

MYHOMEBOOK

Media Kit

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

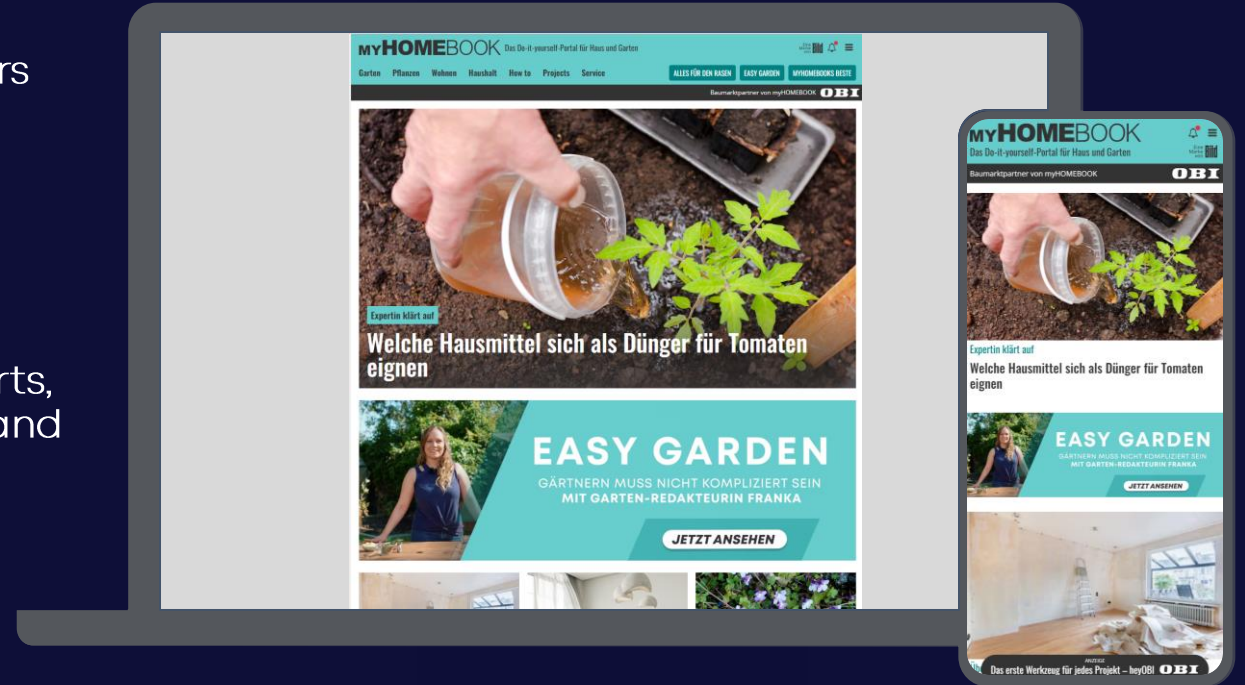
The lifestyle portal for all pet owners and lovers

1.95 million UVs
2.57 million Visits

MYHOMEBOOK IN A NUTSHELL

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

- myHOMEBOOK encourages and activates readers to lend a hand and provides orientation on the topics of living, 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, Instructiv



