



Brands, media, achievers.



Preface

MEEDIA – Brands, media, achievers

Since 2008, MEEDIA has become a daily source of information for everyone interested in media. Now, the wide-ranging online portal is becoming **a cross-channel sector and business medium**.

MEEDIA is no longer limited to media journalism but also accompanies the marketing sector: critically, independently and fairly. **MEEDIA thus becomes a full-range supplier for communication in Germany** and beyond. Accordingly, the digital offering is being extended - first of all, MEEDIA has now been published as a **printed weekly magazine** since April 2020.

More analyses and background information, more case studies and data, more opinion pieces. The new MEEDIA is directed at **media creatives and advertising professionals, to decision-makers and all those who want to be**. Competent and profound. The editorial staff has set itself a clear goal: **MEEDIA will become a must-read magazine of creators** - and an even more vital communication path into and for the sector.

As usual, news and comments on meedia.de are free of charge. The value-added B2B contents though are available as **premium content both online and in print via a subscription**. Quality has its price but it's affordable. You will see why on the following pages.

With kind regards, your



Matthias Oden

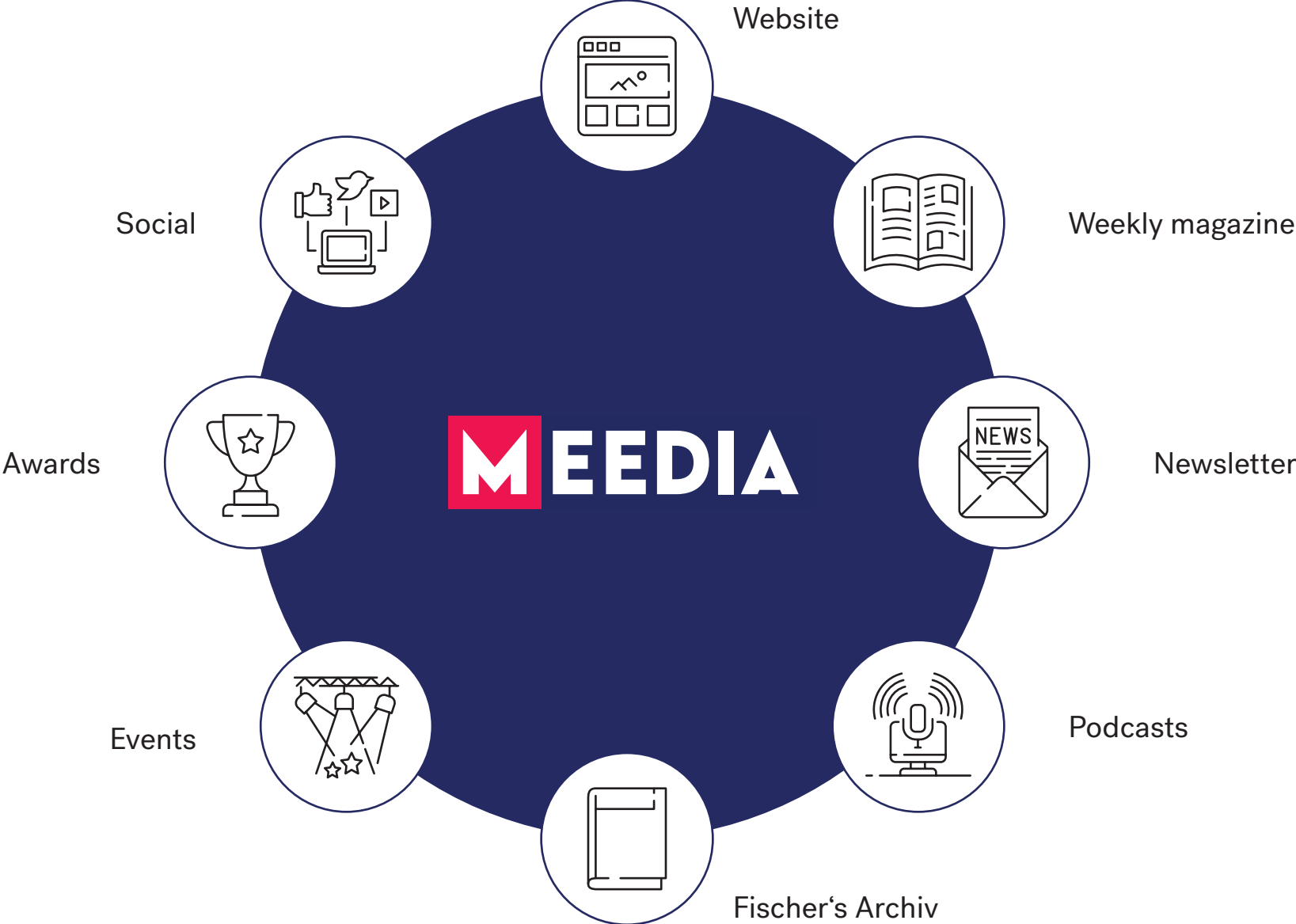
Editor in Chief and Managing Director



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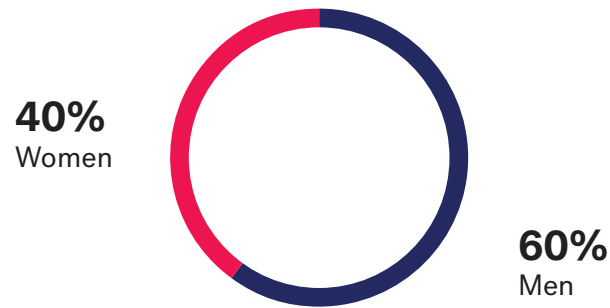
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MEEDIA- Ecosystem 2020

