

PETBOOK

Media Kit

presented by

media **impact**—

UNSERE 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

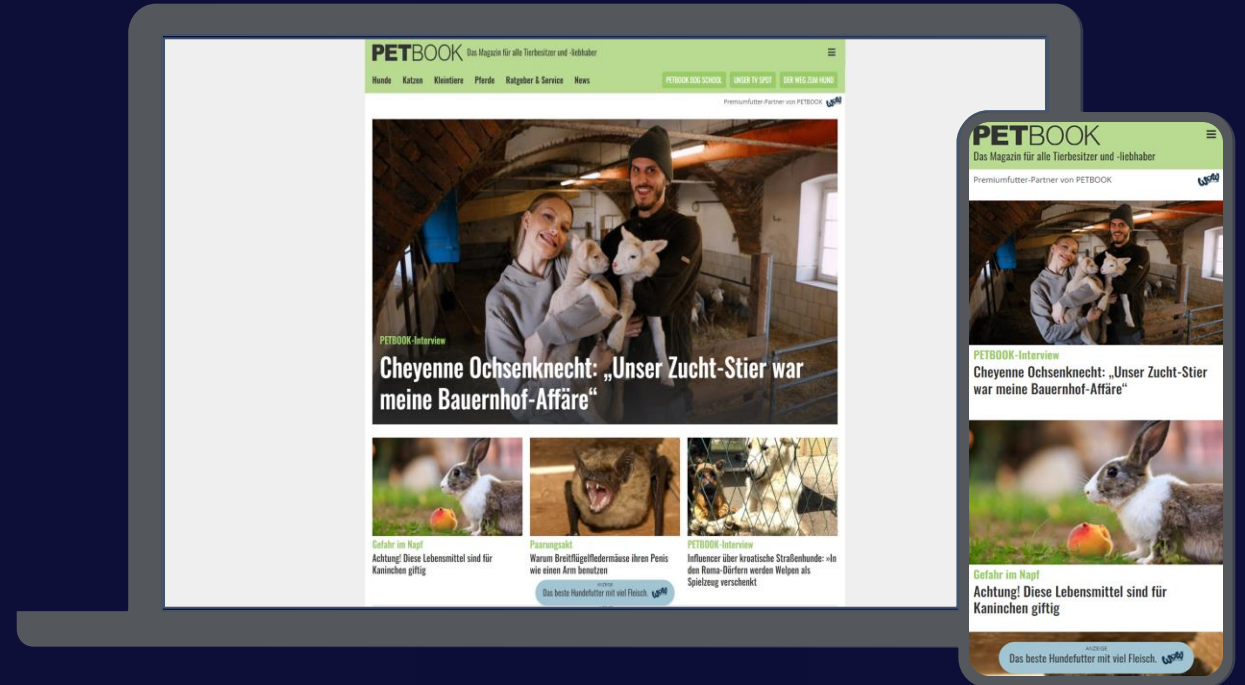
The lifestyle portal for all pet owners and lovers

