

A modern living room with a brown leather sofa, a grey armchair, and a kitchen in the background. The room features light wood flooring, a white door, and a dark green accent wall. A large potted plant is on the left, and a small table with a lamp is next to the sofa. The text "MEDIA KIT 2023" is overlaid in white, bold, sans-serif font.

MEDIA KIT 2023

my **HOMEBOOK**

OVERVIEW

THE BOOK FAMILY

STYLEBOOK

One of the leading
online magazines
for women

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

TRAVELBOOK

Germany's
largest online
travel magazine

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

TECHBOOK

The portal for
innovative
digital lifestyle

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

FITBOOK

One of the
leading online
magazines for
fitness & health

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

myHOMEBOOK

The largest online
magazine for
home & garden

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

PETBOOK

The new lifestyle
portal for all pet
owners and lovers

2,16 Mio. Visits
2,46 Mio. Pls

BOOK
family

media **impact**



myHOMEBOOK IN A NUTSHELL

GERMANY'S LARGEST ONLINE DIY PORTAL

myHOMEBOOK IN A NUTSHELL

GERMANY'S LARGEST ONLINE PORTAL
FOR DIY, HOME AND GARDEN

myHOMEBOOK is the do-it-yourself portal for more lifestyle in apartment, house and garden

- ✓ **myHOMEBOOK encourages and activates readers to give a hand themselves and provides orientation on the topics of living, building, DIY and gardening.**
- ✓ **myHOMEBOOK offers an introduction to DIY and gardening with lots of tips and tricks.**
- ✓ **myHOMEBOOK combines the knowledge of experts, influencers and hobby craftsmen - competently and authentically.**

Useful. Entertaining. Instructive.

Useful. Entertaining. Instructive.

THE MYHOMEBOOK READERS

1 EXPERTS



"I do home improvement regularly and have also set up my own home workshop. Nevertheless, I am always happy to receive useful tips and new devices!"

Basti, 35

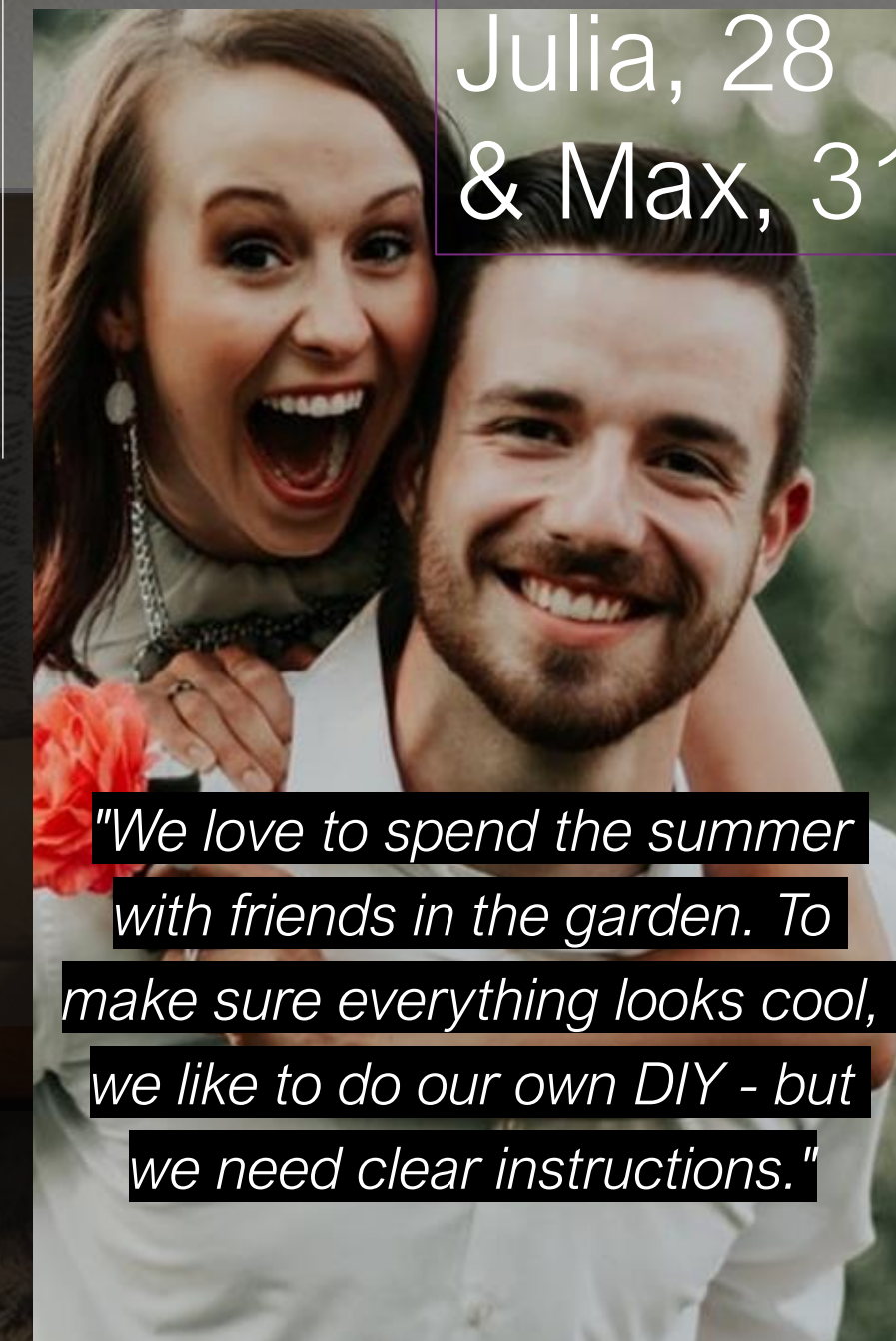
2 TRENDSETTER



"I'm big on interior design and gardening. Not only do I love sharing my DIY projects on Instagram & Pinterest then, my advice is also sought after by friends and family!"

