



MEDIA KIT

# STYLEBOOK

ALL THE BEAUTY YOU NEED



OVERVIEW

# BOOKs-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 house & 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**



STYLEBOOK – ALL THE BEAUTY YOU NEED

# IN A NUTSHELL

**STYLEBOOK** is fresh quality journalism for beauty & body topics - understandable for everyone.

**STYLEBOOK** provides orientation and encourages you to celebrate womanhood and femininity in all its facets.

**STYLEBOOK** offers valuable service content in the form of product tests and experience reports.

**STYLEBOOK** combines high-quality, editorial content and e-commerce.

**STYLEBOOK** – your beauty expert!

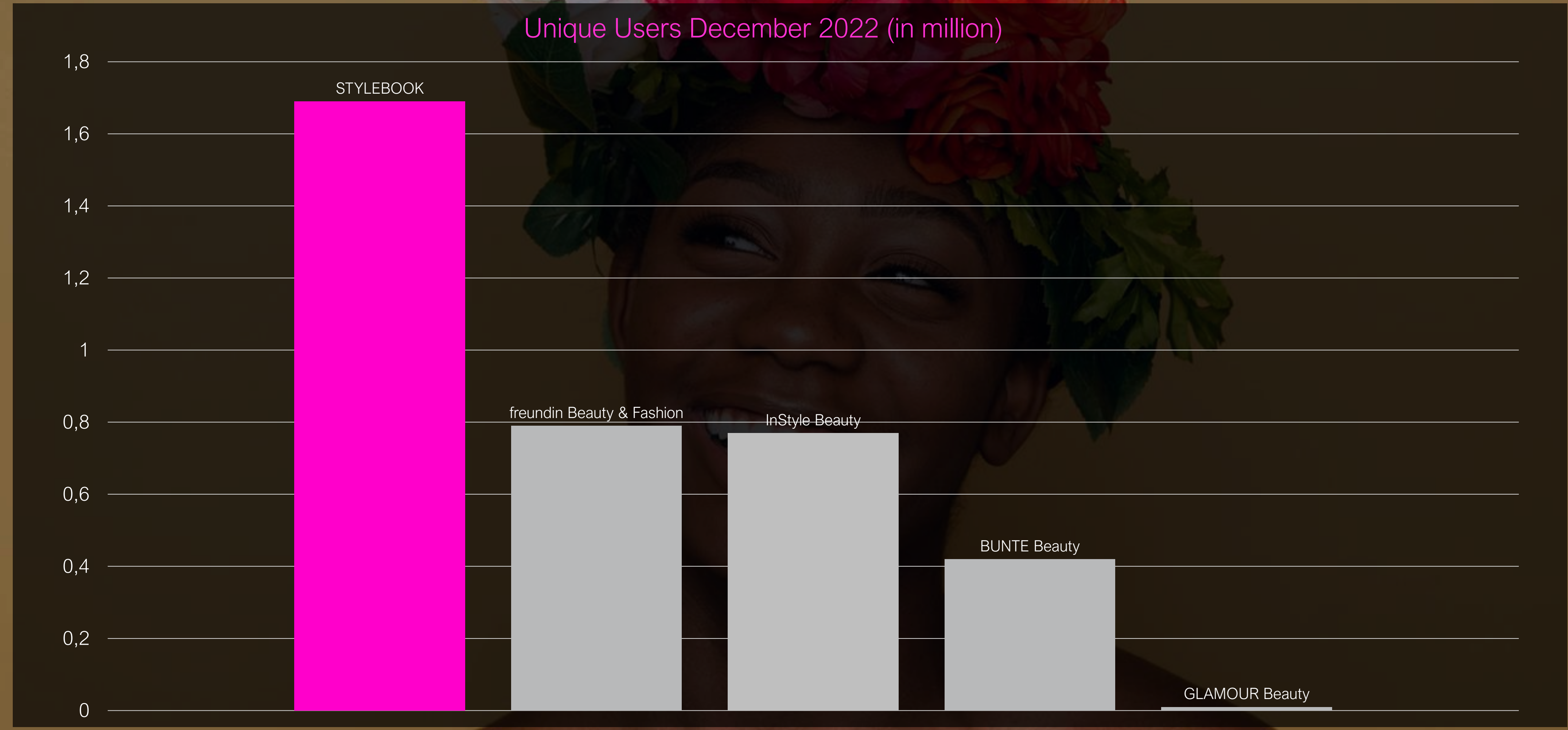




NATIONAL COMPETITION COMPARISON

# THE LEADING BEAUTY PORTAL

Unique Users December 2022 (in million)







Eva, 27 (Expert)

*„I know exactly what is good for my body and pay close attention to which ingredients I use. Cruelty-free and sustainable products are particularly important to me.“*



Natalie, 32 (Trendsetter)

*"I love beauty treatments, I'm curious and I like to dare my own experiments, which I also share on various social media platforms."*



Jennifer, 38 (Follower)

*"I always implement trends when I've already seen them on my friends. I like to get inspiration from How-Tos and tutorials."*

# STYLEBOOK USER



63 %

20- 49 years old



44 %

high level of education\*



74 %

employed



54 %

women



57 %

a household net income > 3.000 €



STYLEBOOK users are luxury-oriented sustainable beauty enthusiasts and trend-oriented cosmetics experts. (Index value 311, 261)



Very strong product information interest in Baby food/care products and two-wheelers (e.g. motorcycles, scooters, mopeds) (index value 280, 247)



"I am open to cosmetic procedures (e.g. eye or lip correction, face lift)" (index value 236)

Source: agof daily digital facts; Basis: digital WNK 16+ years, single month October 2022  
\*(Technical) high school diploma, technical or university degree; best for planning 2022 III; Basis: population; n/m



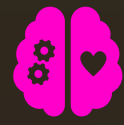
EDITORIAL CONCEPT

# OUR RUBRICS AND TOPICS



## MAKE-UP

Trends, How To's, STYLEBOOK Beauty Bag,  
New products being tested, Beauty Wiki



## BODY & MIND

Women's Health, Menstruation, Self-Love,  
Pregnancy, Empowerment



## SKINCARE

Face, body, treatments, UV-protection



## FASHION

Styles, shoes, accessories, star-looks



## HAIR

Care, hairstyles, styling, accessories,  
Tips & Tricks



## MORE

Interviews, careers, finance, specials

**STYLEBOOK** offers its users interesting facts from experts, but also from stars, influencers as well as personal experience reports on topics related to beauty, body & mind. The content is presented attractively and with a focus on shareability in social networks.



# STYLEBOOK

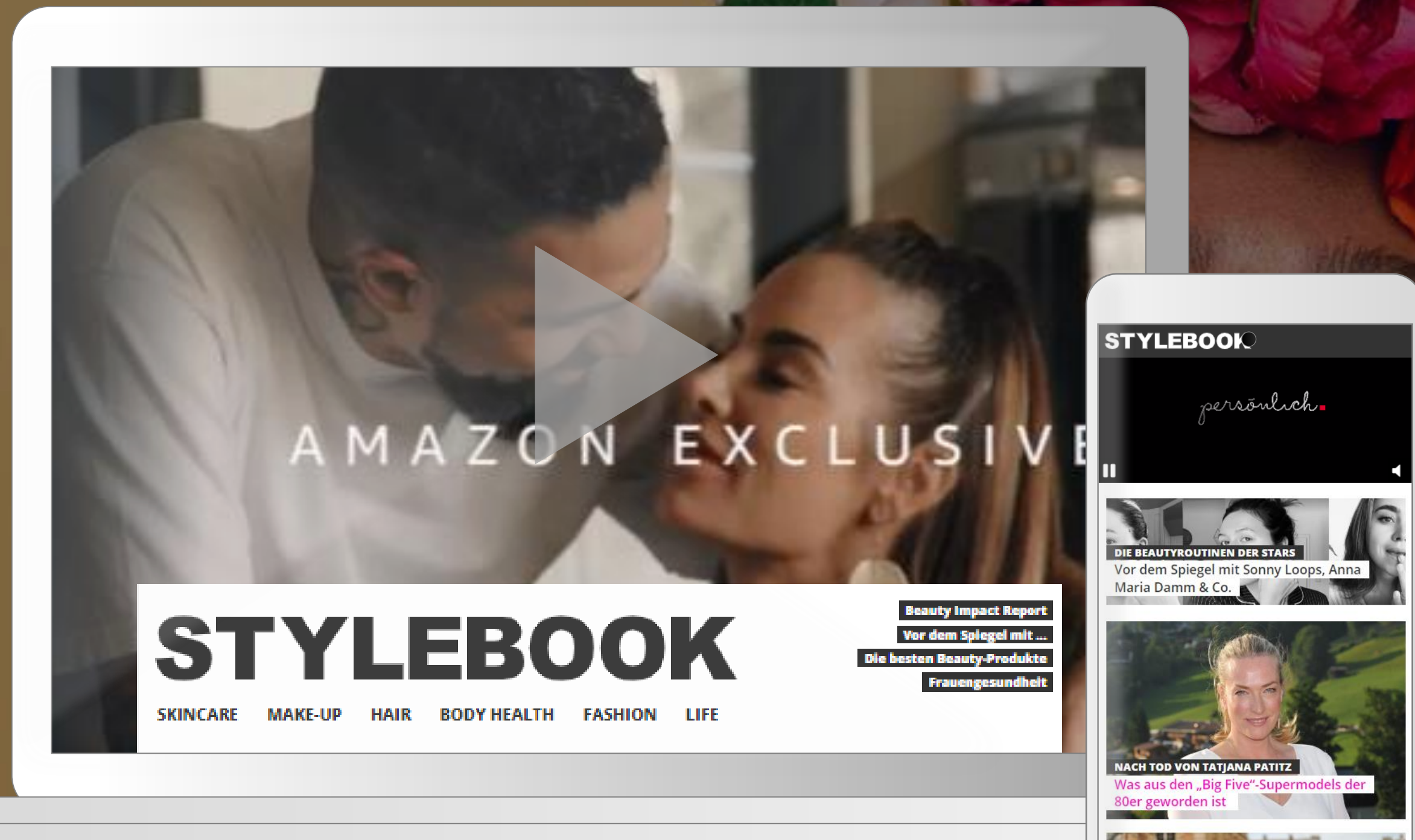
MEDIA - DISPLAY ADS





THIS IS HOW YOU ENTERTAIN GERMANY

# BIG STAGE



Your campaign on a large scale in the direct field of vision of our strong brands on one day!

With the Big Stage, you emotionalize our users and charge them with full power.

