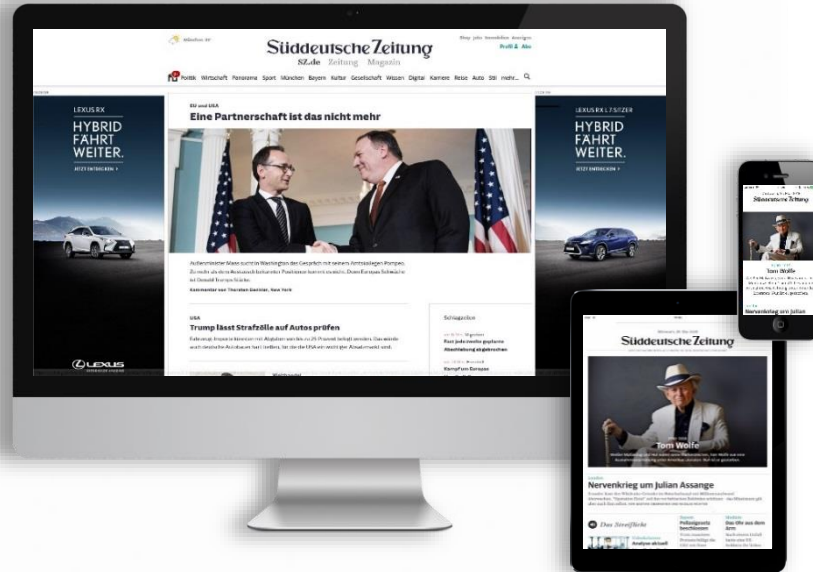


Digital Rates 2018/2019

Online, Mobile, Digital



SZ.de

CPM rates

Ad format	Device	Sections on SZ.de/ decision maker targeting RoS	SZ.de - RoS
Wallpaper	Online	77 €	55 €
Sitebar Ad	Online	83 €	60 €
Sticky Billboard	Online	83 €	60 €
Halfpage Ad (1:2 Banner / 300x600)	Online	77 €	55 €
	Mobile	85 €	60 €
Medium Rectangle	Digital	71 €	50 €
	Online	45 €	30 €
	Mobile	76 €	51 €
1:1 Banner (300x300) / Mobile High Impact Ad (Plus) (320x320)	Digital	53 €	35 €
	Online	47 €	32 €
	Mobile	76 €	51 €
Wide Rectangle	Digital	54 €	36 €
	Online	45 €	30 €
Rollover Ad ¹	Online	77 €	55 €
	Mobile	85 €	60 €
Mobile Carousel Ad	Digital	71 €	50 €
	Mobile	76 €	51 €
Mobile Panorama Ad	Mobile	76 €	51 €
Mobile Premium Rectangle	Mobile	85 €	60 €
Ad Bundle (Medium Rectangle, Superbanner)	Online	40 €	25 €
Superbanner	Online	45 €	30 €
Billboard	Online	77 €	55 €
10:1 Banner	Online	45 €	30 €
8:1 Banner	Online	62 €	44 €

Surcharges	
targeting basic (socio-demogr.)	
iq target decision maker-sections	15%
Bigger than specs (by arrangement)	25%

Digital

Delivery: 50% Online/ 50% Mobile

All prices plus VAT where applicable.

The advertising terms and conditions of the portal operators apply (see also: www.iqdigital.de) – valid from 01 September 2018.

SZ.de

CPM rates

Ad format	Device	Sections on SZ.de/ decision maker targeting RoS	SZ.de - RoS
6:1 Banner	Online	62 €	44 €
	Mobile	30 €	15 €
	Digital	40 €	26 €
4:1 Banner	Online	77 €	55 €
	Mobile	40 €	25 €
	Digital	51 €	35 €
3:1 Banner	Online	77 €	55 €
	Mobile	40 €	25 €
	Digital	51 €	35 €
2:1 Banner	Online	108 €	77 €
	Mobile	45 €	30 €
	Digital	67 €	47 €
Content Video Ad	Online	76 €	54 €
	Mobile	76 €	51 €
	Digital	67 €	46 €
InTxT Square	Mobile	76 €	51 €
InTxT Vertical	Mobile	85 €	60 €
Pre-Roll max. 20"	Digital		80 €
Pre-Roll max. 30"	Digital		105 €
Content Video Ad up to 20" (cost per completed view)	Online		0,17 €
	Mobile		
	Digital		0,15 €
Content Video Ad up to 30" (cost per completed view)	Online		0,25 €
	Mobile		
	Digital		0,22 €

Surcharges	
targeting basic (socio-demogr.) iq target decision maker-sections	15%
Bigger than specs (by arrangement)	25%

Digital

Delivery: 50% Online/ 50% Mobile

All prices plus VAT where applicable.

