

TECHBOOK

Media Kit 2025

presented by

media **impact**—

THE BOOK FAMILY

STYLEBOOK

The online magazine for cosmetics & women's health

2.80 million UVs
3.83 million Visits

TRAVELBOOK

Germany's largest online travel magazine

3.94 million UVs
5.37 million Visits

TECHBOOK

The portal for an innovative digital lifestyle

3.68 million UVs
5.20 million Visits

FITBOOK

The portal for fitness & health

3.56 million UVs
5.32 million Visits

MYHOMEBOOK

The largest online magazine for home & garden

2.98 million UVs
4.13 million Visits

PETBOOK

The lifestyle portal for all pet owners and lovers

1.95 million UVs
2.57 million Visits

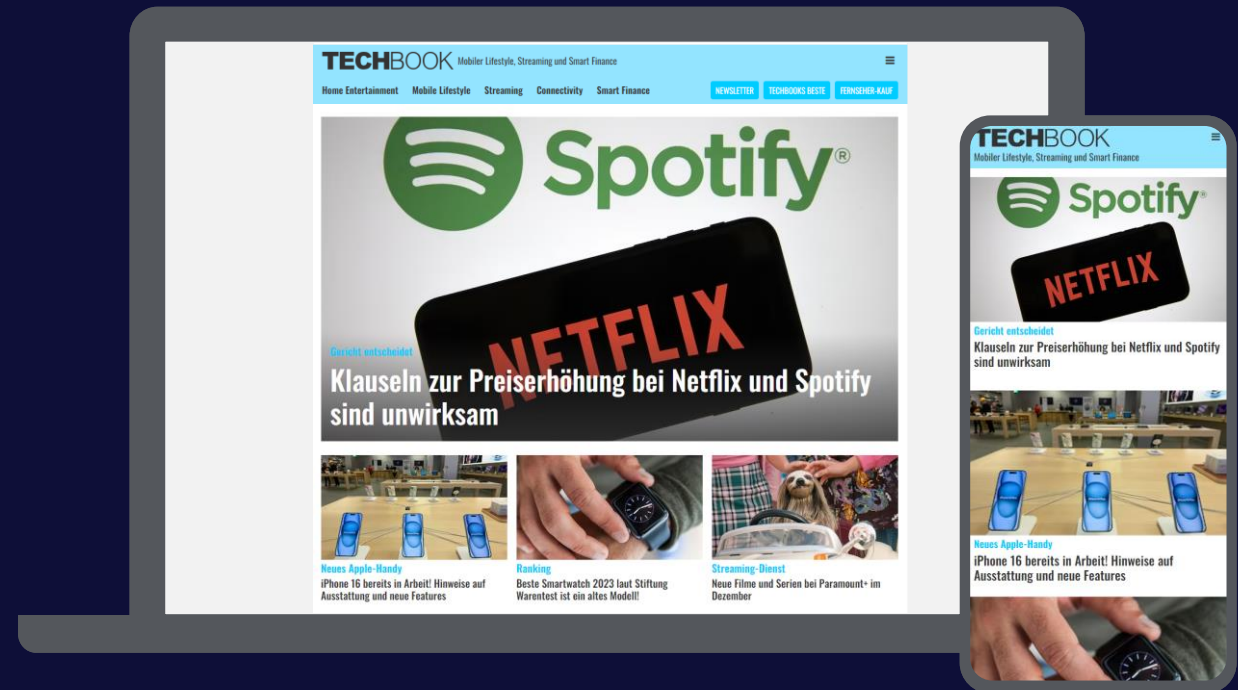
TECHBOOK IN A NUTSHELL

TECHBOOK has a new look

- TECHBOOK is THE online-magazine for the innovative digital lifestyler
- TECHBOOK is a specialist for (home)entertainment, streaming, gaming and all things mobile
- Learn all about devices, gadgets and apps
- Get the latest news and trends from a trusted editorial team

3,68 million Unique Visitors*

5,20 million Visits*



226.404 Follower**

227.070 Likes**

*Adobe Analytics 12/2024

** January 2025

TECHBOOK IN COMPETITION

TECH-
GENERALISTEN



TECH-
SPECIAL-INTEREST



EARLY-ADOPTER-/
EXPERT-FOCUS



THE TECHBOOK USERS

1 FOLLOWER

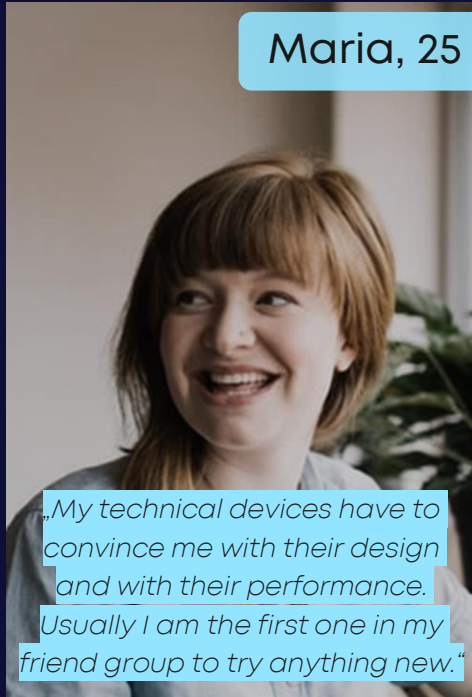
"I only buy myself innovative technical devices, once I've seen my family and friends use them and after identifying the value they have for me personally."



Tim, 36

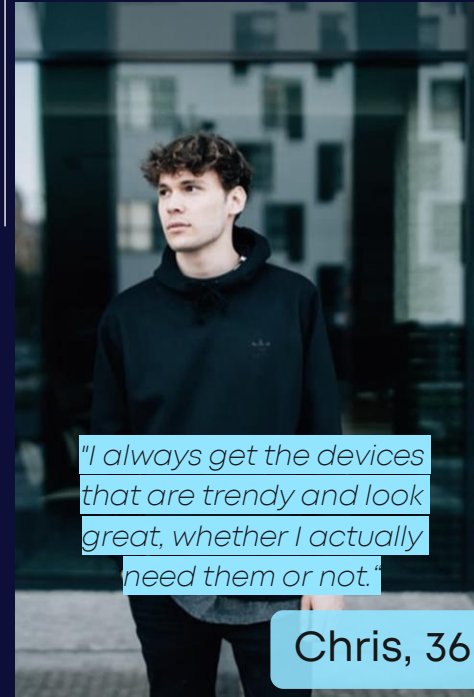
2 TRENDSETTER

Maria, 25



"My technical devices have to convince me with their design and with their performance. Usually I am the first one in my friend group to try anything new."

