

A photograph of two golden retrievers on a grassy field. One dog is sitting and holding a brown stuffed monkey toy in its mouth. The other dog is standing and looking at the toy. The background is a soft-focus green lawn.

PETBOOK

FELINE FUN & DOG HAPPINESS!

impassioned by

media **impact** —

PETBOOK IN A NUTSHELL

THE LARGEST LIFESTYLE PORTAL FOR ALL PET OWNERS AND PET ETHUSIASTS:

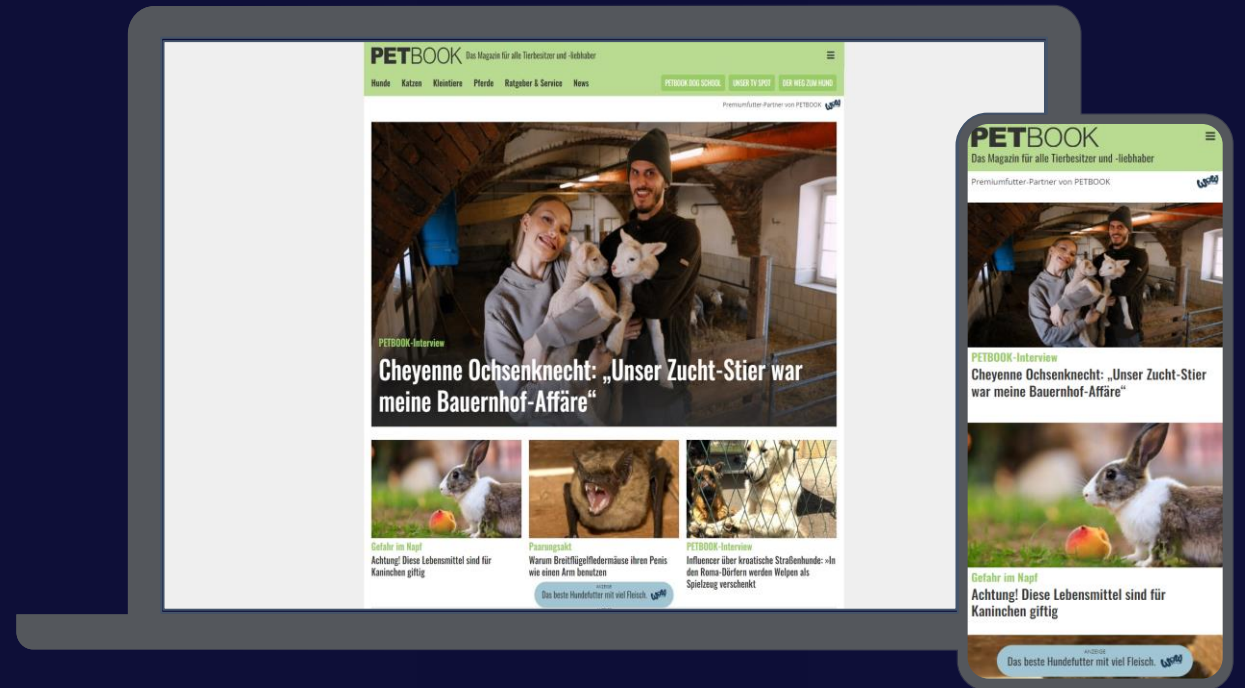
- PETBOOK wants to understand the behavior and needs of pets and farm animals, explain them in a way that everyone can understand and offer their owners orientation and advice in everyday life
- PETBOOK stands for high-quality and credible service journalism with a lifestyle approach
- Reports, expert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

1.95 million Unique Visitors*

2.57 million Visits*

*Adobe Analytics 12/ 2024

**Facebook December 2024



372.365 Follower**

368.575 Likes**

"FELINE FUN & DOG HAPPINESS" ON PETBOOK

Feline fun & dog happiness: For the well-being and happiness of your pets!