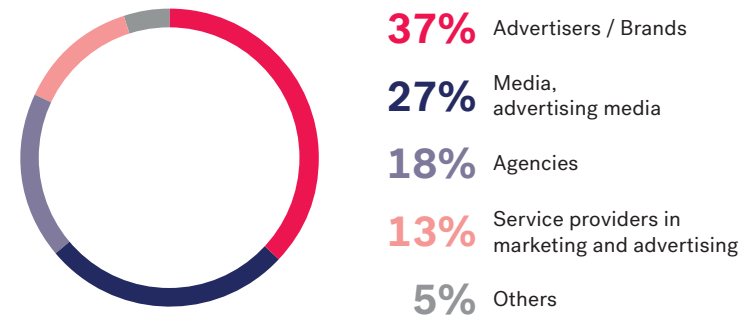


Target Group

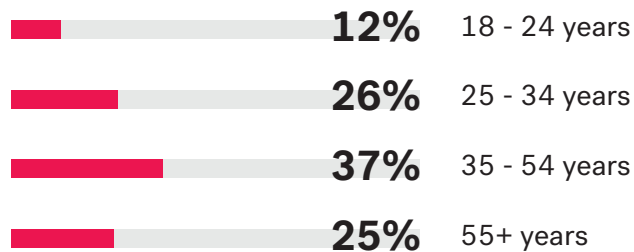
Gender



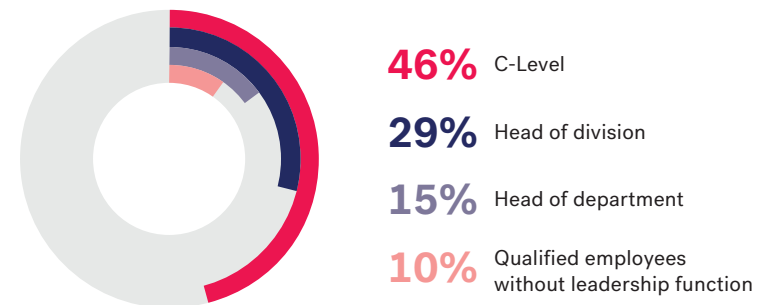
Company



Age



Professional level



Source: Google Analytics, Online survey by Innofact AG (February/March 2017)

Brand reach



> 877,000
Unique users



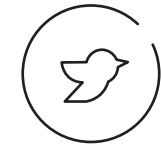
ca. 8,000
Copies print edition



> 265,000
Facebook readers



> 1,329,000
Gross number of contacts



> 109,000
Twitter followers



> 52,000
Newsletter subscribers



> 18,000
Xing followers

Source: Google Analytics, Mailchimp, Social Media (As of March März 2020).

Advertising Options

As a mouthpiece into the sectors media and marketing, we're bringing you and your communication need into the foreground. We automatically employ all communication channels of MEEDIA - both on the editorial as well as the advertising side. We no longer differentiate by advertising formats but target all devices.



This means for your communication:

1. **Hardly any any lost of ad scatter**
2. **Optimum coverage of target groups**
3. **Visibility on all channels**

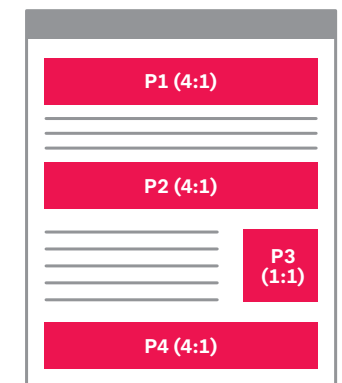
Weekly magazine + ePaper



Mobile



Desktop



The right package for every communication strategy:

- › Weekly presence: attention-grabbing and sustained effect of your ad on all channels
- › Daily, current integration: exclusive daily inclusion in newsletter or exclusive daily allocation on the homepage
- › Specials: from native advertising over podcasts or commercial newsletters to supplements and supplementary booklets

