



TECHBOOK

THE PORTAL FOR AN INNOVATIVE DIGITAL LIFESTYLE

MEDIA KIT 2023

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

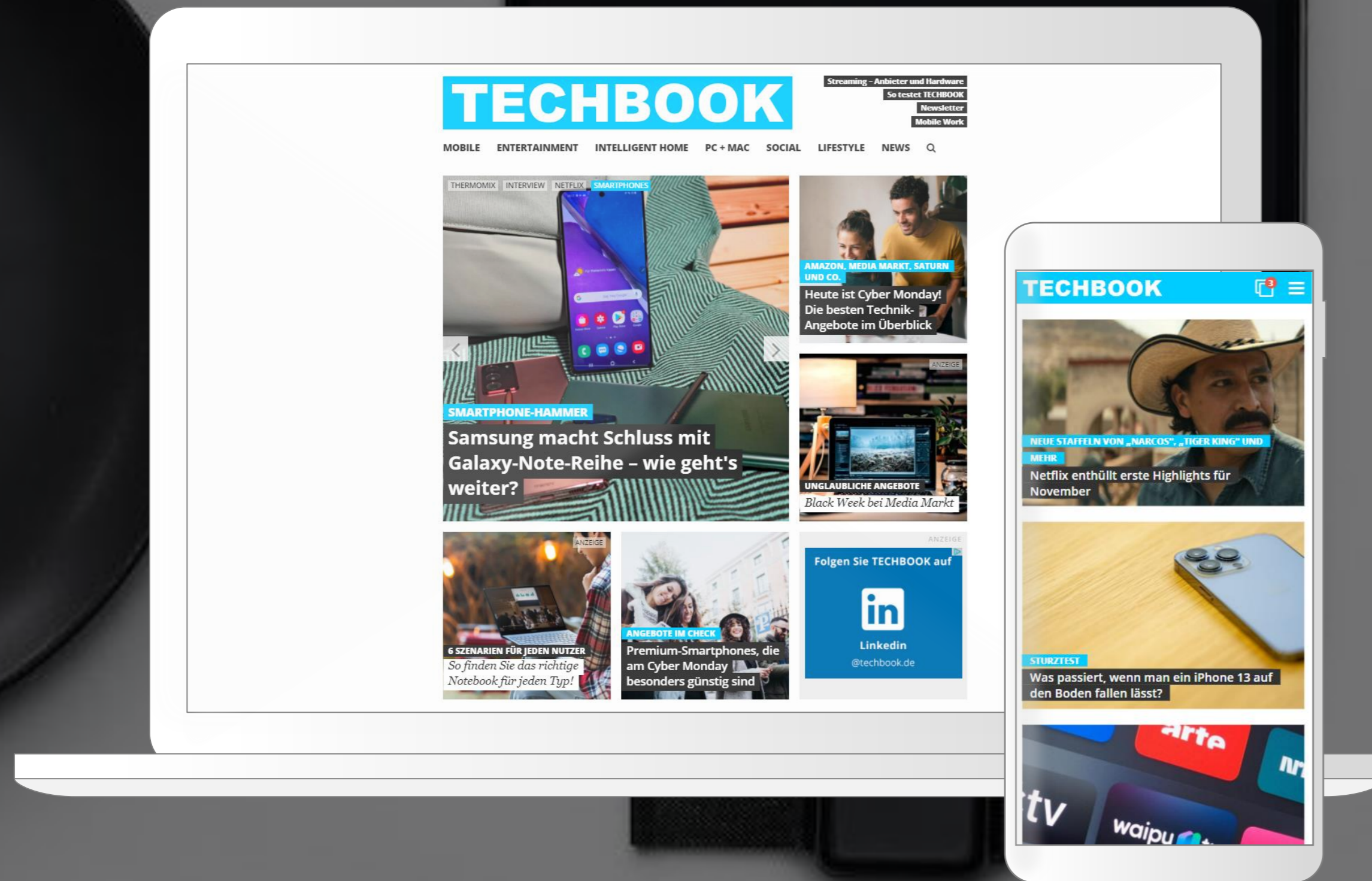
2,16 mill. Visits
2,46 mill. Pls

BOOK
family

media **impact**

THE PORTAL FOR AN INNOVATIVE DIGITAL LIFESTYLE

TECHBOOK IN A NUTSHELL



2,73 mill. Unique User*
5,55 mill. Visits**
6,73 mill. Pls**

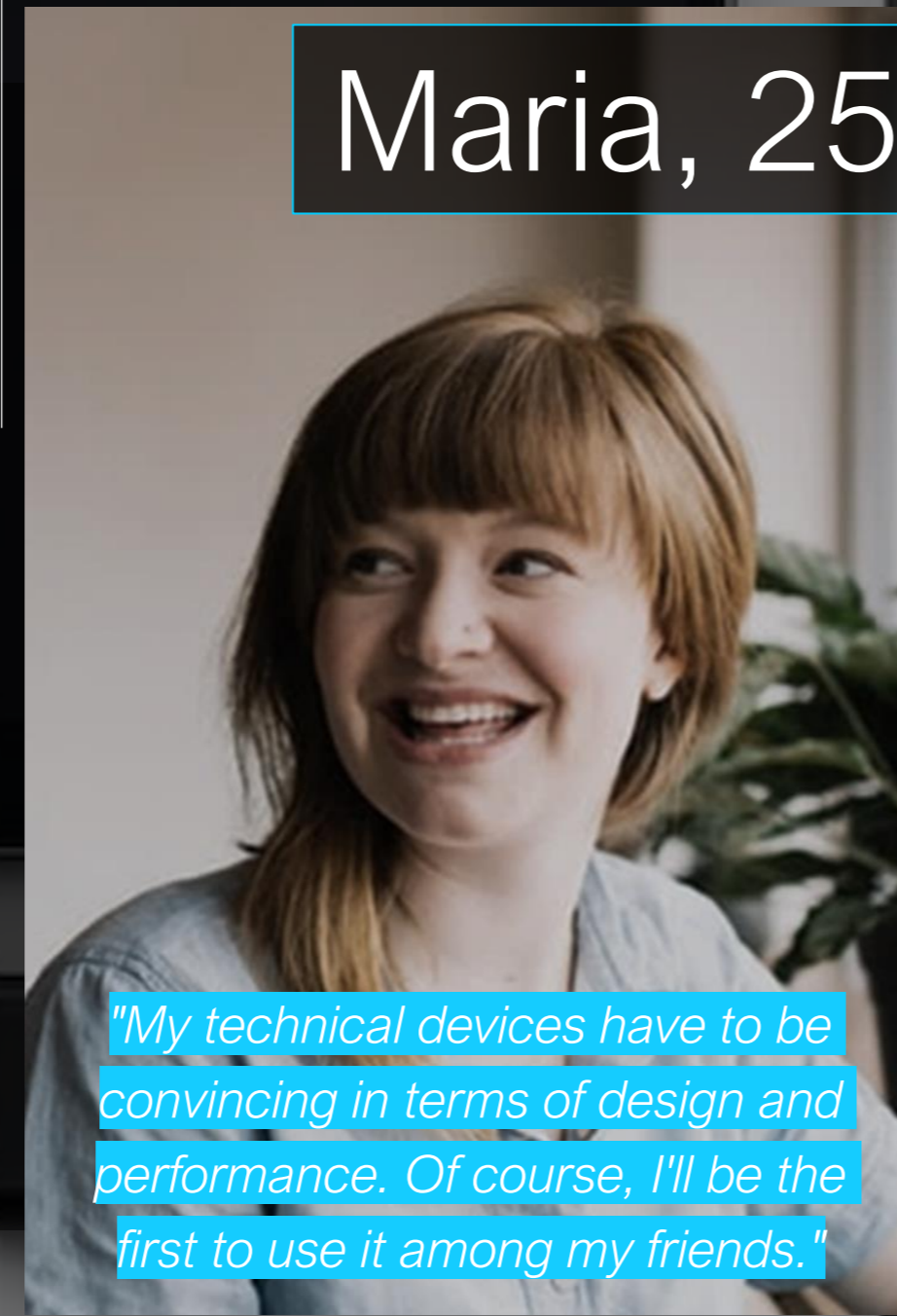
- **TECHBOOK** is THE portal for the innovative & digital lifestyler
- **TECHBOOK** is the specialist for (Home-)Entertainment, Streaming and different mobile devices
 - All about devices, gadgets and apps
 - Latest news, trend-conscious & competent

THE TECHBOOK USER

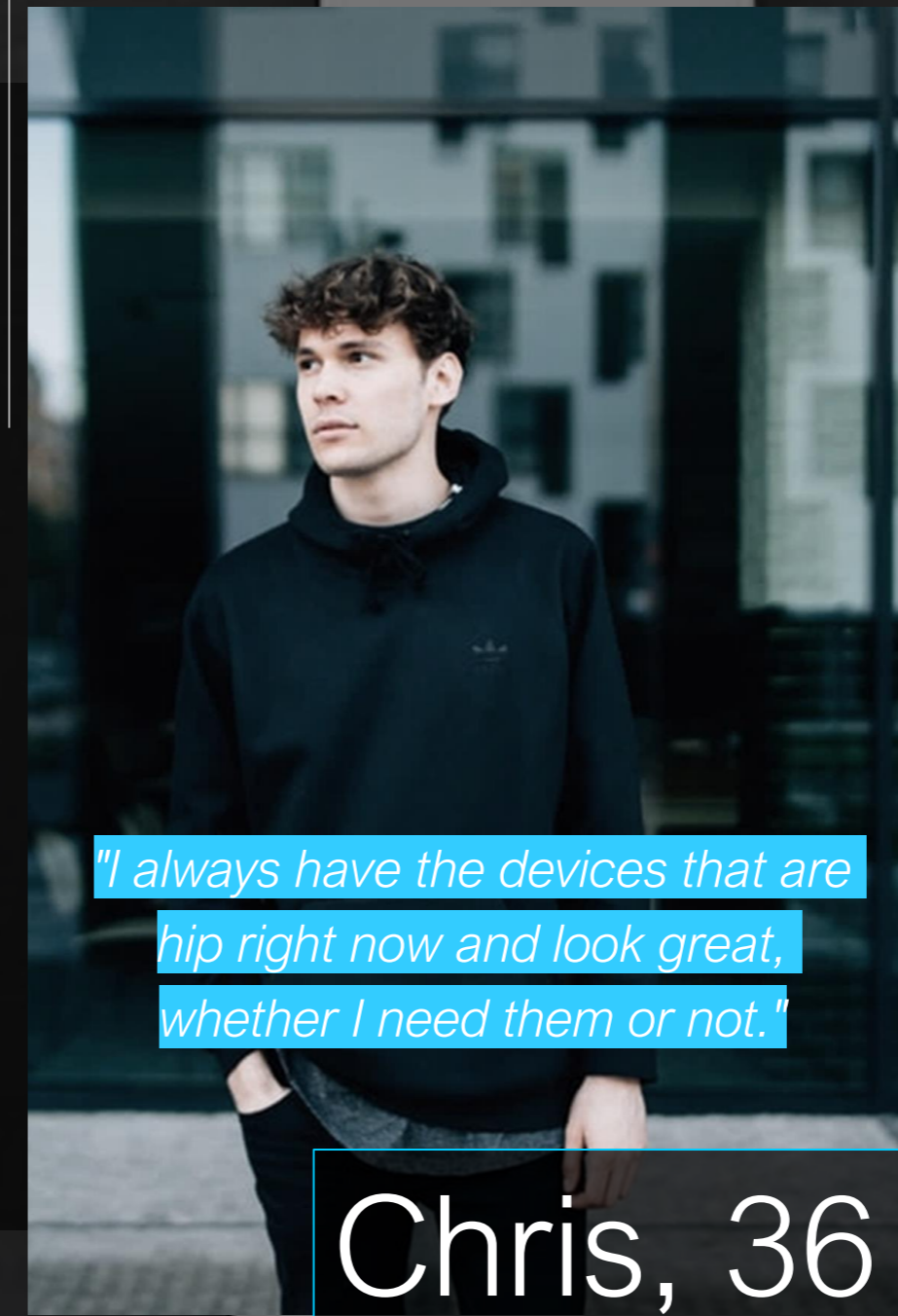
1 FOLLOWER



2 TREND SETTER



3 STATUS-CONSCIOUS



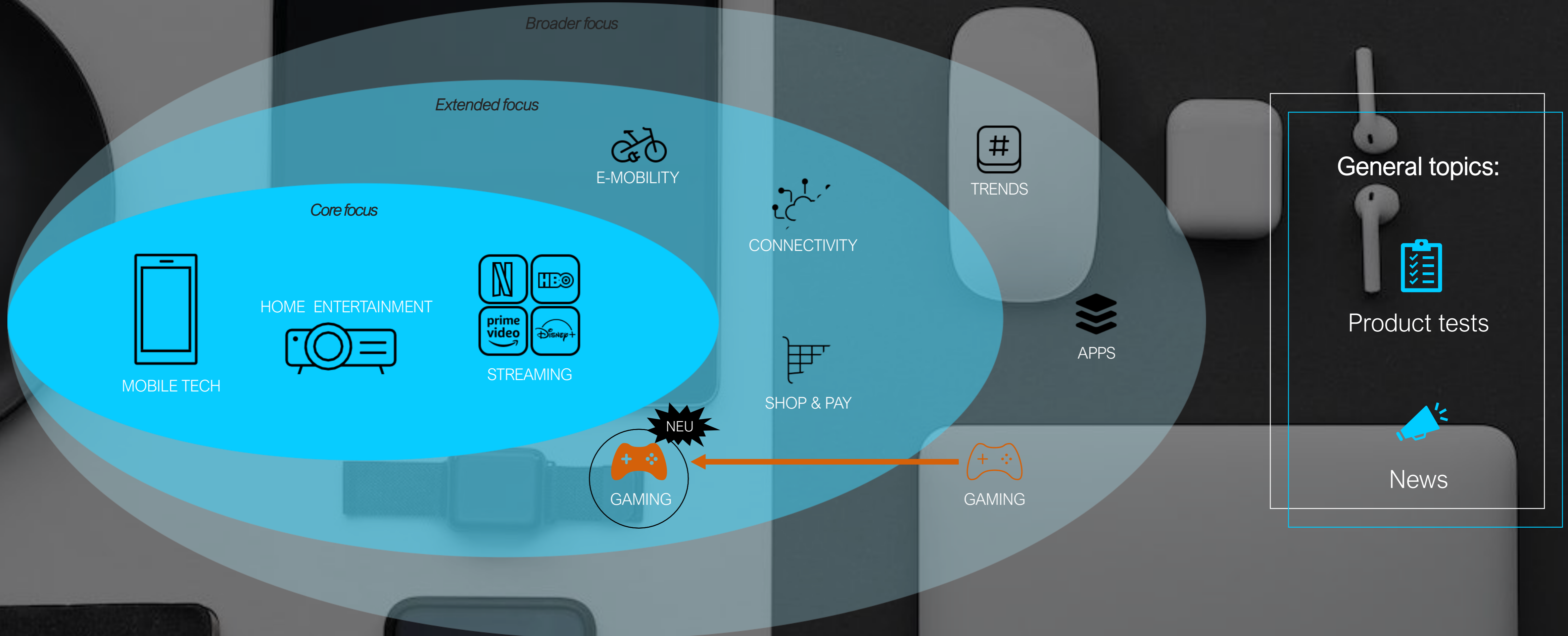
TECHBOOK users always want to stay up to date with all of their devices. (Index value 163)**

- 65 % are male
- 61 % are between 20 - 49 years old
- 55 % have a HHNI > 3.000 EUR
- 70 % are employed
- 47 % have a high level of education*

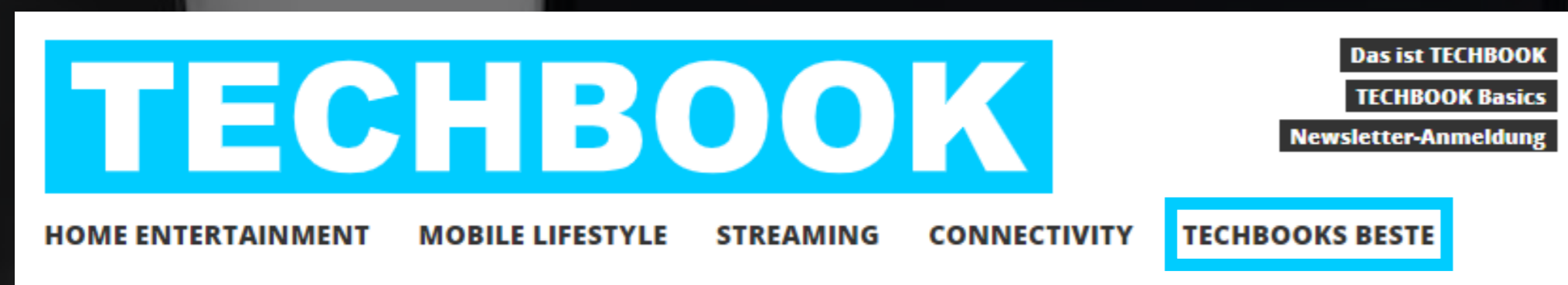
Very strong interest in product information in: entertainment electronics, TV, HiFi, streaming services, computers, smartphones, tablets (Index values between 69-144)**

Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month October 2022
5 *High school diploma, technical college, university degree
** best for planning 2022 III; Basis: Basic Population; NpM

EDITORIAL TOPICS



„TECHBOOKS BEST“: EDITORIAL SHOPPING ADVISOR



The editorial product highlights "TECHBOOK's Best" are anchored in the navigation bar prominently.