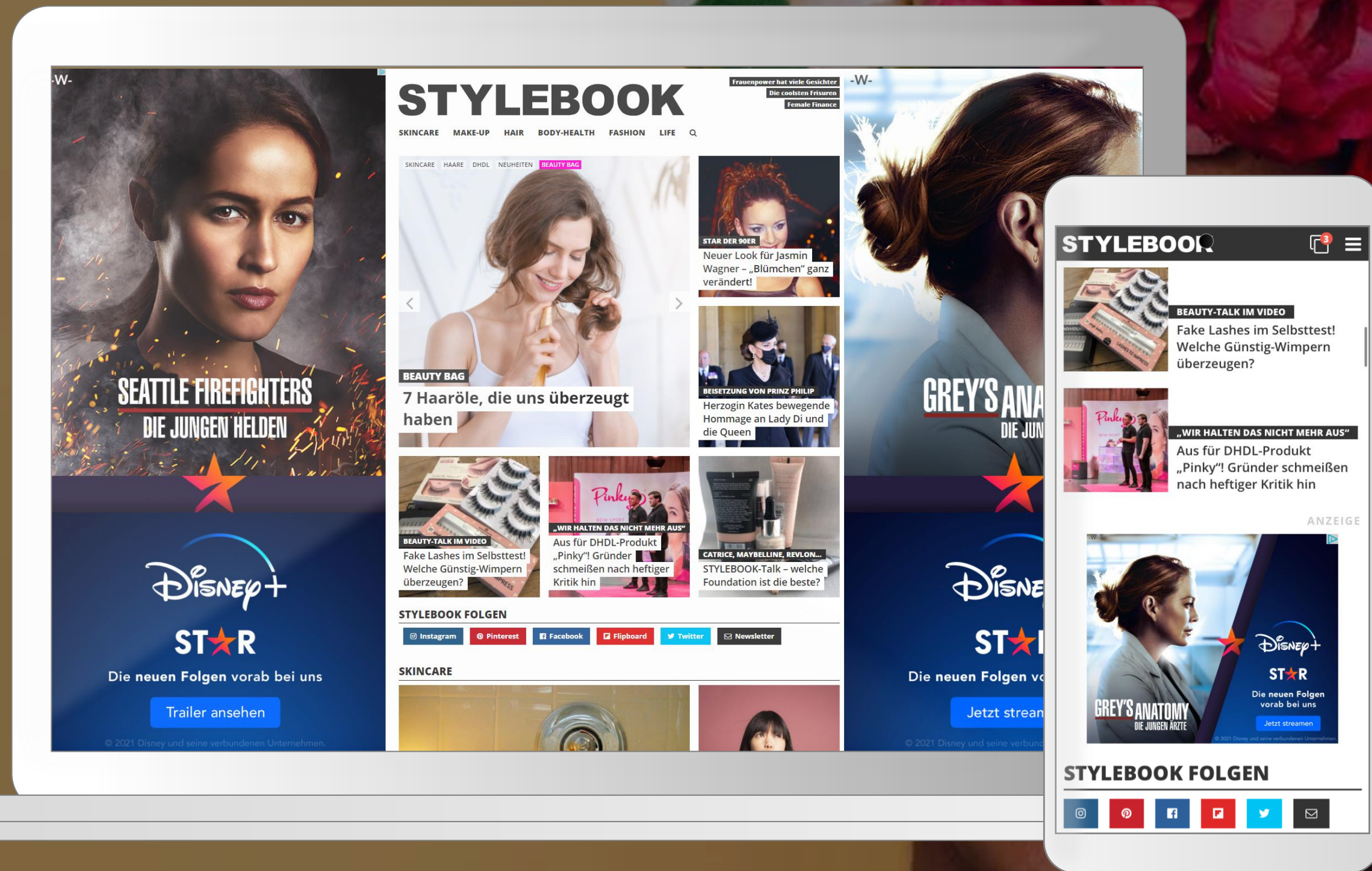
After playing the video (length max. 8 sec.) a Fireplace remains on the page.

On our special interest portal STYLEBOOK you reach 150.000 users per day or 900.000 per week!



SPECTACULAR AND HIGH QUALITY

# HOMERUN



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

In addition to a homepage fixed placement, the client receives a first contact placement (first page view on the entire website off the homepage), reaching every user on the entire site.

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

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

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



ATTENTION-GRABBING AND CLOSE TO CONTENT

# A-TEASER



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 <sup>1</sup>	Pricing <sup>2</sup>
A-Teaser	50.000 Als	1 Day	4.500 €

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



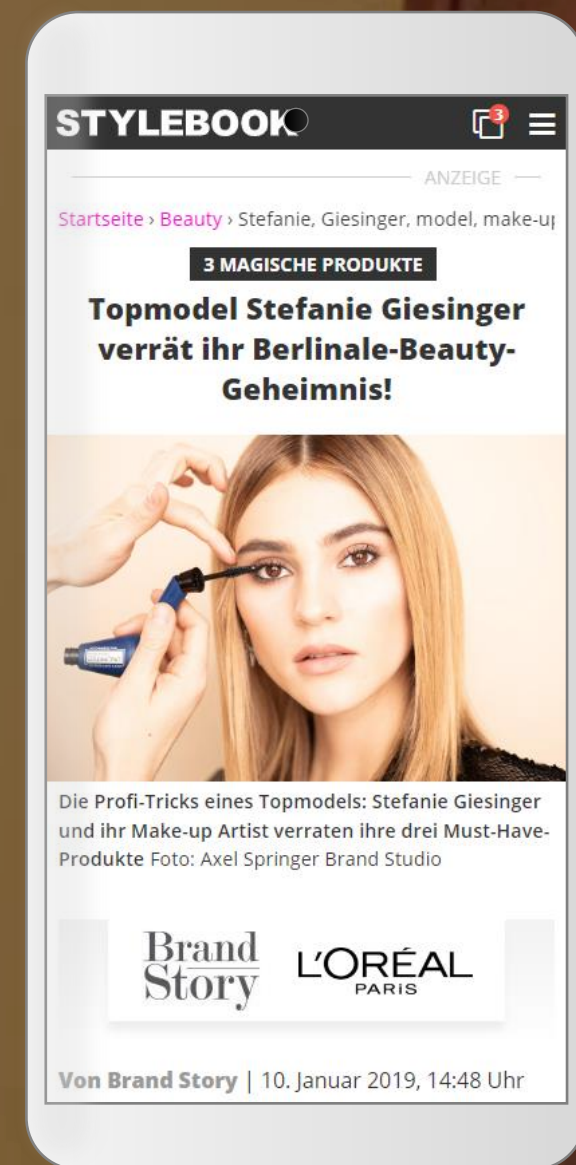
# STYLEBOOK

## STORYTELLING





# BRAND STORY



Storytelling at it's best! Your story gets STYLEBOOK's exclusive storytelling: informative texts, exclusively researched, exciting videos, great photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- Editorial-like story
- Clear brand sender identity through logo integration
- Theme is developed together with the brand studio team
- Visuals can be provided by the client or provided by the 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 Weeks	50.000 €
Maximal <sup>3</sup>	20.000		
<b>Additional Add-Ons</b>			<b>Additional costs</b>
Data & Mafo: Targeting <sup>4</sup>			From €10 CPM (see targeting rate card)
Social Media: Sponsored Posts			See Social Media Factsheet
Performance: Just Clicks, Activation or Lead Add-On			See Performance Factsheet
Hub: Stage for collecting your brand stories			From booking 3 stories on top

12 1) Plus creation costs from 5,000 views 3,500,-€; from 15,000 views 4,000,-€; 20,000 views 4,500,-€, not eligible for discounts and AE  
 2) For brand stories, the lead time must be requested.  
 3) Scalable page views: from €3.50 gross CPV (cost per view), SR and AE capable, depending on the size of the booking and the property  
 4) For selected advertising media, see Targeting Ratecard



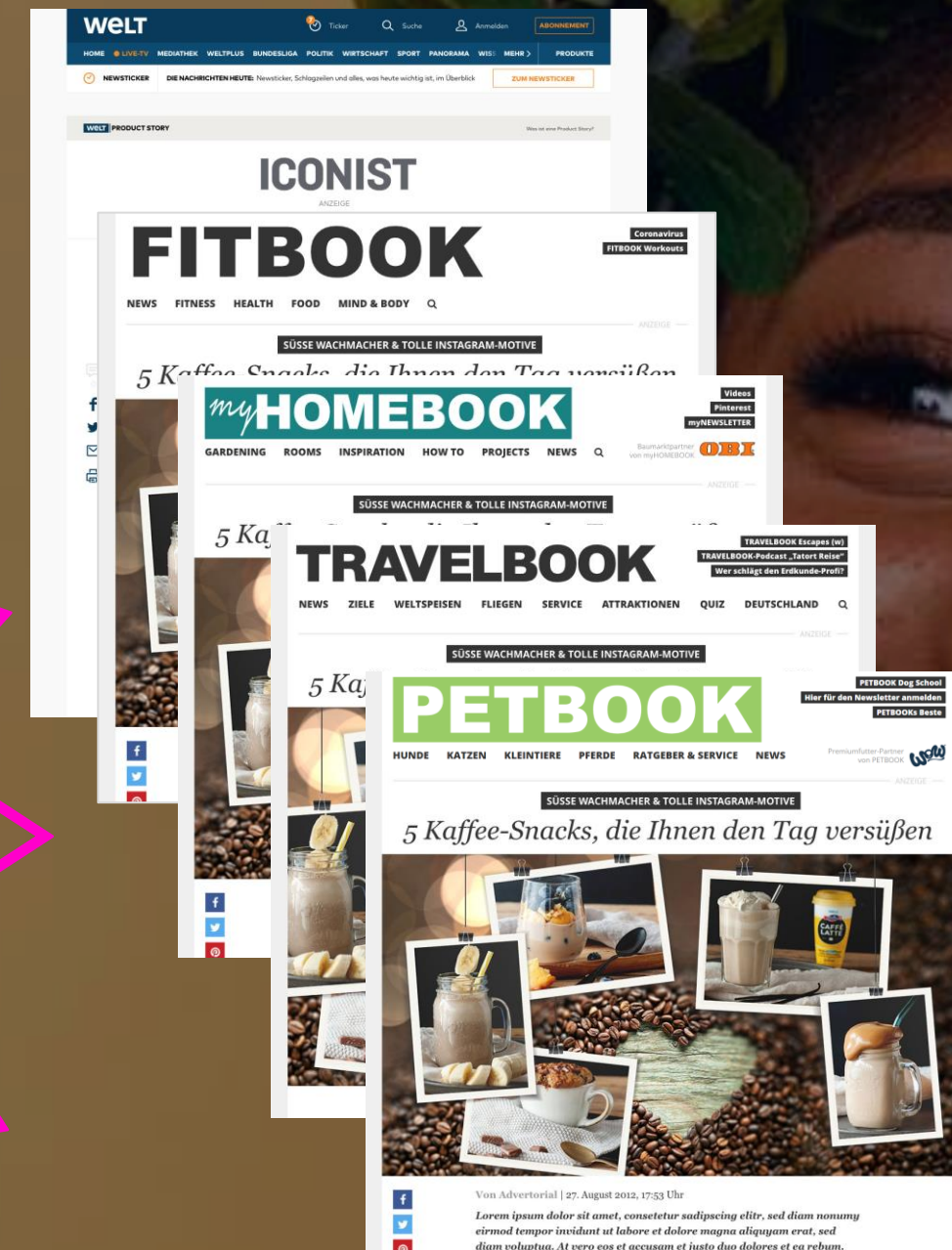
PRODUCT-CENTERED, INDIVIDUALLY DESIGNED ADVERTISING STORYTELLING

# PRODUCT STORY

Excellent opportunity for detailed presentation of a product / service, efficient in its impact through a content developed on the basis of the customer's material.



