

STYLEBOOK

Media Kit

presented by

media **impact**—

THE BOOK FAMILY

STYLEBOOK

The online magazine for cosmetics & women's health

2.80 Mio. UVs
3.83 Mio. Visits

TRAVELBOOK

Germany's largest online travel magazine

3.94 Mio. UVs
5.37 Mio. Visits

TECHBOOK

The portal for an innovative digital lifestyle

3.68 Mio. UVs
5.20 Mio. Visits

FITBOOK

The portal for fitness & health

3.56 Mio. UVs
5.32 Mio. Visits

MYHOMEBOOK

The largest online magazine for home & garden

2.98 Mio. UVs
4.13 Mio. Visits

PETBOOK

The lifestyle portal for all pet owners and lovers

1.95 Mio. UVs
2.57 Mio. Visits

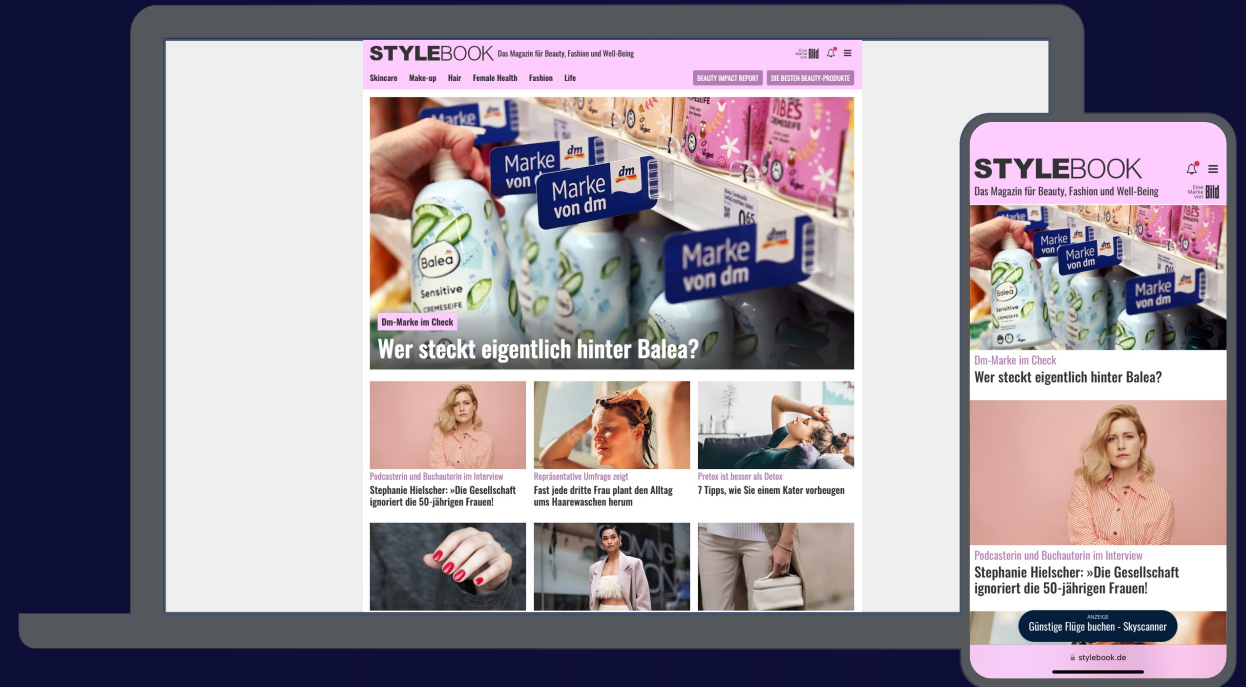
STYLEBOOK IN A NUTSHELL

ALL THE BEAUTY YOU NEED

- STYLEBOOK is fresh quality journalism for beauty & body topics – understandable for everyone.
- STYLEBOOK provides orientation and encourages celebrating femininity in all its facets.
- STYLEBOOK offers valuable service content in the form of product tests and reviews.
- STYLEBOOK combines high-quality editorial content and eCommerce.
- STYLEBOOK – your beauty expert!

2,80 million Unique Visitors*
3,83 million Visits*

*Adobe Analytics 12/ 2024
**Facebook November 2024



372.374 Follower**
369.016 Likes**

THE STYLEBOOK USER

EXPERT



EVA, 27

"I know exactly what is good for my body and pay close attention to the ingredients I use. Products that are cruelty-free and sustainable are particularly important to me."

TRENDSETTERIN



NATALIE, 32

"I love beauty treatments, am curious, and like to experiment, which I also share on various social media platforms."

