

# 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**



SIXX



GOLD



SPDX



wetter.com

SPORT  
DEUTSCHLAND.TV

ran



powered by ran



# PRODUCTS FOR EVERY CAMPAIGN

## SEVEN.ONE MEDIA NETWORK

23,8 M  
UNIQUE USER

### PREMIUM COMBINATIONS



TV Brands



Network Brands

### SPECIAL INTEREST



Sport



Entertainment



Automotive



Games



Health



Food



Music



Female

# 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**

# 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

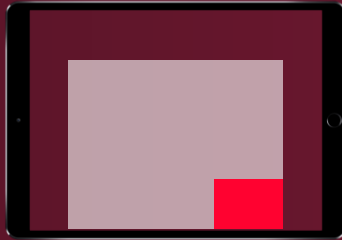


### ADVERIFICATION

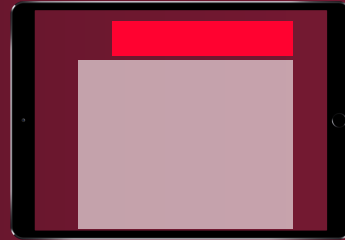
- Brand safety
- Visibility
- Valid Traffic

# ADVERTISING PRODUCTS | INPAGE

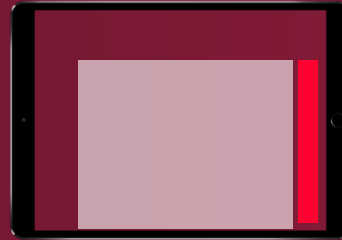
## Standards



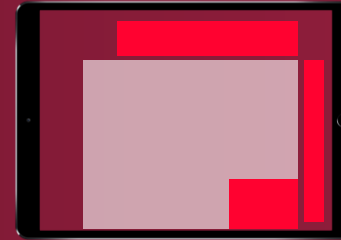
Rectangle



Banner



Skyscraper



AdBundle



Mobile Rectangle

