



# netzwelt.de

Home of good advice

- High quality journalism brought to the consumers with 100% produced content by our own editors –every day and exclusive!
- Focus on test reports and buying guides which provide our users with full information to make the right decision what to buy
- Focus on trends in the field of portable consumer electronics and entertainment
- Advisory service has the highest priority. No scientific analysis
- Multimedia-based: Videos, illustrations, photos& articles, 100% responsive for all (mobile) devices
- Extensive social media activities of our own social media editors
- 100% free content. No pay wall





# Facts & Figures

# Top-Tech-Site

High impact and reach for Consumer Electronics

**5.689.000** Unique User

**11.866.000** Visits

**13.500.000** Mobile PI **21.833.000** Page Impressions

**4.899.000** Mobile Visits

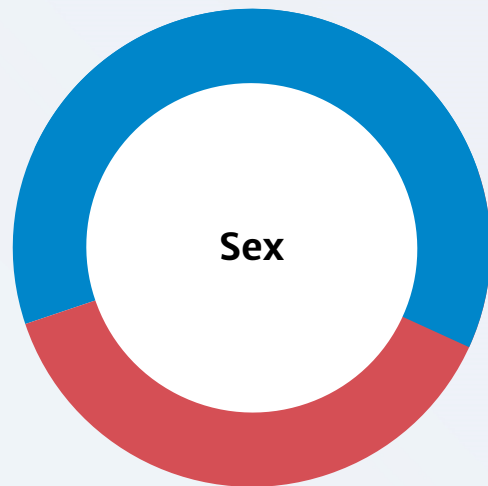
**750.000** Video Views



**620.000** Follower  
Owned Social Media Channels

# Target Group

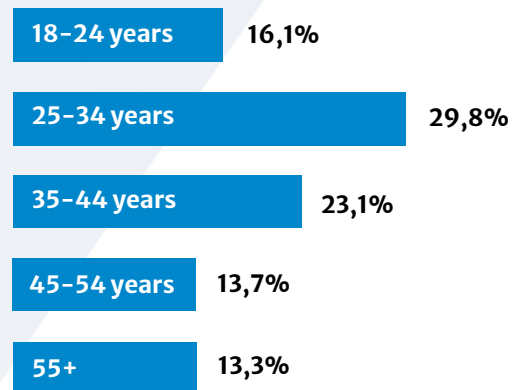
Young Men, level of income and education above average



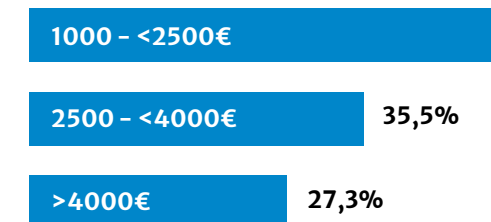
Sex

34,1%  
women

## Age



## Income (Household/net)



Kategorie gemeinsamer Interessen (Reichweite)

3,84 %	
3,25 %	
3,24 %	
3,03 %	
2,98 %	
2,97 %	
2,50 %	
2,34 %	
2,23 %	
2,19 %	

Segment mit kautbereiten Zielgruppen

Shoppers/Value Shoppers	3,96 %
Media & Entertainment/TV Lovers	2,54 %
Technology/Mobile Enthusiasts	2,33 %
Media & Entertainment/Movie Lovers	2,24 %
News & Politics/Avid News Readers	2,08 %
Technology/Technophiles	2,03 %
Food & Dining/Cooking Enthusiasts/30	1,78 %
Sports & Fitness/Sports Fans	1,58 %
Shoppers/Bargain Hunters	1,58 %
Lifestyles & Hobbies/Green Living Enthl	1,50 %

Consumer Electronics/Mobile Phones
Telecom/Mobile Phone Service Providers
Consumer Electronics/Game Consoles/Sony PlayStation
Consumer Electronics/Televisions
Computers & Peripherals/Computers/Tablets & Ultraportable Devices
Telecom/Internet Service Providers
Autos & Vehicles/Motor Vehicles/Motor Vehicles (New)
Computers & Peripherals/Computer Accessories & Components
Real Estate/Residential Properties
Dating Services



