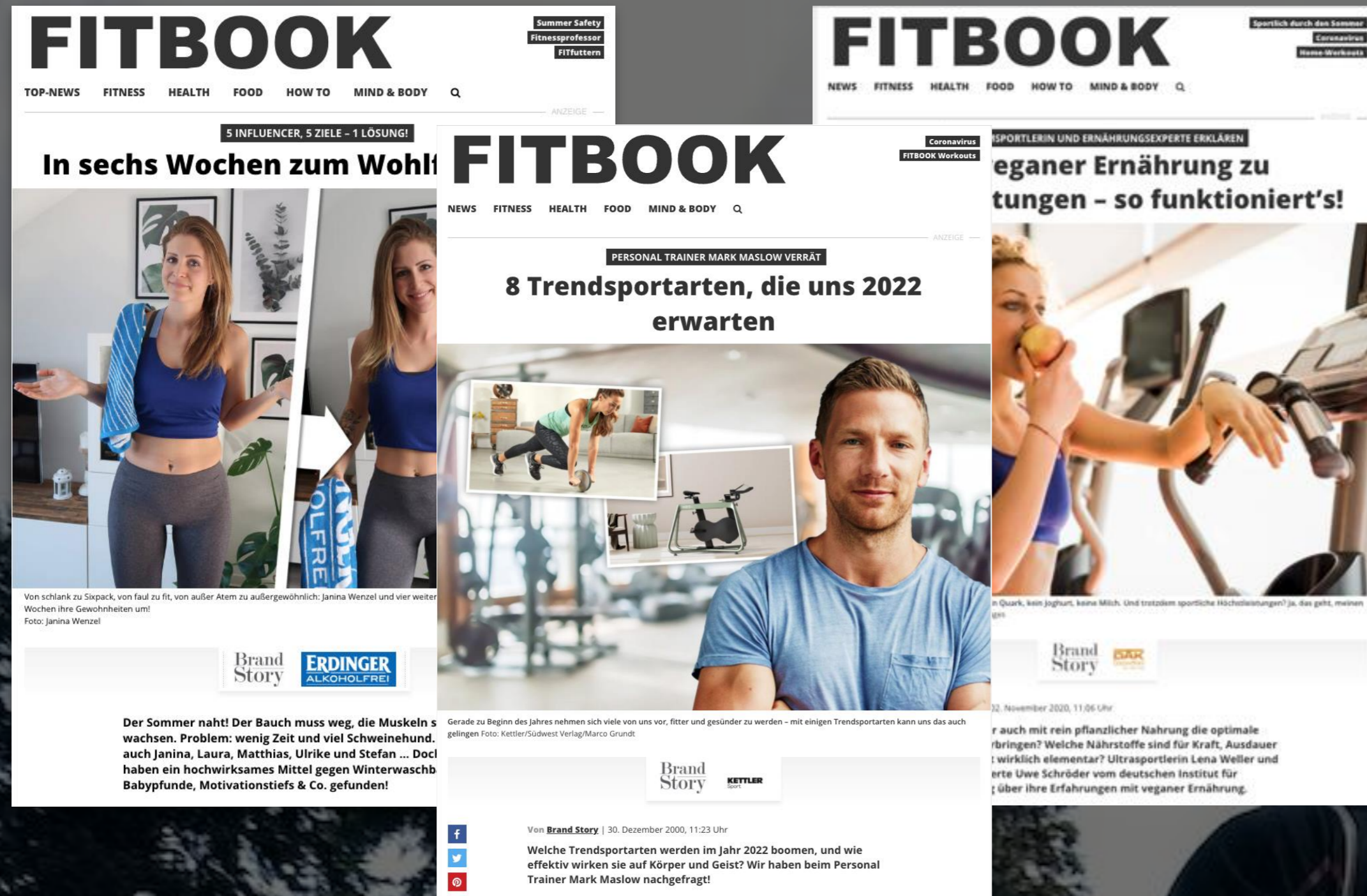
Best Case: Kettler Sport

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
A-Teaser	50.000 AIs	1 Day	4.500 €

- Placement on the most attention-grabbing editorial space is ideal for product or collection highlights.
- The link is either to the partner website or to a specific landing page.



**MEDIA - NATIVE ADVERTISING**



# EMOTIONAL STORYTELLING BRAND STORY

Brand Stories form the branding-strong storytelling elements.

Your story gets exclusive storytelling from FITBOOK. Informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, image galleries.

- Editorial-like story
- Clear sender identity through logo integration
- Your theme is developed together with the Brand Studio team
- Visuals provided by you or our native photo team

Package <sup>1</sup>	Guarantee Page Views	Duration <sup>2</sup>	Pricing
Minimal <sup>3</sup>	5.000		
Basis	15.000	6 Wochen	50.000 €
Maximal <sup>3</sup>	20.000		
Additional Add-Ons			Additional costs
Data & Mafo: Targeting <sup>4</sup>			From 10€ TKP (see Targeting Ratecard)
Social Media: Sponsored Posts			See Social Media Factsheet
Performance: Just Clicks, Activation o. Lead Add-On			See Performance Factsheet
Hub: Stage to collect your brand stories			From booking 3 stories on top

1) Plus creation costs up to 15,000 views € 3,500, up to 20,000 views € 4,000, from 20,000 views € 4,500, not eligible for discount and AE.  
 2) For Brand Stories the lead time has to be requested.  
 3) Scalable Page Views: from 3,50 € gross CPV (Cost per View), SR- and AE-eligible, depending on the size of the booking and the object  
 4) On selected advertising media, see Targeting Ratecard

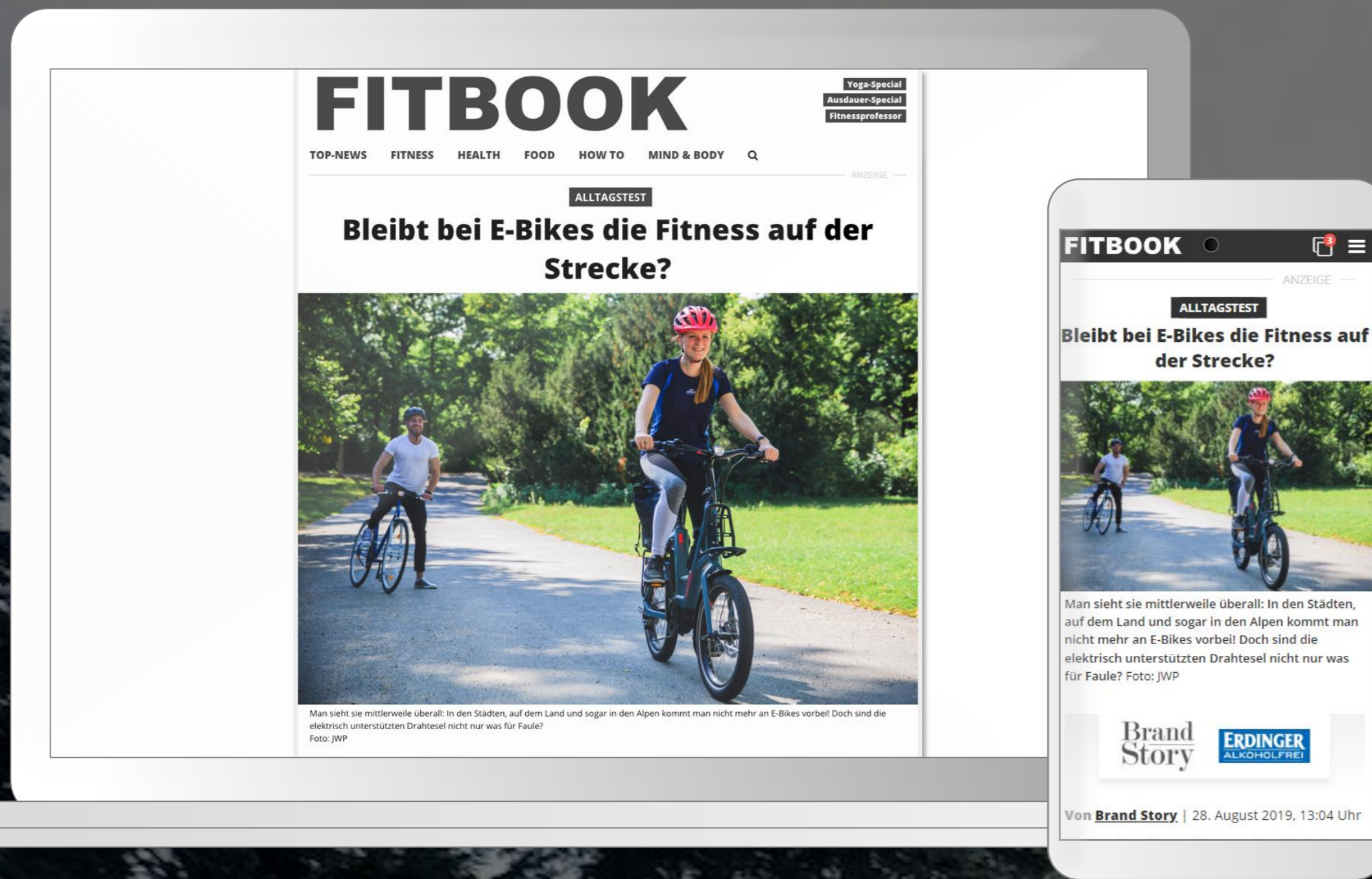


# BEST CASE BRAND STORY

The brand story not only graphically presents the facts about fitness and e-bikes, but also tests how the e-bike performs on long journeys, on the way to business appointments or in everyday life. A check in every respect, backed up by exciting infographics.

The comprehensive test shows Brand Story readers the fun facts and advantages and disadvantages of e-bikes.