The advertising terms and conditions of the portal operators apply (see also: www.iqdigital.de) – valid from 01 September 2018.

Device	Period Business days: MON, TUE, WED or THU Weekend: FRI-SUN	Ad Impressions	Category 1	Category 2 (always stand-alone)
Digital	Business day	1.130.000	41.020 €	56.929 €
Digital	Weekend	2.650.000	84.744 €	120.248 €

Category 1	Wallpaper, Halfpage Ad (Online), 6:1 4:1 Banner (Mobile), Billboard, Sitebar Ad, Fireplace, 4:1 (Online), Mobile High Impact Ad (Plus) (1:1), 2:1 3:1 (Mobile), Mobile Panorama Ad, Mobile Carousel Ad
Category 2 (always stand-alone)	Pushdown Billboard, Cinema Ad, Doppel Sitebar, Premium Rectangle (Mobile), 3:1 Banner (Online), Dynamisches Fireplace, Billboard mit Reminder, Pushdown Video Ad (Mobile), Brand Value Ad (Online/Mobile), Dynamisches Brand Value Ad (Online), Rollover Event (Online/Mobile), Homepage Take Over (Online), Premium Rectangle with Reminder (Mobile)

Homepage rates 2nd placement

Device	Period Business days: MON, TUE, WED or THU Weekend: FRI-SUN	Ad Impressions	Category 1	Category 2
Digital	Business day	525.000	19.053 €	26.468 €
Digital	Weekend	1.350.000	43.225 €	61.468 €

Category 1	Billboard, 4:1 3:1 (Online), Mobile High Impact Ad (Plus) (1:1), 2:1 3:1 (Mobile)
Category 2	1:1 2:1 (Online), Premium Rectangle (Mobile), Mobile Rollover Ad

Volume Packages rates, from Monday – Sunday (I)

Website	Section	Imps per week	Category 1	Category 2	Imps per week	Category 1	Category 2	Imps per week	Category Online 1 Mobile 1	Category Online 1 Mobile 2	Category Online 2 Mobile 1	Category Online 2 Mobile 2
Online				Mobile				Digital				
SZ.de	Automotive	300.000	6.600 €	9.300 €	70.000	2.154 €	3.035 €	370.000	7.660 €	8.430 €	10.022 €	10.793 €
	Digital	750.000	21.000 €	30.000 €	150.000	4.643 €	6.632 €	900.000	22.437 €	24.178 €	30.312 €	32.053 €
	Business & Finances	600.000	13.200 €	18.600 €	500.000	17.500 €	25.000 €	1.100.000	26.863 €	33.425 €	31.588 €	38.150 €
	Career & Education	750.000	13.500 €	21.000 €	150.000	4.050 €	6.300 €	900.000	15.356 €	17.325 €	21.919 €	23.888 €
	Culture	450.000	9.900 €	13.950 €	150.000	4.425 €	6.236 €	600.000	12.534 €	14.119 €	16.078 €	17.662 €
	Media	150.000	4.200 €	6.000 €	150.000	4.056 €	5.794 €	300.000	7.224 €	8.745 €	8.799 €	10.320 €
	Munich/Bavaria	750.000	16.500 €	23.250 €	550.000	14.808 €	20.865 €	1.300.000	27.394 €	32.695 €	33.300 €	38.601 €
	Panorama	600.000	13.200 €	18.600 €	500.000	10.517 €	14.820 €	1.100.000	20.753 €	24.518 €	25.478 €	29.243 €
	Society	300.000	6.600 €	9.300 €	150.000	3.155 €	4.446 €	450.000	8.536 €	9.665 €	10.898 €	12.028 €
	Politics	750.000	16.500 €	23.250 €	750.000	20.123 €	28.354 €	1.500.000	32.045 €	39.247 €	37.951 €	45.153 €
	Travel	350.000	9.800 €	14.000 €	80.000	2.773 €	3.962 €	430.000	11.002 €	12.042 €	14.677 €	15.717 €
	Sport	750.000	13.500 €	21.000 €	500.000	10.519 €	16.364 €	1.250.000	21.017 €	26.131 €	27.580 €	32.693 €
	Stil (exclusive only)	150.000	15.000 €	15.000 €	80.000	2.800 €	2.800 €	230.000	15.575 €	15.575 €	15.575 €	15.575 €
	SZ-Magazin	200.000	6.400 €	9.000 €	300.000	9.600 €	14.214 €	500.000	14.000 €	18.037 €	16.275 €	20.312 €
	Science & Health	200.000	5.600 €	8.000 €	150.000	4.080 €	5.828 €	350.000	8.470 €	10.000 €	10.570 €	12.100 €
Selected Rotation	500.000	7.500 €	11.000 €	500.000	7.500 €	11.000 €	1.000.000	13.125 €	16.188 €	16.188 €	19.250 €	
Jetzt.de	Portalpaket	125.000	3.500 €	5.000 €	400.000	11.200 €	16.000 €	525.000	12.863 €	17.063 €	14.175 €	18.375 €