The channel bundles recommendations and reviews from the **TECHBOOK** editorial team on hardware and software that accompany users in their everyday lives - the right product for every occasion.

TECHBOOK positions itself as a trusted advisor for technology products and strengthens its perceived expertise.

TECHBOOKS BESTE

Technische Geräte nehmen inzwischen einen sehr wesentlichen Platz in unserem Alltag ein. Von Smartphones, Laptops und Tablets über große und nicht ganz so große TV-Geräte, Kopfhörer, smarte Uhren und vieles mehr – wir erledigen viele Aufgaben ganz natürlich mit Technik. Und auch in der Freizeit spielen entsprechende Produkte eine große Rolle. Damit Sie für jede Gelegenheit das passende Gerät haben, berät TECHBOOK Sie bei allen Fragen rund um das Thema Hard- und Software.

Zu den Themen:

SMARTPHONES | SMARTPHONE-ZUBEHÖR | GAMING UND KONSOLEN | TV | TV-ZUBEHÖR
LAPTOP-ZUBEHÖR | RUND UMS HAUS | KAMERAS UND FOTOS | KAMERA-ZUBEHÖR
APPS UND PROGRAMME | KOPFHÖRER | BOXEN | RADIOS | KINDERFREUNDLICH
SCHULE, UNI ODER BERUF | WEARABLES | MOBILITY | TABLETS

SMARTPHONES

Ob Android oder iPhone, für den kleinen oder großen Geldbeutel oder ausgestattet mit den aktuell besten Kameras: TECHBOOK testet Smartphones aus ganz unterschiedlichen Rubriken und verrät, welche Modelle sich für welche Ansprüche lohnen.

SMARTPHONE-ZUBEHÖR

Von leistungsstarken Powerbanks, bis hin zu effizienten Ladekabeln, strahlenden Ringlichter, robusten Stativen und stylischen Hüllen: TECHBOOK stellt Ihnen die besten Gadgets vor, um Ihr Smartphone im Alltag bestmöglich einzusetzen.

EDITORIAL TOPIC PLAN



JANUARY

Sustainable Tech - this is how environmentally conscious technology can look like today.



FEBRUARY

Finances under control - the best tips & apps for online banking, tax returns and smart finance.



MARCH

Under the MWC banner - these are the latest trends in mobile devices (smartphones, tablets, wearables).



APRIL

Off to the outdoors! From e-bikes to e-scooters - everything about e-mobility.



MAY

Mobile, DSL, cable - with us you will find the matching Internet and cell phone plan.



JUNE

Everything for the sport! The best fitness gadgets and smartwatches.



JULY

Vacation at last! Everything about roaming, smartphone and shopping abroad.



AUGUST

Gaming special - the latest news for console and mobile gamers.



SEPTEMBER

IFA and the latest technology for your home - from TVs to music to smart vacuum cleaners.



OCTOBER

Smart Energy - climate-neutral and sustainable living with Smart Home.



NOVEMBER

Bargain Month (Singles Day, Black Friday, Cyber Monday) – the best deals, bargains, online shopping tips / buying guide.



DECEMBER

Now it's getting cozy - everything about streaming and TV.

COMPETITION OVERVIEW

TECH
GENERALISTS



TECH
SPECIAL INTEREST

TECHBOOK

PCWELT



EARLY ADOPTER /
EXPERTEN FOCUS

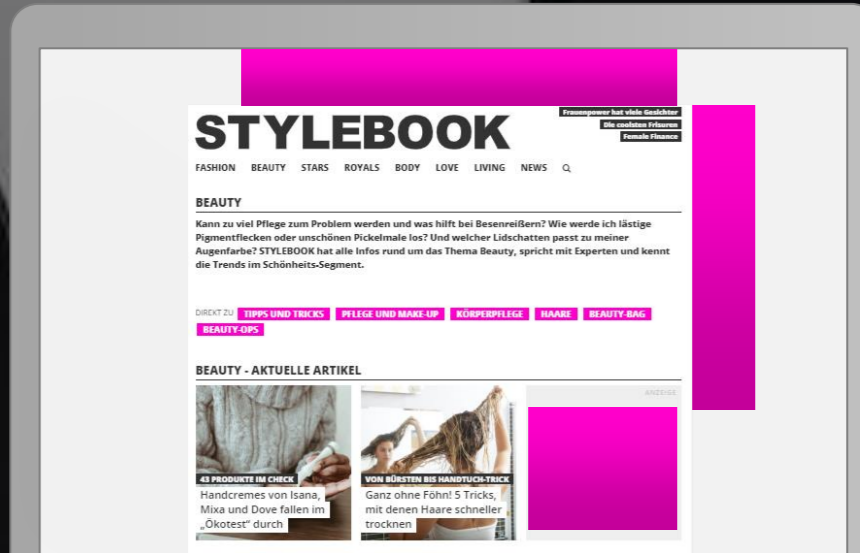




TECHBOOK

DISPLAY ADS

ADVERTISING FORMATS WITH THE BOOKS



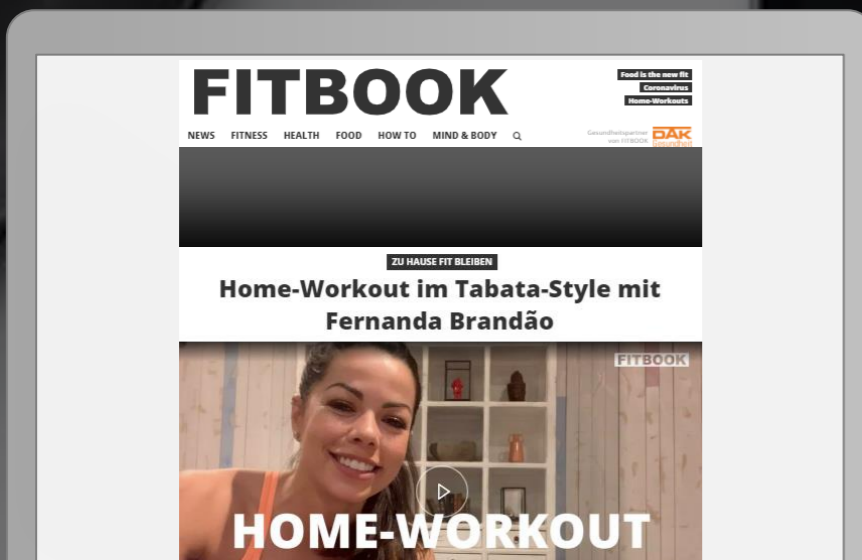
AD BUNDLE



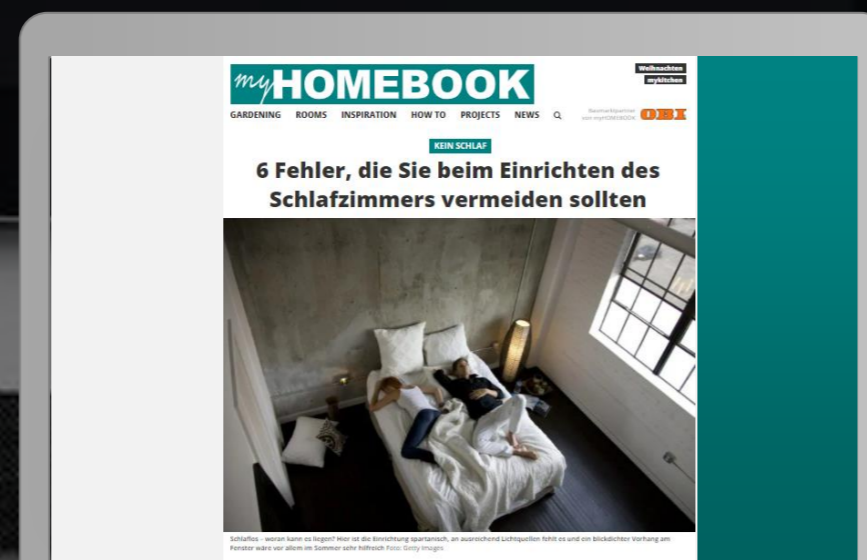
FIREPLACE



WALLPAPER



BILLBOARD



SITEBAR



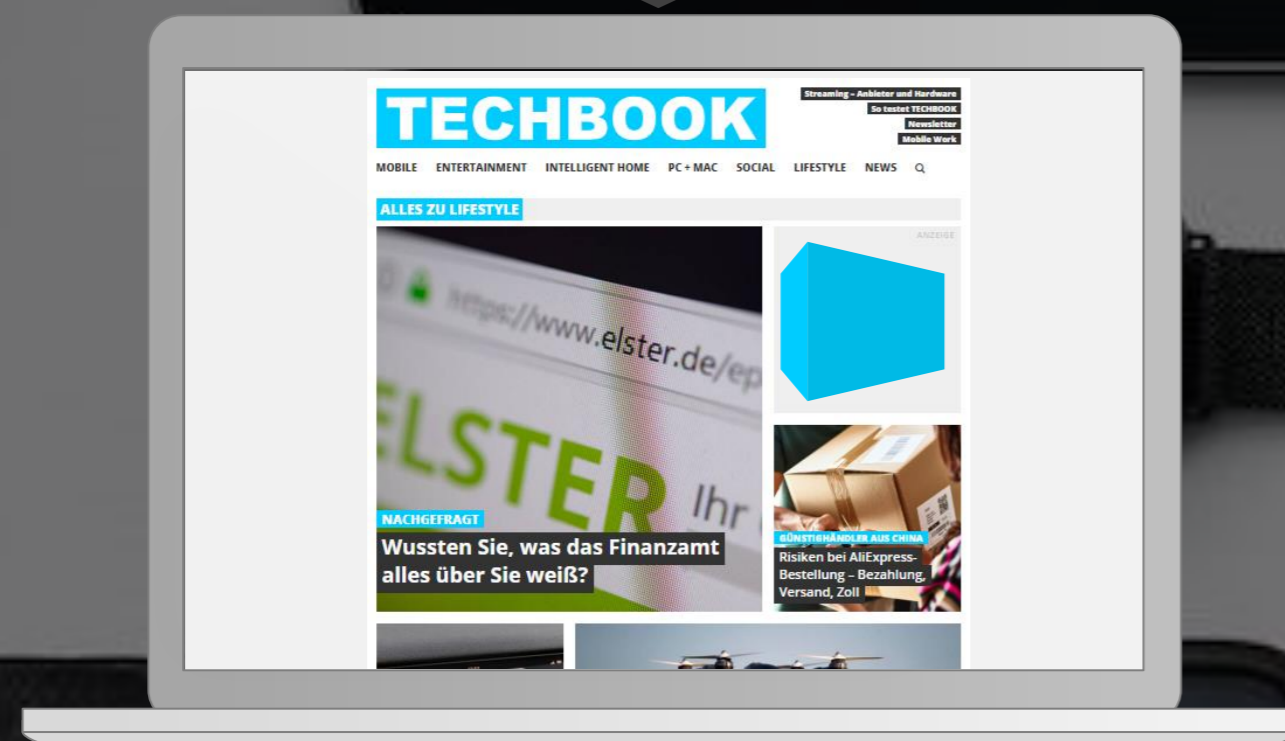
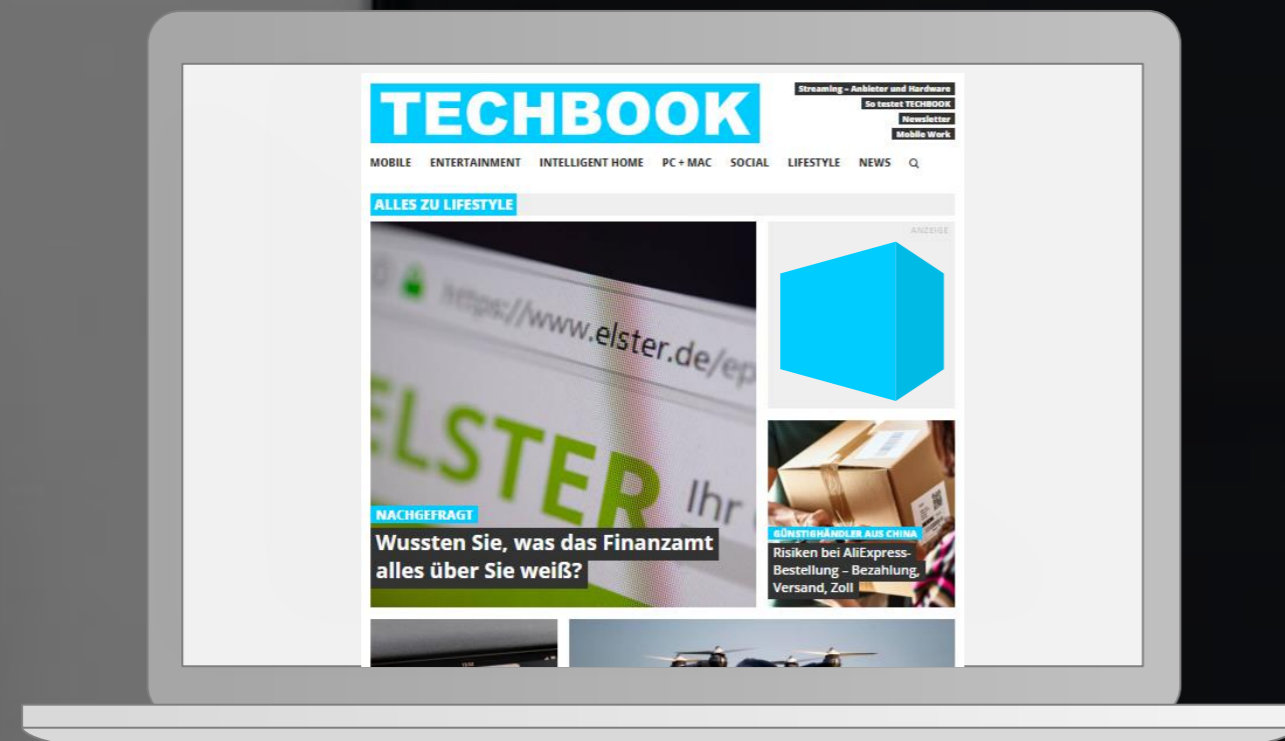
DOUBLE DYNAMIC SITEBAR



