

# PETBOOK

# MYHOMEBOOK

**Stylish Cleanliness for Pet Lovers:**  
A Spotless Home with Furry Friends!

*impassioned by*

media **impact**—

BOOK NOW AND  
SAVE 40% SRI!\*

\*On selected components only

MYHOMEBOOK

PETBOOK

media **impact**—

# PETBOOK IN A NUTSHELL

## THE LARGEST LIFESTYLE PLATFORM FOR ALL PET OWNERS AND PET ETHUSIASTS:

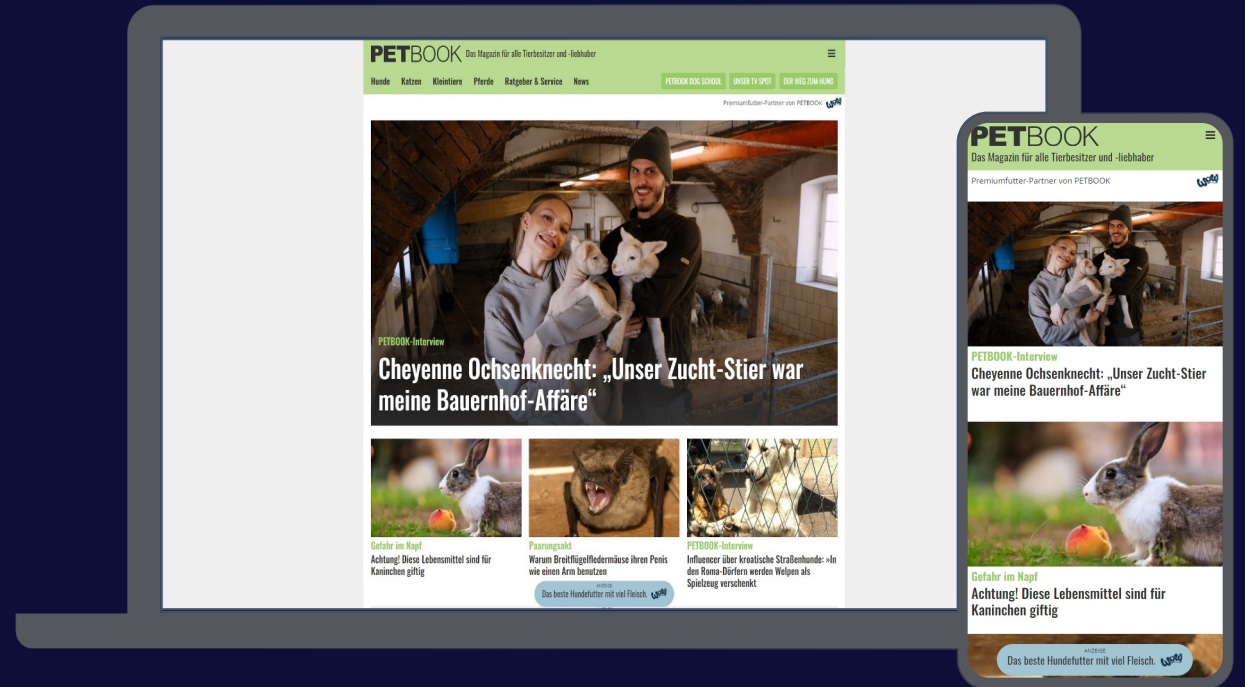
- PETBOOK offers interesting facts and is a guide for all those who love and/or owns animals.
- PETBOOK would like to understand pets and farm animals and their behavior and needs, and explain them in a way that everyone can understand.
- PETBOOK offers pet owners guidance and help in everyday life with reports, expert interviews and tips, studies, tutorials and everyday hacks - competently and authentically.
- With a special focus on animal welfare.