3 STATUS-CONSCIOUS



"I always get the devices that are trendy and look great, whether I actually need them or not."

Chris, 36

TECHBOOK users want to keep their devices up-to-date at all times. (index value 163)

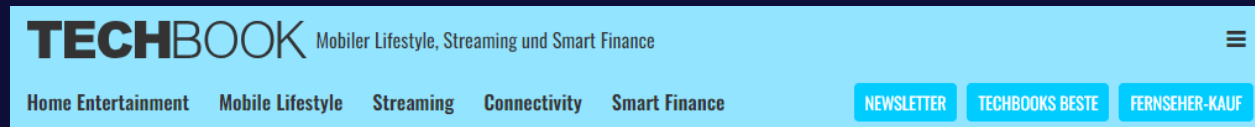
- 66 % are male
- 63 % are between 20 - 49 Jahre old
- 57 % have a HHNI > 3.000 EUR
- 77 % are employed
- 48 % have a high educational level*
- **Very high product information interest in:** Entertainment electronics, TV, HiFi, streaming services, computers, smartphones, tablets (index value btw. 69-144)

Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month December 2022
*High School Diploma, university degree; best for planning 2022 III; Basis: Basic Population; NpM

OUR CATEGORIES & TOPICS




„TECHBOOKS BESTE“ – OUR EDITORIAL BUYING GUIDE

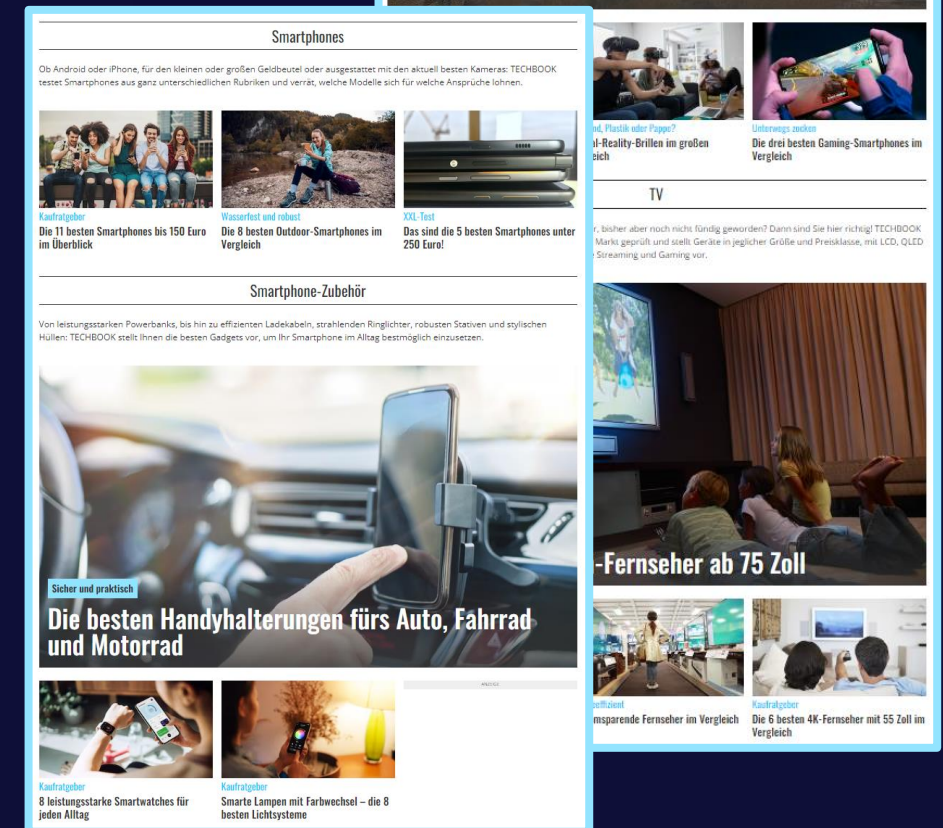


The editorial product highlights "TECHBOOK's Best" are prominently anchored in the header of the page.

The channel brings together recommendations and reviews from the TECHBOOK editorial team on hardware and software that accompany users in their everyday lives - the right product for every occasion.

TECHBOOK positions itself as a trustworthy guide to technology products and strengthens its perceived expertise.

Discover TECHBOOKS Beste 



EDITORIAL TOPIC PLAN

JAN

Good New Year's resolutions! The best fitness gadgets and Smartwatches!

FEB

Mobile Tech and MWC - the latest trends in mobile devices (smartphones, tablets ...)

MAR

Smart Finance - the best tips for banking, taxes and finance

APR

Get outside! From ebikes to e-scooters - everything on the subject of e-mobility

MAY

Mobile phones, DSL, cable - with us you will find the right Internet and cell phone plan

JUN

Audio and music -the best headphones, sound systems and streaming services

JUL

Vacation at last! Everything you need to know about roaming, smartphones and shopping abroad

AUG

Gaming special - all the latest news for console and mobile gamers

SEPT

IFA and the latest technology for the home - from televisions and music to smart vacuum cleaners

OCT

Smart Energy - climate-neutral and sustainable living with smart home

NOV

Bargain month (Singles Day, Black Friday, Cyber Monday): the best deals, bargains, tips for online shopping / buying guide