2.98 million Unique Visitors*
4.13 million Visits*



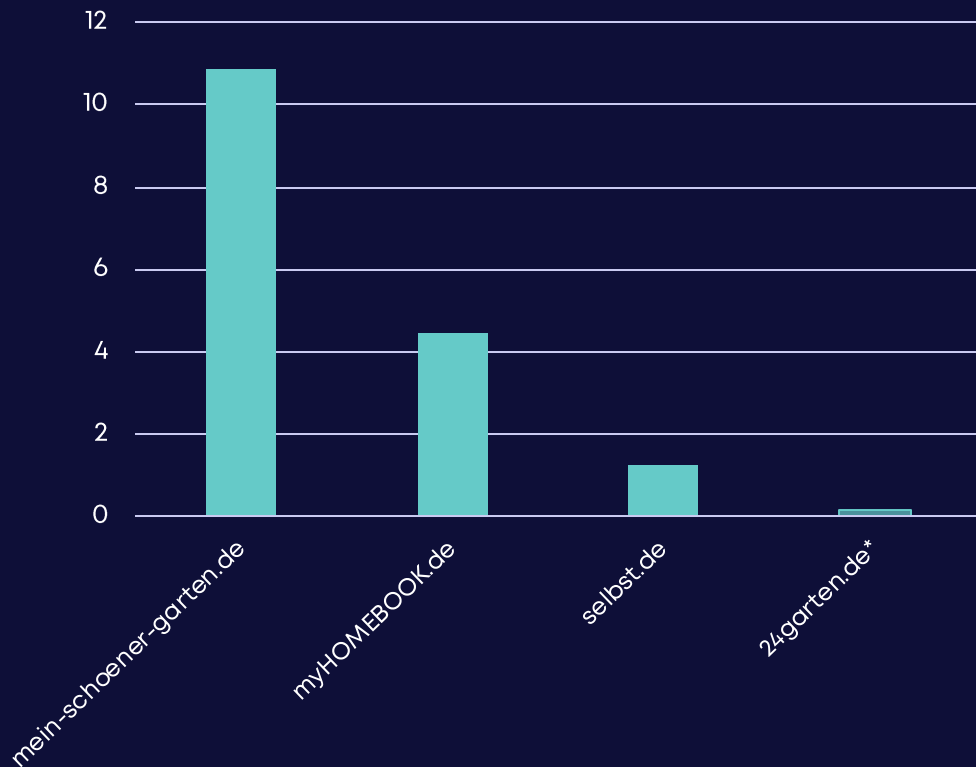
108,000 Follower**
64,000 Likes**

*Adobe Analytics 12/2024

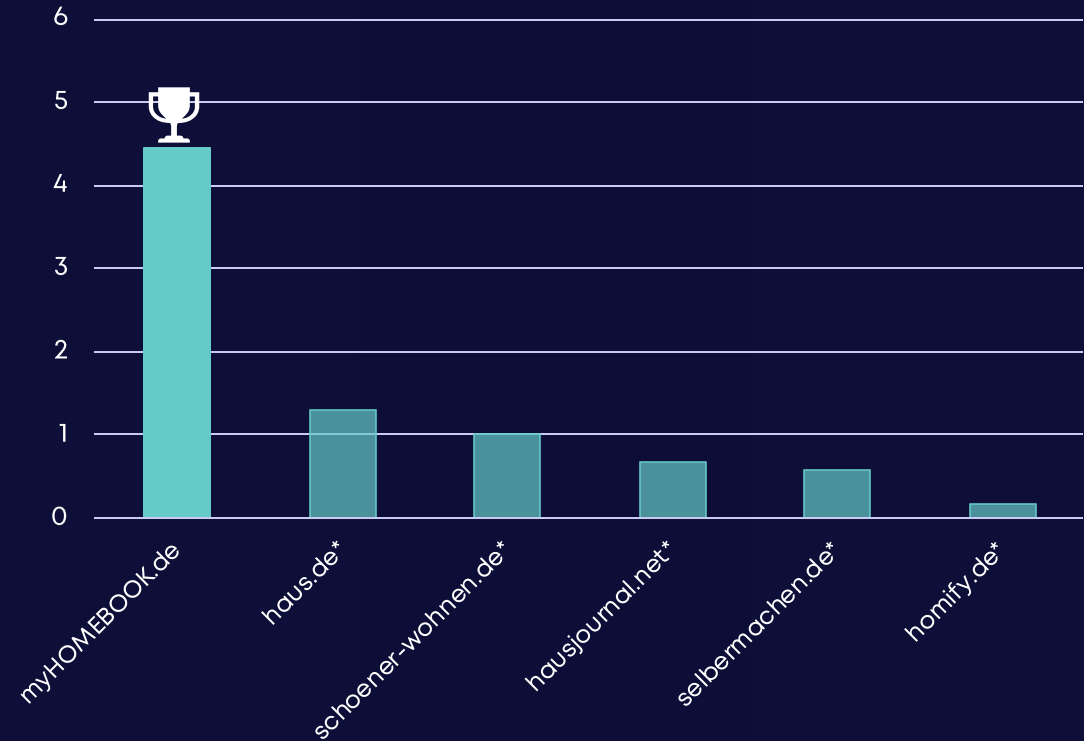
**December 2024

COMPETITIVE COMPARISON RANGE

Garden competition



House, building and furnishing competition



THE MYHOMEBOOK USER

EXPERT



BASTI, 35

“I do DIY regularly and have built up my own home workshop. Nevertheless, i'm always happy to receive useful tips and new devices!”

TRENDSETTER



LEA, 27

“I attach great importance to interior design and gardening. I not only love to share my DIY projects on Insta-gram & Pinterest, my advice is also sought after by friends and family!”

FOLLOWER



JULIA, 28 & MAX, 31

“We like to spend the summer with friends in the garden. To make sure everything looks cool, we like to do it ourselves - but we need clear instructions.”



53 % 20-49 years old



44 % high level of education*



69 % employed



50 % men



55 % net household income > 3,000 €



MYHOMEBOOK users devote themselves to their garden at least once a month

READER STRUCTURE



40%

LIVE IN PROPERTY

33%

IN OWN HOUSE



57%

HAVE A GARDEN

53%

HAVE A BALCONY



44%

TINKER
/ DO IT YOURSELF

at least once a month

TOP AFFINITIES



GARDEN

- Gardening at least once a month
Affinity index: 121
- Product information interest in products for the garden/plants
Affinity index: 127



PLANNED CRAFTSMEN WORK*

- Extension, conversion of living spaces, e.g. room division, room extensions
Affinity index: 249
- Expansion of the attic
Affinity index: 229
- Bathroom and sanitary renovation
Affinity index: 175



REAL ESTATE, FINANCING

- Personal loan, other loans
Affinity index: 142
- Condominium in the next 2 years
Affinity index: 227
- Interest in construction financing
Affinity index: 141



DIY & UPCYCLING

- Tinkering and DIY at least once a month
Affinity index: 126
- High interest in craftsmanship; e.g. window renovations, insulating glazing
Affinity index: 221

