

PETBOOK

Media kit

presented by

media **impact** —



OUR BOOK FAMILY

STYLEBOOK

One of the leading online magazines for women

1.75 mill. UVs
3.99 mill. Visits

TRAVELBOOK

Germany's biggest online travel magazine

3.68 mill. UVs
5.23 mill. Visits

TECHBOOK

The portal for an innovative digital lifestyle

3.43 mill. UVs
5.19 mill. Visits

FITBOOK

One of the leading online magazines in health and fitness

3.08 mill. UVs
4.57 mill. Visits

MYHOMEBOOK

The largest online magazine on house and gardening

3.14 mill. UVs
4.48 mill. Visits

PETBOOK

The online magazine for all petowners and pet enthusiasts

1.81 mill. UVs
2.38 mill. Visits

PETBOOK IN A NUTSHELL

THE NEW LIFESTYLE PORTAL FOR ALL ANIMAL OWNERS AND ANIMAL LOVERS:

- PETBOOK wants to understand the behavior and needs of pets and farm animals, explain them in a way that everyone can understand and offer their owners orientation and advice in everyday life
- PETBOOK stands for high-quality and credible service journalism with a lifestyle approach
- Reports, expert interviews and tips, studies, tutorials and life hacks
- Special focus on animal health, healthy and sustainable nutrition, care and keeping of animals

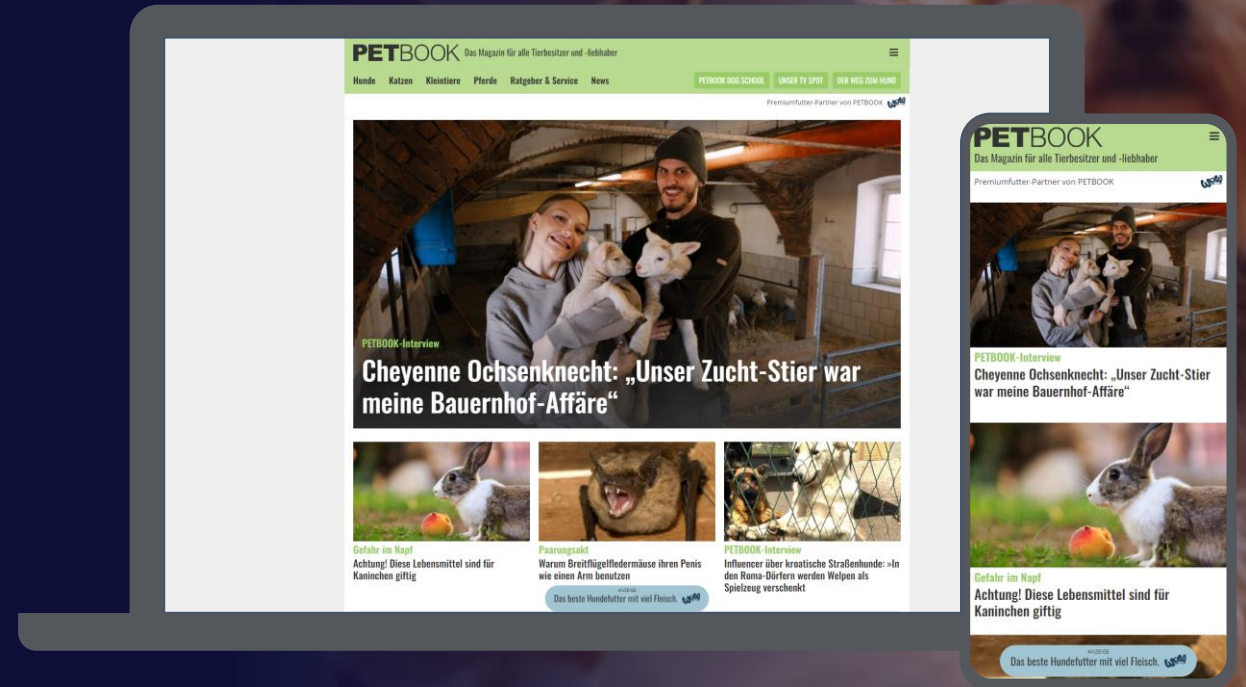
1.81 mill. Unique Visitors*

2.38 mill. Visits*

* Adobe Analytics 07/2024

** Facebook February 2023

PETBOOK appears in a new look!



