

# TECHBOOK

Media Kit 2025

*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

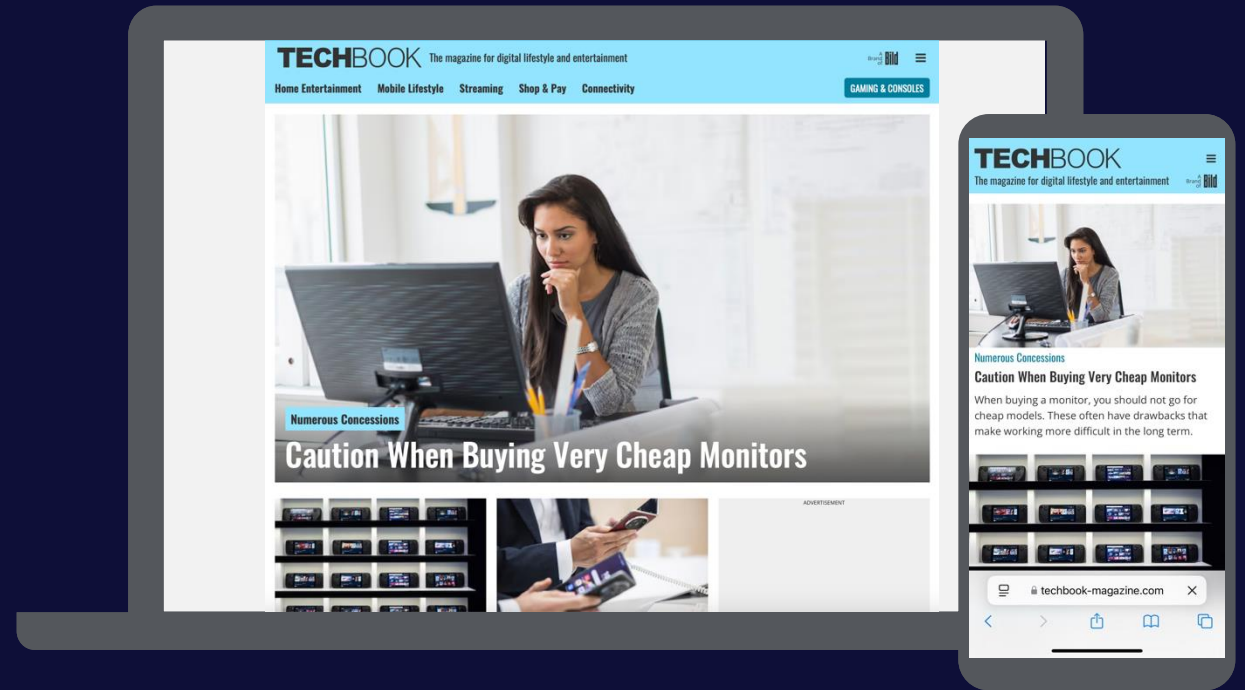
## PETBOOK

The lifestyle portal for all pet owners and lovers

1.95 million UVs  
2.57 million Visits

# TECHBOOK IN A NUTSHELL

- **TECHBOOK** is THE online-magazine for the innovative digital lifestyler
- **TECHBOOK** is a specialist for (home)entertainment, streaming, gaming and all things mobile
- Learn all about devices, gadgets and apps
- Get the latest news and trends from a trusted editorial team