Exemplary visualization: Product Story Bundle Lifestyle



Product Story Bundles <sup>1</sup>	Guarantee 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 costs
Additional visibility: Ad Impressions <sup>4</sup>				On CPM basis (see CPM price list)
Data Add-Ons: Targeting				From 10€ CPM (see Targeting Ratecard)
Graphic Add-Ons: <sup>5</sup>				
Immersive				Individually
Interactive				4.000€ on the creation costs
Social Media: Sponsored Posts				See Social Media Factsheet
Performance: Just Clicks, Activation or Lead Add-On				See Performance Factsheet
Hub: Stage for collecting your Product Storys				From booking 3 stories on top

1) Travel = BILD (Channel Reise), WELT (Channel Reise), Travelbook (ROS) | Technology = ComputerBILD, Lifestyle = Travelbook, Stylebook, Petbook, myHomeBook, Fitbook (ROS), WELT (Channel ICONIST)  
 2) Material for the stories must be available to Product Stories 2-3 weeks before the start of the campaign.  
 3) Plus creation costs: €4,500 (not SR or AE capable)  
 4) Only advertising media included in the basic packages can be booked  
 5) Graphic representations do not make sense for all content, examination and decision by Axel Springer Brand Studios



ADVERTISING AD IN THE LOOK & FEEL OF TRAVELBOOK

# ADVERTORIAL

**STYLEBOOK** Beauty Impact Report  
Die besten Beauty-Produkte  
Frauengesundheit

SKINCARE MAKE-UP HAIR BODY HEALTH FASHION LIFE Q

ANZEIGE

STRAHLEND SCHÖN WIE SYLVIE MEIS

## Contouring-Trend: So gelingt der Topmodel-Look

Ikone Sylvie Meis macht ihn vor: den Topmodel-Look mit Hilfe von Contouring. Foto: Juvéderm®

Von Advertorial | 19. Juli 2022, 10:36 Uhr

**Stars wie Sylvie Meis machen es vor: Modellerte Wangenknochen und eine definierte Kinn-Kieferlinie können das Gesicht attraktiv und jugendlich wirken lassen. Um Gesichtszüge gezielt herauszuarbeiten, gibt es verschiedene Methoden. Viele Frauen setzen auf einen der größten Make-Up-Trends der letzten Jahre: Contouring. Aber auch nachhaltigere Treatments mit Füllern auf Hyaluronsäurebasis erfreuen sich immer stärkerer Beliebtheit. Wir zeigen, wie Schminktechnik und minimal-invasive Behandlungen helfen können, den angesagten „Topmodel-Look“ zu erreichen.**

Eine V-förmige Gesichtsform ist ein markantes Merkmal des begehrten Topmodel-Looks.<sup>2</sup> Junge Frauen nutzen Make-up oder minimal-invasive Möglichkeiten genauso wie ältere<sup>3</sup>, um sich diesem Aussehen ganz individuell anzunähern. Mit zunehmendem Alter verändern sich die Gesichtsproportionen allerdings: Durch den natürlichen Abbau von Körperfettgewebe verlieren Mittelgesicht und Kieferpartie zwischen Kinn und Ohr an Spannkraft.<sup>4</sup> Dadurch sinken die Gesichtsproportionen in der Regel kontinuierlich ab<sup>4</sup> und lassen die Gesichtszüge müder erscheinen.

**STYLEBOOK** ANZEIGE

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The advertorials on STYLEBOOK are individually designed. Thanks to the editorial presentation in the look & feel of STYLEBOOK, 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
- competitions.
- 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 €
Advertorial stage <sup>3</sup>	1.500.000 Als	6 Weeks	35.000 €

14 1) Running time recommendation, adaptable on request  
2) Plus creation costs (not SR and AR capable): €2,000, advertorial stage: €4,000  
3) Consisting of at least 3 advertorials



# STYLEBOOK

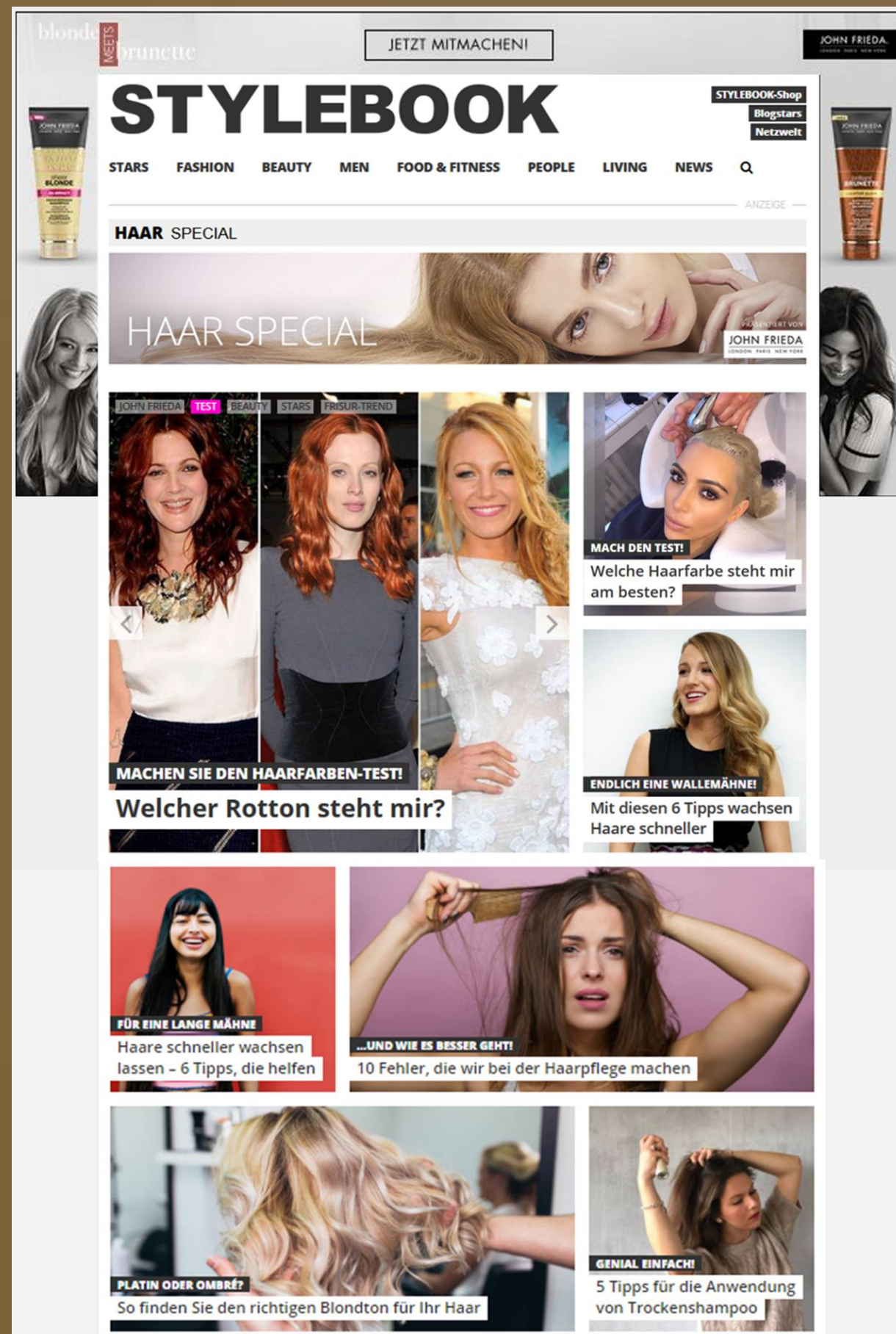
SPONSORING





YOUR STRONG PRESENCE IN AN ENVIRONMENT WITH AN AFFINITY FOR THE TOPIC

# THEME SPECIALS



Theme specials involve the sponsorship of a stage dedicated to a special theme. The sponsoring includes the exclusive customer presence on special start pages and all article pages.

- Sponsoring header and footer
- Advertising media integration (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)

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

Additionally, there is the possibility to integrate advertorials and brand stories within the special.

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

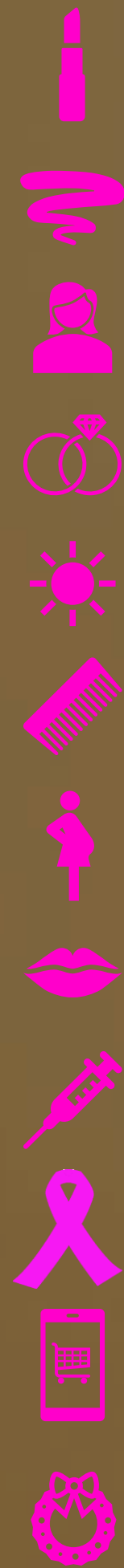
1) Runtime recommendation, customizable on request.

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").



# TOPIC PLAN 2023



The great supplement guide - for the inner and outer glow after the holidays

Art on the skin - Tattoo Trends & Care

Celebrate yourself! - Focus on strong women

Yes-men! The most beautiful wedding dresses, wedding rings and bridal hairstyles for wedding

Sun, sun, sun! The special on the right skin and hair care in summer

From Long Bob to Curtain Bangs - the big hairstyle special

Oh baby! Experience pregnancy healthy and beautiful

Know your Lady-Parts! The special on women's health, intimate care and menstruation

Aesthetic procedures - All about fillers, minimally invasive procedures and treatments.

October is Breast Cancer Awareness Month! - Prevention, risk factors, affected persons in interview

Online shopping - the coolest stores, the best deals

Glam season is here! Glamorous looks & styles for the holidays



Women Rock! - Women in music, which cool styles we have to thank them for, how they have fought for equal rights, who is hot today

Female Finance - from retirement planning to ETFs, we talk to experts

Good germs, bad germs: the microbiome (How important the microbiome is for the body and what to look out for).

Career special - women in "men's jobs", coaches, also: why women don't have to have careers

Skin care special - body, face, what ingredients, different applications.

Everything about jewelry - trends, classics, diamonds from the laboratory ...

Female Heroes - important women from the past to today

Hair removal - methods, treatments like laser, tools in test, opinion pieces

Baby, it's cold outside! Everything about the winter skin

With the nose in front! All about perfumes and fragrances

Future of Beauty: Auf diese Beauty-Trends freuen wir uns 2023

Future of Beauty: These are the beauty trends we can look forward to in 2023



VIDEO SPONSORING

# THE NEW VIDEO SERIES FROM STYLEBOOK

**STYLEBOOK**

*vor dem Spiegel mit...*

Celebrities and experts show us their beauty routines in 3 to 5 minutes - collected on a stage. STYLEBOOK's new tutorial series "In front of the mirror with..." takes you into the bathroom with famous faces and experts from beauty, fashion and social media. This format is the first of its kind in Germany - with German celebrities and experts.

Melissa Damilia  
Sonny Loops  
Anna Maria Damm  
Miyabi Kawai u.v.m.

