Online Media Rates 2020
The portal of the creative scene
↗www.page-online.de

PAGE Online rate card No 10, valid from 1.1.2020
PAGE Online - The portal of the creative scene

PAGE Online, the platform for Germany’s leading design and publishing magazine, PAGE, offers inspiration and know-how for designers of print, digital and mobile media. The users of PAGE Online benefit from the experience and engagement of the online editorial team and gain useful tools, business knowledge and tips for their work through up to the minute contributions. PAGE Online features a recruitment market with an extensive selection of opportunities for those seeking work across the design and advertising industry. PAGE Online is an essential networking tool for creatives and techies. Advertising customers are offered varied and exclusive advertising opportunities that are individually tailored to their requirements. PAGE Online is IVW audited and reaches a high proportion of the industry’s designers, developers and techies. As an industry portal, PAGE Online offers a professional and neutral environment for first class creations and campaigns. Its media performance is guaranteed and we offer the very latest marketing solutions for display campaigns, native advertising or lead generation.
PAGE is the German-language design and publishing magazine with the greatest reach³

Reach September 2019
Print subscribers¹
8,623 (IVW Q2/2019)
Sold copies²
14,749 (IVW Q2/2019)
Visits/month
356,504 (IVW July 2019)
Page impressions/month
574,517 (IVW July 2019)
Newsletter subscribers
26,580
PAGE eDossier downloads
169,378
Facebook fans
54,985
Twitter follower
9,607
Xing follower
21,016
Pinterest follower
6,886
Instagram follower
11,271

¹Including 2 ePaper, ²Including 4,593 ePaper, ³IVW
Customer Statements

»As a web host that specializes in agencies it is not only important for us to understand our customers but also to stay constantly up-to-date. For years, therefore, PAGE has been more than just the ideal advertising partner for us. It is both an inspiration and a tool for constantly improving our performance.«

Nadja Krakow, Media Designer | Marketing at Mittwald

»PAGE is innovative, varied, in step with the times and always hits the nail on the head. PAGE gives us a handle on and a close up view of all aspects of the world of design. Fedrigoni’s presence in PAGE is the ideal way to inspire our customers and to get them excited about our range.«

Yvonne Galas, Marketing FEDRIGONI Deutschland

»PAGE is both digital and also the title that generates the strongest response for our printed inserts. If you want to reach German creatives PAGE is a must.«

Olaf Hartmann – Managing Director, Touchmore

»Thank you for your Lead Generation. I must confess we’ve been all very excited with the results. This was only possible due to the professionalism of everyone involved of your team. Please feel free to pass along my compliments and a great thank you to everyone at PAGE. Now... It’s up to us! To make these contacts into business.«

Catarina Mendes, Marketing Coordinator, Extensis Europe

Innovative, relevant, trendsetting - PAGE reaches the creative community through its inspiring contributions and gives it a constant source of inspiration. PAGE has been an integral part of our media planning, for years. It represents the ideal medium for us, as an online print shop, to reach our existing and future clients in the creative industries. Print or digital - PAGE manages to inspire across all channels.

Antje Bischler Mendes, marketing manager D/A/CH region (Germany, Austria, Switzerland) at Onlineprinters.
Native Advertising

Native Advertising – Content is King!

Today, anyone who wants to catch the customer’s attention needs a mix of editorial content and advertising or brand messages, in a nutshell: Native Advertising!

How does Native Advertising work?
Native Advertising is storytelling. Your advertising or brand message is published in our platforms’ editorial environment by means of an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising sustainably supports you in building and extending your company’s and your products’ leading position in your relevant target groups.