1.95 million UVs
2.57 million Visits

PETBOOK IN A NUTSHELL

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

- **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*



372.365 Follower**

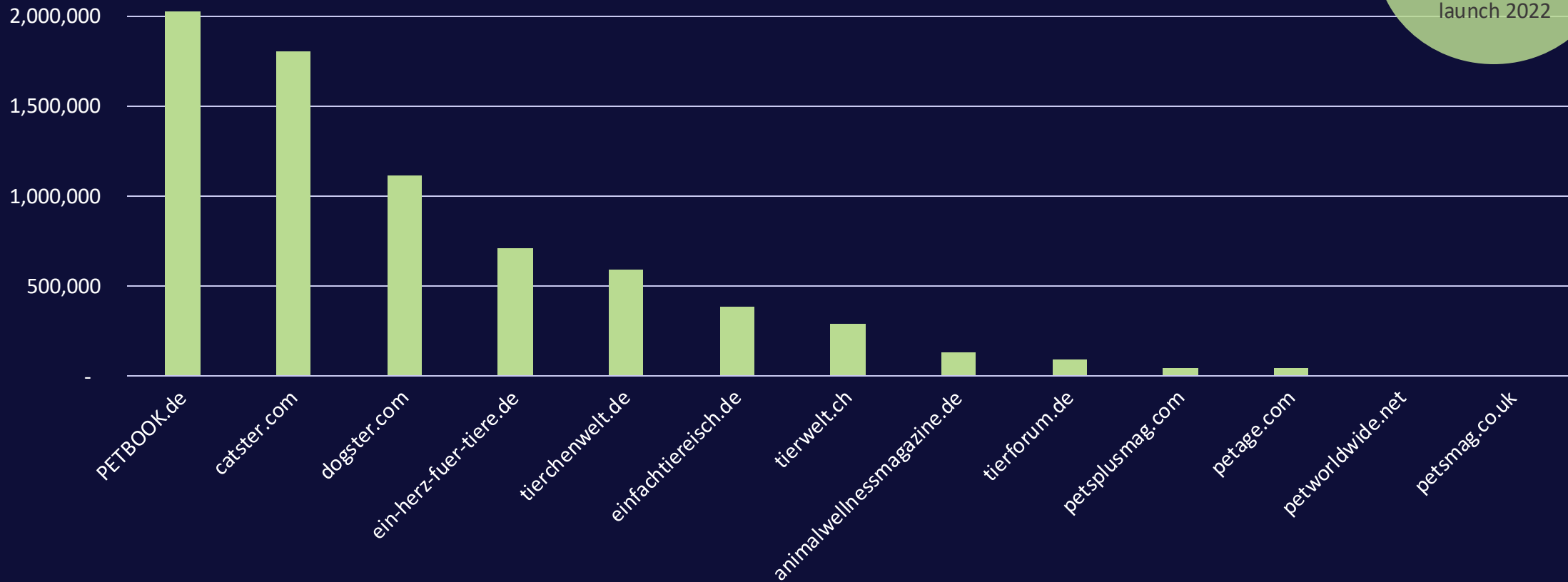
368.575 Likes**

*Adobe Analytics 12/ 2024

** Facebook December 2024

PETBOOK'S COMPETITORS

PETBOOK has been the market leader since its launch 2022



■ Visits

OUR PETBOOK-USER

PET NEWBIE



JULIA, 29 & THEO, 32

...live in Berlin. They have just fulfilled their dream of having a pet together and are now wholeheartedly shaping their lives with their new companion. In the process, they are always looking online for helpful tips and new products.

PET LIFESTYLER



LOUISA, 36

...lives alone with her cat Mimi in Leipzig, but also likes to leave her with her friends when she goes out. Mimi has her own Instagram channel where Louisa shares her cat's life and her latest discoveries.

PET HERO



CLAUDIA, 51

...and her family live in Erding near Munich. She has two older children and owns several animals. As she grew up with animals and she is considered an expert among her circle of friends, which is why she is often asked for advice.

OUR CATEGORIES & TOPICS



EDITORIAL TOPIC PLAN 2024

JAN

Technical devices that make everyday life with pets easier: GPS trackers, suction routers, cat flaps and much more.

FEB

Strengthening your pet's immune system: from vitamins and oils to food supplements.

MAR

Animal sustainable: Reducing the pawprint through alternative nutrition for animals & more.

APR

What makes a good cat food? Different, dry or wet food.

MAY

Insurance for our four-legged friends: types of insurance, costs, insurance for old or sick animals.

JUN

Special food for sick animals: Indications, diabetes, kidneys, thyroid, urinary stones Feeding methods.

JUL

On an adventure trip together: Driving/flying, hiking, beach, camping on vacation with your dog.

AUG

Exotic animals as pets: Special on aquariums and terrariums - accessories, feed & additives.

SEP

Preventive health care for pets: vaccinations, food supplements, ageing & seasonal changes.

OCT

Coat and paw care: Suitable products from brushing to clipping/hairstyling.

NOV

Clean as a whistle: How to protect yourself from infectious diseases and allergens in your pet's household.

DEC

Often underestimated - keeping small animals busy and species-appropriate, building toys and enclosures yourself.



DAY FIXED PLACEMENT

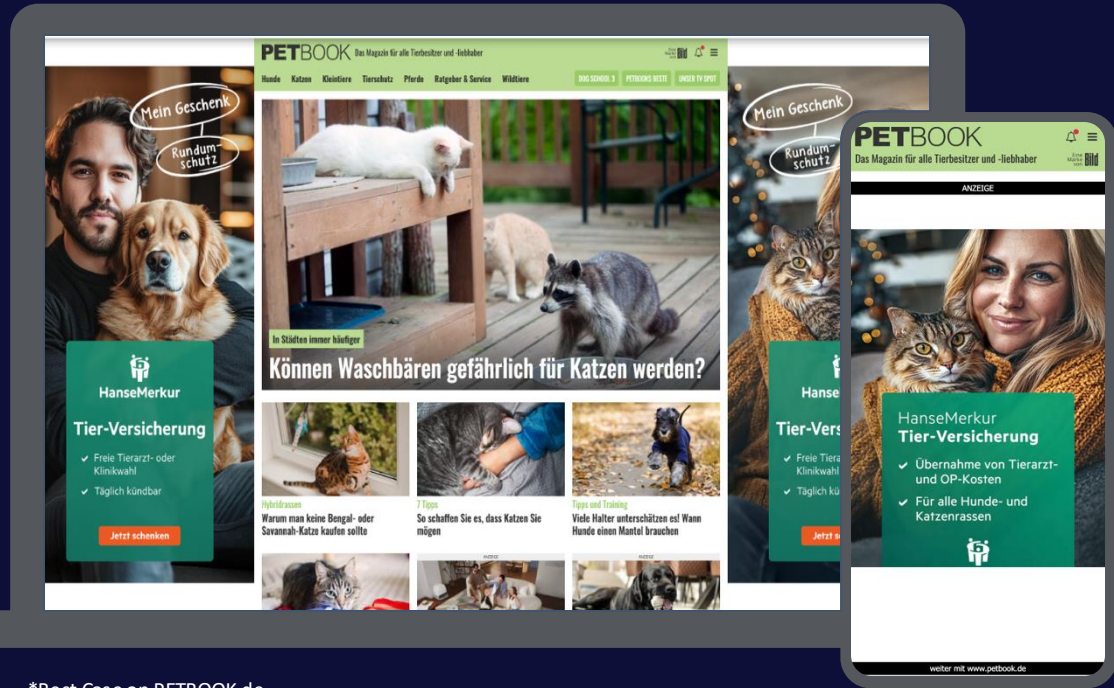
Showcase your brand - with all-round attention and continuous presence!

