

SPORTBILD.DE



CONCEPT

Sportbild.de is the online portal of Europe's largest sports magazine! Highlights, background reports, interviews and facts are passionately staged – whether football, US sports, winter sports, handball or basketball – the insider magazine provides the best and most exclusive information from the world of sports.

Key Figures/Month		Target Group	
Unique User ¹	5,05 Mio.	Male ¹	78 %
Daily Unique User ¹	0,39 Mio.	20 – 49 years old ¹	52 %
Visits ¹	-	HHNE min. 2.000 € ¹	79 %
Page Impressions ¹	70,8 Mio.	High Education ^{1/2}	44 %
		employed	70 %

¹ Quelle: (b4p 2023 /// Basis: Grundgesamtheit 14+ Jahre, NpT)



² high school diploma or academic degree

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FIXED PLACEMENT - HOMEPAGE

HomeRun (Multiscreen) 10 a.m. -10 a.m.	Guaranteed ¹ / Price
BASIC Stationär: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky MEW: Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR) App: Lead Ad (4:1 / 6:1) +Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	800.000 AIs 19.000 €
DELUXE Stationär: Video Wall ² / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad ⁶ / Cinematic Ad / Billboard (100/1) / TwoFace Ad ³ / Curtain Dropper ⁴ / Catalogue Ad MEW: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial ⁵ / Interscroller ⁵ / Click & Swipe Ad App: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	800.000 AIs 23.000 €
SUPREME Stationär: Big Stage ⁷ (Automatic Pre Expanding Video Wall, max. 8 Sekunden) MEW: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial ⁵ / (Video) Interscroller ³ / Click & Swipe Ad / Mobile Big Stage ⁸ App: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	800.000.AIs 34.000 €

INSTAGRAM CONTENT POST

CONTENT POST & PRESENTING	Potential Follower / Price
 1 x Content Post	294.000 14.600 € / + 200 € Kreation
 1 x Content Presenting	294.000 8.760 €

- 1) The selected stationary and both mobile formats (lead ad + main advertising medium) are relevant for warranty and billing. In the event of non-delivery of the lead ad, the selected mobile main advertising medium will be delivered as an ROS placement on the booked day in order to reach the booked guarantee amount.
- 2) FC=1/day, as a fallback a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising material, e.g. the billboard, delivered
- 3) A billboard is required for tablet | no video | On mobile, the advertising material is displayed in the interscroller | In App, the advertising material is displayed in the Mrec
- 4) In FC=1/day, as a fallback, a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising material, e.g. the billboard, delivered
- 5) In the app, only a fallback advertising material, Medium Rectangle or Cube Ad delivered
- 6) In addition, the billboard with an FC/1 is placed below the navigation system
- 7) FC 1 / day, Reminder Dy. Fireplace
- 8) FC 1 / day, In the app, an MREC is played, in addition a 2:1 banner, MREC & Vertical Video (poster frame as jpg/png required, Vertical Video (9:16) as MP4

Standard advertising material must be available 3 days before going live, special advertising material at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as subsequent delivery. All prices are (unless otherwise noted) CPM or fixed prices,

minus AE, plus VAT | Subject to changes and errors |

Specifications at: www.mediaimpact.de/de/digital-formate



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FIXED PLACEMENT

HomeRun Programmatic (Multiscreen) 10 a.m. – 10 a.m.	Garanteed ¹ / Price
BASIC Stationär: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky MEW: Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR) App: Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	800.000 AIs Brutto-TKP: 26,25 €
DELUXE Stationär: Video Wall ² / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad ⁶ / Cinematic Ad / Billboard (100/1) / TwoFace Ad ³ / Curtain Dropper ⁴ / Catalogue Ad MEW: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial ⁵ / Interscroller ⁵ / Click & Swipe Ad App: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / weitere Sonderformate möglich	800.000 AIs Brutto-TKP: 31,50 €

FIXED PLACEMENT

HomeRun Targeting (Multiscreen) 10 a.m. – 10 a.m.	Garanteed ¹ / Price
BASIC Stationär: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky MEW: Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR) App: Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	800.000 AIs 25.000 €
DELUXE Stationär: Video Wall ² / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad ⁶ / Cinematic Ad / Billboard (100/1) / TwoFace Ad ³ / Curtain Dropper ⁴ / Catalogue Ad MEW: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial ⁵ / Interscroller ⁵ / Click & Swip Ad App: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / weitere Sonderformate möglich	800.000 AIs 29.500 €

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- 2) FC=1/day, as a fallback a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising material, e.g. the billboard, delivered
- 3) A billboard is required for tablet | no video | On mobile, the advertising material is displayed in the interscroller | In App, the advertising material is displayed in the Mrec
- 4) In FC=1/day, as a fallback, a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising material, e.g. the billboard, delivered
- 5) In the app, only a fallback advertising material, Medium Rectangle or Cube Ad delivered
- 6) In addition, the billboard with an FC/1 is placed below the navigation system

Standard advertising material must be available 3 days before going live, special advertising material at least 5 days. In the event of underdelivery, Media Impact reserves the right to use inventory in an affine channel or in ROS (stationary and/or mobile) as subsequent delivery. All prices are (unless otherwise noted) CPM or fixed prices,

minus AE, plus VAT | Subject to changes and errors |
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FIXED PLACEMENT

