

# MEDIA KIT.

*2024 Edition*

ENJOY TOMORROW.



TAKE A LOOK AT THE BIG PICTURE.

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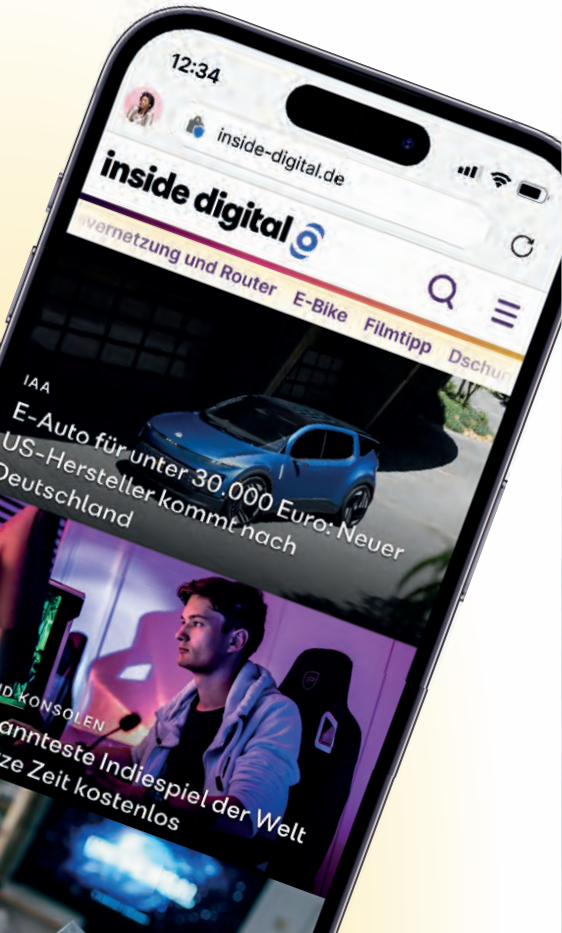
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## ENJOY TOMORROW.

Technology journalism that arouses curiosity about the future—this is how the concept of inside digital can be briefly outlined. The editorial team covers tomorrow's news in the four main topics that are mobile phones, entertainment, the digital home and tech for on the go and dares to take an optimistic look into the future.

Topics include: Mobiles, Tablets, Laptops, Gaming, Streaming, E-Mobility, Wearables, Smart Home, Broadband

Visits<sup>1</sup> . . . . . 16.2 m  
Unique User<sup>1</sup> . . . . . 8.6 m  
Page Views<sup>1</sup> . . . . . 18.6 m

1) monthly; average from 2023;  
Source: Google Analytics

## OUR MISSION.

*For a world full of **curiosity** and **an appetite for the future**. We provide **orientation**, **evaluate** current developments and **explain** what is to come. **Because we love innovation.***

We have given ourselves a new mission and "Enjoy tomorrow" is our new promise to you.

We want to spark your appetite for tomorrow by telling you exciting stories and keeping track of the latest innovations for you.

We intend to set a counterpoint to crises & co. and instead show how innovations can improve life. On every new day.



67,130



17,100



13,400



720



540

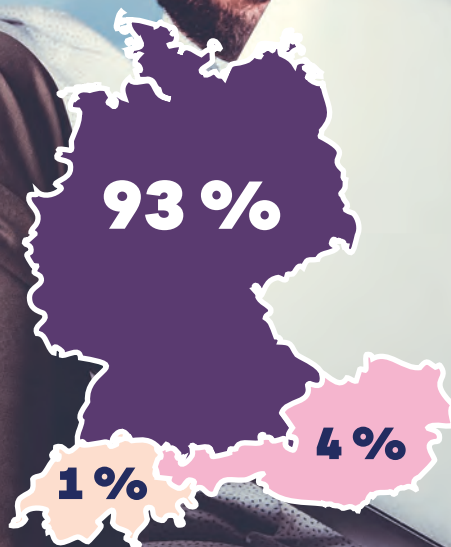


18,700



## OUR READERS.

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### OUR READERS LOVE ...



MOBILE COMMUNICATION	70 %
TRAVEL	67 %
AUTOMOTIVE	59 %
ENJOYMENT PRODUCTS	40 %
SMART HOME	30 %
CONSOLE GAMING	24 %

18 - 44



77 %

> € 3,000



46 %

54 %

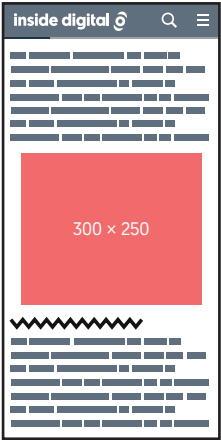


46 %

# 81 %

SPEND MORE FOR  
BETTER QUALITY.