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 PETBOOK.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

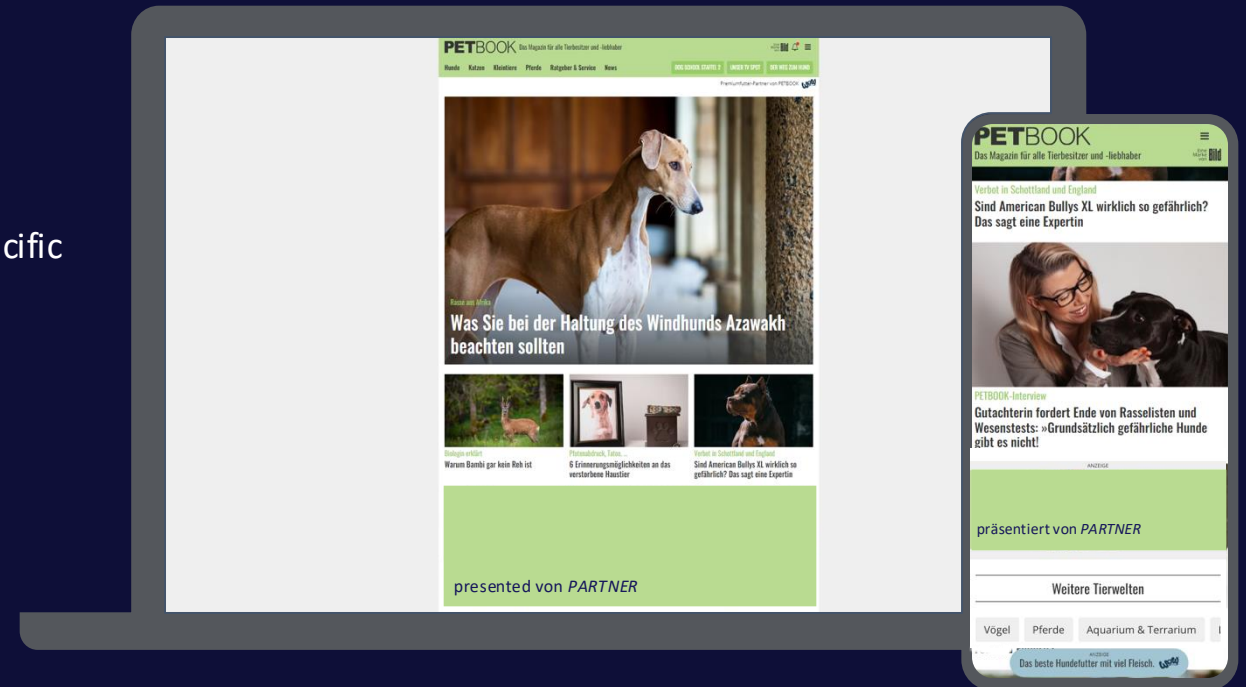
A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