DEC

Time to get cozy - everything about streaming and TV

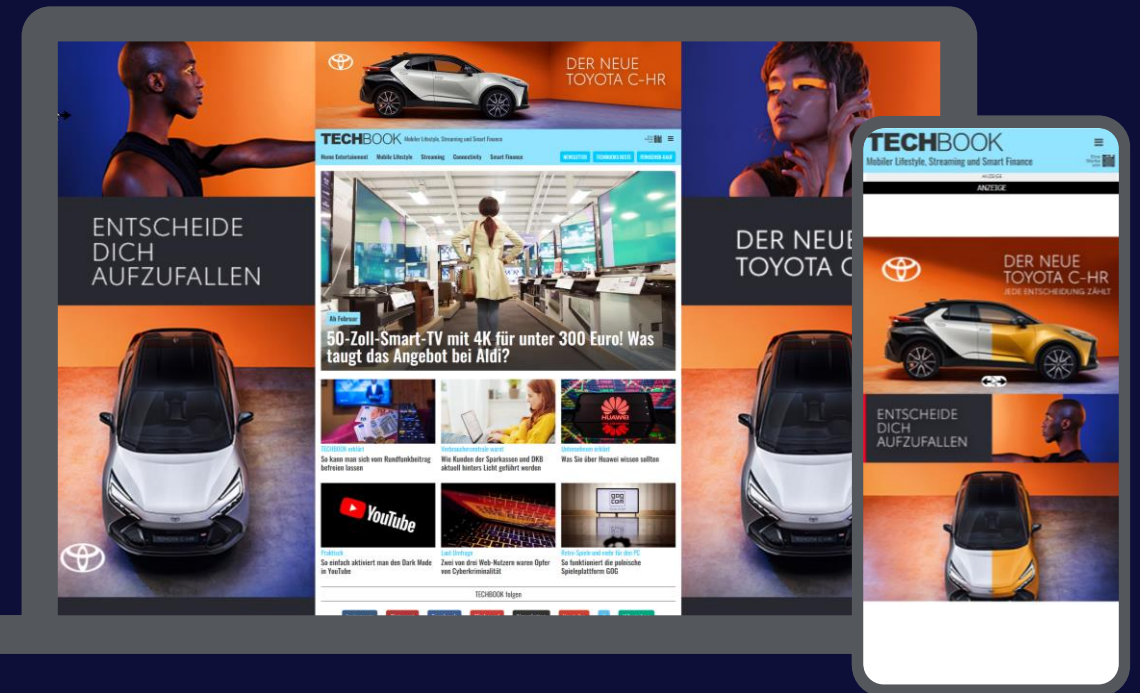
DAILY FIXED PLACEMENTS

HOMERUN: HIGH-QUALITY STAGING ON THE HOME

Spectacular and high quality: The Homerun guarantees a first-class appearance and maximum branding!

In addition to a fixed homepage placement, you also receive a 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.

And best of all: a whole page just for your brand.



Discover suitable advertising material 

Package ¹	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme ²
Homerun Day	200,000 AIs	1 Day	11,200 €	14,000 €
Homerun Week	1,200,000 AIs	1 Week	56,400 €	72,000 €

1) Incl. First Contact, Sat. & Sun.= 1 day | Exclusivity on the homepage except CMS areas, e.g. Hometeaser and Taboola
 2) The stationary Big Stage advertising material is displayed on the homepage. ROS the fallback advertising material is displayed. Additional editorial approval required

HOMERUN SUPREME: HIGH-QUALITY STAGING ON THE HOME

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In addition to a fixed homepage placement, you also receive a 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.

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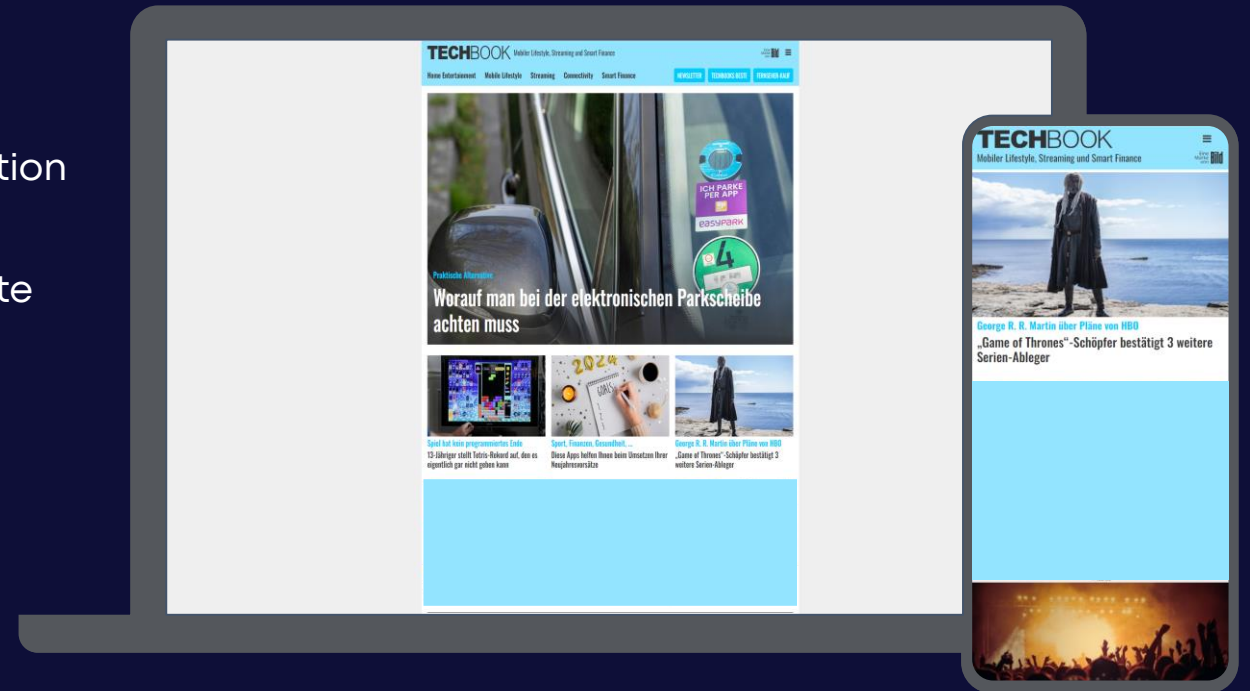
A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

The A-Teaser is effective and convincing!