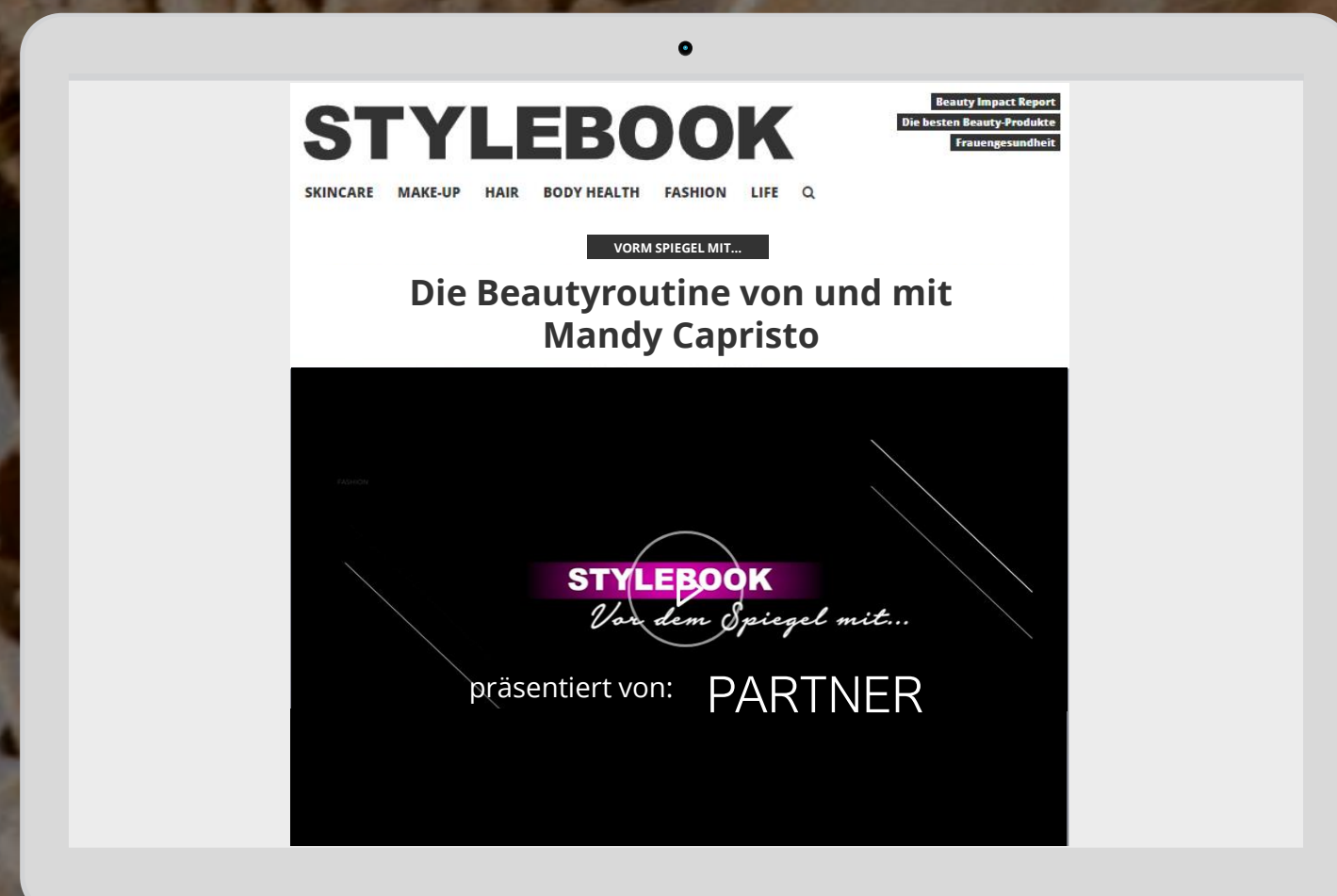


"IN FRONT OF THE MIRROR WITH..."

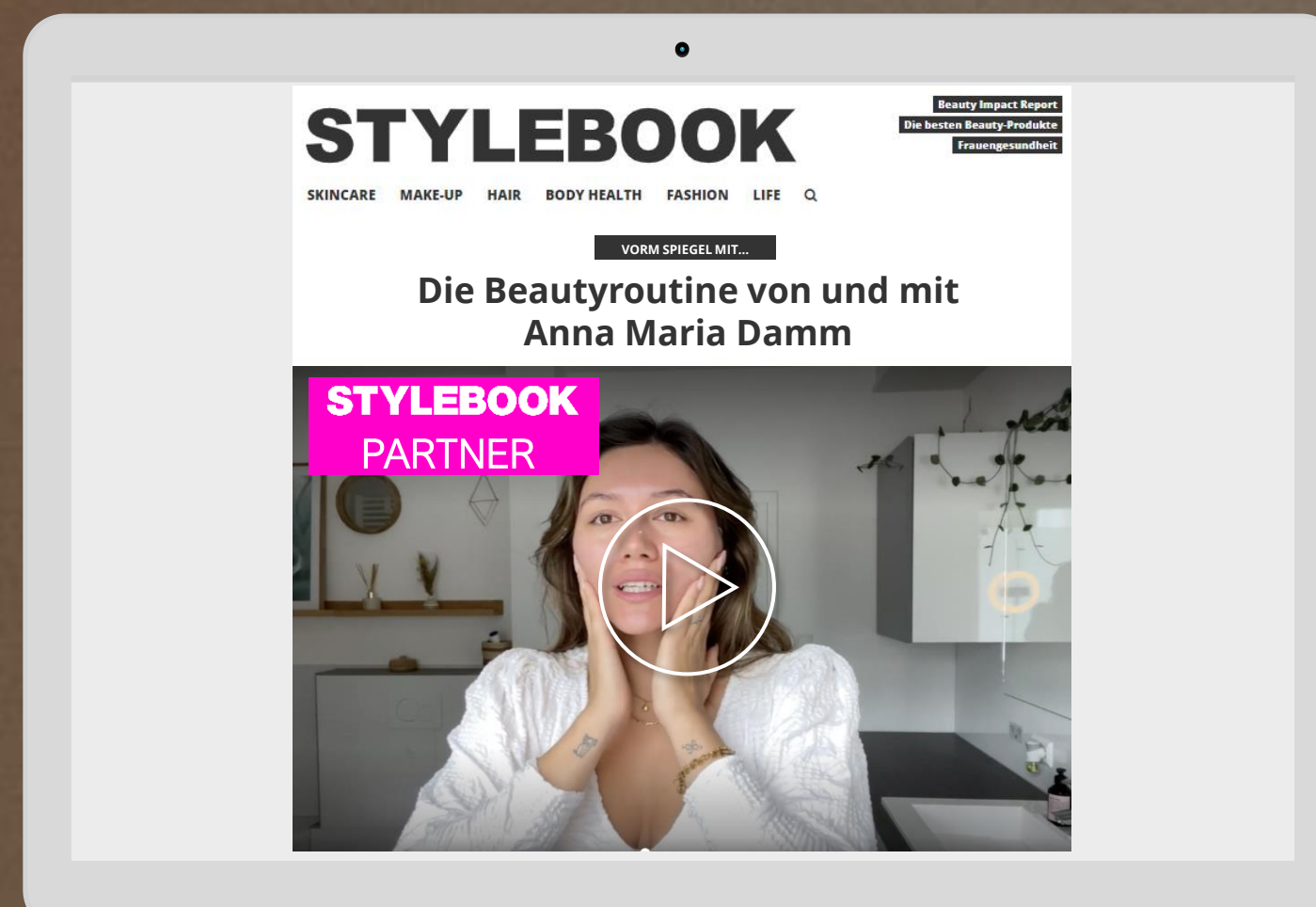
# PRICING AND INTEGRATION OPTIONS

Sponsorship of a video episode:

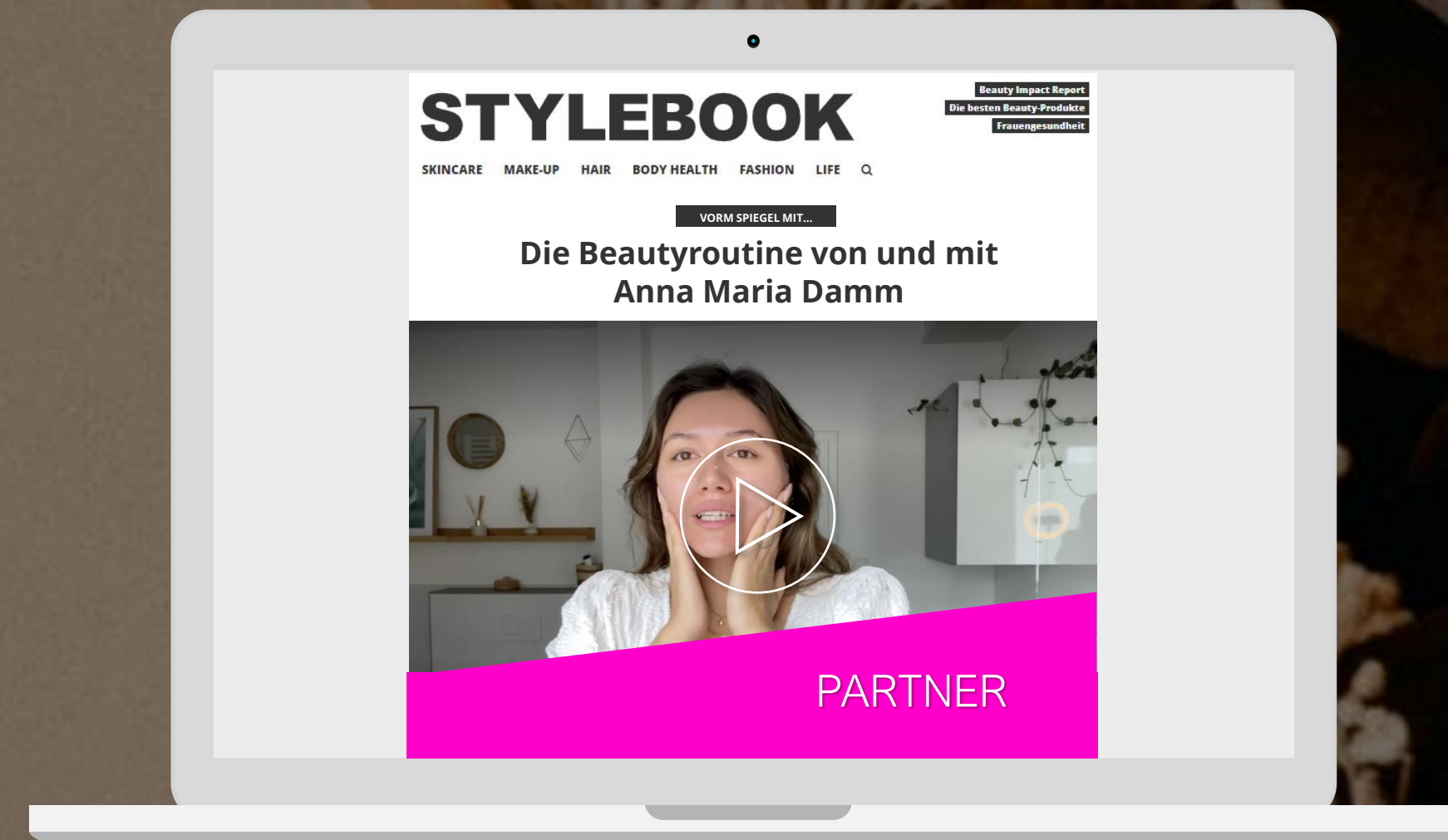
4 Weeks runtime<sup>1</sup>, 50.000 AIs + 5.000 Views, 8.200 €<sup>2</sup>



PRESENTERCLIP



LOGO INTEGRATION IN VIDEO SEQUENCE  
(BRAND + PARTNER)



BANDEROLE



Media package multiscreen on article pages and in ROS<sup>3</sup>

1) Running time per episode: 4 weeks

2) Plus €500 creation costs for video integration per episode; optionally bookable: Product Placement Item, Brand Story S and Advertorial S within the video stage