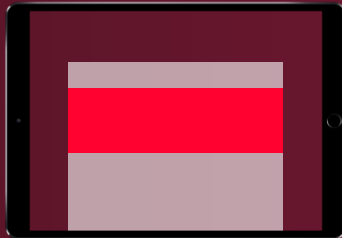


Mobile Banner 6:1

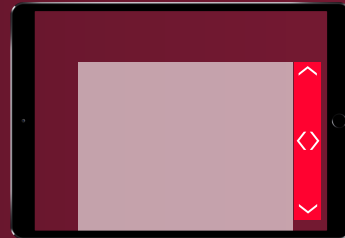


Mobile Banner 2:1

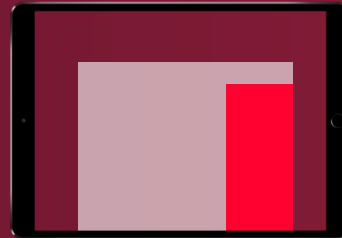
## BigAds



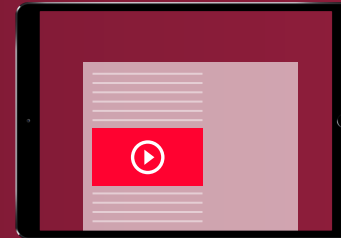
Billboard



Sitebar



Halfpage Ad



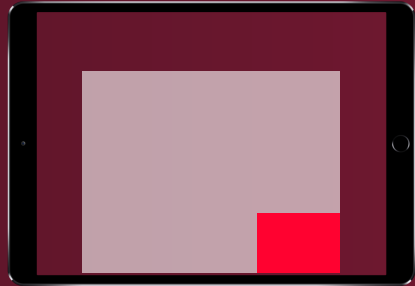
Outstream



Interstitial

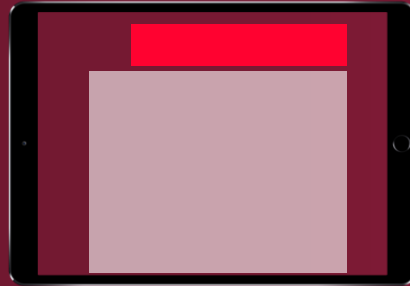
# STANDARD IAB

## Standard forms of advertising



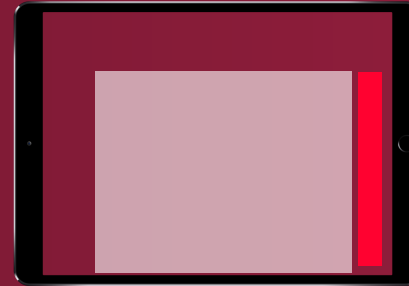
**Rectangle**

Good advertisement directly placed in the editorial content



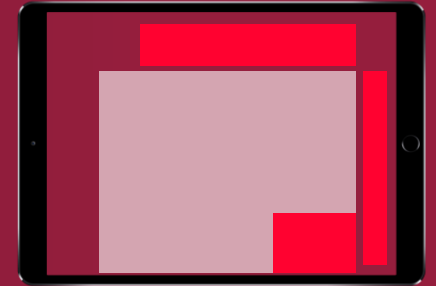
**Banner**

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

# BILLBOARD



## KEYFACTS

The Premium ad for the **strong branding**

Plenty of space for **individual creations**

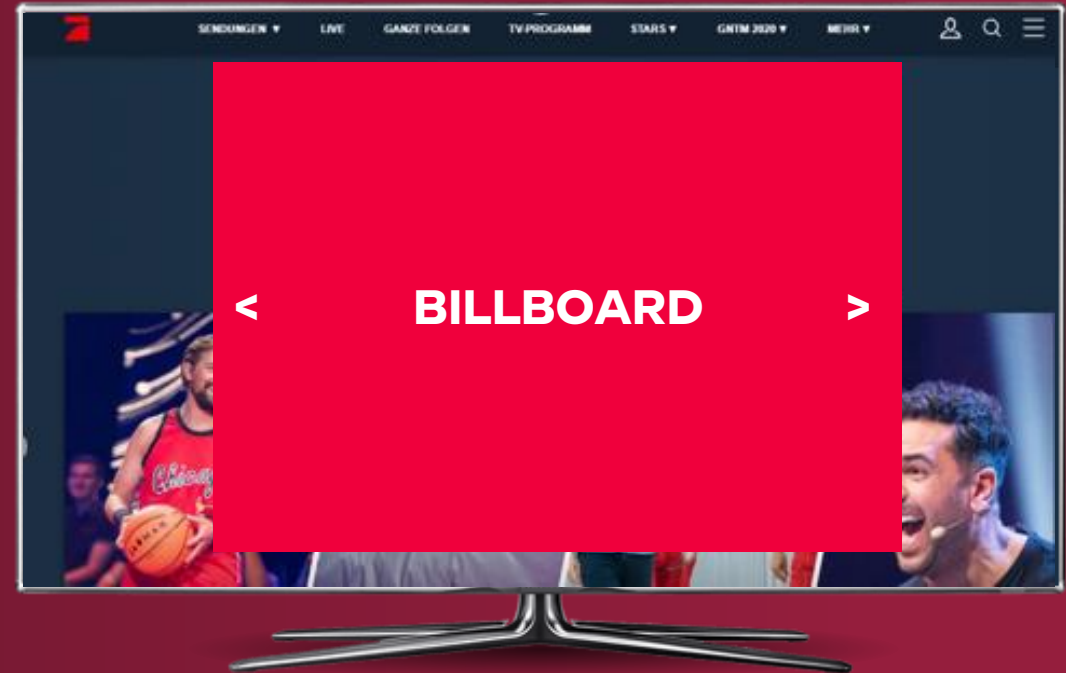
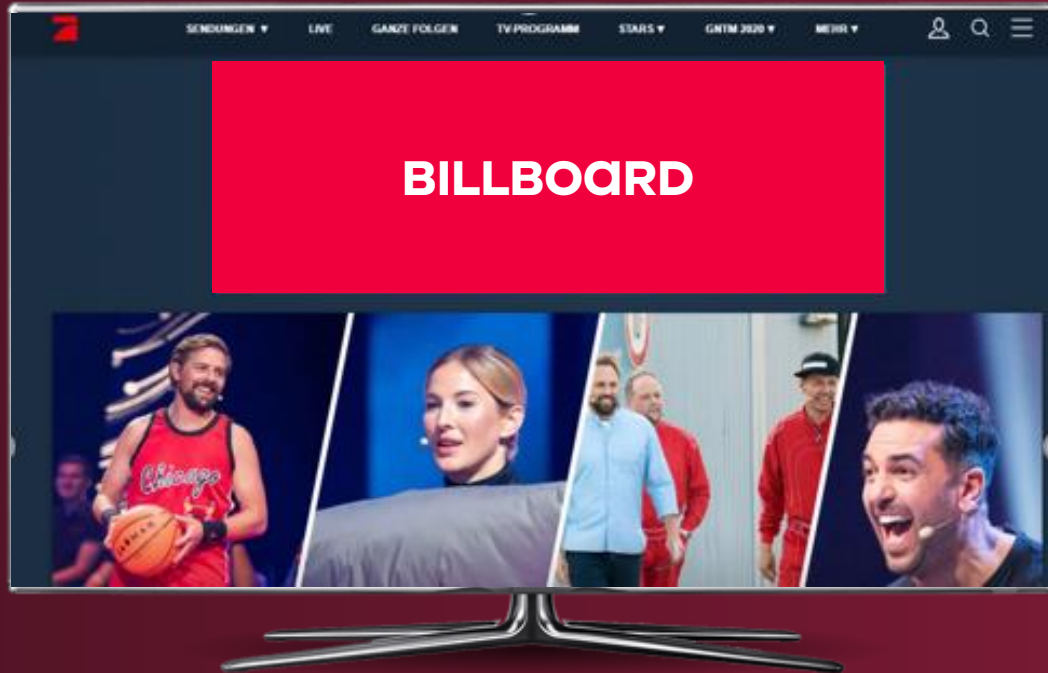
Bookable in our **complete network**