**3,68 million** Unique Visitors\*  
**5,20 million** Visits\*



**226.404** Follower\*\*  
**227.070** Likes\*\*

\*Adobe Analytics 12/2024  
\*\* January 2025

# TECHBOOK IN COMPETITION

TECH-  
GENERALISTEN



TECH-  
SPECIAL-INTEREST



EARLY-ADOPTER-/  
EXPERT-FOCUS

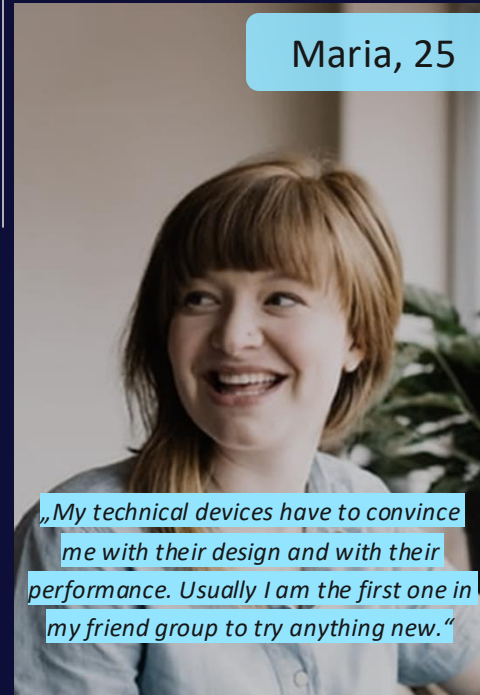


# THE TECHBOOK USERS

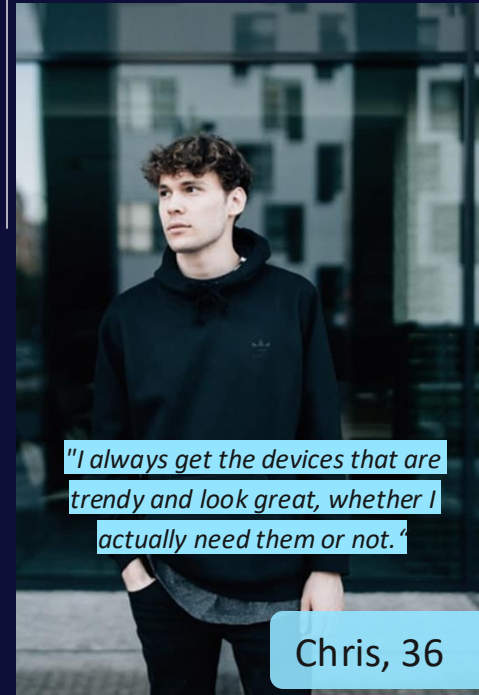
## 1 FOLLOWER



## 2 TRENDSETTER



## 3 STATUS-CONSCIOUS

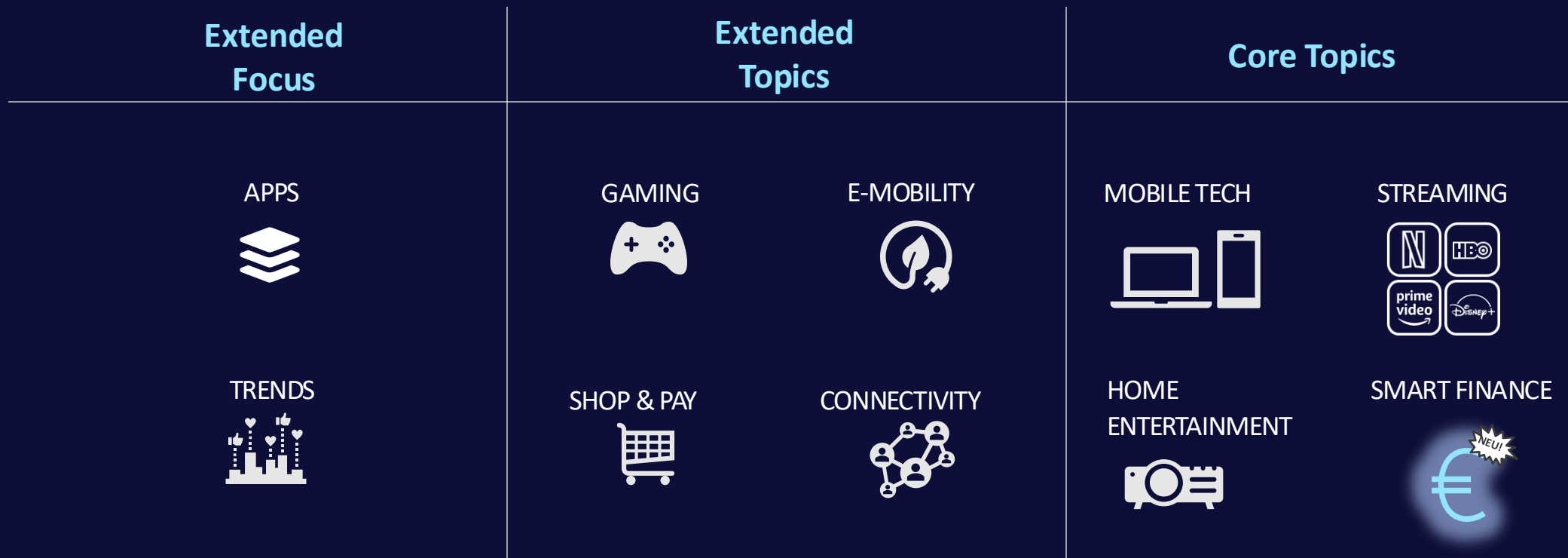


TECHBOOK users want to keep their devices up-to-date at all times. (index value 163)

- 66 % are male
- 63 % are btween 20 - 49 Jahre old
- 57 % have a HHNI > 3.000 EUR
- 77 % are employed
- 48 % have a high educational level\*
- **Very high product information interest in:** Entertainment electronics, TV, HiFi, streaming services, computers, smartphones, tablets (index value btw. 69-144)

Source: agof daily digital facts; Basis: digital WNK 16+ years old, single month December 2022  
\*High School Diploma, university degree; best for planning 2022 III; Basis: Basic Population; NpM

# OUR CATEGORIES & TOPICS



Across all categories:

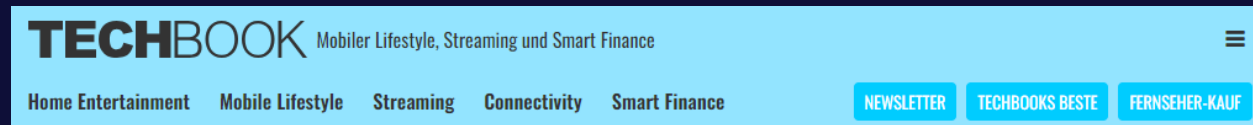


Product tests



News


# „TECHBOOKS BESTE“ – OUR EDITORIAL BUYING GUIDE

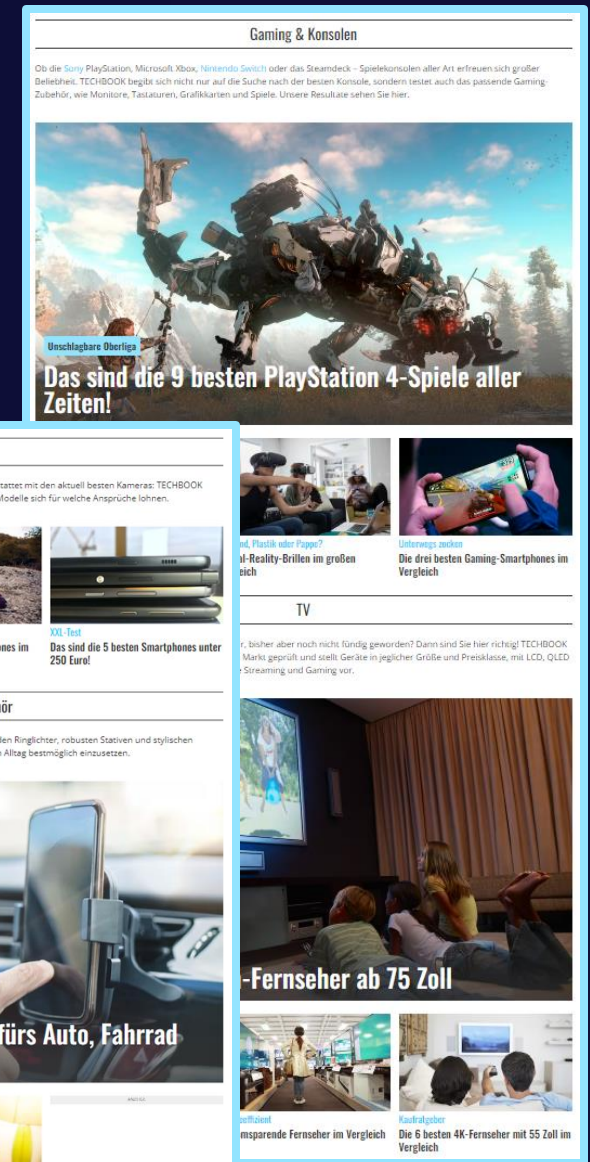


The editorial product highlights "TECHBOOK's Best" are prominently anchored in the header of the page.

The channel brings together recommendations and reviews from the TECHBOOK editorial team on hardware and software that accompany users in their everyday lives - the right product for every occasion.

TECHBOOK positions itself as a trustworthy guide to technology products and strengthens its perceived expertise.

Discover TECHBOOKS Beste 



# EDITORIAL TOPIC PLAN

**JAN**

Good New Year's resolutions! The best fitness gadgets and Smartwatches!

**FEB**

Mobile Tech and MWC - the latest trends in mobile devices (smartphones, tablets ...)