FOLLOWER



JENNIFER, 38

"I only adapt trends when I have seen them on my friends. I get my inspiration from how-tos and tutorials."



63% 20-49 years old



74 % women**



75% employed



50 % high level of education*



57% net household income >3.000€



STYLEBOOK users are luxury-oriented, sustainable beauty enthusiasts, and trend-oriented cosmetic experts (index value 311, 261).**

OUR CATEGORIES & TOPICS



EDITORIAL THEME PLANNING 2025

JAN

The big supplement guide – for the inner and outer glow after the holidays

FEB

Art on the skin – tattoo trends and care

MAR

Celebrate yourself! – Strong women in the spotlight

APR

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

MAY

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

JUN

From long bob to curtain bangs – the big hairstyle special

JUL

Oh Baby! Experience a healthy and beautiful pregnancy

AUG

Know your lady parts! The special on women's health, intimate care and menstruation

SEP

Aesthetic procedures – all about fillers, minimal invasive procedures and treatments

OCT

October is Breast Cancer Awareness Month! – Prevention, risk factors, interviews with affected people

NOV

Online shopping – the coolest shops, the best deals

DEC

Glam season is here! Glamorous looks and styles for the festive season

DAILY FIXED PLACEMENTS

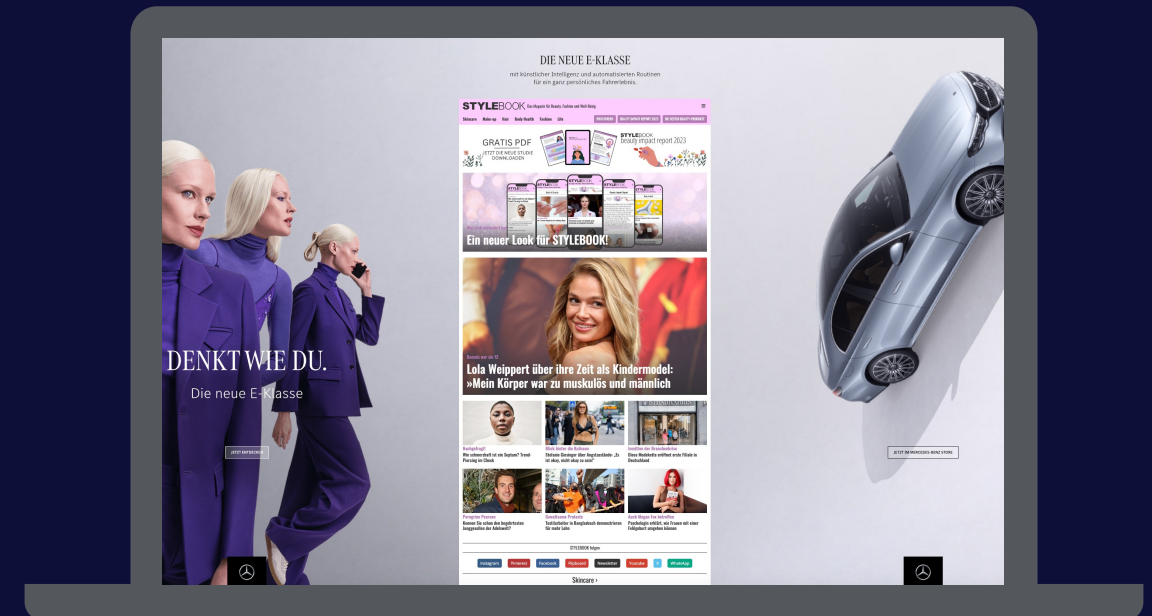
Showcase your brand - with all-round attention and continuous presence!

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.