Lea, 27

3 FOLLOWER



"We love to spend the summer with friends in the garden. To make sure everything looks cool, we like to do our own DIY - but we need clear instructions."

Julia, 28
& Max, 31

- 50% are women
- 54% are between 20 - 49 years old
- 55% have a HHNI > EUR 3,000
- 69% are employed
- 43% have a high level of education*.

EDITORIAL CONCEPT

OUR RUBRICS AND TOPICS



GARDENING

Garden, balcony & terrace, (indoor) plants, outdoor lighting, decoration



HOW TO

Instructions, building, modernization, redevelopment



ROOMS

Lamps & lighting, decoration, kitchen & dining room, bathroom, living room & bedroom, office



NEWS

Building, tenancy law, financing, trends



INSPIRATION

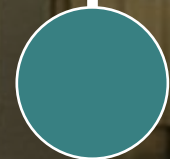
Shop the Look, Home-Stories, Menschen (Influencer & Promis)



BASICS

Instructions, building, modernization, redevelopment, upcycling

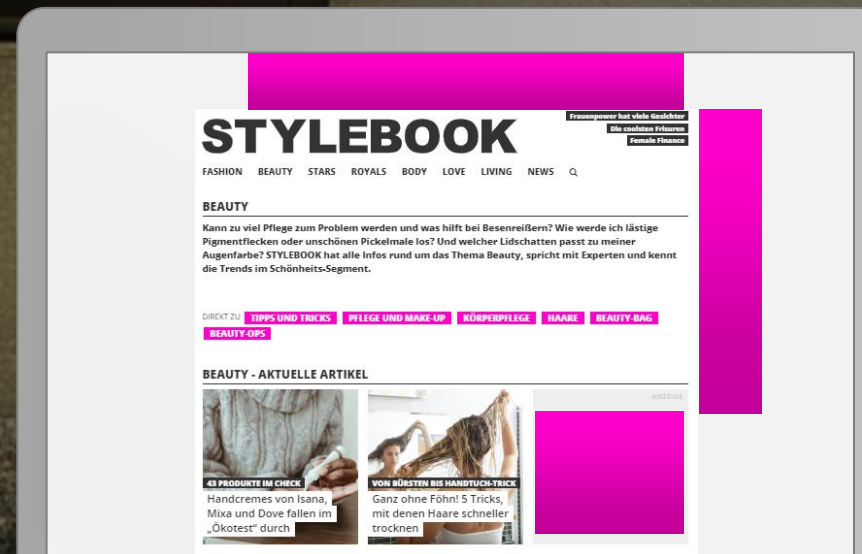
myHOMEBOOK offers its users interesting facts from experts, influencers and hobby craftsmen on topics related to the home, building, DIY and garden. The content is presented attractively and with a focus on shareability in social networks.