# Ads

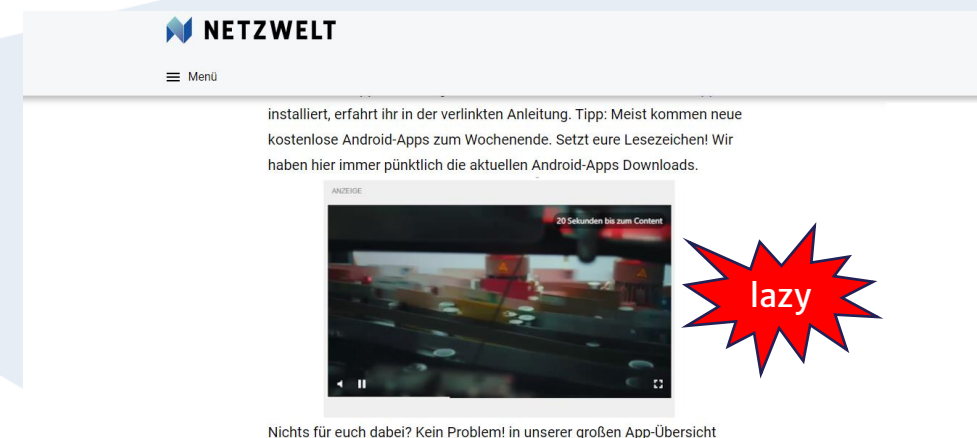
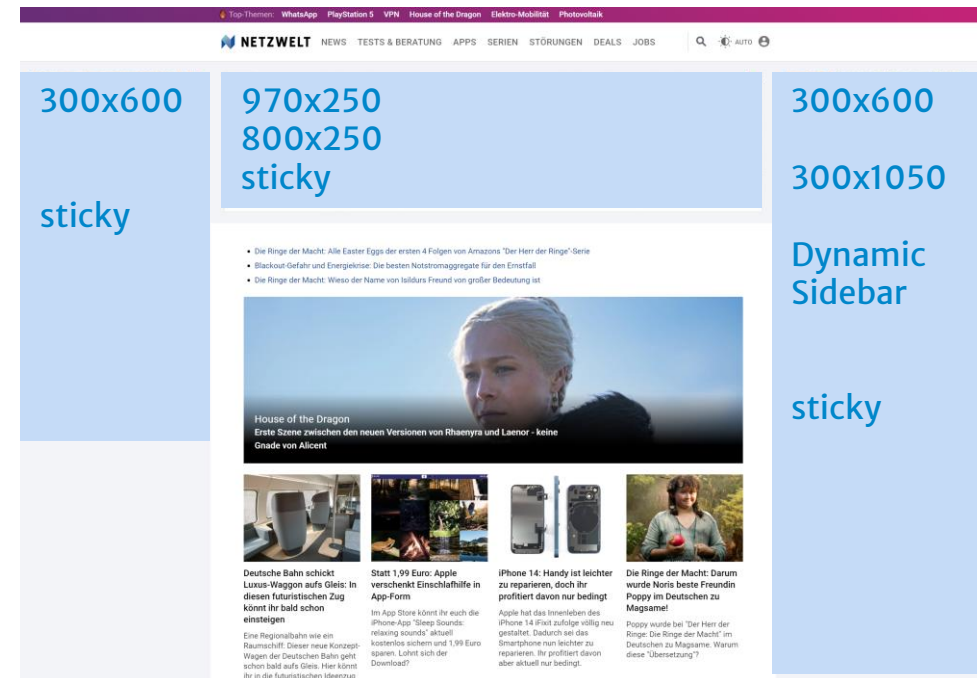
programmatic – I/O (exclusive, content)

# Ad Types

Desktop: Sticky, Lazy, Multi-Size.

- **Landscape/Header.**  
Sizes: 970x250, 800x250,...
- **Portrait/on the right and left side, sticky.**  
Sizes: 160x600, 300x600, 300x1.050 Pixel, Dynamic Sidebar (I/O)
- **In-Content-Ads/embedded into content, lazy.**  
Sizes: 300x250, 728x90, 970x250, native
- All sizes delivered by Google Admanager 360
- **Targeting** (keyword, region, devices, competitors,...)

- **Outstream-Video/In-content, lazy** →



# Ad Types

Mobile: Sticky, Lazy, Multi-Size.

- **Landscape/Header, sticky.**  
Sizes: 300x100, 300x150,...
- **In-Content-Ad, embedded into content, lazy.**  
Sizes: 300x250, 300x600, native
- **Mobile Interstitial/overlay.**  
Sizes: 300x600, 320x480
- All sizes delivered with Google Ad Manager 360
- **Targeting** (keyword, region, devices, competitors,...)





# Content

Sponsored Post, Advertorial, TeaserAds.