Placement on the most attention-grabbing editorial space on the homepage is ideal for product or collection highlights.

The link is either to the partner website 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

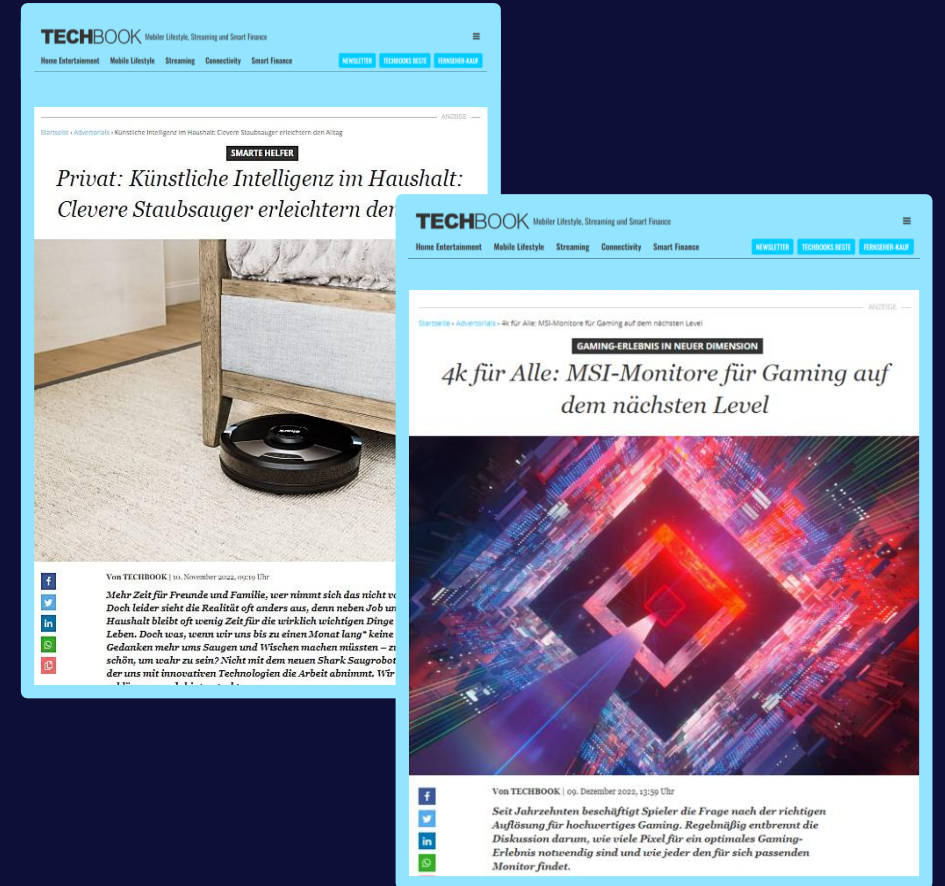
NATIVE ADVERTISING

ADVERTORIAL: DEIN CONTENT IM LOOK & FEEL VON TECHBOOK

The advertorials on TECHBOOK are individually designed.

Thanks to the native storytelling in the look and feel of TECHBOOK, 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	Garantie	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.

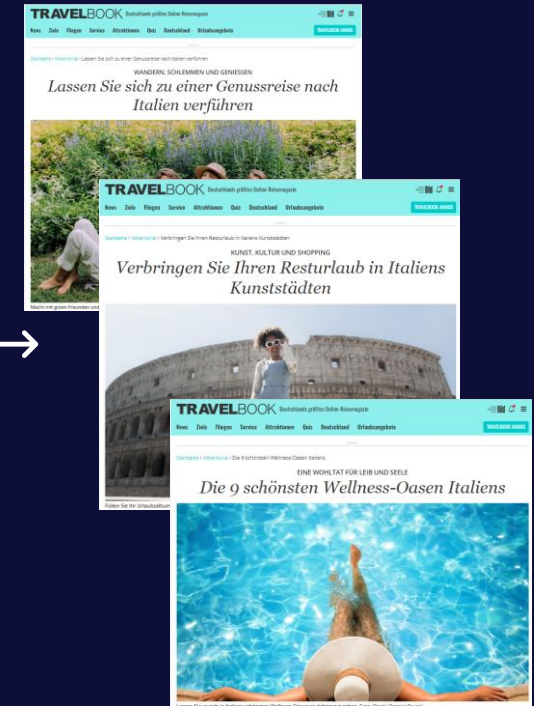
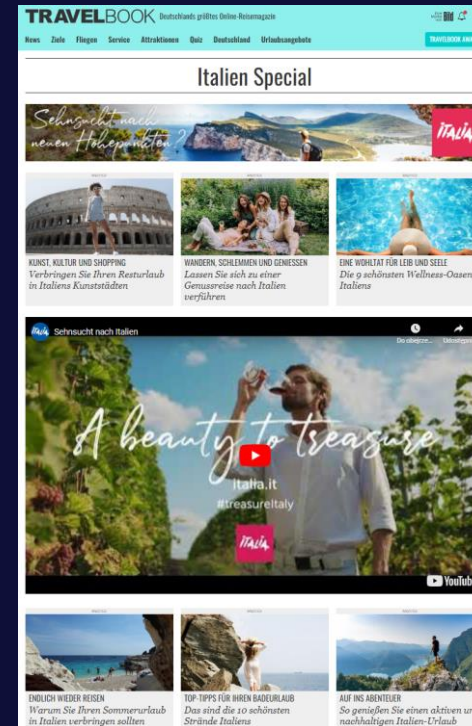
ADVERTORIAL STAGE: ALL YOUR CONTENT AT ONE PLACE

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	Duration ¹	Pricing ²
Advertorial Stage	1,500,000 AIs	6 Weeks	35,000 €

Best Case on TRAVELBOOK.de

1) Recommended run time, customizable on request.
 2) Plus creation costs (not SR- and AE-eligible): 2,000 €.