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

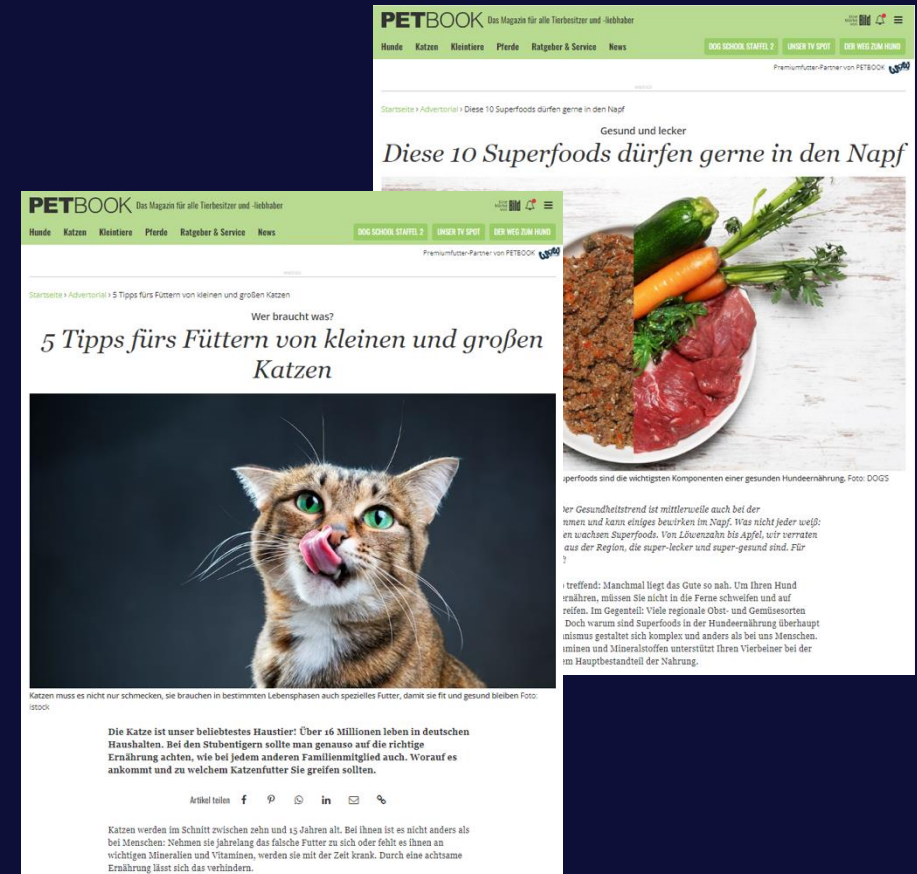
Your brand narrated in the right context - authentically and effectively.

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.



*Best Case on PETBOOK.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

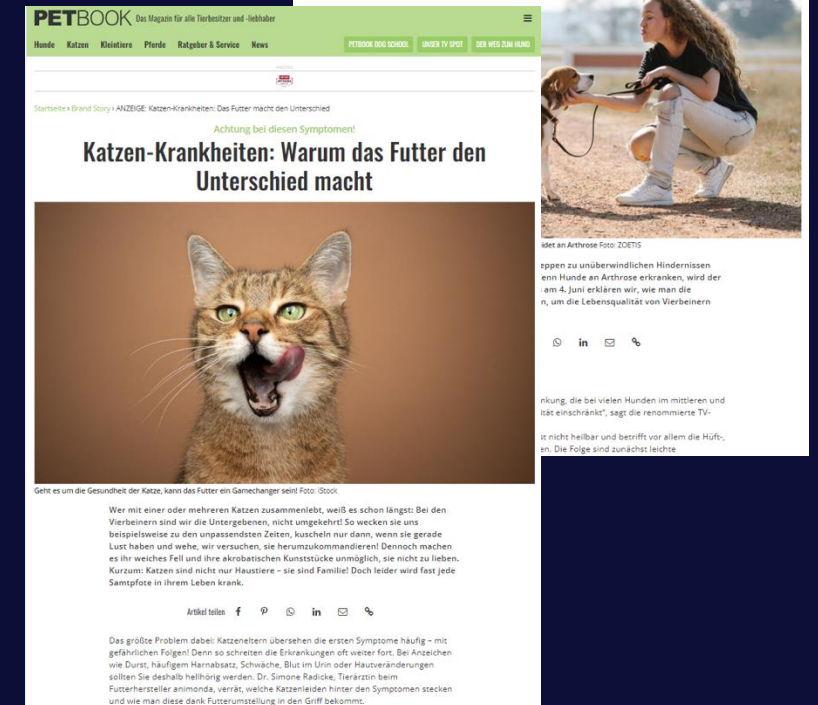
The native story gets exclusive storytelling from PETBOOK: Informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- 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 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 PETBOOK.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 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.



PETBOOK Das Magazin für alle Tierbesitzer und -liebhaber

Hunde Katzen Kleintiere Tierschutz Pferde Ratgeber & Service Wildtiere

LOGO BESTE UNSER TV SPOT DER WEG ZUM HUND

Startseite » Product Story » ANZEIGE: Mehr Sicherheit für Hund und Katze – jederzeit und überall

GPS Tracker für Hunde und Katzen

Mehr Sicherheit für Hund und Katze – jederzeit und überall

GPS & Health Tracker für Hunde und Katzen. Live-Ortung. Gesundheitswarnungen. Aktivität & Schlaf. Foto: Tractive