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

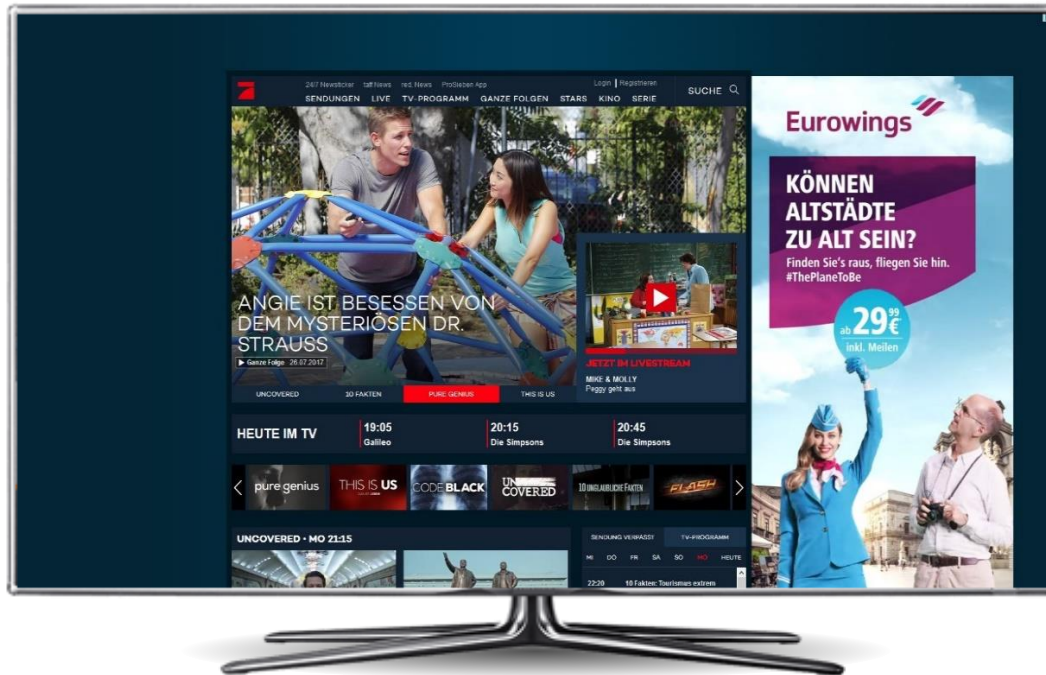


# BILLBOARD

STATIC OR ANIMATED GIF / JPG INCL. CLICK-EXPAND



# SITEBAR



## KEYFACTS

**Strong presence** and permanent visibility

The "poster of online advertising"