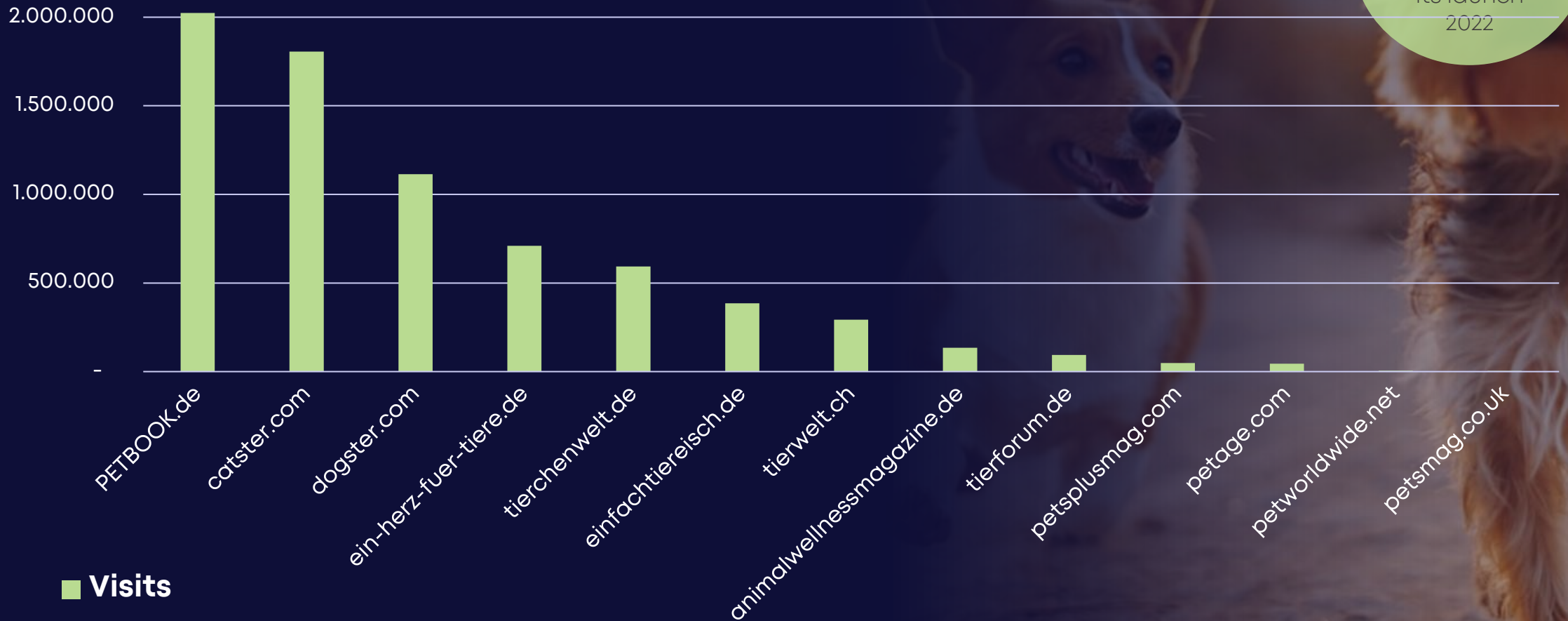
381,153 follower**

252,810 organic reach/ month**

2,116 profile visits/ months**

PETBOOK'S COMPETITORS

PETBOOK
has been
the market
leader since
its launch
2022



■ Visits

THE PETBOOK USER

PET NEWBIE



JULIA, 29 & THEO, 32

...live in Berlin. They have just fulfilled their dream of having a pet together and are now wholeheartedly shaping their lives with their new companion. In the process, they are always looking online for helpful tips and new products.

PET LIFESTYLER



LOUISA, 36

...lives alone with her cat Mimi in Leipzig, but also likes to leave her with her friends when she goes out. Mimi has her own Instagram channel where Louisa shares her cat's life and her latest discoveries.

PET HERO



CLAUDIA, 51

...and her family live in Erding near Munich. She has two older children and owns several animals. As she grew up with animals and she is considered an expert among her circle of friends, which is why she is often asked for advice.

OUR CATEGORIES



EDITORIA TOPIC PLAN 2024

JAN

SMART PET HOME:
Technical gadgets that make everyday life with pets easier (GPS tracker, suction robot, etc.).

FEB

Strengthening pets' immune systems - what's healthy for animals, from vitamins to supplements

MAR

Sustainably animal-friendly: Reducing the pawprint with alternative nutrition for animals & more

APR

The secrets of cat food ingredients: taurine, vitamin A, proteins, minerals, dry or wet food

MAY

Safety for our four-legged friends: finding the perfect pet insurance, types of insurance, costs, insurance for old or sick animals

JUN

Food for sick animals - indications, diabetes, kidneys, thyroid, urinary stones Feeding methods, ingredients

JUL

On an adventure trip together: Vacation with dog - hiking, beach and plane

AUG

Aquarium - Terrarium Special - Accessories, feed & additives

SEP

Pet health care - vaccination, food supplements, check-ups, ageing & changing seasons

OCT

Coat and paw care - suitable products from brushing to hair removal

NOV

Clean as a whistle: How to protect yourself from transmissible diseases and allergens in your pet's household

DEC

Often underestimated - keeping small animals busy and species-appropriate, building toys and enclosures yourself

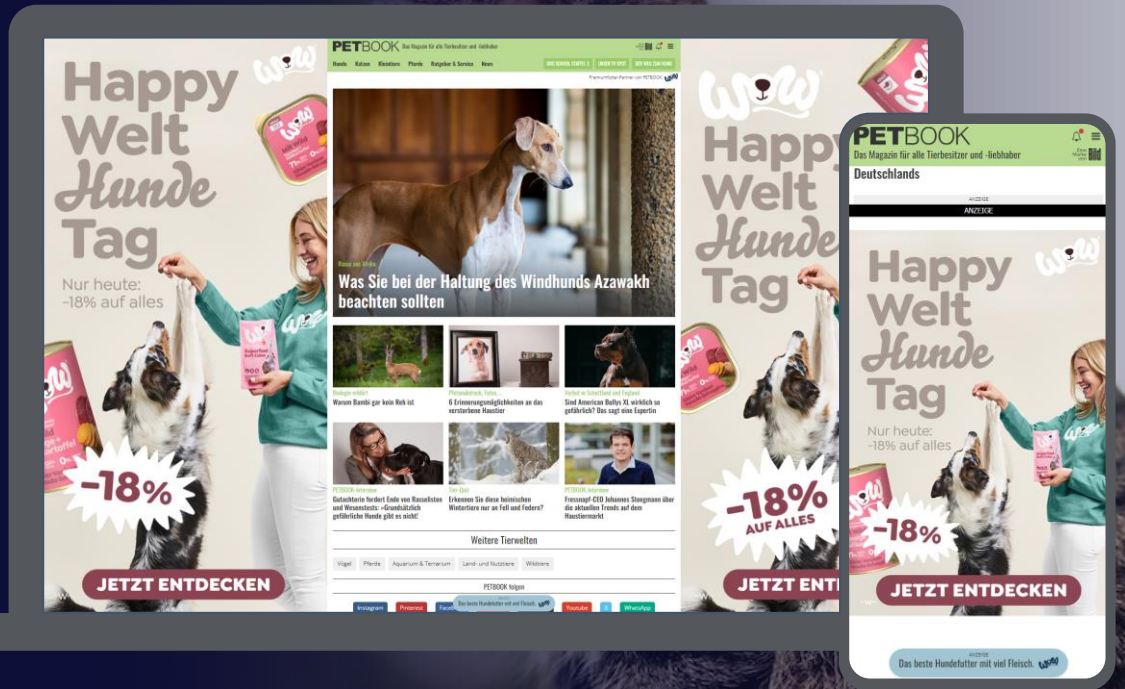
DAILY FIXED PLACEMENTS

HOMERUN: HIGH-QUALITY STAGING ON THE HOME

Attention-grabbing with incredible presence: The Homerun guarantees a first-class appearance and maximum branding!

In addition to a fixed homepage placement, you also receive the first contact placement (first page view on the entire website apart from the homepage) and thus reach every user on the entire special interest portal.

The whole page just for your brand.



[Discover your ad format](#)

Package ¹	Guarantee	Run time	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, Sa. & Sun.=1 Day | Exclusivity on the homepage except CMS areas, e.g. home teaser and taboola

² The desktop Big Stage advertising material is displayed on the homepage. In ROS the fallback advertising material is displayed. Additional editorial approval required.