The topic of keeping pets active is particularly important to PETBOOK, as it directly influences the well-being and quality of life of our furry friends. The right activities promote health and strengthen the bond between humans and animals.

PETBOOK showcases exciting options such as interactive toys, creative apps and practical gadgets that help relieve boredom and keep pets fit and happy. We also present innovative ideas that focus on the individual character of each pet and increase the fun factor.

Let us inspire you on how to diversify the lives of your four-legged friends!



*Smart Home



*Gadgets



*Toys



*Experience & tips

FELINE FUN & DOG HAPPINESS!

THEME SPECIAL & OTHER INTEGRATION



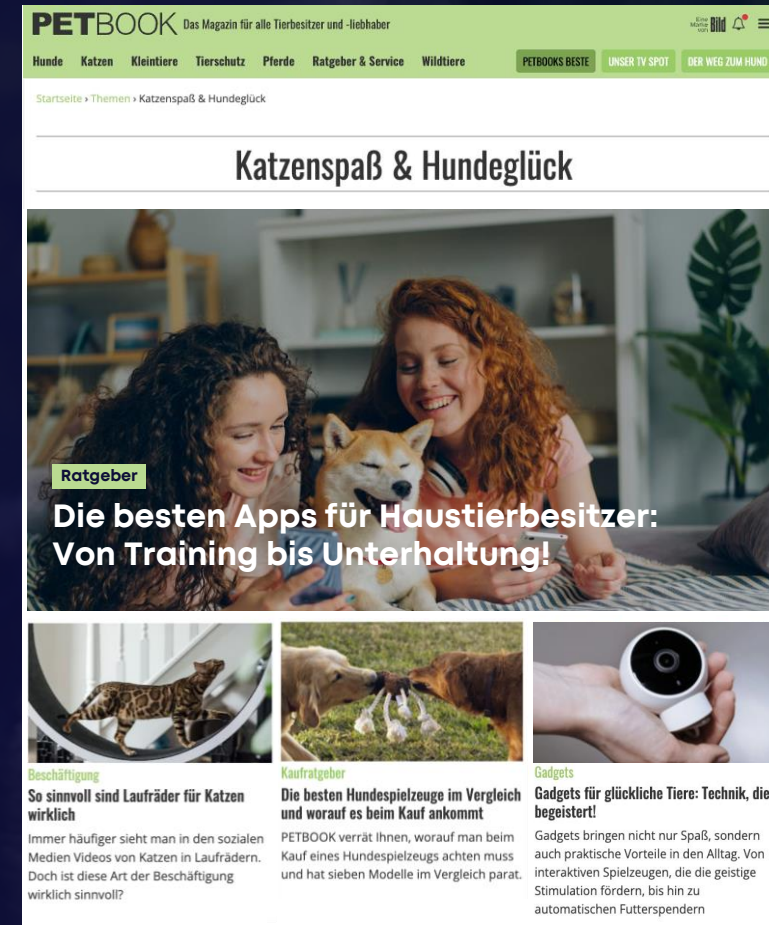
THEME SPECIAL: FELINE FUN & DOG HAPPINESS

With comprehensive information on the care of dogs and cats, PETBOOK helps to sustainably increase the well-being of your four-legged friend. PETBOOK shows you interactive toys and puzzles that promote mental fitness and strengthen the bond so that your pet stays physically and emotionally healthy. There is also valuable advice and practical recommendations for a fulfilled and happy life for your pet.

Example topics:

- Top apps for pet owners: training & entertainment
- Animal psychology: Influence of toys on behavior
- Gadgets for happy animals: technology that inspires
- Outdoor equipment: gadgets for exciting excursions
- Interactive toys: promoting intelligence
- Intelligence games: Mental fitness for your four-legged friend
- Strengthening bonds: Joint activities & trust

The editorial topic planning for PETBOOK is a rough timetable and will be adjusted at short notice depending on the news situation in order to further expand PETBOOK's editorial strength.