**High advertising impact**

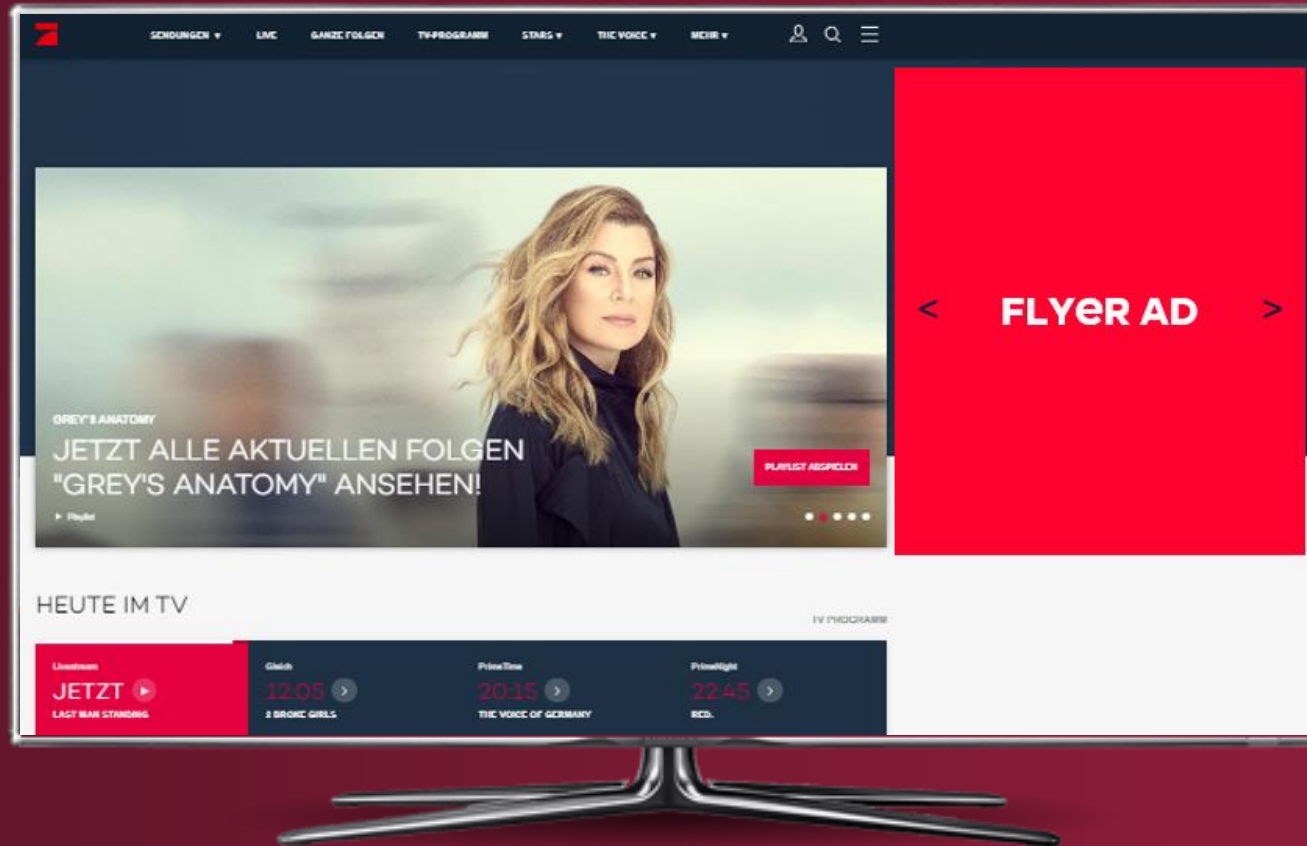
**Scalable** and **sticky**

Occupies the free space next to the website

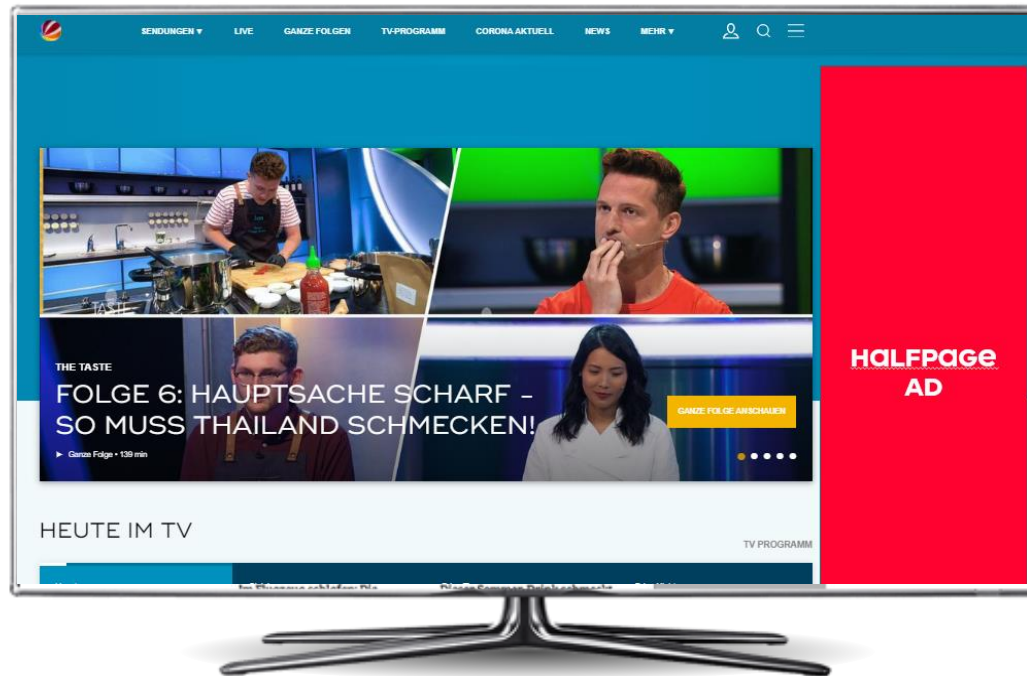
Extensive creative freedom

