



MEDIADATEN 2024 - DIGITAL

connect

connect
Living

connect and connect living with trustful consulting competence for tech products

Overview



connect

connect has been the test authority in the field of telecommunications for more than 30 years and is considered one of the most important advisors in the industry



connect living

Topics related to a connected life - from computers, IT, consumer electronics, smart home, devices for household, kitchen and garden to electronics in general



Target groups

connect.de and connect-living.de users are tech-affine, male and have an above-average income



Usage

Both platforms are used especially in the decision-making process before buying tech products, looking for useful information and expert advice

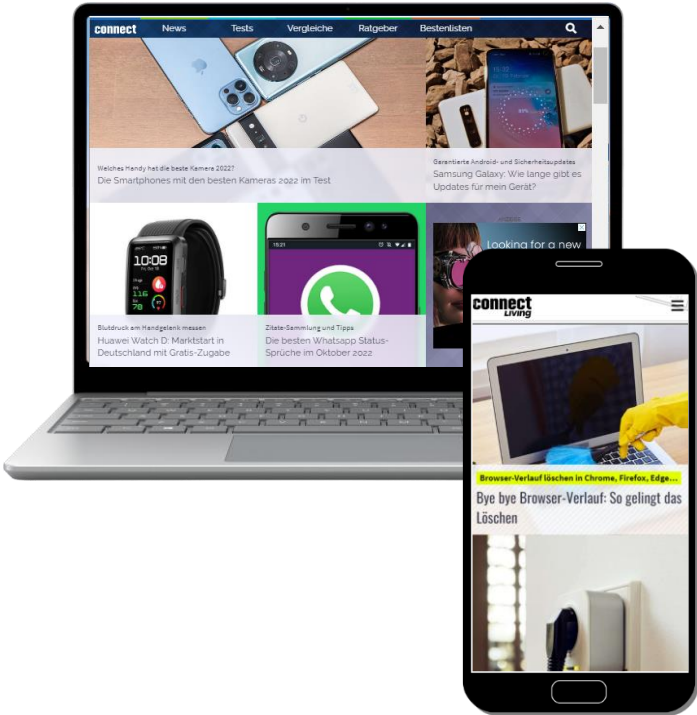


Reichweite

- ~ 1,1 Mio. Unique Visitors
- ~ 2,3 Mio. Visits
- ~ 10 Mio. Pis

Prices Display-Advertising

Multiscreen Display: (Mobile, Desktop, Tablet)* RoS				
	AdBundle Wide-/Skyscraper Superbanner Medium Rectangle	Sitebar Billboard	Wallpaper	Sitebranding Fireplace Ad
Mobile Banner 6:1 + 3:1	55 €	65 €	75 €	85 €
Mobile Medium Rectangle 1:1	65 €	75 €	85 €	95 €
Ad Package Sticky Mobile Banner 6:1 + Mobile Medium Rectangle 1:1	70 €	80 €	90 €	100 €
Sticky Mobile Banner 6:1 Mobile Halfpage Ad Mobile Understitial Mobile Vignette	75 €	85 €	95 €	105 €
Targeting				
Extra charge per criteria				
Device Only** Keyword/Kontextuell Zeitlich Geografisch Retargeting	10 €			
Video Ads				
Video Ad (Max 20. Sek. Videos) (Platzierung vor Bewegbild-Content von connect und connect living)	105 €			



*Traffic distribution between desktop and mobile is based on availability.

**Highest price category as basis plus CPM surcharge



SPECIALS

Advertorial

EDITORIAL-LOOKING AD

Use the digital radiance of our brands. We offer you the best environment for your advertorial and bring it closer to the intended target group. The advertorials are advertised editorially on connect.de and connect-living.de via renowned teaser areas (exemplary). Video integration only possible from Youtube links.

MEDIA

Each advertorial is advertised with teasers on the connect.de or connect-living.de website, in the editorial newsletters and via social media.

AFFILIATE-LINKS

Integration of partner widgets and direct links, PREREQUISITES:
Advertiser is a partner of the affiliate network of AWIN, Heise, Tradedoubler or Daisycon.