*Exemplary visualization

THEME SPECIAL: STRONG PRESENCE IN A THEME-AFFINE ENVIRONMENT

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

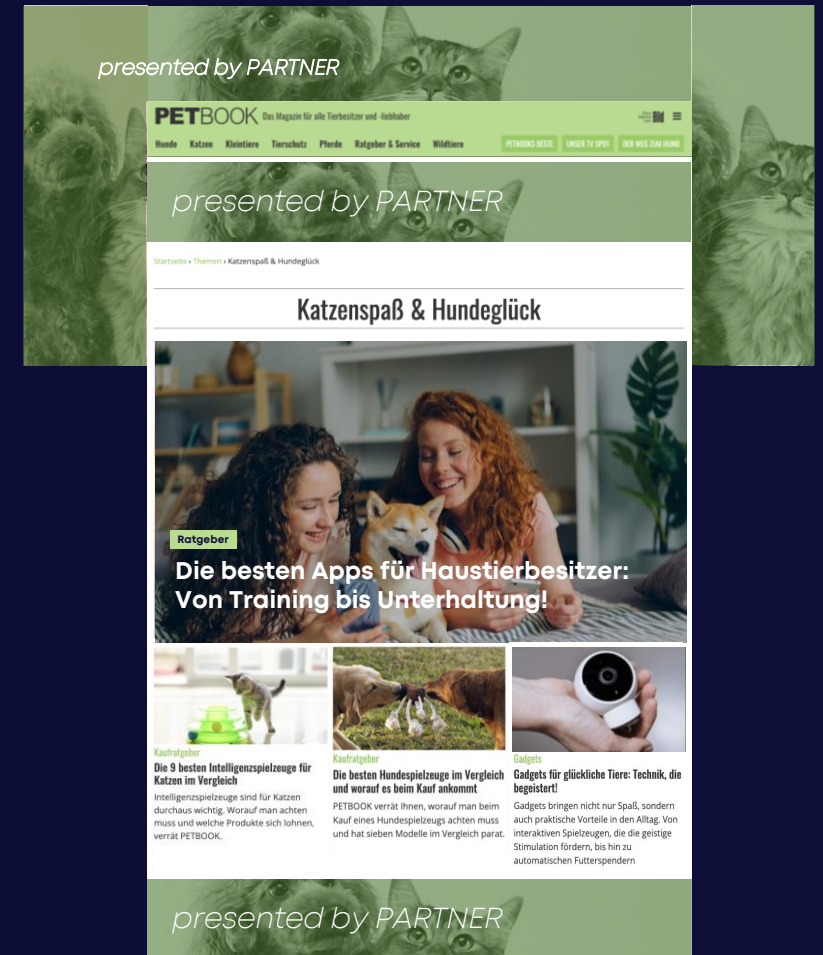
- Sponsoring header and footer “presented by”.
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle).
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials can also be integrated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

Package	Guarantee	Duration ¹	Pricing ²
Theme Special S	300,000 AIs	1 Week	13,000 €
Theme Special M	600,000 AIs	2 Week	23,000 €
Theme Special L	1,200,000 AIs	4 Week	36,000 €

1) Recommended duration, customizable on request

2) Plus creation costs (not SR- and AR-capable): 2,000 €

Please note: 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 special presented by sample customer”)



THEME SPECIAL " FELINE FUN & DOG HAPPINESS!"