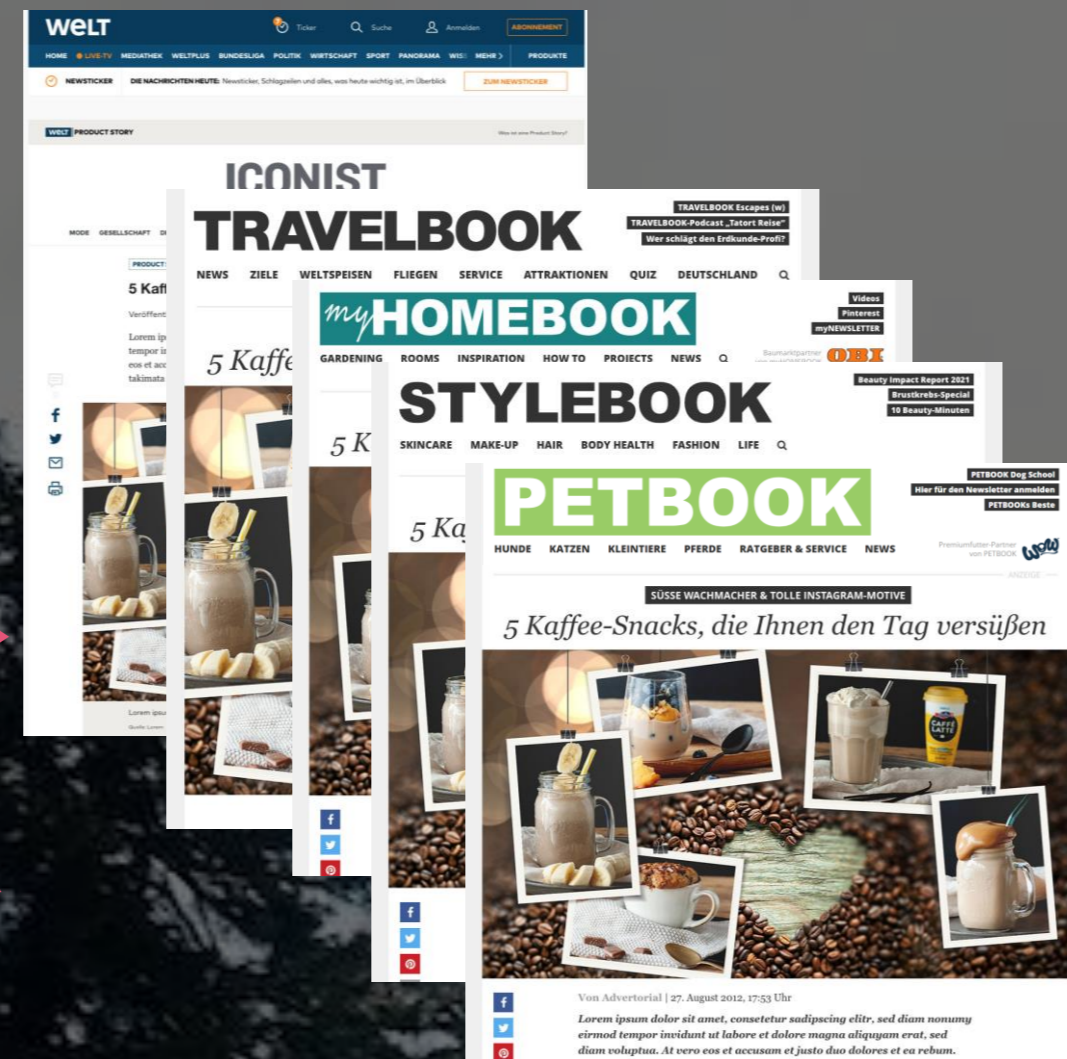
The everyday test of ERDINGER Alkoholfrei clearly shows the good reasons for using an e-bike. The high suitability for everyday use is illustrated by several examples from the self-test.



[Click here for the Brand Story](#)



# PRODUCT STORY BUNDLE LIFESTYLE



Product Story Bundles <sup>1</sup>	Guaranteed Page Views	Guaranteed Ad Impressions	Duration <sup>2</sup>	Pricing <sup>3</sup>
Lifestyle	15.000	15.000.000	6 Weeks	47.500 €

**Additional Add-Ons**

- Additional visibility: Ad Impressions<sup>4</sup>
- Data Add-Ons: Targeting
- Graphical add-ons:<sup>5</sup>
  - Immersive
  - Interactive
  - Social Media: Sponsored Posts
  - Performance: Just Clicks, Activation o. Lead Add-On
  - Hub: Stage to collect your product stories

**Additional costs**

- On CPM basis (see CPM price list)
- Ab 10€ TKP (siehe Targeting Ratecard)
- Individual
- 4.000€ on the creation costs
- See Social Media Factsheet
- See Performance Factsheet
- From booking 3 stories on top

Reaching multiple target group touchpoints on our media brands with just one story sounds crazy?

With Product Story Bundles, it's now possible!

Simply select a suitable bundle, we create a product story from your content and play it out automatically in the look and feel of the respective media brands<sup>1</sup>. So you're on multiple stages with just one story.

1) Lifestyle = Travelbook, Stylebook, Petbook, myHomeBook, Fitbook (ROS), WELT (Channel ICONIST)  
 2) Material for the stories must be available 2-3 weeks before the start of the campaign for product stories.  
 3) Plus creation costs: 4.500€ (not SR or AE eligible)  
 4) Only advertising material included in the basic packages can be booked  
 5) Graphic representations do not make sense for all content, review and decision by Axel Springer Brand Studios.



# ADVERTORIAL: FOR YOUR PRODUCT OR A CAMPAIGN

Within the content hub, product and offer-related content is integrated via advertorials.

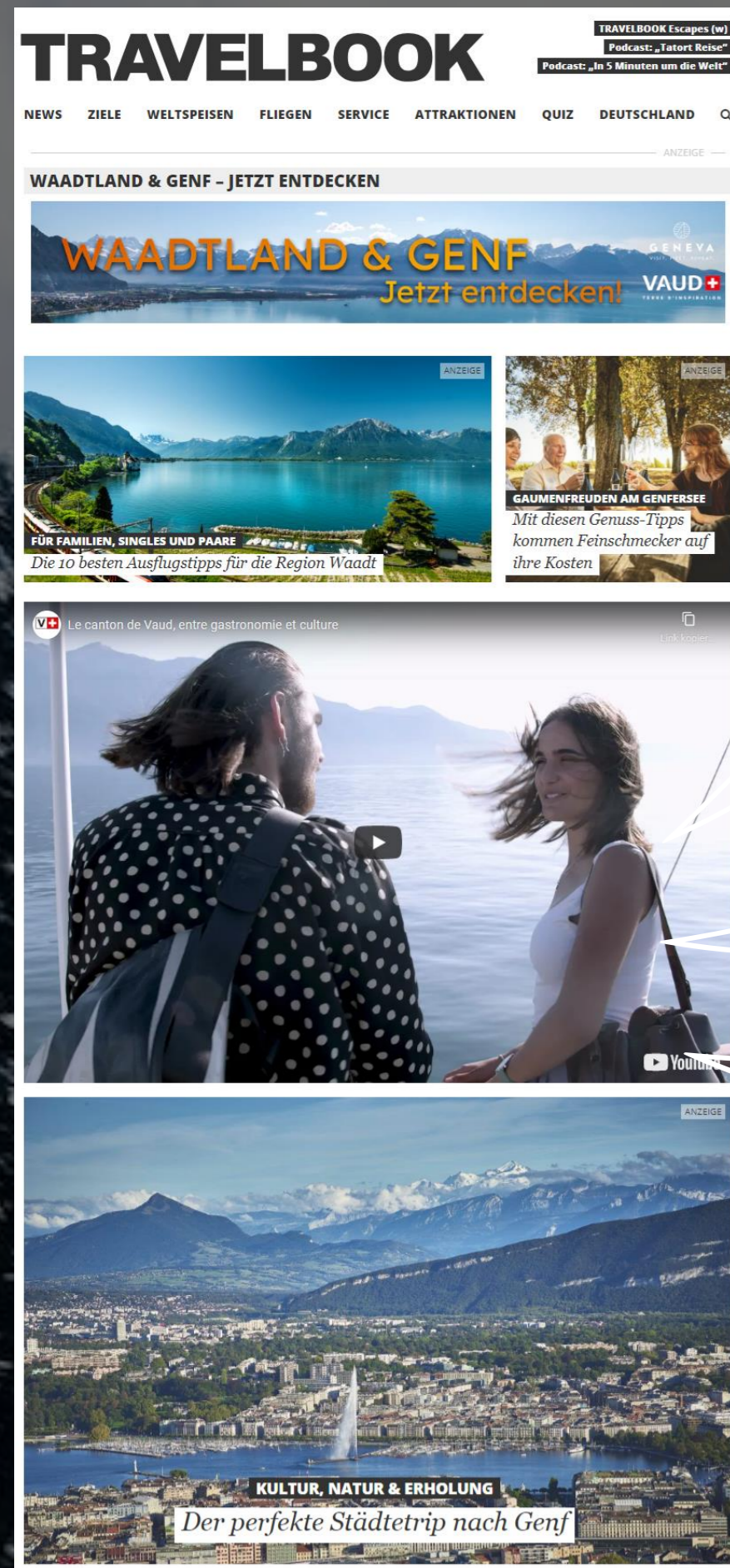
The advertorials on FITBOOK are individually designed. Thanks to the editorial presentation in the look & feel of FITBOOK, you are presented in a first-class environment and benefit from a high level of credibility. Your delivered advertising content is in focus.

Address your users directly and activate your brand via sweepstakes, votings, integrated videos and much more.

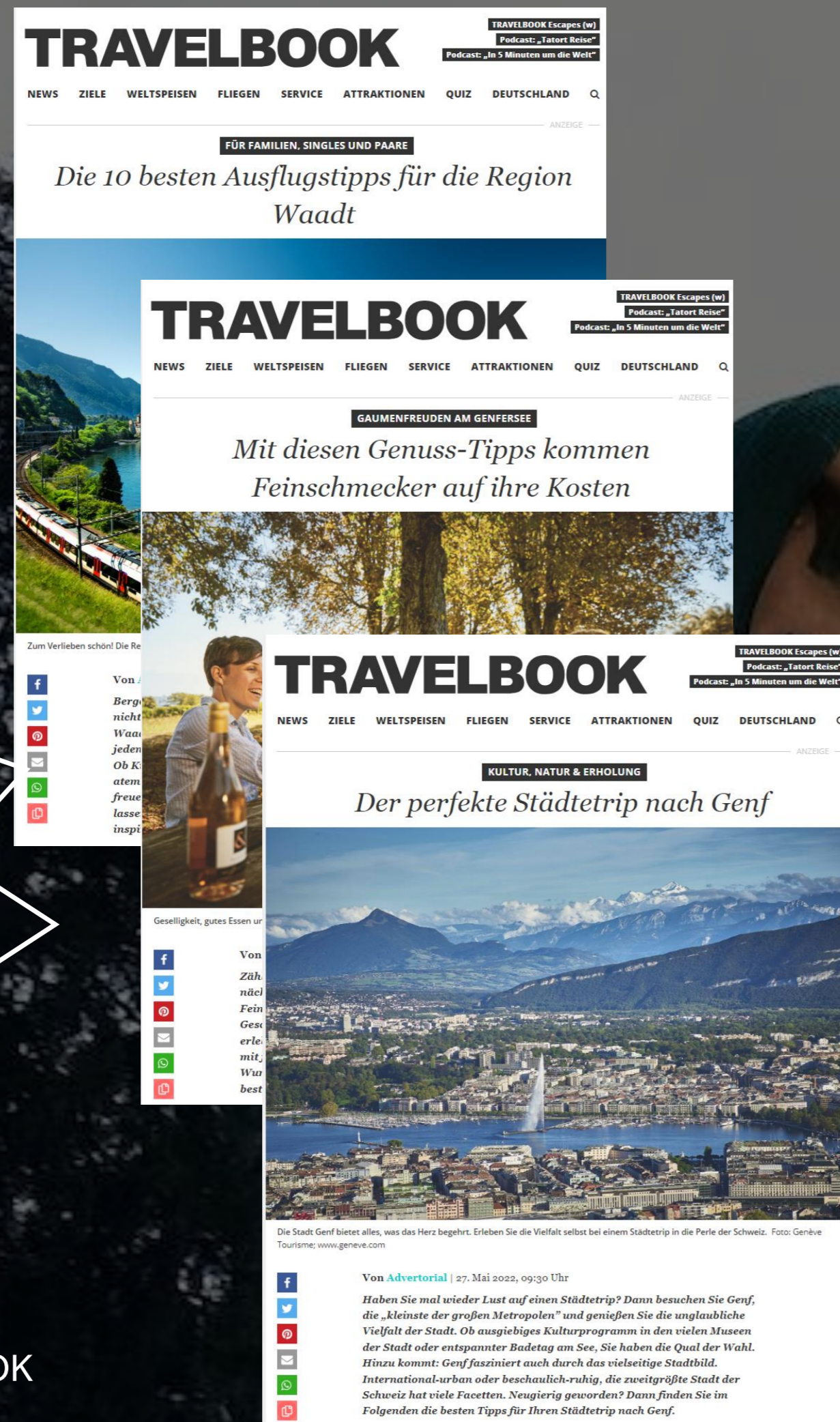
Traffic is delivered via homepage teasers, as well as an AdBundle and Mobile Medium Rectangle in Run of Site.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Advertorial S	500.000 Als	2 Weeks	10.000 €
Advertorial M	1.000.000 Als	4 Weeks	17.500 €
Advertorial L	1.500.000 Als	6 Weeks	22.500 €