*Best Case on STYLEBOOK.de

[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

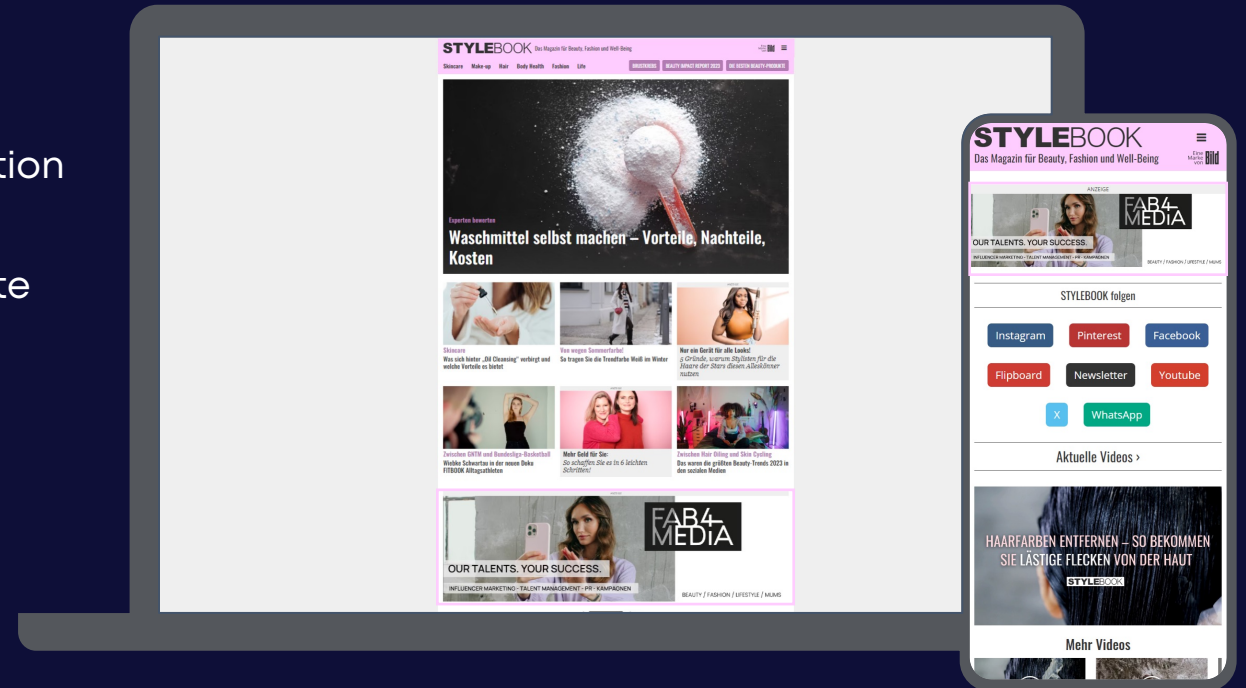
A-TEASER: AUFMERKSAMKEITSSTARK UND CONTENTNAH

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

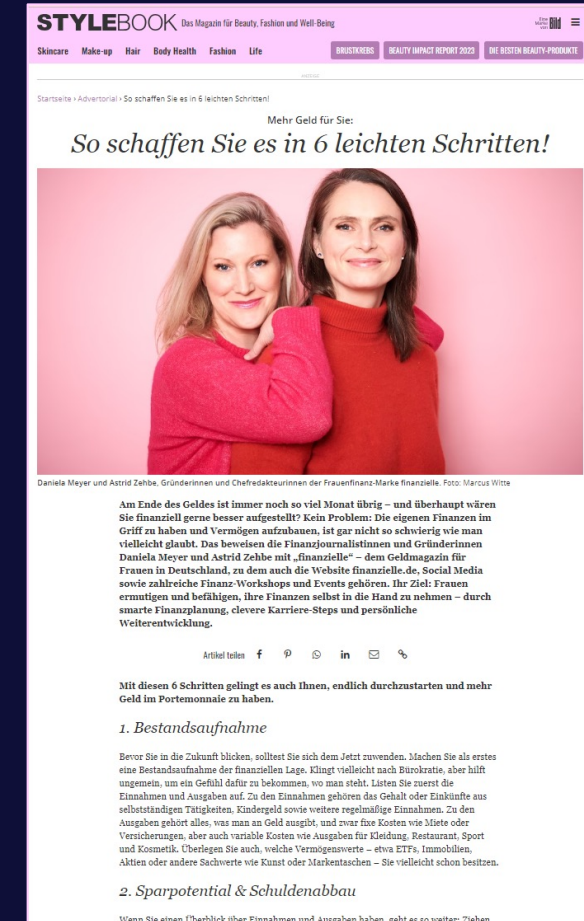
Your brand narrated in the right context - authentically and effectively.

ADVERTORIAL: YOUR CONTENT IN LOOK & FEEL OF STYLEBOOK

The advertorials on STYLEBOOK are designed individually.

Thanks to the editorial design in the look & feel of STYLEBOOK, 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.



*Best Case on STYLEBOOK.de

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.

EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story gets exclusive storytelling from STYLEBOOK:

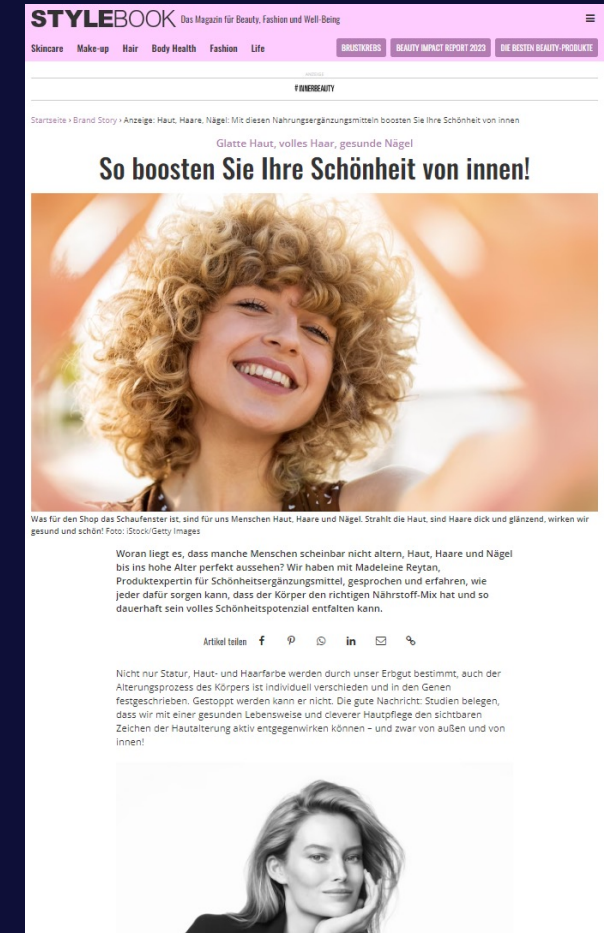
informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- 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 duration ²	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 on STYLEBOOK.de

PRODUCT STORY: FOCUS ON YOU

PRODUCT

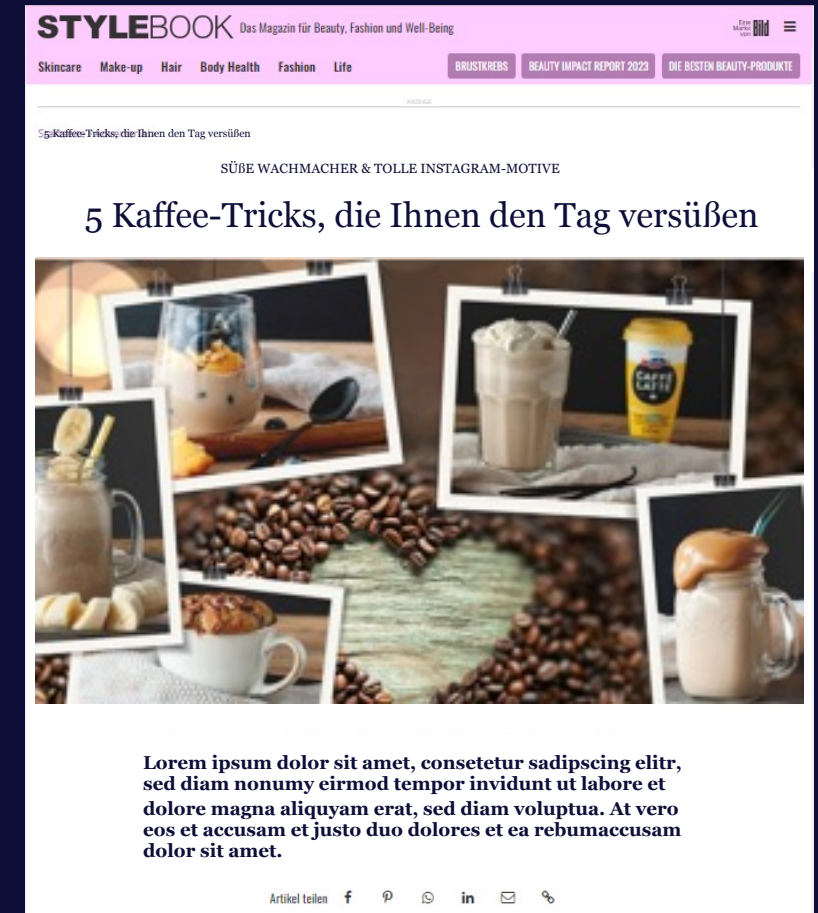
Your brand or product is the focus of the story!

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.



* 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.