SOCIAL MEDIA



109,2k
SUBSCRIBERS



37,8k
SUBSCRIBERS



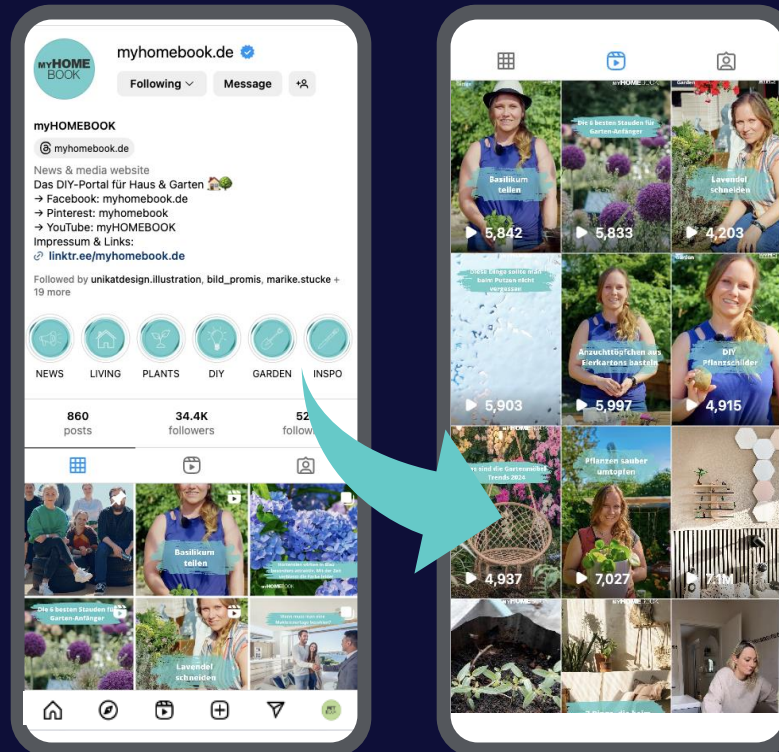
16,5k
SUBSCRIBERS



11,2k
SUBSCRIBERS



22,8k
SUBSCRIBERS



Since December 2022, Instagram collaborations have been implemented with various influencers from the DIY and house building sector via reels and stories. With peaks of up to over 1,000 new followers per day, the cooperation to increase reach is considered a success story.

@buildmyhomebytm



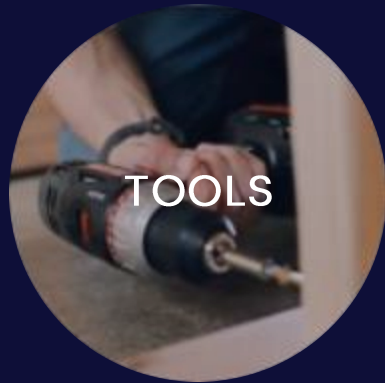
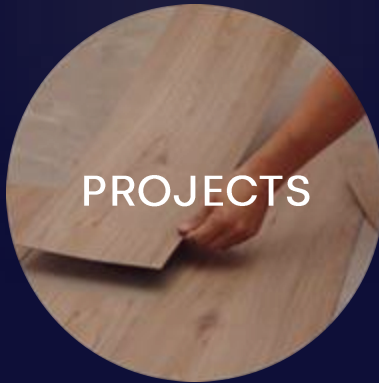
@dekokrams



@anetas_leben



OUR CATEGORIES & TOPICS



EDITORIAL TOPIC PLANNING 2025

JAN

Fresh into the
new year -
furnishing trends
2025

FEB

Tidiness &
cleaning

MAR

Start of the
gardening year //
Plant
propagation

APR

Everything about
lawns & Easter

MAY

Outdoor furniture
// Bringing the
kitchen outside

JUN

Sun & heat
protection

JUL

Grill & BBQ
special

AUG

Watering tips for
garden & balcony

SEP

Self-catering tips
// Harvest season

OCT

Nachhaltig
Energie sparen &
richtig heizen

NOV

Save energy
sustainably &
heat correctly

DEC

Christmas - gifts,
DIY and
decorations

The editorial topic planning of myHOMEBOOK is a rough guide and can also be adjusted at short notice depending on the news situation.

DAY FIXED PLACEMENTS

Put your brand in the limelight - with all-round attention and continuous presence!

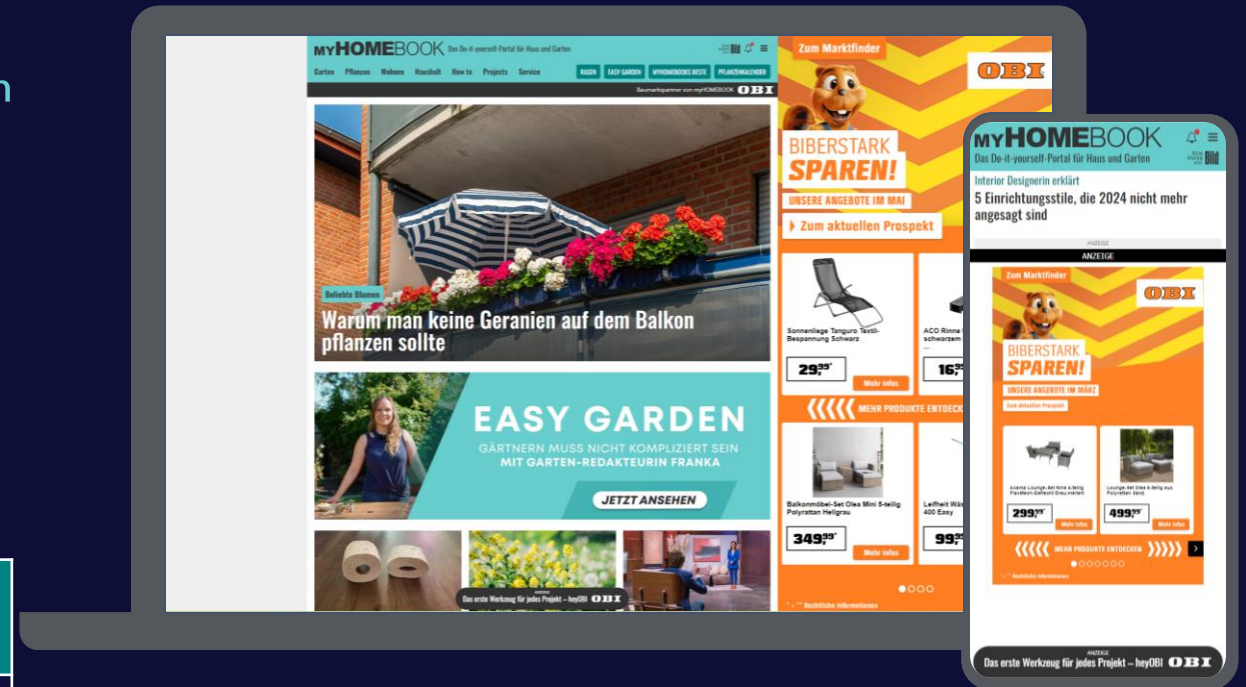
HOMERUN: HIGH-QUALITY STAGING ON THE HOME

