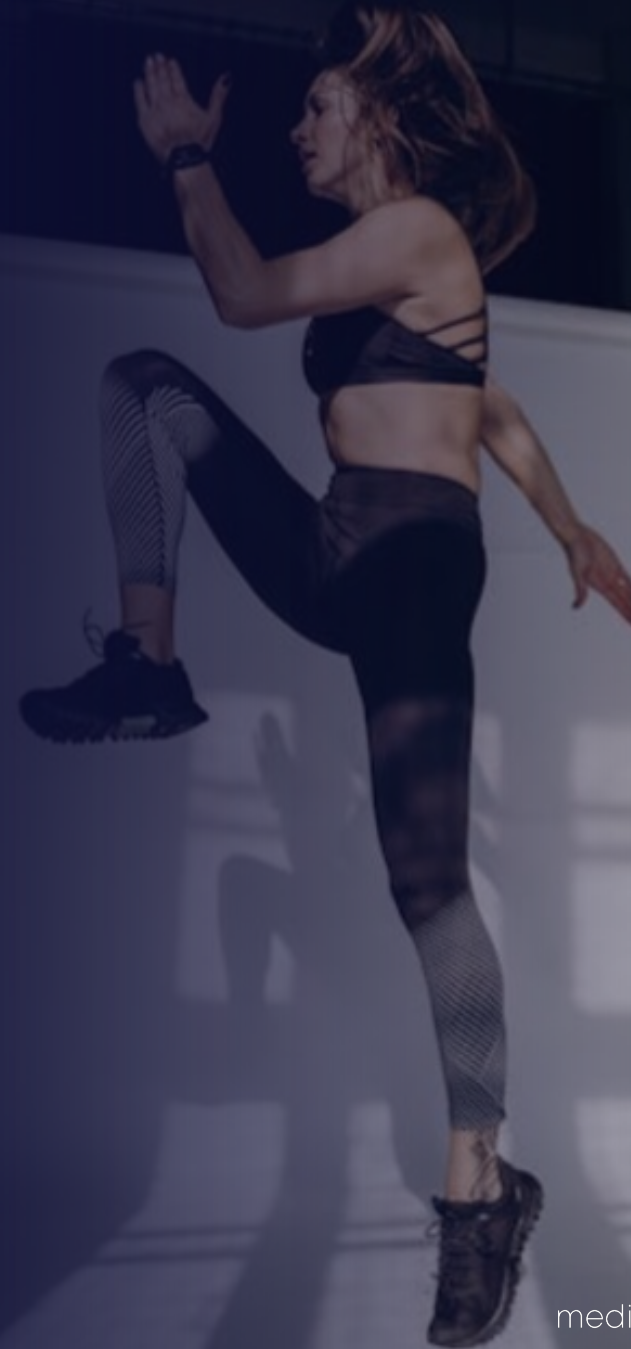


# FITBOOK

Media Kit

*presented by*

media **impact**—



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

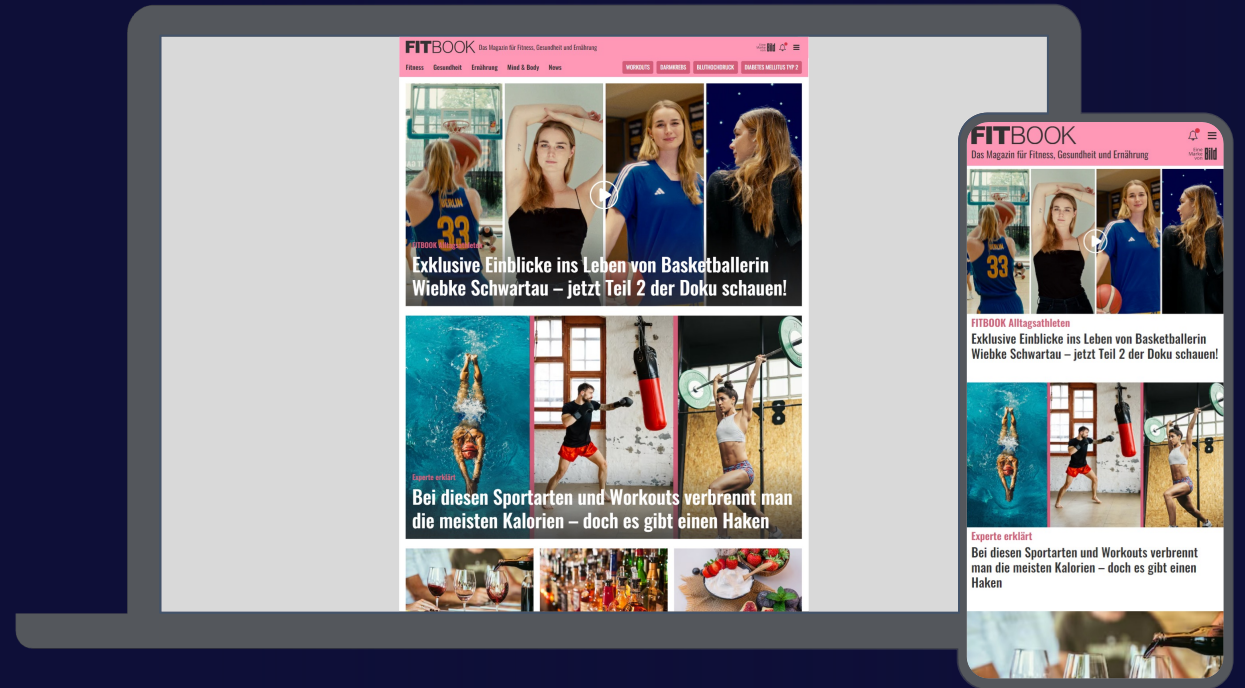
# FITBOOK IN A NUTSHELL

## THE DIGITAL PLATFORM FOR FITNESS AND HEALTH

- FITBOOK is an innovative, holistic health and fitness magazine - with a high standard and yet understandable for everyone.
- FITBOOK covers consistent fitness and health topics with a wide range of experts.
- FITBOOK takes a holistic approach to a healthy lifestyle: Exercise, nutrition and health are inextricably linked.

**3.56 million** Unique Visitors\*  
**5.32 million** Visits\*

\*Adobe Analytics 11/ 2024  
\*\*Facebook December 2024



**164,000** Follower\*\*  
**162,000** Likes\*\*

# THE FITBOOK-USER

## FOLLOWER



**ANNA, 29**

“I'm interested in a healthy lifestyle, try out lots of things and change discipline from time to time. Fitness is part of my lifestyle.”

## TRENDSETTER



**MIA, 32**

“I love sharing my trendy, fit, healthy lifestyle on various social media platforms. I am curious and like to experiment with new things.”

## PERFORMER



**LUKAS, 35**

“I'm energetic, eager to learn and do a lot of sport. I go to the gym and use technology gadgets for my training.”



63% 20-49 years old



53 % men



74% employed



50 % high level of education\*



57% net household income >3.000€

# TOP AFFINITIES



## HEALTHY NUTRITION

- “Good food and drinks are very important to me”: Affinity index: 106
- “When I buy food, I pay more attention to the brand than the price”: Affinity index: 108

## HEALTH

- “It is important to me to do something for my health”: Affinity index: 94
- Interest in health products: Affinity index: 124

## INTEREST IN BUYING SPORTING GOODS

- Sports equipment: Affinity index: 118
- Sportswear: Affinity index: 127
- Sports shoes: Affinity index: 127

## FREE TIME SPORT\*

- Playing tennis: Affinity index: 129
- Skiing, snowboarding: Affinity index: 131
- Playing basketball: Affinity index: 128

## ALTERNATIVE NUTRITION

- Slimming food: Affinity index: 111
- Low-calorie food, light products: Affinity index: 109
- Organic food: Affinity index: 108

# OUR CATEGORIES & TOPICS



# EDITORIAL THEME PLANNING 2025

**JAN**

Food supplements – when is which one useful?