NEWSLETTER

From Monday to Friday, up to 350,000 mailings* are sent to our subscribers in five to eight newsletters on various topics. Opening rate averages around 30%*.

*Durchschnittliche Erfahrungswerte, keine Garantie

The screenshot displays the 'connect.de' website interface. At the top, a dark blue navigation bar contains the 'connect' logo and menu items: 'News', 'Tests', 'Vergleiche', 'Ratgeber', and 'Bestenlisten'. Below this, a breadcrumb trail reads 'Home | Ratgeber | Lenovo Yoga: Angebote zur Tablet-Week bei Mediamarkt'. The main article is titled 'Streaming, Multimedia und mehr ANZEIGE' and 'Lenovo Yoga: Angebote zur Tablet-Week bei Mediamarkt', dated '14.3.2022 von Jusuf Hatic'. The text describes the benefits of Lenovo Yoga tablets during a 'Tablet Week' promotion. A large image shows a Lenovo Yoga tablet on a round wooden table. To the right of the image are buttons for 'Smartphones >', 'Tarife >', 'Mobile Computing >', and 'Videos >'. Below the image, the text mentions 'Mit den Tablets von Lenovo haben Sie ein leistungsstarkes Media Center zur Hand.' and 'Seit jeher zeichnet sich Hardwarehersteller Lenovo durch stabile Performance, elegantes Design und kundenfreundlichen Preisen aus.' Further down, it states 'Im Rahmen der Tablet Week beim Elektronikhändler Mediamarkt werden die beiden Lenovo-Modelle "Tab P11" und "Yoga Tab P11" zu besonderen Preisen angeboten.' The article also mentions 'Lenovo Tab P11: Premium-Tablet für die ganze Familie'. At the bottom, there is a section 'Günstigste Angebote für Honor 70 128GB Midnight Black' with a price of '€ 473,-' and a button 'Zum Angebot'. The page also features a sidebar with 'Aktuelle Themen' and 'Erste Bilder geleakt'.

Advertorial packages

	BASIC	ADVANCED	PREMIUM
ADVERTORIAL	1 ARTICLE	1 ARTICLE	1 ARTICLE + 2 UPDATES*
REACH	50k HOMEPAGE TEASER 250k NEWSLETTER 1 SOCIAL POST	100k HOMEPAGE TEASER 500k NEWSLETTER 1 SOCIAL POST	200k HOMEPAGE TEASER 1 Mio NEWSLETTER 2 SOCIAL POSTS
DURATION	4 WEEKS	6 WEEKS	CONTINUOUS
PRICE	2.000 €	3.500 €	5.500 €
+ CONTENT-PRODUCTION 1.000 €**			

*UPDATE: Small text changes, price change of advertised products, promotion announcement, images.
Further updates depending on the effort from €200.

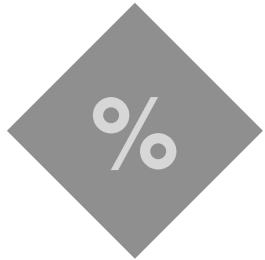
**CONTENT-PRODUCTION: Not applicable if text is supplied.

Compensation, discounts, delivery



PRICES

- All prices do not include statutory VAT and are eligible for AE. Misprints and changes reserved.
- Prices valid from January 01, 2024 – December 31, 2024.
- The General Terms and Conditions of WEKA Media Publishing GmbH apply in their currently valid version (published on www.weka-media-publishing.de).



DISCOUNTS

- The sum of the bookings within a calendar year is eligible for a discount.
- Additional technical and graphic services and offers that are explicitly excluded from the discount are not discounted.



ADVERTISING DELIVERY

- Advertising motifs must be delivered in accordance with the guidelines of the OVK in BVDW (currently delivery before the start of the campaign no later than three working days for standard advertising material, five working days for rich media advertising material). All advertising material that deviates from the OVK standard must be delivered no later than five working days before the start of the campaign.
- Delivery considering the applicable technical specifications (www.weka-media-publishing.de/digital/technical-specifications) to: DISPO.WMP-Digital@wekanet.de



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