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.

| 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 € |



[Discover suitable advertising material](#)

- 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

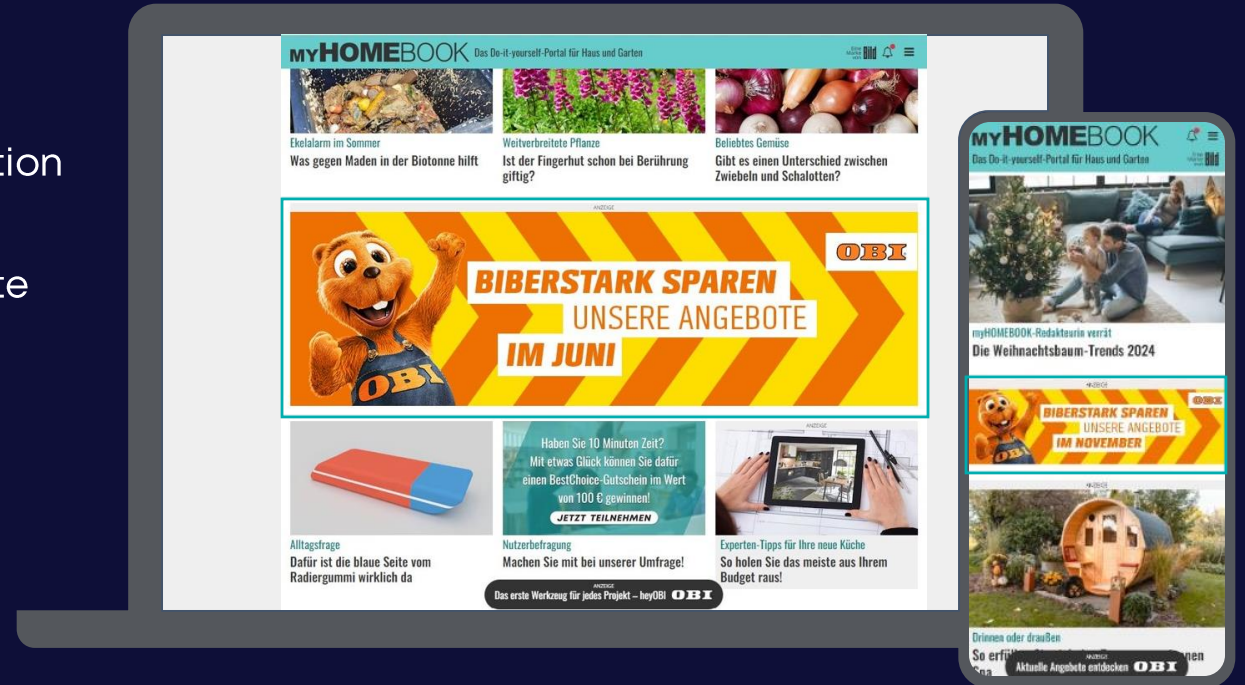
A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

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 THE LOOK & FEEL OF MYHOMEBOOK

The advertorials on MYHOMEBOOK are individually designed.

Thanks to the editorial presentation in the look and 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, etc.

Traffic is generated via homepage teasers as well as an ad bundle and mobile medium rectangle in Run of Site.



*Best Case on MYHOMEBOOK.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 MYHOMEBOOK:

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 MYHOMEBOOK.de

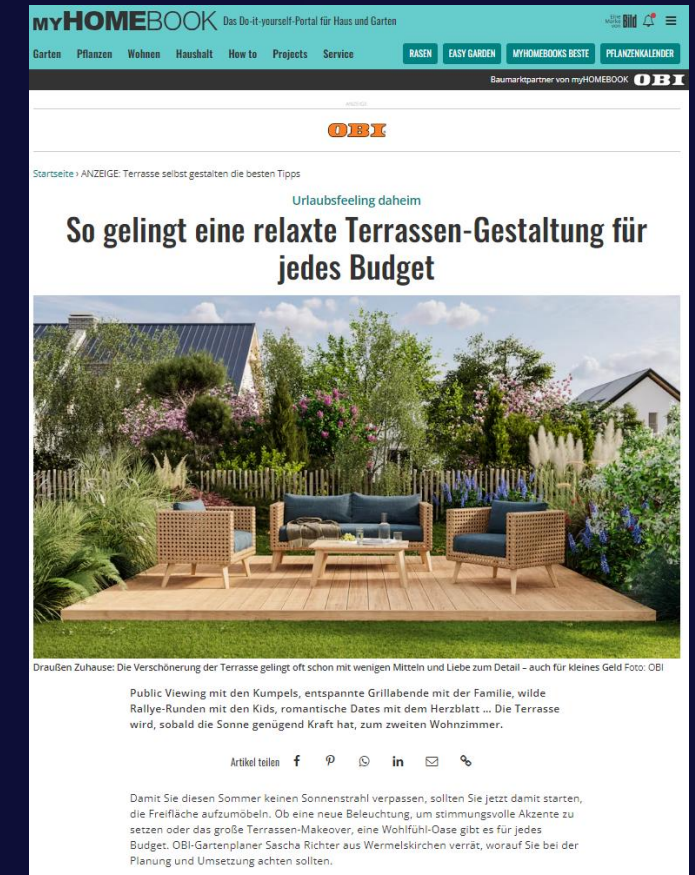
PRODUCT STORY: YOUR PRODUCT AT THE CENTER OF ATTENTION

Your brand or product is the focus of the story!

The 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. We create your individual story and the corresponding teaser based on the material you bring with you. Always in consultation with you, of course!

| Package | Guarantee | Duration | Pricing ¹ |
|---------------|-----------------------------|----------|----------------------|
| Product Story | 1,700,000 Als & 9,000 Views | 4 Week | 33,750 € |

[View the Add-Ons](#)



*Best Case on MYHOMEBOOK.de

- 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 | 1,700,000 AIs & 9,000 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.

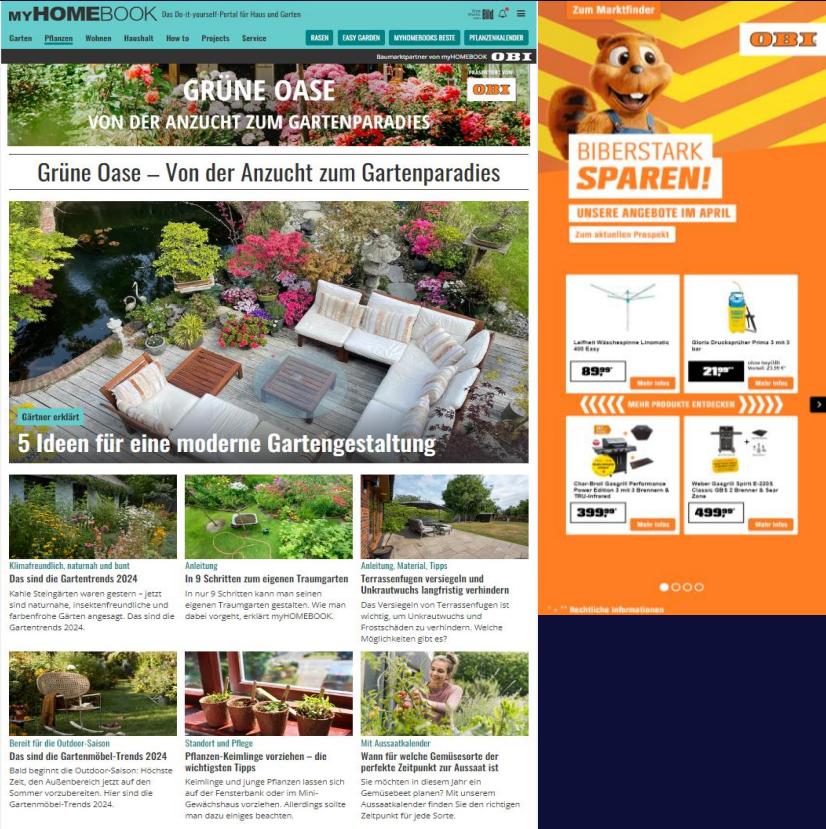
THEME SPECIAL: STRONG PRESENCE IN A THEME-AFFINE ENVIRONMENT

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 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 MYHOMEBOOK.de