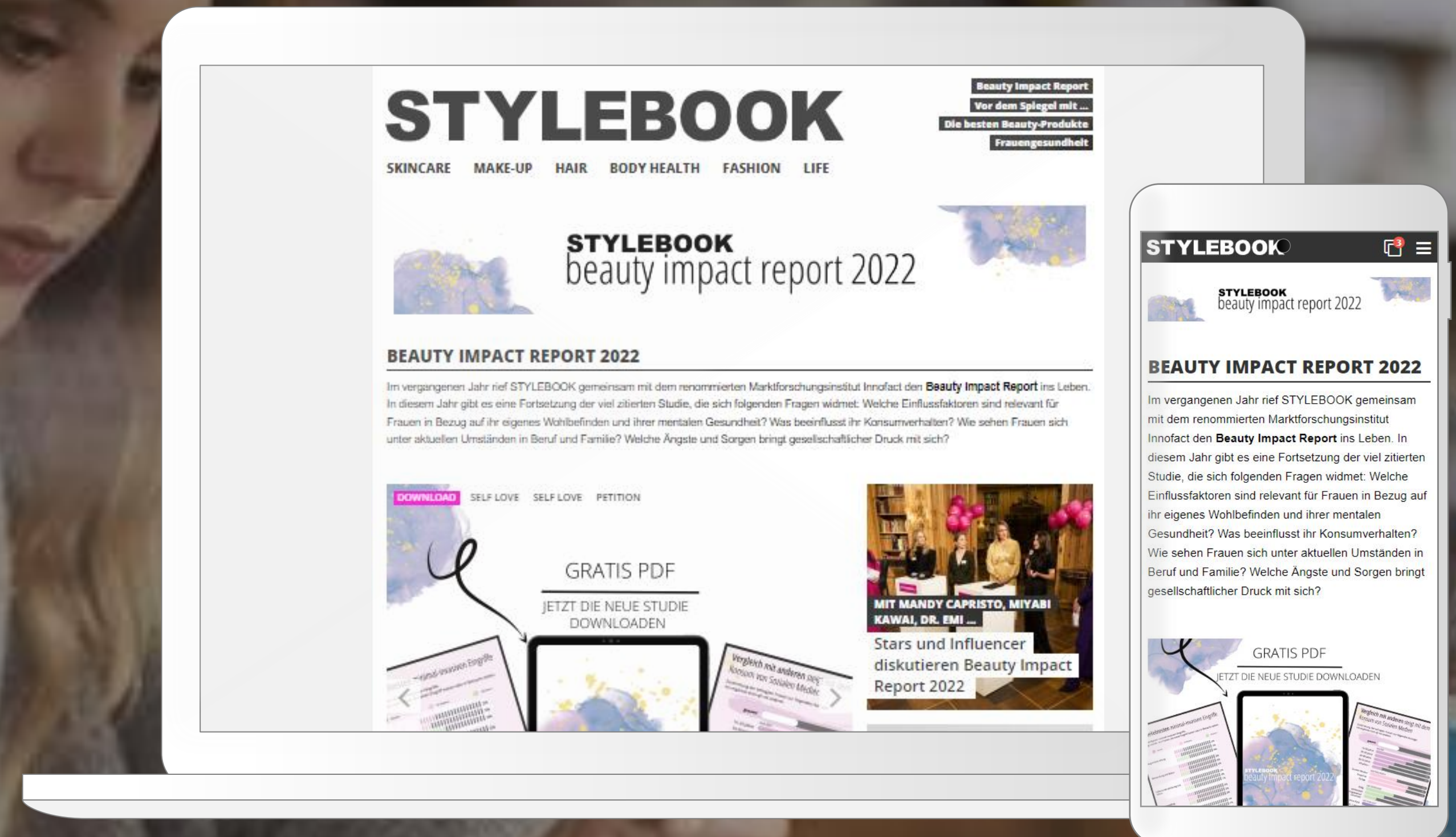
3) Possible formats: Fireplace, Sitebar, or Billboard and Mobile Content Ad 1:1, Understitial or Interscroller



# BEAUTY IMPACT REPORT

We surveyed more than a thousand women ...

- Many German women are dissatisfied with their own appearance.
- The need to compare themselves with others increases with the consumption of social media.
- The use of social media can have a negative impact on well-being.
- Purchase decisions are supported primarily by classic media.
- Snapchat and TikTok in particular pose risks to the well-being of girls and young women.
- Minimally invasive interventions have increased compared to the previous year.





# STYLEBOOK BEAUTY IMPACT REPORT 2023

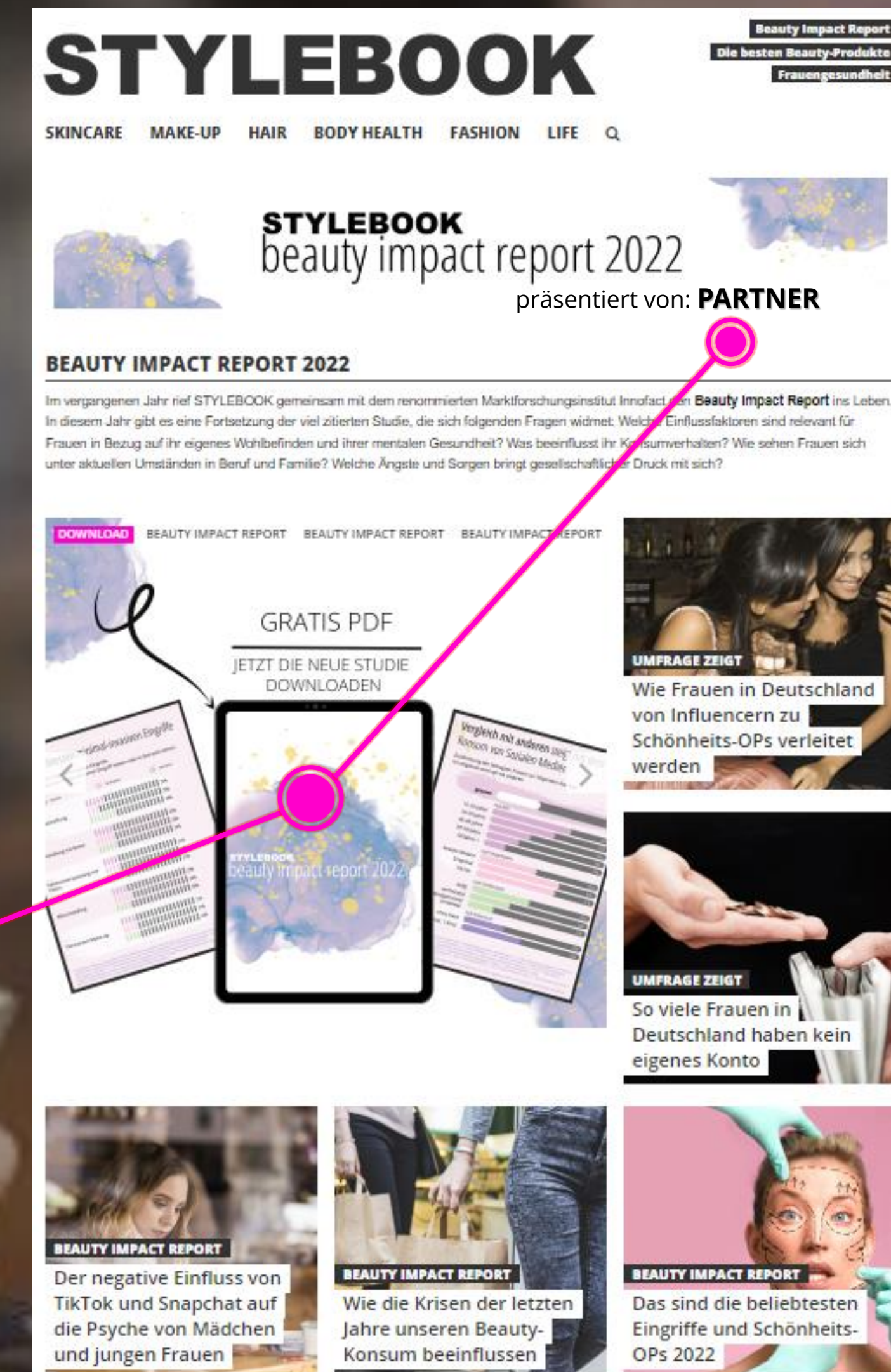
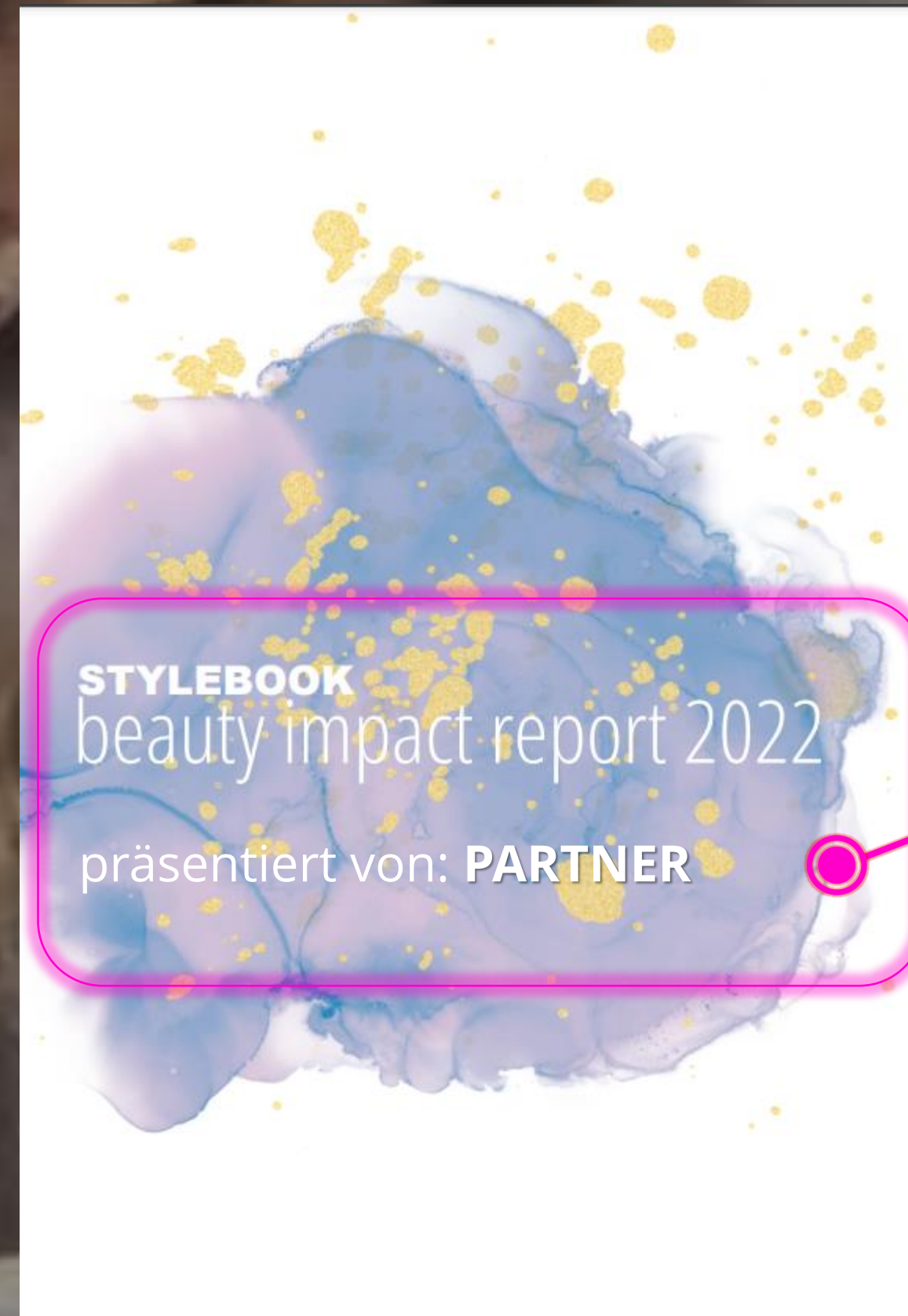
## REPORT SPONSORING

Make a statement and join us for our annual Beauty Impact Report on Mental Health.

With a permanent logo integration on the Beauty Impact Report stage, in the report for download and our campaign, you will receive the attention of our study for your brand.

Contribute to the active education and awareness of the topics in the Beauty Impact Report and become our exclusive sponsoring partner.

Participation in the study is possible as part of a strategic partnership or separately.





# STYLEBOOK

STRATEGIC PARTNERSHIP







HAND IN HAND

# YOUR ADVANTAGES AS A STRATEGIC PARTNER

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- ✓ **INDIVIDUAL CONCEPTION** of exclusive special integration areas.
- ✓ **LONG-TERM STRATEGIC PARTNERSHIP** for high brand awareness.
- ✓ **HIGH VISIBILITY AND STRONG PRESENCE** on the entire portal through diverse media placements.
- ✓ **FOCUS** on beauty & body topics.
- ✓ **FUNDED REPORTING** based on experts, professionals or great opinion pieces.
- ✓ **LIGHTING ACTIONS** with shared senders, (podcast, video series, events, market research possible).
- ✓ **INDUSTRY EXCLUSIVITY** possible.