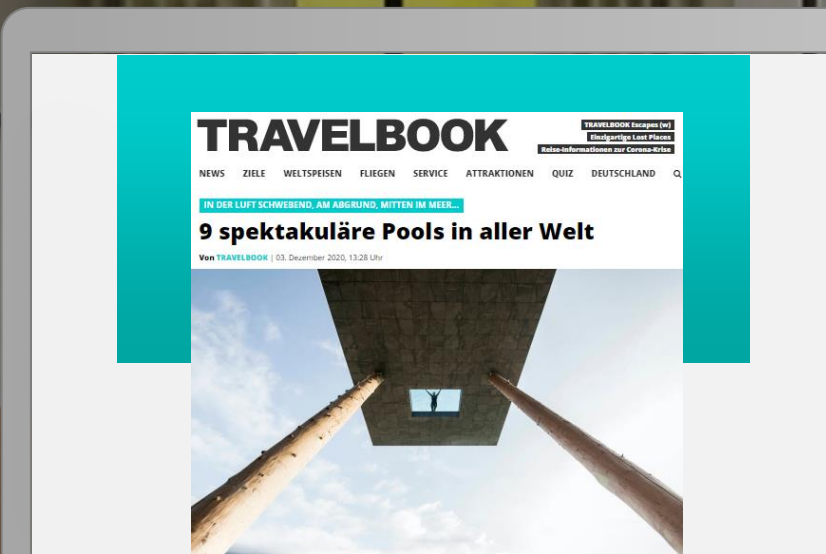
MEDIA – DISPLAY ADS

DISPLAY ADS

ADVERTISING FORMATS AT THE BOOKS



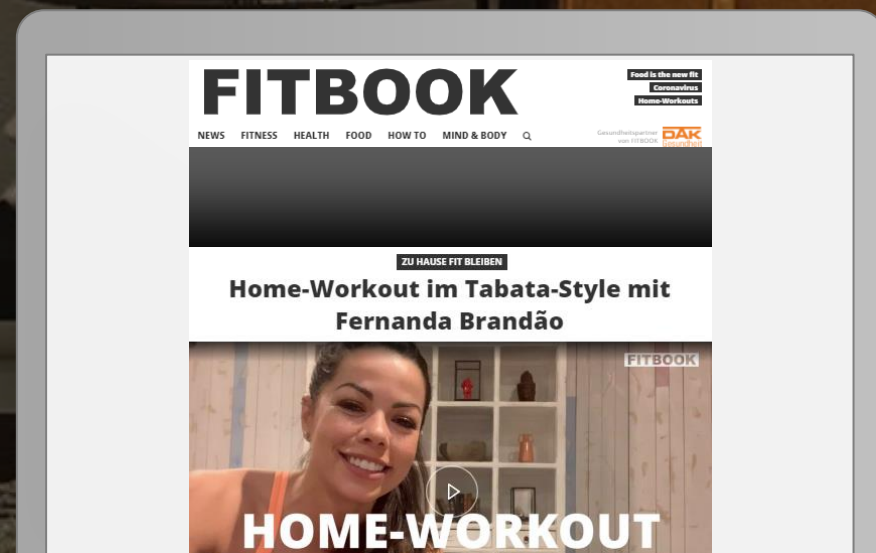
AD BUNDLE



FIREPLACE



WALLPAPER