Sources:  
Google Analytics / agof daily digital facts, average of  
Q4/2019, population 16+ years (with VuMA features  
resp. b4p features)



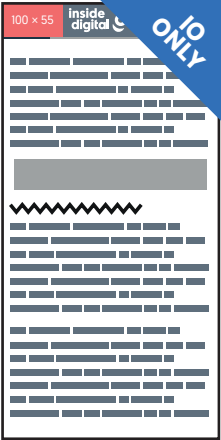
CONTENT AD

Medium banner ad in landscape format on up to 9 positions in the content area

❏ 300x250 📎 200 kB

VIEWABILITY UP TO ······ 67 %  
CTR UP TO ······ 1.4 %

CPM from € 30



HEADER BRANDING

Small banner ad in landscape format in the page header

❏ 100x55 📎 10 kB

VIEWABILITY UP TO ······ 58 %  
CTR UP TO ······ 0.2 %

Fixed price per day € 75



INTERSTITIAL

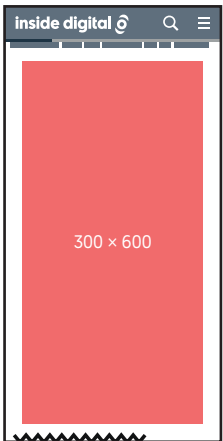
Large banner ad in portrait format lies in front of the content

❏ 320x480 📎 200 kB

VIEWABILITY UP TO ······ 90 %  
CTR UP TO ······ 8.86 %

CPM from € 55

LEGEND.  
❏ ······ Dimensions max.  
📎 ······ File size max.



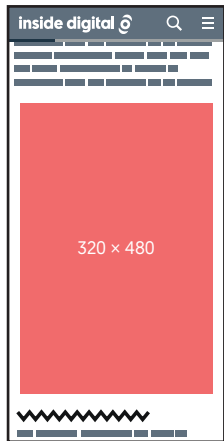
## HALF-PAGE AD

Very large banner ad in portrait format on up to 9 positions in the content area

📏 300×600 📁 200 kB

VIEWABILITY UP TO ······ 67 %  
CTR UP TO ······ 0.6 %

CPM from € 45



## INLINE INTERSTITIAL

Large banner ad in portrait format on up to 9 positions in the content area

📏 320×480 📁 200 kB

VIEWABILITY UP TO ······ 67 %  
CTR UP TO ······ 0.4 %

CPM from € 45



## MOBILE LEADERBOARD

Small banner ad in landscape format

📏 320×50 📁 200 kB

VIEWABILITY UP TO ······ 67 %  
CTR UP TO ······ 0.3 %

CPM from € 25



## MOBILE STICKY AD

Small banner ad in landscape format fixed at the bottom of the page

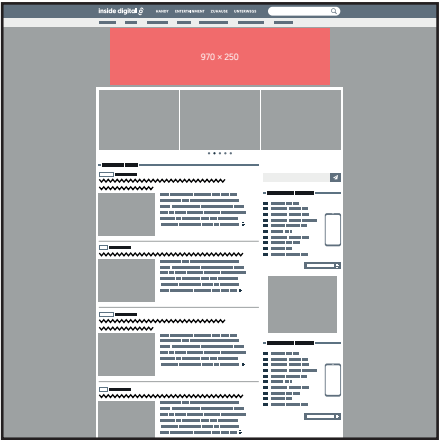
📏 320×50 📁 200 kB

VIEWABILITY UP TO ······ 95 %  
CTR UP TO ······ 0.7 %

CPM from € 25

DESKTOP  
FORMATS.