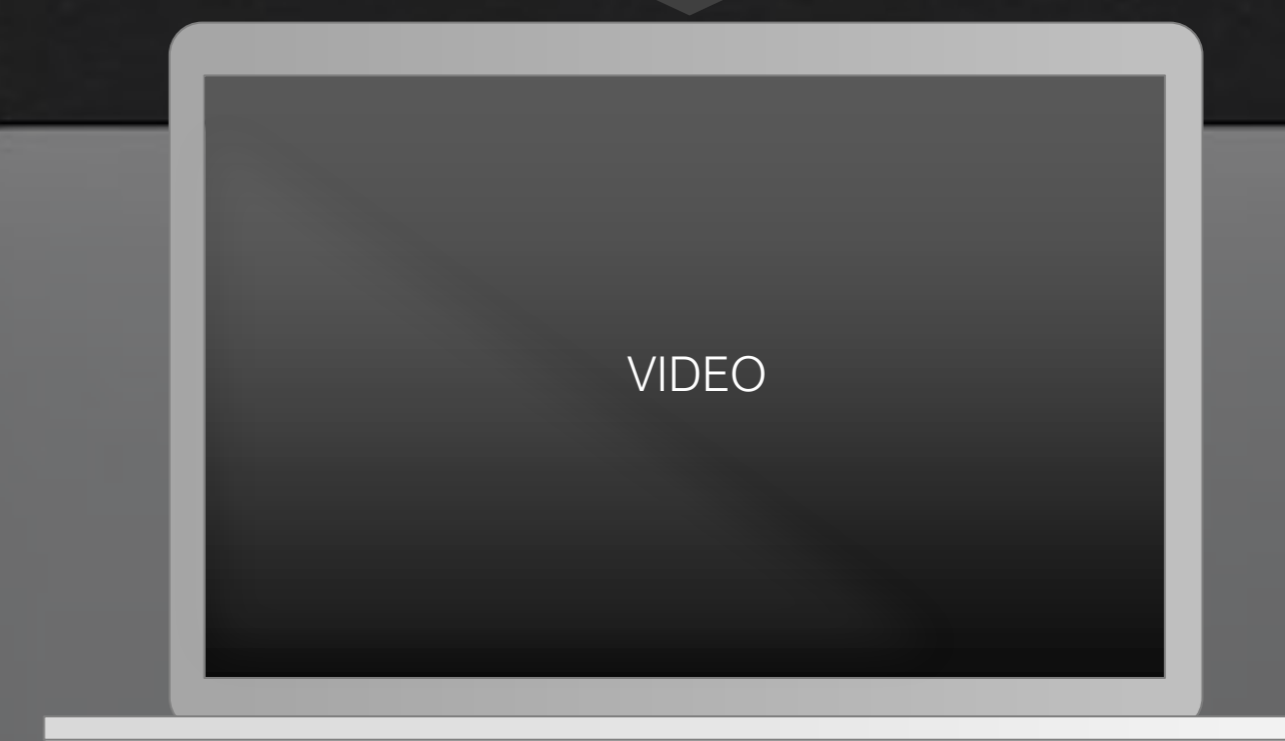
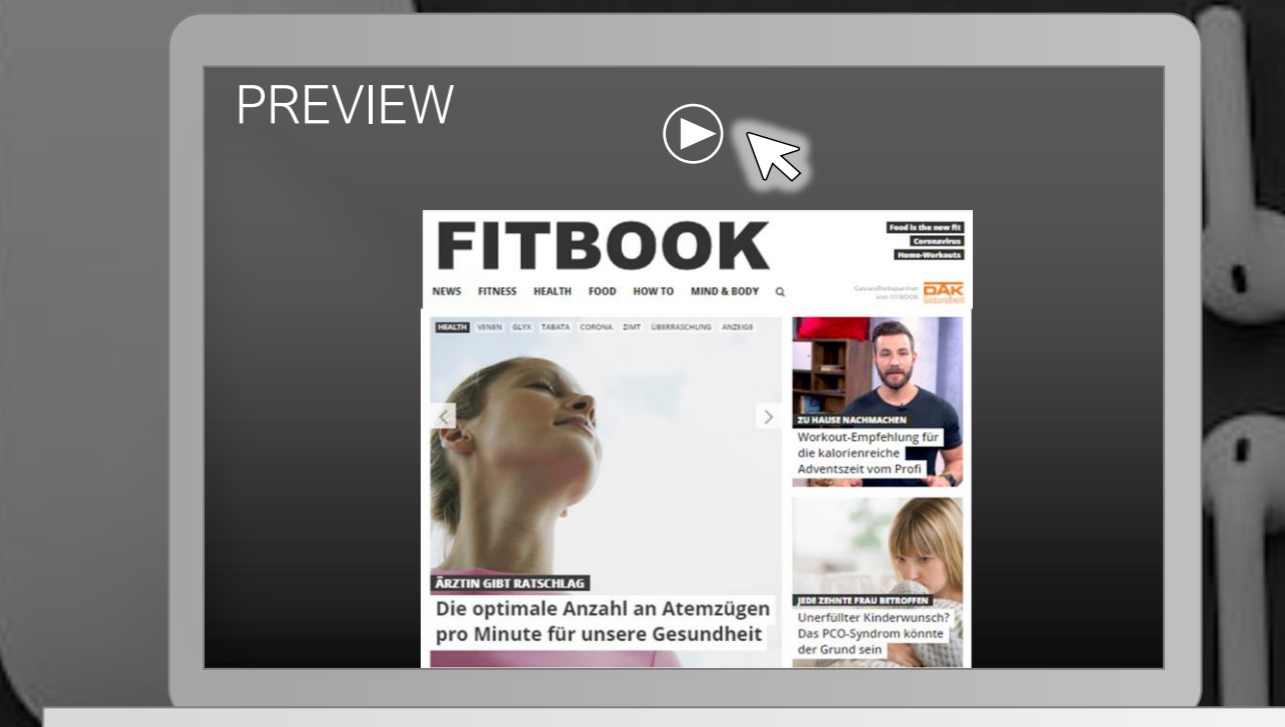
BRIDGE AD