BILLBOARD



SITEBAR



DOUBLE DYNAMIC
SITEBAR

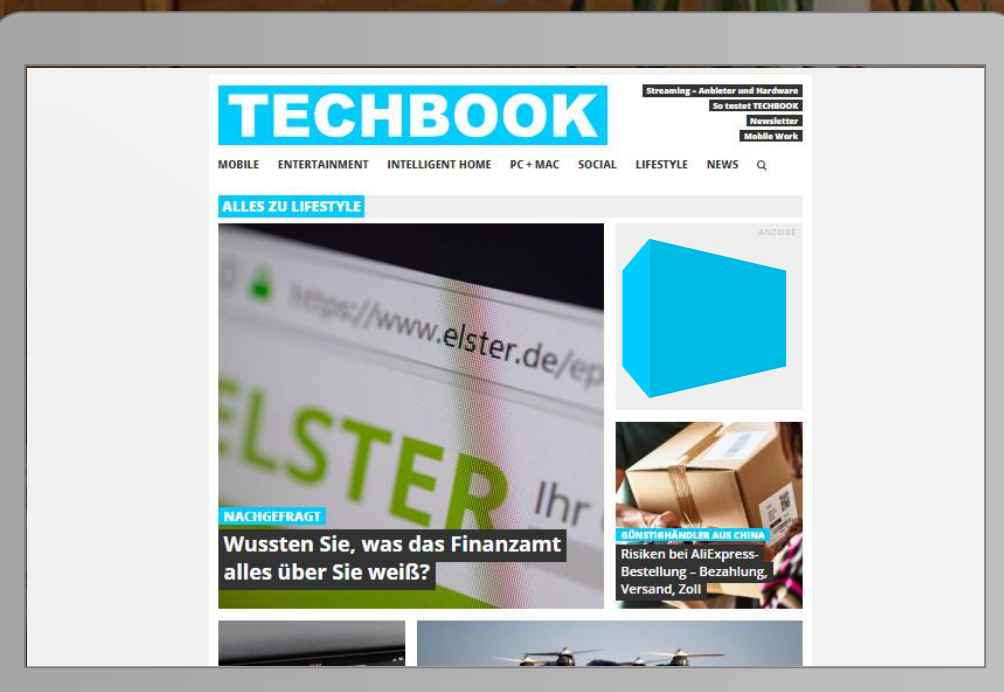


BRIDGE AD

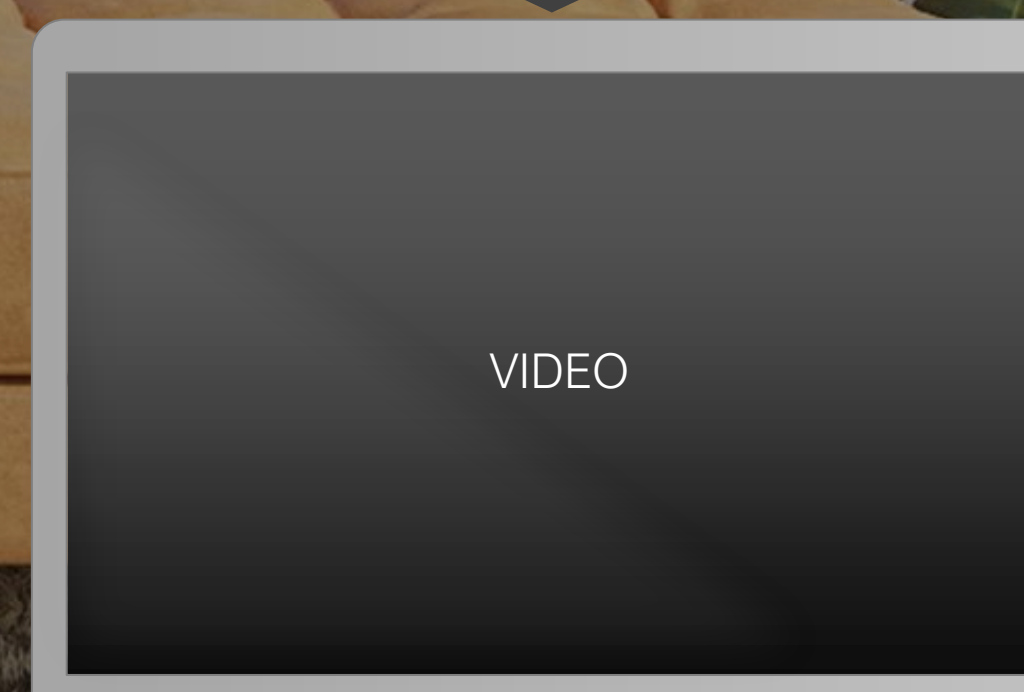
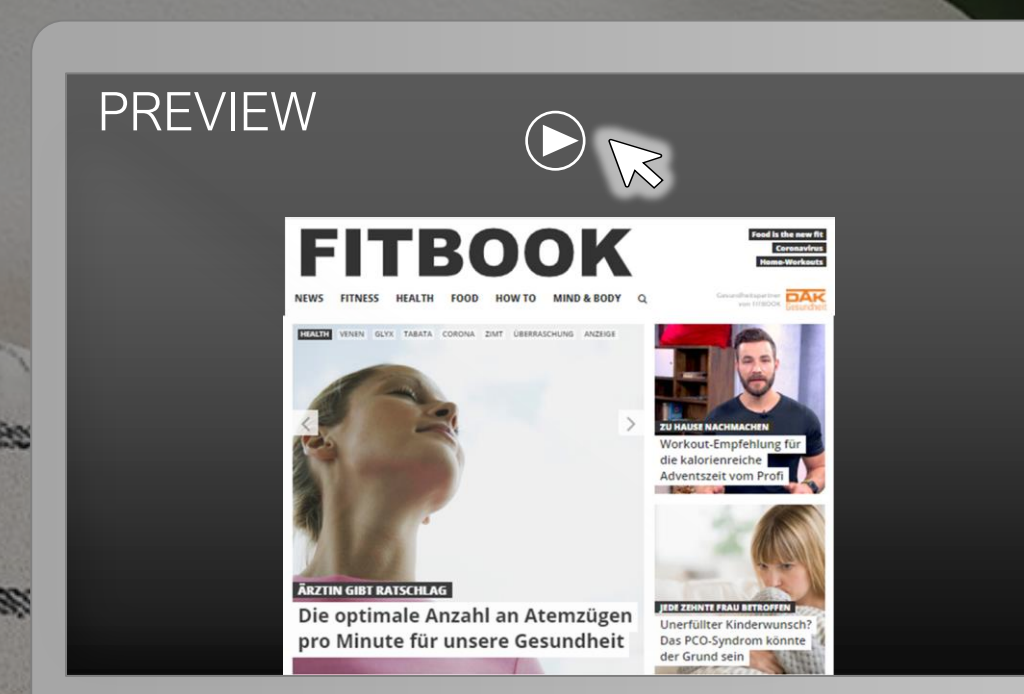
DISPLAY ADS