**2.00 Mil. Unique Visitors\***

**2.64 Mil. Visits\***

\*Adobe Analytics 01/ 2025

\*\*January 2025



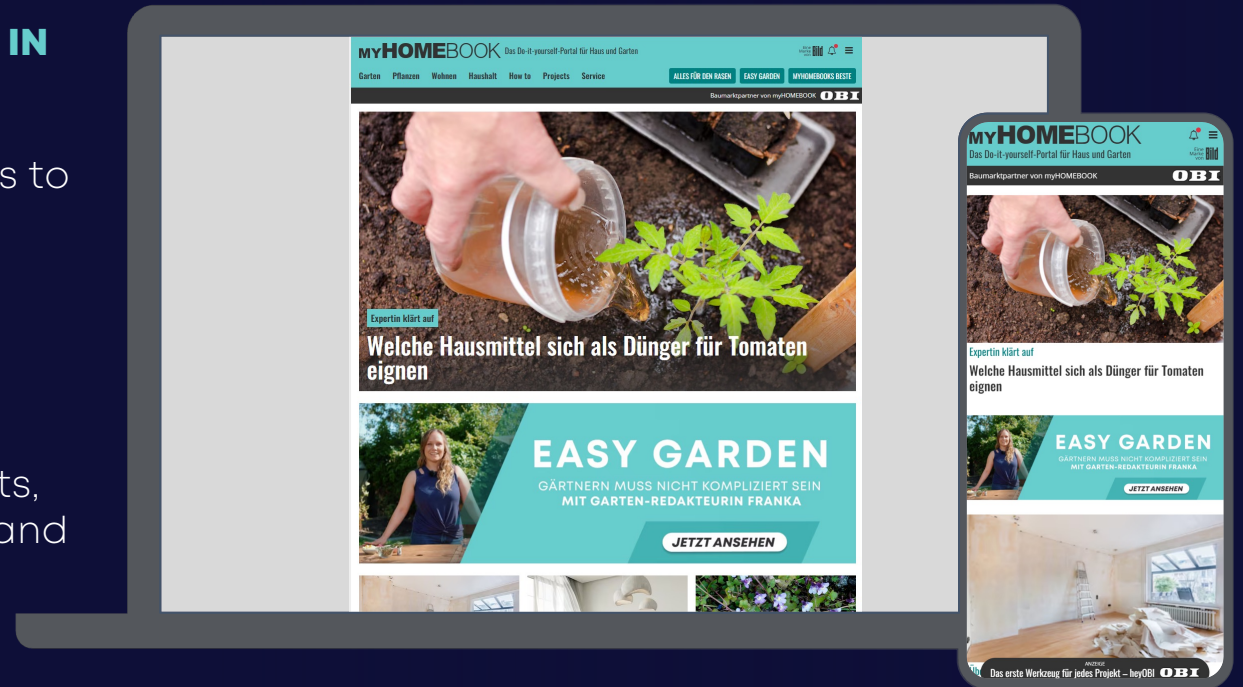
**372,365 Follower\*\***

**368,575 Likes\*\***

# MYHOMEBOOK IN A NUTSHELL

## THE DO-IT-YOURSELF PLATFORM FOR MORE LIFESTYLE IN THE HOME, HOUSE AND GARDEN

- myHOMEBOOK encourages and activates readers to get involved and provides guidance on home, building, DIY and gardening.
- myHOMEBOOK offers an introduction to DIY and gardening with lots of tips and tricks.
- myHOMEBOOK combines the knowledge of experts, influencers and hobby craftsmen - competently and authentically.
- Useful. Entertaining. Instructive.



**2.93 Mil.** Unique Visitors\*

**4.03 Mil.** Visits\*



**108,913 Follower\*\***

**64,753 Likes\*\***

\*Adobe Analytics 01/2025

\*\*January 2025

# PAWS AND CLEANING PRODUCTS: Household guide for pet owners

**PETBOOK** and **myHOMEBOOK** accompany you in our household guide through all the important topics relating to household cleaning with pets. Find out which products and tips will help you to create a clean and healthy home for you and your animal companion. Ideal for anyone who values the well-being of their pets and the cleanliness of their household in equal measure!

