DISPLAY BASICS
SEVEN.ONE MEDIA COMBINES TOP BRANDS

SEVEN.ONE MEDIA PORTFOLIO

Maximum **reach** and **audience coverage**

**Fixed multiscreen bundles**

Site or placement individual **targeting opportunities**
PRODUCTS FOR EVERY CAMPAIGN

SEVEN.ONE MEDIA NETWORK

PREMIUM COMBINATIONS
- TV Brands
- Network Brands

SPECIAL INTEREST
- Sport
- Health
- Entertainment
- Food
- Automotive
- Music
- Games
- Female

23,8 M UNIQUE USER

Basis: target group: E 18+ J. (Pot.: 67,53 Mio.) / Ø Month Sep 21 – Nov 21
Source: AGOF Digital Facts / Seven.One Media - Media Insights & Analytics
SOCIAL DEMOGRAPHICS

51 % male
49 % female

21 % 20-29 years
38 % 30-49 years

59 % net-income 1000-3000 €
13 % > 3000 €

Highly educated
45 % A-level or academic background

11 % in education
70 % employed

Source: AGOF daily digital facts 11/2021
OUR PREMIUM INPAGE QUALITY

INPAGE QUALITY PROMISE

1. Optimized websites to reduce AdClutter
2. Brand-Safe environments
3. Device-optimized playout
4. Best in class visibility-performance
5. Technical modulation according to visible AI
6. Innovative ads for highest usability

PORTFOLIO

- Premium publisher
- Whitelisting
- Transparent placements
- Certified

TARGET GROUP POTENTIAL

- Top-class data partners

ADVERFICATION

- Brand safety
- Visibility
- Valid Traffic

seven.one MEDIA
STANDARD IAB

Standard forms of advertising

**Rectangle**
Good advertisement directly placed in the editorial content

**Banner**
Your campaign directly placed above the content

**Skyscraper**
The slim version to the right of the content

**AdBundle**
3x advertisements for as many contacts as possible
KeyFacts

The Premium ad for the strong branding

Plenty of space for individual creations

Bookable in our complete network

Video (max. 30 seconds) and sound/audibility can be booked optionally
BILLBOARD

STATIC OR ANIMATED GIF / JPG INCL. CLICK-EXPAND
Keyfacts

Strong presence and permanent visibility
The “poster of online advertising”
High advertising impact
Scalable and sticky
Occupies the free space next to the website
Extensive creative freedom
**HALFPAGE AD**

**KEYFACTS**

- **Large-scale appearance** directly in the content area
- Exclusive integration
- **High attention** for your advertising message
- **Individual design** for rich-media and moving image formats
GUARANTEED VIEWABILITY

VTKP

- Display Only
- MRC Standard 50/1*
- Big Ads Only

VIEWABILITY RATE

<table>
<thead>
<tr>
<th>Billboard</th>
<th>Sitebar</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Billboard" /></td>
<td><img src="image" alt="Sitebar" /></td>
</tr>
<tr>
<td>52% [Germany]</td>
<td>74% [Germany]</td>
</tr>
</tbody>
</table>

Source: meetrics.viewability benchmark report – Q3/2021

An ad is considered visible if 50% of the ad was visible to the user for at least 1 second in the active screen.
The pole position for your advertisement in focus of the user's editorial content and reading flow

Top visibility

Eye-catching placement on desktop and MEW

Non-invasive integration
MULTISCREEN INREAD ADS

OUTSTREAM
OUTSTREAM VARIATIONS

FOR A STRONG PRESENCE

Classic  Branded Player  MEW Vertical / Square OutStream
OUTSTREAM VARIATIONS

FOR A STRONG PRESENCE

Slideshow

Outstream iAd

Outstream Prospect
EXCLUSIVE PLACEMENT

THROUGH FIXED PLACEMENTS

Exclusive booking of large advertising formats above the fold

Maximum attention guaranteed

Bookable in the entire Seven.One Network
ADVANTAGES OF MOBILE ADVERTISING

- High frequency of contact through daily smartphone usage
- Target group extension
- Advertisement is prominent in the view-port of the screen
- Increased banner awareness on smartphones
- Increased engagement through personal device
Mobile BigAd Advertising forms

- **Outstream / Understitial**: Extend TV spot for additional, relevant reach
- **InRead / Understitial**: Large DisplayAd for maximum information transfer
- **Interstitial**: Fullscreen for maximum attention (animated or interactive)
- **Vertical-Video-Interstitial**: Moving image transports emotions
INPAGE SUMMARY

23,80 Mio. Unique User

TV Brands
- Quality is important for us
  - Full effect
  - Target group accessibility
  - Users can see advertising

Targeting
- Site and placement-specific booking options

Portfolio
- Top Brands
- High quality placement
- Extensive range of formats

Multiscreen
- High efficiency
- High reach

Source: AGOF Digital Facts / Seven.One Media - Media Insights & Analytics
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