**FEB**

Children's health – examinations, diseases, nutrition

**MAR**

Healthy weight loss – diets put to the test and useful nutrition tips

**APR**

Allergies – preparation and tips for the pollen season

**MAY**

From losing weight to building muscle – ideal inspiration for every training goal

**JUN**

Autoimmune diseases – causes, symptoms and treatment

**JUL**

The pleasure of running – tips from experts for beginners to marathon runners

**AUG**

Common diseases – prevention, diagnosis and treatment of diabetes and high blood pressure

**SEP**

Mental health – coping with stress, building resilience and preventing mental illness

**OCT**

Coffee and tea – how healthy or unhealthy these popular hot drinks are

**NOV**

Training exercises – take your fitness to a new level with effective workouts

**DEC**

Nutrients – proteins, vitamins, minerals and fibre



# DAILY FIXED PLACEMENTS

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

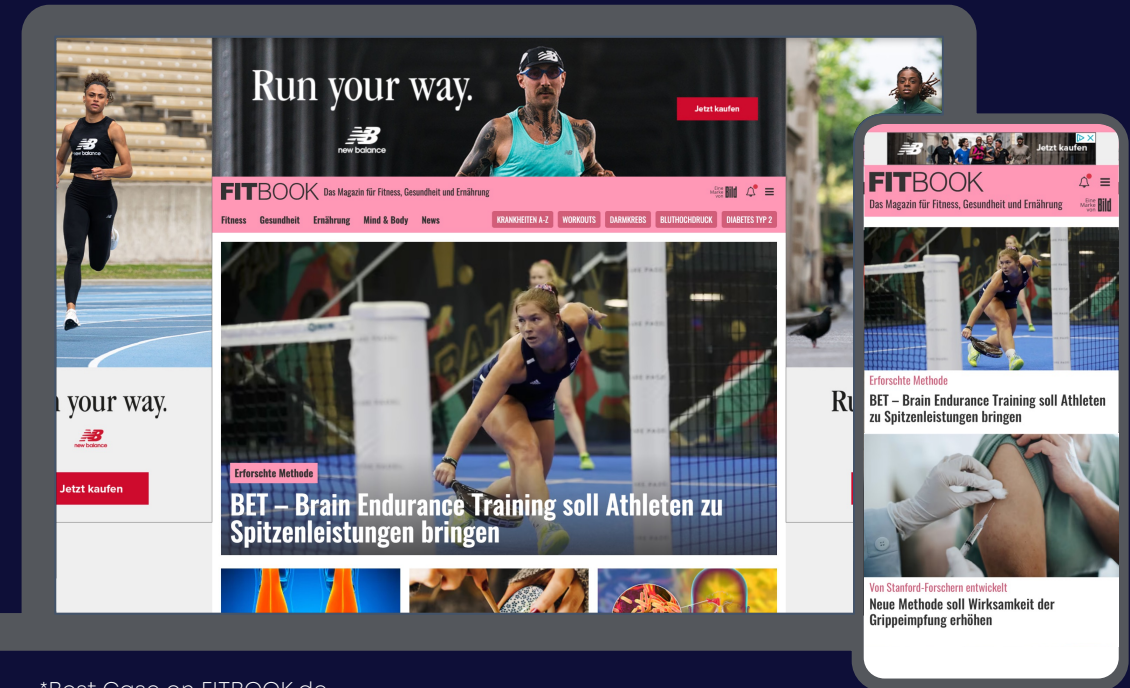


# HOMERUN: HIGH-QUALITY STAGING ON THE HOME

**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 FITBOOK.de

[Discover suitable advertising material](#) 

Package <sup>1</sup>	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme <sup>2</sup>
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