1

MEDIA OF YOUR CHOICE

on index and all article pages
Desktop & mobile Example: Fireplace

2

HEADER & FOOTER

on index and all article pages
Desktop & mobile

3

ADVERTORIAL, BRAND STORY and/ or PRODUCT STORY

ADBUNDLE & HOMETEASER

for traffic

ADVERTORIAL: YOUR CONTENT IN LOOK & FEEL OF PETBOOK

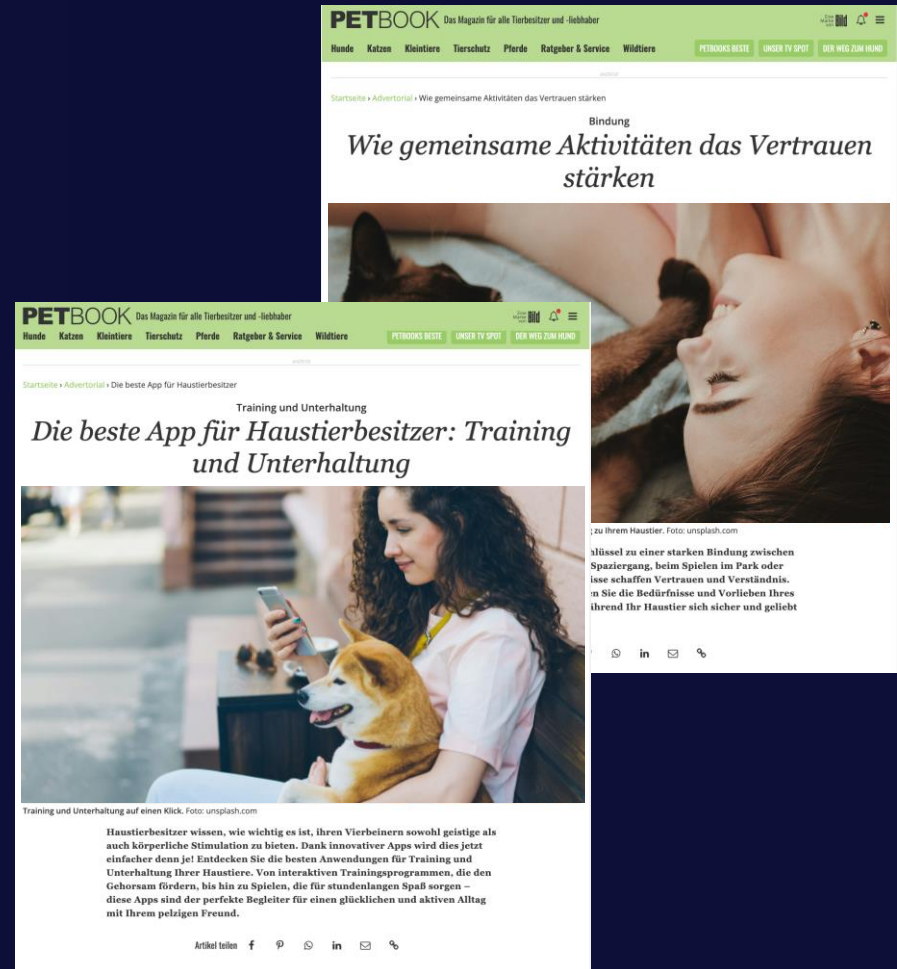
The advertorials on PETBOOK are designed individually.

Thanks to the editorial design in the look & feel of PETBOOK, you are presented in a first-class environment and benefit from a high level of credibility. The focus is on your advertising content. Users are addressed directly, and the brand is activated via competitions, voting, integrated videos and much more.

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

Package	Guarantee	Duration ¹	Pricing ²
Advertorial XS ³	375,000 AIs	2 Week	7,500 €
Advertorial S ³	500,000 AIs	2 Week	10,000 €
Advertorial M ³	1,000,000 AIs	4 Week	17,500 €
Advertorial L ³	1,500,000 AIs	6 Week	22,500 €
Advertorial Stage ⁴	1,500,000 AIs	6 Week	35,000 €

- 1) Recommended duration, customizable on request.
- 2) Plus creation costs (not SR- and AR-capable): 2,000 €.
- 3) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), there is no reach guarantee for exclusive fixed placement (advertising media freely selectable).
- 4) Advertorial Stage bookable from 3 advertorials.