EMOTIONAL STORYTELLING WITH THE BRAND STORY

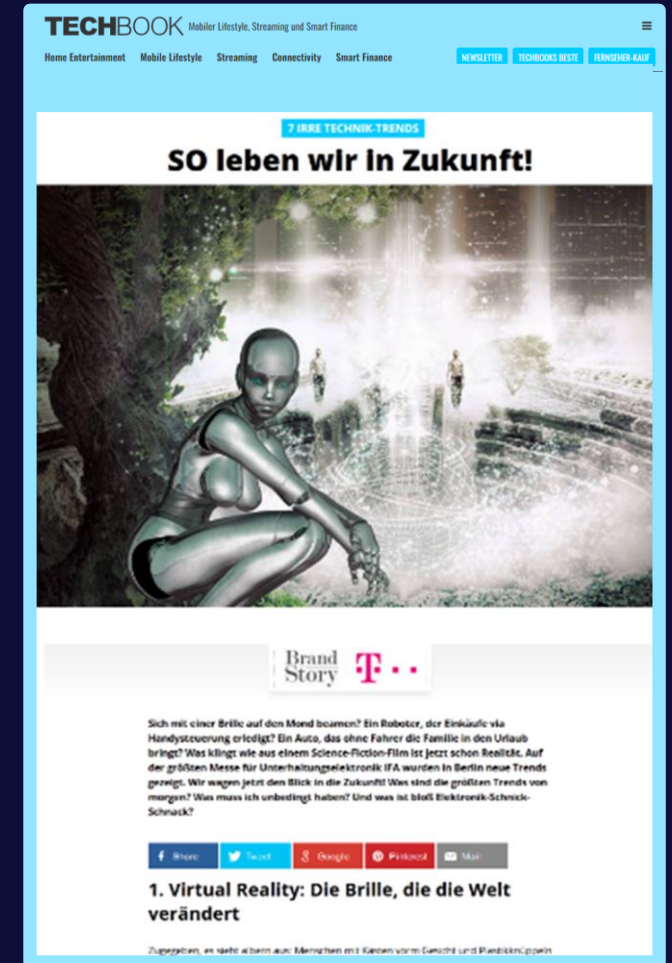
The native story gets exclusive storytelling from TRAVELBOOK: informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- 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.



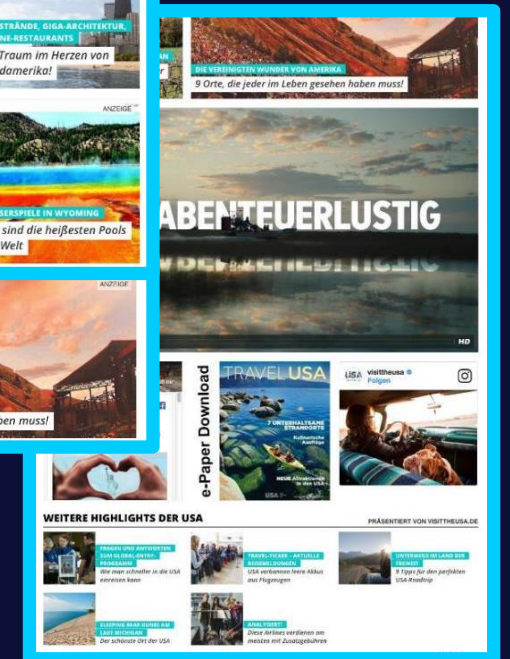
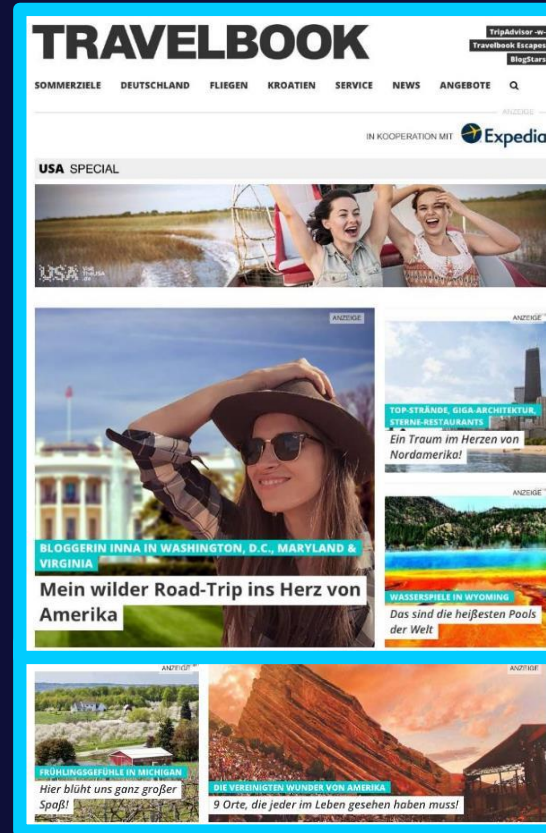
*Best Case Telekom

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	Garantie	Duration	Pricing ²
Brand Hub	15,000 Views	8 Week	52,500 €



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

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 Week	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.



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	1,700,00 Als & 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.

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

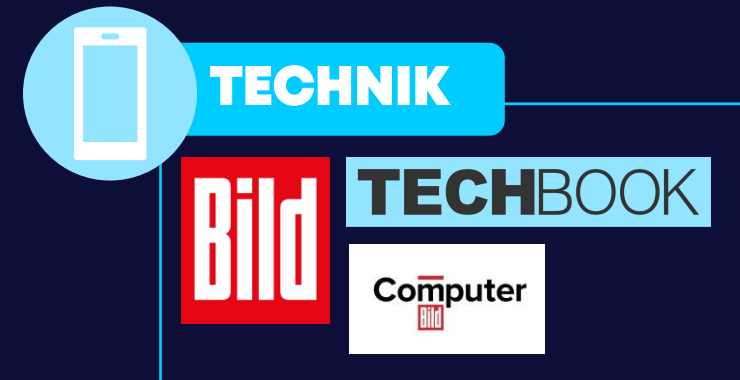
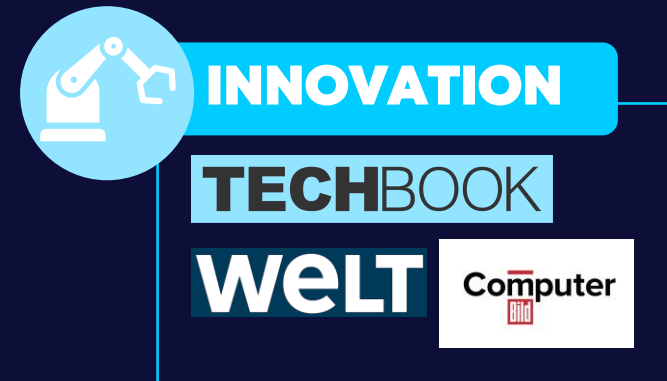
Reaching several target group touchpoints on our media brands with just one story sounds crazy?