EVERYTHING AT A GLANCE

# BOOKS PARTNERSHIPS

**PREMIUM-  
PARTNERSHIP**

**CO-  
PARTNERSHIP**

**CO-PARTNERSHIP  
LIGHT**

Package price: from €1  
million Duration 12 months

Package price: from 500.000 €  
Duration 6 months

Package price: from 250.000 €  
Duration 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
	Logointegration	X	-	-
DEEP INTEGRATION	Exclusivity	X	Branch 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	Use of data	X	-	-



# POSSIBLE COMPONENTS

## 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 i. A.

## DEEP 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
- Assessment of the qualitative performance of the partnership by excellent in-house MaFo team 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.

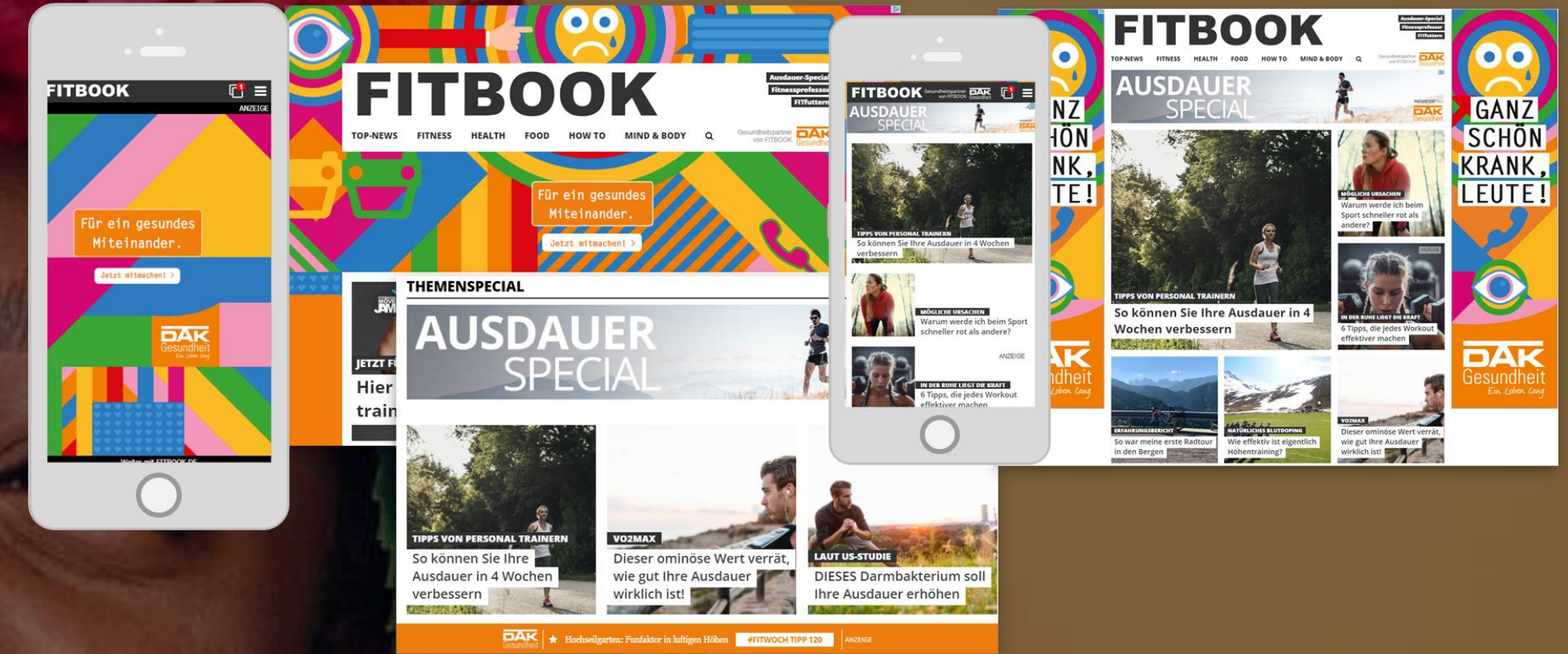


# BOOKS PARTNERSHIPS BEST CASES

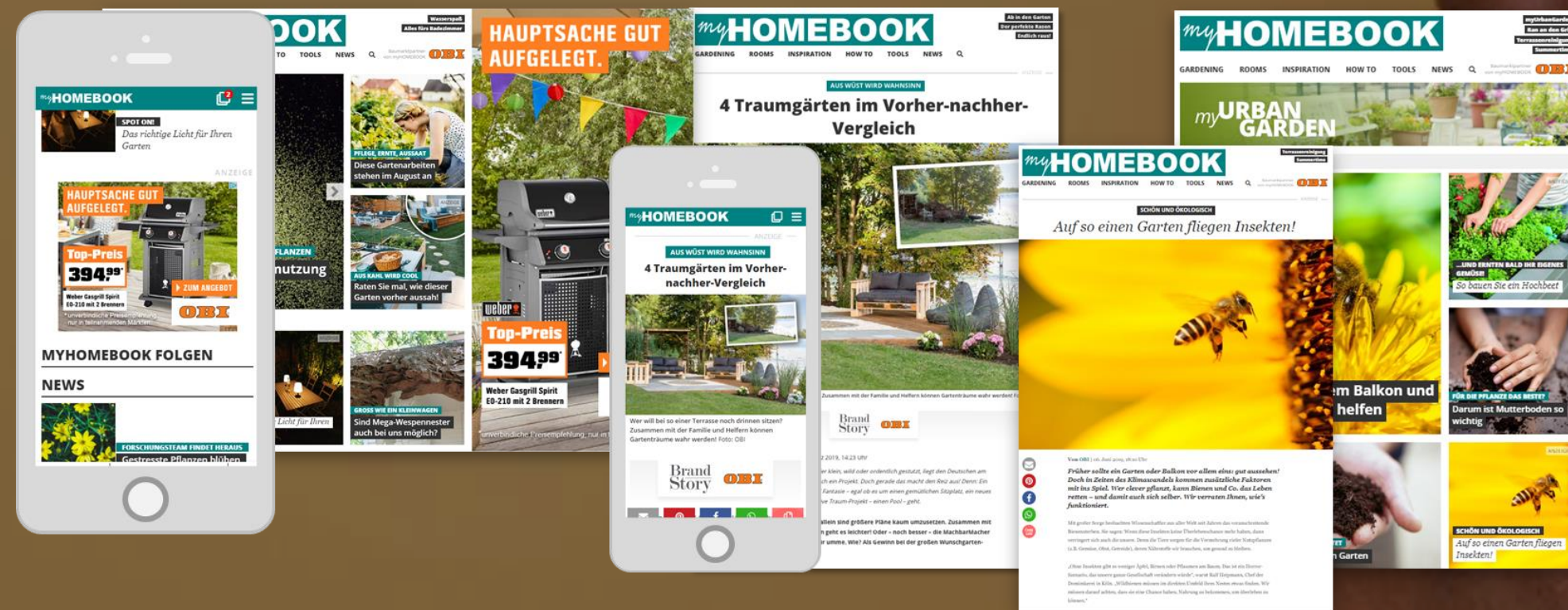
## TELEKOM PREMIUM PARTNERSHIP (2016 – 2018)



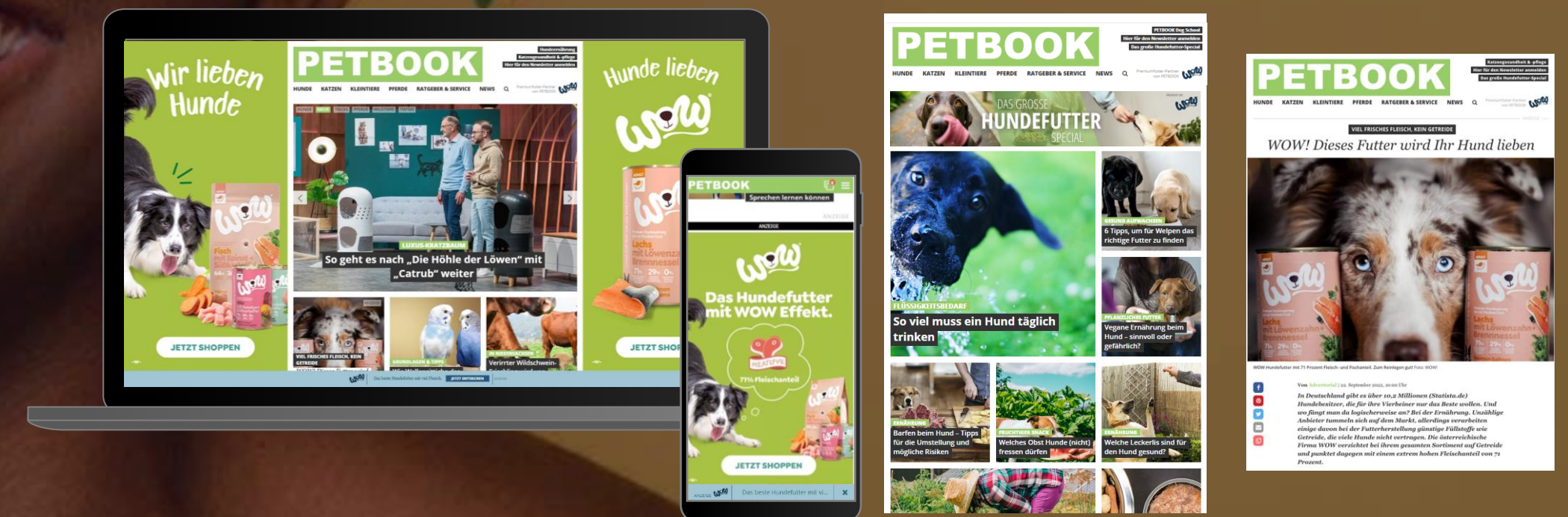
## DAK PREMIUM PARTNERSHIP (2017 – Autumn 2021)



## OBI PREMIUM PARTNERSHIP (2019 – ongoing)



## PETCO PREMIUM PARTNERSHIP (2022-ongoing)





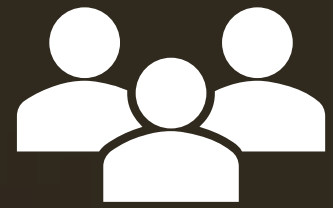
# STYLEBOOK

PERFORMANCE / AFFILIATE



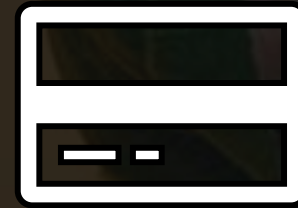


# ADVANTAGES OF AN AFFILIATE COOPERATION



## 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.



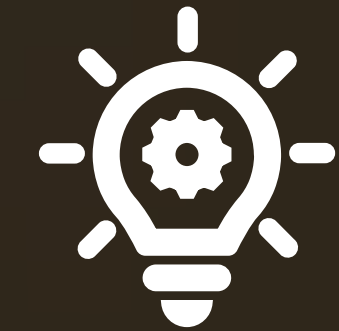
## TOPICAL FIELD

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 target group. 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-related and attention-grabbing manner via various areas. Detailed traffic management ensures optimal playout of your offers.