ADVERTISING FORMATS AT THE BOOKS

CUBE AD



VIDEOWALL



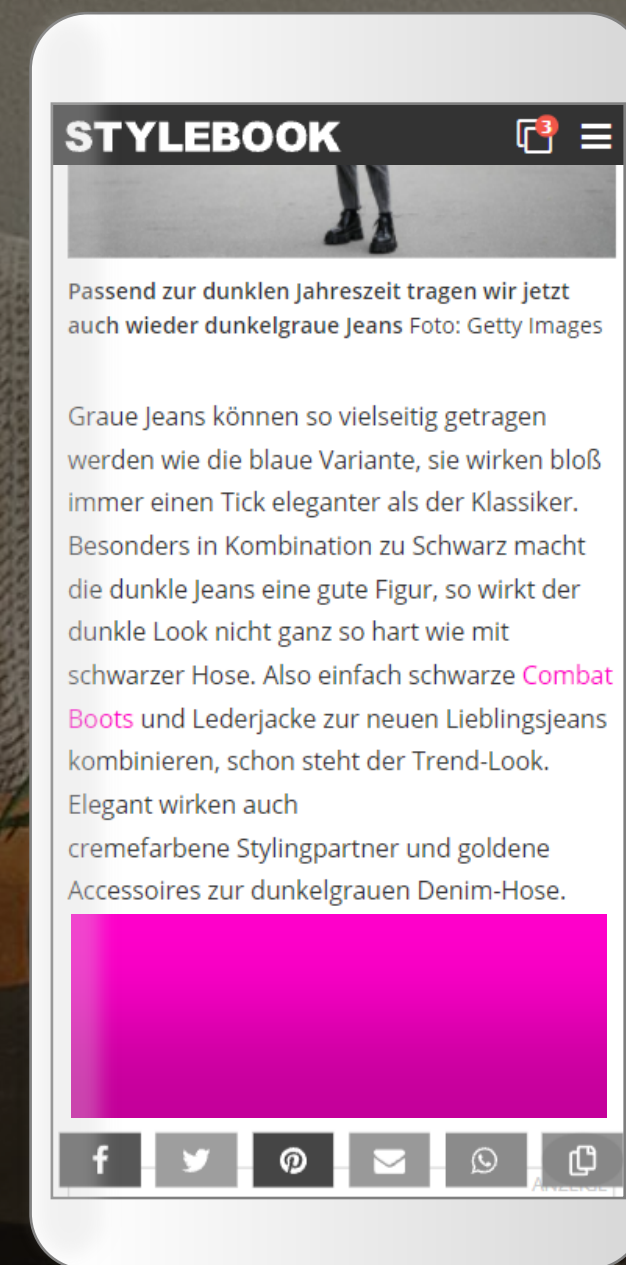
*Weitere Formate in Absprache möglich

DISPLAY ADS

ADVERTISING FORMATS AT THE BOOKS



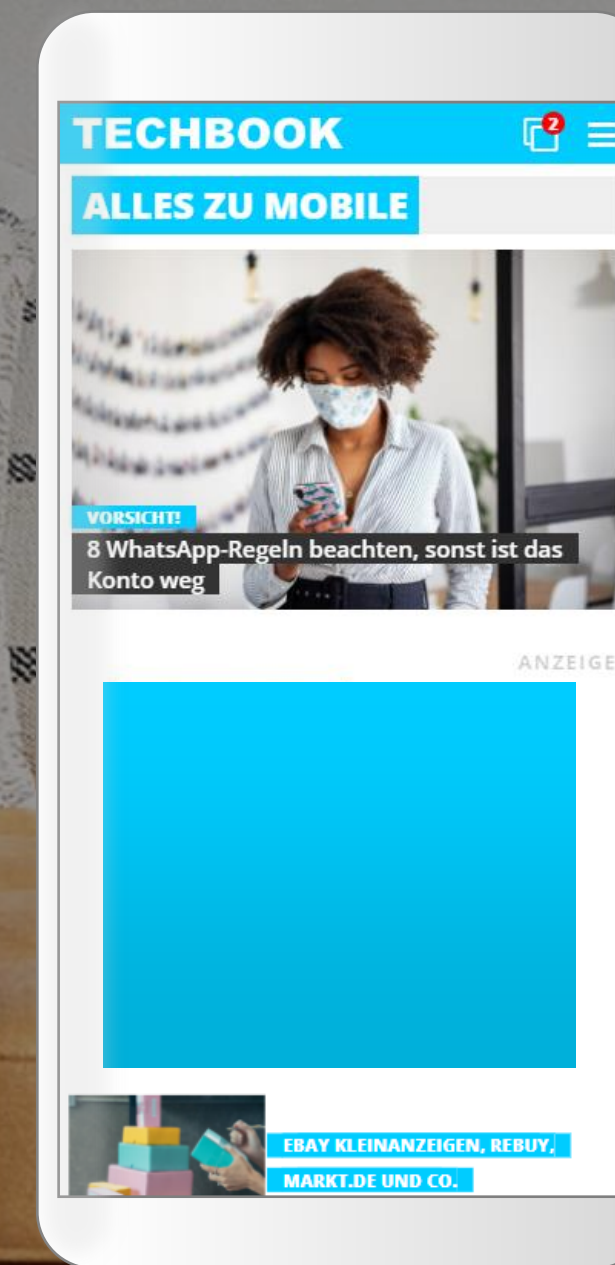
CONTENT AD 6:1



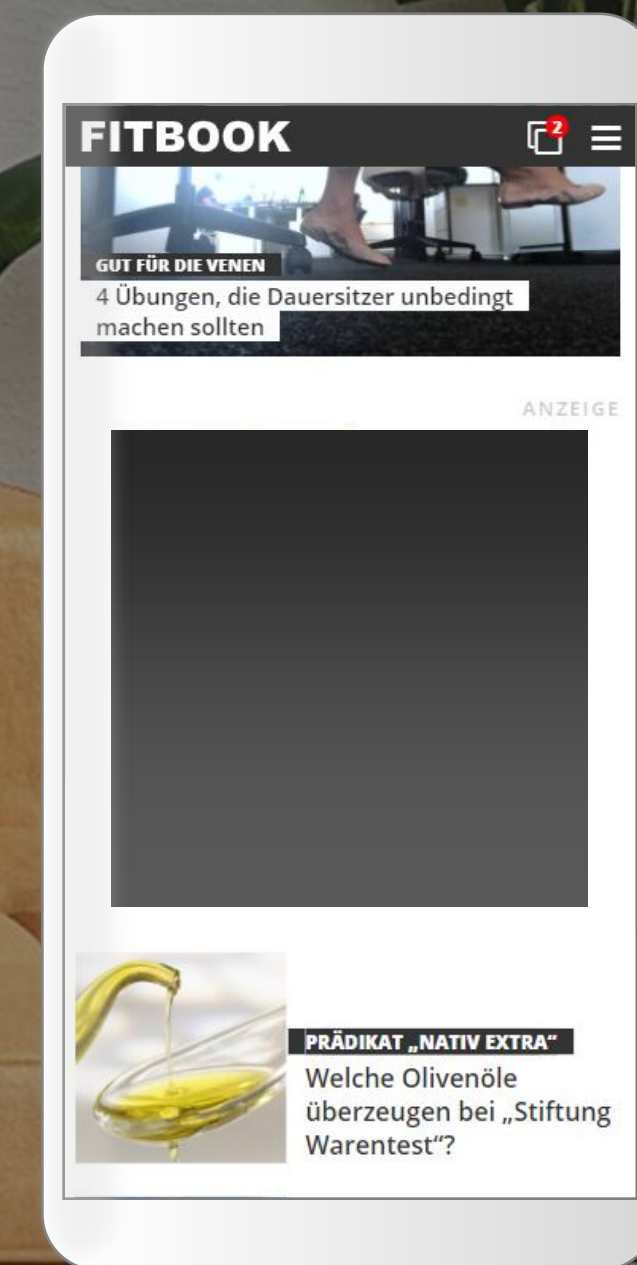
CONTENT AD 4:1



CONTENT AD 2:1

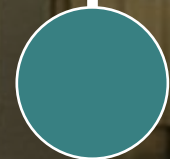


MOBILE MEDIUM
RECTANGLE



CONTENT AD 1:1

*Weitere Formate in Absprache möglich



MEDIA ON THE HOME

BIG INSERT AT THE HOME

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.

An entire page just for you: The choice of advertising media is up to you!

[Here you can find all formats at a glance!](#)