## Household guide:

- Key products
- Aspects of cleaning that should be considered
- Tips & Tricks
- Sustainability

The screenshot shows the PETBOOK website interface. At the top, there's a navigation bar with categories like Hunde, Katzen, Kleintiere, Tierschutz, Pferde, Ratgeber & Service, and Wildtiere. Below that, a banner reads 'SPECIAL FÜR TIERHAUSHALTE' and 'präsentiert von Partner'. The main article title is 'Pfoten und Putzmittel - Haushalts-Ratgeber für Tierbesitzer'. The featured image shows a person kneeling and petting a small dog. Below the image, there's a section titled 'Expertentipp' with the sub-heading 'Sichere Putzmittel für Haustierbesitzer: Natürliche und ungiftige Reiniger im Überblick'. At the bottom, there are three smaller article teasers: 'Expertin erklärt: Mit dem Hund im Bett schlafen? Was dafür spricht, was dagegen', 'Haushalt: 6 Dinge, die wir häufig beim Putzen des Wohnzimmers vergessen', and 'Reinigungs-Tipps: Erbrochenes von Katzen erfolgreich aus Teppich und Polstern entfernen'.

\*Exemplary visualization | Same stage on myHOMEBOOK

# THEME SPECIAL: STRONG PERFORMANCE IN A TOPIC-AFFINE ENVIRONMENT

Attention-grabbing placement of your brand in a themed environment with an exclusive presence on Specialstart and all article pages:

- Sponsoring-header and -footer “presented by”.
- Ad integration (fireplace or wallpaper and content ad or mobile rectangle).
- Traffic feed via homepage teaser as well as an AdBundle 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 M	600,000 AIs	2 weeks	€ 23,000
Theme special L	1,200,000 AIs	4 weeks	€ 36,000

BOOK NOW  
AND SAVE 40%  
SR!<sup>3</sup>

1) Recommended duration, customizable on request  
 2) Additional 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”).  
 3) Booking and acceptance up to and including 31.05.2025. | Offer eligible for discount, AR and AE.



# ADVERTORIAL: YOUR CONTENT WITH THE LOOK & FEEL OF PETBOOK

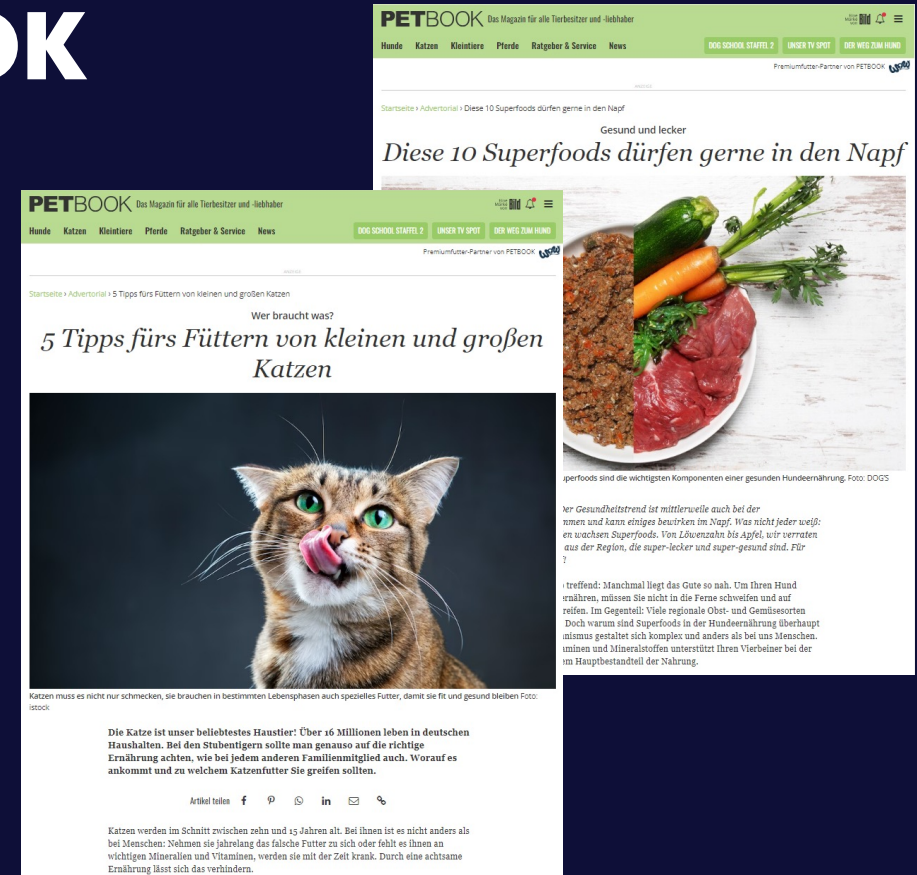
**PETBOOK advertorials are custom-made.** Thanks to the editorial presentation in the look and feel of PETBOOK, you will be presented in a first-class environment and benefit from a high level of credibility.