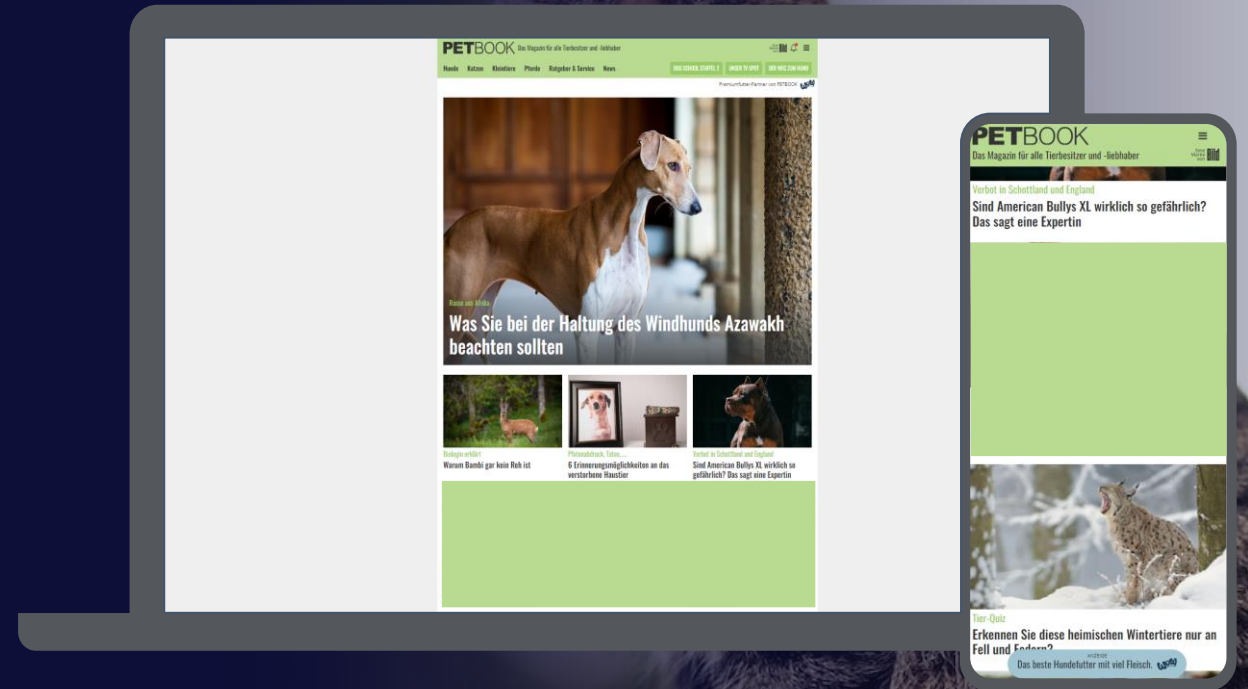
A-TEASER: ATTENTION-GRABBING AND CLOSE TO CONTENT

The placement on the most prominent editorial space on the homepage is ideal for your product and collection highlights. Amidst the editorial content your message provokes trustworthiness.

The link-out either leads to a partner website or to a specific landing page.

Package	Guarantee	Run time ¹	Pricing
A-Teaser	50.000 Als	1 Day	4.500 €

¹) Saturday and Sunday count as a single day



NATIVE ADVERTISING

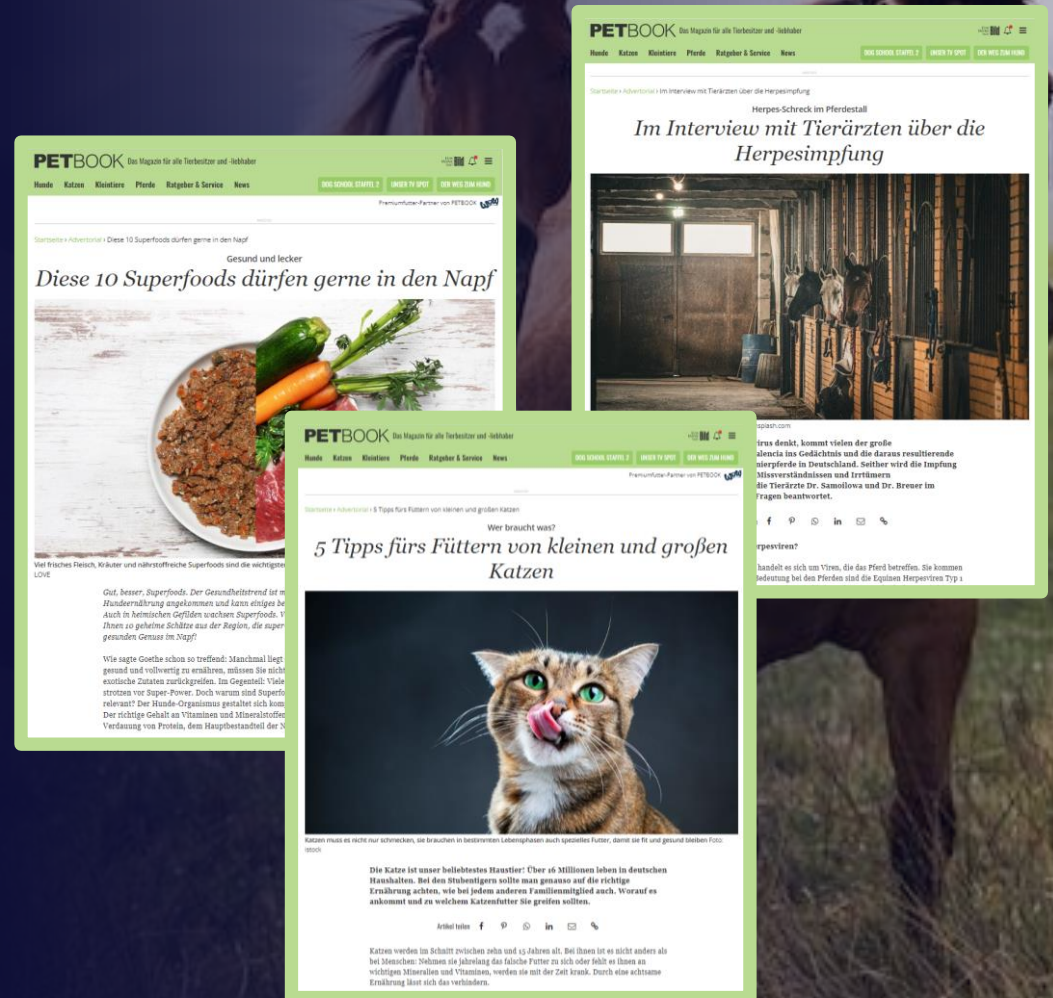
ADVERTORIAL: YOUR CONTENT IN THE LOOK & FEEL OF PETBOOK

The advertorials on PETBOOK are individually designed.

Thanks to the native storytelling in the look and feel of PETBOOK, you are presented in a first-class environment and benefit from a high level of credibility. The advertorial focusses on the advertising content you provide.

Users are addressed directly and the brand can be promoted via competitions, votings, integrated videos and much more.

Traffic is generated through homepage teasers as well as an Ad Bundle and Mobile Medium Rectangle in Run of Site.