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:

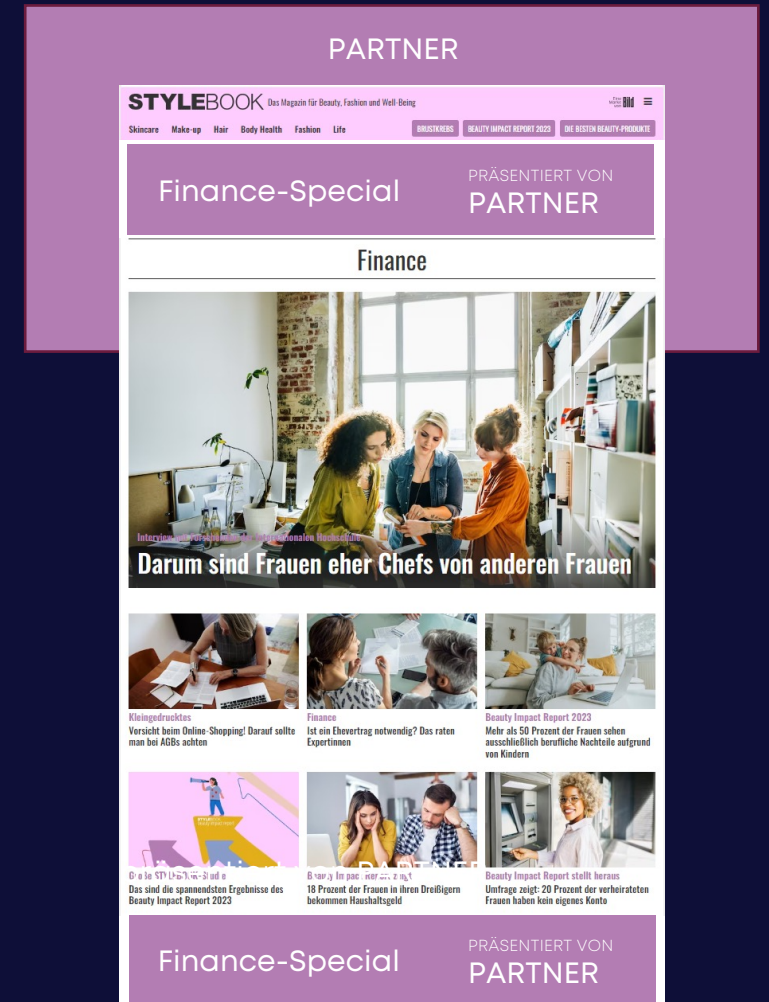
- Sponsoring header and footer “präsentiert von” (presented by).
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle).
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials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

Package	Guarantee	Duration ¹	Pricing ²
Theme Special S	300,000 Als	1 Week	13,000 €
Theme Special M	600,000 Als	2 Week	23,000 €
Theme Special L	1,200,000 Als	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 Musterland special presented by Musterland”)





VIDEO SPONSORING

Put your brand in the spotlight - with a video that inspires!

OUR VIDEO FORMATS

STYLEBOOK
Das Magazin für Beauty, Fashion und Well-Being

Startseite > Video > 10 Beauty-Minuten mit Dr. Emi Arpa

Video

10 Beauty-Minuten mit Dr. Emi Arpa

Hautspezialistin Dr. Emi nimmt auf dem „10 Beauty-Minuten“-Sessel Platz. Dieses Mal nimmt sie sich den Fragen unserer Leserinnen an. Das Thema: Hautirritationen – von Pickeln bis Schuppen. Als Ärztin, die auf dermatologische Ästhetik spezialisiert ist, kennt sie sich auf dem Gebiet bestens aus und verrät einfache Haushaltstricks, die bei der Linderung helfen können.

Video teilen

10 Beauty Minutes

Watch the videos

STYLEBOOK
Das Magazin für Beauty, Fashion und Well-Being

Startseite > Make-up > TikTokerin Paula Senfkorn zeigt ihr I

Vor dem Spiegel mit ...

TikTokerin Paula Senfkorn zeigt Coachella-Festival-Make-up zum Nachmachen

So langsam aber sicher startet die diesjährige Festival-Saison. Inspiriert von den aktuellen Coachella-Make-up-Trends zeigt TikTokerin Paula Senfkorn im Rahmen der STYLEBOOK-Reihe „Vor dem Spiegel mit ...“ ihren liebsten

In front of the mirror with...

Watch the videos

STYLEBOOK
Das Magazin für Beauty, Fashion und Well-Being

Startseite > Body Health > Schwangerschaft > Dr. Gößlinghoff

STYLEBOOK Experts

Dr. med. Heidi Gößlinghoff: »Das ist das Wichtigste, um schwanger zu werden

Dr. med. Heidi Gößlinghoff ist Gynäkologin, Buchautorin und via Social Media Ansprechpartnerin für rund 12.500 Follower. Besonders am Herzen liegt ihr das Thema Kinderwunsch und Schwangerschaft. Jetzt hat