Weekly Presence: Digital + Print

Ready for Take-off

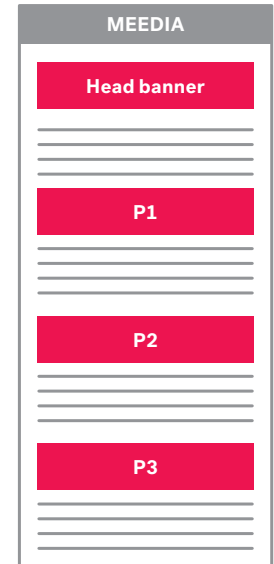
In its advertising view of its readers or users, MEEDIA also follows the principle of cross-channel communication: Every weekly booking automatically includes the ad in the print magazine as well as the integration of the advertising materials on both desktop and mobile.

Your weekly package	Weekly magazine incl. ePaper	+	Desktop*	+	Mobile*	Price per week in €	>	Your upgrade for your top placement	Price per week in €
Business Class	1/1 page	+	Billboard P1 and P2 alternate	+	Billboard P1 and P2 alternate	16,500.-	>	U3 + Billboard U2 + Billboard U4 + Billboard	17,000.- 18,000.- 19,000.-
First Class	2/1 page	+	Billboard P1 and P2 alternate	+	Billboard P1 and P2 alternate	25,000.-	>	U2 + page 3 + Billboard	28,000.-
Economy Class	1/2 page 1/3 page	+	Content Ad P3	+	Content Ad P3	9,500.- 9,500.-	>	1/3 page next to table of contents + Content Ad	10,200.-

*Digital placements: rotation within the respective section and article pages.
All prices plus legal V.A.T.

Daily Allocation: Digital only

Daily booking	Placement Digital	Description	Price per day in €
MEEDIA Newsletter exclusive	Head banner or text image ad P1	Exclusive and sole booking in a MEEDIA newsletter of your choice: Newsletter #trending or News overview or Winterbauer's Week	1,550.- each
MEEDIA Newsletter	Head banner or text image ad P1	Booking in a MEEDIA newsletter of your choice: Newsletter #trending or News overview or Winterbauer's Week	1,200.- each
	banner or text image ad P2 or P3 (as available)		790.- each



Our newsletter:



#trending: Monday - Friday morning (12,000 recipients): our daily social media radar

News overview: Monday - Friday at noon (32,000 recipients): the most important news at a glance

Winterbauer's Week: Friday (32,000 recipients): the media column for the weekend

If you book the newsletter for the entire week, you will receive 20 % discount. All prices plus legal V.A.T.

Daily Allocation: Digital only

Day booking	Placement Digital	Description	Price per day in €
Homepage Takeover	P1, P2, P3, P4	Booking all four advertisement slots guarantees your Wow! appearance. Exclusive and sole booking of the homepage ensures undivided attention for you.	15,000.-
Homepage single Placement	P1	High-profile appearance with at least 25% Share of Voice.	4,000.-
	P2		3,500.-
	P3		3,000.-
	P4		2,500.-
Your Commercial Newsletter	One-time mailing to 32,000 subscribers of main newsletter	Present your expertise and your contents. We will create your own newsletter as you like it and with your contents.	8,500.-

If you book the homepage for the entire week, you will receive 20 % discount. All prices plus legal V.A.T.

Specials and Special Ads

Nothing is impossible.

At least almost nothing. We do not wish to limit you or our creativity.

We're offering all standard and special advertising formats, both printed and digital. We also enjoy being challenged by you or getting to devise individual and unusual advertising formats together with you.

Contact us!



Franziska Radmacher

Your contact person for
specials and special ads

Phone: +49 173 6634632

franziska.radmacher@meedia.de

For instance, you could sponsor one of our magazine sections, or you could have a content-rich showcase with an advertorial. We'd be happy to send you example implementations.



Dates

Month	Issue	PD	CD
APR	17	20.04.2020	08.04.2020
	18	27.04.2020	17.04.2020
MAY	19	04.05.2020	23.04.2020
	20	11.05.2020	30.04.2020
	21	18.05.2020	08.05.2020
	22	25.05.2020	14.05.2020
JUN	23	01.06.2020	22.05.2020
	24	08.06.2020	28.05.2020
	25	15.06.2020	04.06.2020
	26	22.06.2020	12.06.2020
	27	29.06.2020	19.06.2020
JUL	28	06.07.2020	26.06.2020
	29	13.07.2020	03.07.2020
	30	20.07.2020	10.07.2020
	31	27.07.2020	17.07.2020
AUG	32	03.08.2020	24.07.2020
	33	10.08.2020	31.07.2020
	34	17.08.2020	07.08.2020
	35	24.08.2020	14.08.2020
	36	31.08.2020	21.08.2020