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.

15,000
Guaranteed Page Views

15,000,000
Guaranteed Ad Impressions¹

47,500 €²
Package price



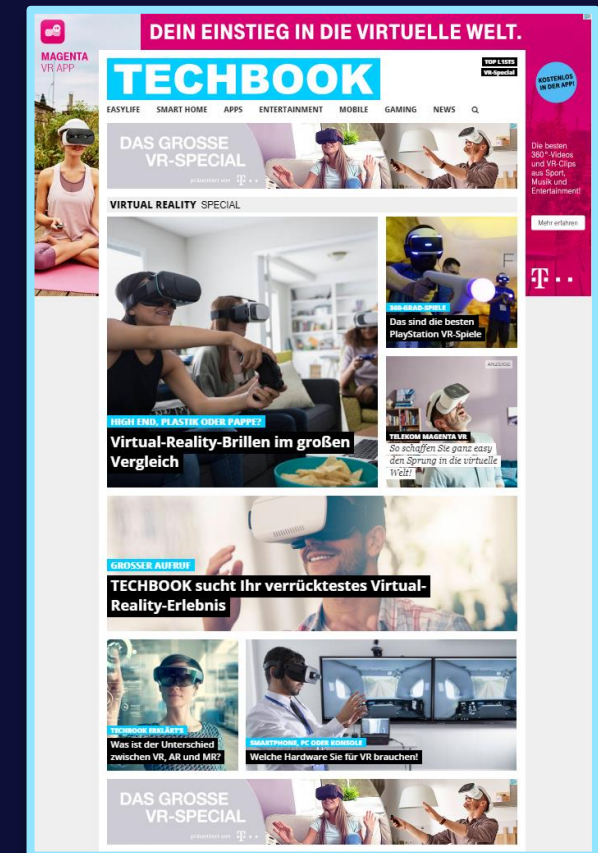
¹Playout takes place via ad server spaces on the pages included in the bundle (ROS or on selected thematically appropriate channels).
²Plus creation costs of €4,500 (not SR and AR-eligible).

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.

Paket	Garantie	Laufzeit ¹	Pricing ²
Theme Special S	300,000 AIs	1 Week	13,000 €
Theme Special M	600,000 AIs	2 Weeks	23,000 €
Theme Special L	1.200,000 AIs	4 Weeks	36,000 €



*Best Case Telekom

¹Recommended duration, customizable on request

²Plus 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 Musterland special presented by Musterland”)

VIDEO SPONSORING

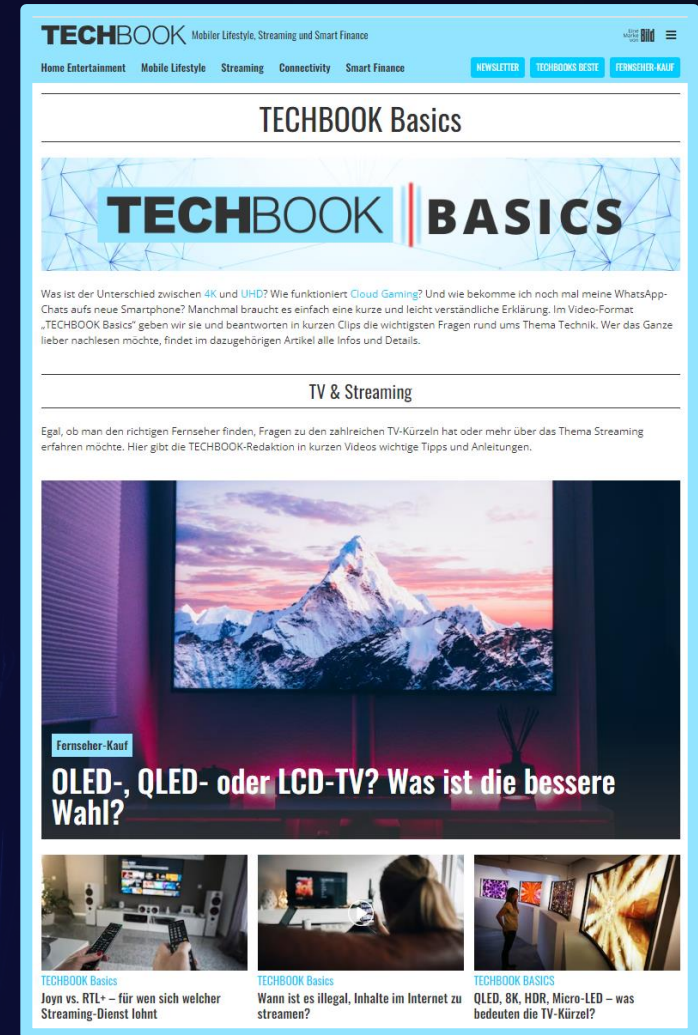


TECHBOOK | BASICS

Sometimes all it takes is a short and simple explanation to understand technical contexts or learn life hacks.