ADVERTISING FORMATS WITH THE BOOKS

CUBE AD



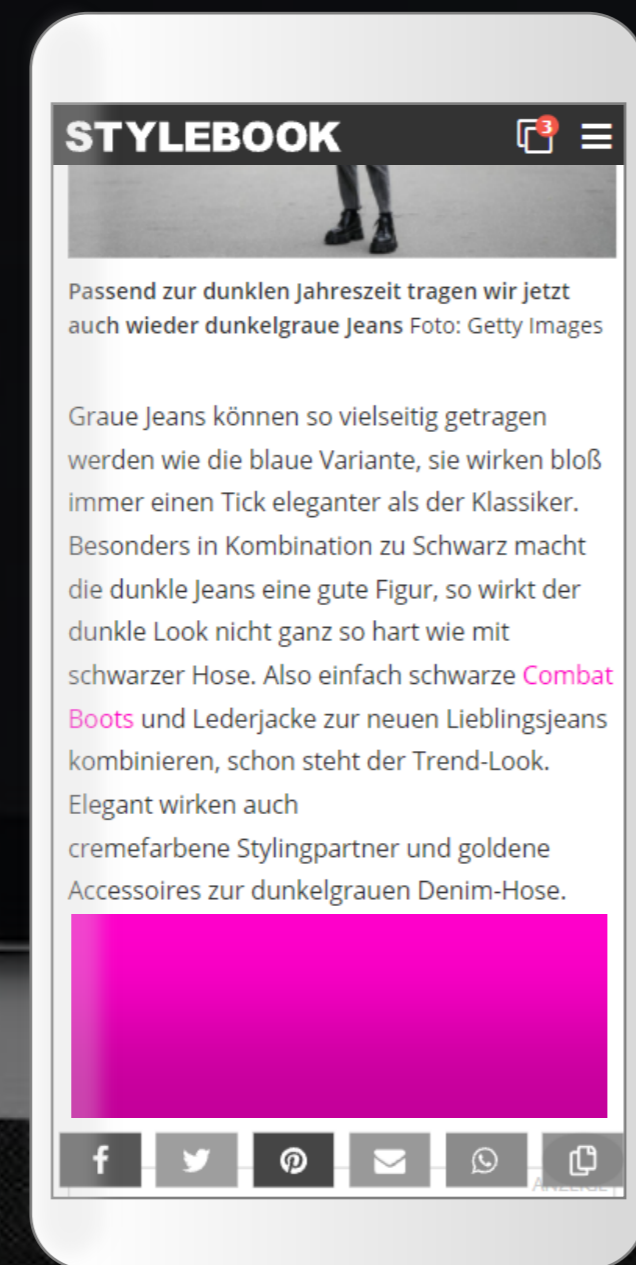
VIDEOWALL



ADVERTISING FORMATS WITH THE BOOKS



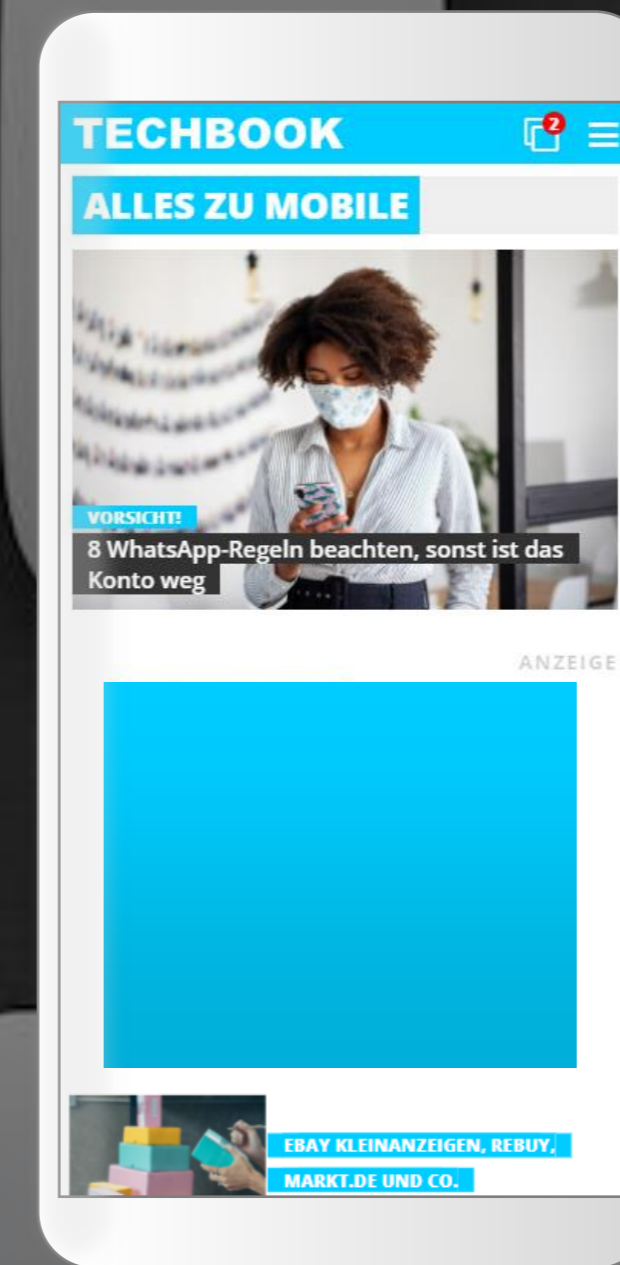
Content Ad 6:1



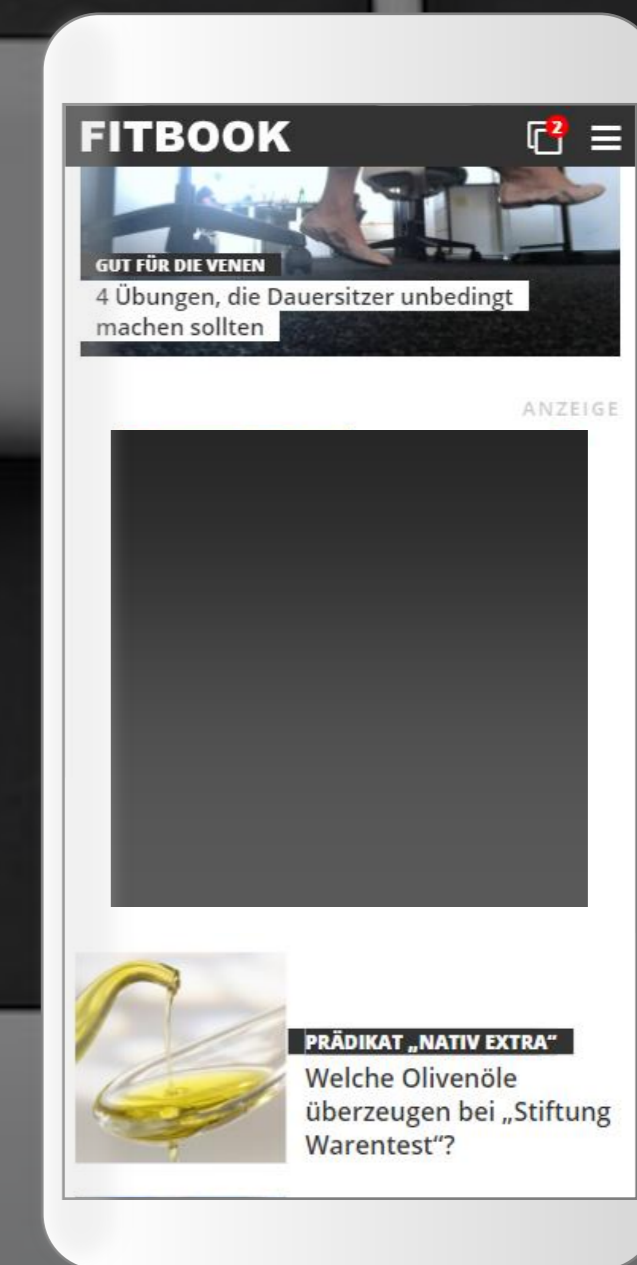
Content Ad 4:1



Content Ad 2:1

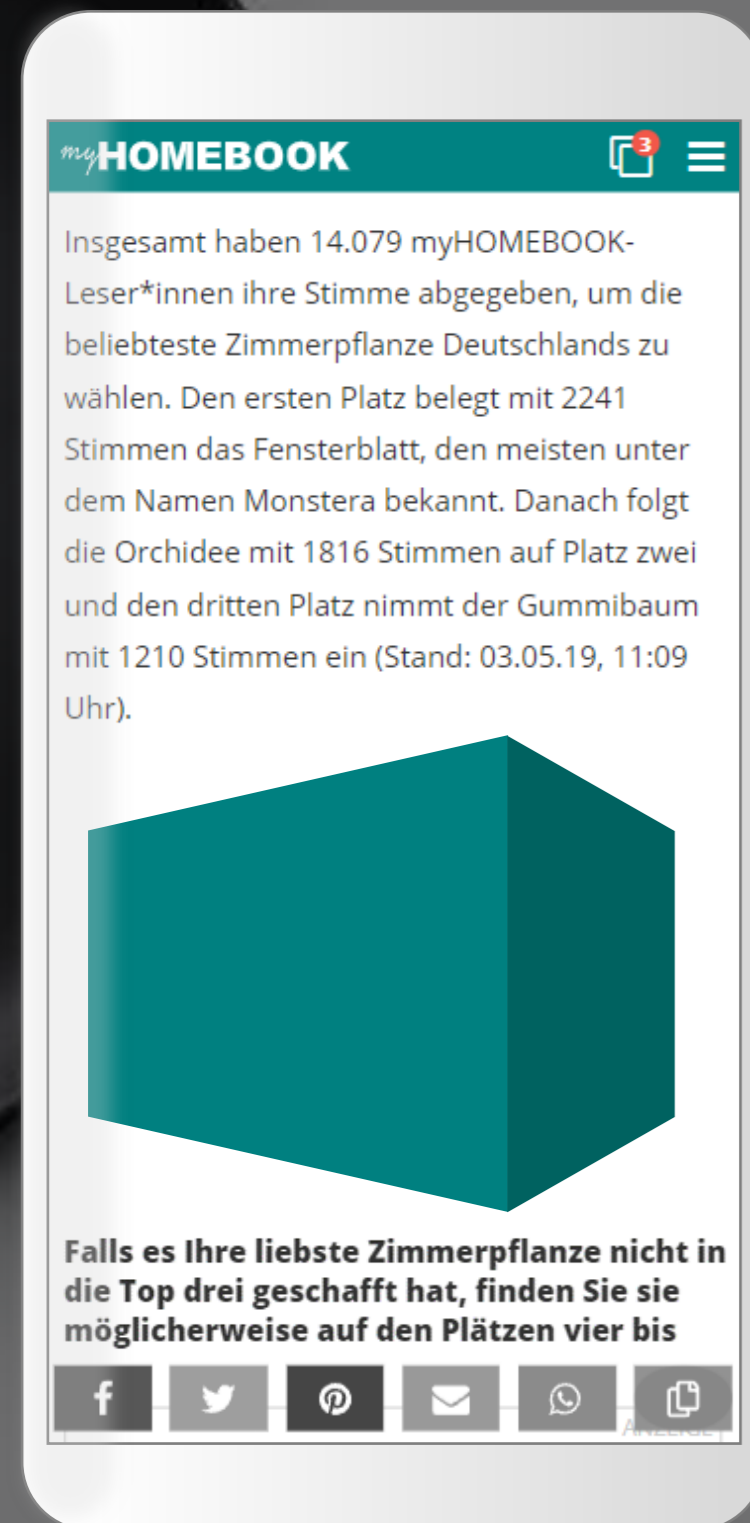


Mobile Medium Rectangle

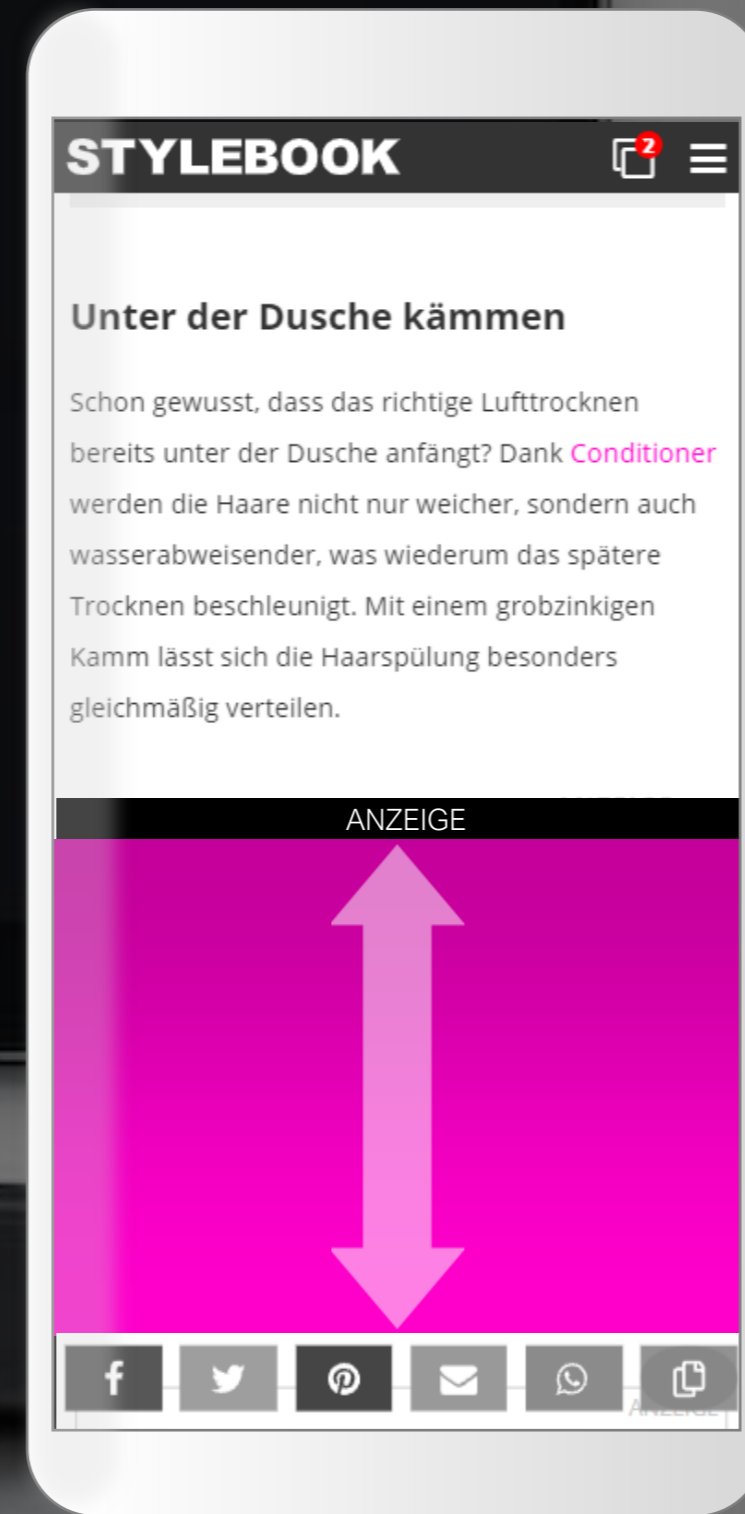
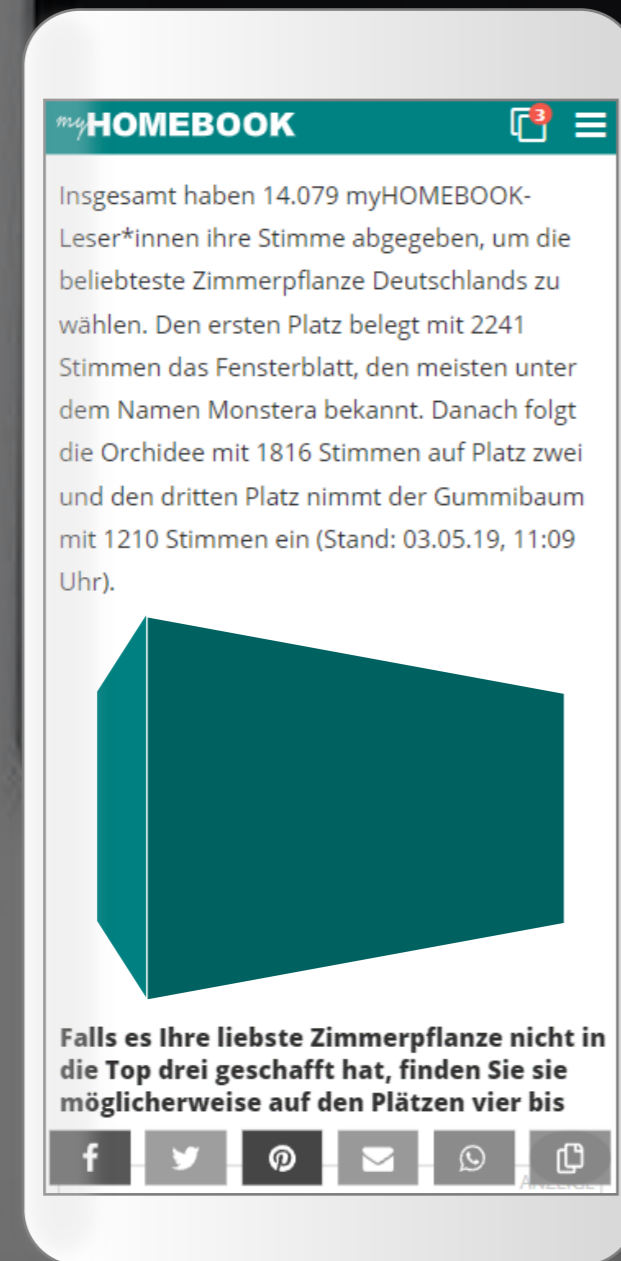