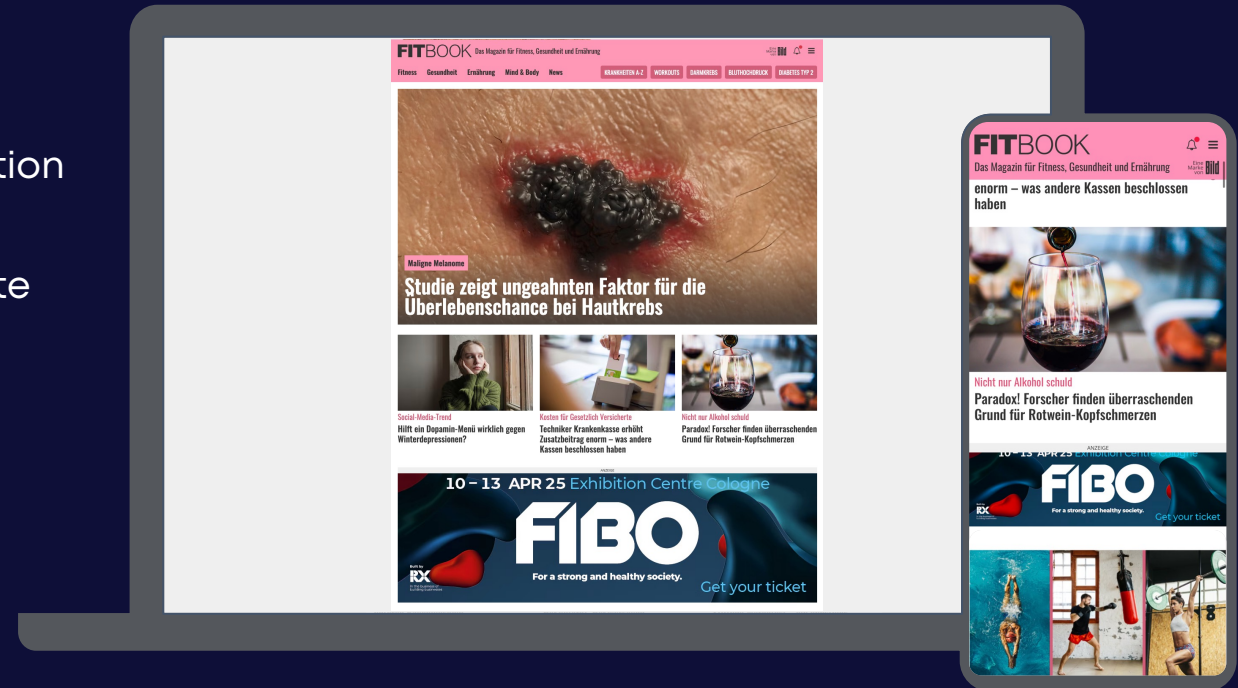
# A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

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 <sup>1</sup>	Pricing <sup>2</sup>
A-Teaser	50,000 AIs	1 Day	4,500 €



1) Saturday and Sunday count together as one day



# NATIVE ADVERTISING

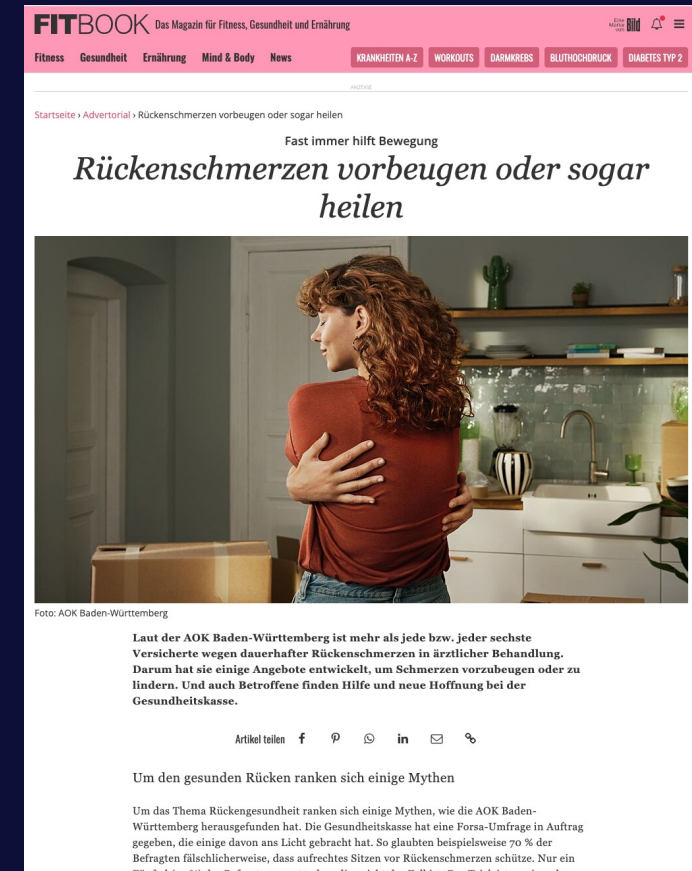
Your brand narrated in the right context - authentically and effectively.

# ADVERTORIAL: YOUR CONTENT IN LOOK & FEEL OF FITBOOK

The advertorials on FITBOOK are designed individually.

