Geliebte-katze.de is the website for all cat lovers. Here they find knowledgeable advice regarding cat behaviour, health, nutrition and animal welfare. From kittens to senior cats, geliebte-katze.de knows about all life phases and helps cat owners understand their feline friends even better. If they follow the advice on geliebte-katze.de, cat owners can develop an even deeper connection with their cats and help them live a long and healthy life.

FACTS & FIGURES

**REACH**

494,850 page impressions

348,850 visits

**USER STRUCTURE**

75% female

25% male

33% are 25-34 yrs old,

19% are 35-44 yrs old

**TECHNOLOGY**

80% mobile

20% desktop

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

**DIGITAL ADVERTORIALS**

**Advertorial package:** Creation of advertorial from your materials, placement in thematically suitable category on geliebte-katze.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

Newsletter content box:
Integration of client’s picture and text between the content sections, marked as an ad

SOCIAL MEDIA INTEGRATION

Facebook branded content:
Post on the Geliebte Katze Facebook page with link to your website
DISPLAY AD FORMATS – CPMs

**DESKTOP**

- **Halfpage Ad**
  - 60€
  - 300 x 600 px

- **Billboard**
  - 60€
  - 800 x 250 px

- **Medium Rectangle**
  - 45€
  - 300 x 250 px

- **Superbanner**
  - 35€
  - 728 x 90 px

- **Skyscraper**
  - 35€
  - 120/200 x 600 px

**MOBILE**

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

- **Mobile Medium Rectangle**
  - 45€
  - 300 x 250 px

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

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

**MULTISCREEN**

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

- **Medium Rectangle**
  - 45€
  - 300 x 250 px

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

*Other multiscreen combinations available on request.*

**CONTACT**

**ASTRID FISSL**
*Ad Sales Director*
astrid.fiss@verlagshaus.de
Phone: +49 89 130 699 524

**BERNADETTE LANDSGESELL**
*Digital Sales Manager*
bernadette.landsgesell@verlagshaus.de
Phone: +49 89 130 699 928