Package	Guarantee	Run time ¹	Pricing ²
Advertorial XS	375.000 AIs	2 weeks	7.500 €
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 €

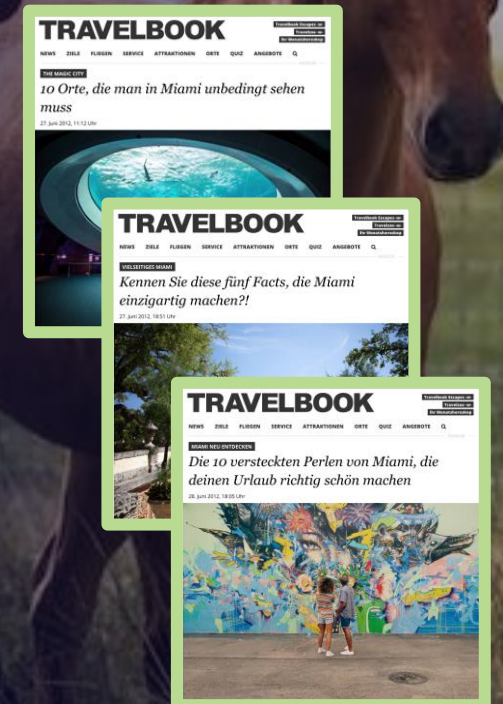
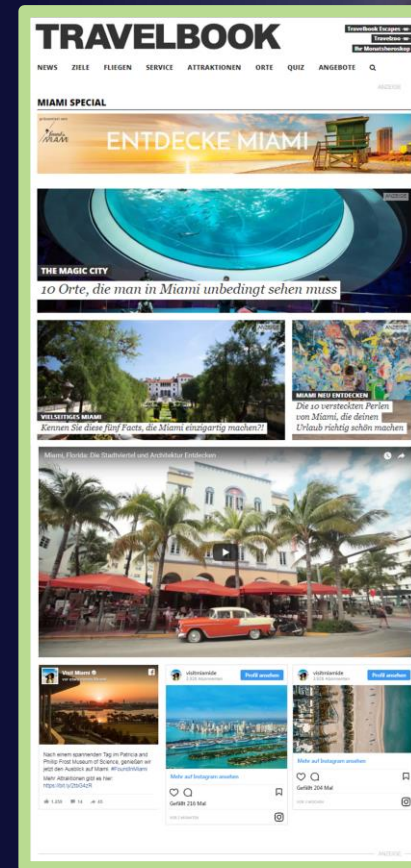
1) Recommended Run Time. Customizable on request.
 2) Plus creation cost (not eligible to SR or AR): 2.000 €

ADVERTORIAL STAGE: ALL YOUR CONTENT AT ONE PLACE

An Advertorial Stage bundles three Advertorials in a single place. Both the stage and the three advertorials are individually staged in the look and feel of TECHBOOK.

Users are addressed directly and the brand can be promoted via competitions, votings, integrated videos and much more.

Traffic is generated through homepage teasers as well as an Ad Bundle 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 €

1) Recommended Run Time. Customizable on request.
 2) Plus creation cost (not eligible to SR or AR): 2.000 €

EMOTIONAL STORYTELLING WITH THE BRAND STORY

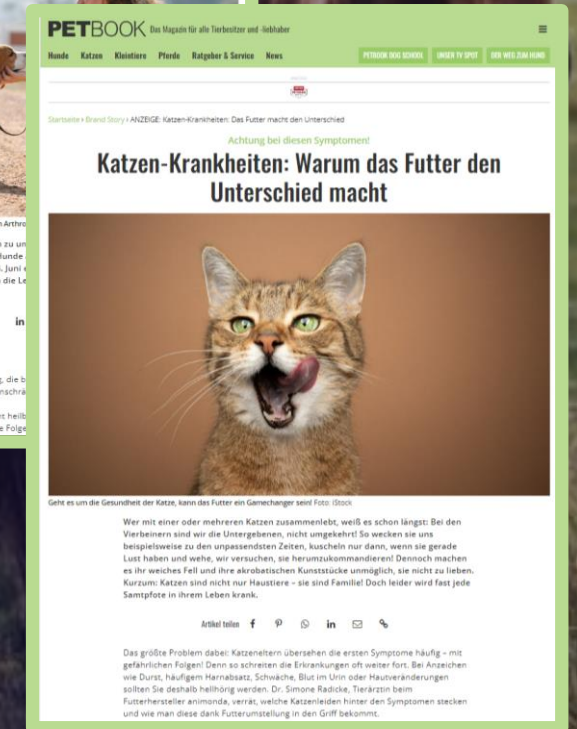
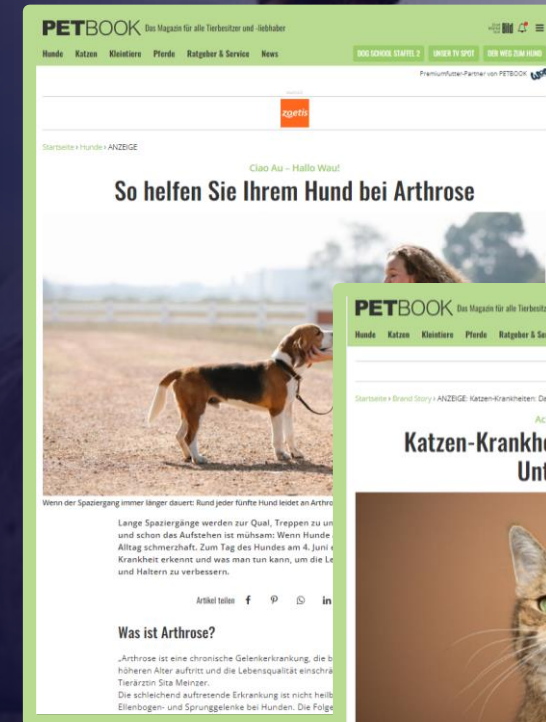
Your native Story gets the exclusive storytelling of PETBOOK: Informative texts, well researched, exciting videos, large photo productions, educating graphics, interactive engagement tools like 360-degree pictures, quizzes, picture galleries.

- Editorial-looking Story
- Prominent logo integration to indicate messenger
- Our Brand Studio team will help you find the right topic
- You may deliver your own photos or make use of our native photo team

Minimum Page Views bookable ³	Basic Package	Maximum Page Views bookable ³
5.000	15.000 Page Views 50.000 € ¹ 6 weeks run time ²	20.000

Possible Add-Ons	Pricing
Data & MaFo: Targeting ⁴	From 10€ CPM (refer to Targeting Ratecard)
Social Media: Sponsored Posts	Refer to Social Media Factsheet
Performance: Just Clicks, Social Engagement, Lead-Add-On	Refer to Performance Factsheet
Stage for bundling your Brand Stories	Book 3 Stories and get the stage for free