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

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Advertorial XS <sup>3</sup>	375,000 AIs	2 Week	7,500 €
Advertorial S <sup>3</sup>	500,000 AIs	2 Week	10,000 €
Advertorial M <sup>3</sup>	1,000,000 AIs	4 Week	17,500 €
Advertorial L <sup>3</sup>	1,500,000 AIs	6 Week	22,500 €
Advertorial Stage <sup>4</sup>	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 FITBOOK:** 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 <sup>3</sup>	Basic package	Maximum page views to be booked <sup>3</sup>
5,000	15,000 page views 50,000 € <sup>1</sup> 6 Week duration <sup>2</sup>	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 FITBOOK.de

# 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 <sup>1</sup>
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.



\*Best Case on FITBOOK.de

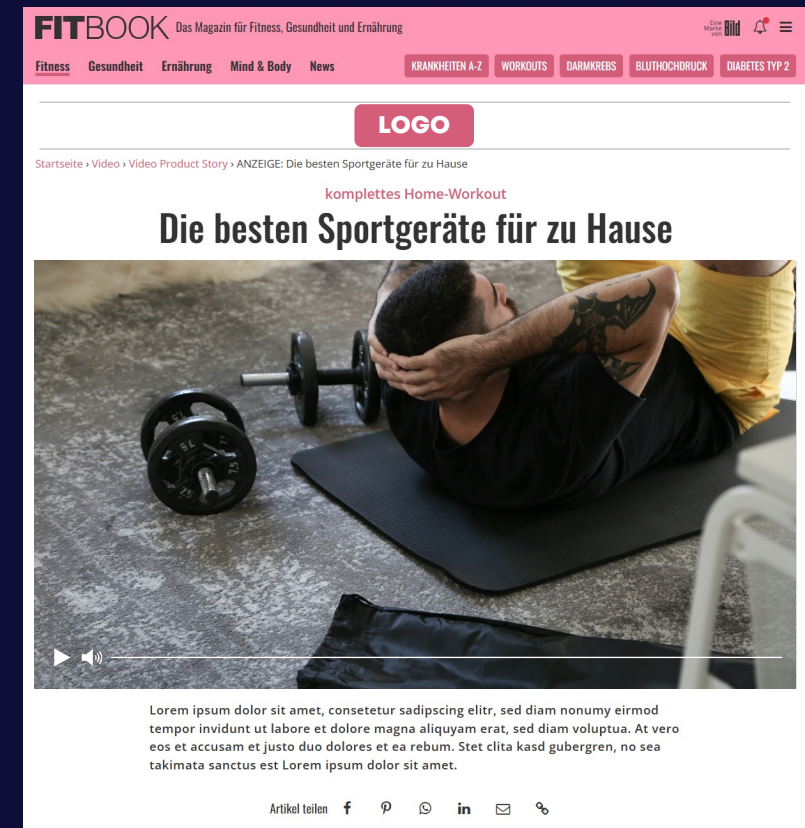
# VIDEO PRODUCT STORY: SHOWCASE YOUR PRODUCTS

**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 <sup>1</sup>	Video-Production <sup>2</sup>
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:

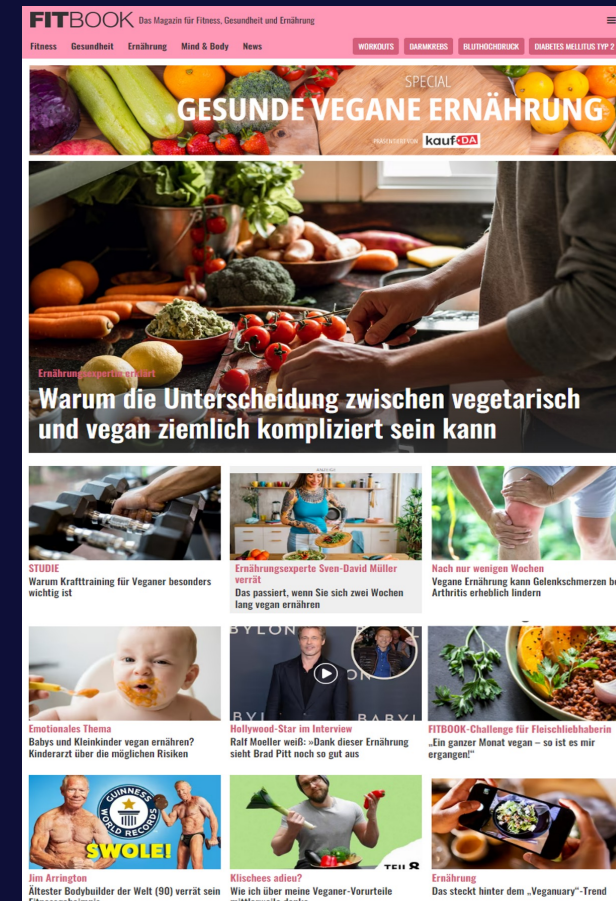
- Sponsoring header and footer “präsentiert von” (presented by).
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle).
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials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

