

PRICE LIST 2024 – DIGITAL MEDIA

CPM in euro

| Ad format | Device | Category | Run of Network |
|--------------------|--------------|----------|----------------|
| Connected TV Spot* | Connected TV | 100 | 90 |

| Ad format | Device | Run of Site | Channel | Run of Network | ROS Luxury | Channel Luxury |
|----------------------------------|-------------|-------------|---------|----------------|------------|----------------|
| MULTISCREEN | | | | | | |
| Pre Roll | Multiscreen | 100 | 90 | 60 | 200 | 160 |
| Event 100% Share of Voice | Multiscreen | 100 | -- | -- | 290 | -- |
| Outstream | Multiscreen | 90 | 80 | 60 | 120 | 85 |
| Sticky Footer Ad | Multiscreen | 80 | 70 | 40 | 200 | 180 |
| Understitial | Multiscreen | 80 | 70 | 40 | 250 | 180 |
| Gallery Ad | Multiscreen | 75 | 65 | 35 | 190 | 135 |
| Halfpage Ad | Multiscreen | 75 | 65 | 35 | 190 | 135 |
| Premium Ad Bundle | Multiscreen | 75 | 65 | 35 | 160 | 115 |
| Hero Ad** | Multiscreen | 75 | 65 | -- | 175 | 125 |
| Medium Rectangle | Multiscreen | 40 | 30 | 20 | 110 | 80 |
| Ad Bundle | Multiscreen | 35 | 25 | 15 | -- | -- |
| DESKTOP & MOBILE ONLY | | | | | | |
| Sitebar | Desktop | 85 | 75 | 45 | 210 | 150 |
| Billboard | Desktop | 75 | 65 | 35 | 190 | 135 |
| Social Cards | Mobile | 85 | 75 | 45 | 195 | 140 |
| Mobile Content Ad 4:1 / 6:1 | Mobile | 25 | 15 | 10 | - | - |

PRICE LIST 2024 – DIGITAL MEDIA

CPM in euro

| Ad format | Device | Run of Site Netdoktor.DE | Run of Site Netdoktor.AT | Run of Site Netdoktor.CH |
|--|-------------|-----------------------------|-----------------------------|-----------------------------|
| MULTISCREEN | | | | |
| Keyword Targeting (exclusive) / Themed Targeting | Multiscreen | 108 | Package pricing | Package pricing |
| Pre Roll | Multiscreen | 100 | 100 | 165 |
| Understitial | Multiscreen | 80 | 80 | 130 |
| Gallery Ad | Multiscreen | 75 | 75 | 125 |
| Halfpage Ad | Multiscreen | 75 | 75 | 125 |
| Premium Ad Bundle | Multiscreen | 75 | 75 | 125 |
| Medium Rectangle | Multiscreen | 40 | 40 | 65 |
| Ad Bundle | Multiscreen | 35 | 35 | 60 |
| DESKTOP & MOBILE ONLY | | | | |
| Sitebar | Desktop | 85 | 85 | 140 |
| Billboard | Desktop | 75 | 75 | 125 |
| Social Cards | Mobile | 85 | 85 | 140 |
| Mobile Content Ad 4:1 / 6:1 | Mobile | 25 | 25 | 40 |

PRICE LIST 2024 – DIGITAL MEDIA (FUNKE TITEL ONLY)



CMP in euro

| Ad format | Device | Run of Site | Channel | Run of Network |
|---|-------------|-------------|---------|----------------|
| MULTISCREEN | | | | |
| Native Ad** | Multiscreen | 75 | 65 | 35 |
| DESKTOP & MOBILE ONLY | | | | |
| Fireplace | Desktop | 85 | 75 | 45 |
| Native Ad | Desktop | 85 | 75 | 45 |
| Wallpaper | Desktop | 85 | 75 | 45 |
| Halfpage Ad* | Desktop | 80 | 70 | 40 |
| Skyscraper | Desktop | 35 | 25 | 15 |
| Native Ad | Mobile | 85 | 75 | 75 |
| Mobile Floor Ad XL/ Sticky Footer Ad | Mobile | 85 | 75 | 45 |

PRICE LIST- DIGITAL MEDIA

| | |
|---|---|
| Native Advertisement & Branded Content | Native article / video, advertorials and editorial specials upon request. |
| Targeting | e.g. Geo, browser, device, user, interest Standard: =2 criteria → surcharge of 5€ on the gross CPM Premium: >2 criteria and audience targeting/segment creation → surcharge of 15€ on the gross CPM |
| Frequency Cap | FC 1/24h is included, more frequent FC on request |
| Exclusive booking | Homepage events, permanent placements on request |
| Exclusion of one website or more from rotations or devices from multiscreen bookings | Surcharge of 5€ on the gross CPM per website / device |
| Creation of advertising material | On request |
| Creation Landing Page | On request |
| Minimal booking volume | 4.000 € net/net |

Not all forms of advertising can be booked on all websites.

Prices (CPM, gross) are in euros and do not include VAT.

BCN reserves the right to adjust prices. Information on the technical specifications can be found in the Digital TechSpecs under:

<https://bcn.burda.de/werbeloesungen/digital/werbeformate/>

Showroom of the advertising formats on offer:

https://bcn.burda.de/werbeloesungen/digital/werbeformate

Delivery of advertising material to: bcn.campaigning@bcn.group

Cancellations of advertising orders must be made in writing or by e-mail; the cancellation period is 2 weeks before the start of the booking, or 2 weeks before the end of the month if the booking is already in progress. Cancellation fees will be charged to the client in the following cases: Cancellation up to 1 week before the start of the campaign: 50% of the net campaign value; Cancellation up to 3 working days before the start of the campaign: 80% of the net campaign value; Cancellation 3 working days or more before the start of the campaign: 100% of the net campaign value.

Terms of payment: Net payment within 30 days of the invoice date.