NewsFlight (Multiscreen, in all story articles) 10 a.m. - 10 a.m.	Garanteed ¹ / Price
BASIC Stationär: Wallpaper / Billboard / (Dynamic) Sitebar / Fireplace inkl. optional sticky Sky MEW: Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Understitial / Gallery Ad (MMR) App: Lead Ad (4:1 / 6:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR)	1.100.000 AIs 23.100 €
DELUXE Stationär: Video Wall ² / Double Dynamic Sitebar / Dynamic Fireplace / Bridge Ad ⁶ / Cinematic Ad / Billboard (100/1) / TwoFace Ad ³ / Curtain Dropper ⁴ / Catalogue Ad MEW: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / Understitial ⁵ / Interscroller ⁵ / Click & Swipe Ad App: Lead Ad (4:1 / 2:1) + Medium Rectangle / Cube Ad (MMR) / Gallery Ad (MMR) / weitere Sonderformate möglich	1.100.000 AIs 27.100 €

NATIVE PRODUCTS

SCALABLE BRAND STORY				
Portal	Minimum Page Views to Book	Garanteed Page Views Basic	Price ⁴ Basic	Maximum Page Views ⁴
Sportbild.de	5.000	15.000	50.000 €	20.000

ADVERTORIAL	Garanteed / Price
Sportbild.de: 4 Weeks	2.500.000 AIs 25.000 € 2.500 € Kreativkosten ⁷

PRESENTING

PRESENTING SPECIAL ADVERTISING MATERIAL **SPORTBILD**

Desktop: Presenting Header (100/1) / Billboard // **Mobile (MEW+ PhoneApp):** Lead Ad (4:1) (100/1) / Lead Ad (2:1) 20 € TKP | 40 € TKP

- The selected stationary and both mobile formats (lead ad + main advertising medium) are relevant for warranty and billing. In the event of non-delivery of the lead ad, the selected mobile main advertising medium will be delivered as an ROS placement on the booked day in order to reach the booked guarantee amount.
- FC=1/day, as a fallback a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising medium, e.g. the billboard, delivered
- A billboard is needed for tablet | no video | Mobile, the advertising medium is displayed in the Interscroller | InApp, the advertising material is displayed in the Mrec
- In FC=1/day, as a fallback, a billboard or a fireplace can be left standing. In the tablet browser, only the fallback advertising medium, e.g. the billboard, delivered
- In the app, only a fallback advertising medium, e.g. a medium rectangle or cube ad delivered
- In addition, the billboard with an FC/1 is placed below the navigation system
- Plus creation costs: : up to 15,000 views 3,500€; up to 20.000 Views 4.000€; | (Creation costs are not discount and AE eligible)

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CPM PRICES

MULTISCREEN DISPLAY (Mobile, Desktop, Tablet)							
		AdBundle, Skyscraper, Superbanner, Medium Rectangle		Wallpaper, Halfpage Ad		Fireplace, Sitebar, Billboard ¹	
Mobile Content Ad 6:1 + 4:1		RoS & Custom	50 €	RoS & Custom	60 €	RoS & Custom	70 €
Mobile Content Ad 2:1, Mobile Medium Rectangle		RoS & Custom	60 €	RoS & Custom	70 €	RoS & Custom	80 €
Mobile Content Ad 1:1, Understitial², Interscroller², Mobile Halfpage Ad²		RoS & Custom	72 €	RoS & Custom	82 €	RoS & Custom	92 €

VIDEO							
InText Outstream Ads³	on start, bis inkl. 20 sec.	RoS & Custom	60 €	X-Stream Ad⁵	bis inkl. 20 sec.	RoS	55 €
Livestream Ad⁴	Bis inkl. 20 sec.	RoS & Custom	85 €	YouTube⁶	PreRoll bis inkl. 20 sec.	RoS & Custom	85 €
Muted Instream Ad⁷	Bis inkl. 30 sec.	RoS	65€	Vertical Video⁸	InFeed Vertical Video bis zu 30 sec.	RoS & Custom	92 €

MULTISCREEN - Traffic distribution between stationary and mobile is based on availability

Additional Options:	Double Dynamic Sitebar	CPM Sitebar plus 5€ in combination with a mobile format
	Dynamic Fireplace	CPM Fireplace plus 5€ in combination with a mobile format
	Video Wall	Desktop only, RoS & Custom: 92€ TKP
	Desktop Only	Highest price category plus 10€
	Mobile Only	Highest price category
	Tandem- / Triple Ads on request	
	Weitere Video-Formate on request	

Notes:

- 1) As a fixed placement can also be booked as a cinematic ad, (surcharge +5€ in combination with a mobile format).
- 2) Not bookable in-app, mobile half-page ad is displayed for individual properties in the interscroller.
- 3) Extra length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM // Paid targeting possible for a CPM surcharge.
- 4) SPORT BILD. Longer spots (21-30 sec.) +10€ CPM // Short spots (up to and including 6 sec.) -10€ CPM. Extra length (31+ sec.) on request, surcharge depending on the extra length. For targeting CTV, there is a surcharge of 30€ gross.
- 5) Extra length (21-30 sec.) + 20 € CPM // Short spots (up to and including 6 sec.) -10 € CPM.
- 6) Other formats: Bumper (up to and including 6 sec.) - RoS & Custom €65, Sponsorship (up to and including 20 sec.) - RoS & Custom €100. Targeting possible (Regio+Socio): + 11 € CPM surcharge per targeting criterion. RoP: programmatically available.
- 7) Short spots (up to and including 6 sec.) - 10€ CPM.
- 8) Vertical videos are played out in the interscroller, muted with Click to Play. In RoS & Custom, a vertical video can also be uploaded to BILD. Play, autoplay.