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
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”)



\*Best Case on FITBOOK.de



A photograph of two cyclists in red and black racing gear, including helmets and sunglasses, riding road bikes on a paved road. The cyclist in the foreground is leaning forward in a racing posture. The background shows trees and a clear sky. The image is overlaid with a dark blue gradient and a purple wavy graphic on the left side.

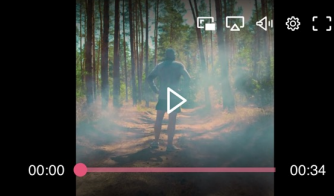
# VIDEO SPONSORING

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

# OUR VIDEO FORMATS

**FITBOOK**  
Das Magazin für Fitness, Gesundheit und Ernährung

Hier gibt's Videos fürs Training



00:00 00:34

Sie wollen sich richtig auspowern und Körperfett verbrennen, Ihren Bizeps trainieren oder einfach mal entspannen und an der Beweglichkeit arbeiten? Egal, welches Fitness-Ziel Sie haben: Wir haben das richtige Workout für Sie! Nutzen Sie dazu unseren „Workout-Finder“, um z. B. nach der gewünschten Trainingsart, Trainingsdauer oder Ihrem Fitness-Level zu filtern. Sie können sich aber auch ganz einfach durch die Trend-Videos zu einem Workout inspirieren lassen. FITBOOK wünscht viel Spaß beim Training!

Workout-Suche

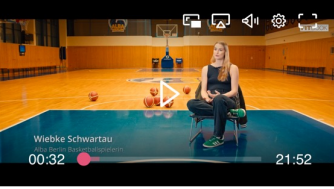
FITBOOK Workouts

Watch the videos 


**FITBOOK**  
Das Magazin für Fitness, Gesundheit und Ernährung

FITBOOK Alltagsathleten

Exklusive Einblicke ins Leben von Basketballerin Wiebke Schwartau – jetzt Teil 2 der Doku schauen!



Wiebke Schwartau  
00:32 21:52

 M.A. Alexandra Grauvogl  
13. Dezember 2023, 11:16 Uhr | Lesezeit: 2 Minuten

Die brandneue Dokumentation FITBOOK Alltagsathleten gewährt exklusive Einblicke in den herausfordernden Alltag von Wiebke Schwartau, Spielerin bei Alba Berlin. Trotz beeindruckender sportlicher Leistungen sieht sich Schwartau mit der Realität konfrontiert, nicht von ihrem Sport leben zu können. Die

FITBOOK Everyday Athletes

Watch the videos 

**FITBOOK**  
Das Magazin für Fitness, Gesundheit und Ernährung

Startseite > Gesundheit > Dr. Anne Heinz – die Disney-Zahn

FITBOOK Experts

Dr. Anne Heinz – die Disney-Zahnärztin, die im „Dentiland“ kleinen Patienten die Angst nimmt



00:01 03:28

 Melanie Hoffmann, Medizin-Redakteurin  
Redaktionsleiterin  
17. September 2024, 16:46 Uhr | Lesezeit: 4 Minuten

Wer die „Dentiland“ genannte Zahnarztpraxis in Brandenburg betritt, fühlt sich sofort in die zauberhafte Disney-Welt von Elsa und Co. versetzt. Da haben kleine Patienten ihre

FITBOOK Experts

Watch the videos 



# YOUR SPONSORING COMPONENTS

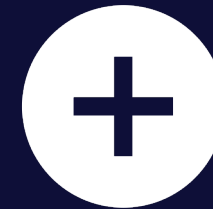
## Logo integrations in the video:



## Media components:

MEDIA-PACKAGE  
MULTISCREEN  
on the video pages

MEDIA-PACKAGE  
MULTISCREEN  
in ROS



ADD-ONS

ADVERTORIAL S on  
the video stage<sup>1</sup>

BRAND STORY BASIC  
on the video stage<sup>1</sup>

Product Story on the  
video stage<sup>1</sup>

PRODUCT  
PLACEMENT<sup>2</sup>

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 PACKAGE<sup>1</sup>

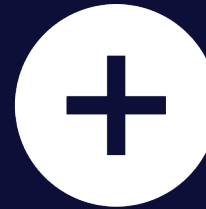
### Logo integrationen in the video:

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

### Media components:

- Multiscreen media package on the video pages<sup>2</sup>
- Multiscreen media package in ROS for traffic feed

**1 episode**  
**5,000 Views<sup>3</sup> and 200,000 AIs (duration 4 weeks)**  
**22.000 €<sup>4</sup>**



ADD-ONS

**ADVERTORIAL S** (duration 2 weeks)  
 500,000 AIs/ 10,000 €<sup>5</sup>

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

**PRODUCT STORY** (duration 4 weeks)  
 1,700,000 AIs + 9,000 views/ 33,750 €<sup>7</sup>

**PRODUCT PLACEMENT<sup>8</sup>**

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.

A photograph of four young children standing on a grassy playground. They are wearing colorful clothing: a pink vest, a blue jacket, and a denim jacket. They appear to be participating in an activity on the ground. The background shows trees and a fence under a bright sky. The image is overlaid with a dark blue gradient on the left side.

# STRATEGIC PARTNERSHIP

More visibility and customized communication!

# EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

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

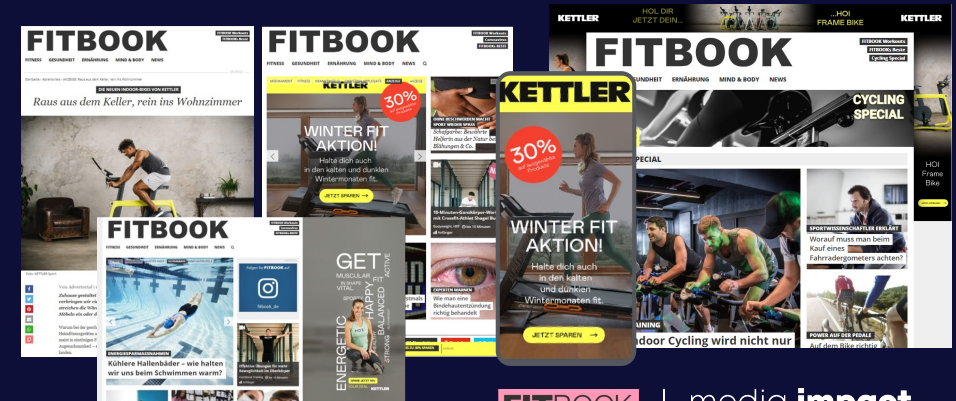
The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

- 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.

DAK PREMIUM PARTNERSHIP (2017 – 2021)



KETTLER PARTNERSHIP (2022)