# SITEBAR

## FLYER AD



# 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

MEETRICS   
ATTENTION COUNTS

### Billboard



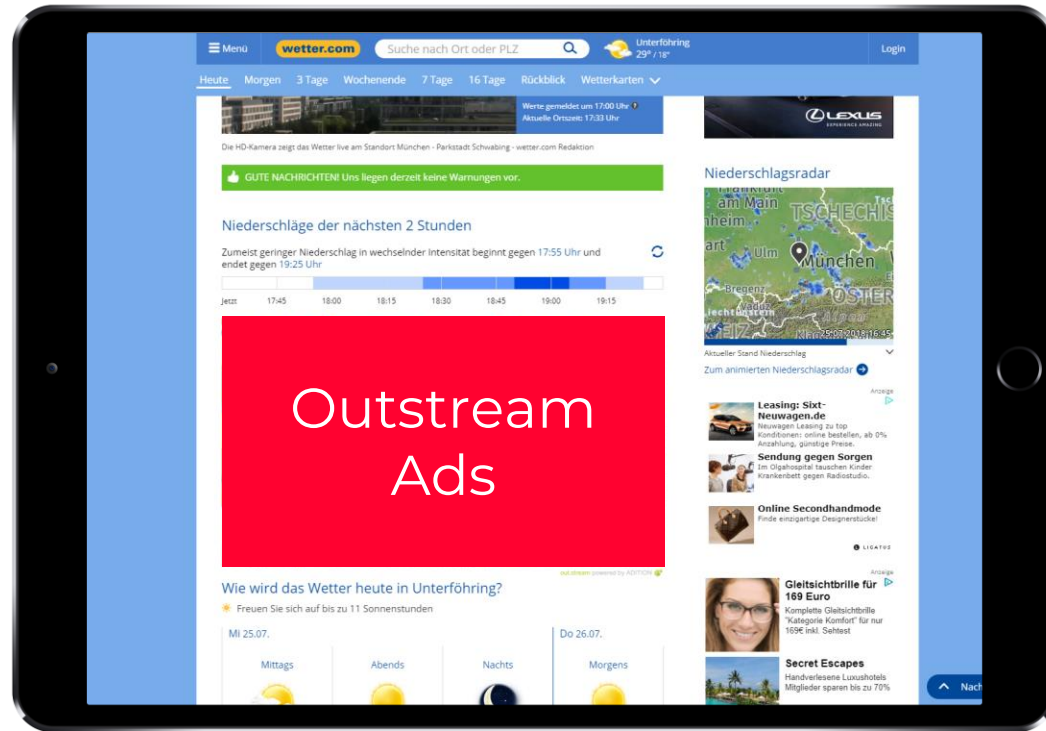
52%  
[Germany]

### Sitebar



74%  
[Germany]