27 1) Term recommendation, customizable upon request.  
2) Plus creation costs (not SR- and AR-capable): 2.000 €



Best Case: Switzerland tourism on TRAVELBOOK



# ADVERTORIAL STAGE

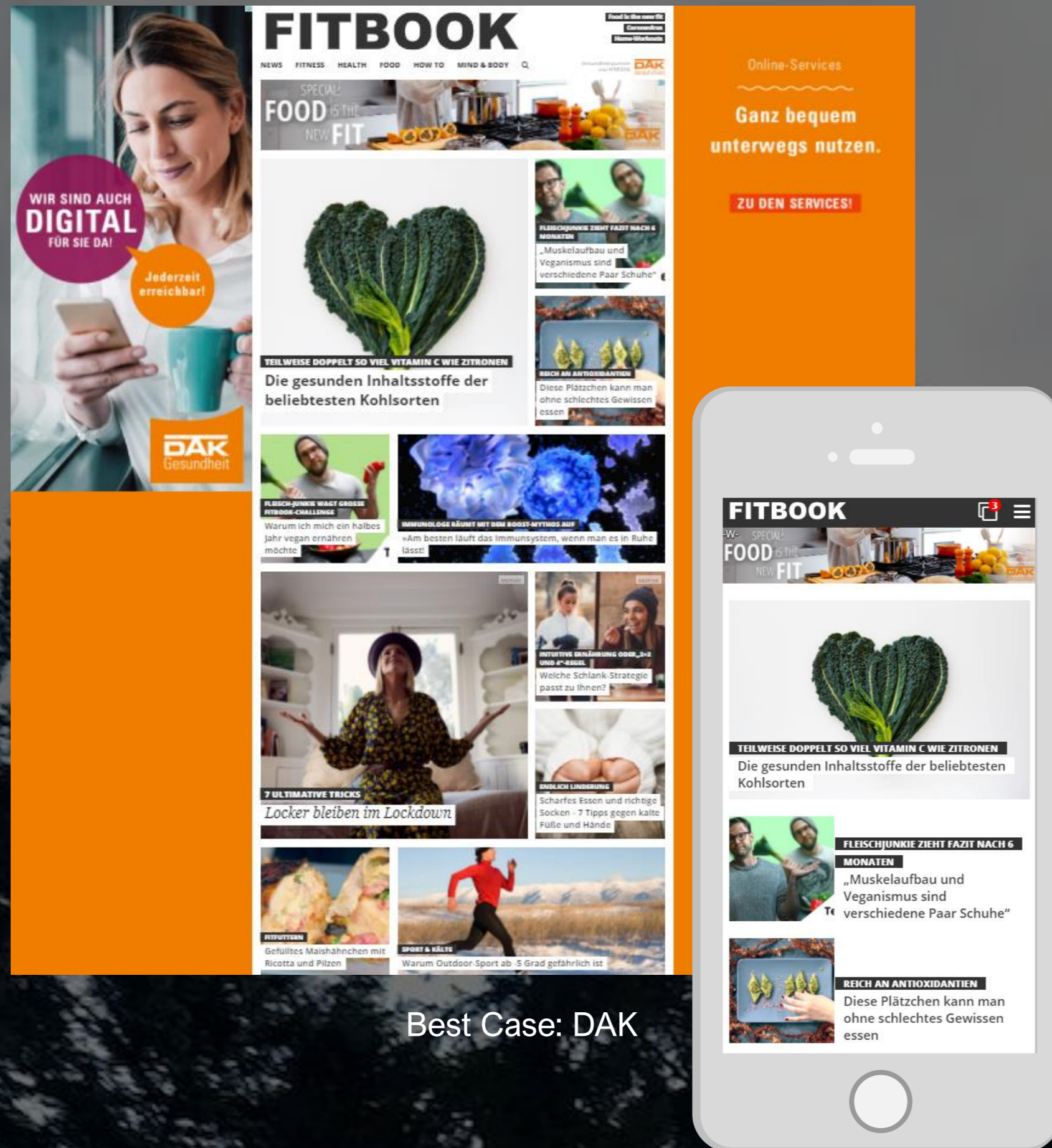
In addition to the stage, advertorial stages also include three advertorials. Both the stage and the three advertorials are individually staged in the look and feel of TRAVELBOOK.

Address your users directly with the stage and activate them as well via

- integrated videos.
- social media postings, etc.

Traffic is delivered via homepage teasers as well as an AdBundle and Mobile Medium Rectangle in Run of Site.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Advertorial stage	1.500.000 Als	6 Weeks	35.000 €



Best Case: DAK

# THEME SPECIAL: STRONG PRESENCE IN A TOPIC-AFFINE ENVIRONMENT

Attention-grabbing placement of your brand in the thematically appropriate environment with exclusive presence on Specialstart and all article pages.

- Sponsoring header and footer
- Ad integration (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)
- Traffic delivery via homepage teasers as well as an AdBundle and Mobile Medium Rectangle in Run of Site.
- Brand stories and advertorials can also be integrated within the special.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Theme special S	300.000 AIs	1 Week	13.000 €
Theme special M	600.000 AIs	2 Weeks	23.000 €
Theme special L	1.200.000 AIs	4 Weeks	36.000 €

1) Term recommendation, customizable on request.  
2) Plus creation costs ( not SR- and AR-capable): 2.000 €



# VIDEO SPONSORING



FITBOOK VIDEO SPONSORING

# FITBOOK WORKOUT STAGE

Through Corona, the topic of home workouts has taken on an important status. In 2021, we created a special stage for home workouts, where readers can intuitively search for their desired workout, personal trainers and athletes.

Our stage allows the community to keep fit with their favorite personal trainers for free and is continuously expanding.



**Daniela Kahl**  
Personal trainer,  
stuntwoman and  
fitness model

**Mathias  
Niederberger**  
Ice hockey goalie

**Noemi Peschel**  
Professional gymnast  
rhythmic gymnastics

**Vivien Hertz**  
Personal trainer  
and nutritionist

**Shagel Butt**  
Cross athlete  
and fitness  
expert

**Marcel Nguyen**  
Artistic gymnast  
and Olympic  
medalist

**Jan Möller**  
Personal Trainer  
and Mental Coach

**Thomas Röhler**  
Olympic Champion  
2016 and  
European  
Champion 2018

# VIDEOSPONSORING - PRICING

## SPONSORING BASIC OF A VIDEO SEQUENCE

- Logo-Integration in Presenterclip
- Logo-Integration in Video
- Media Paket Multiscreen on Channelstart- and Artikelseiten
- Banderole

50.000 AIs + 5.000 Views  
(Duration 2-4 Weeks)  
8.200 €\*  


## POSSIBLE ADD-ONS

Productplacement\*\*  
5.000 Views  
10.000 €

Advertorial S (Duration 2 Weeks)  
500.000 Ad Impressions  
10.000 €\*\*\*

Brand Story S (Duration 4 Weeks)  
10.000 Views  
35.000 €\*\*\*

\* Plus 500 € creation costs for video integration and traffic management. Creation costs are not SR or AE eligible.

\*\* Only possible if video shoot has not yet taken place.

\*\*\* Plus € 2,000 creation costs for Advertorial S, € 3,500 creation costs for Brand Story S. Creation costs are not eligible for SR or AE.