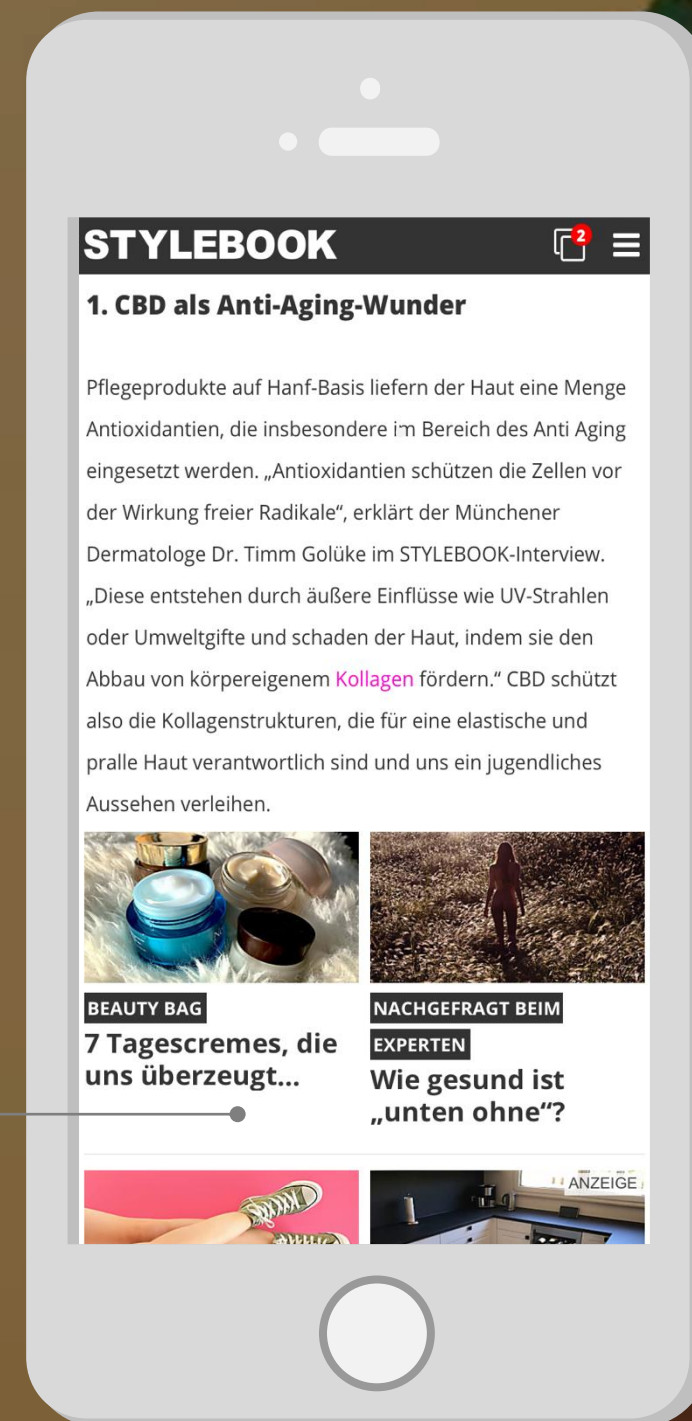
# AFFILIATE-KOOPERATION

# INTEGRATION OPTIONS

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

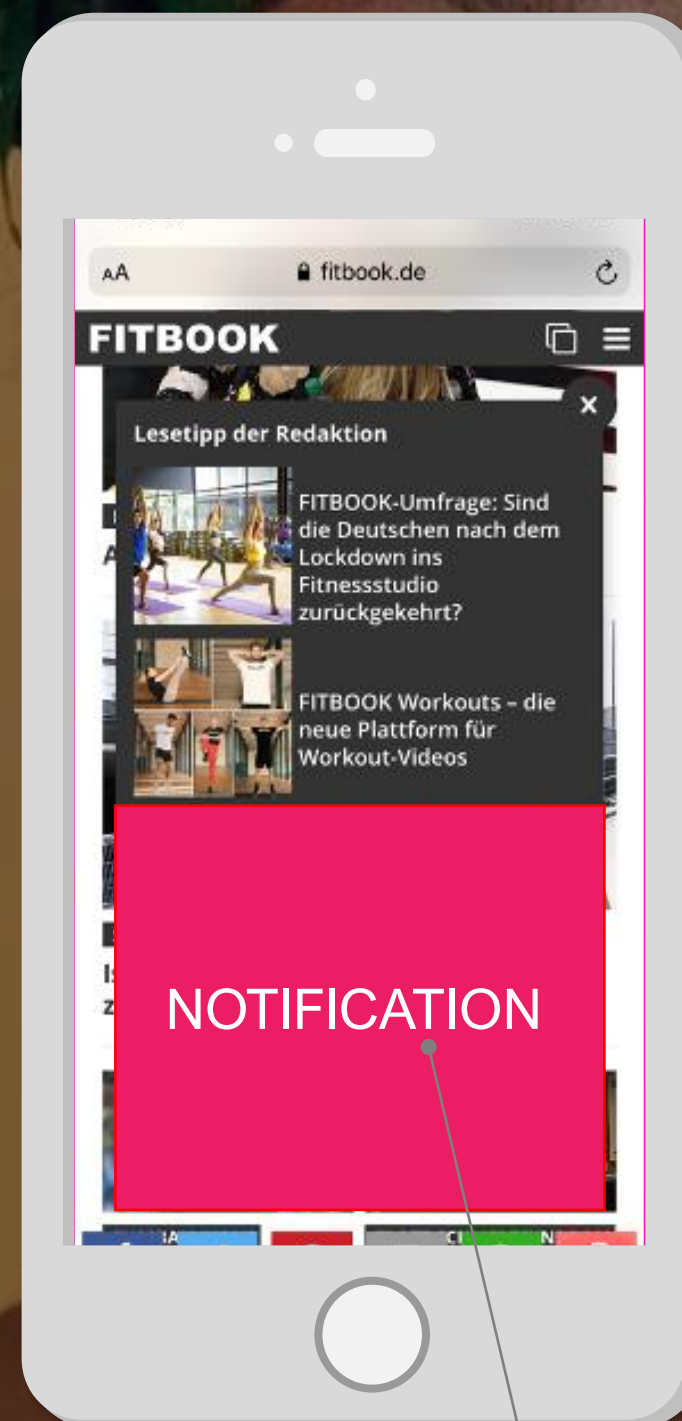
## CONTENT-RECOMMENDATION

Additional traffic guarantor. Perfect placement for content marketing measures



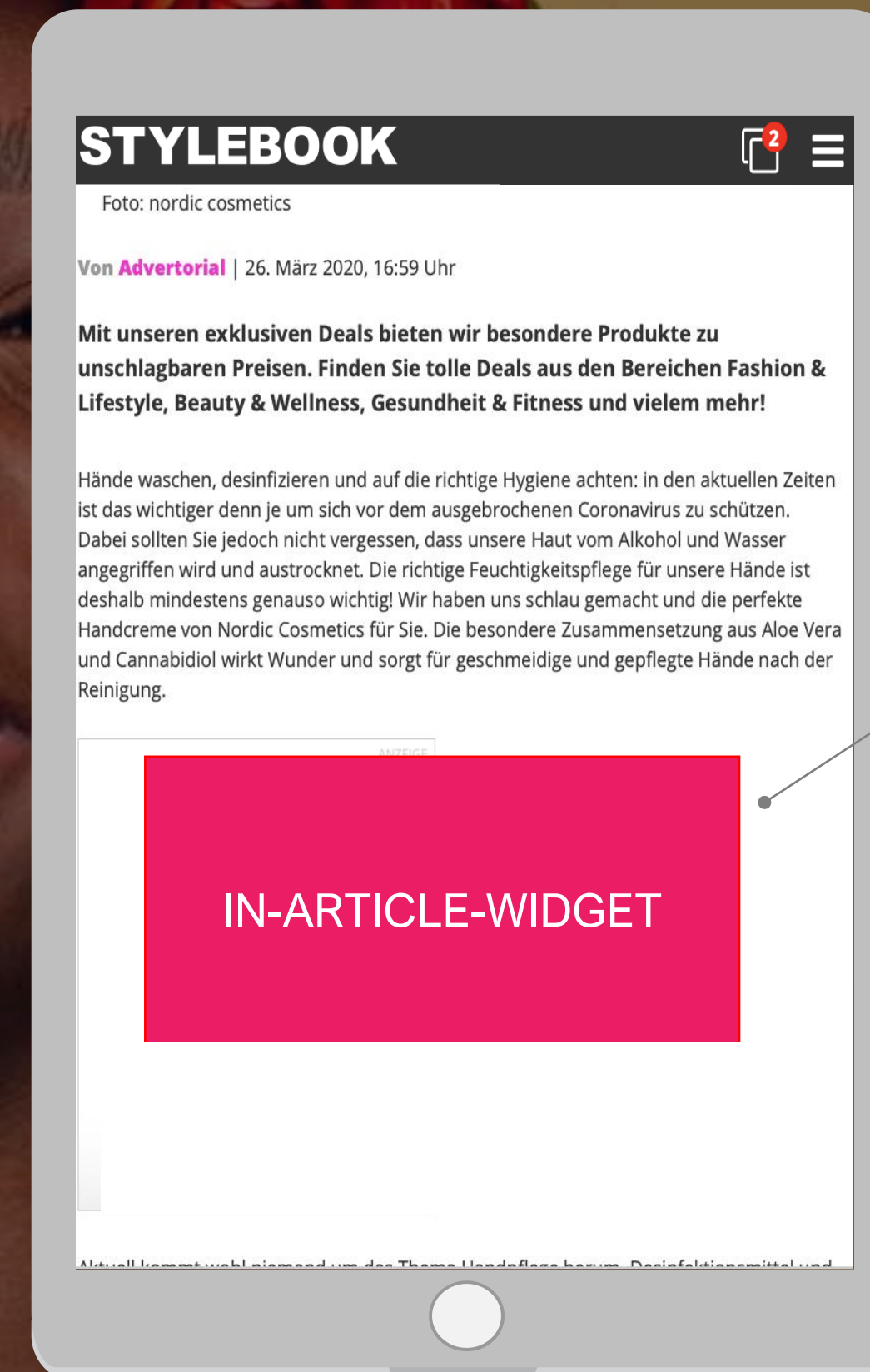
## NOTIFICATION

Notification in page header with strong visibility



## IN-ARTICLE-WIDGET

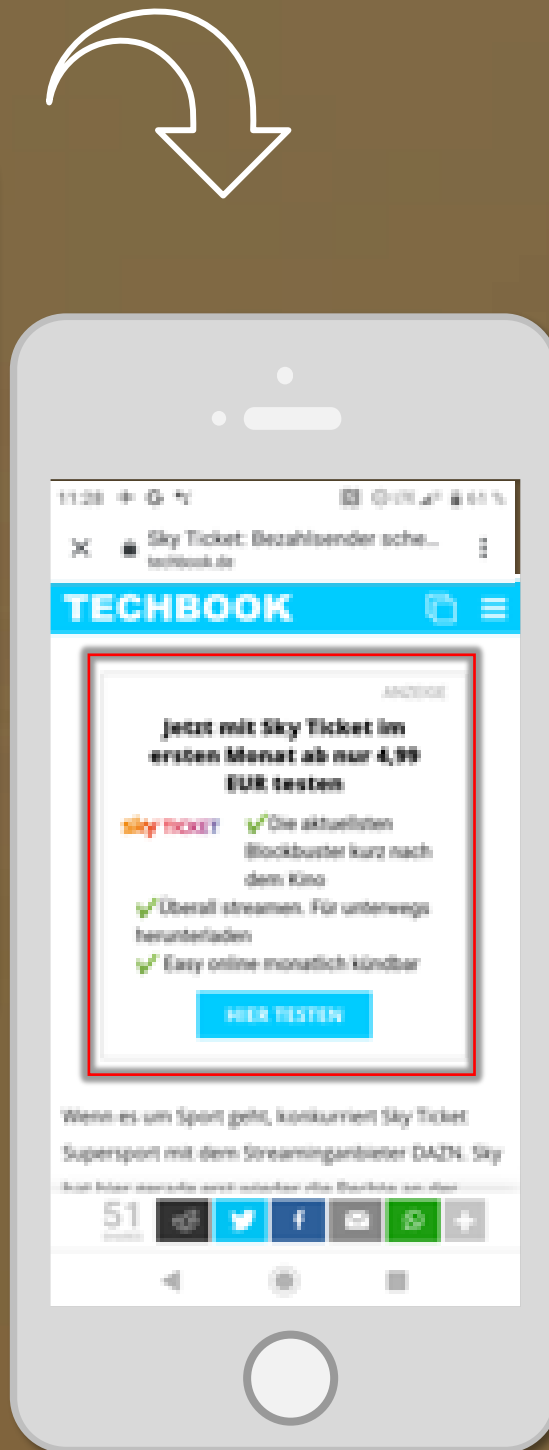
Modules serve as a jumping off point to the partner landing page. Interaction option and personalized results.



