

MediaDaten 2023

Digital-Preisliste | Gültig ab 01.01.2023



The background features a series of red wavy lines that create a sense of motion and depth, flowing across the top and bottom of the page. Three dark red rectangular boxes are positioned horizontally in the center, each containing white text.

MOBILE

DESKTOP

**MULTISCREEN
KOMBIS**

1. Mobile (TKP)



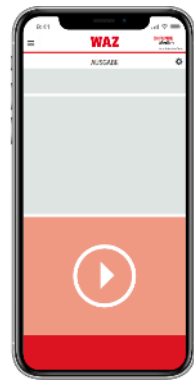
Mobile Banner +
Reminder



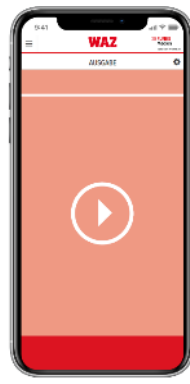
Mobile
Content Ad



Mobile Poster Ad



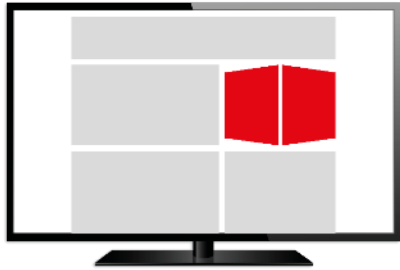
Mobile Floor Ad



Mobile Floor Ad XL

Werbeform	Rubrik	RoS/RoN
Mobile Content Ad 6:1	30,- €	25,- €
Mobile Content Ad 4:1	30,- €	25,- €
Mobile Content Ad 3:1	35,- €	30,- €
Mobile Content Ad 2:1	40,- €	35,- €
Native Style/Performance Ad	40,- €	35,- €
Mobile Medium Rectangle 1+2	45,- €	40,- €
Mobile Medium Rectangle mit Reminder	55,- €	50,- €
Halfpage Ad	55,- €	50,- €
Cube Ad/Carousel Ad	65,- €	60,- €
Mobile Floor Ad	65,- €	60,- €
Content Video Ad	70,- €	65,- €
Mobile Understitial (Parallax)	70,- €	65,- €
Mobile Poster Ad/Interscroller	70,- €	65,- €
Pre-Roll bis 30 Sek.	75,- €	70,- €
Mobile Floor Ad XL	75,- €	70,- €
Mobile Pushdown	75,- €	70,- €

2. Desktop (TKP)



Cube Ad



Wallpaper



Fireplace Ad



Ad Bundle

Werbeform	Rubrik	RoS/RoN
Skyscraper	20,- €	15,- €
Superbanner	20,- €	15,- €
Ad Bundle (Superbanner, Skyscraper, MR)	25,- €	20,- €
Medium Rectangle 1+2	45,- €	40,- €
Native Style/Performance Ad	50,- €	45,- €
Wallpaper	50,- €	45,- €
Half Page Ad	55,- €	50,- €
Carousel Ad	65,- €	60,- €
(Dynamic) Sitebar	65,- €	60,- €
Cube Ad	65,- €	60,- €
Prospect Ad	65,- €	60,- €
Catalogue Ad	65,- €	60,- €
Content Video Ad	70,- €	65,- €
Understitial (Parallax)	70,- €	65,- €
Double Sitebar	75,- €	70,- €
PreRoll bis 30 Sek.	75,- €	70,- €
Fireplace Ad	75,- €	70,- €
Billboard	75,- €	70,- €

Multiscreen Kombinationen

Desktop-Mobile-Kombinationen

Basic – Multiscreen-Preis		Rubrik	RoS/RoN
Desktop	Ad Bundle, Skyscraper, Superbanner, MR 1+2	30,- €	25,- €
Mobile	Content Ad 6:1, 4:1, 3:1, 2:1		
Advanced – Multiscreen-Preis		Rubrik	RoS/RoN
Desktop	Wallpaper, Halfpage Ad, (Dynamic) Sitebar, Cube Ad, Billboard, Prospect Ad, Native Style Ad	45,- €	40,- €
Mobile	MR (1+2), Halfpage Ad, Carousel Ad, Cube Ad, Floor Ad, Native Style Ad		
High Impact – Multiscreen-Preis		Rubrik	RoS/RoN
Desktop	Fireplace Ad, Billboard, PreRoll, Content Video Ad, Double Sitebar, Catalogue Ad ¹	65,- €	60,- €
Mobile	MR (mit Reminder), Interscroller, Pushdown, Floor Ad XL, PreRoll, Content Video Ad, Understitial (Parallax), Poster Ad		

KONTAKT

Ich berate Sie gerne!

FUNKE MediaSales

Melanie Salenga

Director Digital Sales

T (+49) 201 804 2112

M (+49) 1523 104 0141

E digitalsales@funkemedien.de

digitalmarketing@funkemedien.de