What does Native Advertising achieve at PAGE?
● Your content receives high attention and involvement from our community due to the high credibility and reach of our media brand
● Publication of your content within the look & feel of our editorial environment. We are happy to handle the content creation for you
● Leads to longer time spent on the site and higher involvement with your brand as well as your message and creates long-term effects
● The only way to reach your target group across all relevant communication channels (print, online, social media) and avoiding ad blockers in the process
● Helps to reach your company’s and products’ whole target group by creating a larger audience for your topic
● Allows for customised communication to the target group, which is relevant for you, due to clear persona definition and positioning of PAGE
● Supports your company in establishing itself as an opinion leader for your target group on the relevant topics
● Improves the visibility of your brand in search engines and social media channels using SEO optimised multimedia storytelling (editorial, images, graphics, video)
Content is king and we are the topic champions

We are the content specialists for our target group and know exactly which topics our community is interested in. Simply leave the storytelling of your message to us. We will make sure that your topics reach our community effectively.

We will take over the campaign conception, the content creation, the multichannel publishing, the campaign management and the reporting. A one-stop full service – from your target group’s content specialists.
PAGE reaches the creative industry’s decision makers

Graphic designers, media designers, communication designers and developers in all the key concept, design and production roles in both service providers and customers. They may be working independently as freelancers or be employed in agencies or businesses. They may be trainees or students or providing services to the design, advertising and media industries.

92% of PAGE’s readers and users are highly satisfied and would recommend PAGE to their colleagues*

37% is the average opening rate for the weekly newsletter**

83% use PAGE to keep up to date with what’s going on*

84% feel inspired by PAGE

3D designers, art buyers, art directors, image editors, book designers, corporate designers, editorial designers, entrepreneurs, photographers, game designers, print, web & app designers, business founders, human resources, illustrators, industrial designers, infographic creators, interaction designers (online, mobile, offline), interface designers, creative directors, layout artists, marketing managers, motion designers, post production editors, print buyers, product designers, programmers, project managers, artwork artists/DTP operators, start-ups, strategy consultants, copywriters, type designer/typographer, UX designers

*Source: PAGE, SENSORPRO User survey 10/17 (total participants: 889) ** Salesforce Marketing Cloud, October 2017
User Structure

The PAGE community offers a unique interdisciplinary mix of influential trendsetters in the creative industry and the future design stars and innovators of tomorrow.

**Position in company**

- 37% Senior level
- 34% Independent
- 16% Young professional, junior Level
- 11% Trainee, junior, intern
- 2% Director

**Age**

- 18 to 34 years old: 20% (72%)
- 25 to 34 years old: 39% (20%)
- 35 to 44 years old: 24% (11%)
- 45 to 54 years old: 11% (3%)
- 55 to 64 years old: 3% (2%)
- 65+: 2%

**Of readers are men**

- 52%

**Owners/CEOs**

- 20%

**Designers, creators, developers**

- 72%

*Source: PAGE, SENSORPRO User survey 10/17 (total participants: 889) ** Salesforce Marketing Cloud, October 2017*
Almost half of all PAGE readers and users are in companies with fewer than 5 employees, which means they are often involved in making important decisions and investments.

- **73%** of PAGE readers participate in buying decisions*
- **28%** are joint decision makers*
- **42%** work in companies with fewer than 5 employees (21% work in companies with more than 100 employees)*
- **31%** are sole decision makers*

**Areas of investment***

- 71% Print, paper, substrates
- 64% Buying photos, footage
- 62% Hardware, software
- 61% Marketing, advertising material
- 56% Training, seminars
- 55% Office and agency equipment
- 28% Human resources
- 11% Other

PAGE Print and PAGE online reach different communities. 50% of the Online users never or rarely read PAGE Print.*

*Source: PAGE, SENSORPRO User survey 10/17 (total participants: 889)
»Thanks for constantly expanding my knowledge and understanding. Last but not least, thanks for all the inspiring articles.«

»PAGE is my favourite web platform – creating this in times of delimited media overload is a real achievement.«

»I like the fact that you can always get a feel for what’s current in the design scene through the PAGE Online site. The articles are well researched and highly informative.«

»All in all and over the years, PAGE has done a brilliant job.«

»You do a great job. Respect«
**Delivery**
All advertisements will be delivered in rotation. If desired, a time interval can also be exclusively booked.