## KEYFACTS

**The pole position** for your advertisement in focus of the user's editorial content and reading flow

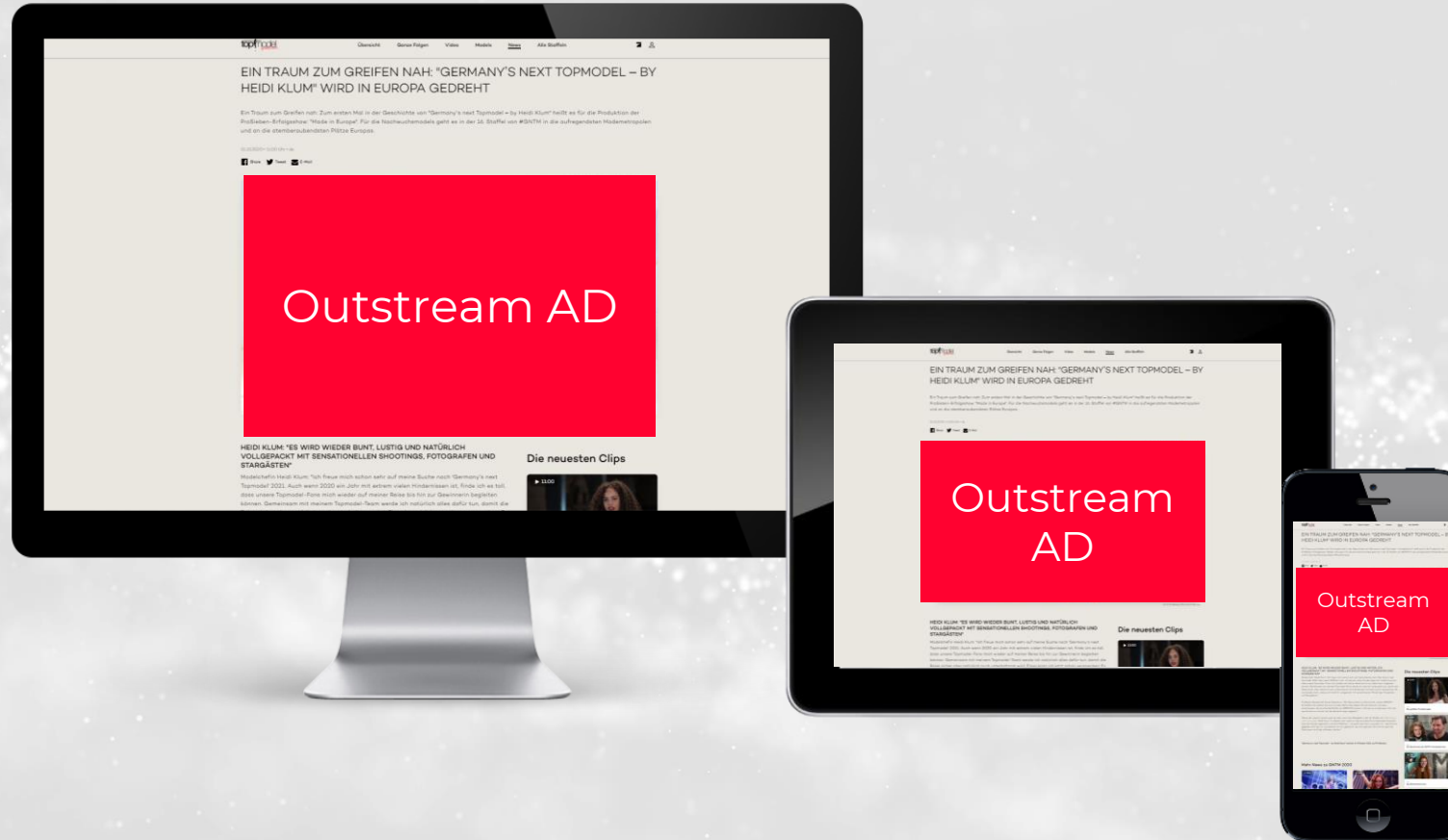
Top visibility

**Eye-catching placement** on desktop and MEW

**Non-invasive** integration

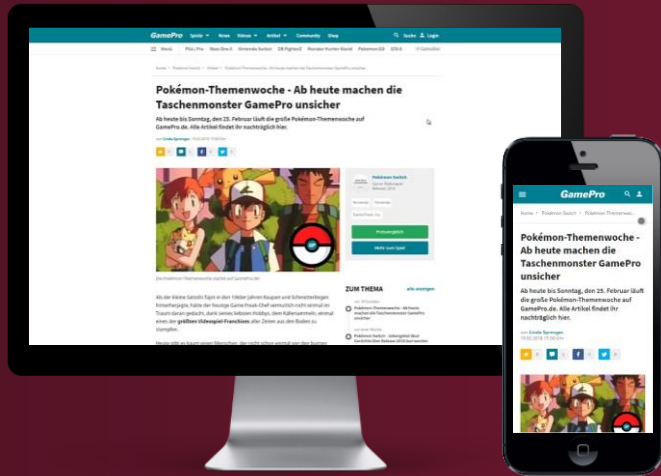
# MULTISCREEN INREAD ADS

## OUTSTREAM



# OUTSTREAM VARIATIONS

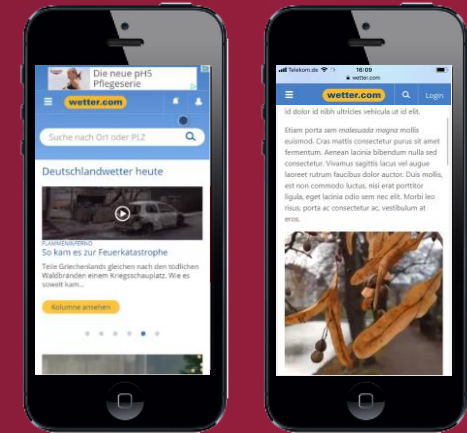
FOR A STRONG PRESENCE



Classic