Gynaecologist explains

Watch the videos

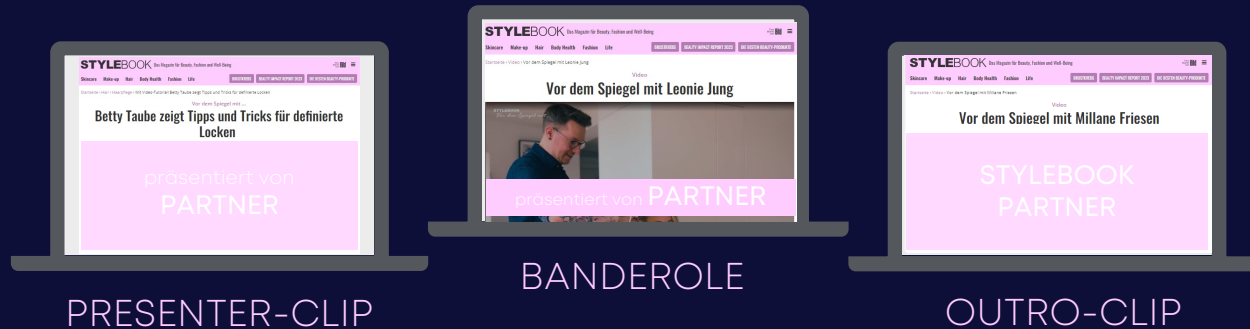


We will be there to help you find the right protagonist for the video series.

*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

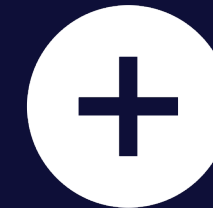
Logo integrations in the video:



Media components:

MEDIA-PACKAGE
MULTISCREEN
on the video pages

MEDIA-PACKAGE
MULTISCREEN
in ROS



ADD-ONS

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.

VIDEOSPONSORING PRICING

BASIC PACKAGE¹

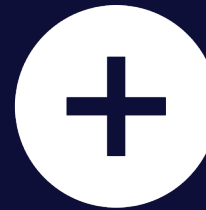
Logo integrationen in the video:

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

Media components:

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

1 episode
5,000 Views³ and 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 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. 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

More visibility and customized communication!

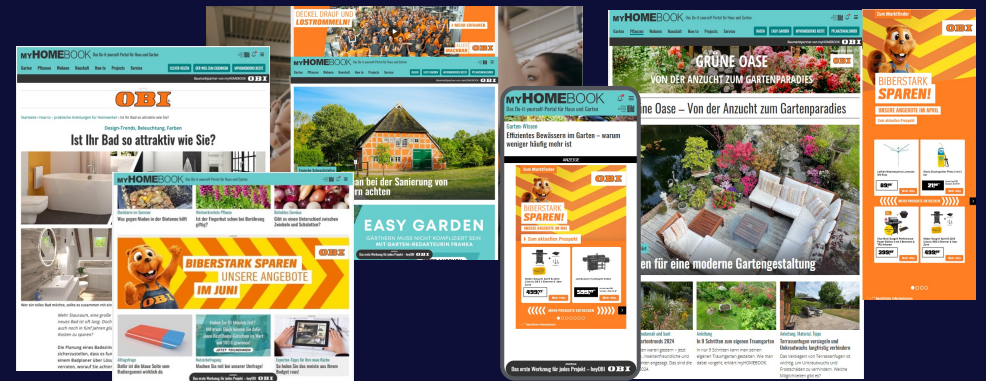
EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

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

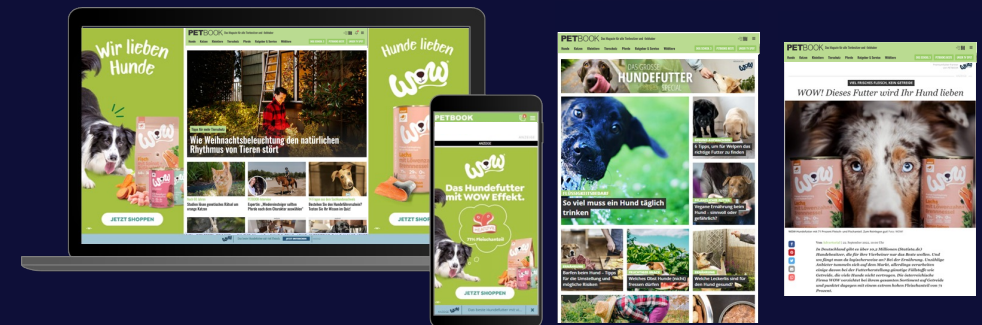
The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

- 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 – 2024)



PETCO PREMIUM PARTNERSHIP (2022 – 2024)