**Expandable formats**
The first time the page is called up, the banner appears in large format (Expandable format). Each subsequent time the user calls up the page, the advertisement remains visible and can be opened by the user’s action.

**Sticky**
Linked to Skyscraper, Big-Size Skyscraper, Hockeystick and Wallpaper (advertising material must be physically available).

**Artworks**
All artworks send to: disp@page-online.de

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*Cost Per Mille (CPM) for 1,000 deliveries (i.e. 1,000 ad impressions)*

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**Billboard**
940 x 250 pixels
CPM*: € 119

**Billboard Mobile**
300 x 100 pixels
CPM*: € 79

**Superbanner**
(Leaderboard)
728 x 90 pixels up to 980 x 90 pixels
CPM*: € 69

**Wide-, Skyscraper**
120 x 600 pixels or 160 x 600 pixels or 200 x 600 pixels
CPM*: € 79

**Content-Ad**
(Medium Rectangle)
300 x 250 pixels
CPM*: € 89

**Big-Size Skyscraper**
1 or 2
(Half Page Ad)
300 x 600 pixels
CPM*: € 99

**Wallpaper**
(Superbanner + Skyscraper)
728 x 90 + 160 x 600 pixels
Background: 1 x 1 pixel as JPEG, GIF, PNG or hexcode
(sample: #8AA7FF)
CPM*: € 129

**Fireplace**
(Superbanner + 2 x Skyscraper)
980 x 90 + 160 x 600 + 160 x 600 pixels
Background: see Wallpaper
CPM*: € 139

**Tandem-Ad**
(Superbanner, Billboard, 2x Skyscraper)
980 x 90 + 160 x 600 + 160 x 600 + 940 x 250 pixels
Background: see Wallpaper
CPM*: € 149

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PAGE Online rate card No 10, valid from 11.2020. All prices subject to VAT at the applicable rate.
Display Advertising

Premium Display Advertising (Premium Ad Package)
The banner is shown in expanded format the first time the page is displayed. The advertisement continues to be visible with subsequent page displays and can be opened again by user actions (mouse-over or click).

**Maxi Ad**
(closes automatically after 10 seconds)
640 x 480 pixels
Price: 2,980 €/week
Frequency Capping one/session

**Banderole Ad (Expandable)**
(closes automatically after 10 seconds)
770 x 250 pixels
Price: 2,980 €/week
Frequency Capping one/session in expandable format

**Push Down Ad (Expandable)**
(closes automatically after 10 seconds)
max. 980 x 90 pixels (closed)
max. 980 x 90 pixels (opened)
Price: 2,980 €/week
Frequency Capping one/session in expandable format

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PAGE Online rate card No 10, valid from 1.1.2020. All prices subject to VAT at the applicable rate.

References:

Adobe, troi, SAMSUNG, cewe-print.de, 123RF, shutterstock, HP, enfocus, DIEDRUCKEREI.DE, HypoVereinsbank, Presse-Versorgung, koelnmesse, gettyimages, Extensis, typeSCHOOL, NEW DESIGN UNIVERSITY SANKT PÖLTEN
Data Delivery
• All banner formats up to a maximum of 150 KB
• Data formats: JPEG, GIF, Flash (when submitting in Flash format, please also supply a back-up file in GIF)
• Artworks have to be delivered latest 7 days before the campaign starts: dispo@page-online.de

Redirect TAGs
Redirect TAGs can be a GIF Rich Media or an internal redirect.

Flash
Because flash data files are no longer supported by some of the common web browsers, we do not implement flash banners anymore.

Support
For the HTML5 advertisements, the aforementioned guidelines must be complied with. Our service provider ADTECH will be able to assist you in case of any problems which may occur. For this service, there may be costs, which must be paid by the customer.