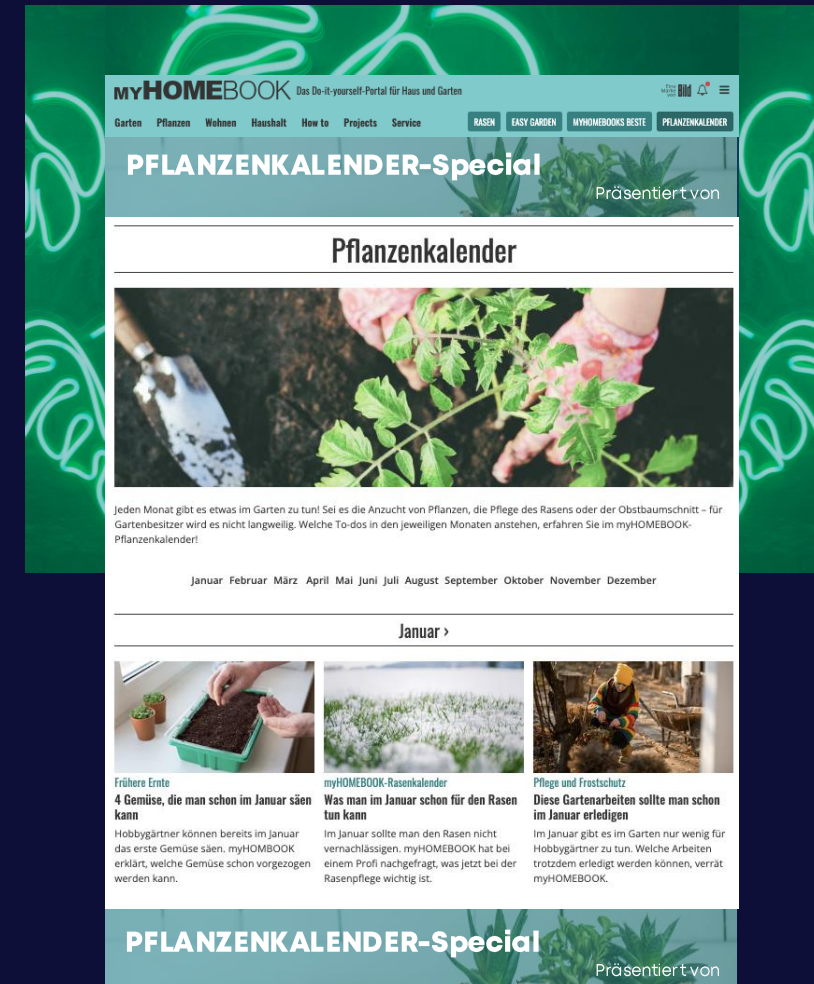
PLANT CALENDAR THEME STAGE

The myHOMEBOOK plant calendar provides a comprehensive overview of what needs to be done in the garden or on the balcony each month.

Every month, our editorial articles provide detailed instructions and tips for the right timing of cultivation and sowing as well as plant care (watering, pruning, winter protection, etc.).

Book 3-5 selected months within the PLANT CALENDAR for 4 weeks¹⁾ and present your product or brand in all associated articles. book the entire PLANT CALENDAR for 4-8 weeks¹⁾ and present your product or brand in all articles and every month.

[To the Pflanzenkalender](#) 



* Exemplary visualization

¹⁾ Recommended duration, customizable on request

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").

WHATSAPP POSTS: OUR PACKAGE PRICES ¹

WhatsApp is used by over 50 million people in Germany – perfect for reaching everyone on one platform. With the channels function, users can subscribe to our channels on [WhatsApp](#), where they are provided with exclusive insights and the best stories.

1x Native Post on WhatsApp¹

In a separate message of up to 50 words, you link to your existing brand or product story or your website.

Channel myHOMEBOOK (around 22.000 Follower)

1.500€ gross²

¹) An individual text is created in consultation with the editorial team. The integration of an image is possible.
²) Price plus creation costs (not SR or AE-eligible) € 200 | Price is (unless otherwise stated) as CPM or package price, SR and AE-eligible, plus VAT. | Errors and omissions excepted.



NATIVE POST

VIDEO SPONSORING

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

OUR VIDEO FORMATS


SCHOOL OF GRILL



Star chefs and barbecue experts show how to prepare delicious dishes on the barbecue.

TO THE VIDEOS


REVAMP



Upcycling tutorials with DIY pro Thomas Klotz on what you can do with used furniture and other items.

TO VIDEOS


MYBAKERY



Simple recipes and instructions for baking beginners.

TO THE VIDEOS

DIY FOR ANIMALS



A DIY expert shows pet owners simple and practical DIYs step by step.

TO THE VIDEOS

Coming up next**:
EASY TOOLS

Video production with an experienced expert. Implemented as a video format for website and social media with quick tips & tutorials.