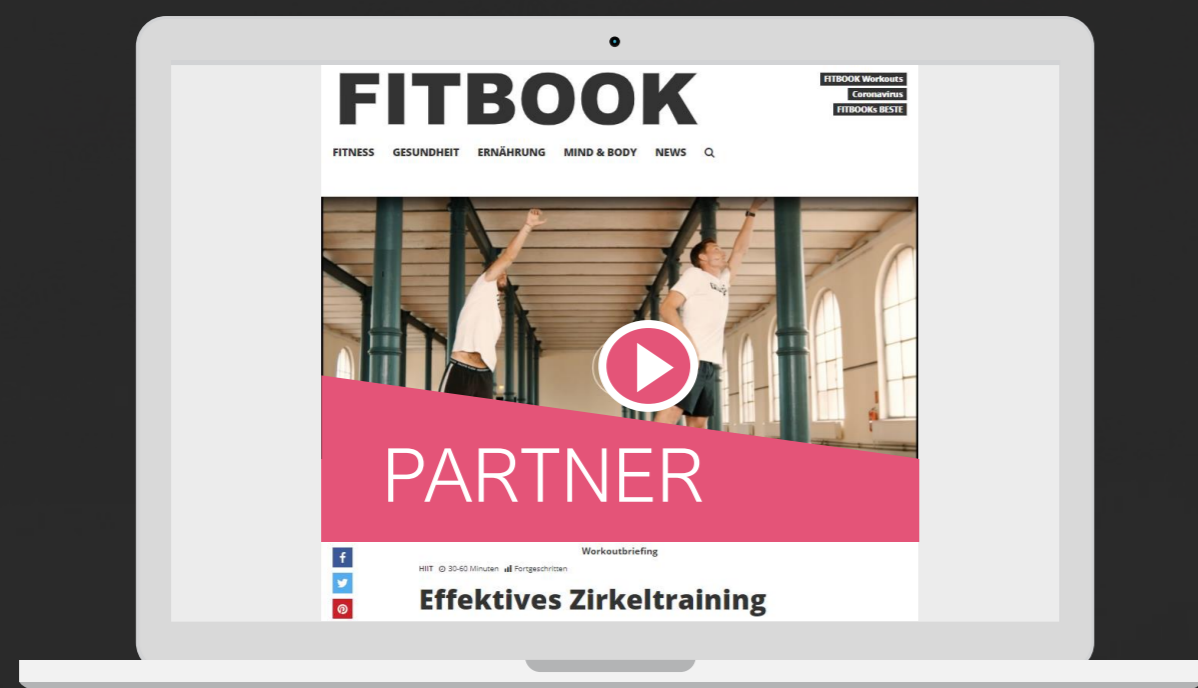
EXCLUSIVE VIDEO SPONSORING

# POSSIBLE COMPONENTS

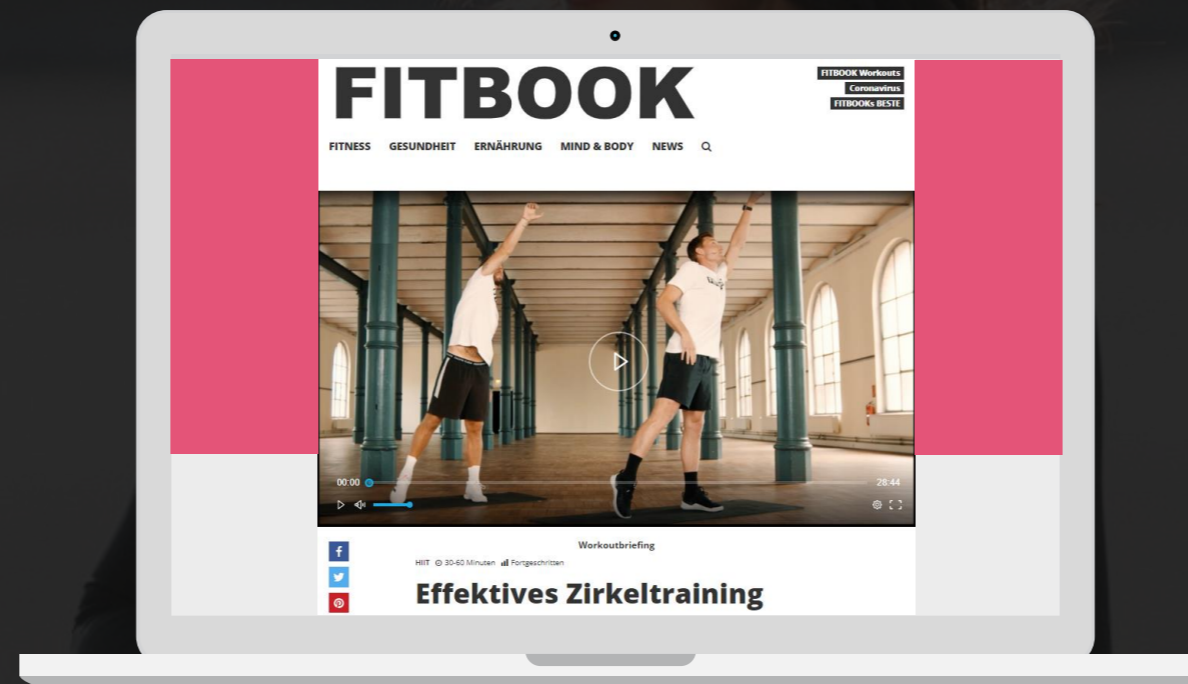
## SPONSORING BASIC



LOGOINTEGRATION In  
PRESENTER CLIP + VIDEO



BANDEROLE



MEDIA ON STAGE / ARTICLE PAGE



POSSIBLE  
ADD-ONS

PRODUCT PLACEMENT\*

ADVERTORIAL

BRAND STORY

\*possible if video shooting is not done yet.

ONGOING PROJECTS

# VIDEODOCU- EVERYDAY HEROES

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DOCUMENTARY LAUNCH WITH GIANCARLO BONNE



## FORMAT

- Broadcast from February to April.

## CONTENTS

- Exclusive insights into the life of a professional athlete: "Balancing act between turf and employment office", "Being an athlete and family life".
- Accompaniment at games, trainings, work, celebrations
- Interviews with family, friends, rivals
- Emotional and authentic



# STRATEGIC PARTNERSHIPS



# YOUR ADVANTAGES AS STRAT. PARTNER

- ✓ **INDIVIDUAL CONCEPTION** exclusive special integration areas
- ✓ **LONG-TERM STRATEGIC PARTNERSHIP** for a high level of brand awareness.
- ✓ **HIGH VISIBILITY AND STRONG PRESENCE** on the entire portal through diverse media placements.
- ✓ **FOCUS** on fitness & health topics
- ✓ **WELL-FOUNDED REPORTING** based on experts, professionals or major opinion pieces.
- ✓ **LIGHTHOUSE ACTIONS** with common sender, (podcast, video series, events, market research possible)
- ✓ **INDUSTRY EXCLUSIVITY** possible

# BOOKS PARTNERSHIPS

## PREMIUM-PARTNERSHIP

## CO-PARTNERSHIP

## CO-PARTNERSHIP LIGHT

Package price: from € 1 million  
Term from 12 months

Package price: from 500.000 €  
Term from 6 months

Package price: from 250.000 €  
Term from 6 months

		PREMIUM-PARTNERSHIP	CO-PARTNERSHIP	CO-PARTNERSHIP LIGHT
STORYTELLING	Content Hub	X	X*	limited components
	Brand Stories	X	X	X
	Advertorials	X	X	X
MEDIA	Theme special	X	X	X
	Home Run	X	X	X
	Display (RoS)	X	X	X
VIDEO	Video Sponsoring + Product Placement + Media	X	X	X
	Logo integration	X	-	-
DEEP INTEGRATION*	Exclusivity	X	Industry exclusivity possible	-
	In-Article Widgets	X	X	X
	Newsletter Integration	X	X	X
	Hometicker	X	X	X
	Notifications	X	X	X
	Lighthouse actions (incl. MaFo)	X	X	-
DATA	Data usage	X	-	-

\*individual coordination necessary.

POSSIBLE COMPONENTS

# STRATEGIC PARTNERSHIP

## MEDIA & BRANDING

- Large-scale and multiscreen advertising formats in ROS and on HOME
- Sponsorships / theme specials
- Various targeting options
- Industry exclusivity possible for all content and media formats

## CONTENT

- Emotional storytelling with brand stories
- Product-related content / advertorials
- Own content hub possible\*
- Traffic management of your content
- Project management and use of a product manager to coordinate collaboration

## VIDEO

- Various video formats/ video series and stages
- Other format ideas

## DEPTH INTEGRATION

- Individual conception of exclusive special integration areas (e.g. in-article-recommendations or notifications)
- Integration of affiliate deals with the aim of generating leads or orders possible

## DATA\*

- Right to generate data for your brand
- First level data (e.g. content keywords)
- Re-targeting possibilities
- Only required after intensive review by the data protection team / DSGVO compliance
- Further data use.

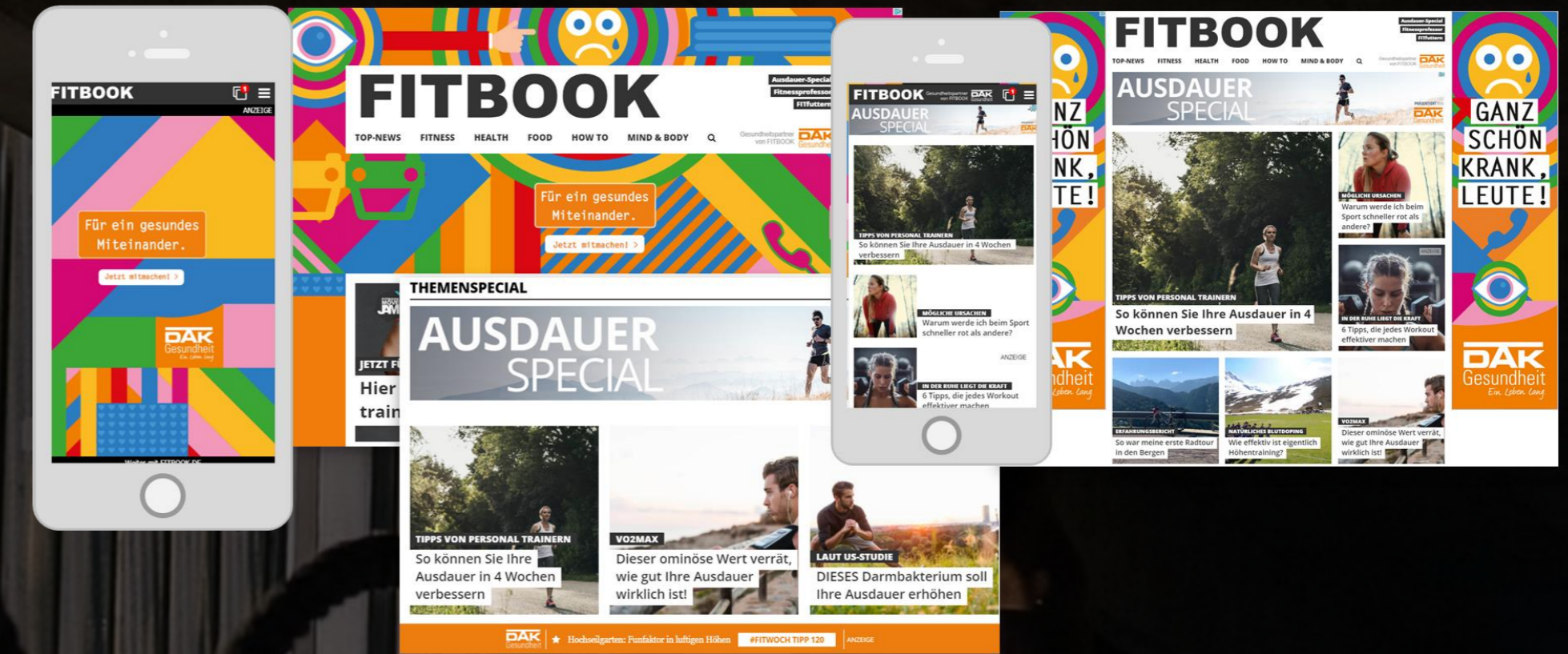
\*Only realizable within the Premium Partnership.