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Artikel teilen 

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

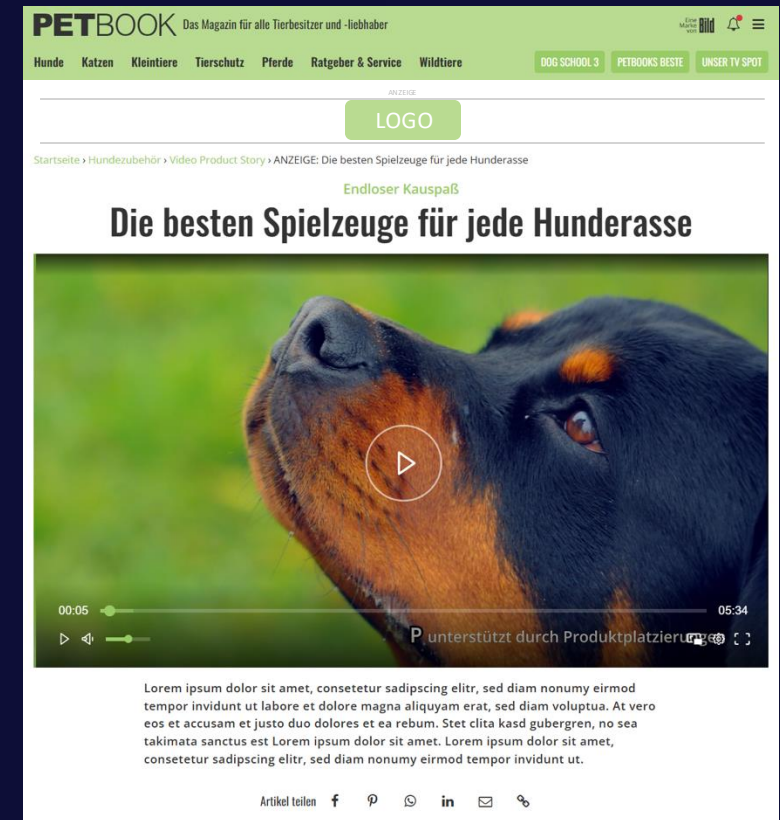
*Exemplary visualization

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

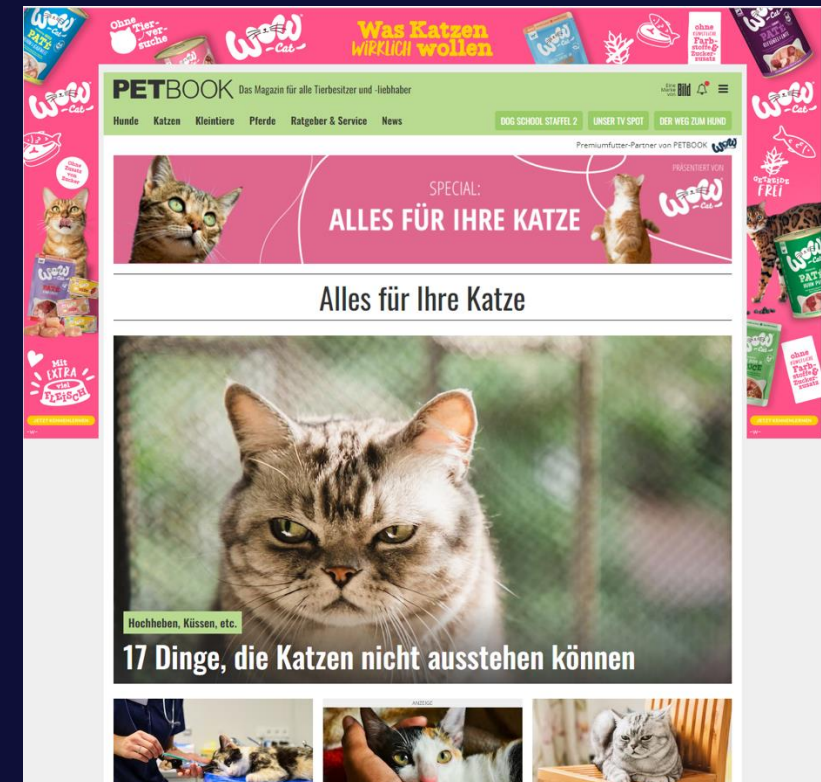
- 1) Plus creation costs: BOOKS: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adaptation of the product variant and/or the guaranteed views.
- 2) Not SR- or AE-eligible, depending on individual effort. Product must 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 “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 €