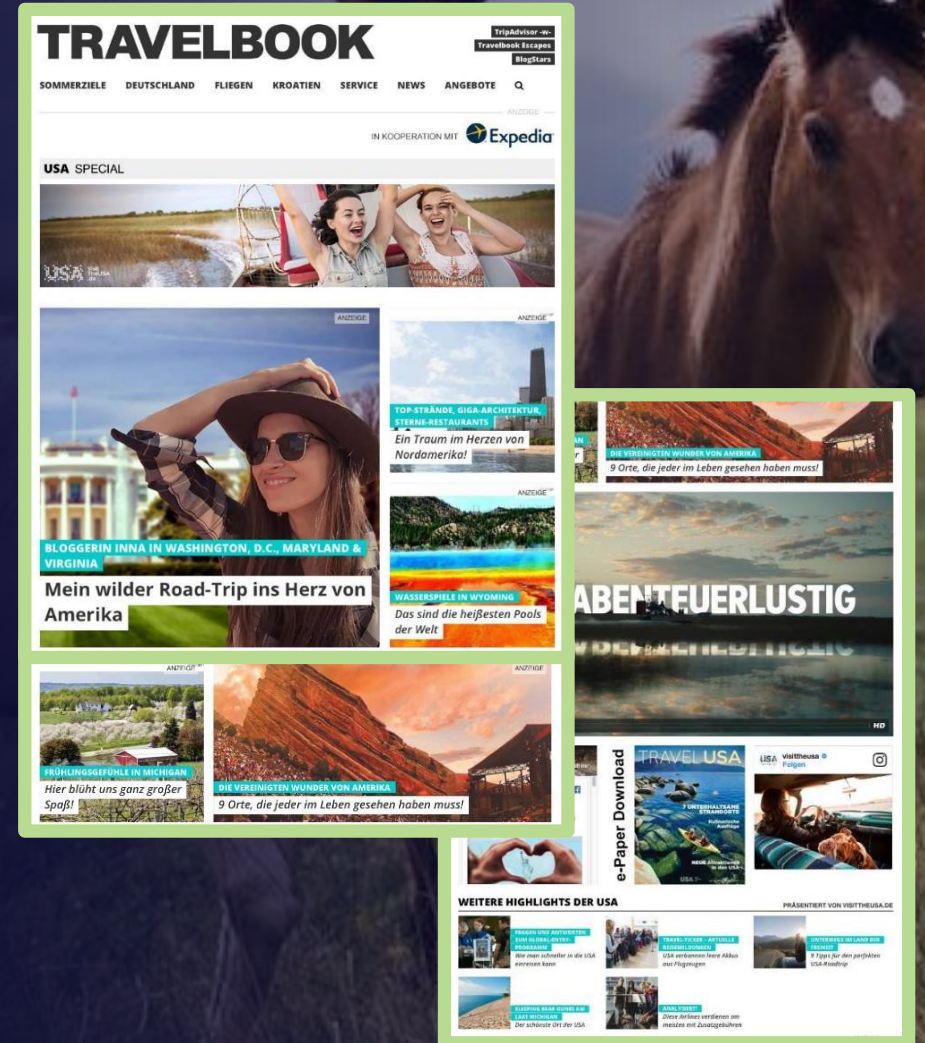
1) Plus Creation Cost up to 15.000 Views 3.500 €, up to 20.000 Views 4.000 €, up to 20.000 Views 4.500 €, not eligible to discount or AE.
 2) For brand stories, the lead time must be requested.
 3) Scalable page views: from €3.50 gross CPV, eligible to discount and AE, depending on the size of the booking and the object
 4) On selected advertising media, see 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 the respective book.

- 4 editorial-style stories
- 1 customer hub with the option of integrating further interactive elements, videos, special media postings, etc.
- Clear sender of the brand through logo integration Topic is developed together with the Brand Studio team
- Image material is provided by you or the native photo team



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

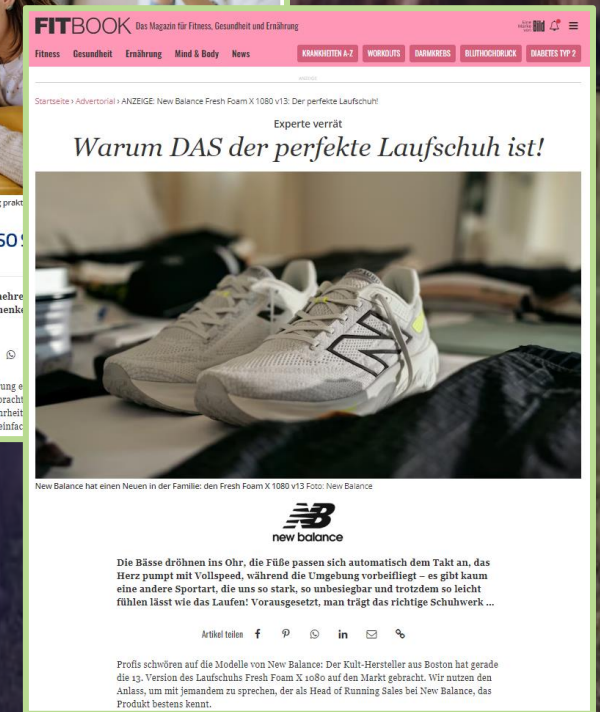
1) Additional brand stories can be booked
 2) Plus creation costs (not SR- and AR-eligible): 10.000 €

PRODUCT STORY: YOUR PRODUCT TAKES CENTER STAGE

Your brand or product is the focus of the story!

Your story about products in need of explanation, new features or current offers is presented authentically and clearly in the style of the respective media brand. We create your individual story and the corresponding teaser based on the material you can provide.

Always in consultation with you, of course!



Package	Guarantee	Run time	Pricing ¹
Product Story	1.700.000 AIs & 15.000 Views	4 weeks	33.750 €

Possible ADD-ONS:

- Data
- Grafik
- Testimonial
- Social Media
- Ad Impressions²
- Collection in the hub
- Performance products

1) Plus creation costs: BOOKs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
 2) Only advertising material included in the basic packages can be booked.

VIDEO PRODUCT STORY: SHOWCASING YOUR PRODUCT WITH IMPACT

Bring your products to life within the Product Story!

You will receive a product story that is enhanced by a specially produced 90-second video to present and explain your product even better.

The native product video and an additional reel format will then be made available to you for your own use.



*Exemplary visualization

Package	Guarantee	Run time	Pricing ¹	Video Production ²
Product Story	1.700.000 AIs & 15.000 Page Views	4 Weeks	33.750 €	5.600 €

1) Plus creation costs; BOOKS: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
 2) Not SR or AE eligible, might vary according to scope. Product must be provided.

PRODUCT STORY BUNDLE: YOUR STORY TOLD ON SEVERAL MEDIA BRANDS!

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

It's now possible with Product Story Bundles! Simply select a suitable bundle, we create a product story from your content and automatically play it out in the look and feel of the respective media brands¹. So you can appear on several stages with just one story.