# BOOKS PARTNERSHIPS BEST CASES

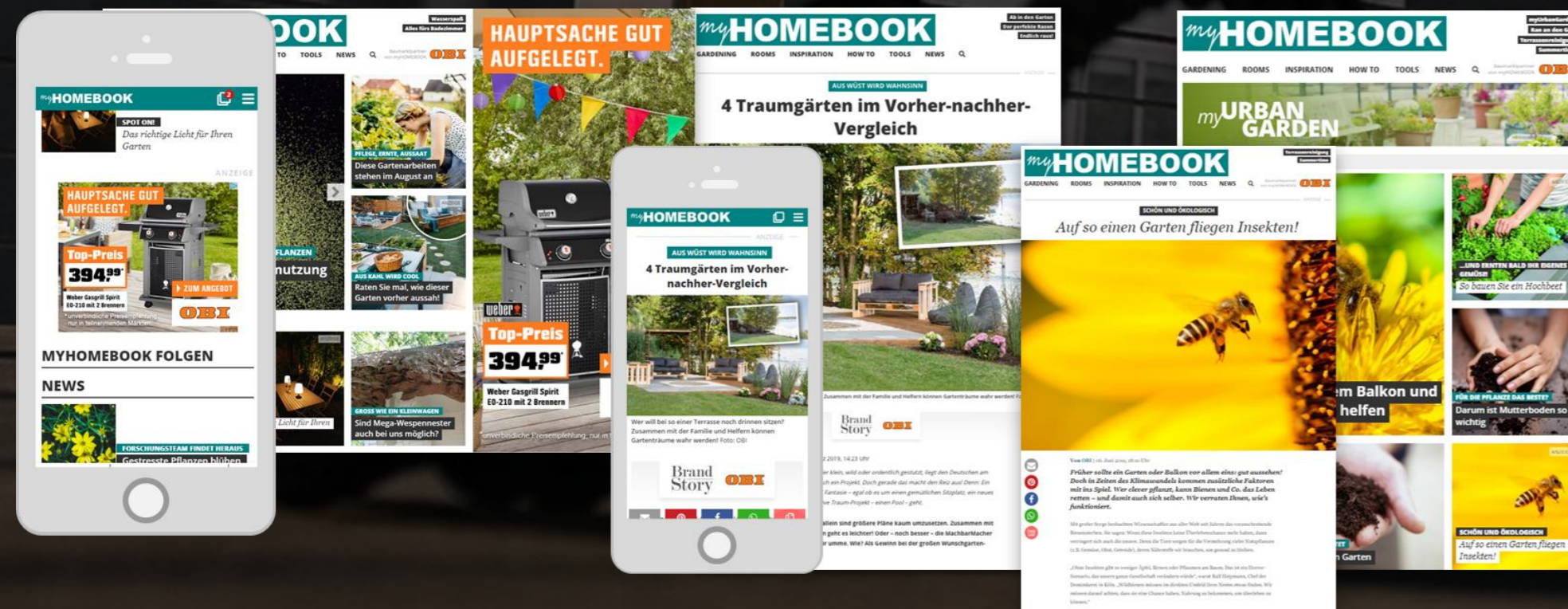
## TELEKOM PREMIUM PARTNERSHIP (2016 – 2018)



## DAK PREMIUM PARTNERSHIP (2017 – Autumn 2021)



## OBI PREMIUM PARTNERSHIP (2019 – ongoing)



## ERDINGER NON-ALCOHOLIC CO-PARTNERSHIP (2017 – 2019)



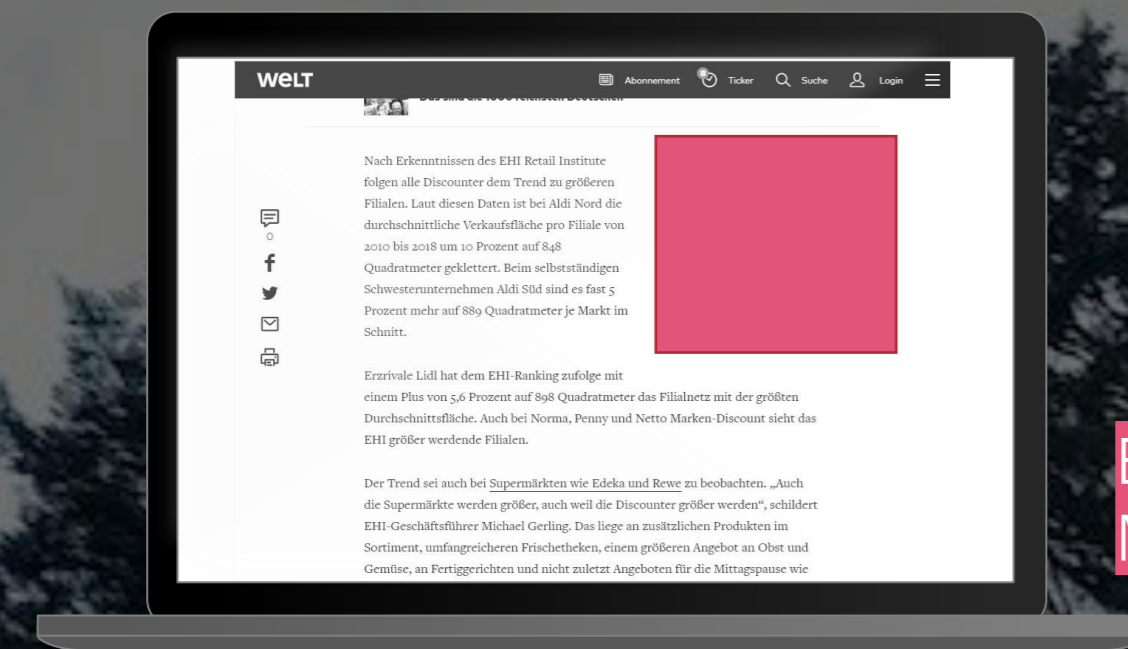


# PERFORMANCE AND AFFILIATE



GET SOME ACTION FOR YOUR PRODUCT

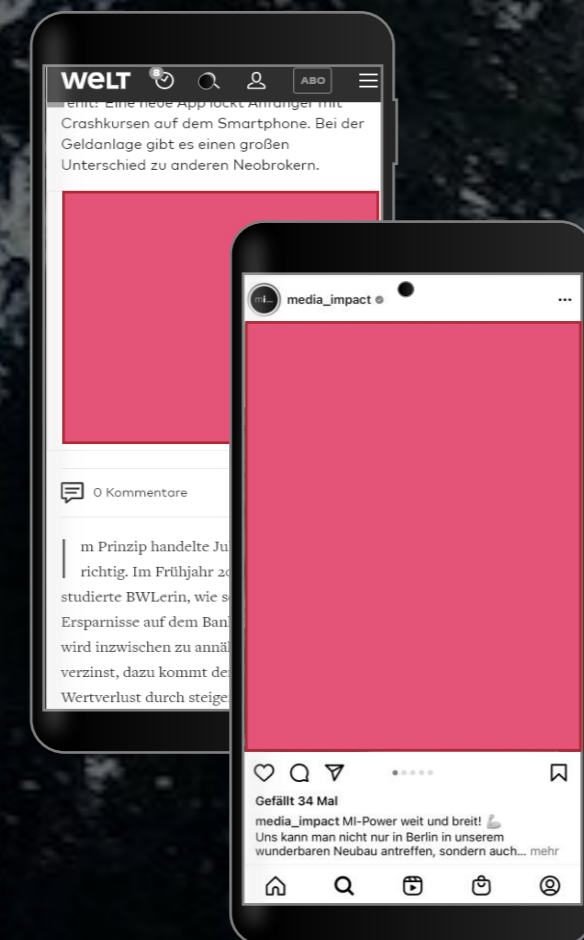
# ACTIVATION ADD-ON



Branding  
Measurement



Activation Add-On<sup>2</sup>  
in the MI Portfolio  
and/or  
in SocialMedia



- The Activation Add-On offers the optimal complement to your branding measure to boost the interaction with your campaign.<sup>1</sup>
- The campaign playout is simple and straightforward without pixel integration.
- For maximum interaction with your campaign, we can guarantee different KPIs:

1. **KLICKS** | Display, Native, Social
2. **ENGAGEMENTS** | Social
3. **(COMPLETED) VIEWS** | Social

1) 1 At least 50% (N2 revenue) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, Deep Integration, ROP Bookings, etc.).  
2) 2 Playout is multiscreen and in-app.

PERFORMANCE WITH THE BOOKS

# AFFILIATE COOPERATIONS

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## REACH

Benefit from the steadily growing reach of the BOOKs and the market leadership of TRAVELBOOK, FITBOOK and myHOMEBOOK in their respective online magazine sectors.



## TOPIC

Integrate yourself close to the content in the appropriate topic environment on the BOOKs. In addition, articles from a topic environment that is specifically relevant to your brand can be published and presented in so-called focus phases.



## TARGET GROUP

Reach a young, working audience. For their consumer power, they look to BOOKs for inspiration and guidance.



## NATIVE INTEGRATION

Your offers are manually integrated into the BOOKs in a content-oriented and attention-grabbing manner via various areas. Detailed traffic management ensures optimal playout of your offers.

