**HERZ-FUER-TIERE.DE – THE ANIMAL EXPERTS**

Herz-fuer-tiere.de is the website for all animal topics. We are expert advisors and knowledge source for everyone who cares about animal welfare. Pet owners find well researched articles on their pets’ nutrition, behaviour and health. In addition to broadly diversified pet topics herz-fuer-tiere.de informs animal lovers about the exciting lives of local and exotic wildlife. Animal welfare and nature conservation are also important features.

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**FACTS & FIGURES**

<table>
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<tr>
<th><strong>REACH</strong>*</th>
<th><strong>USER STRUCTURE</strong>**</th>
<th><strong>TECHNOLOGY</strong>**</th>
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| 468,601 page impressions | 75% female  
25% male | 75% mobile  
25% desktop |
| 330,346 visits | 32% are 25-34 yrs old,  
19% are 35-44 yrs old | |

Sources: *IVW January 2020, **Google Analytics, January 2020
CONTENT AD FORMATS

Traffic boost with Medium Rectangle

Traffic boost with Facebook post

Traffic boost with homepage teaser

DIGITAL ADVERTORIALS

Advertorial package: Creation of advertorial from your materials, placement in thematically suitable category on herz-fuer-tiere.de, incl. Facebook post and homepage teaser, duration 4 weeks 1,500€

optional traffic boost: Medium Rectangle with link to the advertorial, 100,000 ad impressions, incl. 75% link discount 1,125€

Sponsored Post: Branding of a pre-existing article with your images, mention of your product and link to your website for one month 790€

We would be happy to create an individual offer for you containing various content and display ad formats. Please contact us!
CONTENT AD FORMATS

NEWSLETTER INTEGRATION

Newsletter Banner:
Integration of a banner above the header or between the content sections

200€

Newsletter Content Box:
Integration of your picture and text between the content sections, marked as an ad

200€

SOCIAL MEDIA INTEGRATION

Facebook Branded Content:
Post on the Ein Herz für Tiere Facebook page with link to your website

500€
DISPLAY AD FORMATS – CPMs

**DESKTOP**

- **Halfpage Ad**
  - Price: 60€
  - Size: 300 x 600 px

- **Billboard**
  - Price: 60€
  - Size: 800 x 250 px

- **Medium Rectangle**
  - Price: 45€
  - Size: 300 x 250 px

- **Superbanner**
  - Price: 35€
  - Size: 728 x 90 px

- **Skyscraper**
  - Price: 35€
  - Size: 120/200 x 600 px

**MOBILE**

- **Mobile High Impact Ad 1:1**
  - Price: 50€
  - Size: 300 x 300 px

- **Mobile Medium Rectangle**
  - Price: 45€
  - Size: 300 x 250 px

- **Mobile Ad 2:1**
  - Price: 40€
  - Size: 300 x 150 px

- **Mobile Ad 4:1 / 6:1**
  - Price: 30€
  - Size: 300 x 75 px / 300 x 50 px

**MULTISCREEN**

- **Billboard + Mobile Ad 1:1**
  - Price: 50€
  - Size: 800 x 250 px + 300 x 300 px

- **Medium Rectangle**
  - Price: 45€
  - Size: 300 x 250 px

- **Superbanner + Mobile Ad 4:1**
  - Price: 30€
  - Size: 728 x 90 px + 300 x 75 px

*Other multiscreen combinations available on request.*

**CONTACT**

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