Branded Player

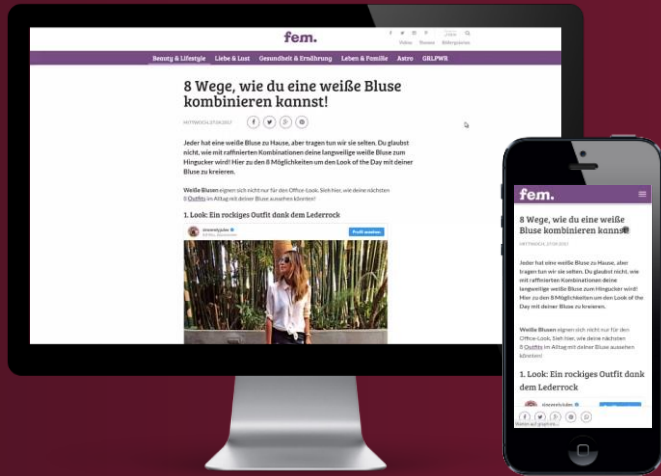


MEW Vertical / Square OutStream

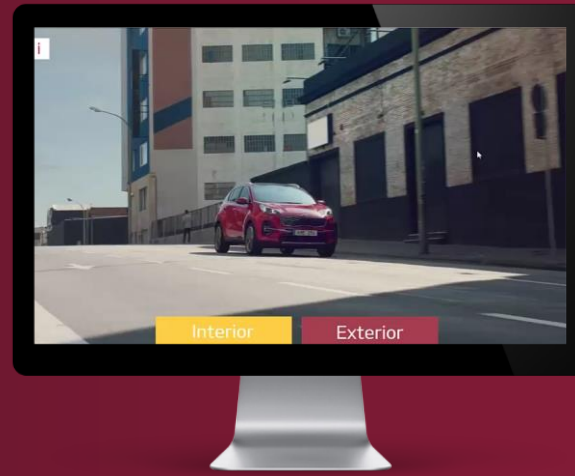


# OUTSTREAM VARIATIONS

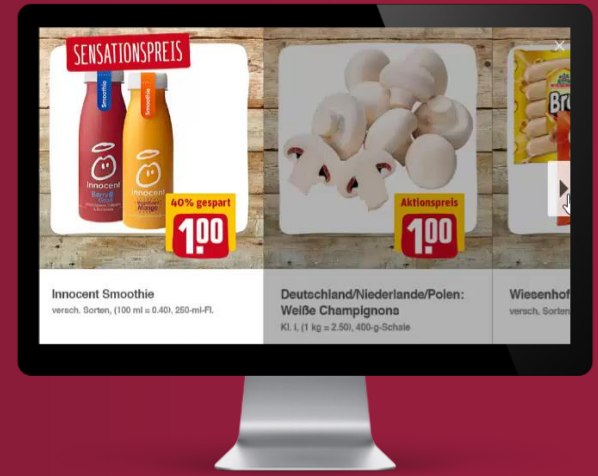
FOR A STRONG PRESENCE



Slideshow



Outstream iAd



Outstream Prospect

# EXCLUSIVE PLACEMENT

THROUGH FIXED PLACEMENTS

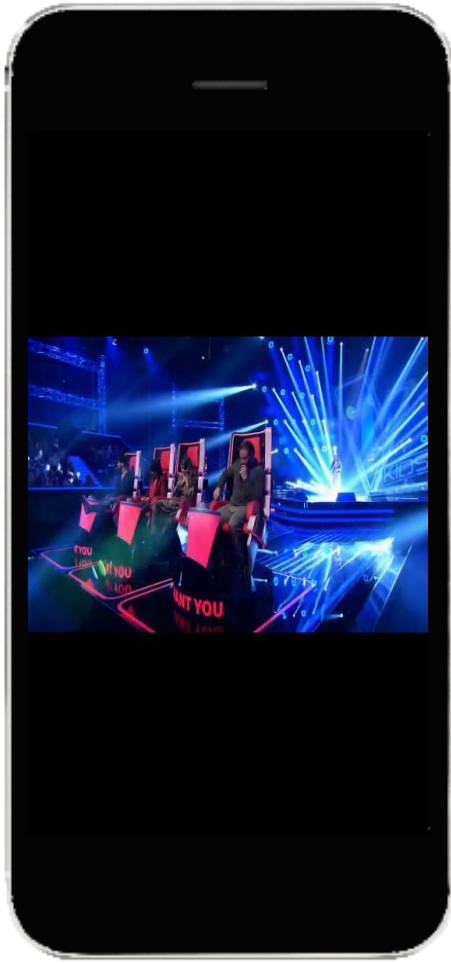
Exclusive booking of large advertising formats above the fold

