TAKE A LOOK AT THE BIG PICTURE.

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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**¹ · · · · · · · · · · · · · 16.2 m
**Unique User**¹ · · · · · · · · · 8.6 m
**Page Views**¹ · · · · · · · · · 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.
OUR READERS LOVE ...

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

OUR READERS

- 93% love to read
- 1% love cats
- 4% love dogs

81%

SPEND MORE FOR BETTER QUALITY.

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

18-44
- 77% over €3,000
- 46% over €5,000

54%
- 46%
**MOBILE FORMATS.**

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

- **Dimensions**: 300 × 250
- **File size**: 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

- **Dimensions**: 100 × 55
- **File size**: 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

- **Dimensions**: 320 × 480
- **File size**: 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
BILLBOARD (TOP) / SUPERBANNER
Large banner ad in landscape format

- Dimensions max. 970 x 250
- File size max. 200 kB
- Viewability up to 53%
- CTR up to 0.7%
- CPM from €55

SKYSCRAPER (RIGHT)
Large banner ad in portrait format

- Dimensions max. 160 x 600
- File size max. 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

- Dimensions max. 160 x 600
- File size max. 200 kB
- Viewability up to 72%
- CTR up to 0.12%
- CPM from €25
<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Description</th>
<th>Size</th>
<th>Viewability</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BILLBOARD (CONTENT)</strong></td>
<td>Large banner ad in landscape format in the content area</td>
<td>800×250</td>
<td>63%</td>
<td>0.25%</td>
</tr>
<tr>
<td><strong>HEADER BRANDING</strong></td>
<td>Small banner ad in landscape format in the page header</td>
<td>160×55</td>
<td>63%</td>
<td>0.22%</td>
</tr>
<tr>
<td><strong>HALF-PAGE AD (RIGHT)</strong></td>
<td>Large banner ad in portrait format, top right</td>
<td>300×600</td>
<td>82%</td>
<td>0.35%</td>
</tr>
<tr>
<td><strong>HALF-PAGE AD (LEFT)</strong></td>
<td>Large banner ad in portrait format, on the left on 4 positions</td>
<td>300×600</td>
<td>68%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

- CPM from €55
- CPM from €55
- Fixed price per day €75
**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**

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

- **300×250**  
- **200 kB**

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

- **728×90**  
- **200 kB**

**DESKTOP BUNDLE**
Consisting of content ad, skyscraper and superbanner

- **300×250 + 160×600 + 970×90**  
- **200 kB + 200 kB + 200 kB**

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**CPM**

- **€ 55**
- **€ 30**
- **€ 25**
- **€ 20**
**HOME PAGE TAKEOVER**
Consisting of half-page ad, billboard and header branding plus page background

- 300×600 + 970×250
- $200\text{ kB} + 200\text{ kB}

**WALLPAPER**
Consisting of skyscraper and superbanner plus page background

- 160×600 + 970×90
- $200\text{ kB} + 200\text{ kB}

**FIREPLACE**
Large banner ads and page background surround the content area

- 1100×90 + 160×600 + 160×600
- $200\text{ kB} + 200\text{ kB} + 200\text{ kB}

*Fixed price on request*

*CPM from €55*

*CPM from €65*
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.

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

We recommend: Talk to us about our customised add-ons.
Push your campaign and raise your marketing success with our content add-ons.

**PRICE LIST
CONTENT ADD-ONS.**

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

**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.
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.

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**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**

- 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

<table>
<thead>
<tr>
<th>up to 2 readers</th>
<th>3—5 readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 5990.00</td>
<td>€ 7990.00</td>
</tr>
</tbody>
</table>

**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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