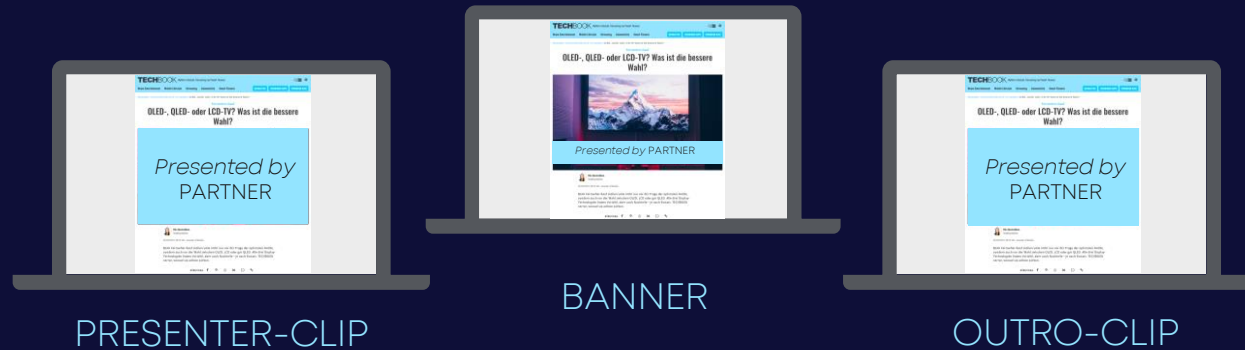
In our editorial video series “TECHBOOK Basics”, TECHBOOK answers the most important questions about technical gadgets in short clips. If our users prefer to read the full description, they can find all the information and details in the corresponding article.

[Discover previous videos](#) 



YOUR SPONSORING-COMPONENTS

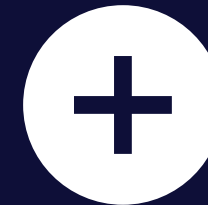
Logo integrations in the video:



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 integrationen in the video:

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

Media components:

- Multiscreen media package on the video pages²
- Multiscreen media package in ROS for traffic feed

1 episode
5,000 views³ und 200,000 AIs (duration 4 weeks)
22,000 €⁴



ADD-ONS

ADVERTORIAL S (duration 2 weeks)
 500,000 AIs/ 10,000 €⁵

BRAND STORY BASIC (duration 2 weeks)
 15,000 views/ 50,000 €⁶

PRODUCT STORY (duration 4 weeks)
 1,700.000 AIs + 9,000 views/ 33,750 €⁷

PRODUCT PLACEMENT (duration beyond the follow-up period) starts at 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.



STRATEGIC PARTNERSHIP

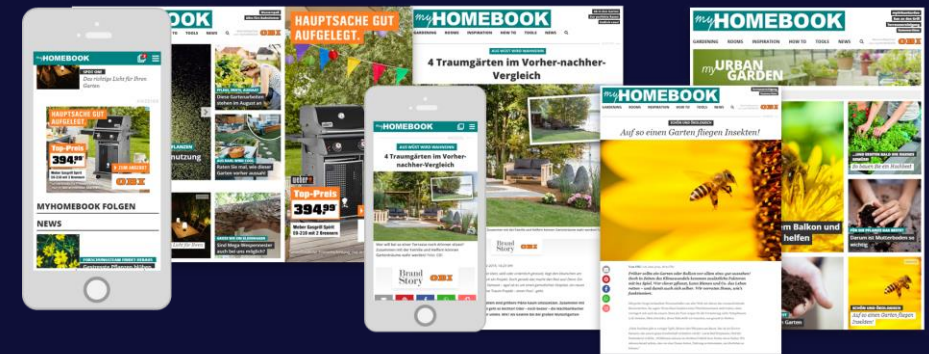
EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Feel free to contact us for individual and tailor-made approaches!

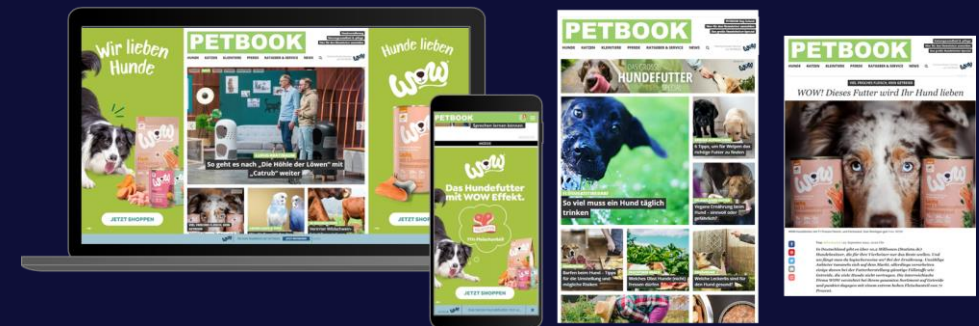
The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

- We create an ideal environment and build the beginning of a customer experience.
- The industry-exclusive partnership guarantees 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 your brand.
- Customized storytelling that corresponds to the interests and needs of the users is staged in a thematically appropriate way and can also be used by you.

OBI PREMIUM PARTNERSHIP (2019 – ongoing)



PETCO PREMIUM PARTNERSHIP (2022 – 04 / 2024)



POSSIBLE BESTANDTEILE

MEDIA & BRANDING	CONTENT	VIDEO	DEEP INTEGRATION	DATA*
<ul style="list-style-type: none"> – Large-scale and multiscreen advertising formats on the entire Techbook website (ROS) or on the Home (e.g. HomeRun Day or Week) – Various targeting options possible – Industry exclusivity possible for all content and media formats 	<ul style="list-style-type: none"> – Sponsoring / theme specials – Emotional Storytelling with Brand Stories – Product-related content / advertorials – Possibility to create your own content hub* – Traffic-Management of your content – Project management and assignment of a product manager to coordinate the collaboration 	<ul style="list-style-type: none"> – Various video formats/video series with well-known personalities from the industry – More format ideas i. A. 	<ul style="list-style-type: none"> – Individual conception of exclusive special integration areas (e.g. in-article recommendations or notifications) – Integration of affiliate deals with the aim of lead or order generation possible 	<ul style="list-style-type: none"> – Right to generate data for your brand – First Level Data (e. g. content-keywords) – Re-targeting possibilities – Only necessary after intensive review by the data protection team / DSGVO conformity – Further data usage tbd.