*Best Case on PETBOOK.de

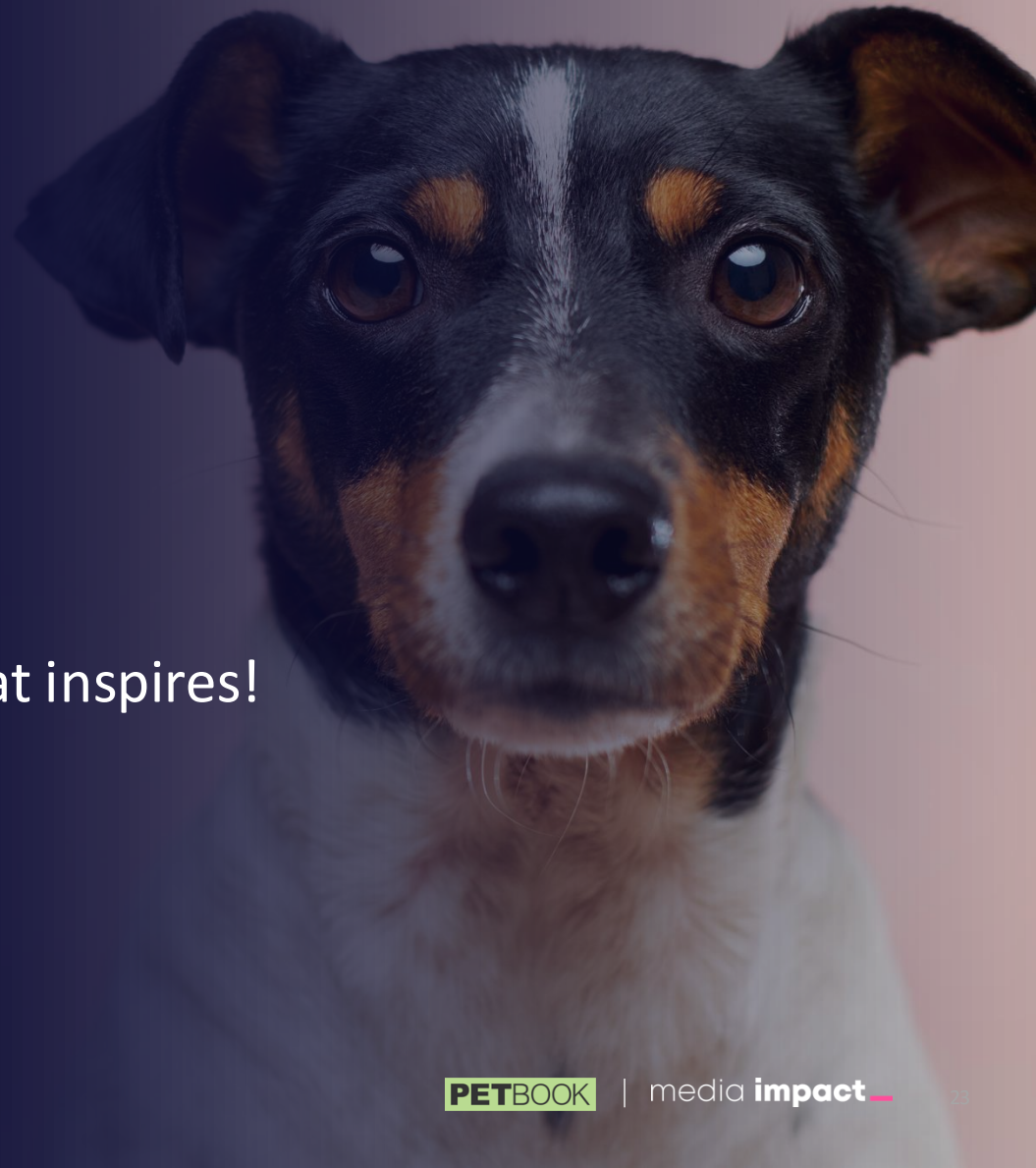
1) Recommended duration, customizable on request

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

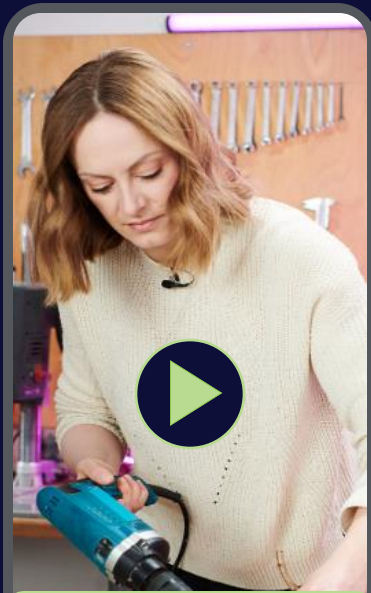
Please note: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. “The big sample special presented by sample customer”)

VIDEO SPONSORING

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



OUR VIDEO FORMATS



DIY projects for your pet |
in collaboration with
myHOMEBOOK

GO TO VIDEOS

MARCH 2023



Step-by-step tutorials for longterm and successfull 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.