**MAR**

Smart Finance - the best tips for banking, taxes and finance

**APR**

Get outside! From ebikes to e-scooters - everything on the subject of e-mobility

**MAY**

Mobile phones, DSL, cable - with us you will find the right Internet and cell phone plan

**JUN**

Audio and music -the best headphones, sound systems and streaming services

**JUL**

Vacation at last! Everything you need to know about roaming, smartphones and shopping abroad

**AUG**

Gaming special - all the latest news for console and mobile gamers

**SEPT**

IFA and the latest technology for the home - from televisions and music to smart vacuum cleaners

**OCT**

Smart Energy - climate-neutral and sustainable living with smart home

**NOV**

Bargain month (Singles Day, Black Friday, Cyber Monday): the best deals, bargains, tips for online shopping / buying guide

**DEC**

Time to get cozy -everything about streaming and TV



# DAILY FIXED PLACEMENTS

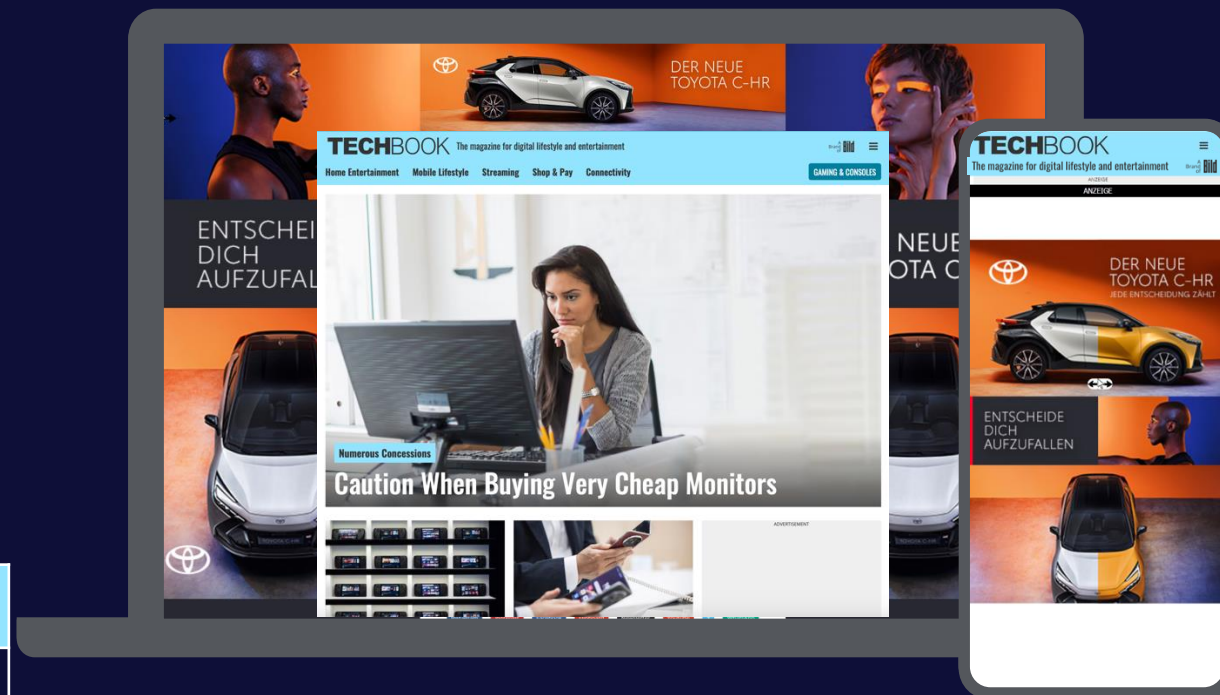
# HOMERUN: HIGH-QUALITY STAGING ON THE HOME

**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 <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 €



[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

# HOMERUN SUPREME: HIGH-QUALITY STAGING ON THE HOME

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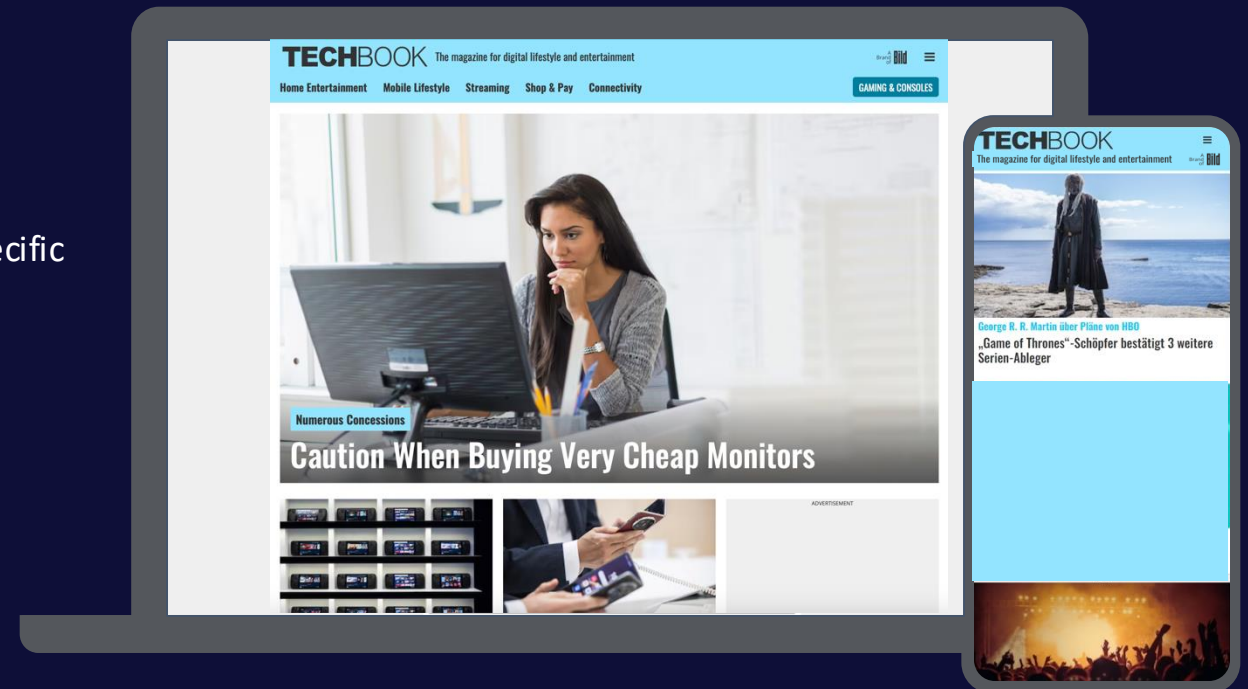
# A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