INTEGRATION POSSIBILITIES

# AFFILIATE DEEP INTEGRATIONS

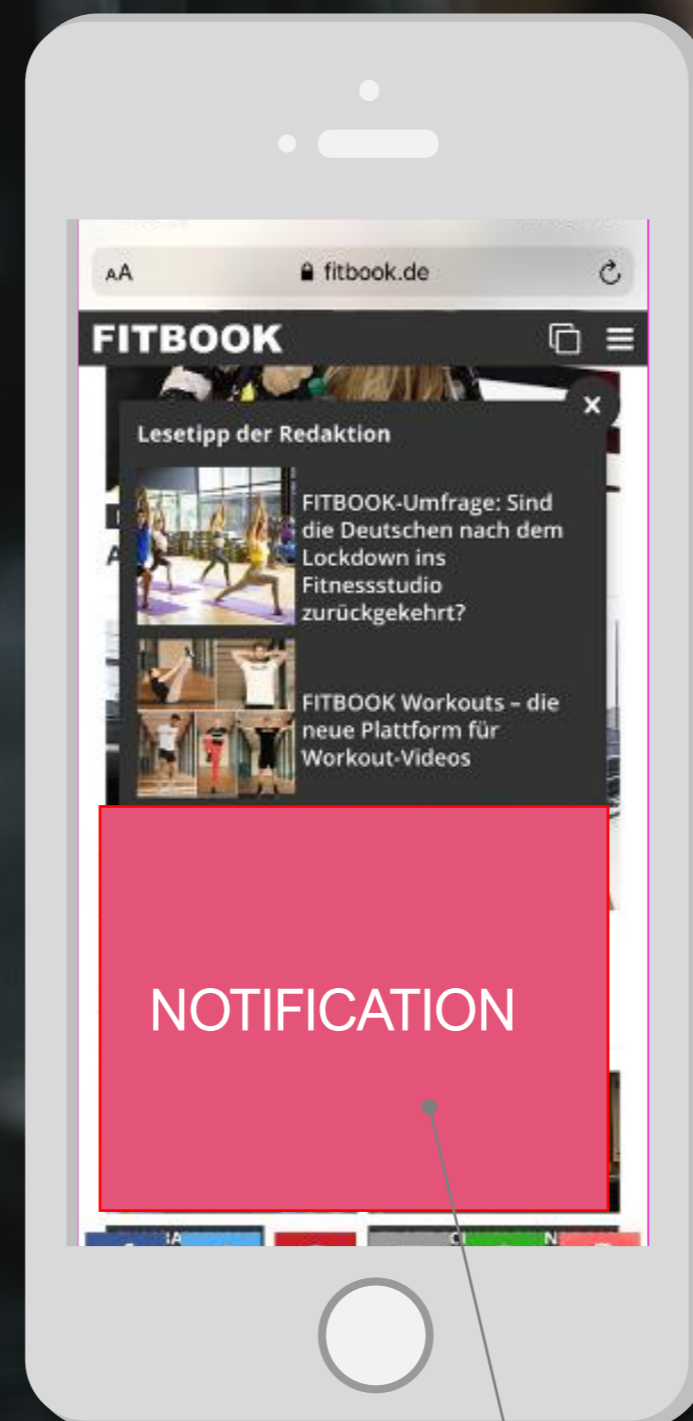
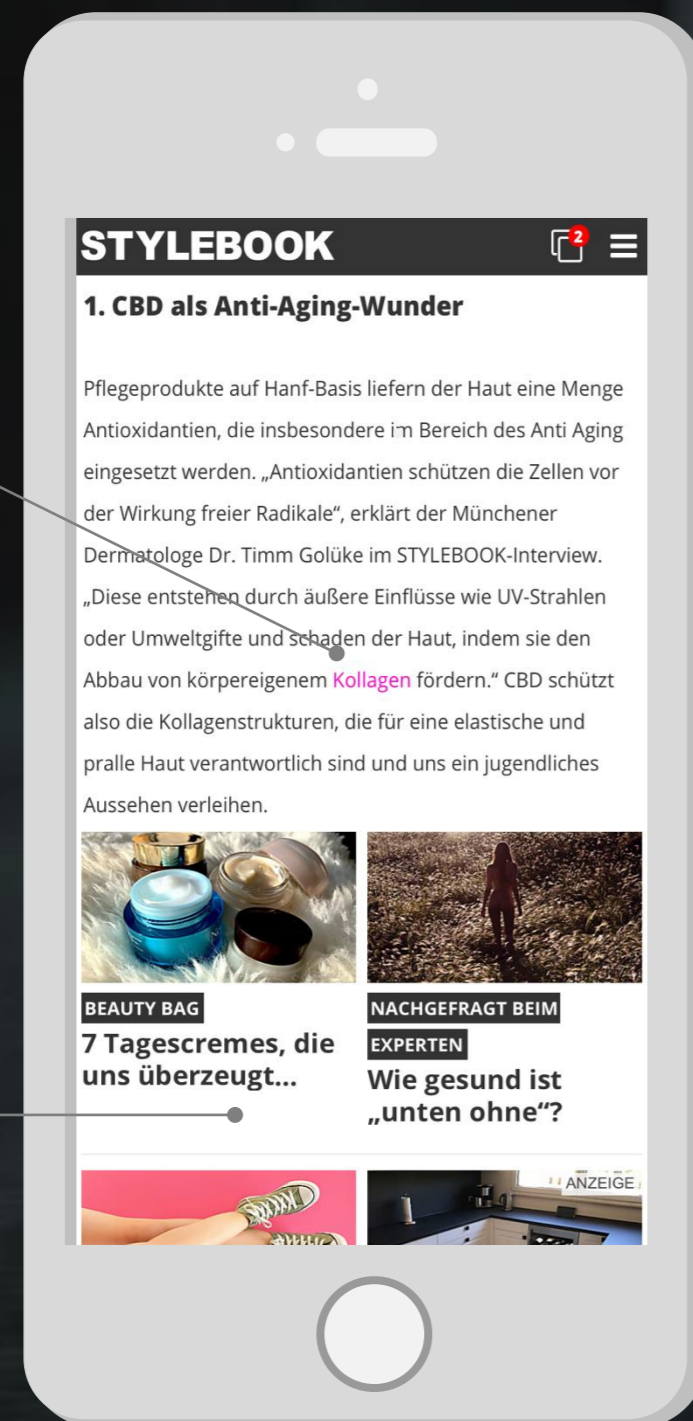
Customers benefit from the content-oriented and high-reach integration and can easily operate with cross-portal campaigns. We take over the traffic management and thus guarantee the optimal visibility of the offers

## TEXT LINK

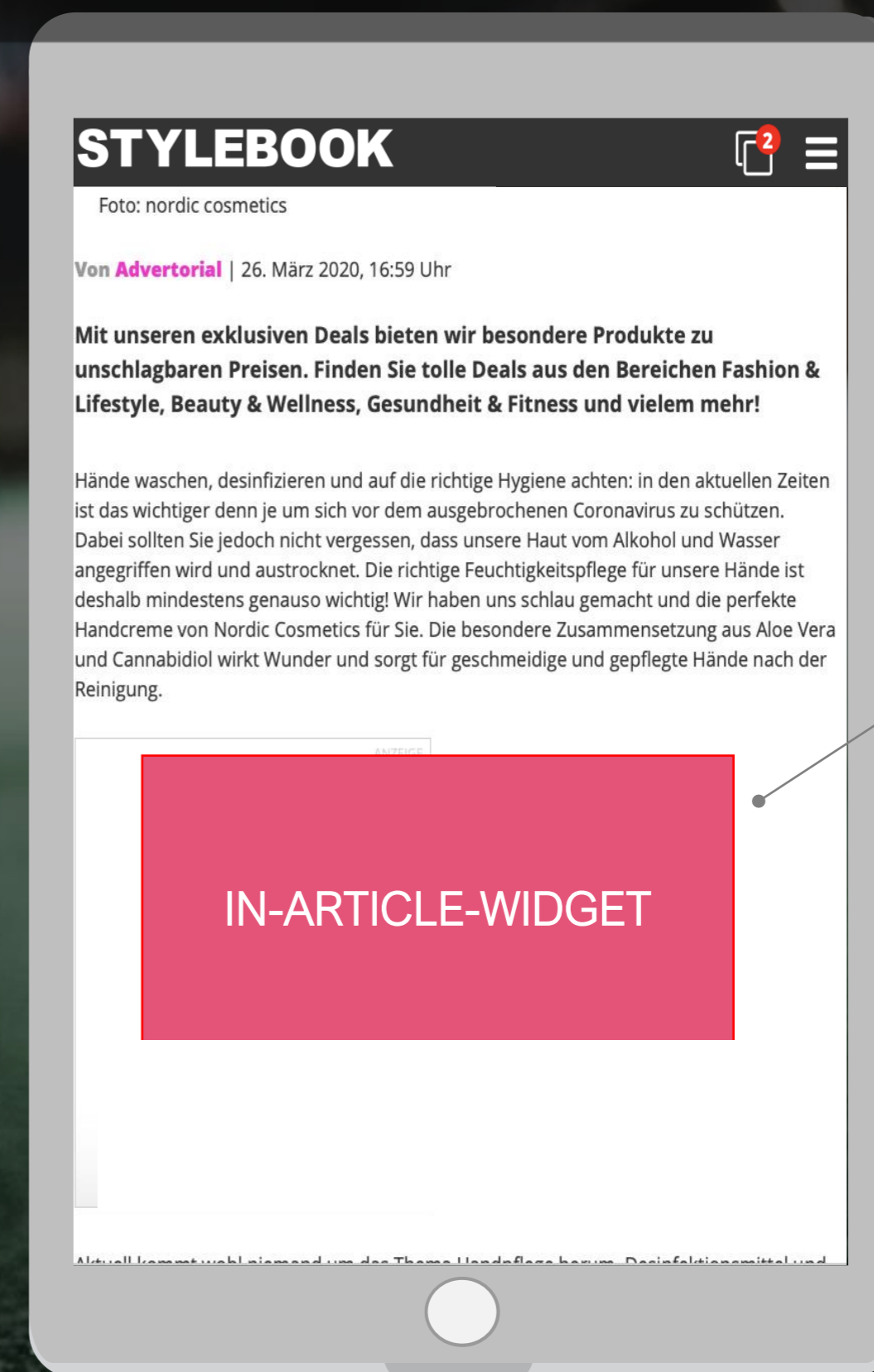
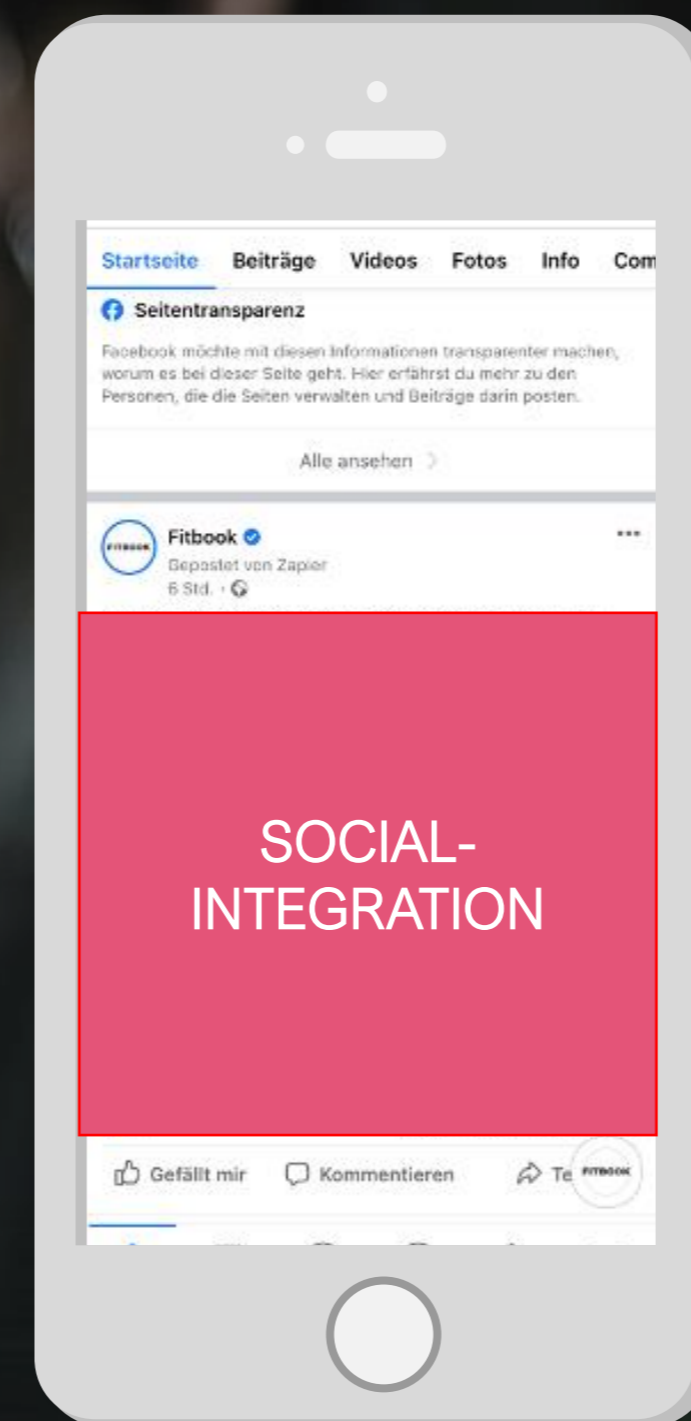
Placements close to editorial content in appropriate topic environments.