HTML 5 Media
HTML5 media can be hosted if the following rules comply:
• Use unique IDs, classes, variables and function names (per banner).
• No folder structure, all files have to be in the root directory.
• Only index.html can dissolve ad server variables, *.Js or other file types, as well as further HTML files, cannot resolve.
• Ad server variables are needed, for example to count clicks or for correct paths to the images. To avoid this, the necessary files can be stored on a file server and the absolute path can be used.
• If possible, all scripts should be installed in the index.html.
• No HTML basic structure (html, head, title, body) should be installed, because banners are already supplied as HTML.
• The index.html file has to be renamed ad.html
PAGE Newsletter

Subscribers to the PAGE Newsletter receive exclusive updates of the industry’s key news stories and events. Even more importantly, they are offered a heads up of emerging themes and developments in the creative, design and agency world.

Guaranteed Mailing

We guarantee >26,000 newsletter subscribers and we send you a report of the opening and click rates.

Advertising Options

- **Native Ad**  
  Promotion (text + picture)
- **Banner**  
  Billboard (580 x 250 pixels)

Promotion Specification

- **Text header**  
  max. 40 characters (including spaces)
- **Body text**  
  150 – 200 characters (including spaces)
- **One picture**  
  W 510 x H 510 pixels (JPEG, PNG)
- **URLs**  
  Deliver links with copy
- **Marking**  
  »Sponsored Content«

Billboard Specification

- **Banner Size**  
  580 x 250 pixels, max 150 KB
- **File Size**  
  JPEG or GIF (static*), resolution 72 dpi
- **URLs**  
  Deliver links with copy

* Animated GIFs are not correctly delivered from Outlook 2007 onwards. We recommend that only static GIFs are used.

Prices

- **Native Ad/Promotion**  
  Price on request
- **Billboard**  
  € 980

PAGE Online rate card No 10, valid from 1.1.2020. All prices subject to VAT at the applicable rate.
Stand Alone Newsletter (Business Information)
Send your exclusive, co-branded PAGE newsletter containing just your news, images and direct deeplinks to your websites to over 27,000 newsletter subscribers.

**Specification / Data Delivery**
Various templates are available for you to choose from so that we can present your message, event, open house most effectively.

**Identified as**
»Sponsored Content«

**Reporting**
After the campaign you get a report of the opening and click rate.

**Price**
On request

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Sponsored Article incl. Social Media

Sponsored Article incl. Social Media Post
Present your message prominently with the look & feel of a PAGE Online editorial article. We use our strong social media channels (Facebook and Twitter) to achieve more users for your content.

Your sponsored article in our PAGE layout will be highlighted by teasers on our home page for seven days and all the text, pictures and videos will be hosted for 365 days and available through our search facility.

Social Media Post (Status: September 2019)
Facebook 54,985 Likes
Twitter 9,607 Follower
Instagram, Story 11,271 Follower

Specification / Data Delivery
Headline c. 40 characters, including spaces
Intro c. 100 – 150 characters, including spaces
Body text c. 2,500 characters, including spaces
Image size W 1,300 x H xxx (Retina ready)
No. of pictures c. 3 – 6 pictures (JPG, PNG, TIFF or video)
URLs Deliver links with copy

Identified as »Sponsored Content«

Reporting
After the campaign you get a report of the opening and click rate.

Price
On request

PAGE Online rate card No 10, valid from 1.1.2020. All prices subject to VAT at the applicable rate.
Lead Generation
Use the PAGE Special Interest Community to generate leads and for sales promotion. You make a white paper (eDossier) on a relevant topic available to our community and we promote it through our channels (print, online, newsletter, social media...) and generate guaranteed leads for you by offering it for download subject to the provisions of the applicable laws. We would be happy to advise you on the choice of topics for the white paper.