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 Als	1 Day	4,500 €



1) Saturday and Sunday count together as one day

# NATIVE ADVERTISING

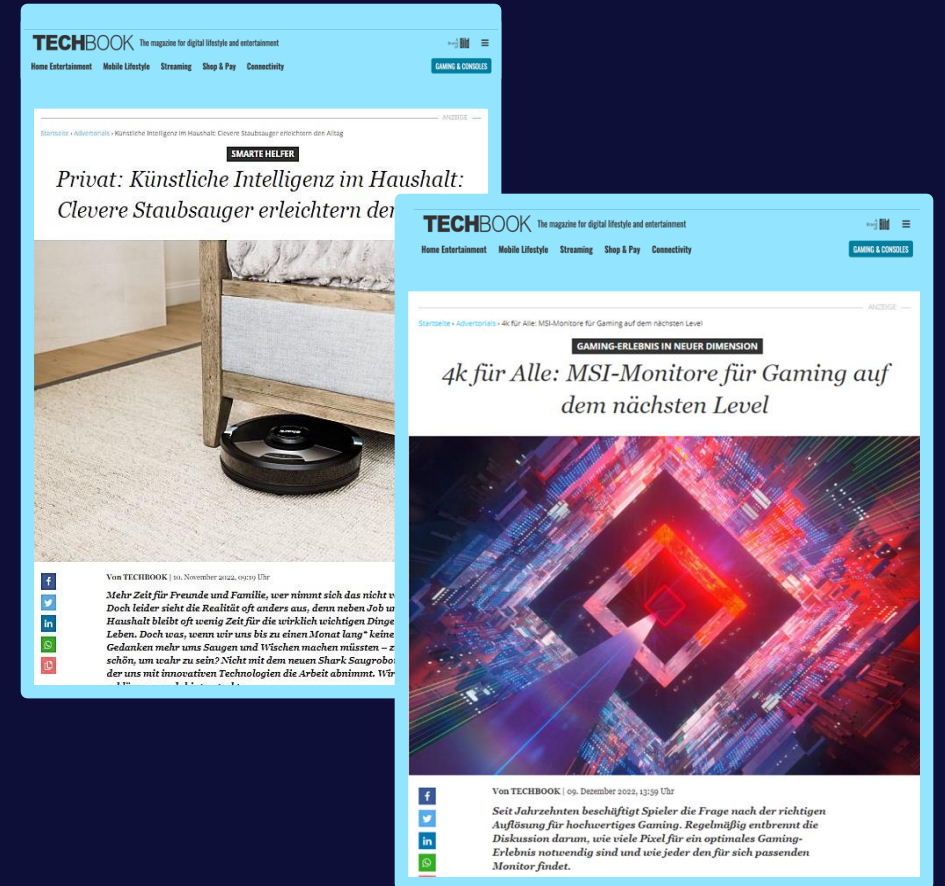
# ADVERTORIAL: DEIN CONTENT IM LOOK & FEEL VON TECHBOOK

The advertorials on TECHBOOK are individually designed.

Thanks to the native storytelling in the look and feel of TECHBOOK, you are presented in a first-class environment and benefit from a high level of credibility. The advertorial focusses on the advertising content you provide.

Users are addressed directly and the brand can be promoted via competitions, votings, integrated videos and much more.

Traffic is generated through 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 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 €

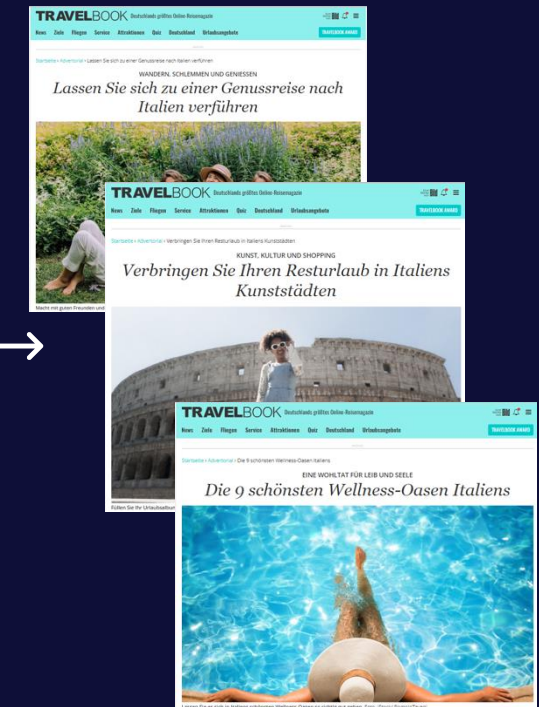
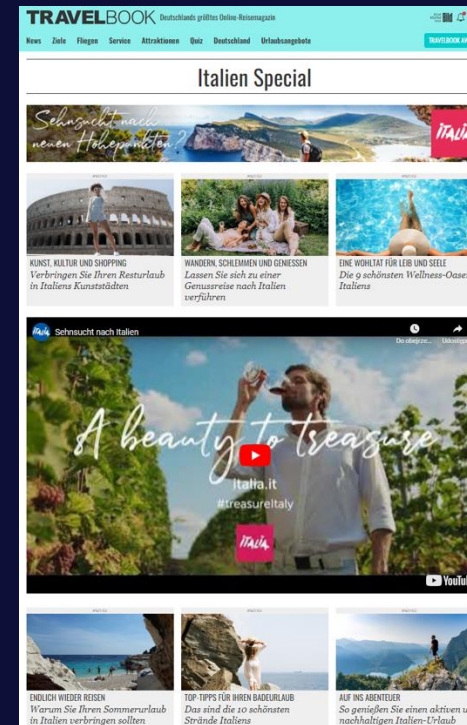
- 1) Recommended duration, customizable on request.
- 2) Plus creation costs (not SR- and AR-capable): 2,000 €.
- 3) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), there is no reach guarantee for exclusive fixed placement (advertising media freely selectable).
- 4) Advertorial Stage bookable from 3 advertorials.

# ADVERTORIAL STAGE: ALL YOUR CONTENT AT ONE PLACE

An Advertorial Stage bundles three Advertorials in a single place.

Both the stage and the three advertorials are individually staged in the look and feel of TECHBOOK.

Users are addressed directly and the brand can be promoted via competitions, votings, integrated videos and much more. Traffic is generated through homepage teasers as well as an Ad Bundle and Mobile Medium Rectangle in Run of Site.



Best Case on TRAVELBOOK.de

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Advertorial Stage	1,500,000 AIs	6 Weeks	35,000 €

1) Recommended run time, customizable on request.  
 2) Plus creation costs (not SR- and AE-eligible): 2,000 €.

# EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story gets exclusive storytelling from TRAVELBOOK: 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 Telekom

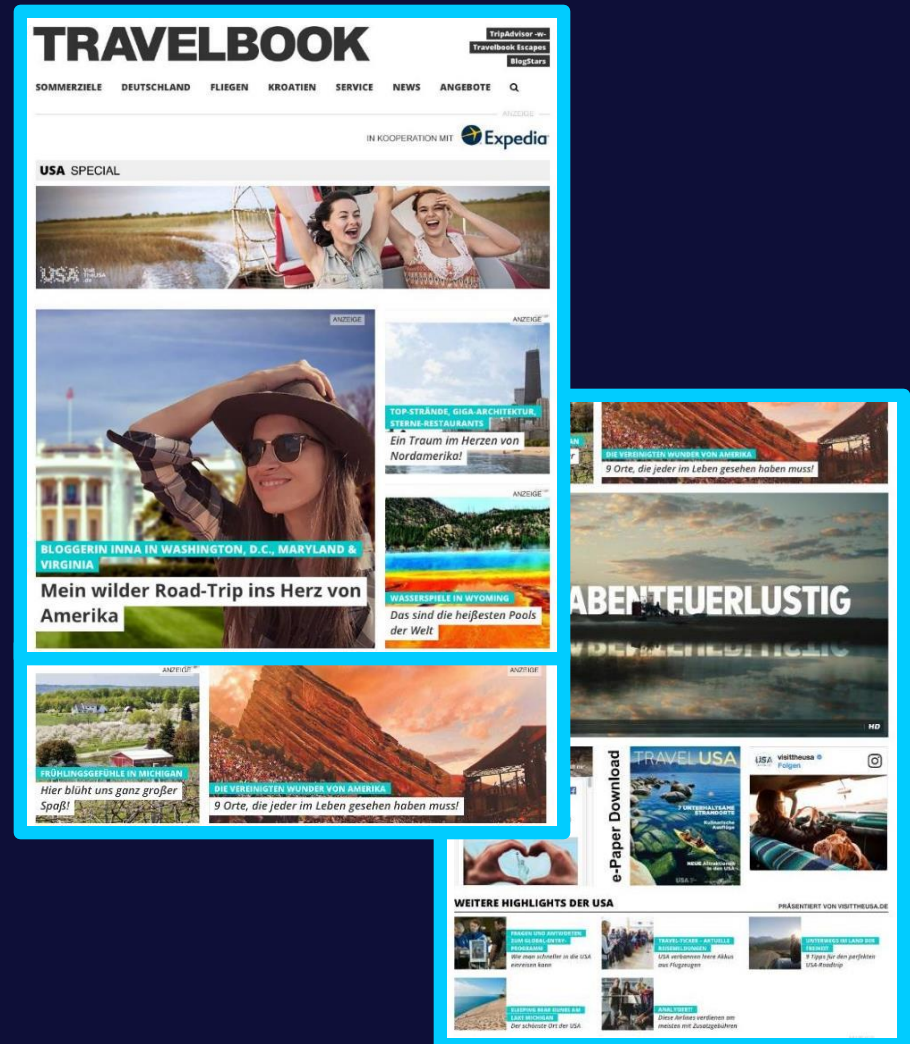


# BRAND HUB: STORYTELLING AT IT'S BEST TIMES 4!

The Brand Hub contains four brand stories<sup>1</sup> which are presented on a customer-specific stage on the respective book.

- 4 editorial-style stories
- 1 customer hub with the option of integrating further interactive elements, videos, special media postings, etc.
- Clear sender of the brand through logo integration Topic is developed together with the Brand Studio team
- Image material is provided by you or the native photo team

Package	Guarantee	Duration	Pricing <sup>2</sup>
Brand Hub	15,000 Views	8 Week	52,500 €



1) Additional brand stories can be booked  
 2) Plus creation costs (not SR- and AR-eligible): 10.000 €

# 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.

# 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	1,700,00 AIs & 9,000 Page Views	4 Week	33,750 €	5,600 €

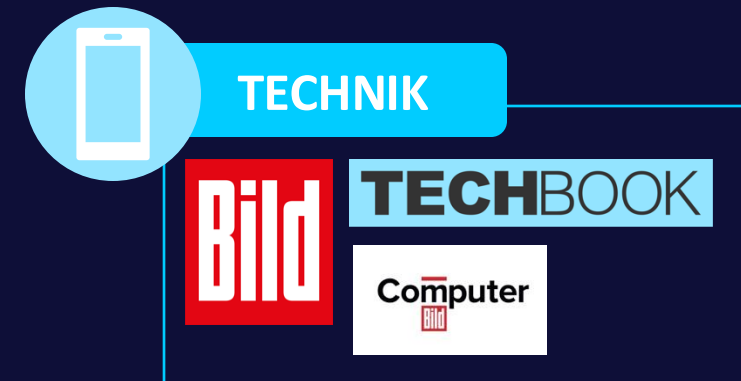
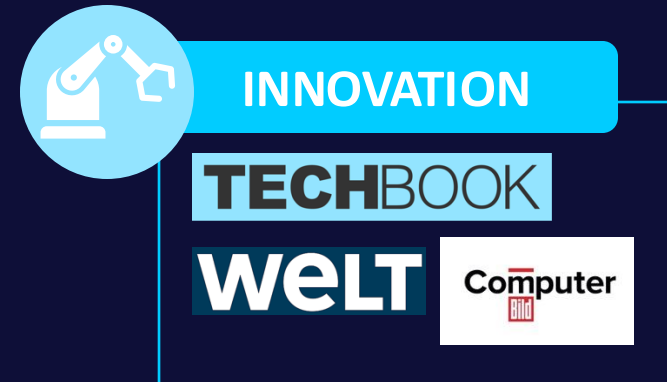


\*Exemplary visualization

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.

# PRODUCT STORY BUNDLE: YOUR STORY TOLD ON SEVERAL MEDIA BRANDS!

Reaching several target group touchpoints on our media brands with just one story sounds crazy? It's now possible with Product Story Bundles! Simply select a suitable bundle, we create a Product Story from your content and automatically play it out in the look and feel of the respective media brands<sup>1</sup>. So you can appear on several stages with just one story.



15,000

Guaranteed Page Views

15,000,000

Guaranteed Ad Impressions<sup>1</sup>

47,500 €<sup>2</sup>

Package price

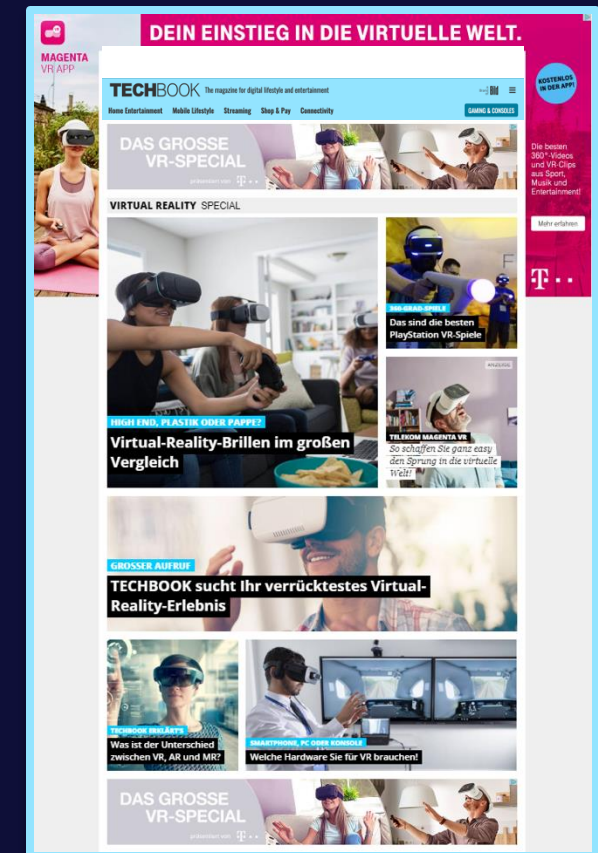
<sup>1</sup>.Playout takes place via ad server spaces on the pages included in the bundle (ROS or on selected thematically appropriate channels).  
<sup>2</sup>.Plus creation costs of €4,500 (not SR and AR-eligible).