Maximum attention guaranteed

Bookable in the entire Seven.One Network

The screenshot displays a website interface with a navigation bar at the top containing links for 'SENDUNGEN A-Z', 'TV-PROGRAMM', 'GANZE FOLGEN', 'STARS', 'KINO', 'GAMES', and 'MUSIK'. A search bar is located on the right. The main content area is dominated by a large advertisement for Opel Adam, featuring a red and yellow car and the text 'Gewinne deinen ADAM! JETZT ADAM TYPTEST STARTEN UND' with a 'ADAM GEWINNEN' button. Below this is a video player for 'GREY'S ANATOMY' with the text 'AB 20. MAI BESTEHT WIEDER AKUTE SUCHTGEFAHR!' and a 'Trailer 0:20 Min.' button. A smaller version of the Opel Adam advertisement is visible in the bottom right corner of the video player area. The bottom navigation bar lists '2 BROKE GIRLS', 'CIRCUS HALLIGALLI', 'GREY'S ANATOMY', and 'TAFF'.

# 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



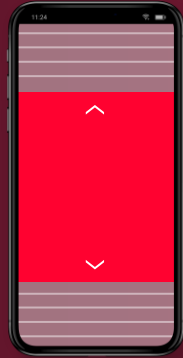
Increased banner awareness on smartphones



Increased engagement through personal device

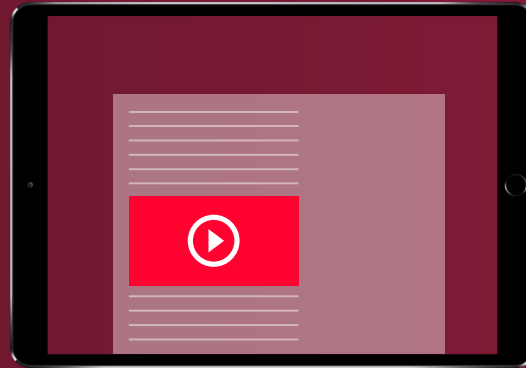
# MOBILE BIGAD ADVERTISING

## Mobile BigAd Advertising forms



**Outstream / Understitial**

Extend TV spot for additional, relevant reach



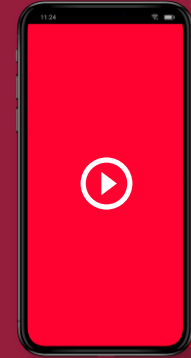
**InRead / Understitial**

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



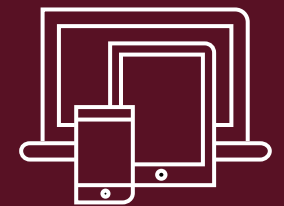
## Portfolio

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



## Multiscreen

- High efficiency
- High reach



# CONTACT

## SALES REGION HAMBURG

An der Alster 47  
D-20099 Hamburg  
Tel. +49 (0) 40/44 11 16 - 0  
Fax +49 (0) 40/44 11 16 - 66

## SALES REGION DÜSSELDORF

Zollhof 11  
D-40221 Düsseldorf  
Tel. +49 (0) 211/4 96 94 - 0  
Fax +49 (0) 211/4 96 94 - 20

## SEVEN.ONE MEDIA GMBH

Medienallee 4  
D-85774 Unterföhring  
Tel. +49 (0) 89/95 07 – 34 69 3  
Fax +49 (0) 89/95 07 – 43 99

## SALES REGION FRANKFURT

Rotfeder-Ring 11  
D-60327 Frankfurt/Main  
Tel. +49 (0) 69/27 40 01 - 0  
Fax +49 (0) 69/27 40 01 - 30

## SALES REGION BERLIN

Rungestr. 22  
D-10179 Berlin  
Tel. +49 (0) 30/3 19 88 08 - 49 81