- **Sponsored Posts** starting at 2.500,- Euro / Standard-Newstemplate (Deal, Product Presentation,...)
- **Advertorials** starting at 5.000,- Euro / flexible Template, URL of choice. **Teaser Ads** – Netzwelt-Newsteaser-Lookalike
- **Homepage/Top-News** – 500,- Euro / 24 hours
- **Social Media Push** – for example via Facebook with 50.000+ Follower or Instagram with >10.000 Follower. Efficient additional push via facebook-ads possible.
- **Special Integration** – for example Headerbutton, ++++News-Ticker++++, Raffles.



Media Markt  
Technik-Deals: Den besten Angeboten auf den Zahn geföhrt



Kaspersky  
Kaspersky-Produkte reduziert: Sicherheitssoftware nur noch für kurze Zeit zum Sparpreis



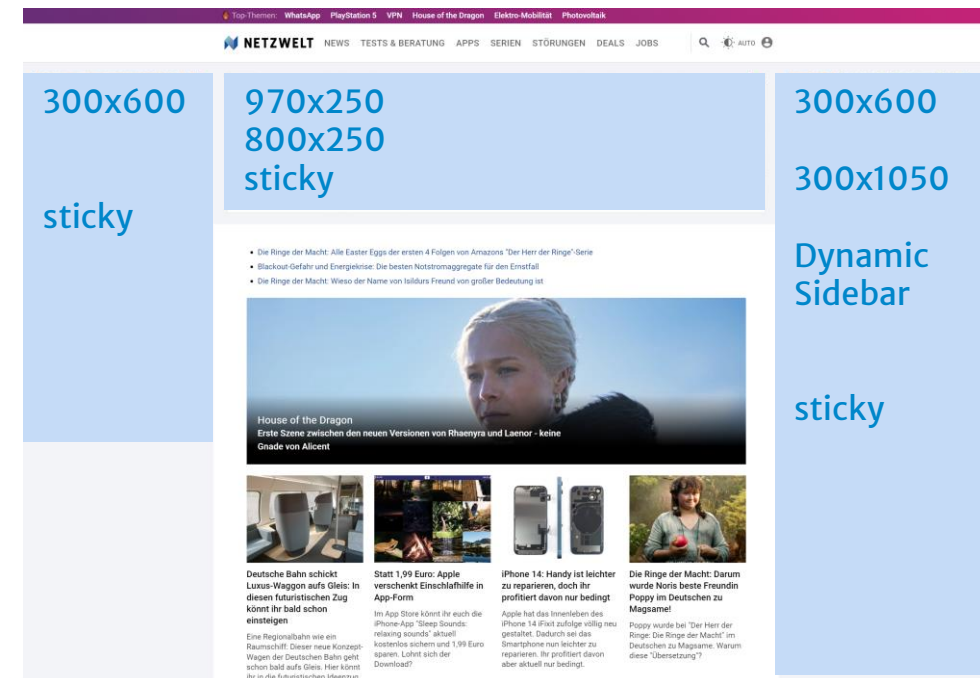
Afilio  
Patientenverfügung als PDF



# Technology

Adserver: Google Ad Manager 360

- Adserver: Google Ad Manager 360 sowie Prebid
- Display SSP: Google, Amazon, Xandr, Ströer, Criteo, YOC
- Native Ad SSP: Google
- Video SSP: Google
- Mobile Banner: Google, Amazon, Xandr, Stroer, Criteo, YOC, GumGum, ScreenOnDemand
- Mobile Interstitial: Google
- Outstream: Google
- Rich Media Desktop: YOC, GumGum, ScreenOnDemand
- Deatype: Preferred Deals, Programmatic Guaranteed.
- Direct booking of all sizes possible.



The screenshot shows the NETZWELT website layout with several ad placements highlighted in blue boxes:

- 300x600 sticky**: Located on the left side of the page.
- 970x250 800x250 sticky**: Located at the top of the main content area.
- 300x600 300x1050 Dynamic Sidebar sticky**: Located on the right side of the page.

The main content area features a large article titled "House of the Dragon" with a sub-headline "Erste Szene zwischen den neuen Versionen von Rhaenyra und Laenor - keine Gnade von Alicent". Below the article are four smaller articles with images:

- Deutsche Bahn schickt Luxus-Waggon aufs Glets: In diesem futuristischen Zug könnt ihr bald schon einsteigen**
- Statt 1,99 Euro: Apple verschenkt Einschlafhilfe in App-Form**
- iPhone 14: Handy ist leichter zu reparieren, doch ihr profitiert davon nur bedingt**
- Die Ringe der Macht: Darum wurde Noris beste Freundin Poppy im Deutschen zu Maggamel**

# Contact

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