# 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.

Paket	Garantie	Laufzeit <sup>1</sup>	Pricing <sup>2</sup>
Theme Special S	300,000 AIs	1 Week	13,000 €
Theme Special M	600,000 AIs	2 Weeks	23,000 €
Theme Special L	1.200,000 AIs	4 Weeks	36,000 €



\*Best Case Telekom

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



# TECHBOOK | BASICS

Sometimes all it takes is a short and simple explanation to understand technical contexts or learn life hacks.

In our editorial video series “TECHBOOK Basics”, TECHBOOK answers the most important questions about technical gadgets in short clips. If our users prefer to read the full description, they can find all the information and details in the corresponding article.

[Discover previous videos](#)



**TECHBOOK** The magazine for digital lifestyle and entertainment

Home Entertainment Mobile Lifestyle Streaming Shop & Pay Connectivity **GAMING & CONSOLES**

## TECHBOOK Basics

Was ist der Unterschied zwischen 4K und UHD? Wie funktioniert Cloud Gaming? Und wie bekomme ich noch mal meine WhatsApp-Chats aufs neue Smartphone? Manchmal braucht es einfach eine kurze und leicht verständliche Erklärung. Im Video-Format „TECHBOOK Basics“ geben wir sie und beantworten in kurzen Clips die wichtigsten Fragen rund ums Thema Technik. Wer das Ganze lieber nachlesen möchte, findet im dazugehörigen Artikel alle Infos und Details.

### TV & Streaming

Egal, ob man den richtigen Fernseher finden, Fragen zu den zahlreichen TV-Kürzeln hat oder mehr über das Thema Streaming erfahren möchte. Hier gibt die TECHBOOK-Redaktion in kurzen Videos wichtige Tipps und Anleitungen.

**Fernseher-Kauf**

### OLED-, QLED- oder LCD-TV? Was ist die bessere Wahl?

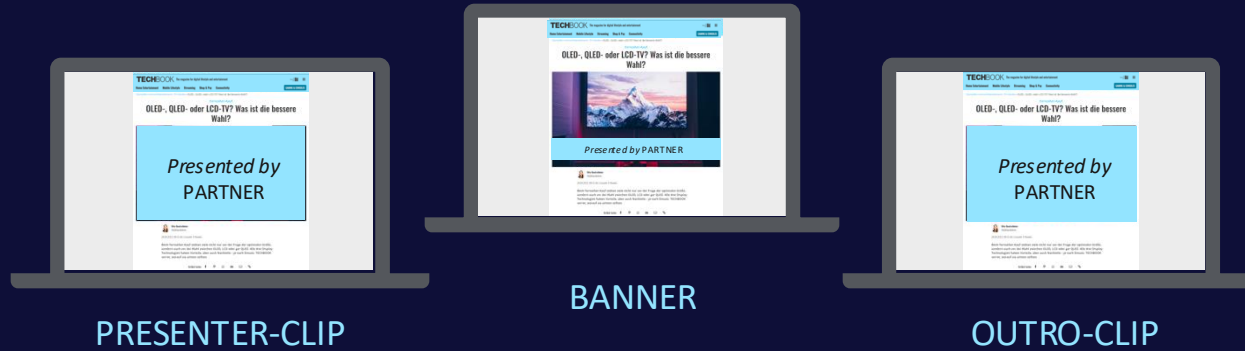
**TECHBOOK Basics**  
Joyn vs. RTL+ – für wen sich welcher Streaming-Dienst lohnt

**TECHBOOK Basics**  
Wann ist es illegal, Inhalte im Internet zu streamen?

**TECHBOOK BASICS**  
QLED, 8K, HDR, Micro-LED – was bedeuten die TV-Kürzel?

# YOUR SPONSORING-COMPONENTS

## Logo integrations in the video:



## Media components:

MEDIA-PACKAGE MULTISCREEN  
on the video pages

MEDIA-PACKAGE MULTISCREEN  
in ROS

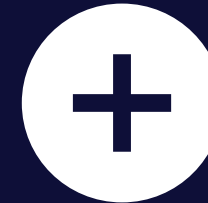


TUTORIALS on the  
video stage<sup>1</sup>

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

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

PRODUCT PLACEMENT<sup>2</sup>



ADD-ONS

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 PACKAGE<sup>1</sup>

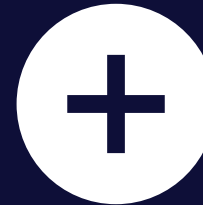
### Logo integrationen in the video:

- Presenter Clip „presented by“
- Banner (5 sec.)
- Outro Clip „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> und 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 (duration beyond the follow-up period) starts at 5,000 €<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.



# STRATEGIC PARTNERSHIP

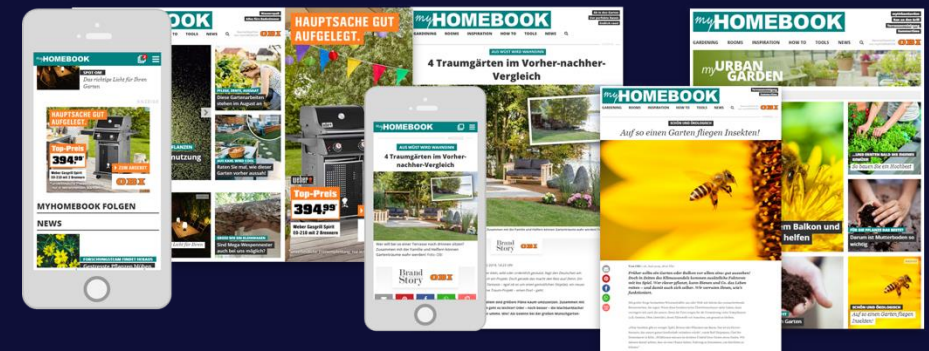
# EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Feel free to contact us for individual and tailored made approaches!