Lifestyle

FITBOOK **ICONIST**

TRAVELBOOK

STYLEBOOK

PETBOOK

MYHOMEBOOK

15.000

Guaranteed Page Views

15.000.000

Guaranteed Ad Impressions

47.500 €²

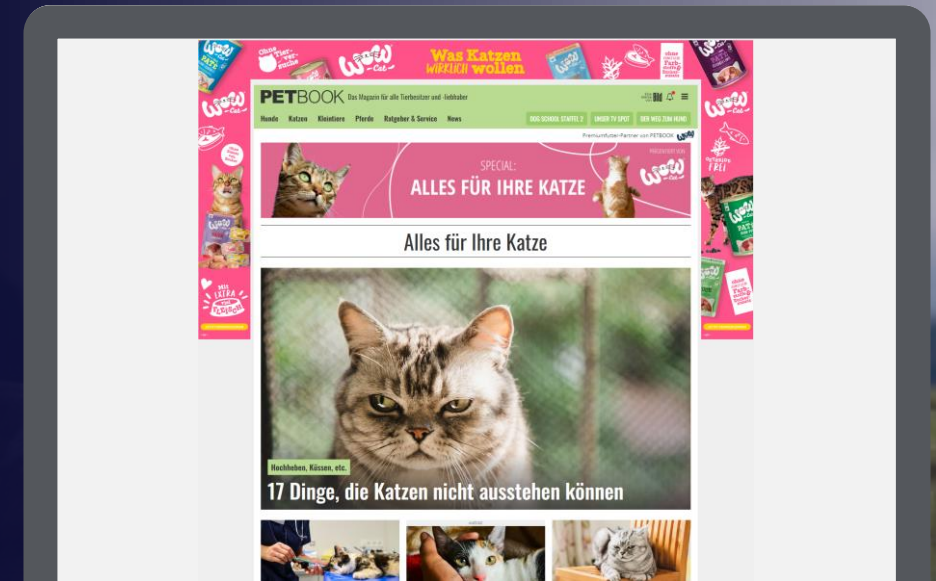
Package price

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

TOPIC SPECIAL: STRONG PRESENCE IN A THEME-ORIENTED ENVIRONMENT

Attention-grabbing placement of your brand in a thematically appropriate environment with an exclusive presence on Special start pages and all article pages:

- Sponsoring header and footer "presented by"
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories, product stories and advertorials can also be integrated within the special.



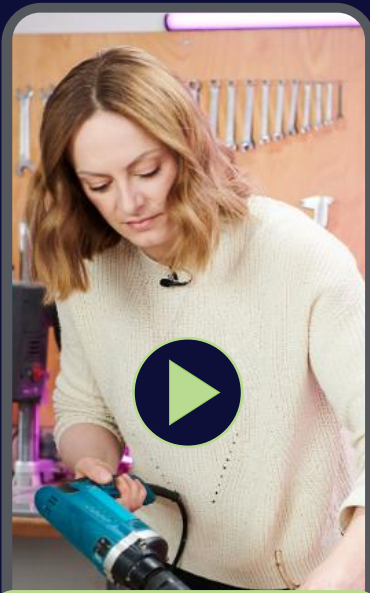
Package	Guarantee	Run time ¹	Pricing ²
Topic Special S	300.000 AIs	1 weeks	13.000 €
Topic Special M	600.000 AIs	2 weeks	23.000 €
Topic Special L	1.200.000 AIs	4 weeks	36.000 €

1) Recommended duration, customizable on request

2) Plus creation costs (not SR- and AR-eligible): 2.000 € Attention: The principle of editorial sovereignty applies to the content of the editorial special; for compliance reasons, no customer-specific specials can be implemented (e.g. "The big Musterland special presented by Musterland").

VIDEO SPONSORING

OUR VIDEO FORMATS



DIY projects for your pet | in collaboration with myHOMEBOOK

[GO TO THE VIDEOS](#)

March 2023



Step-by-step tutorials for longterm and successful training with you dog

[GO TO THE VIDEOS](#)

SEASON 1



[GO TO THE VIDEOS](#)

SEASON 2

Coming up next**:
CAT SCHOOL

Exemplary focus points of season one:

- Visit to the vet
- Socialization
- Keeping the cat occupied
- and much more.



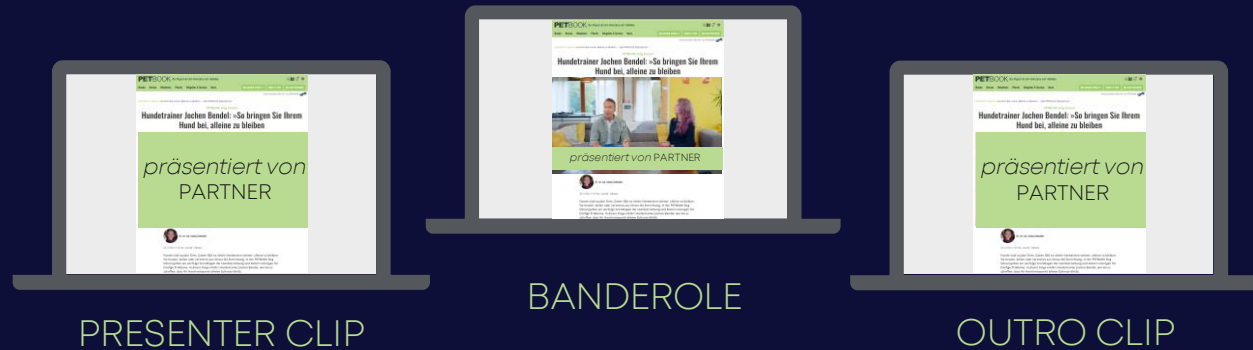
We will be happy to select the right protagonist for the video series together.

* We are happy to develop individual video concepts together with you. Subject to editorial approval.

** Lead time for sponsoring is 2 months

YOUR SPONSORING COMPONENTS

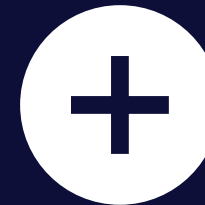
Logo integrations in the video:



Media Components:

MEDIA PACKAGE
MULTISCREEN
on the video pages

MEDIA PACKAGE
MULTISCREEN
in ROS



POSSIBLE
ADD ONS

ADVERTORIAL S on
the video stage¹

BRAND STORY BASIC
on the video stage¹

Product Story on
the video stage¹

**PRODUCT
PLACEMENT²**

A booking must include at least one logo integration component and one media package.

¹ Payout on stage if available.

² Cannot be part of seasons that have already been filmed.

VIDEO SPONSORING PRICING

BASIC PACKAGE¹

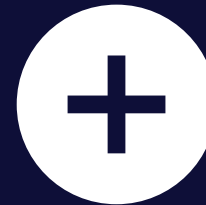
Logo integrations in the video:

- Presenter Clip „presented by“
- Banderole (5 sec.)
- Outro Clip „presented by“

Media Components:

- Media Package Multiscreen on the video pages²
- Media Package Multiscreen in ROS for traffic

1 episode
5.000 views³ and 200.000 AIs (Run time 4 weeks)
9.416,00 € N1⁴



POSSIBLE ADD
ONS

ADVERTORIAL S (Run time 2 weeks)
 500.000 AIs/ 10.000 €⁵

BRAND STORY BASIC (Run time 2 weeks)
 15.000 views/ 50.000 €⁶

PRODUCT STORY (Run time 4 weeks)
 1.700.000 AIs + 9.000 views/ 33.750 €⁷

PRODUCT PLACEMENT⁸

For existing video formats, a lead time of 2 weeks applies. For new/individual formats, a lead time of 2 months and a minimum purchase of 5 episodes apply. A season comprises a maximum of 10 episodes.