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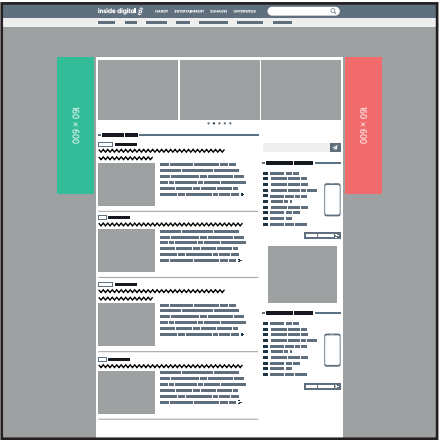
BILLBOARD (TOP) /  
SUPERBANNER

Large banner ad in landscape  
format

❏ 970×250 📎 200 kB

VIEWABILITY UP TO ······ 53 %  
CTR UP TO ······ 0.7 %

CPM from € 55



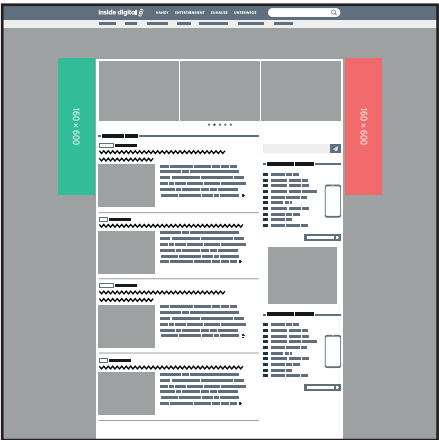
SKYSCRAPER (RIGHT)

Large banner ad in portrait format

❏ 160×600 📎 200 kB

VIEWABILITY UP TO ······ 90 %  
CTR UP TO ······ 0.12 %

CPM from € 30



SKYSCRAPER (LEFT)

Large banner ad in portrait format  
on 4 positions

❏ 160×600 📎 200 kB

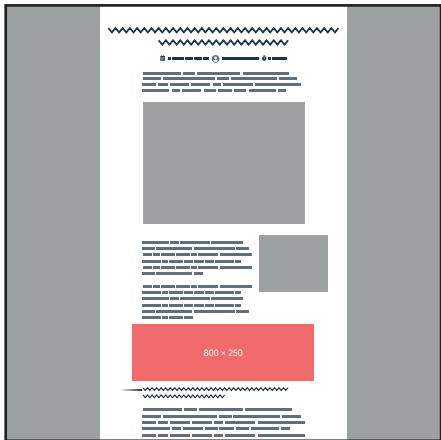
VIEWABILITY UP TO ······ 72 %  
CTR UP TO ······ 0.12 %

CPM from € 25

LEGEND.

❏ ······ Dimensions max.

📎 ······ File size max.



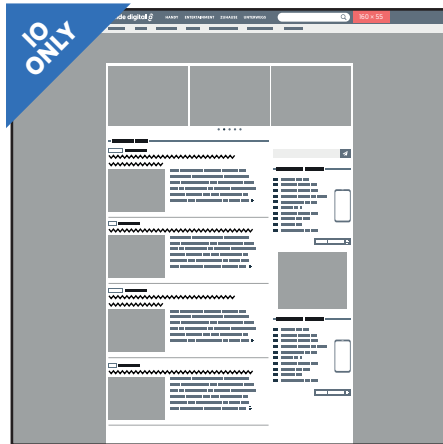
## BILLBOARD (CONTENT)

Large banner ad in landscape format in the content area

📏 800×250 📁 200 kB

VIEWABILITY UP TO · · · · · 63 %  
CTR UP TO · · · · · 0.25 %

CPM from € 55



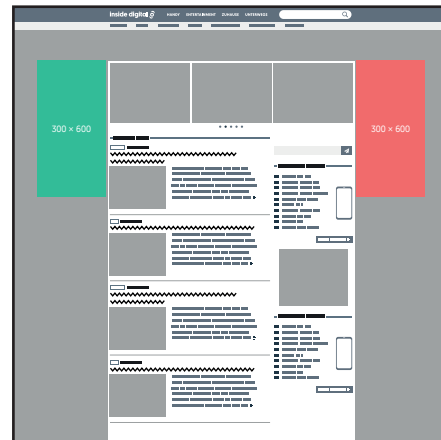
## HEADER BRANDING

Small banner ad in landscape format in the page header

📏 160×55 📁 20 kB

VIEWABILITY UP TO · · · · · 63 %  
CTR UP TO · · · · · 0.22 %

Fixed price per day € 75



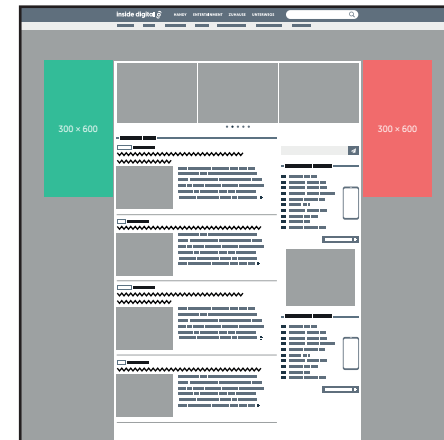
## HALF-PAGE AD (RIGHT)