## CONTENT-RECOMMENDATION

Additional traffic guarantor. Perfect placement for content marketing measures



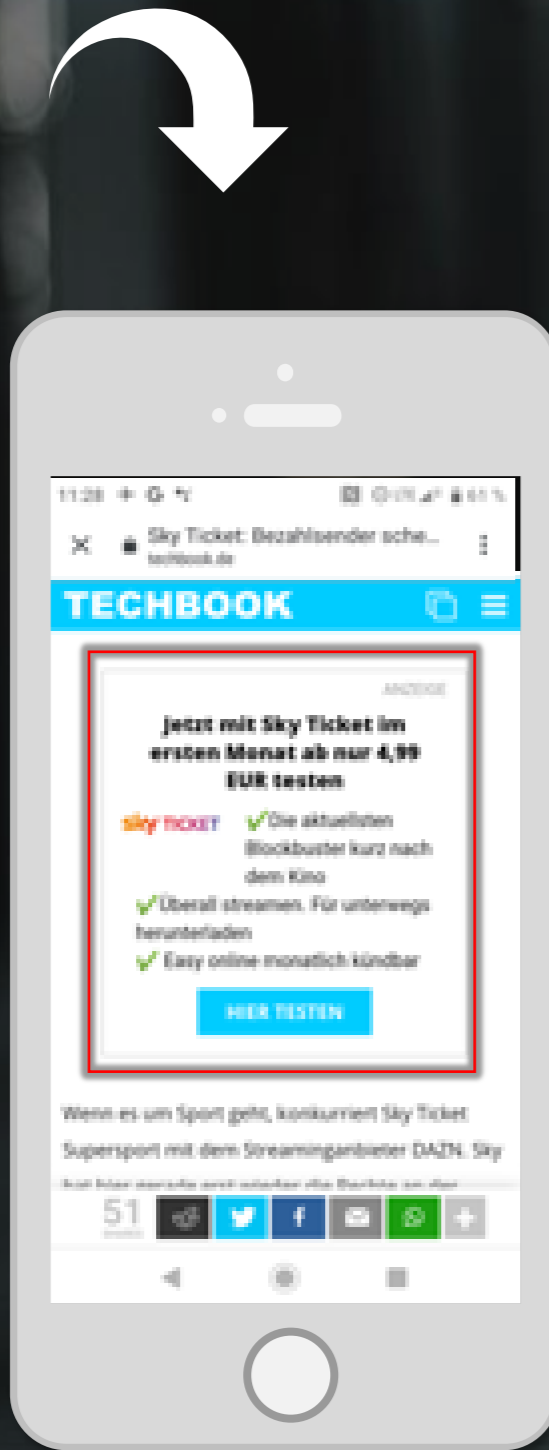
Notification in page header with strong visibility



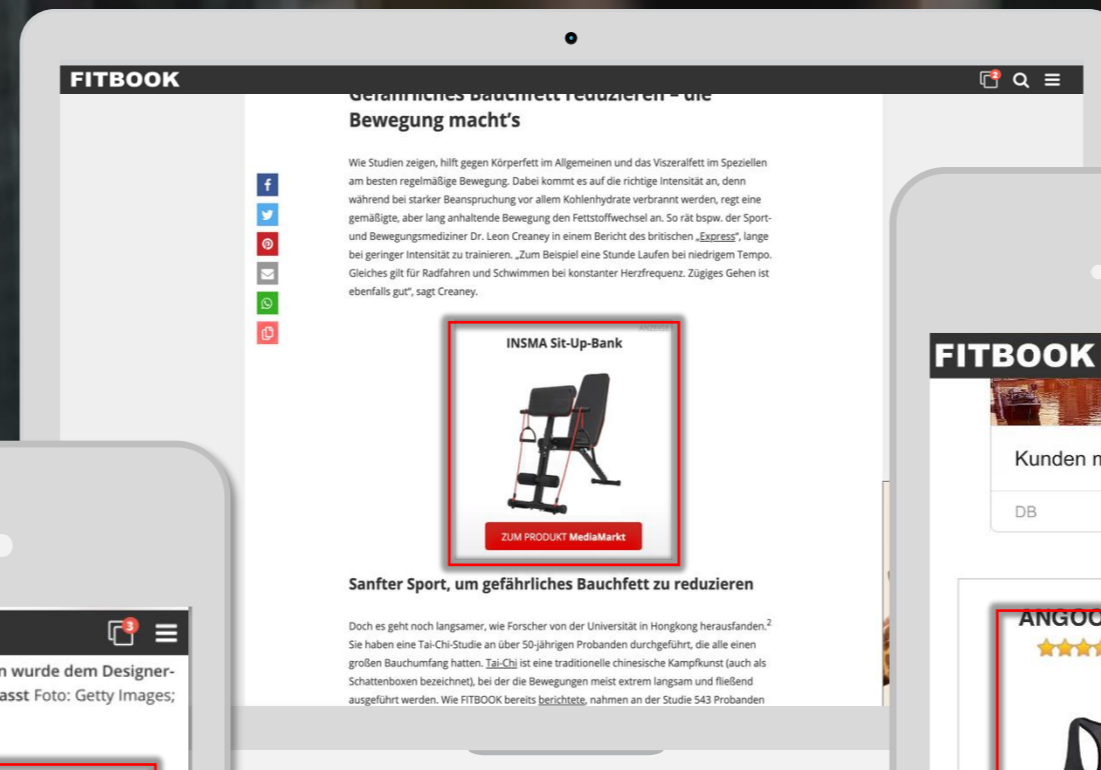
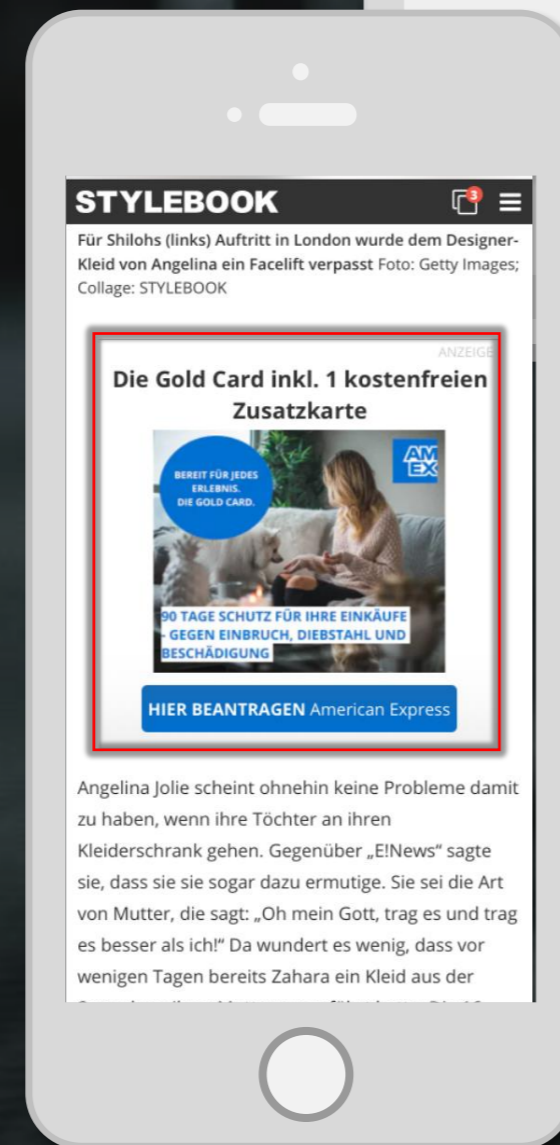
Modules serve as jumping off point to partner landing page. Interaction option and personalized results.

