“One click away from good advice!”

- High quality journalism brought to the consumers with 100% produced content by our own editors – every day and totally exclusive!

- Focus on test reports and buying guides which provide our users with full information to make the right decision what to buy

- Focus on trends in the field of portable consumer electronics and entertainment

- Advisory service has the highest priority. No scientific analysis

- Multimedia-based: Videos, illustrations, photos & articles, 100% responsive for all (mobile) devices

- Extensive social media activities of our own social media editors

- 100% free content. No pay wall
Brand Safety & Transparency
Because it matters!

We do not use tools for taking care about Brand Safety. Instead we changed the processes in our company!

- We do not have a forum! No Hate Speech possible
- We do not write about politics, drugs, war and crime
- We do not use content of press agencies! Every single tect on netzwelt.de was written by netzwelt editors
- We have the full control and rights about our content
- We prefer to work with customs in Private Market Places instead of Open Auctions
- We take care about fraud in the advertising ecosystem. We block bad banners
Range

High Reach in Consumer Electronics

- 4,458,000 Unique User
- 9,944,000 Visits
- 23,810,000 Page Impressions, wherefrom
- 11,210,000 Mobile Page Impressions
- 3,955,000 Mobile Visits
- 781,000 Video Views
- 378,000 Mobile Video Views

Source: Google Analytics 2018-12 // www.netzwelt.de and amp.netzwelt.de
## Target Audience

Young men with an above-average income

<table>
<thead>
<tr>
<th>Gender</th>
<th>In Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>men</td>
<td>66,4</td>
</tr>
<tr>
<td>female</td>
<td>33,6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>In Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24 years</td>
<td>16,1</td>
</tr>
<tr>
<td>25 - 34 years</td>
<td>29,8</td>
</tr>
<tr>
<td>35 - 44 years</td>
<td>23,1</td>
</tr>
<tr>
<td>45 - 54 years</td>
<td>13,7</td>
</tr>
<tr>
<td>55+</td>
<td>13,3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household net income</th>
<th>In Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000 up to 2,500 €</td>
<td>50,4</td>
</tr>
<tr>
<td>2,500 up to 4,000 €</td>
<td>35,5</td>
</tr>
<tr>
<td>4,000 €+</td>
<td>27,3</td>
</tr>
</tbody>
</table>

Source: Google Analytics 2018-12 // www.netzwelt.de and amp.netzwelt.de
Ad types

Display - Multisize – Above the fold

- Leaderboard between Navigation and Content; supports sizes 728x90, 800x250, 970x90 and 970x250 Pixel
- Skyscraper right to the content; supports sizes 160x600, 300x600, 300x1050 Pixel and Dynamic Sitebar
- Rectangle in the middle of the right Navigationbar; supports sizes 300x200, 300x250 and 300x600
- The bigger sizes expands the div container
- All sizes can be delivered via AppNexus, Rubicon, Index Exchange and Google Doubleclick
- Targetings are possible
- Full URL Transparency
Technology
Adserver and Partners

- Adserver: Google Ad Manager (former Doubleclick)
- Display SSPs: Google, AppNexus, Index Exchange, Rubicon
- Native Ad SSP: Google
- PreRoll SSP: Google
- Mobile: Google, YOC
- Mobile Rich Impact: YOC
- Desktop Rich Impact: JustPremium
- Outstream: Google
- Dealtypes: Preferred Deals for all Display-, Native-, and PreRoll-formats available. Only on Google: Programmatic Guaranteed
- All banner formats are also sold direct
netzwelt GmbH
Sascha Hottes
Managing Director
sascha.hottes@netzwelt.de

Tel +49-040-5330299-11
Fax +49-040-5330299-10