*Exemplary visualization

EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story gets exclusive storytelling from PETBOOK:

Informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- Editorially appealing story
- Clear sender status through logo integration
- Your topic is developed together with the Brand Studio team
- Image material from you or our 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 Week duration²	20,000

[View the Add-Ons](#) 

- 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) The lead time must be requested for brand stories.
- 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) Various formats possible.
- 5) Brand hub stage bookable from 4 brand stories.



*Exemplary visualization

PRODUCT STORY: FOCUS ON YOUR PRODUCT

Your brand or product is the focus of the story!

Your story about your products that require explanation, new features, or current offers is presented in an authentic and clear manner, reflecting the style of the respective media brand. We will create your individual story, and the corresponding teaser based on the material you bring along. Always in consultation with you, of course!

Package	Guarantee	Duration	Pricing ¹
Product Story	1,700,000 AIs & 9,000 Views	4 Wochen	33,750 €

[View the Add-Ons](#) 

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



The screenshot shows a webpage from PETBOOK, a magazine for pet owners. The article is titled "GPS-Tracker für Katzen: 7 empfehlenswerte Modelle" (GPS Tracker for Cats: 7 Recommended Models). The main image is a black and white cat sitting in a wooded area. Below the image, there is placeholder text (Lorem ipsum) and social media sharing icons.

*Exemplary visualization

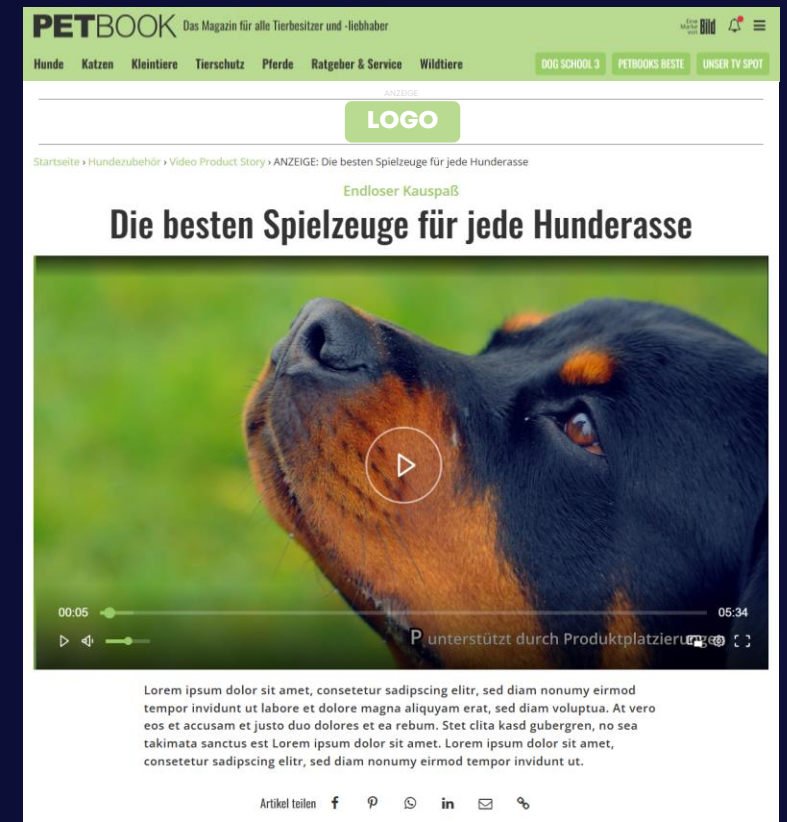
VIDEO PRODUCT STORY: SHOWCASE YOUR PRODUCTS

Bring your products to life within the product story!

You will receive a product story that is supplemented 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.