1 A booking must include at least one logo integration component and a media package.

2 Additional fixed placement on the stage is only available from a minimum purchase of 5 episodes, if a stage is available.

3 If more than one episode is booked, the views of all videos count towards the overall guarantee.

4 SR, AR & AE possible. Plus 500 € creation costs. Creation costs are not eligible for SR or AE.

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

6 Plus € 4,000 creation costs. Creation costs are not eligible for SR or AE.

7 Plus € 3,000 creation costs. Creation costs are not SR- or AE-eligible.

8 Price per season per setting (location/situation) € 5,000 to max. € 10,000. Deviations possible depending on integration. Costs are not SR- or AE-eligible.

STRATEGIC PARTNERSHIP

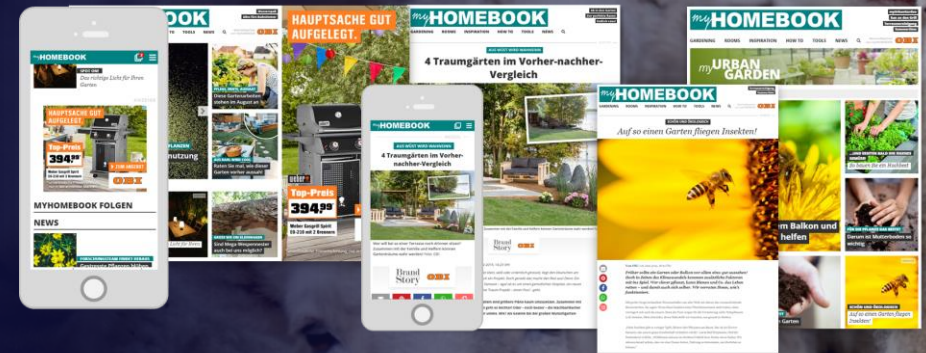
EXCLUSIVE AND LONGTERM: STRATEGIC PARTNERSHIP

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.

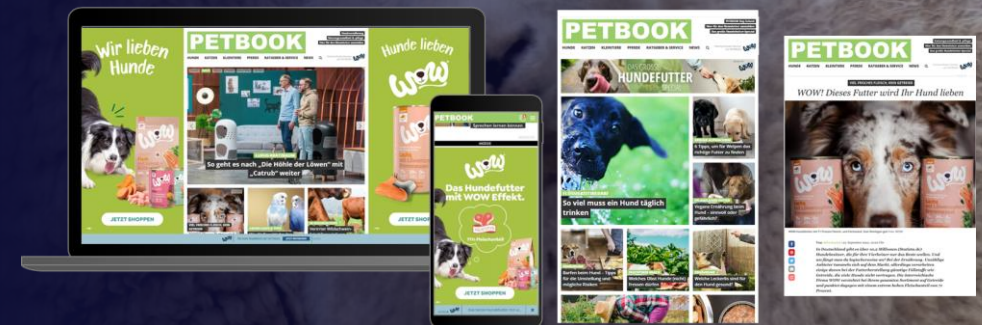
- We create an ideal environment and form the beginning of a customer experience.
- The industry-exclusive partnership ensures high visibility and presence through individual integrations (logo, sticky bar, text links) directly on the website.
- Strong media appearances on the portal also ensure an image 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!

OBI PREMIUM PARTNERSHIP (2019 – ongoing)



PETCO PREMIUM PARTNERSHIP (2022 – 04/2024)



POSSIBLE COMPONENTS

MEDIA & BRANDING

- Large-scale and multiscreen advertising formats on the entire PETBOOK website (ROS) or on the Home (e.g. HomeRun Day or Week)
- Various targeting options
- Industry exclusivity possible for all content and media formats

CONTENT

- Sponsoring / Theme specials
- Emotional storytelling with brand stories
- Product-related content / advertorials
- Own content hub possible*Traffic management of your content
- Project management and assignment of a product manager to coordinate the collaboration

VIDEO

- Various video formats / video series with well-known personalities from the industry / petfluencers
Further format ideas i. A.

IN-DEPTH INTEGRATION

- Individual design 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 options
- Only necessary after intensive review by the data protection team / GDPR compliance
- Further use of data tbd.

*Can only be realized within the Premium Partnership.

PARTNERSHIP PACKAGES

PREMIUM PARTNERSHIP

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

CO-PARTNERSHIP

Package pricing: from 500.000 €
Run time from 6 months

CO-PARTNERSHIP LIGHT

Package pricing: from 250.000 €
Run time 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	Topic Special	X	X	X
	Home Run	X	X	X
	Display (RoS)	X	X	X
VIDEO	Video sponsoring + Product Placement + Media	X	X	X
IN-DEPTH INTEGRATION	Logo integration	X	-	-
	Exclusivity	X	Industry exclusivity possible	
	In-Article Widgets	X	X	X
	Newsletter Integration	X	X	X
	Sticky Bar	X	X	X
	Notifications	X	X	X
	Leuchtturmaktionen (inkl. MaFo)	X	X	-
DATA	Data usage	X	-	-

PERFORMANCE & AFFILIATE

BOOST YOUR PERFORMANCE: JUST CLICKS

THE EASIEST WAY TO GUARANTEED CLICKS!

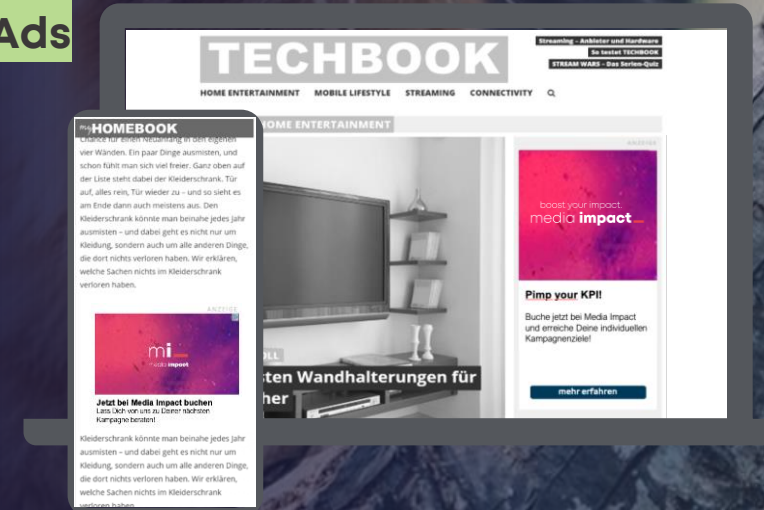
- Reach your target group in Media Impact's premium portfolio and get additional clicks on your advertising media guaranteed.¹
- We achieve NATIVE CLICKS with dynamic image-text ads² that automatically adapt to the respective website. Two options are available:

- JUST CLICKS OHNE TARGETING** Native teasers are played ROP across our entire portfolio without targeting.
- JUST CLICKS REGIO** Native teasers are displayed with zip code targeting in various regions across our entire portfolio (ROP).