# AFFILIATE DEEP INTEGRATIONS BEST CASES

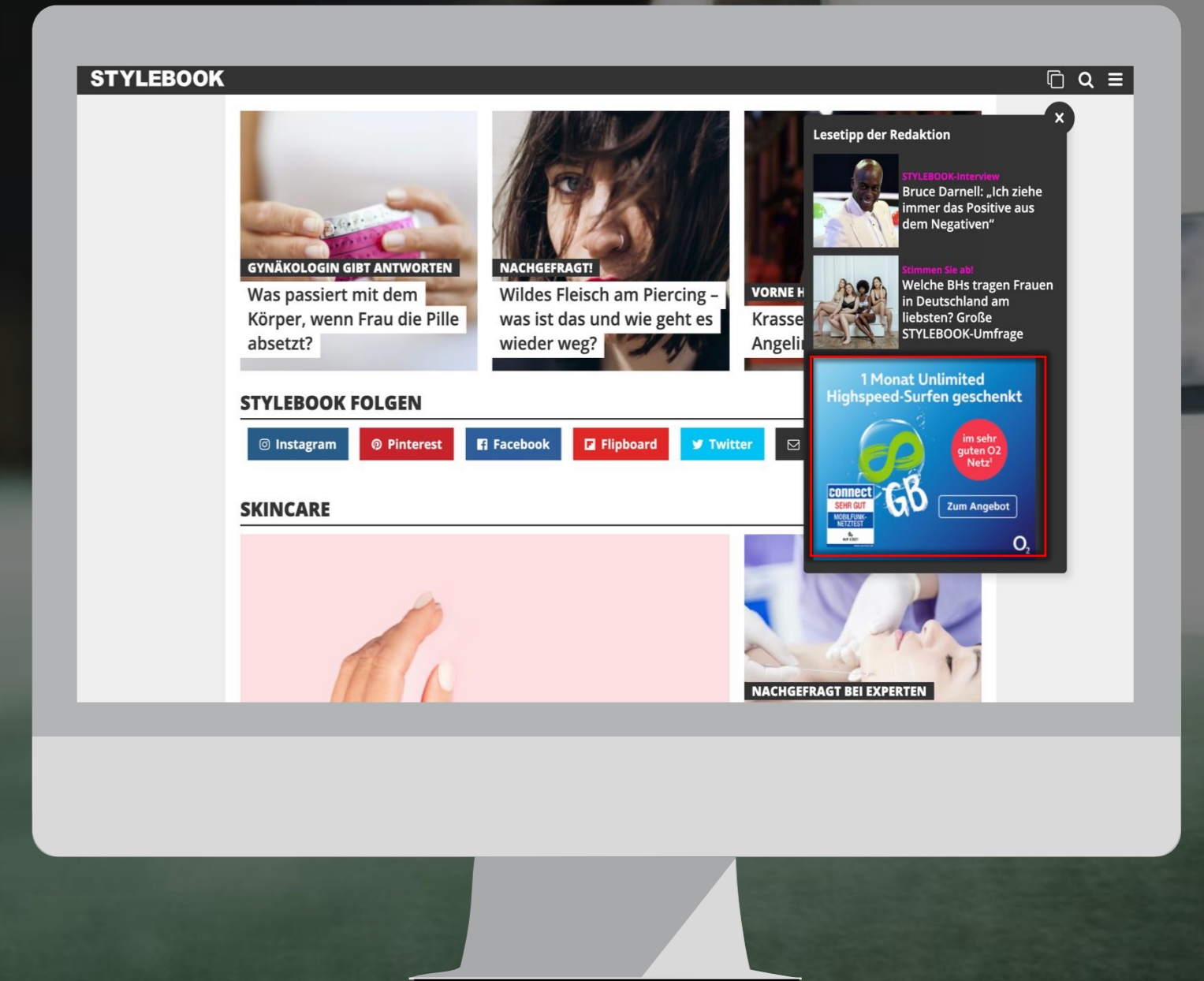
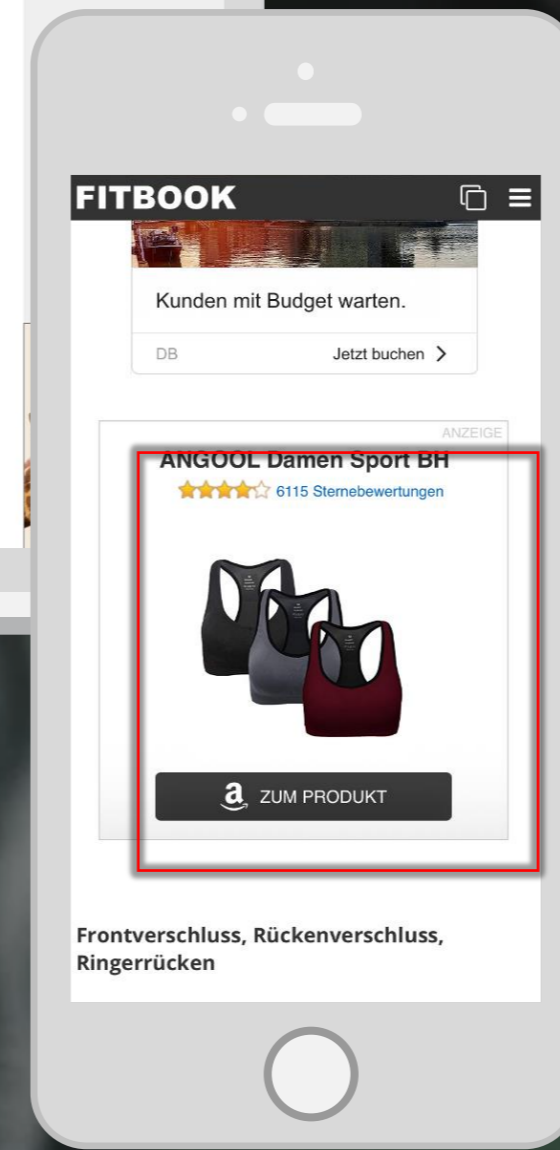
NOTIFICATION



COMMERCE  
CONTENT + IN-  
ARTICLE-  
WIDGET



IN-ARTICLE-  
WIDGET





# THEME PLAN 2023



# THEME PLANNING 2023

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THE SWEET DANGER - SUGAR AND ITS INFLUENCE ON OUR HEALTH



HEALTHY AGING - NUTRITION, EXERCISE, PREVENTION FOR A LONG AND HAPPY LIFE



COFFEE - LOVED AND HEALTHY?



SMILE - HEALTHY TEETH



ALL ON DEFENSE - EFFECTIVELY STRENGTHENING THE IMMUNE SYSTEM



BRAIN-BOOST - MENTAL HEALTH AND MINDFULNESS



IT'S GETTING HOT IN HERE - EVERYTHING FOR INDOOR TRAINING (GYM AND HOME WORKOUTS)



PREVENT, TREAT CARDIOVASCULAR DISEASE (THE LATEST IN SCIENCE)



PREVENT, TREAT ALZHEIMER'S, DEMENTIA AND CANCER (THE LATEST IN SCIENCE)



FROM LOSING WEIGHT TO BUILDING MUSCLE: WITH THE RIGHT DIET AND OPTIMAL TRAINING

*The editorial topic planning for FITBOOK is a rough roadmap and will also be adjusted at short notice depending on the news situation in order to further expand FITBOOK's editorial strength.*

WE ARE HAPPY TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!

# CONTACT


## DIGITAL SALES

 **GENERAL DIRECTOR  
DIGITAL SALES  
BENEDIKT FAERBER**

Media Impact GmbH & Co.KG  
Zimmerstraße 50  
10888 Berlin  
Tel.: +49 (0) 151 64 17 30 34  
benedikt.faeber@axelspringer.com

 **DIRECTOR DIGITAL SALES WEST  
SVEN HEINTGES**

Media Impact GmbH & Co.KG  
Neuer Zollhof 1  
40221 Düsseldorf  
Tel.: +49 (0) 151 58451106  
sven.heintges@axelspringer.com

 **DIRECTOR DIGITAL SALES  
MITTE/SÜDWEST  
PHILIPP MATSCHOSS**

Media Impact GmbH & Co.KG  
Gerbermühlstraße 9  
60594 Frankfurt/Main  
Tel.: +49 (0) 151 44619898  
philipp.matschoss@axelspringer.com

 **DIRECTOR DIGITAL SALES  
SÜD & SPORT  
DANIEL MAUBACH**

Media Impact GmbH & Co.KG  
Theresienhöhe 26  
80339 München  
Tel.: +49 (0) 151 12446577  
daniel.maubach@axelspringer.com


 **DIRECTOR DIGITAL SALES  
NORD/OST  
EMILY MIERENDORFF**

Media Impact GmbH & Co.KG  
Zimmerstraße 50  
10888 Berlin  
Tel.: +49 (0) 151 44047127  
emily.mierendorff@axelspringer.com


 **DIRECTOR PROGRAMMATIC  
BUSINESS  
ALEXANDER WIEGHARD**

Media Impact GmbH & Co.KG  
Zimmerstraße 50  
10888 Berlin  
Tel.: +49 (0) 160 90455837  
alexander.wieghard@axelspringer.com

## CROSSMEDIA SALES

 **GENERAL DIRECTOR  
CROSSMEDIA SALES  
MATTHIAS SCHÖNWANDT**


Media Impact GmbH & Co.KG  
Zimmerstraße 50  
10888 Berlin  
Tel.: +49 (0) 151 2913 8888  
matthias.schoenwandt@axelspringer.com

 **DIRECTOR AUTOMOTIVE &  
MOBILITY  
CHRISTOPH SCHULZE**

Media Impact GmbH & Co.KG  
Neuer Zollhof 1  
40221 Düsseldorf  
Tel.: +49 (0) 151 161 570 04  
christoph.schulze@axelspringer.com

 **DIRECTOR CONSUMER GOODS  
KNUT G. MÜLLER**

Media Impact GmbH & Co.KG  
Theresienhöhe 26  
80339 München  
Tel.: +49 (0) 151 161 570 08  
knut.mueller@axelspringer.com

 **DIRECTOR FINANCE,  
TOURISM & SERVICES  
MARCUS BRENDEL**

Media Impact GmbH & Co.KG  
Neuer Zollhof 1  
40221 Düsseldorf  
Tel.: +49 (0) 160 987 724 94  
marcus.brendel@axelspringer.com

 **LEITER BUSINESS UNIT HEALTHCARE  
ELMAR TENTESCH**

Media Impact GmbH & Co.KG  
Münchener Straße 101/09  
85737 Ismaning  
Tel.: +49 (0) 172 775 91 27  
elmar.tentesch@axelspringer.com

 **HEAD OF LUXURY & LIFESTYLE  
CHRISTINE MALECKI**

Media Impact GmbH & Co.KG  
Theresienhöhe 26  
80339 München  
Tel.: +49 (0) 151 440 478 34  
christine.malecki@axelspringer.com

 **DIRECTOR RETAIL  
BIRGIT SANTORO**


Media Impact GmbH & Co.KG  
Zimmerstraße 50  
10888 Berlin  
Tel.: +49 (0) 151 528 500 43  
birgit.santoro@axelspringer.com

 **DIRECTOR TELECOMMUNICATIONS  
& ELECTRONICS  
INGO KÖLBL**


Media Impact GmbH & Co.KG  
Gerbermühlstraße 9  
60594 Frankfurt/Main  
Tel.: +49 (0) 151 161 570 05  
ingo.koelbl@axelspringer.com

 **BENEDIKT FAERBER**

Zimmerstraße 50  
10888 Berlin  
Tel.: +49 (0) 151 64 17 30 34  
benedikt.faeber@axelspringer.com

 **UK/US/France  
MIRIAM ZAND**

Media Impact GmbH & Co.KG  
10 Linen Court  
2nd Floor  
East Road  
London N1 6AD, United Kingdom  
Tel.: +44 (0) 7786 628 669  
miriamzand@axelspringer.co.uk

 **ITALY  
LAURA FERRI**

Axel Springer Media Italia S.r.l.  
Via Leopardi No 21  
IT-20123 Milan  
Tel.: +39 (0) 2 43 98 18 65  
ferri@axelspringer.it

 **BENELUX  
ANITA RODWELL**

MediaWire International  
Dwarslaan 51  
NL-1261 BB Blaricum  
Tel.: +31 (0)651 480108  
rodwell@mediawire.nl