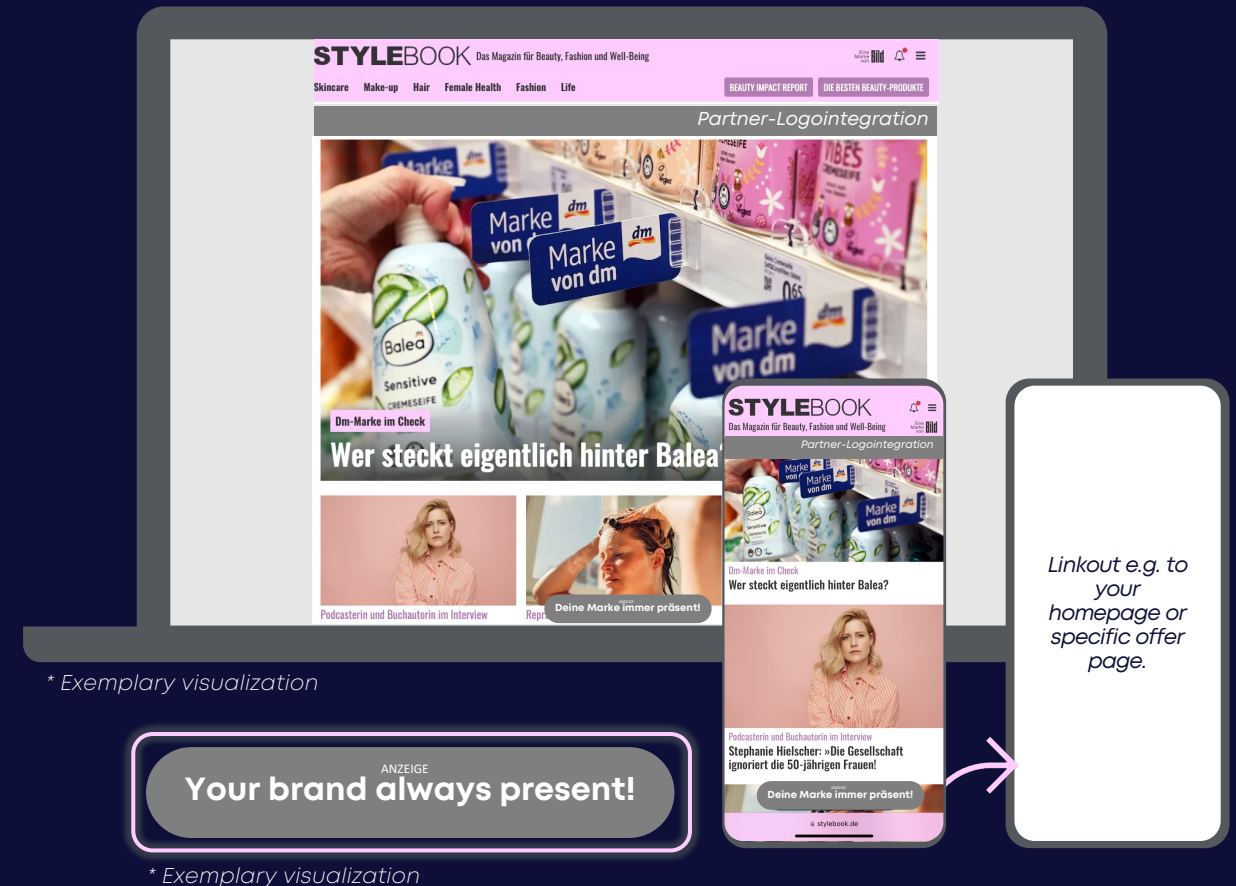
LOGO INTEGRATION AND DIRECT LINKING VIA STICKY BAR

Always visible and deeply integrated into the platform!

Your logo is placed prominently in the header of the website*.

All services and benefits are permanently bundled in the specially created Sticky Bar, which is always visible on the homepage, stages and article pages. It is fixed at the bottom of the page, cannot be minimized or closed, and ensures a continuous presence.

- Teaser area with linkout, e.g. to your homepage or specific offer page.



* Exemplary visualization

* Exemplary visualization

*Can only be realized within the Premium Partnership.

POSSIBLE COMPONENTS

MEDIA & BRANDING

- Large-scale and multiscreen advertising formats on the entire STYLEBOOK 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, product-related content / advertorials
- Traffic management of your content

VIDEO

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

DEEP INTEGRATION

- Individual conception of exclusive special integration areas (e.g. in-article recommendations or notifications)
- Logo integration and Sticky Bar

DATA*

- Right to generate data for your brand
- Market research
- Re-targeting possibilities

*Can only be realized within the Premium Partnership..