Your delivered advertising content is the focus. Users are addressed directly and the brand is activated via competitions, voting, integrated videos, etc. Traffic is generated via homepage teasers as well as an ad bundle and mobile medium rectangle in Run of Site.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Advertorial S <sup>3</sup>	500,000 AIs	2 weeks	€ 10,000
Advertorial M <sup>3</sup>	1,000,000 AIs	4 weeks	€ 17,500
Advertorial L <sup>3</sup>	1,500,000 AIs	6 weeks	€ 22,500

BOOK NOW AND SAVE 40% SR!<sup>4</sup>

- 1) Recommended duration, customizable on request
- 2) Additional creation costs (not SR- and AR-capable): € 2,000
- 3) Guaranteed impressions apply to the RoS placement (Ad Bundle + Mobile Medium Rectangle), there is no reach guarantee for the Exclusive Fixed Placement (advertising media freely selectable).
- 4) Booking and acceptance up to and including 31.05.2025. | Offer eligible for discount, AR and AE.



\*Best Case on PETBOOK.de

# EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story receives exclusive storytelling from PETBOOK or myHOMEBOOK:

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

- Story in editorial style.
- Clear presenter status through logo integration.
- Your topic will be developed together with the Brand Studio team.
- Images from you or our native photo team.

Minimum to book Page Views <sup>3</sup>	Basic Package	Maximum to book Page Views <sup>3</sup>
5,000	15,000 Page Views € 50,000 <sup>1</sup> 6 week term <sup>2</sup>	20,000

[To 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-capable, depending on the size of the booking and the object.
- 4) Various formats possible.
- 5) Brand hub stage bookable from 4 brand stories.

**PETBOOK** Das Magazin für alle Tierbesitzer und -liebhaber

Hunde Katzen Kleintiere Tierschutz Pferde Ratgeber & Service Wildtiere DOG SCHOOL 3 PETBOOKS BESTE UNSER TV SPOT

LOGO

Startseite > Brand Story > ANZEIGE: Wird das Putzen zum Spiel? So gewinnen Sie immer!

Haushaltsputz mit verspielten Haustier

## Wird das Putzen zum Spiel? So gewinnen Sie immer!

Dauert der Haushaltsputz immer viel länger, weil Ihr Haustier den Wischmop als sein neues Spielzeug entdeckt hat? Mit diesen Tipps gewinnen Sie immer gegen den Spieldrang Ihres Lieblings! Foto: iStock

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Artikel teilen f p d in e

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\*Exemplary visualization

# PRODUCT STORY: Your product at the center of attention

## Your brand or product is at the centre of the story!

Your story about your products in need of explanation, new features or current offers is presented authentically and clearly in the style of the respective media brand.

Based on the material you bring with you, we will create your individual story and the corresponding teaser. Always in consultation with you, of course!

Package	Guarantee	Duration	Pricing <sup>1</sup>
Product Story	1,700,000 AIs & 9,000 views	4 weeks	€ 33,750

To the Add-Ons 

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



myHOMEBOOK Das Do-it-yourself-Portal für Haus und Garten

Garten Pflanzen Wohnen DIY Haushalt How to Projects Service LETUNGSWASSER EASY DIY MYHOMEBOOKS BESTE

ANZEIGE

LOGO

Startseite > Product Story > ANZEIGE: Die besten Mittel gegen Tierhaare im Wohnraum

Schnell und effizient

## Die besten Mittel gegen Tierhaare im Wohnraum



Bleibt das kuschelige Fell nicht nur beim Haustier hängen? Kein Problem, mit diesen Mittel, haben Sie in Windeseile wieder Zeit zum Spielen!

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\*Exemplary visualization



# WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU!



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