Large banner ad in portrait format, top right

📏 300×600 📁 200 kB

VIEWABILITY UP TO · · · · · 82 %  
CTR UP TO · · · · · 0.35 %

CPM from € 55



## HALF-PAGE AD (LEFT)

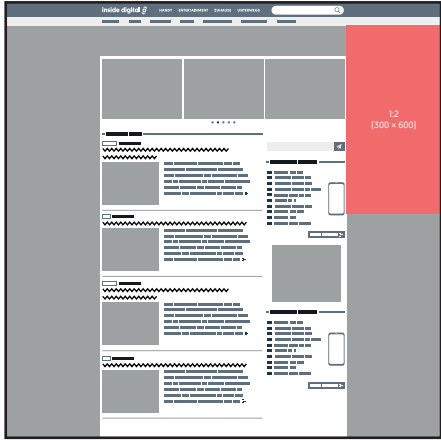
Large banner ad in portrait format, on the left on 4 positions

📏 300×600 📁 200 kB

VIEWABILITY UP TO · · · · · 68 %  
CTR UP TO · · · · · 0.1 %

CPM from € 55



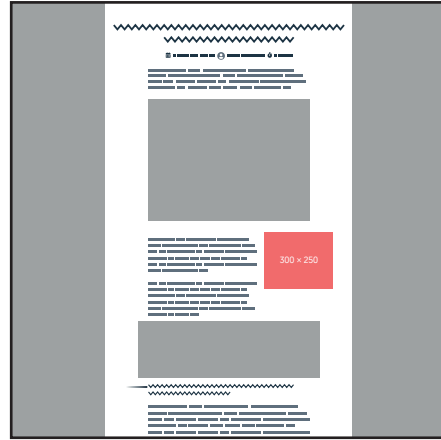


## DYNAMIC SITEBAR

Large, flexible banner ad in portrait format (like half-page ad) on the right-hand edge of the page