1) The campaign is played out WITHOUT pixel integration and is stopped as soon as the click guarantee has been fulfilled; min. budget €2,500, min. duration 2 weeks.

2) At least 2 motifs and text teasers per format must be delivered

Native Ads

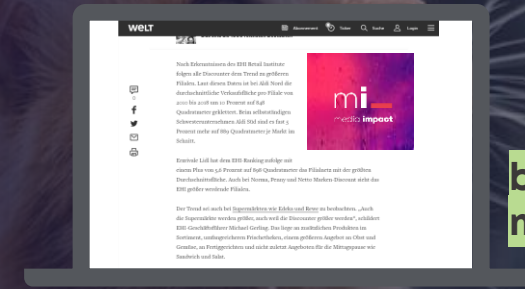


[GO SEE THE FACT SHEET](#)

BOOST YOUR PERFORMANCE: SOCIAL ENGAGEMENT ADD-ON

OPTIMIZATION FOR YOUR TARGET KPI IN THE SOCIAL MEDIA COSMOS

- We develop a **customized overall concept** to achieve your desired KPIs, consisting of a branding measure and the social engagement ad.¹
- **Available KPIs:** Clicks, engagements or completed views.
- The campaign is played out with social media advertising media on all common social media platforms.
- We will provide you with a forecast of the performance values we guarantee for your selected KPI in advance.²



Social engagement
add-on³ across all
common platforms
to achieve the
guaranteed KPIs



! Social ads always use the customer as the communicator

[GO SEE THE FACTSHEET](#) 

1) At least 50% (N2 turnover) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, deep integration, ROP bookings, etc).
 2) Min. budget: €20,000 | Min. duration: 4 weeks | Pricing on request
 3) Multiscreen layout; targeting possible

BOOST YOUR PERFORMANCE: LEAD-ADD-ON

LEAD OPTIMIZATION IN ADDITION TO YOUR BRANDING CAMPAIGN

- We develop a customized overall concept to reach your desired leads, consisting of a branding measure and the lead add-on.¹
- **Example leads:** Visit (from Consent), 2nd Qualified Click (1st click on customer's LP), dwell time (on your landing page) etc.
- Lead generation takes place via **native advertising** media in the Media Impact portfolio.
- We create a **forecast** for your desired lead in advance.²
- To ensure optimal campaign performance and target achievement, **pixel integration** on your landing page is essential.

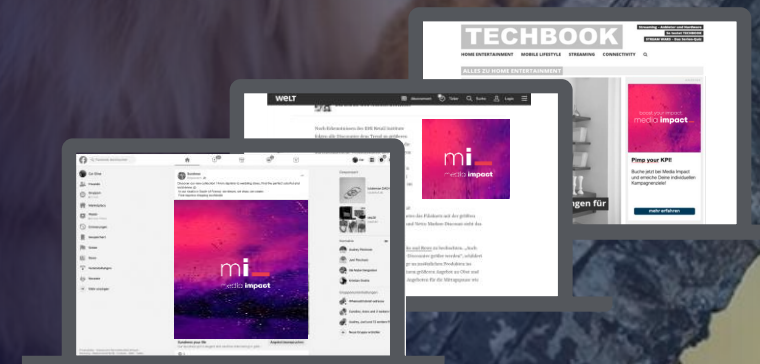
¹ At least 50% (N2 sales) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, deep integration, ROP bookings, etc.).

² The forecast is a guideline and not a guarantee. Min. budget: € 20,000 | Min. duration: 4 weeks

³ Multiscreen and in-app layout



Branding measure to collect **customer-specific** data for lead generation



Lead Add-On³ in the Media Impact portfolio for generating measurable leads

[GO SEE THE FACTSHEET](#) 

AFFILIATE KOOPERATION: PERFORMANCE AUF PETBOOK

Reach: Use the constantly growing reach of the BOOK family for your brand.

Topic environment: Benefit from the thematic environments of the BOOKs and focus phases, in which more articles are published that match your brand.

Target group: Reach a young, professional target group that is looking for inspiration and guidance for their consumption.

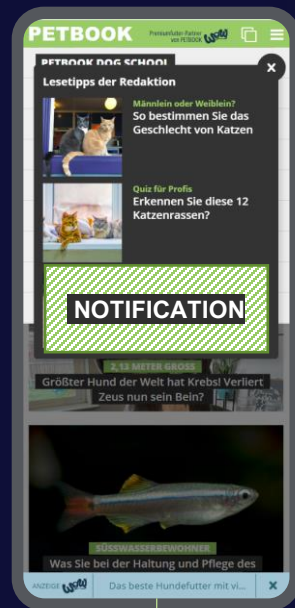
Native integration: Your offers are prominently integrated into the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

	Package Basic	Package Pro
Platform	1 BOOK of your choice	3 BOOKS of your choice
Duration	From 3 months	From 3 months
Performance	Affiliate partnership in content-related environments on a focus portal	Affiliate partnership in content-related environments on a focus portal
Content	In-article integrations and text links, in a previously agreed topic environment	In-article integrations and text links, in a previously agreed topic environment
Price	€5,000 plus variable remuneration (CPO/CPL)	€7,500 plus variable remuneration (CPO/CPL)
Reach	Min. 7,000 clicks / month	Min. 9,000 clicks / month

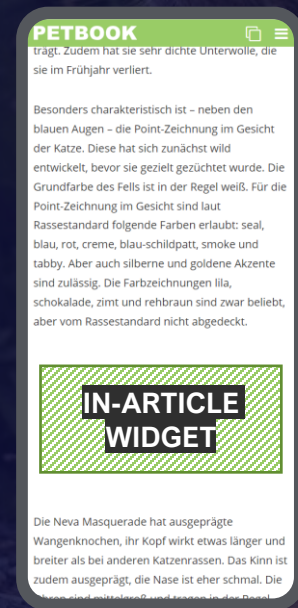
POSSIBLE INTEGRATION AREAS

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.

Additional traffic guarantee.
Perfect placement for content marketing measures



Notification in the page header with high visibility



Modules serve as a jumping point to the partner landing page. Possibility of interaction and personalized results.

WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU!



**CHIEF SALES OFFICER
BILD GRUPPE & PORTFOLIO
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