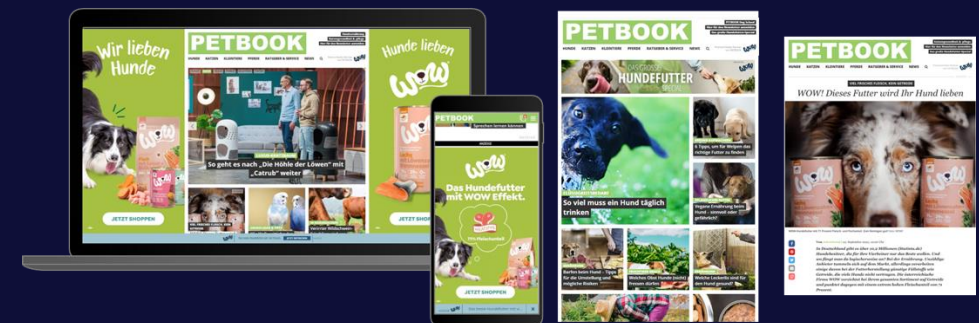
The ideal setting for a strategic partnership is when you are pursuing a complex strategic communication goal that cannot be achieved with media alone.

- 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.

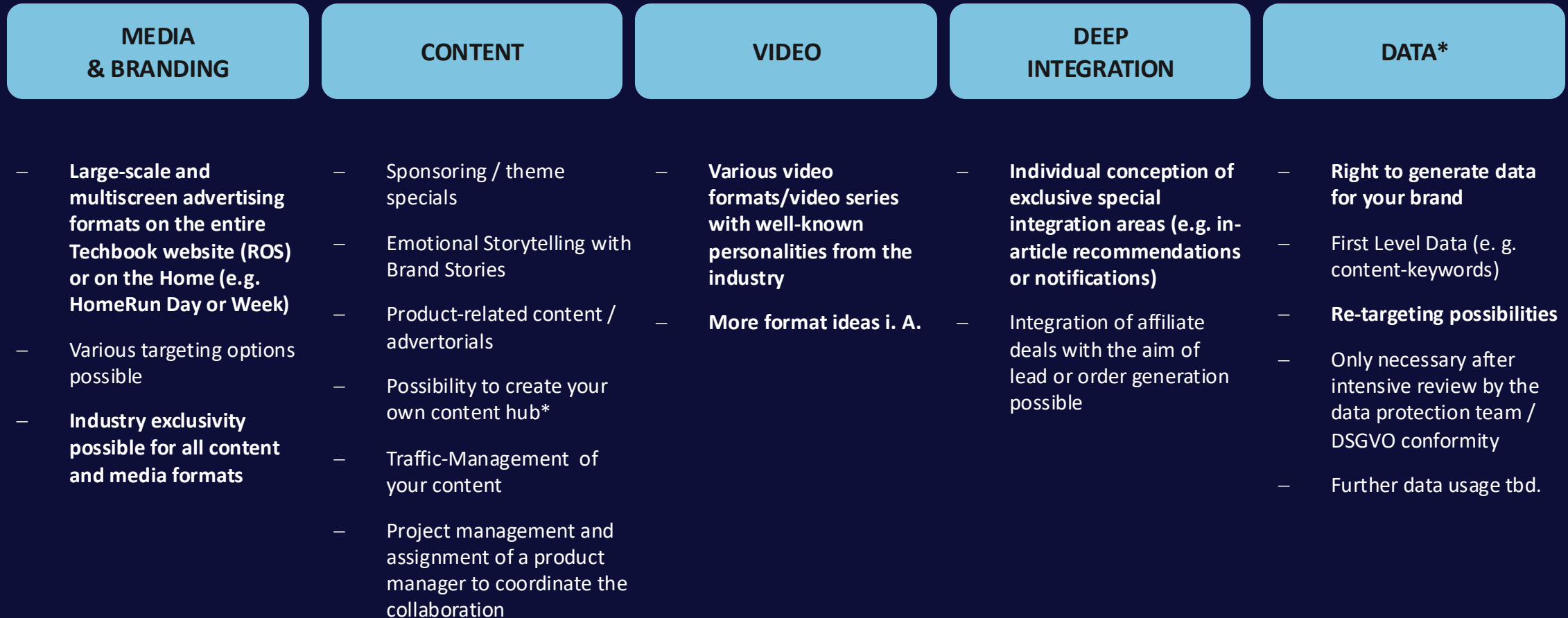
OBI PREMIUM PARTNERSHIP (2019 – ongoing)



PETCO PREMIUM PARTNERSHIP (2022 – 04 / 2024)



# POSSIBLE BESTANDTEILE



\*Can only be realized within the Premium Partnership..

# PARTNERSHIP PACKAGE

## 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

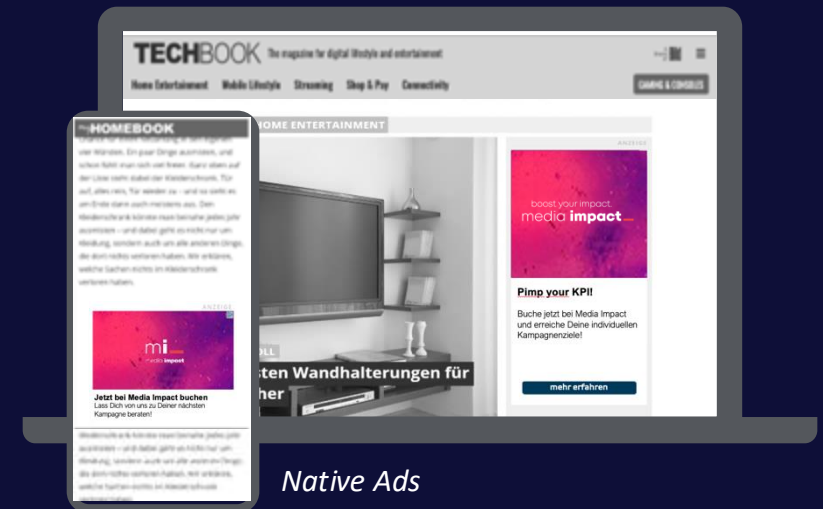
		PREMIUM-PARTNERSHIP	CO-PARTNERSHIP	CO-PARTNERSHIP LIGHT
STORYTELLING	Content Hub	X	X	Limited components
	Brand Storys	X	X	X
	Advertorials	X	X	X
MEDIA	Themen Special	X	X	X
	Home Run	X	X	X
	Display (RoS)	X	X	X
VIDEO	Sponsoring of video episodes + product placement + media	X	X	X
DEEP INTEGRATION	Logo integration	X	-	-
	Exklusivity	X	Industry exclusivity possible	
	In-Article Widgets	X	X	X
	Newsletter Integration	X	X	X
	Homeblock	X	X	X
	Notifications	X	X	X
	Lighthouse actions (incl. MaFo)	X	X	-
	Sticky Bar	X	X	-
DATA	Data use	X	-	-

# PERFORMANCE & AFFILIATE

# BOOST YOUR PERFORMANCE: JUST CLICKS

## THE EASIEST WAY TO GUARANTEED CLICKS!

- Reach your target group in Media Impact's premium portfolio and get additional clicks on your advertising media guaranteed.<sup>1</sup>
- **NATIVE CLICKS** are achieved with dynamic image-text ads that automatically adapt to the respective website.<sup>2</sup> Two options are available:
  1. **JUST CLICKS WITHOUT TARGETING** Native teasers are played ROP across our entire portfolio without targeting.
  2. **JUST CLICKS REGIO** Native teasers are displayed with zip code targeting in various regions across our entire portfolio (ROP).