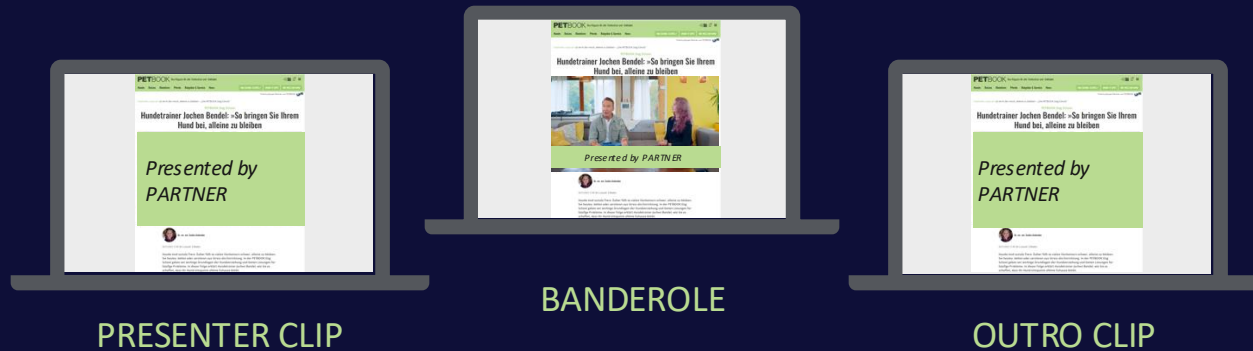
We will be happy to select the right
protagonist for the video series
together.

* 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

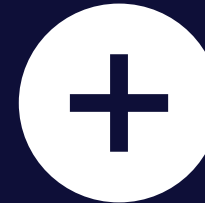
Logo integrations in the video:



Media components:

MEDIA PACKAGE MULTISCREEN
on the video pages

MEDIA PACKAGE MULTISCREEN
in ROS



ADD ONS

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.

VIDEO SPONSORING PRICING

BASIC PACKAGE¹

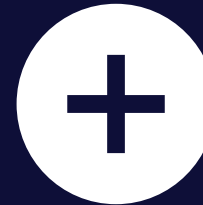
Logo integrations in the video:

- 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: PETBOOK 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!

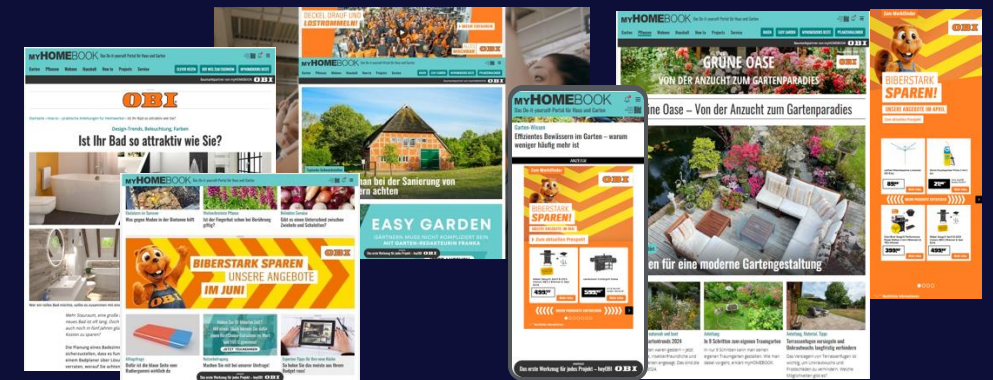
EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

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

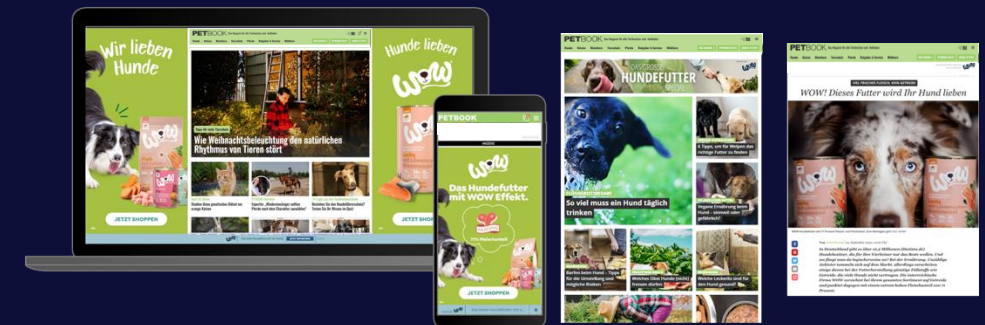
The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

- 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)