*Can only be realized within the Premium Partnership..

PARTNERSHIP PACKAGE

PREMIUM-PARTNERSHIP

Package Price: from 500,000 €
Term from 6 month

CO-PARTNERSHIP

Package Price: from 250,000 €
Term from 3 months

CO-PARTNERSHIP LIGHT

Package Price: from 150,000 €
Term 3 months

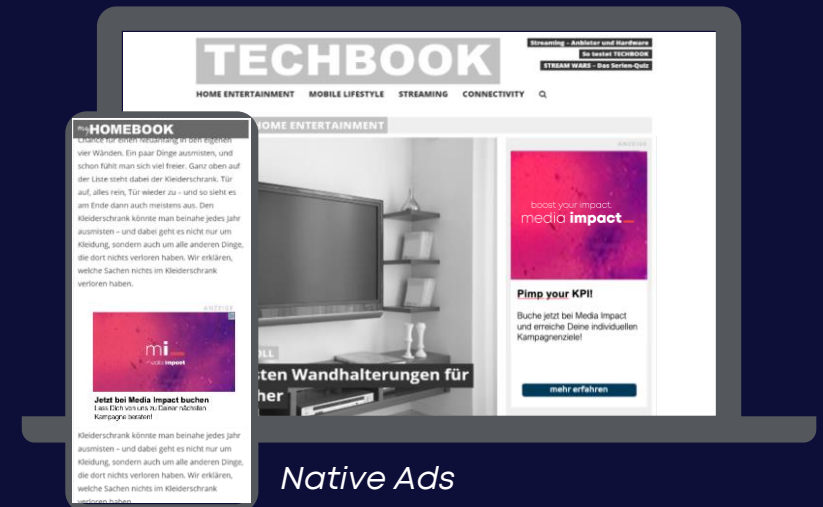
		PREMIUM-PARTNERSHIP	CO-PARTNERSHIP	CO-PARTNERSHIP LIGHT
STORYTELLING	Content Hub	X	X	Limited components
	Brand Storys	X	X	X
	Advertorials	X	X	X
MEDIA	Themen Special	X	X	X
	Home Run	X	X	X
	Display (RoS)	X	X	X
VIDEO	Sponsoring of video episodes + product placement + media	X	X	X
DEEP INTEGRATION	Logo integration	X	-	-
	Exklusivity	X	Industry exclusivity possible	
	In-Article Widgets	X	X	X
	Newsletter Integration	X	X	X
	Homeblock	X	X	X
	Notifications	X	X	X
	Lighthouse actions (incl. MaFo)	X	X	-
Sticky Bar	X	X	-	
DATA	Data use	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
- **NATIVE CLICKS** are achieved with dynamic image-text ads that automatically adapt to the respective website.² Two options are available:
 - 1. JUST CLICKS WITHOUT TARGETING** Native teasers are played ROP across our entire portfolio without targeting.
 - 2. JUST CLICKS REGIO** Native teasers are displayed with zip code targeting in various regions across our entire portfolio (ROP).



[Click here for the factsheet](#)

¹) Playout of the campaign will be stopped as soon as the click guarantee has been fulfilled.
²) At least 2 motifs and text teasers per format must be delivered

BOOST YOUR PERFORMANCE: SOCIAL ENGAGEMENT ADD-ON

OPTIMIZATION FOR YOUR TARGET KPI IN THE SOCIAL MEDIA COSMOS

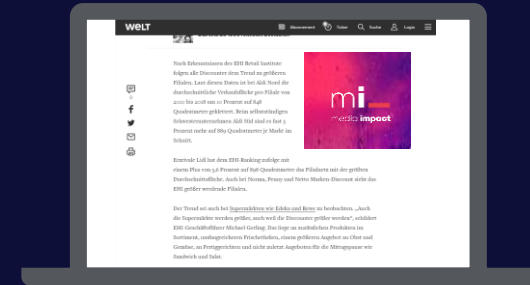
We develop a **customized overall concept** to achieve your desired KPIs, consisting of a branding measure and the social engagement ad.1

Available KPIs: Clicks, engagements or completed views.

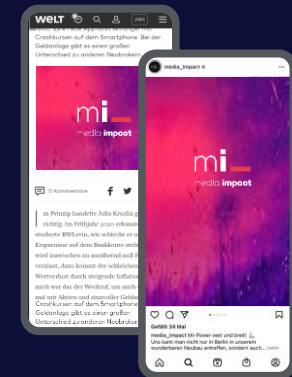
- The campaign is played out with **social media advertising** media on all common social media platforms.
- We will provide you with a forecast of the performance values we guarantee for your selected **KPI** in advance.2

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 playout; targeting possible.

Branding measures



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



! social ads always use the customer as the communicator.

[Click here for the factsheet](#)

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 the 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.



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



Lead Add-On³ in the **Media Impact portfolio** and/or social media to generate measurable leads

[Click here for the factsheet](#)

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

2) The forecast is a guideline and not a guarantee.

3) Payout is multiscreen and InApp

AFFILIATE COOPERATION: PERFORMANCE ON TECHBOOK

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.

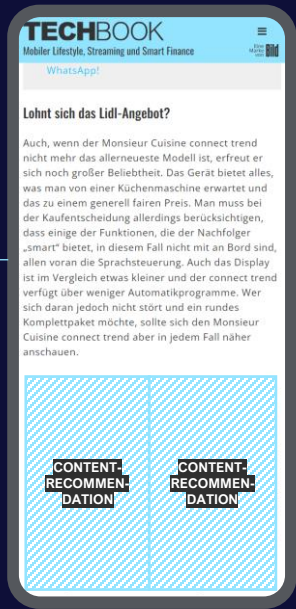
Native integration: Your offers are prominently integrated into the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

	Package Basic	Package Pro
Platform	1 BOOK of your choice	3 BOOKs of your choice
Duration	From 3 month	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 Integrationen 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 / monat	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 DISCUSS INDIVIDUAL CONCEPTS WITH YOU!

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