Native Ads

[Click here for the factsheet](#) 

<sup>1</sup>) Playout of the campaign will be stopped as soon as the click guarantee has been fulfilled.  
<sup>2</sup>) At least 2 motifs and text teasers per format must be delivered

# BOOST YOUR PERFORMANCE: SOCIAL ENGAGEMENT ADD-ON

## OPTIMIZATION FOR YOUR TARGET KPI IN THE SOCIAL MEDIA COSMOS

We develop a **customized overall concept** to achieve your desired KPIs, consisting of a branding measure and the social engagement ad.<sup>1</sup>  
Available KPIs: Clicks, engagements or completed views.

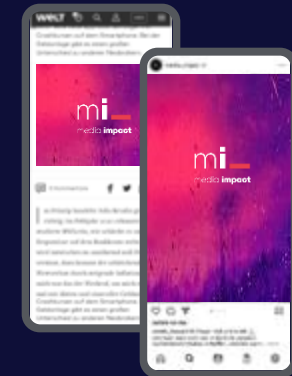
- The campaign is played out with **social media advertising** media on all common social media platforms.
- We will provide you with a forecast of the performance values we guarantee for your selected **KPI** in advance.<sup>2</sup>

1) At least 50% (N2 turnover) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, deep integration, ROP bookings, etc.).  
2) Min. budget: €20,000 | Min. duration: 4 weeks | Pricing on request.  
3) Multiscreen playout; targeting possible.

### Branding measures



Social engagement add-on<sup>3</sup> across all common platforms to achieve the guaranteed KPIs.



social ads always use the customer as the communicator.

[Click here for the factsheet](#) 



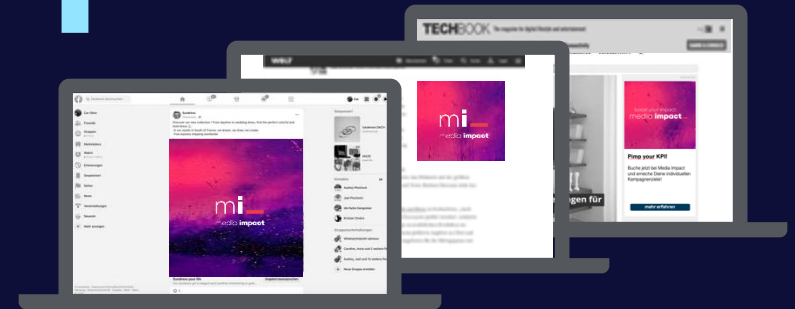
# BOOST YOUR PERFORMANCE: LEAD-ADD-ON

## LEAD OPTIMIZATION IN ADDITION TO YOUR BRANDING CAMPAIGN

- We develop a customized overall concept to reach your desired leads, consisting of a branding measure and the lead add-on.<sup>1</sup>
- **Example leads:** Visit (from Consent), 2nd Qualified Click (1st click on the customer's LP), dwell time (on your landing page) etc.
- Lead generation takes place via **native advertising** media in the Media Impact portfolio.
- We create a forecast for your desired lead in advance.<sup>2</sup>
- To ensure optimal campaign performance and target achievement, **pixel integration** on your landing page is essential.



Branding measure, to collect customer-specific data for lead generation



Lead Add-On<sup>3</sup> in the **Media Impact portfolio** and/or social media to generate measurable leads

[Click here for the factsheet](#)

1) At least 50% (N2 sales) of the offer must consist of branding products in the Media Impact portfolio (HomeRun, Brand Story, in-depth integration, ROP bookings, etc.).  
2) The forecast is a guideline and not a guarantee.  
3) Playout is multiscreen and InApp

# AFFILIATE COOPERATION: PERFORMANCE ON TECHBOOK

**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.

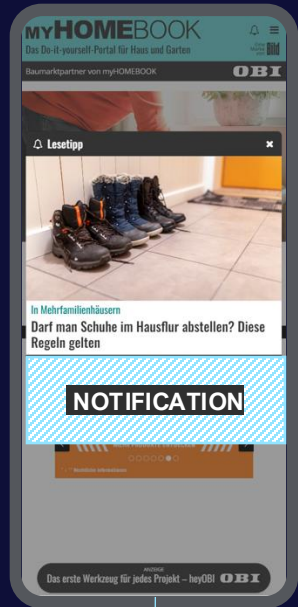
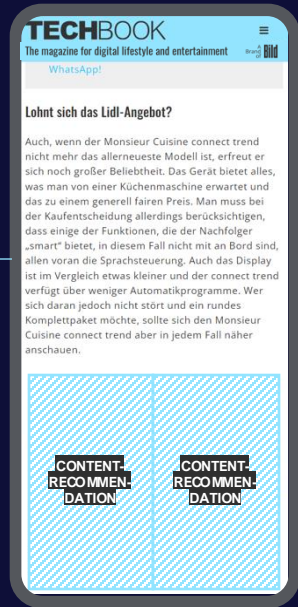
**Native integration:** Your offers are prominently integrated into the editorial environment on various surfaces. Our traffic management ensures optimal playout of your offers.

	Package Basic	Package Pro
<b>Platform</b>	1 BOOK of your choice	3 BOOKs of your choice
<b>Duration</b>	From 3 month	From 3 months
<b>Performance</b>	Affiliate partnership in content-related environments on a <b>focus portal</b>	Affiliate partnership in content-related environments on a <b>focus portal</b>
<b>Content</b>	In-article Integrationen and text links, in a previously agreed topic environment	In-article Integrations and text links, in a previously agreed topic environment
<b>Price</b>	<b>5,000 €</b> plus variable remuneration (CPO/CPL)	<b>7,500 €</b> plus variable remuneration (CPO/CPL)
<b>Reach</b>	<b>Min. 7,000 clicks / monat</b>	<b>Min. 9,000 clicks / month</b>

# 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!

### NATIONAL SALES



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