Content Ad 1:1

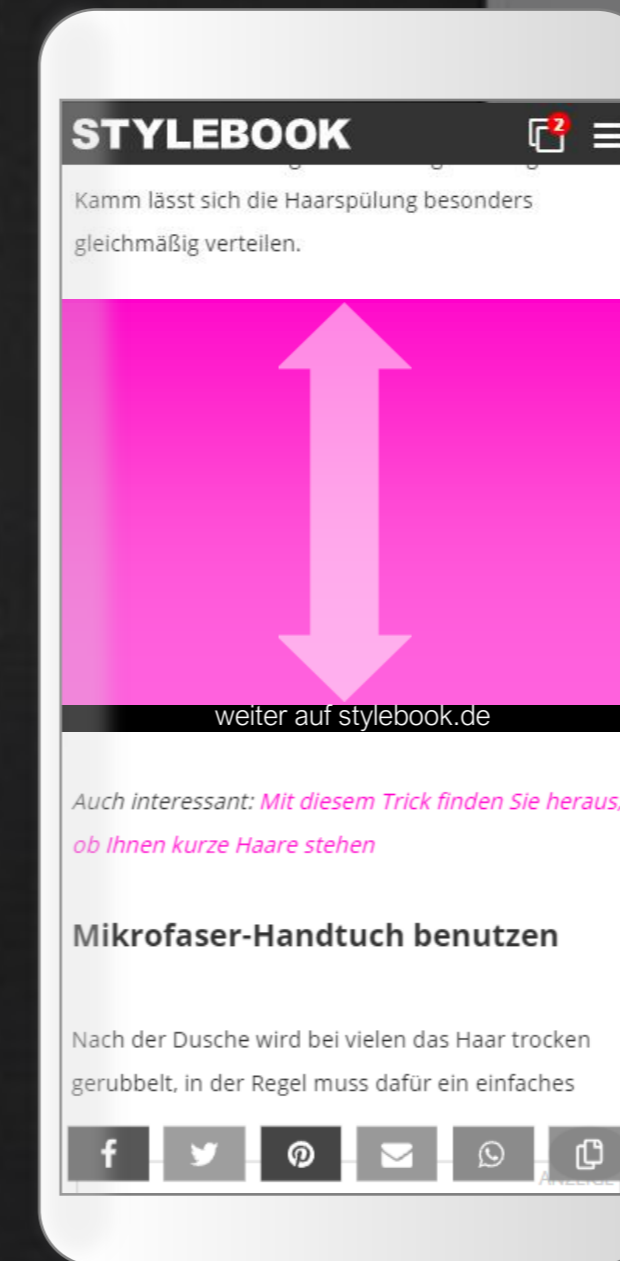
ADVERTISING FORMATS WITH THE BOOKS



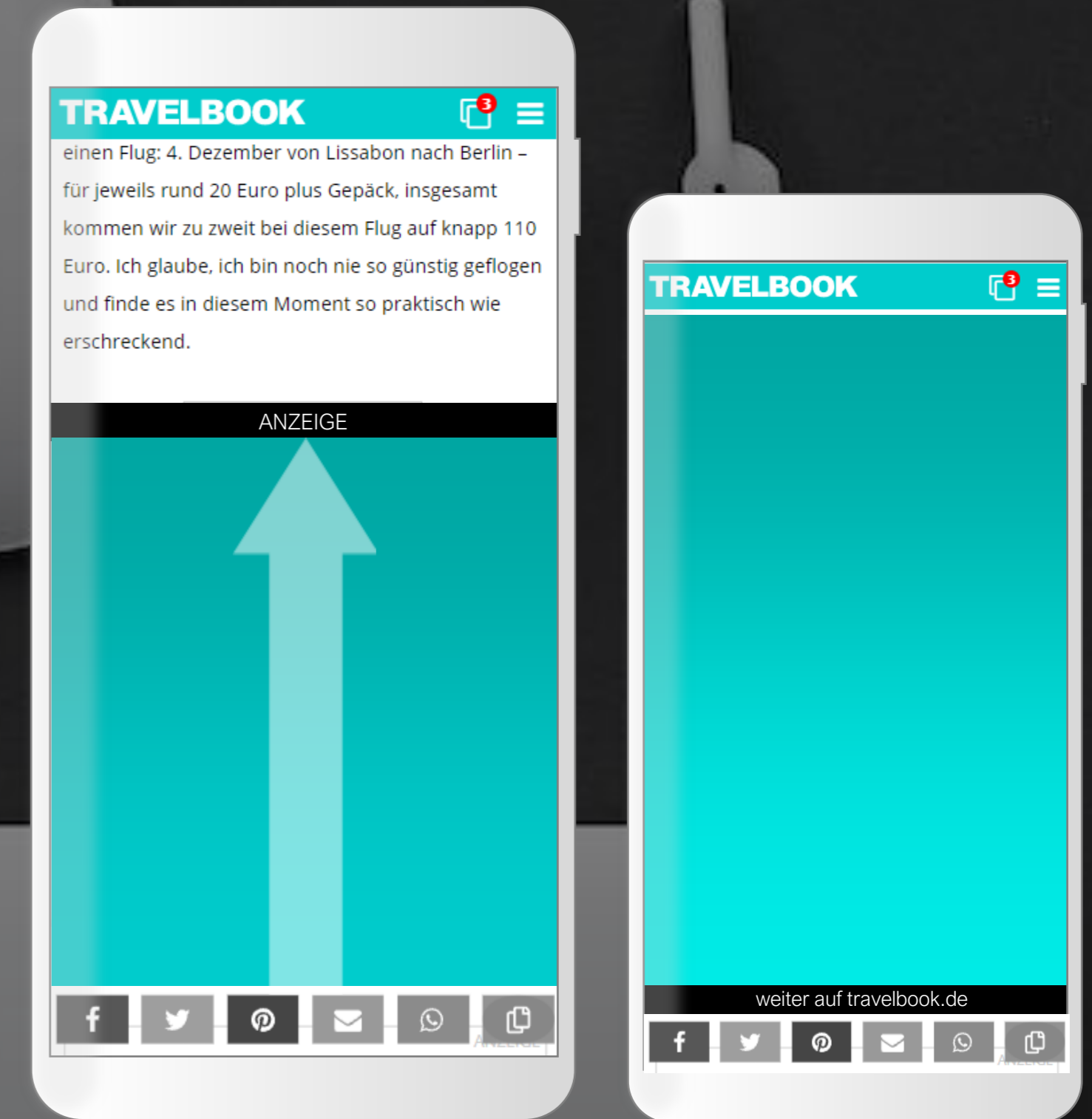
Cube Ad



Understitial



Interscroller





TECHBOOK

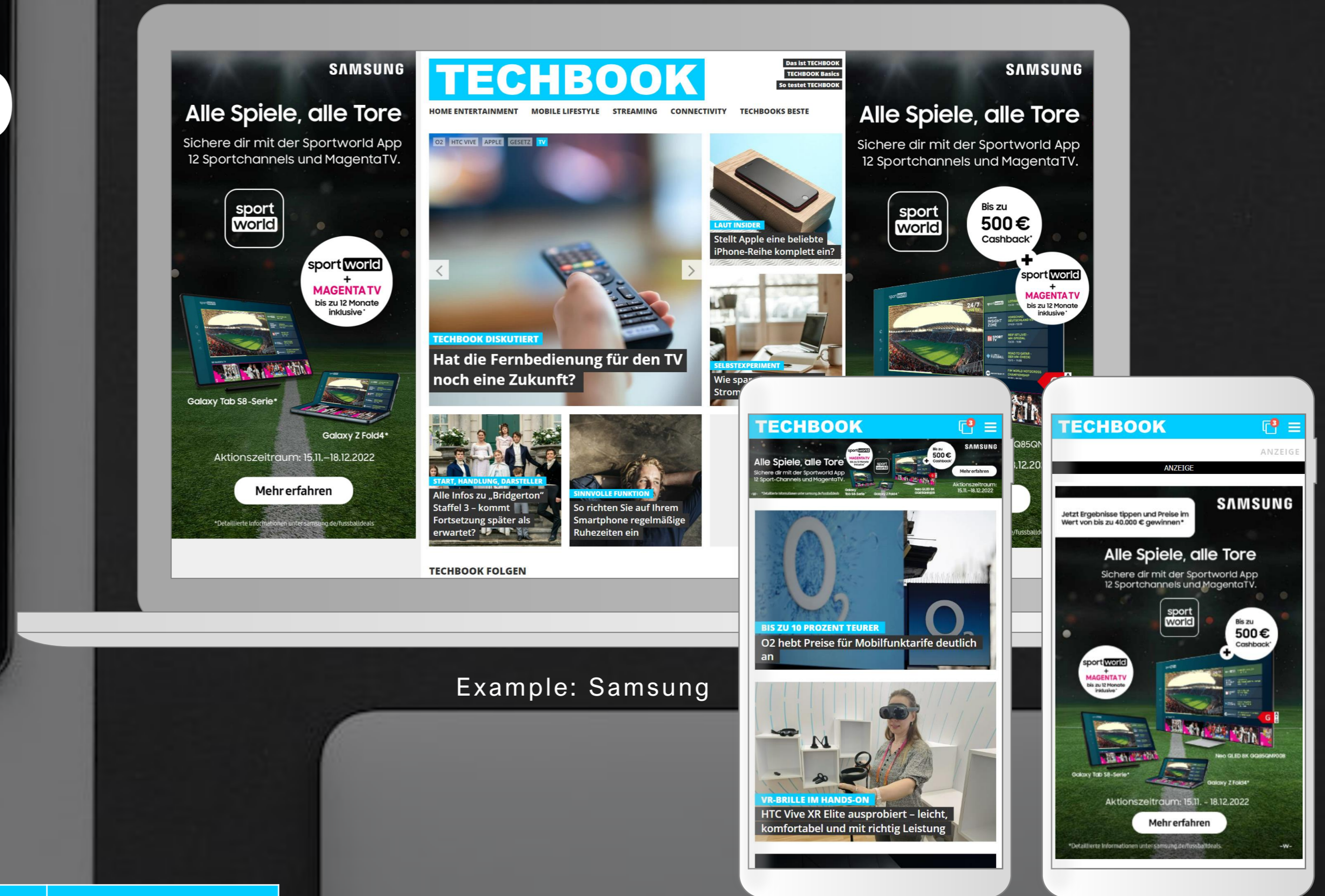
DAILY FIXED PLACEMENTS

HOMERUN: SPECTACULAR AND PREMIUM QUALITY

The Homerun guarantees brands an **individual and first-class appearance**.

In addition to a fixed homepage placement, the customer receives a first contact placement (first page view on the entire website away of 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!



Example: Samsung

Package	Guarantee	Run time ¹	Pricing Basic / Deluxe	Pricing Supreme ²
Homerun Day	150.000 Als	1 day	8.400 €	10.500 €
Homerun Week	900.000 Als	1 week	42.300 €	54.000 €

BIG STAGE: GRAND AND INTERACTIVE

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 the **TECHBOOK** Home.

With the Big Stage, you engage our users emotionally and charge them with your message.

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 **TECHBOOKs** topics per day or 900,000 per week!



Example: Homerun Deluxe Amazon

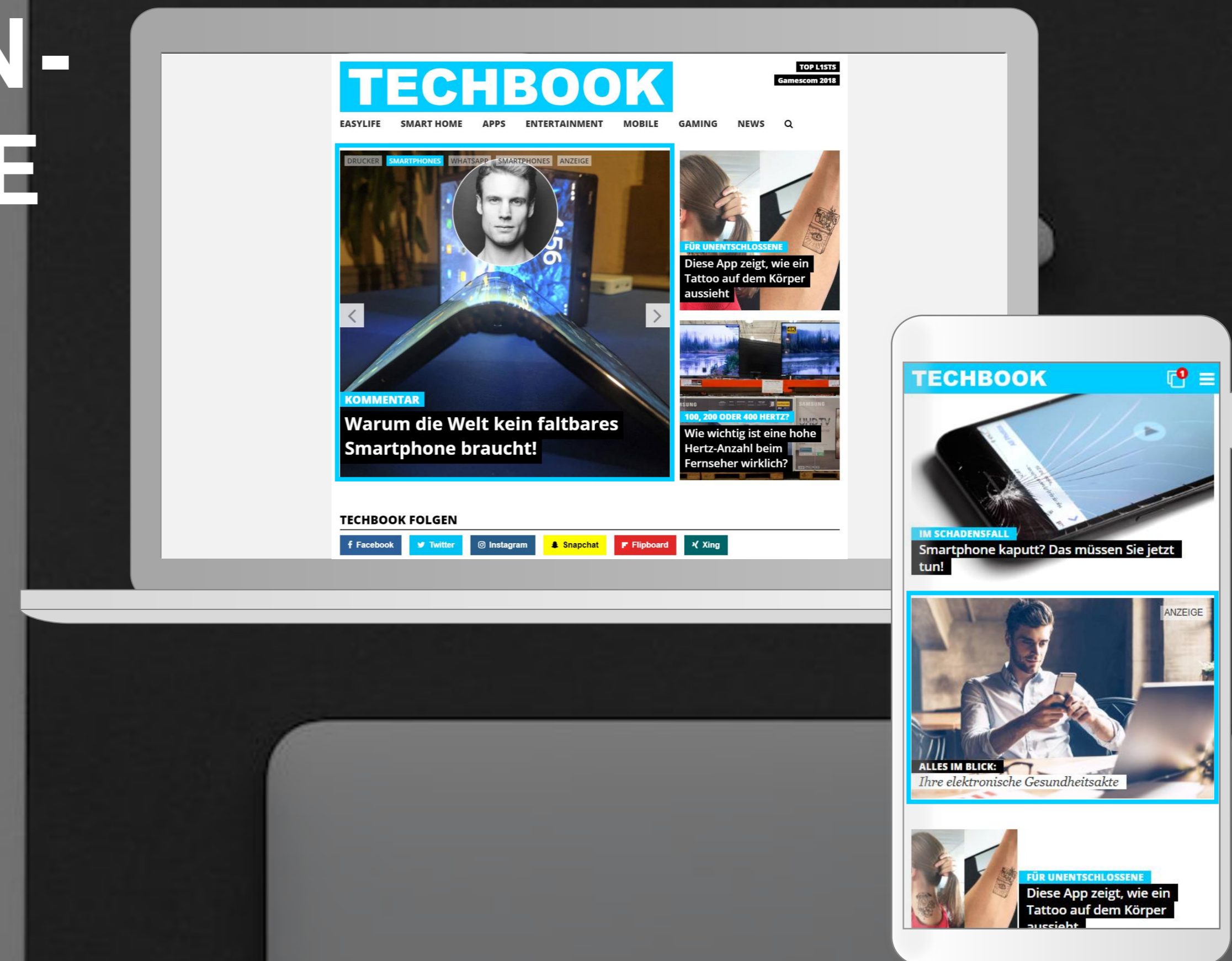
A-TEASER: ATTENTION-GRABBING AND CLOSE TO CONTENT

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.

Package	Guarantee	Run time ¹	Pricing ²
A-Teaser	50.000 AIs	1 day	4.500 €

18 1) Saturday and Sunday count together as one day
2) Plus creation costs (not SR- and AR-eligible): € 500





TECHBOOK

NATIVE ADVERTISING & SPONSORING

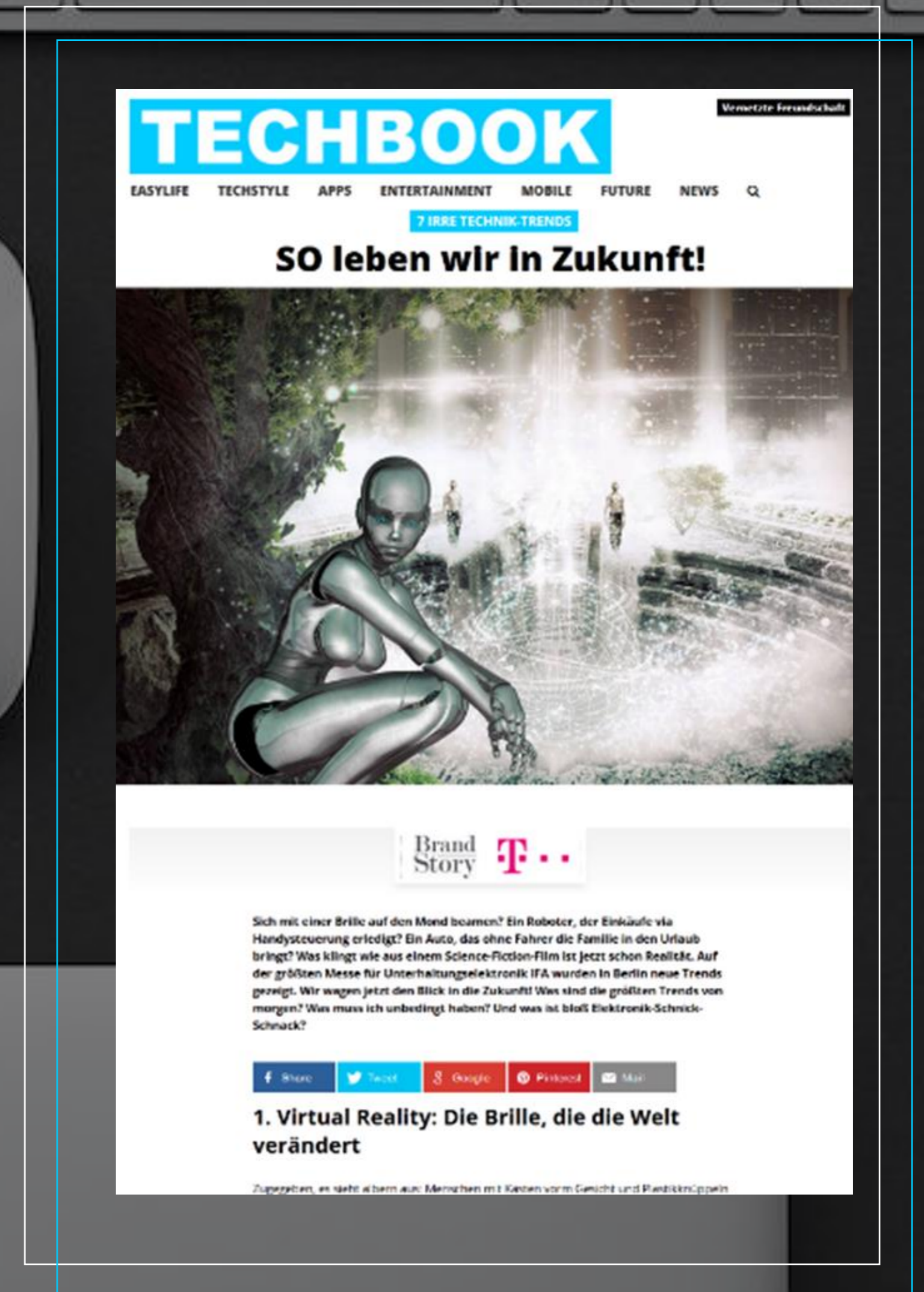
EMOTIONAL STORYTELLING WITH OUR **BRAND STORY**

The native story gets TECHBOOK's exclusive storytelling: 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
- logo integration for **clear branding** of the message
- Theme is developed together with the brand studio team
- Image material can be provided by the client or will be provided by the native photo team

Minimum of bookable Page Views ³	Basic package	Maximum of bookable Page Views ³
5.000	15.000 Page Views 50.000 € ¹ 6 weeks run time	20.000

Further Add-Ons	Pricing
Data & Market research: Targeting	From 10 € CPM (refer to Targeting Ratecard)
Social Media: Sponsored Posts	Refer to Social Media Factsheet
Performance: Just Clicks, Activation o. Lead Add-On	Refer to Performance Factsheet
Stage for collection of Brand Stories	Comes with a booking of three Brand Stories



Example: Deutsche Telekom

20
 1) Plus creation costs: Up to 15,000 page views € 3,500, up to 20,000 page views € 4,000, from 20,000 page views € 4,500, not eligible for discount and AE.
 2) For Brand Stories, lead time must be requested in advance.
 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, refer to Targeting Ratecard.