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

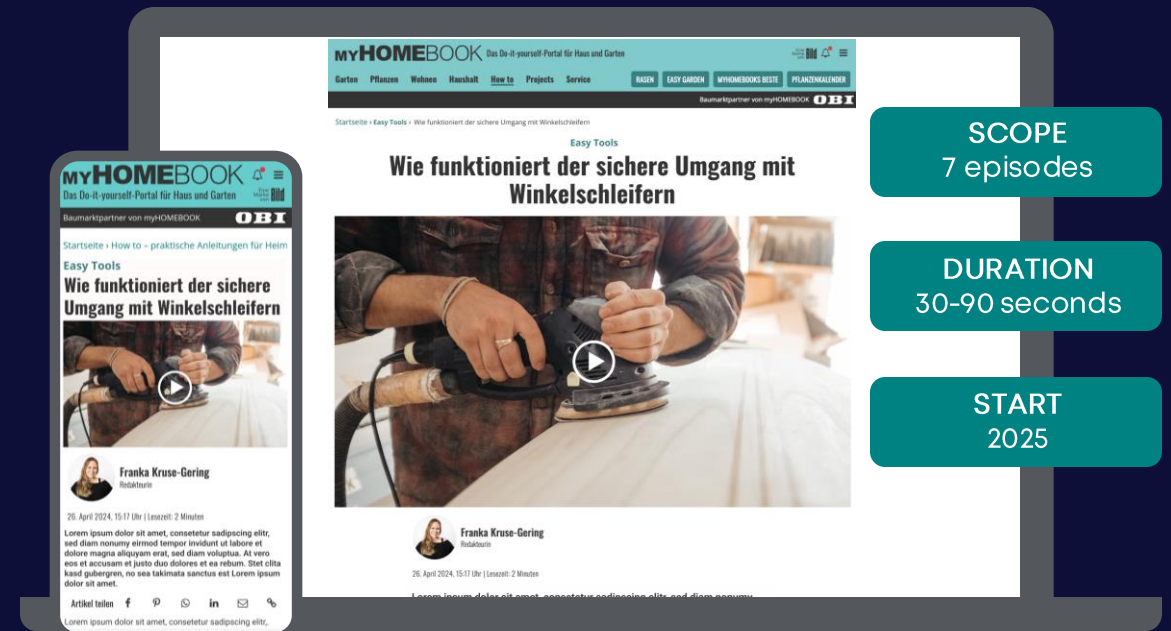
CONCEPT EASY TOOLS

Video production with an experienced DIY expert.
Implemented as a video format for website and social media with quick tips & tutorials.

- **Implementation:** Step-by-step instructions for the use of tools that require explanation.
- **Special features:** Presentation of special functions and accessories, e.g. swivel joints and various attachments.
- **Target group:** DIY enthusiasts and garden lovers.

GOALS:

- **Inspiration:** strengthen reader loyalty and motivate them to become active in their own homes.
- **Credibility:** Professional implementation & authentic, honest appearance.
- **Transfer of knowledge:** Quick learning effects thanks to easy-to-understand tips & tutorials on how to use the tools.



VIDEO CONCEPT EASY HACKS & CATEGORIES

Own editorial productions as unique content.

Recurring (daily/ weekly) snackable video format for the website and social media.

Practical DIY and gardening hacks in the form of quick tips & video tutorials.

GOALS:

- **Brand:** Branding impact & strengthening of the brand
- **Inspiration:** strengthen reader loyalty and motivate them to become active in their own homes.
- **Credibility:** Professional implementation & authentic, honest appearance.
- **Transfer of knowledge:** Quick learning effects thanks to easy-to-understand tips and tricks.

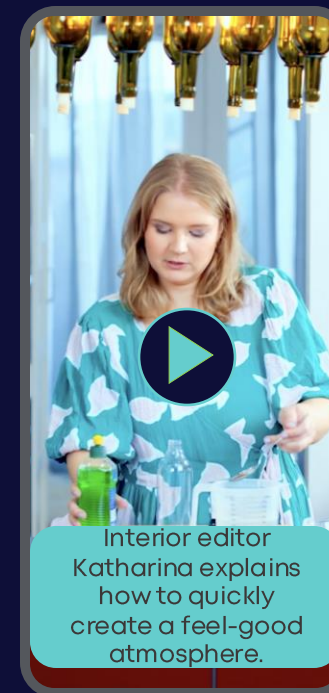
| Scope | Duration | Start |
|-------------|-------------|-------------|
| 60 episodes | 30-90 sec.. | Sep. / Okt. |

DIE CATEGORIES



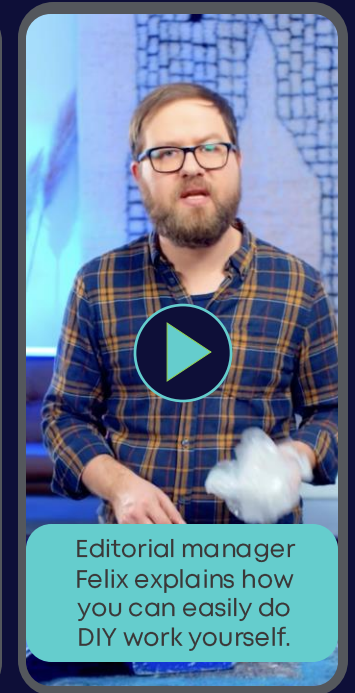
Gardening made easy: How to get the most out of your garden with little effort.

EASY GARDEN



Interior editor Katharina explains how to quickly create a feel-good atmosphere.

EASY HOME

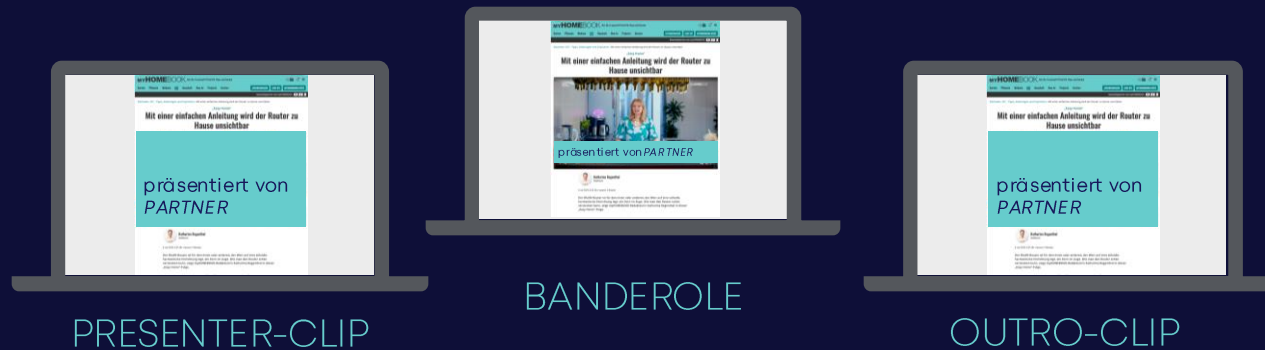


Editorial manager Felix explains how you can easily do DIY work yourself.