Price on request

Branded Channel
PAGE is the ideal communication platform for anybody wanting to talk to the creative industry’s decision makers. We will produce your own Branded Channel for you that will be prominently anchored on page-online.de through integration into the second level navigation. Here we will place your news, images and videos for your product and brand world and ensure that our community is fully aware of your Branded Channel.

Price on request

Video and Moving Image
PAGE Online delivers your video at the best possible quality given the available bandwidth, which significantly reduces the interruption rate. We’d be happy to explain all the technical details.

<table>
<thead>
<tr>
<th>Hosting</th>
<th>2 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaser</td>
<td>Video preview</td>
</tr>
<tr>
<td>Guaranteed</td>
<td>20,000 ad impressions (teaser image)</td>
</tr>
<tr>
<td>Price</td>
<td>€1,780</td>
</tr>
</tbody>
</table>

Technical details for video delivery

- **File format**: Preferably MPG4 (H.264) or SWF, WMA, ASF, AVI, MOV, M4V, PNP4, M4A
- **File size**: max. 100 MB
- **Duration**: 0.5 to max. 1.5 minutes (recommended)
- **Aspect ratio**: 16:9 or 21:9
- **Preview**: 16:9 or 21:9, JPEG, TIFF, PNG
PAGE Online – Your Access to Professional Creatives and Talents

Media houses such as ProSiebenSAT1, Bertelsmann, Spiegelverlag and companies like Mercedes Benz, REWE, Amazon, Nintendo, Alliance or agencies like METK, Jung von Matt, Scholz & Friends, Scholz & Volkmer have been using PAGE Online for years successful as a platform in their recruiting portfolio.

**Bestseller**

<table>
<thead>
<tr>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Unformatted text ad without logo</td>
<td>• Job ad based on templates incl. logo</td>
<td>• An individual job ad in your CD/CI</td>
<td>• An individual job ad in your CD/CI</td>
</tr>
<tr>
<td>• Job-Link incl. ID-Number in the next issue of PAGE</td>
<td>• Job-Link incl. ID-Number in the next issue of PAGE</td>
<td>• Job-Link incl. ID-Number in the next issue of PAGE</td>
<td>• Job-Link incl. ID-Number in the next issue of PAGE</td>
</tr>
<tr>
<td>• PAGE Newsletter integration: direct link to PAGE job market</td>
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<td>• PAGE Newsletter integration: direct link to PAGE job market</td>
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<tr>
<td>• 50% discount for start-ups</td>
<td>• 50% discount for start-ups</td>
<td>• 50% discount for start-ups</td>
<td>• 50% discount for start-ups</td>
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<tr>
<td>• Personal contact person</td>
<td>• Personal contact person</td>
<td>• Personal contact person</td>
<td>• Personal contact person</td>
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<tr>
<td>• Logo display in the search result list</td>
<td>• Logo display in the search result list</td>
<td>• Logo display in the search result list</td>
<td>• Logo display in the search result list</td>
</tr>
<tr>
<td>• Refresh and date update after 3 weeks</td>
<td>• Refresh and date update after 3 weeks</td>
<td>• Refresh and date update after 3 weeks</td>
<td>• Refresh and date update after 3 weeks</td>
</tr>
<tr>
<td>• Video integration for an additional charge</td>
<td>• Video integration included</td>
<td>• Video integration included</td>
<td>• Video integration included</td>
</tr>
<tr>
<td>• Marked as “Top-Job”</td>
<td></td>
<td></td>
<td>• Marked as “Top-Job”</td>
</tr>
<tr>
<td>• A free extension of 60 days and 50% off the list price, if the job ad must be repeated within 12 months</td>
<td></td>
<td></td>
<td>• A free extension of 60 days and 50% off the list price, if the job ad must be repeated within 12 months</td>
</tr>
</tbody>
</table>

60 days online: price: 770 € 60 days online: price: 870 € 60 days online: price: 1,195 € 60 days online: price: 1,395 €

*Werben & Verkaufen GmbH for PAGE // Ebner Media Group GmbH & Co. KG
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