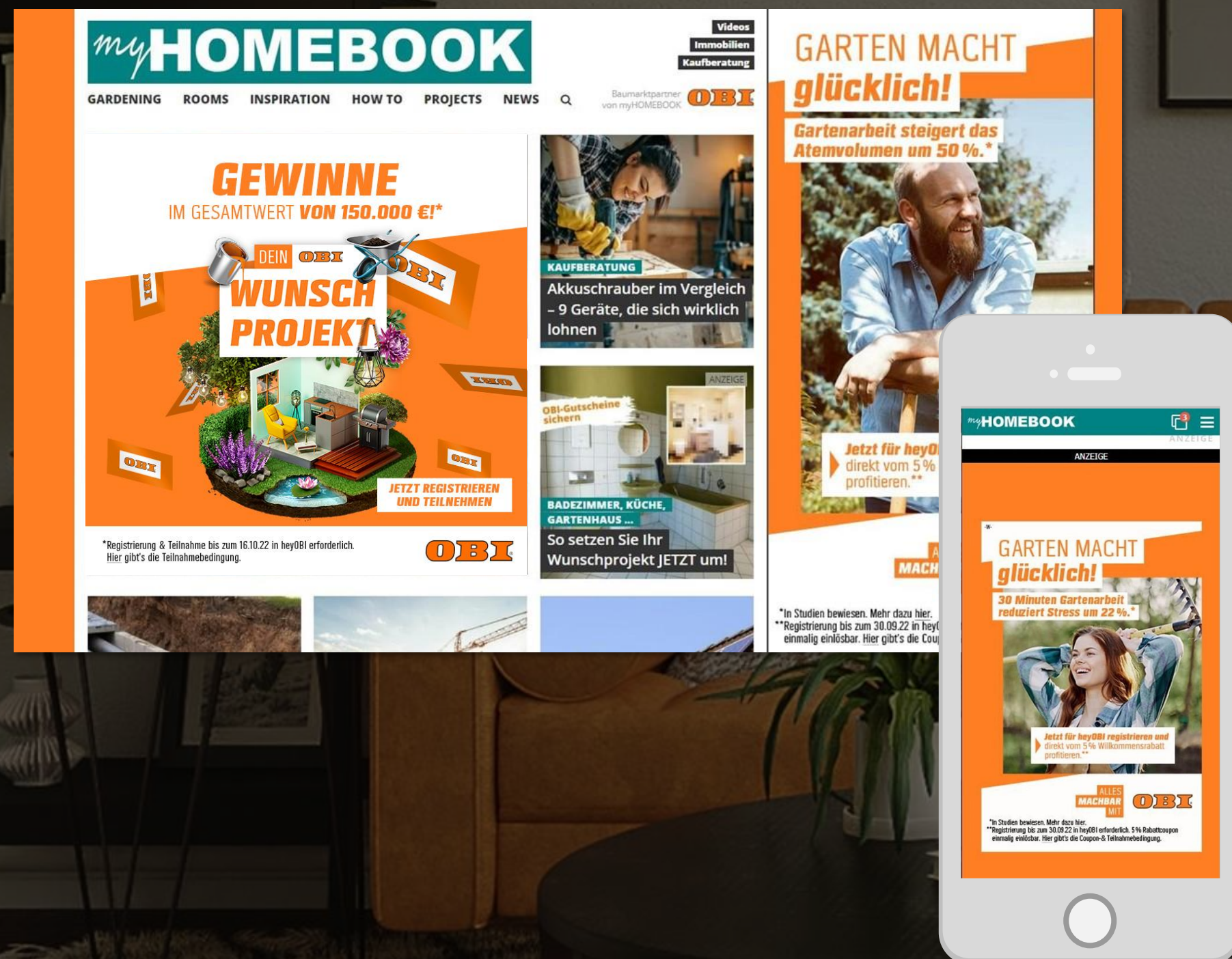
Package ¹	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme ²
Homerun Day	150.000 AIs	1 Day	8.400 €	10.500 €
Homerun Week	900.000 AIs	1 Week	42.300 €	54.000 €

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- STRONG 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	Duration ¹	Pricing ²
A-Teaser	50.000 AIs	1 Day	4.500 €