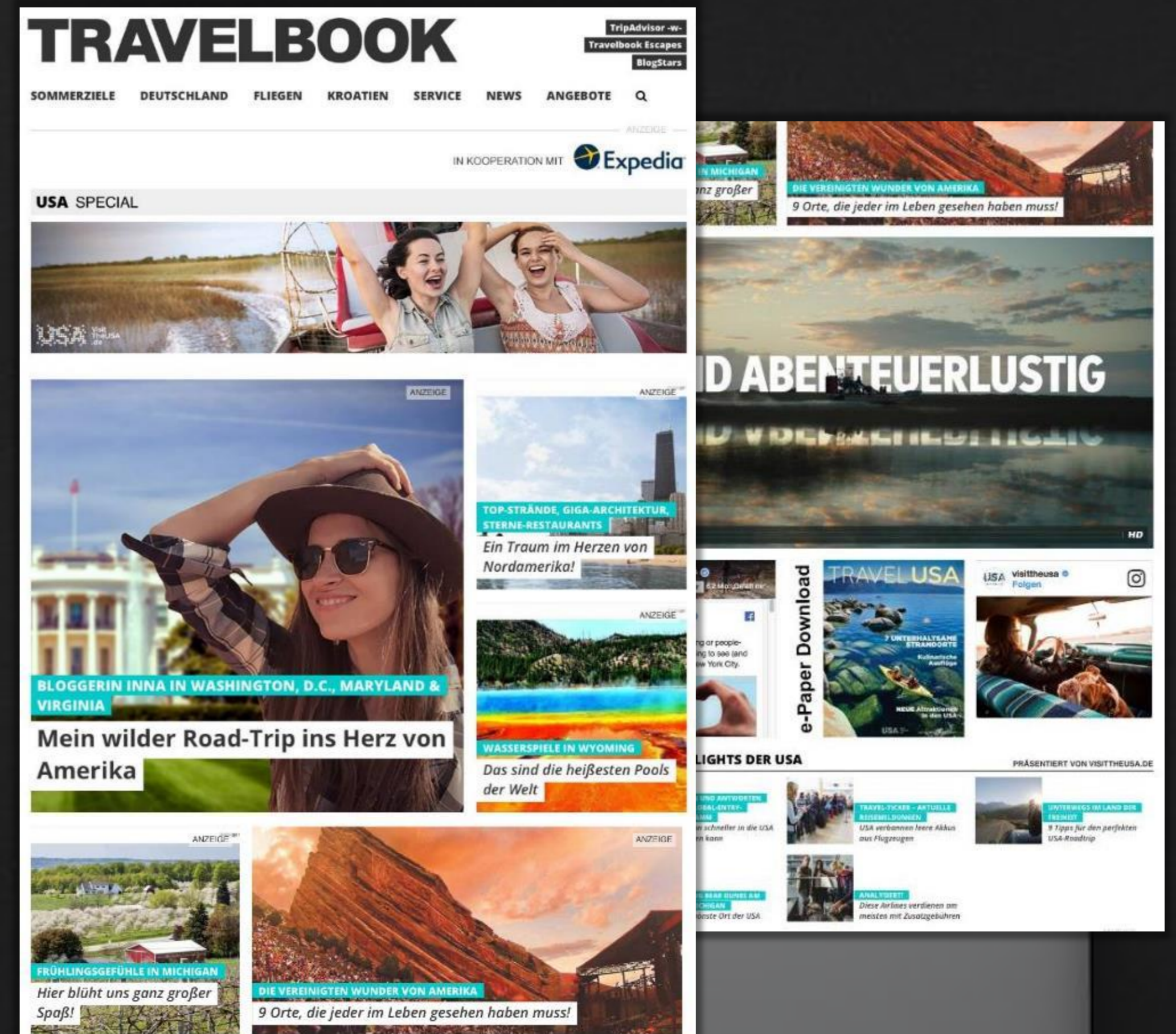
BRAND HUB: STORYTELLING AT IT'S BEST TIMES 4!

The Brand Hub contains **four brand stories¹** which are presented on a **customer-specific stage** on **TECHBOOK**.

- 4 editorial-like stories
- 1 Customer hub with the possibility to integrate further interactive elements, videos, social media posting, etc.
- logo integration for clear branding of the message
- Theme is developed together with the brand studio team
- Image material can be provided by the client or will be provided by the native photo team

Package	Guarantee	Run time ¹	Pricing ²
Brand Hub	15.000 Views	8 weeks	52.500 €

21 ¹⁾ Additional brand stories can be booked
²⁾ Plus creation costs (not SR- and AR-capable): 10.000 €



Example:
„Visit the USA“ on **TRAVELBOOK**

ADVERTORIAL: FOR YOUR PRODUCT OR YOUR CAMPAIGN

The Advertorials on **TECHBOOK** are **individually designed**. Thanks to the editorial appearance in the look and feel of **TECHBOOK** your brand is presented in a **first class environment** and thus profits from a **high credibility**. The focus is on your delivered advertising material.

Users are addressed directly and activated via competitions, voting, integrated videos and much more.

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

Package	Guarantee	Run time ¹	Pricing ²
Advertorial S	500.000 AIs	2 weeks	10.000 €
Advertorial M	1.000.000 AIs	4 weeks	17.500 €
Advertorial L	1.500.000 AIs	6 weeks	22.500 €

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



Example:
Shark Ninja

ADVERTORIAL STAGE: ONE STAGE ALL ABOUT YOUR PRODUCT

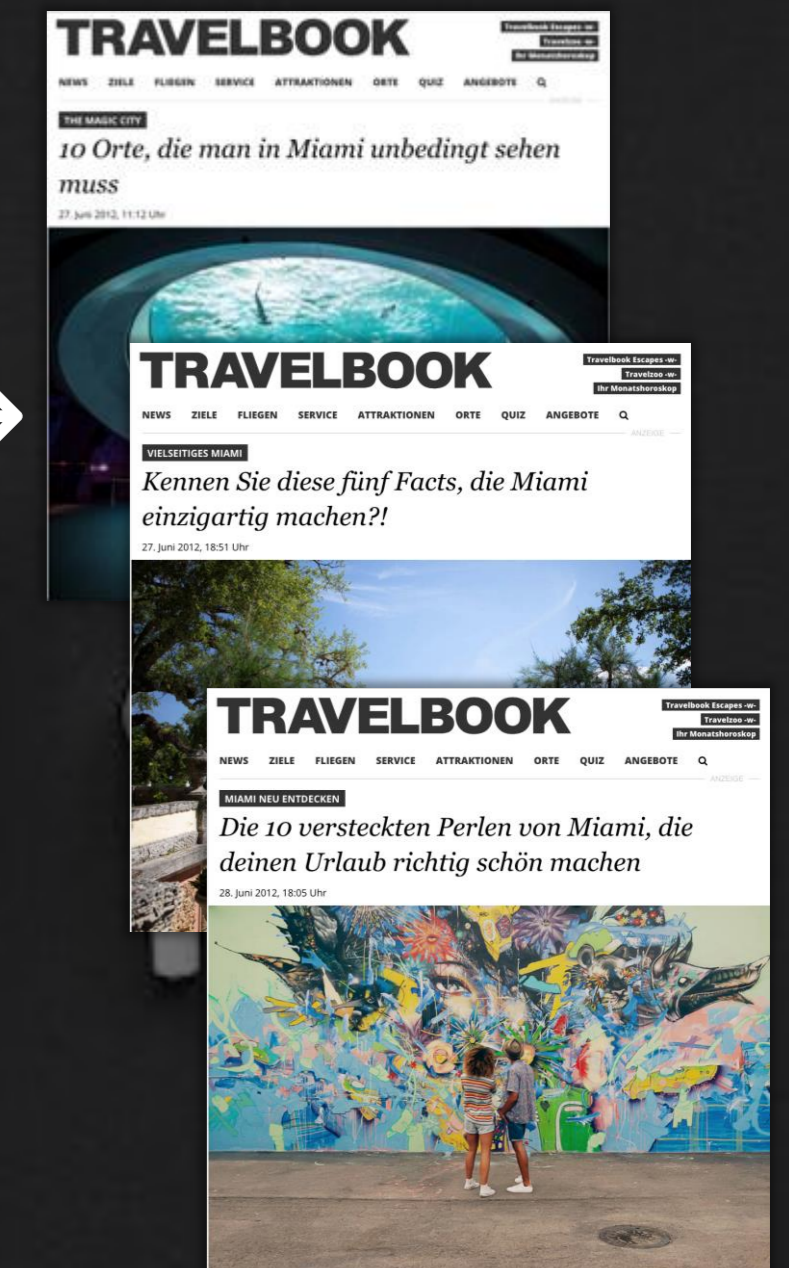
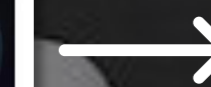
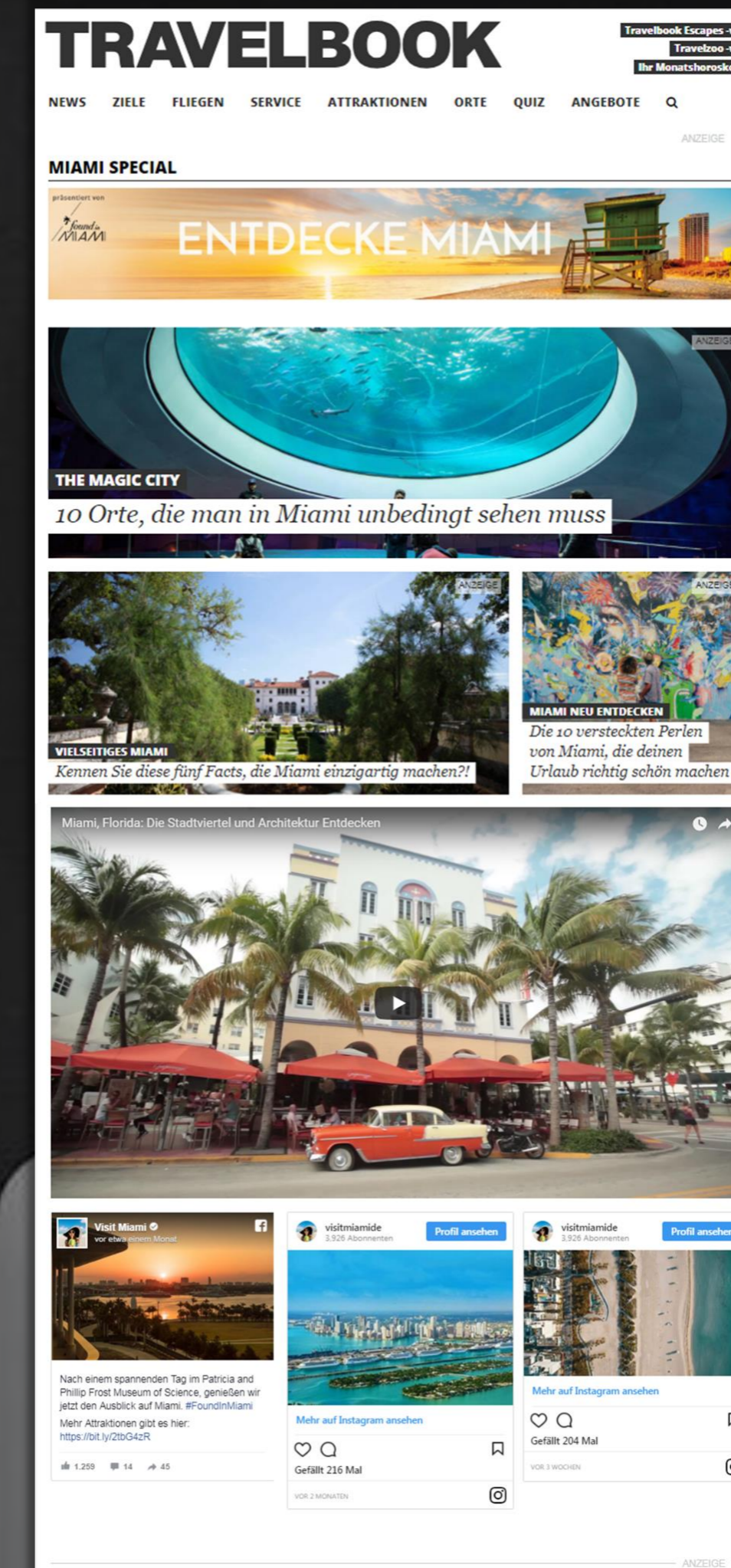
In addition to the stage, **advertorial stages** also include three **advertorials**. Both the stage and the three advertorials are **individually** presented in the look and feel of **TECHBOOK**.

Address your users directly with the stage and activate them via integrated videos, social media postings, and much more.

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

Package	Guarantee	Run time ¹	Pricing ²
Advertorial stage	1.500.000 AIs	6 weeks	35.000 €

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



Example:
„Found in Miami“ on TRAVELBOOK

THEME SPECIAL: VISIBLE PRESENCE IN A RELEVANT ENVIRONMENT

Theme specials involve the **sponsorship of a stage** dedicated to a special topic. The sponsorship here **includes exclusive customer presence on the special start pages and all article pages**:

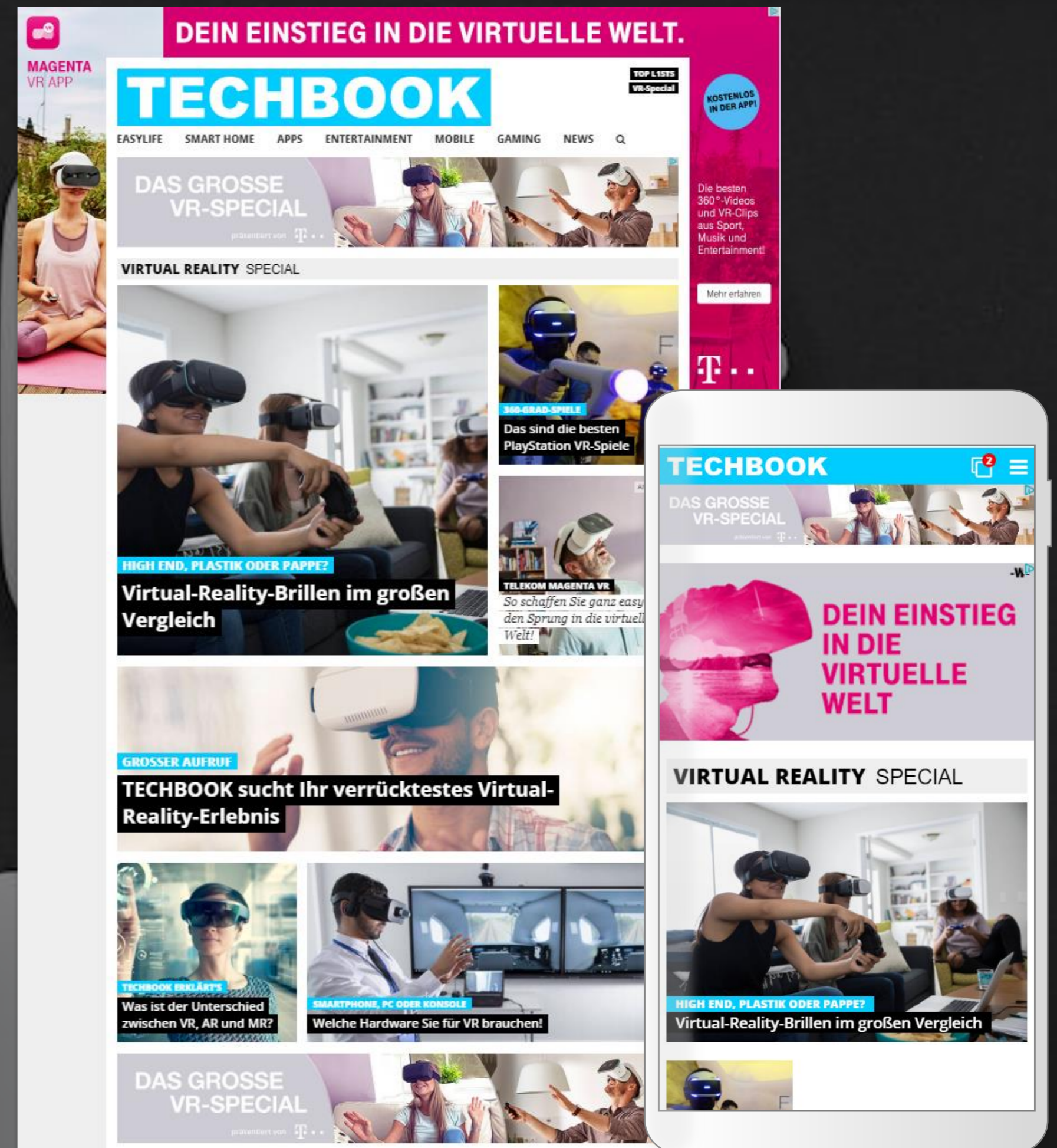
- Sponsoring header and footer
- Ad integration (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)
- Traffic is delivered via homepage teasers as well as an ad bundle and mobile medium rectangle in run of site.
- In addition, there is the possibility to integrate advertorials and brand stories within the special.

