

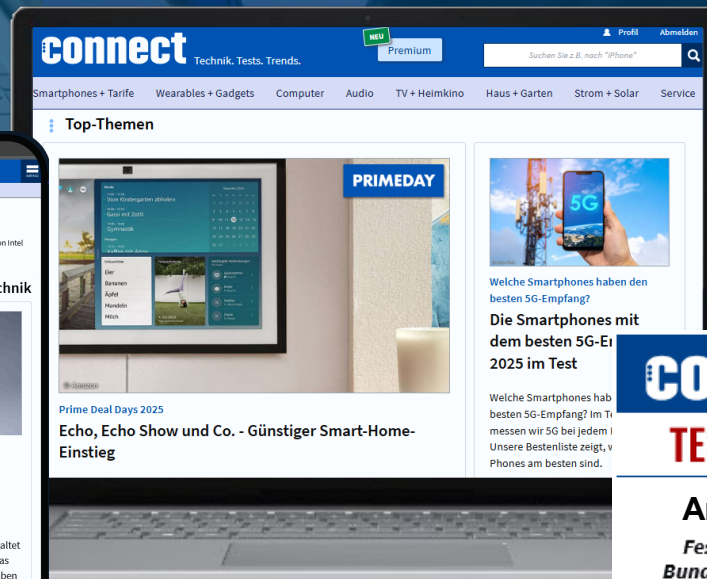
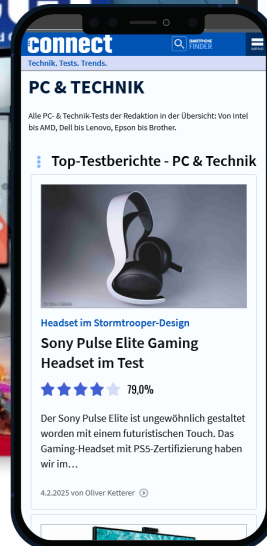


MEDIADATA 2026 - DIGITAL

connect

We Build Trust

With our brand connect, we have been guiding readers and users for many years through the latest trends in exciting tech worlds. Thanks to our commitment to editorial expertise and the objective product testing conducted in our in-house laboratory, we enjoy the highest level of trust among our readers and users. Leverage our platforms to reach a highly selective and affluent target audience.



Anbieter A
Festnetztest 2024
Bundesweite Anbieter



Produkt X
Kategorie: Saug-Wisch-
Roboter

connect and with trustful consulting competence for tech products

Overview



connect

For over 30 years, connect has been the trusted testing authority in telecommunications and a key advisor in the industry.



Target groups

Users of connect.de are tech enthusiasts, predominantly male, with above-average incomes. They actively test and review new products and, as opinion leaders, influence purchasing decisions within their networks.



Nutzung

connect.de is used especially during the decision-making process before purchasing tech products, as users seek useful information and expert advice.

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/Contextual Temporal Geographically Retargeting	10 €			
Video Ads				
Video Ad (Max. 20 sec. videos) (Placement in front of video-content of connect and 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. Video integration only possible from Youtube links.

MEDIA

Each advertorial is advertised with teasers on the **connect.de** website, in the editorial **newsletters**, **native ads*** and via **social media**.

AFFILIATE-LINKS

Integration of **partner widgets** and **direct links**,
PREREQUISITES: The advertiser is a partner of an affiliate network supported by us (e.g., AWIN, Heise, Tradedoubler).

*Not included in the basic package

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'. A search icon is on the right. Below the navigation bar, 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 promotes Lenovo Yoga tablets as high-performance devices available at attractive prices during a 'Tablet Week' at Mediamarkt. A photograph shows a laptop on a round wooden table. To the right of the text, there are buttons for 'Smartphones >', 'Tarife >', 'Mobile Computing >', and 'Videos >'. A sidebar titled 'Aktuelle Themen' lists recent news items like 'VanMoof S5 und A6: Neue E-Bikes vorgestellt' and 'Angebote für Handys, Tablets und mehr'. Below the main text, a section titled 'Lenovo Tab P11: Premium-Tablet Familie' describes the tablet's features. Further down, a 'Günstigste Angebote für Honor 70 128GB Midnight Black' section shows a price of '€ 473,-' and a 'Zum Angebot' button. The bottom of the page features a price of '€ 514,38' and social media sharing icons.

Advertorial packages

BASIC

1 ARTICLE
250k TEASER

The content of the article (text and images, no duplicate content) must be provided!

2.500€

ADVANCED

1 ARTICLE
CONTENT PRODUCTION
500k TEASER
NATIVE ADS
5.000 IMPRESSIONS*
1 SOCIAL POST

5.500€

PREMIUM

1 ARTICLE + 1 UPDATE**
CONTENT PRODUCTION
1 MILLION TEASER
NATIVE ADS
10.000 IMPRESSIONS*
2 SOCIAL POSTS

9.500€

* Guaranteed impressions on the article, tracked via Upscore

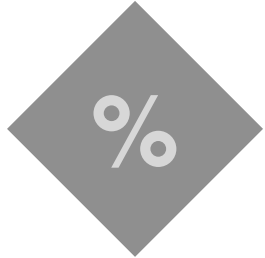
**UPDATE: minor text changes, price changes of promoted products, campaign announcements, images. Further updates starting from €200 depending on effort.

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, 2026 – December 31, 2026.
- 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 (<https://www.weka-media-publishing.de/mediadaten-digital>) to: DISPO.WMP-Digital@wekanet.de



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