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



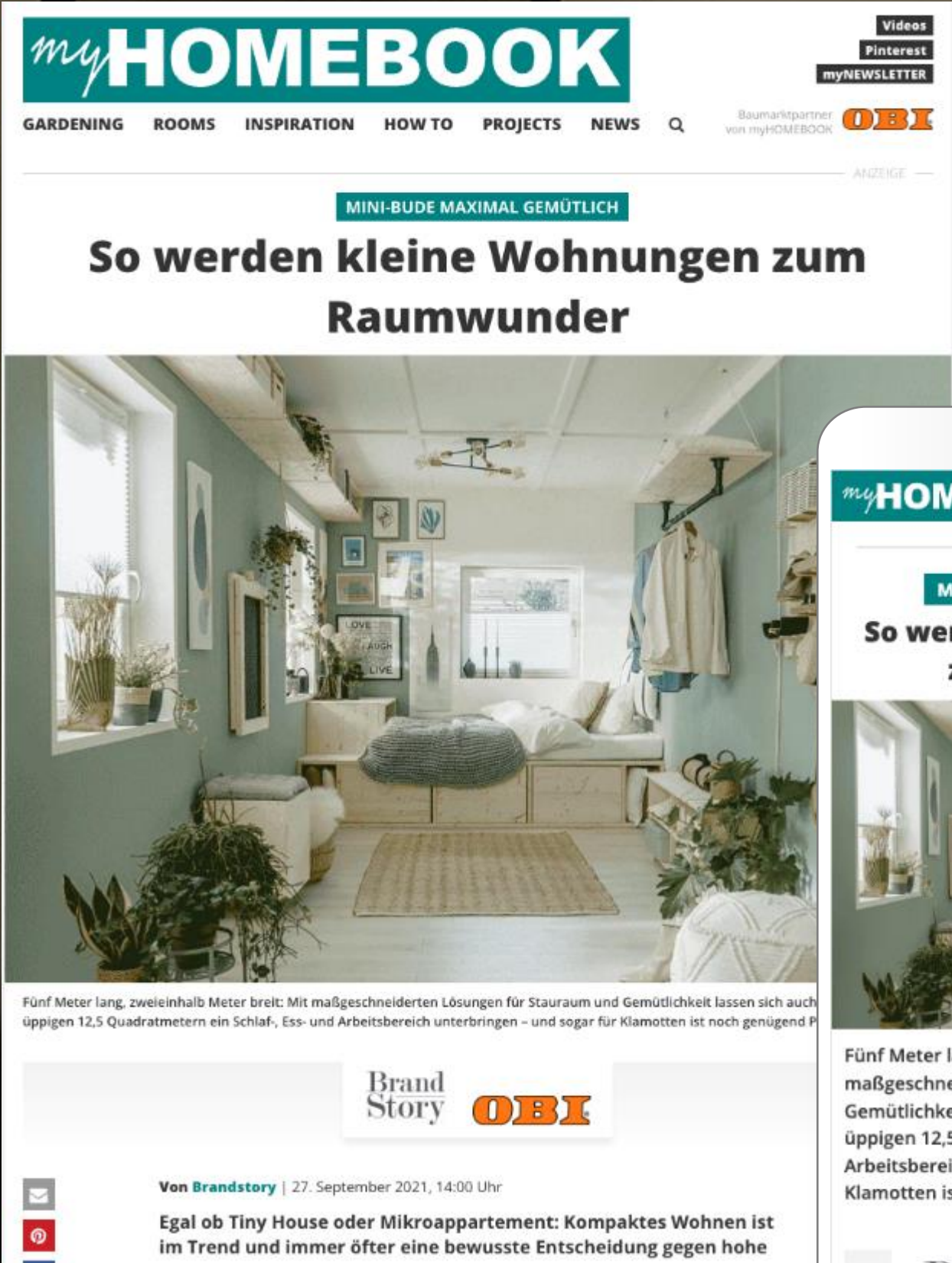
MEDIA – NATIVE ADVERTISING

EMOTIONAL STORYTELLING BRAND STORY

Storytelling at it's best!

Your story exclusively gets the storytelling of myHOMEBOOK: Informative texts, exclusively researched, exciting videos, great photo productions, informative graphics, interactive engagement tools like 360-degree images, quizzes, picture galleries.

- ✓ Editorial-like story
- ✓ Clear sender of the brand through logo integration
- ✓ 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 page views to be booked ³	Basic package	Maximum page views to be booked ³
5.000	15.000 Page Views 50.000 € ¹ 6 Weeks Duration ²	20.000
Additional add-ons		Costs
Data & MaFo: Targeting		From 10€ CPM (see Targeting Ratecard)
Social Media: Sponsored Posts		See Social Media Factsheet
Performance: Just Clicks, Activation o. Lead Add-On		See Performance Factsheet
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, lead time must 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

ONE SIDE YOUR MESSAGE ADVERTORIAL

The advertorials on myHOMEBOOK are designed individually.

Thanks to the editorial presentation in the look & feel of myHOMEBOOK, your brand is presented in a first-class environment and thus benefits from a high level of credibility.

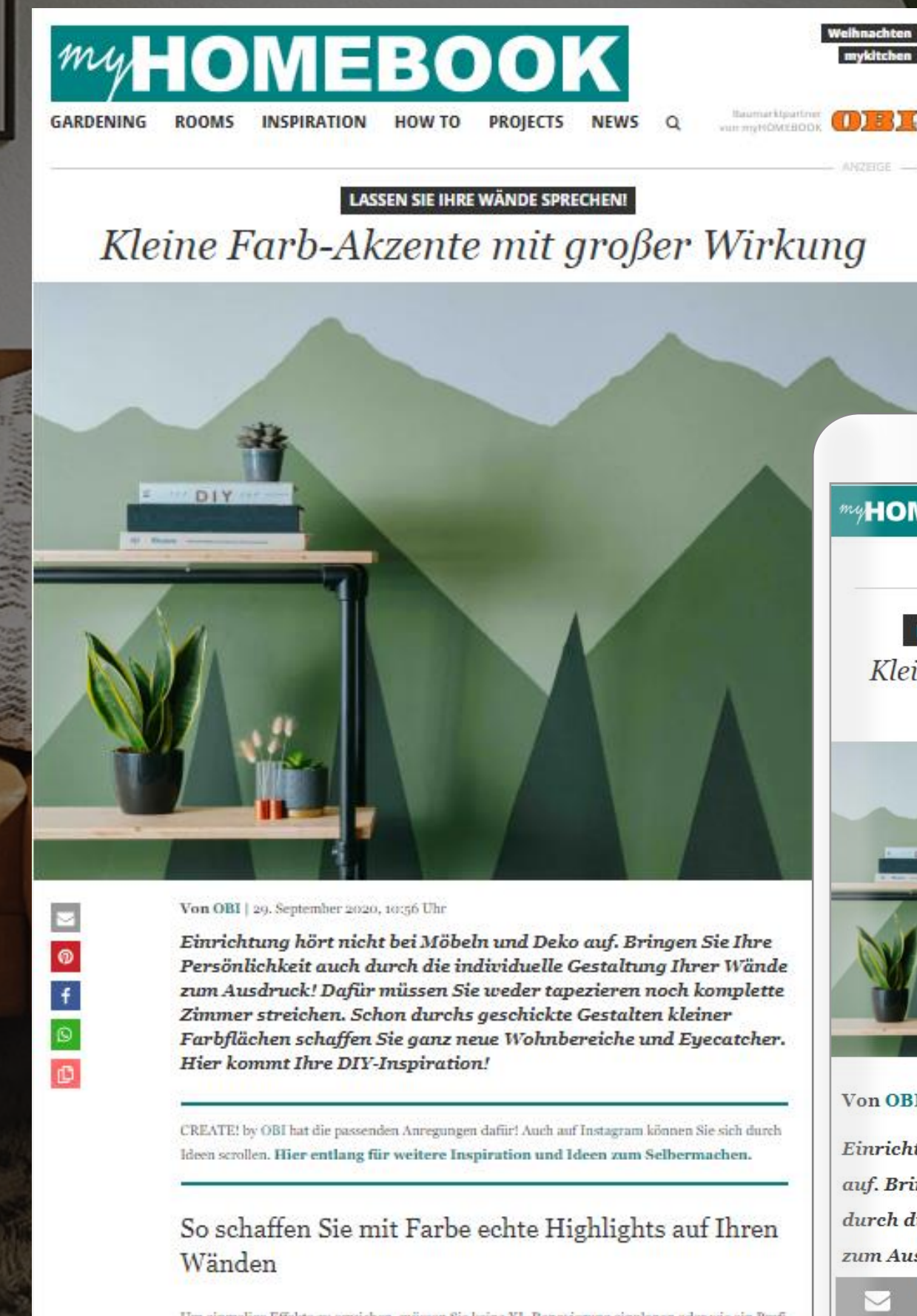
Address your users directly and activate them via