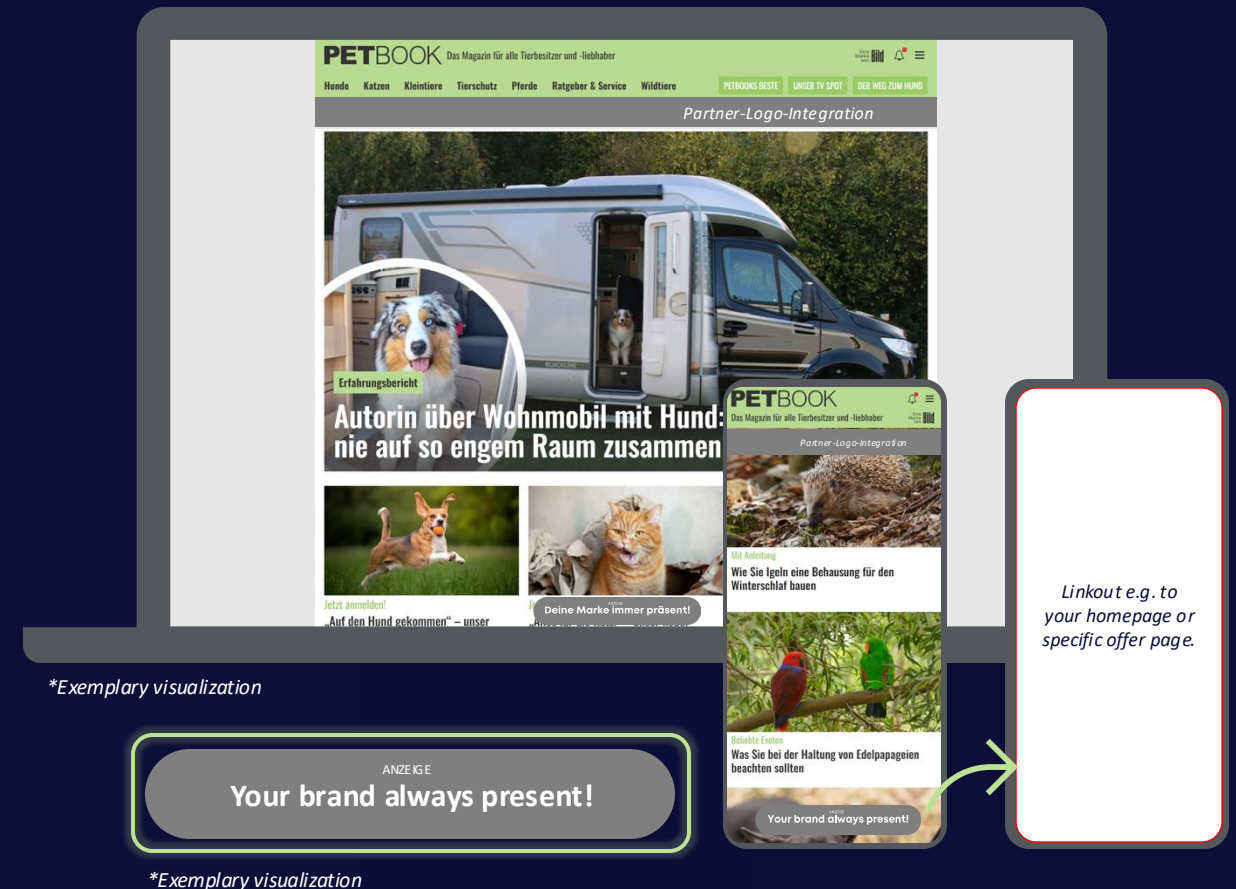
LOGO INTEGRATION AND DIRECT LINKING VIA STICKY BAR

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 PETBOOK 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.

DEPTH 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 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	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
DEPTH 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 PETBOOK

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.

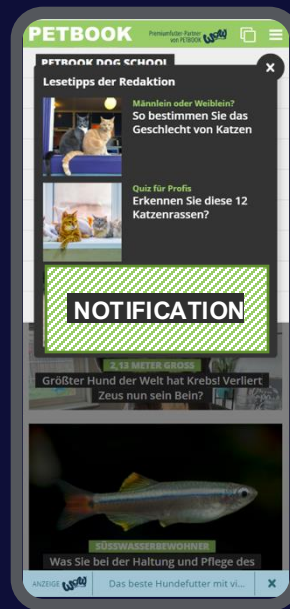
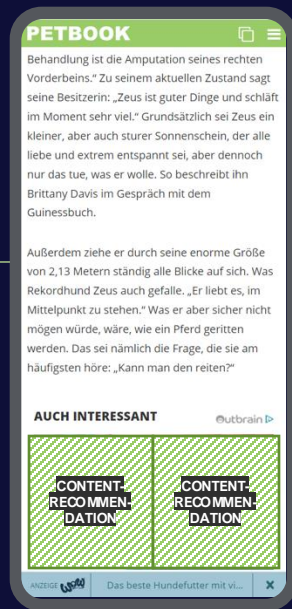
Native integration: Your offers are prominently integrated into the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

Paket Basic	
Platform	1 BOOK 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.santorolo@axelspringer.com



 **MEDIA IMPACT HEALTHCARE UNIT
ANETT HACK**

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