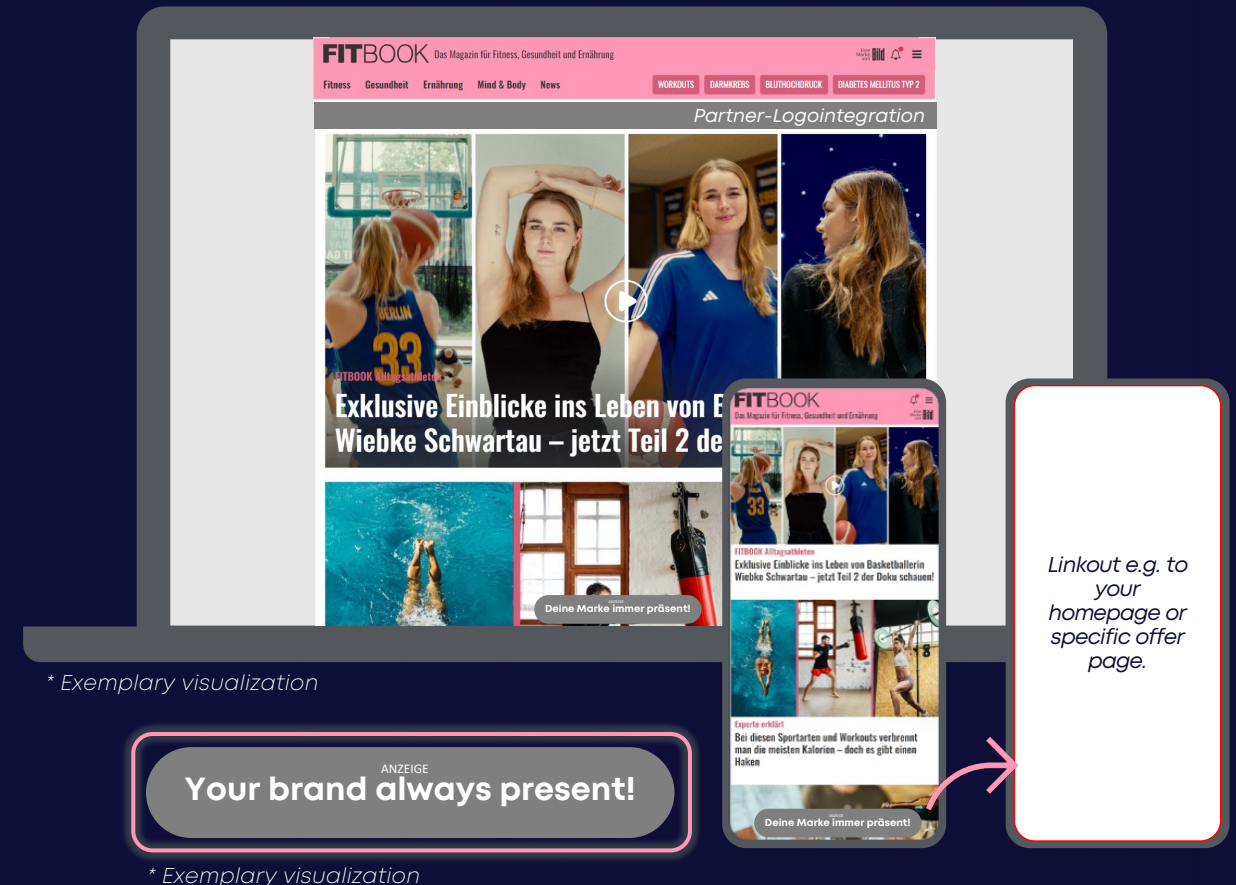
# LOGO INTEGRATION AND DIRECT LINKING VIA STICKY BAR

**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.



\*Can only be realized within the Premium Partnership.

# POSSIBLE COMPONENTS

## MEDIA & BRANDING

- Large-scale and multiscreen advertising formats on the entire FITBOOK 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.

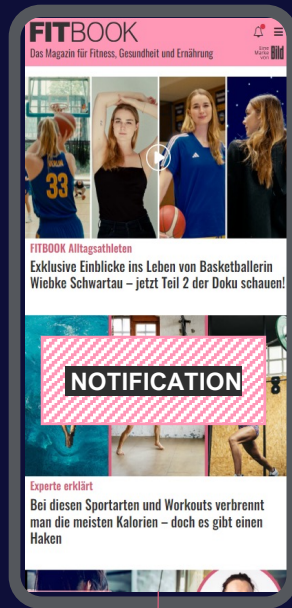
**Native Integration:** Your offers are prominently integrated into the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

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

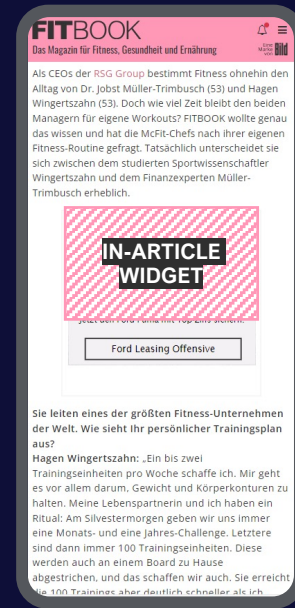
# POSSIBLE INTEGRATION AREAS

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!



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