Package	Guarantee	Run time ¹	Pricing ²
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 €.

Attention: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. "The big sample country special presented by sample country").



Example: Deutsche Telekom „Das große VR-Special“

PRODUCT STORY BUNDLE: TELLING YOUR STORY ON MULTIPLE PLATFORMS!

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

With our Product Story Bundles, this is 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 brands¹. That means you're on multiple stages with just one story.

15.000

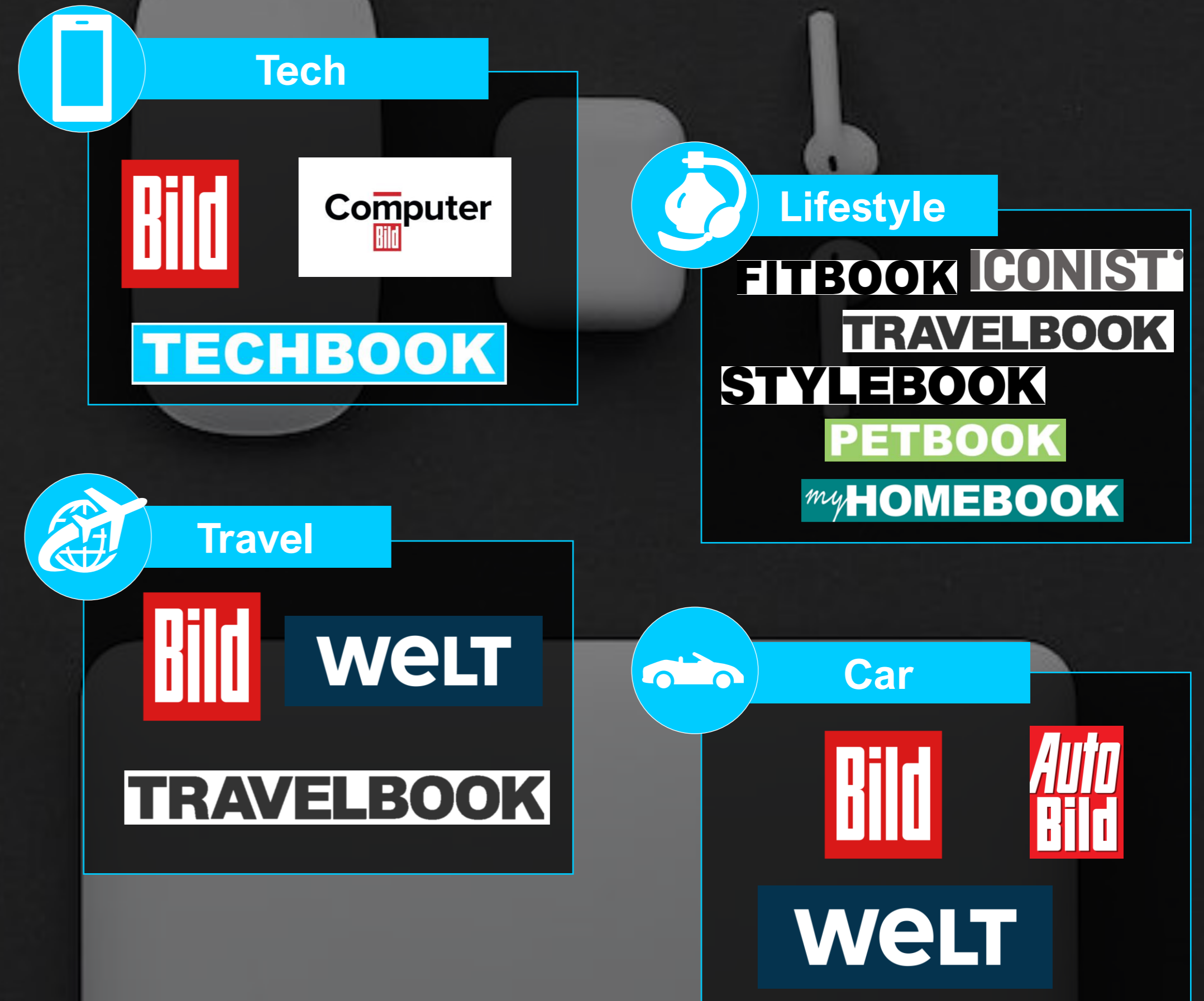
Guaranteed
Page Views

15.000.000

Guaranteed
Ad Impressions

47.500 €²

Package
pricing



25 ¹ Playout via ad server spaces on the pages included in the bundle (ROS or on selected thematically suitable channels).
² Plus creation costs of € 4,500 (not SR- and AR-capable).



TECHBOOK

VIDEO SPONSORING

TECHBOOK || BASICS

Sometimes it only takes a short and simple explanation to understand technical concepts or to learn lifehacks.

In our editorial video series "TECHBOOK Basics", we answer the most important questions about technical gadgets in short video clips. If you'd rather read the whole description, you'll find all the information and details in the accompanying article.

[Have a look at season one right here!](#)

Video length: ø 2 minutes

Start date: End of January 2023

Position your brand in a trustworthy and authentic thematic environment.



EXCLUSIVE VIDEO SPONSORING

POSSIBLE COMPONENTS

SPONSORING BASIC

The first laptop screen displays the article page 'Was ist eigentlich Mesh-WLAN?' with a large 'TECHBOOK | BASICS' logo and the text 'Präsentiert von PARTNER'.

The second laptop screen shows a video player with the same article title. The video frame features a presenter and a 'PARTNER' logo in the bottom right corner.

The third laptop screen shows the video player with a blue 'PARTNER' banner overlaid on the right side of the video frame.

PRESENTER CLIP

LOGO-INTEGRATION IM VIDEO

DISPLAY ADS ON THE VIDEO STAGE AND THE ARTICLE PAGES

BANDEROLE



POSSIBLE ADD ONS

The top laptop screen shows the article page with a blue 'PARTNER' banner on the right side.

The bottom laptop screen shows the video player with a blue 'PARTNER' banner on the right side and an 'ANZEIGE' (Advertisement) box at the bottom right.

ADVERTORIAL S ON THE VIDEO STAGE

BRAND STORY S ON THE VIDEO STAGE

PRICING

SPONSORING BASIC

- Logo-Integration in the presenter clip
 - Logo-Integration in the video
- Media Package Multiscreen on the channel start page and article pages
 - Lower third

1 episode:
50,000 AIs + 5,000 Views
(Run time 4 weeks)
8.200 € gross*



POSSIBLE ADD-ONS

Advertorial S (Run time 2 weeks)
500,000 Ad Impressions

10.000 € gross**

Brand Story S (Run time 4 weeks)
10,000 Views

35.000 € gross***

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

** Plus 2,000 € creation costs for Advertorial S. Creation costs are not eligible for SR or AE.

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



TECHBOOK

STRATEGIC PARTNERSHIP

EXCLUSIVE AND LONG-TERM

STRATEGIC PARTNERSHIP

When you are pursuing a complex strategic communication goal that cannot be achieved with media alone, this is the optimal setting for a strategic partnership.

- We create an ideal environment and form the beginning of a customer experience.
- The industry-exclusive partnership ensures high visibility and presence through individual integrations (logo, sticky bar, text links) directly on the website.
 - Strong media appearances on the portal also ensure an image transfer between the respective book and their brand.
- Customized storytelling, which corresponds to the interests and needs of the users, is staged in matching content environments and can also be further used by you.

Please contact us for individual and customized approaches!

EXCLUSIVE AND LONG-TERM

POSSIBLE COMPONENTS

MEDIA & BRANDING

- Large-scale and multiscreen advertising formats on the entire BOOK website (ROS) or on the Home (e.g. HomeRun Day or Week)
- Sponsoring / theme specials
- Various targeting possibilities
- 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 contentProject management and use of a product manager to coordinate collaboration

VIDEO & AUDIO

- New video format/ quiz show
- Further content ideas in planning

DEEP INTEGRATION

- Individual conception of exclusive special integration areas (e.g. in-article-recommendations or notifications)
- Integration of affiliate deals with the aim of order generation 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 tbd.

EXCLUSIVE AND LONG-TERM

PARTNERSHIP PACKAGES

PREMIUM PARTNERSHIP

Package price:
from 1 mill. €
Run time from 12 months

CO-PARTNERSHIP

Package price:
from 500.000 €
Run time from 6 months

CO-PARTNERSHIP LIGHT

Package price:
from 250.000 €
Run time 6 months

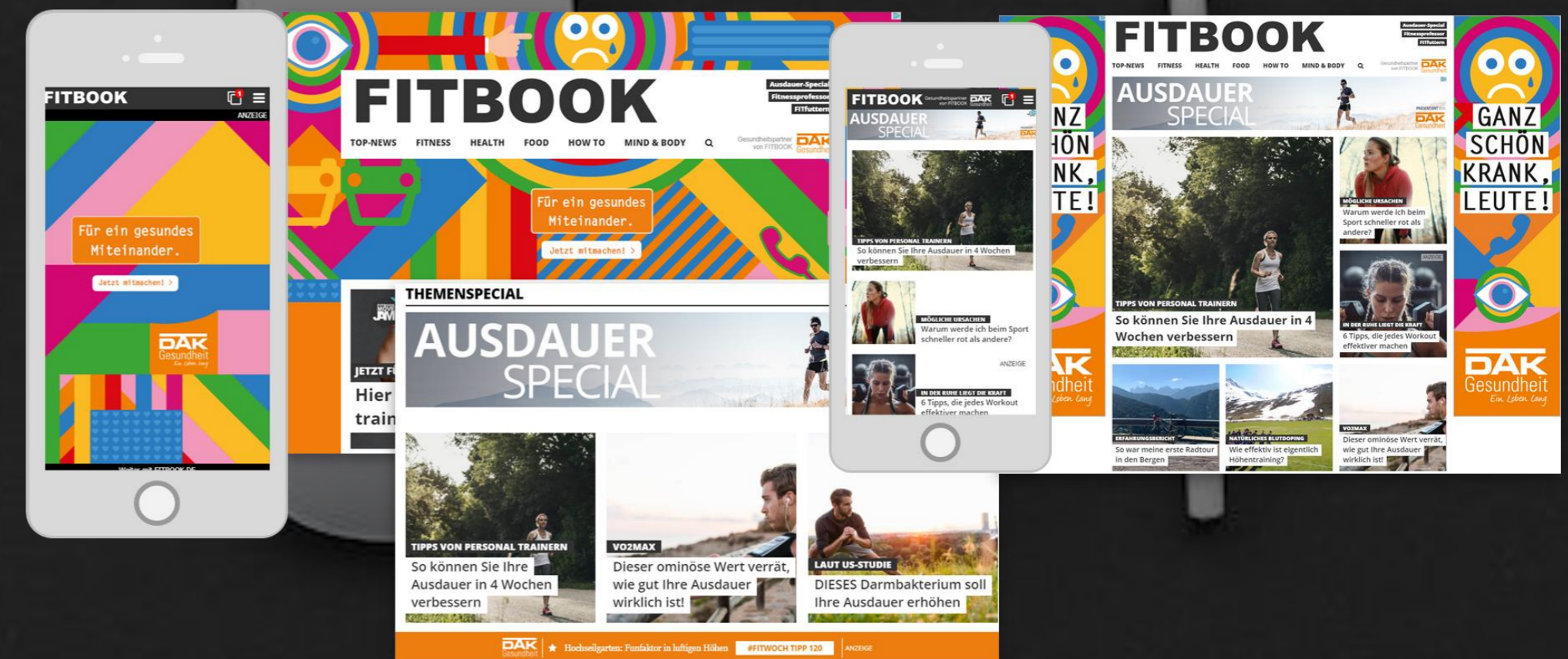
STORYTELLING	Content Hub	X	X	limited components
	Brand Stories	X	X	X
	Advertorials	X	X	X
MEDIA	Theme special	X	X	X
	Home Run	X	X	X
	Display (RoS)	X	X	X
VIDEO	Sponsoring of 3 video episodes + product placement + media	X	X	X
DEEP INTEGRATION	Logo integration	X	-	-
	Exclusivity	X	Industry exclusivity possible	-
	In-Article widgets	X	X	X
	Newsletter integration	X	X	X
	Homeblock	X	X	X
	Notifications	X	X	X
DATA	Flagship actions (e. g. Market research)	X	X	-
	Data usage	X	-	-

EXCLUSIVE AND LONG-TERM BEST CASES

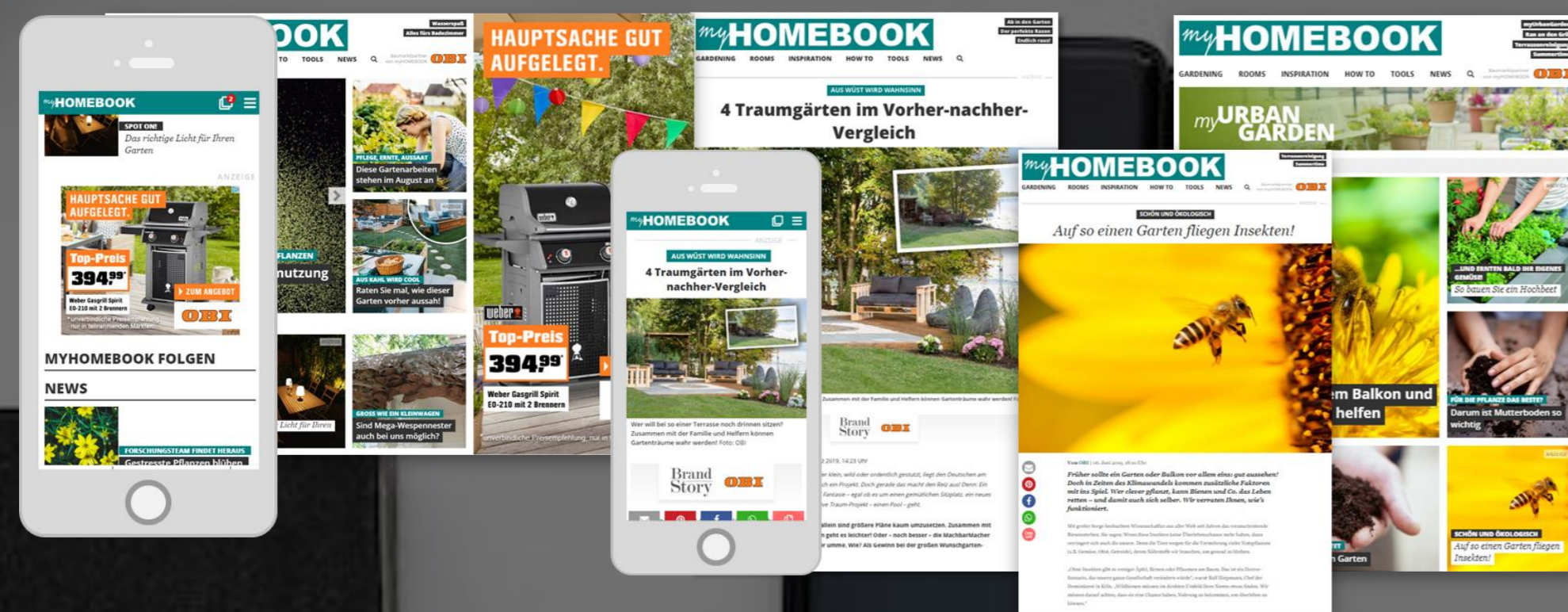
TELEKOM PREMIUM PARTNERSHIP (2016 – 2018)



DAK PREMIUM PARTNERSHIP (2017 – fall 2021)



OBI PREMIUM PARTNERSHIP (2019 – ongoing)



PETCO PREMIUM PARTNERSHIP (2022-ongoing)





TECHBOOK

AFFILIATE COOPERATION

AFFILIATE COOPERATION: PERFORMANCE ON TECHBOOK

Reach:

- Take advantage of the ever-growing reach of the BOOK family for your brand.