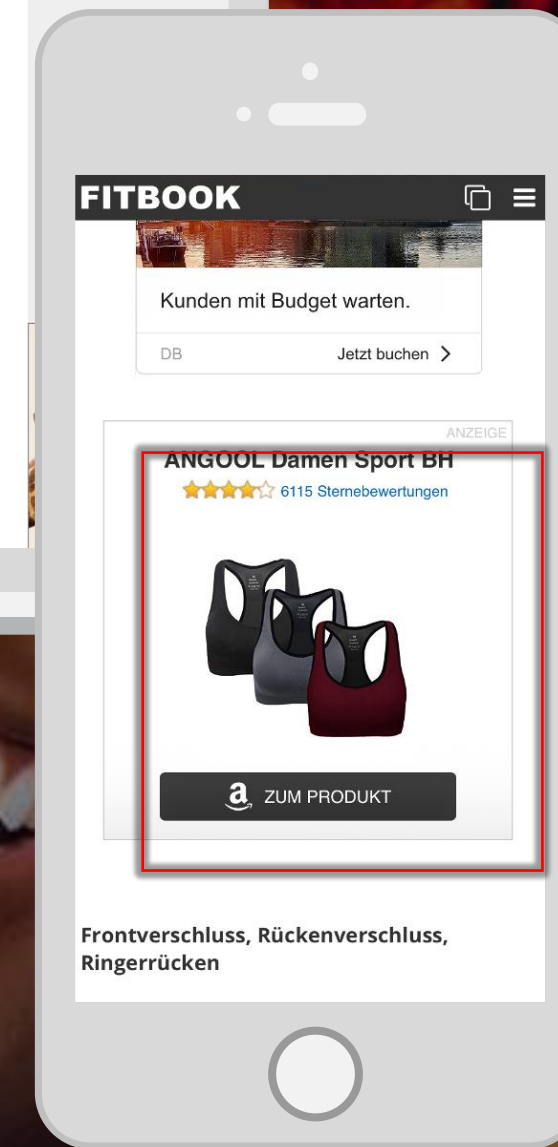
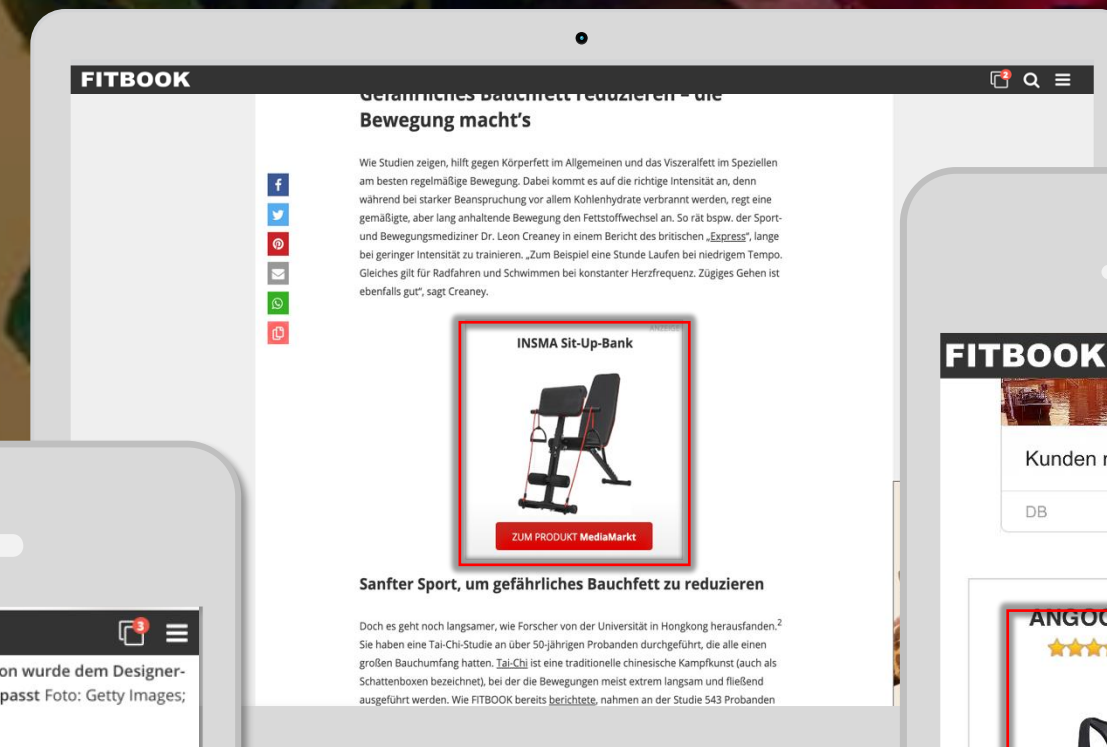
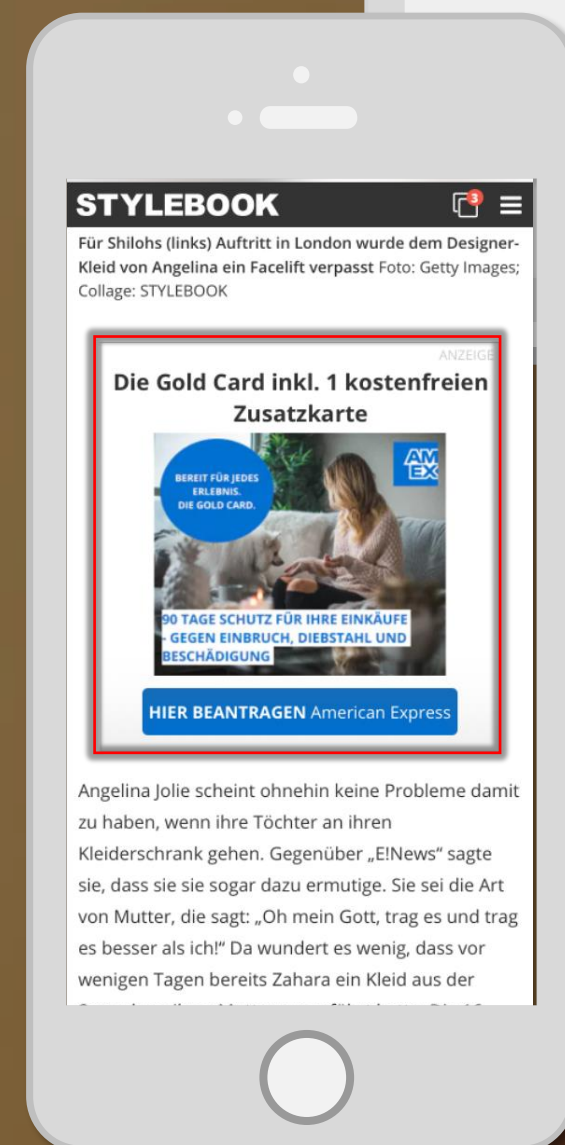


# AFFILIATE-KOOPERATION BEST CASES

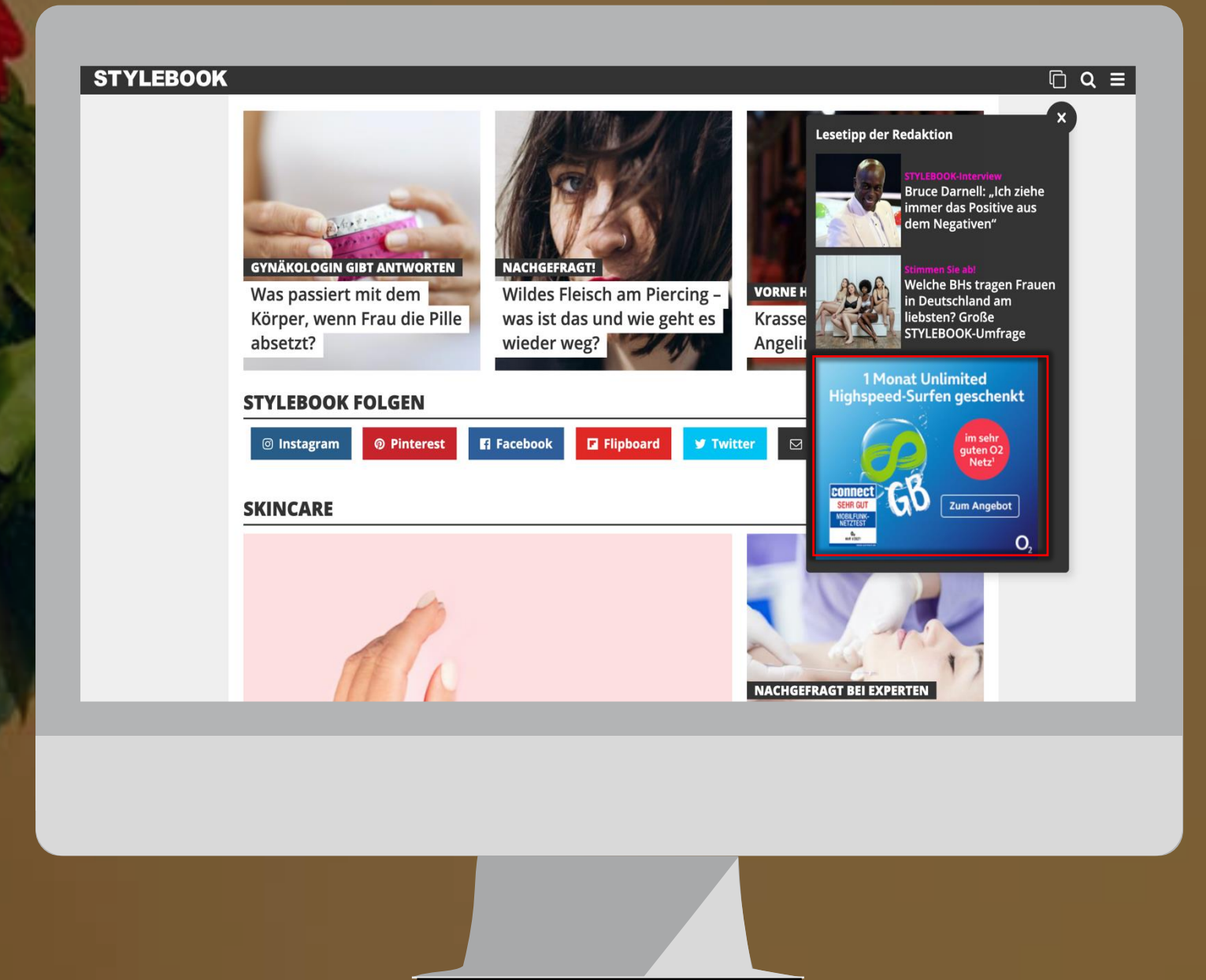
NOTIFICATION



COMMERCE  
CONTENT +  
IN-ARTICLE-  
WIDGET



IN-ARTICLE-  
WIDGET





WE ARE HAPPY TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!

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