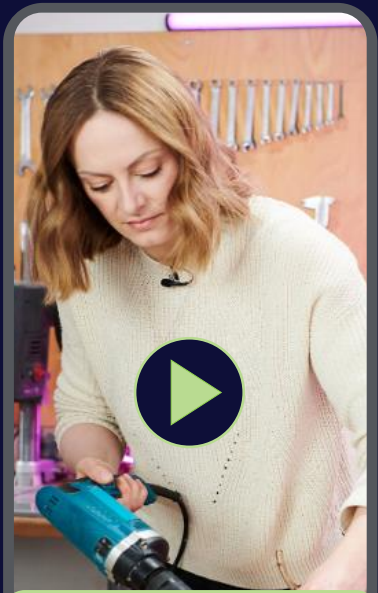
Package	Guarantee	Duration	Pricing ¹	Video-Production ²
Product Story	1,700,000 AIs & 15,000 Page Views	4 Week	33,750 €	5,600 €



*Exemplary visualization

- 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 adaptation of the product variant and/or the guaranteed views.
- 2) Not SR- or AE-eligible, depending on individual effort. Product must be made available.

OUR VIDEO FORMATS



DIY projects for your pet | in collaboration with myHOMEBOOK

GO TO VIDEOS

MARCH 2023



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

GO TO VIDEOS

SEASON 1



GO TO VIDEOS

SEASON 2



GO TO VIDEOS

SEASON 3

Coming up next**:
CAT SCHOOL

Exemplary focus points of season one:

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



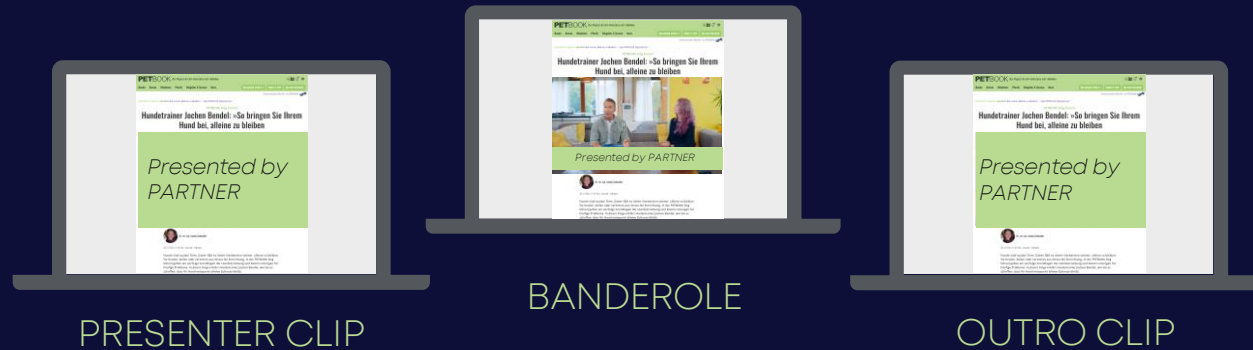
We will be happy to select the right protagonist for the video series together.

* 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

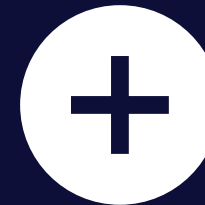
Logo integrations in the video:



Media components:

MEDIA PACKAGE
MULTISCREEN
on the video pages

MEDIA PACKAGE
MULTISCREEN
in ROS



ADD ONS

ADVERTORIALS 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) Playout on stage if available.
- 2) Cannot be part of seasons that have already been filmed.

VIDEO SPONSORING PRICING

BASIC PACKAGE¹

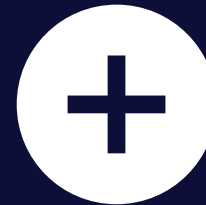
Logo integrations in the video:

- 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)
22,000 €⁴



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 PLACEMENT (duration beyond episodes runtime) from 5,000 €⁸

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. Exception: TRAVELBOOK Places bookable from 3,000 views

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 eligible for SR or AE

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

WE LOOK FORWARD TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!



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