Thematic environment:

- Benefit from the thematic environments of the BOOKs and focus phases, in which more articles are published that fit your brand.

Target group:

- They reach a young, working target group looking for inspiration and guidance for their consumption.

Native Integration:

- Your offers are prominently integrated in the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

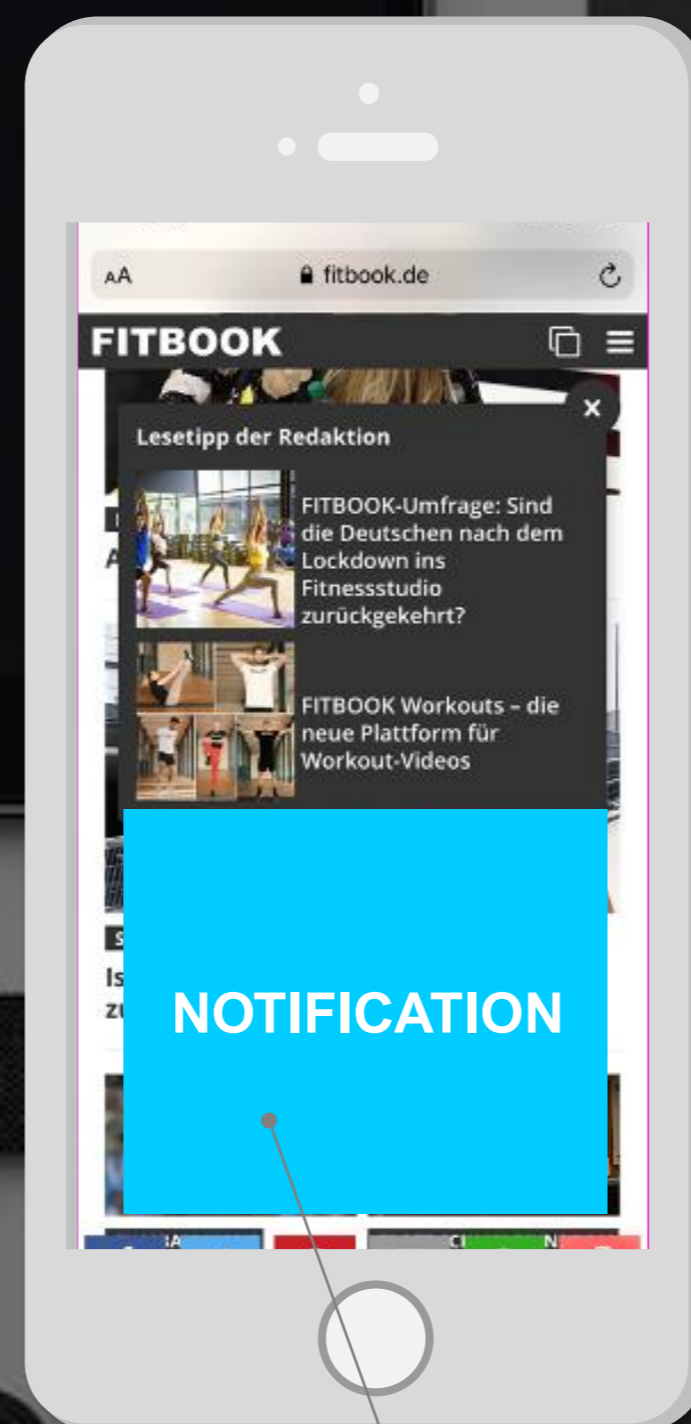
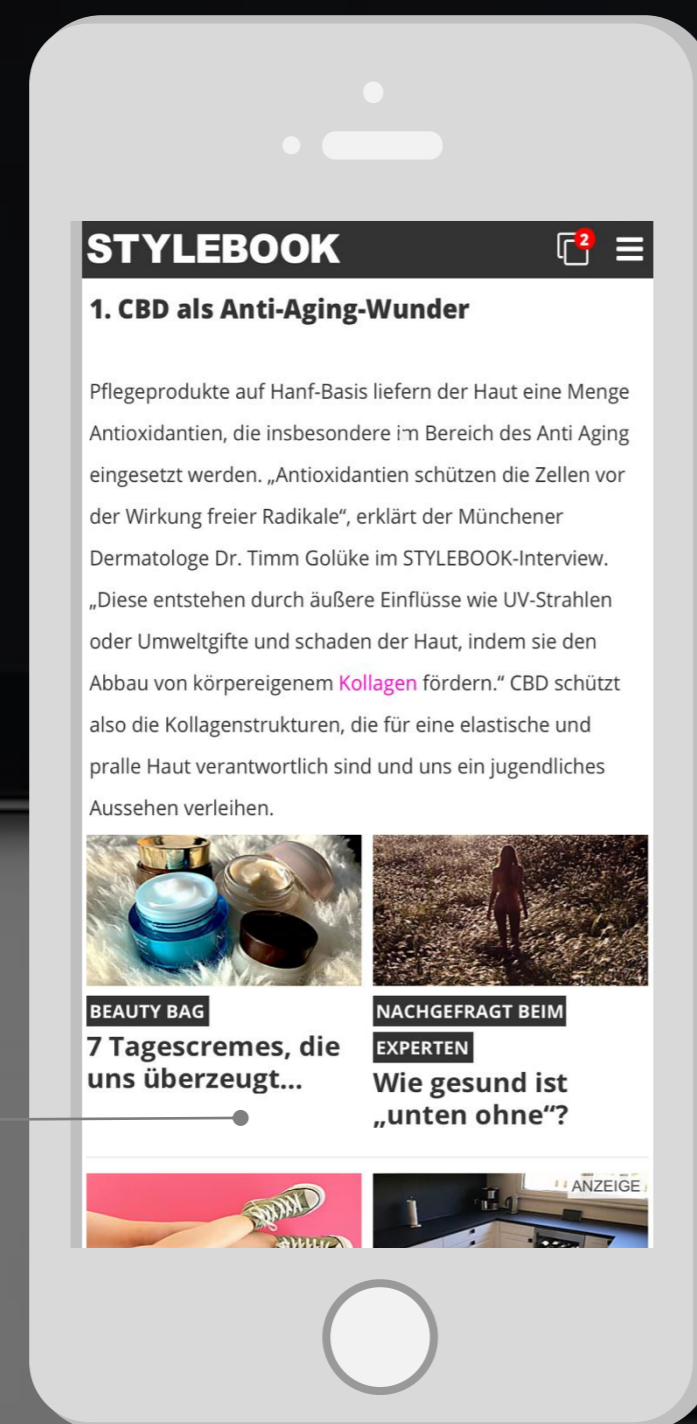
	Package Basic	Package Pro
Platform	1 BOOK of your choice	3 BOOKs of your choice
Run time	From 3 months	from 3 months
Performance	Affiliate partnership in content-related environments on a a focus portal	Affiliate partnership in content-related environments on a a focus portal
Content	In-article integrations and text links, in one pre-agreed topic environment	In-article integrations and text links, in one pre-agreed topic environment
Pricing	5.000 € plus variable compensation(CPO/CPL)	7.500 € plus variable compensation(CPO/CPL)
Reach	Min. 7.000 clicks / month	Min. 9.000 clicks / month

POSSIBLE COMPONENTS

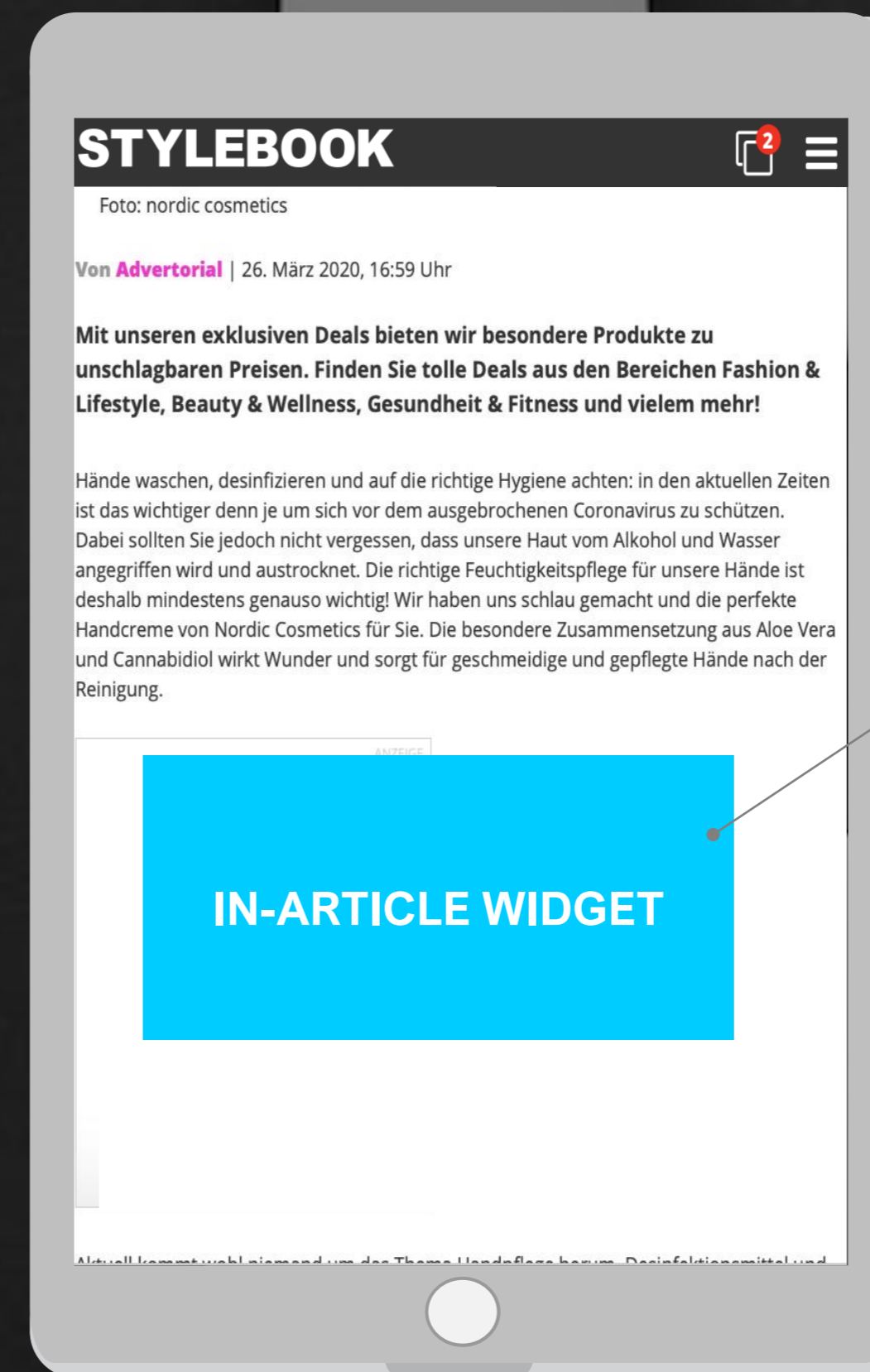
Customers benefit from the content-oriented and high-reach integration and can easily operate with cross-portal campaigns. We take over the traffic management and thus guarantee the optimal visibility of the offers.

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.

CONTENT COMMERCE: BUYERS INTEREST FOR YOUR PRODUCT

The content commerce articles are designed based on an initial briefing and aim to give your products or brands an additional performance boost. All commerce content articles are SEO optimized. The additional traffic management of the BOOKs ensures a relevant reach.

Traffic is delivered via widget integrations, recommendation areas and one of the following: Homepage Teaser, Social Integrations or Notification.

At the end of the runtime, reporting on the performance of the content commerce text is provided.

Package	Run time ¹	Pricing ²
Content Commerce Basic	2 weeks	3.000 €
Content Commerce Pro	4 weeks	5.000 €

TECHBOOK Das ist TECHBOOK
TECHBOOK Basics
So testet TECHBOOK

HOME ENTERTAINMENT MOBILE LIFESTYLE STREAMING CONNECTIVITY TECHBOOKS BESTE Q

ANZEIGE

TRADE IN AKTION BEI SATURN

Bis zu 200€ Ankaufsprämie und eine Book Cover Tastatur gratis beim Kauf eines SAMSUNG Galaxy Tab S8 sichern

Foto: Saturn

Von TECHBOOK | 18. August 2022, 17:12 Uhr

Das SAMSUNG Galaxy Tab S8 bietet eine Vielzahl an Funktionen und kann für viele Aufgaben und Zwecke verwendet werden. Sei es als eine Stütze für das Arbeitsleben oder als Ergänzung zum Alltag, das Galaxy Tab S8 erfüllt seinen Zweck mehr als zufriedenstellend und ist zweifellos eine sinnvolle Investition. Doch SATURN bietet Ihnen jetzt die Möglichkeit, mit dem Kauf neben dem persönlichen Nutzen auch etwas zur Umwelt beizutragen.

Die Elektronikindustrie stößt jährlich eine große Menge an CO₂ aus. In Zusammenarbeit mit einer gegenwärtig erhöhten Nachfrage an Technikgeräten, ist der CO₂-Fußabdruck der Elektronikindustrie nicht der grünste. SATURNs neue Trade-In-Aktion soll dem entgegenwirken. Vom 18.07.2022 bis zum 30.09.2022 erhalten Sie beim Kauf eines Samsung Galaxy Tab S8 und zusätzlichem Verkauf eines teilnehmenden Altgerätes, neben dem Gerätepreis eine Tauschprämie von bis zu 200€. Neben dem finanziellen Vorteil für ihre neue Anschaffung, wird durch jedes zurückgegebene Gerät 66,8 kg CO₂-Emission vermieden. Mit dem Book Cover Keyboard wird Ihnen zusätzlich ein nützliches Tool für ihre neue Anschaffung gratis dazu gegeben.

Mehr Information zur Ankauf-Aktion von Saturn finden Sie [hier!](#)

Example:
Samsung

WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU

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
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