✂ 300×600 📎 200 kB

CPM from € 55

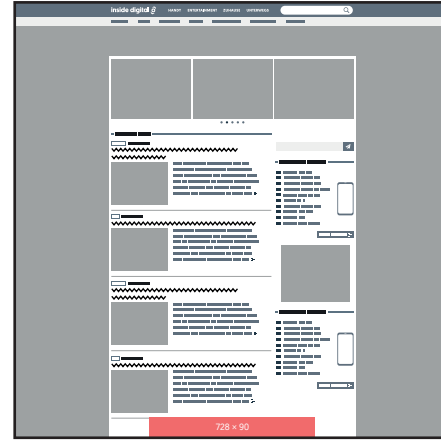


## CONTENT AD

Medium banner ad in landscape format on up to 4 positions in the content area

✂ 300×250 📎 200 kB

CPM from € 30

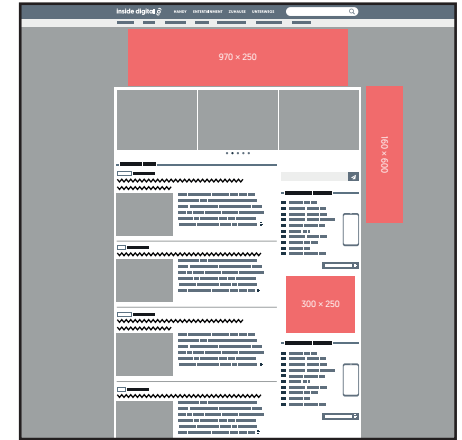


## CATFISHER

Medium banner ad in landscape format fixed at the bottom of the page

✂ 728×90 📎 200 kB

CPM from € 25

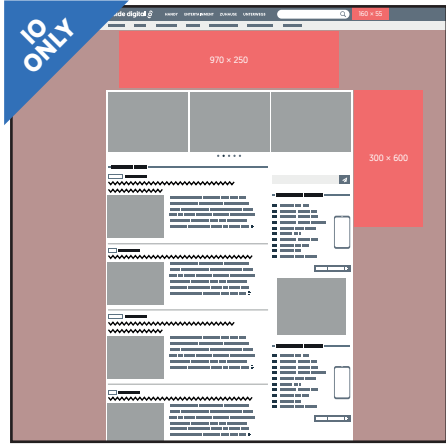


## DESKTOP BUNDLE

Consisting of content ad, skyscraper and superbanner

✂ 300×250 + 160×600 + 970×90  
📎 200 kB + 200 kB + 200 kB

CPM from € 20

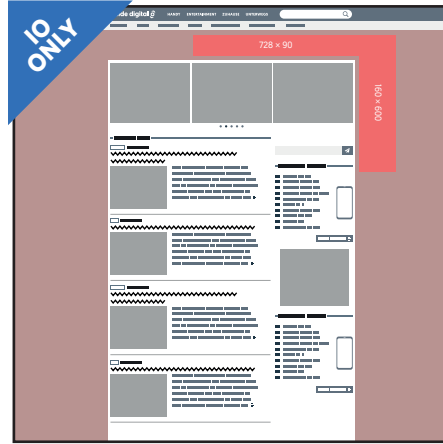


## HOMEPAGE TAKEOVER

Consisting of half-page ad, billboard and header branding plus page background

✂ 300×600 + 970×250

📦 200 kB + 200 kB

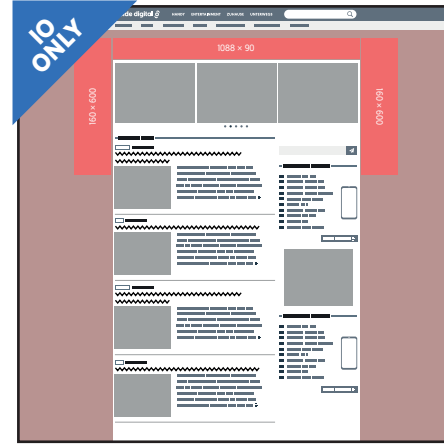


## WALLPAPER

Consisting of skyscraper and superbanner plus page background

✂ 160×600 + 970×90

📦 200 kB + 200 kB



## FIREPLACE

Large banner ads and page background surround the content area

✂ 1100×90 + 160×600 + 160×600

📦 200 kB + 200 kB + 200 kB

**Fixed price on request**

**CPM from € 55**

**CPM from € 65**

## PROGRAMMATIC ADVERTISING.

## WHERE TO FIND US.

### Network:

inside digital GmbH

ID: 1051321

**Ad Server:** Google Ad Manager 360

### Demand Partners:

Xandr, Ströer, Rubicon, Index

Exchange, Azerion, Adagio, Yieldlab,

Yoc, ...

**AppNexus Seat ID:** 3702

### Deal Type:

Preferred & Guaranteed

### Targeting:

Region, Topic areas  
and on request

## WE BUILD TRUST.

- ➔ Brand-safety strategy
- ➔ Full URL transparency
- ➔ No User-generated content
- ➔ No reporting on wars or conflicts



LET US TELL  
YOUR STORY.


Your brand, your product—we tell your story. Our editorial content solutions highlight every key performance indicator you focus on.

Our solutions scale from small sponsored articles via product tests through our readers to sophisticated content specials with several articles, perfectly tailored to your needs. Some of your advantages when advertising on inside digital:

- Close communication
- Custom-fit agreements
- Highly credible editorial content
- Long-term viewability and tracking

SPONSORED ARTICLE BUNDLE  
SMALL + LARGE.

Sponsored Article Bundle: choose our standard product available in two different categories: small and large, that always come with Browser Push.

SPA S BUNDLE	SPA L BUNDLE
You provide us with information and imagery on your product. Our experienced editorial team showcases it carefully.	
Browser Push included 	
up to 400 words	≈ 800 words
1 image	Several images/Gallery
1 feedback loop	2 feedback loops
Each additional feedback loop: € 100.00	
€ 1,169.00	€ 1,899.00

We recommend: Talk to us about our customised add-ons. →



**YOU WANT MORE?  
SPEED AHEAD.**

Push your campaign and raise your marketing success with our content add-ons.