- ✓ 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 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 €

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



PRODUCT-CENTERED, INDIVIDUALLY DESIGNED ADVERTISING STORYTELLING

PRODUCT STORY BUNDLE LIFESTYLE

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

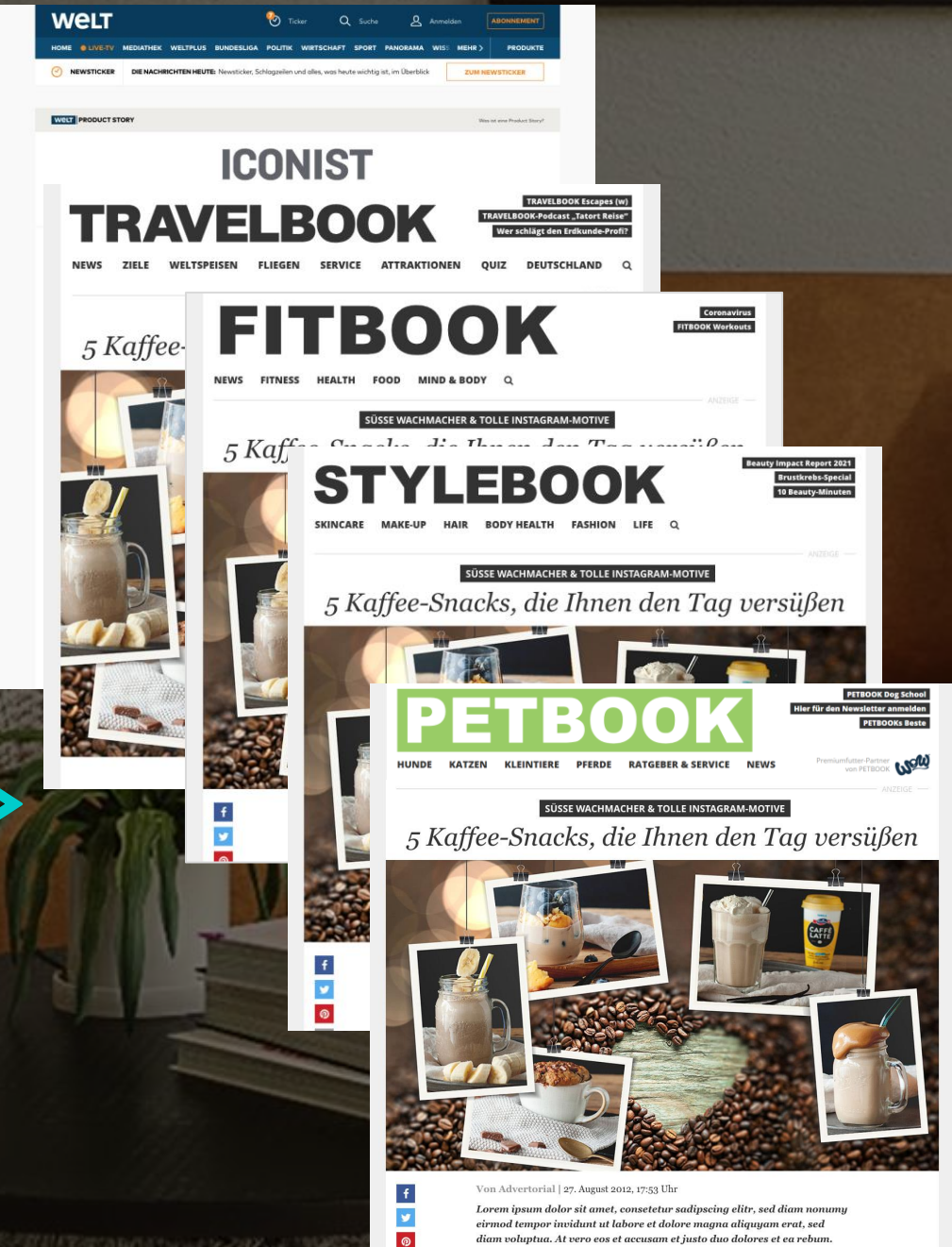
With Product Story Bundles, it's now possible!

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 brands¹. So you're on multiple stages with just one story.

Product Story Bundles ¹	Guaranteed Page Views	Guaranteed Ad Impressions	Duration ²	Pricing ³
Lifestyle	15.000	15.000.000	6 Weeks	47.500 €
Additional add-ons				Additional costs
Additional visibility: Ad Impressions ⁴				On CPM basis (see CPM price list)
Data Add-Ons: Targeting				From 10€ CPM (see Targeting Ratecard)
Graphic Add-Ons: ⁵				
Immersive				Individual
Interactive				4.000€ on the creation costs
Social Media: Sponsored Posts				See Social Media Factsheet
Performance: Just Clicks, Activation o. Lead Add-On				See Performance Factsheet
Hub: stage for collecting your product stories				From booking 3 stories on top



Exemplary visualization: Product Story Bundle Lifestyle

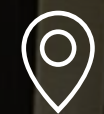


1) Lifestyle = Travelbook, Stylebook, Petbook, myHomeBook, Fitbook (ROS), WELT (Channel ICONIST)
2) Material for the stories must be available 2-3 weeks before the start of the campaign for product stories.
3) Plus creation costs: 4.500€ (not SR or AE eligible)
4) Only advertising material included in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

WE ARE HAPPY TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!

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