EASY DIY

YOUR SPONSORING COMPONENTS

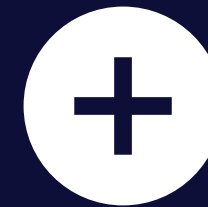
Logo integrations in the video:



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) Playout on stage if available.

2) Cannot be part of seasons that have already been filmed.

VIDEO SPONSORING PRICING

BASIC PACKAGE¹

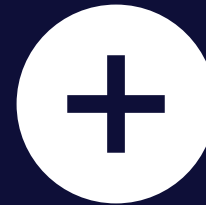
Logo integrationen in the video:

- Presenter clip „presented by“
- Banderole (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 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 PLACEMENT (duration beyond the follow-up term)
 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: 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!

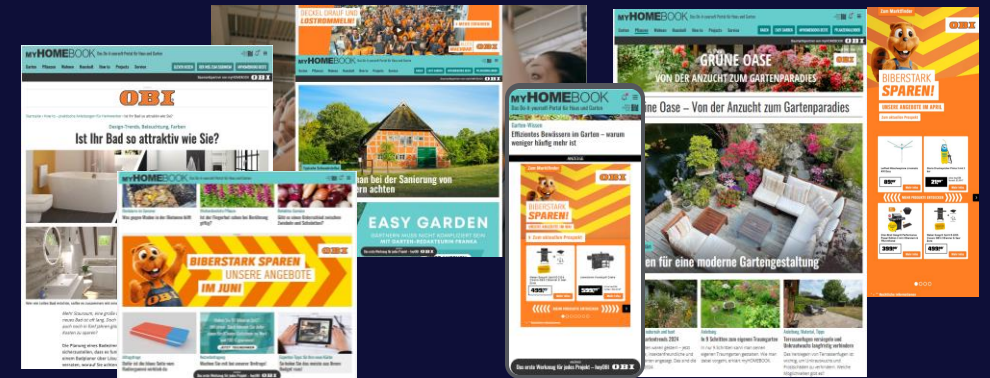
EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

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.

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

OBI PREMIUM PARTNERSHIP(2019 – 2024)



PETCO PREMIUM PARTNERSHIP (2022 – 2024)



LOGO INTEGRATION AND DIRECT LINKING VIA STICKYBAR

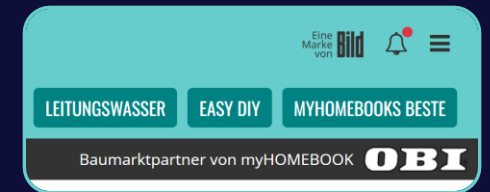
Always visible and deeply integrated into the platform!

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.

Logo integration



*Best Case on MYHOMEBOOK.de

Sticky Bar

*Can only be realized within the Premium Partnership.

POSSIBLE COMPONENTS

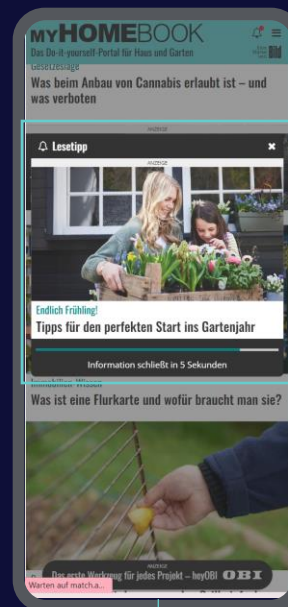
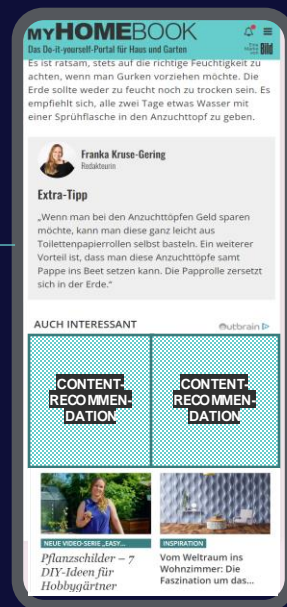
| | |
|-----------------------------|--|
| MEDIA & BRANDING | <ul style="list-style-type: none">❑ Large-scale and multiscreen advertising formats on the entire myHOMEBOOK website (ROS) or on the Home (e.g. HomeRun Day or Week)❑ Various targeting options❑ Industry exclusivity possible for all content and media formats |
| CONTENT | <p>Sponsoring / theme specials, emotional storytelling, product-related content / advertorials</p> <p>Traffic management of your content</p> |
| VIDEO | <p>Various video formats/video series with well-known personalities from the industry</p> <p>More format ideas i. A.</p> |
| DEEP INTEGRATION | <p>Individual conception of exclusive special integration areas (e.g. in-article recommendations or notifications)</p> <p>Logo integration and Sticky Bar</p> |
| DATA* | <p>Right to generate data for your brand</p> <p>Market research</p> <p>Re-targeting possibilities</p> |

*Can only be realized within the Premium Partnership.

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.

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 €
Term 3 months

| | | | | |
|------------------|--|---|-------------------------------|---|
| 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 |
| | Homeblock | x | x | x |
| | Notifications | x | x | x |
| | Events und Marktforschung | x | x | - |
| | Sticky Bar | x | x | - |
| DATA | Data use | x | - | - |

WE LOOK FORWARD TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!



 **CHIEF SALES OFFICER
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