Month	Issue	PD	CD
SEP	37	07.09.2020	28.08.2020
	38	14.09.2020	04.09.2020
	39	21.09.2020	11.09.2020
	40	28.09.2020	18.09.2020
OCT	41	05.10.2020	25.09.2020
	42	12.10.2020	02.10.2020
	43	19.10.2020	09.10.2020
	44	26.10.2020	16.10.2020
NOV	45	02.11.2020	23.10.2020
	46	09.11.2020	30.10.2020
	47	16.11.2020	06.11.2020
	48	23.11.2020	13.11.2020
	49	30.11.2020	20.11.2020
DEC	50	07.12.2020	27.11.2020
	51	14.12.2020	04.12.2020
	52	21.12.2020	11.12.2020

Publishing dates may shift due to current events or internal plans. Individual issues may be combined into double issues.

PD: Publication date

CD: Closing date for advertisements

Technische Spezifikationen Print

Magazine format:	220 mm wide x 280 mm high
Printing and binding methods:	Sheet offset (Euroscale), stapled
Digital advertisement print documents:	
File format:	min. PDF/X-3:2002
Profile:	ISOcoated_V2_300_eci.icc
Data transmission & Info:	ads@meedia.de
Editing print documents:	Costs depend on data volume
Frequency of publication:	Monday every week, see schedule
Terms of payment:	Due instantly without reduction
Cancelation:	in written form by advertising deadline
Bank details:	HypoVereinsbank IBAN: DE71 1002 0890 0030 3225 33 BIC: HYVEDEMM488
Editorial staff and publisher:	MEEDIA GmbH Bavariaring 28 80336 München www.meedia.de

Format	Width* in mm	Height* in mm
1/1 page	220	280
U2, U3, U4	220	280
2/1 page	440	280
U2 + S. 3	440	280
1/2 page portrait	110	280
1/2 page landscape	220	140
1/3 page portrait	73	280
1/3 page landscape	220	93

* For all stated measurements, bleed margins of 3 mm each are to be added to all outer edges.

Technical Specifications Online

Desktop

Position	Description	Ad Format	Max. Format in Pixels
P1*	Billboard	4:1	1000 x 250
P2*	Billboard	4:1	1000 x 250
P3*	Content Ad	1:1	300 x 250
P4*	Billboard	4:1	1000 x 250
	Banner		560 x 200
Newsletter	Text image ad		560 x 314 + ca. 300 characters text

*Rotation

Static or animated banner:

- › File format: JPG, PNG, GIF or HTML5 (not newsletter)
- › Recommended resolution: 72 dpi
- › Recommended size: max. 50 KB.

IMPORTANT for the animated banner:

Distribution in animated form cannot be guaranteed in all mail programs and browsers; thus, all relevant information should be included in the first frame.

Mobile

Position	Description	Ad Format	Max. Format in Pixels
P1*	Billboard	4:1	320 x 80
P2*	Billboard	4:1	320 x 80
P3*	Content Ad	1:1	300 x 250
P4*	Billboard	4:1	320 x 80
	Banner		560 x 200
Newsletter	Text image ad		560 x 314 + ca. 300 characters text

*Rotation

Static or animated banner:

- › File format: JPG, PNG, GIF or HTML5 (not newsletter)
- › Recommended resolution: 72 dpi
- › Recommended size: max. 50 KB.

Your Contact Persons



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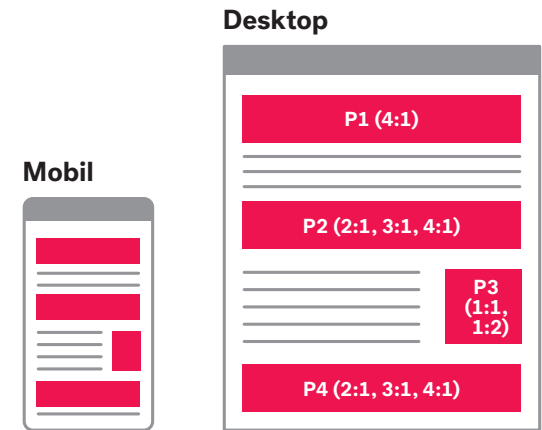
Manuela Lehmann

Sales Assistant

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manuela.lehmann@meedia.de

Wochenpräsenz: Digital only

Ihr Wochenpaket	Desktop*	+	Mobil*	Preis pro Woche in €
Business Class Online	Billboard P1 oder P2 im Wechsel	+	Billboard P1 oder P2 im Wechsel	8.500,-
Economy Class Online	Content Ad P3	+	Content Ad P3	4.500,-



*Digitale Platzierungen: Rotation auf den entsprechenden Ressort- und Artikelseiten
Alle Preise verstehen sich zzgl. gesetzl. USt.