## **PRICE LIST CONTENT ADD-ONS.**

<b>Product</b>	<b>Scope</b>	<b>Price</b>
Repub Bundle	Emphasise your content campaign with further publication(s) of your SPA	€ 598.00 per unit
Update Bundle	Keep your content campaign fresh with updates from our editorial team	€ 729.00 per unit
Social Push	SPA is promoted with adverts on Meta's platforms	from € 399.00 per unit
Instagram Bundle	Always includes story + post (Recommended for awareness)	€ 399.00 per unit
Facebook Bundle	Always includes story + post (Recommended for performance)	€ 399.00 per unit
Top of the News Day	SPA will be placed on top of the inside digital homepage (+ 1 Topic page)	€ 299.00 per unit
Newsletter	Placement inside our email newsletter with ≈ 62,600 subscribers	from € 299.00 per unit
Native Teaser	Medium banner (300×250), designed by inside digital	from € 7,50 CPM



**CONTENT  
SPECIAL.**

**14**

**PLEASE WELCOME ON  
STAGE: YOU.**

If you are interested in more than a sponsored article and need a bigger impact our content special is your solution. Our new product gives you the possibility to present your brand, your products and the topics you want to highlight in a branded environment on inside digital.



**AS SPECIAL AS YOU ARE.  
GET OUR NEW PRODUCT.**

### *Fixed Components*

- At least 3 SPAs as "Flagship articles"
- More topically related articles from the inside digital editorial team
- Landing page with your branding
- SEO check of the landing page
- Native teaser

### *Optional Components*

- More SPAs by arrangement
- Header branding or thematic banner
- Accompanying display campaign

Feel free to contact us for more information about our content special—as unique as your company/brand is. Customized by our sales experts.



## PRODUCT REVIEW.

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## YOUR PRODUCT IN FOCUS.

If you would like to convince our readers, that your product keeps what it promises, inside digital gives you the opportunity of professionally reviewing your product by an editor through all it's paces.



## AS INNOVATIVE AS YOUR PRODUCT. THIS IS WHAT YOU GET.

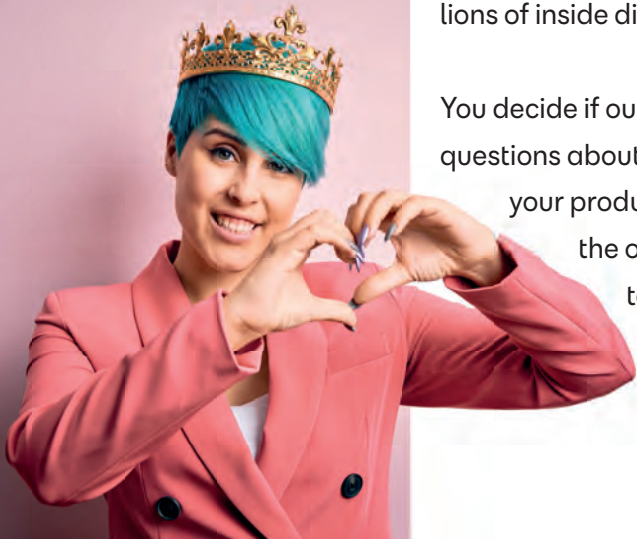
### *Fixed Components*

- One SPA L Bundle as review article
- Professional product check by one of our editors

### *Optional Components*

- Header branding
- Accompanying display campaign
- Additional content add-ons

Feel free to contact us for more information about our product review—as unique as your product. Customized by our sales experts.



YOUR PRODUCT.  
OUR USERS.

Some of your products surely deserve a more active handling. There's nothing more authentic than stories of real users that live-tested your product.

Real life product tests by our users or price draws make sure that your brand and products stick to the mind of millions of inside digital visitors.

You decide if our users have to answer questions about your product or test your product at home—but that's the only thing you have to do. We deal with everything else.

READERS' TEST OR PRICE DRAW?

Product Test

Readers test your product at home and the inside digital editorial team summarizes the results of the readers' test in a SPA L

READERS' TEST S	READERS' TEST L
Always included: landing page incl. design/IT and data protection check, Test guide for testers with relevant USPs, announcement article as SPA S Bundle and test results as SPA L Bundle	
up to 2 readers	3–5 readers
€ 5990.00	€ 7990.00

Social Media Price Draw

- Use inside digital's social media coverage to introduce your product/brand
- Winning the draw can be connected to answering questions concerning your product/brand (optional)

Further prices on request.

## WE'RE HERE TO HELP.

inside digital is your reliable and competent partner for all forms of digital advertising. From content marketing to IO or programmatic campaigns up to individual marketing concepts that fulfill all your needs.

We love to develop unique marketing concepts beginning with a first brainstorming and ending with a finalized campaign. Everything that's in between? Don't worry. Of course, we handle that, too.

Whatever you wish for, our experts are on your side.



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