PARTNERSHIP PACKAGES

PREMIUM PARTNERSHIP

Package price: from 500,000 €
Term from 6 months

CO-PARTNERSHIP

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

CO-PARTNERSHIP LIGHT

Package price: from 150,000 €
Termin from 3 months

		PREMIUM PARTNERSHIP	CO-PARTNERSHIP	CO-PARTNERSHIP LIGHT
STORYTELLING	Brand Storys	x	x	x
	Product Storys	x	x	x
	Advertorials	x	x	x
MEDIA	Theme 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	-	-
	Exclusivity	x	Industry exclusivity possible	-
	In-Article Widgets	x	x	x
	Newsletter Integration	x	x	x
	Notifications	x	x	x
	Events and Market research	x	x	-
	Sticky Bar	x	x	-
DATA	Data use	x	-	-

PERFORMANCE & AFFILIATE

More clicks, more engagement, more leads!

AFFILIATE COOPERATION: PERFORMANCE ON FITBOOK

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.

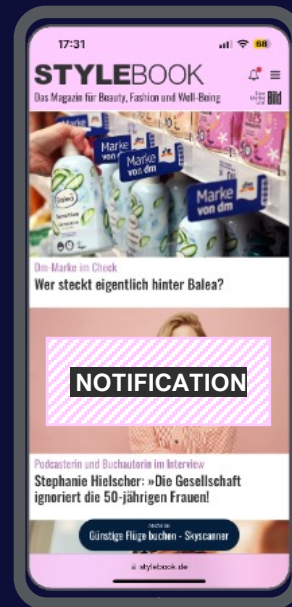
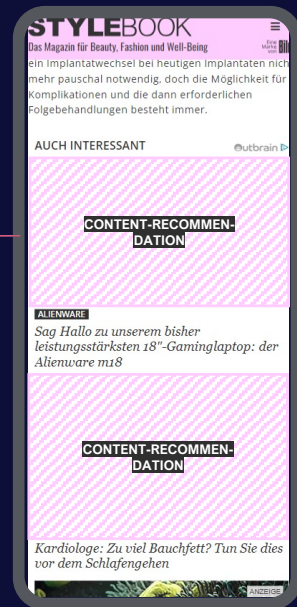
Native Integration: Your offers are prominently integrated into the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

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



 **CHIEF SALES OFFICER
BILD GROUP & PORTFOLIO
BENEDIKT FAERBER**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 64 17 30 34
benedikt.faeber@axelspringer.com



 **CHIEF SALES OFFICER
WELT GROUP
KNUT DÖRING**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 168 149 51
knut.doering@axelspringer.com



 **MEDIA IMPACT OFFICE NORTH-EAST
EMILY NEUMANN**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 44047127
emily.neumann@axelspringer.com



 **MEDIA IMPACT OFFICE WEST
INGO KÖLBL**

Media Impact GmbH & Co.KG
Gerbermühlstraße 9
60594 Frankfurt/Main
Tel.: +49 (0) 151 161 570 05
ingo.koelbl@axelspringer.com



 **MEDIA IMPACT OFFICE MIDDLE-SOUTHWEST
PHILIPP MATSCHOSS**

Media Impact GmbH & Co.KG
Gerbermühlstraße 9
60594 Frankfurt/Main
Tel.: +49 (0) 151 446 198 98
philipp.matschoss@axelspringer.com



 **MEDIA IMPACT OFFICE SOUTH & SPORT
BRAND PARTNERSHIPS
DANIEL MAUBACH**

Media Impact GmbH & Co.KG
Theresienhöhe 26
80339 München
Tel.: +49 (0) 151 12446577
daniel.maubach@axelspringer.com



 **MEDIA IMPACT RETAIL UNIT
BIRGIT SANTORO**

Media Impact GmbH & Co.KG
Zimmerstraße 50
10888 Berlin
Tel.: +49 (0) 151 528 500 43
birgit.santoro@axelspringer.com



 **MEDIA IMPACT HEALTHCARE UNIT
ANETT HANCK**

Media Impact GmbH & Co.KG
Münchener Straße 101/09
85737 Ismaning
Tel.: +49 (0) 15144047766
anett.hanck@axelspringer.com



 **MEDIA IMPACT FINANCE & TOURISM UNIT
MARCUS BRENDEL**

Media Impact GmbH & Co.KG
Neuer Zollhof 1
40221 Düsseldorf
Tel.: +49 (0) 160 987 724 94
marcus.brendel@axelspringer.com



 **MEDIA IMPACT LUXURY & LIFESTYLE UNIT
CHRISTINE MALECKI**

Media Impact GmbH & Co.KG
Theresienhöhe 26
80339 München
Tel.: +49 (0) 151 188 936 86
christine.malecki@axelspringer.com