Volume Packages rates, from Monday – Sunday (II)

Rate category	Online	Mobile
Category 1	Billboard, 3:1, 4:1, Wallpaper, Sitebar	2:1, 3:1
Category 2	Take Over	Premium Rectangle, High Impact Ad (Plus) , Carousel Ad, Panorama Ad, Rollover Ad

Surcharges on volume packages	Surcharge on gross rate
100% Share of Voice for booked ad format	50%
Standalone ((Exclusivity) with the exception of publisher's proprietary advertising)	100%

Selected Rotation	Sections
SZ.de	Panorama Sports Career Politics Media

Website	Newsletter	Subscribers (per edition)	Release date	Minimum booking frequency	Rate
News and Business					
SZ.de	SZ Espresso	60.000	Mo-Fr (twice a day), Sat morning and Sun evening	6 editions (Mo-Sat morning or Mo-Fr + Sun evening)	5.400 €
				12 editions (Mo-Sa morning and Mo-Fr + So evening)	9.480 €
SZ.de	SZ Nullachtnu (Munich news)	8.600	Sunday - Friday	6 editions (1 week)	1.500 €
SZ.de	Prantls Blick	23.000	Sunday	1 edition	1.800 €
SZ.de	PLAN W	3.500	Wednesday	1 edition	Pos.1: 1.500 € Pos. 2: 1.200€ Pos. 3: 1.000 €
Jetzt.de	Jetzt.de	28.000	Monday – Friday	5 editions (1 week)	2.800 €
Special Interest					
SZ.de	SZ Magazin	43.000	Thursday and Saturday	1 edition (Thu or Sat)	2.100 €
				2 editions (Thu or Sat)	3.800 €
SZ.de	Das Rezept	19.000	Friday	4 editions(1 month)	1.500 €
SZ.de	Sport am Wochenende	7.200	Sunday	4 editions(1 month)	1.100 €
SZ.de	SZ Familie	5.400	Friday	1 edition	1.000 €
SZ.de	SZ Kino	7.700	Friday	1 edition	1.500 €

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Table of discounts and surcharges

From gross annual turnover of	Discount
0 € up to 50.000 €	0,0%
50.000 € up to 100.000€	3,0 %
100.000 € up to 250.000 €	5,0 %
250.000 € up to 600.000 €	10,0 %
600.000 € up to 1.000.000 €	12,5 %
1.000.000 € up to 1.750.000 €	15,0 %
1.750.000 € up to 3.000.000 €	17,5 %
> 3.000.000 €	20,0 %

Surcharges	
targeting basic (socio-demogr.)	15%
Bigger than specs (by arrangement)	25%
Homepage Standalone	25%

Minimum booking volume
3.500 € agency net

