



MEDIADATA 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

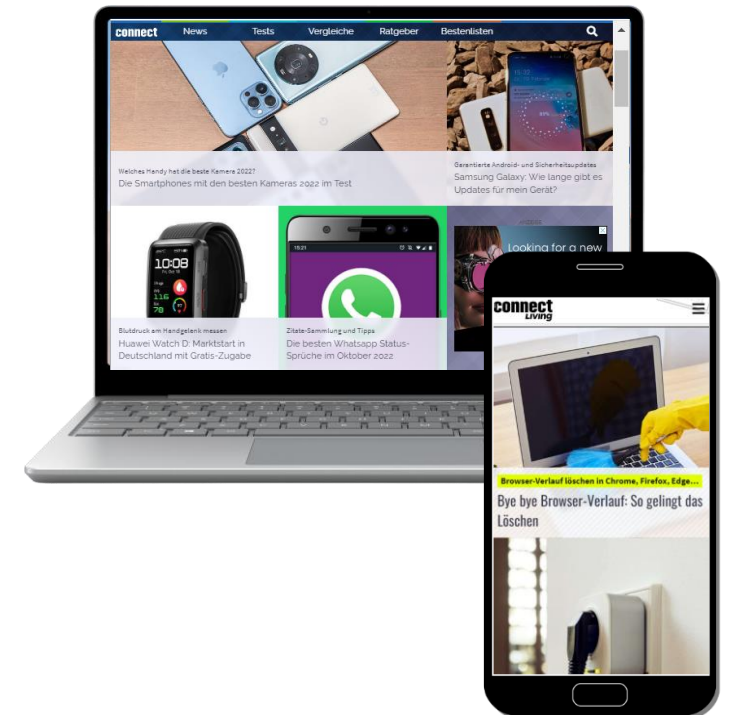


Reach

- ~ 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/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. 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%*.

*Average experience, no guarantee

The image shows a screenshot of a website advertorial for Lenovo Yoga tablets on the connect.de website. The page is titled "Lenovo Yoga: Angebote zur Tablet-Week bei Mediamarkt" and is dated 14.3.2022. The content includes a main image of a Lenovo Yoga tablet on a wooden table, a sub-headline "Mit den Tablets von Lenovo haben Sie ein leistungsstarkes Media Center zur Hand.", and several paragraphs of text describing the benefits of the tablets. A sidebar on the right contains navigation links for "Smartphones", "Tarife", "Mobile Computing", and "Videos", as well as a section for "Aktuelle Themen" with links to news about VanMoof e-bikes and Huawei P50 Pocket. Below the main text, there is a section for "Lenovo Tab P11: Premium-Ta Familie" and a product carousel for "Honor 70 128GB" in three colors: Midnight Black, Crystal Silver, and Emerald Green. A price comparison table shows the price of €473,- with a shipping cost of €6,99, and a "Zum Angebot" button. The bottom of the page shows a price of €514,38 with "kostenloser Versand" and social media icons for YouTube, Instagram, Facebook, and Twitter.

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.

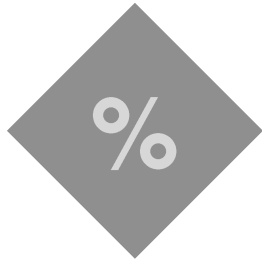
**CONTENT-PRODUCTION: Not applicable if text is supplied.

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



CONTACT

wmp-digital-sales@wekanet.de (Contact for all matters of concern)

Your contact persons according to their areas of responsibility:

Affiliate Marketing & Direct Sales Digital:

Khiana Seyfried
Sales Managerin Digital
+49 89 25556 1174
kseyfried@wekanet.de

Display Advertising & Productmanagement:

Manuel Lienich
Senior Sales Manager Display and Programmatic Advertising
+49 89 25556 1344
mlienich@wekanet.de