

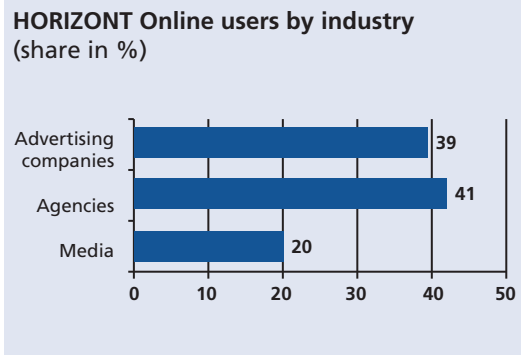
HORIZONT Online Fact sheet 2017

Positioning

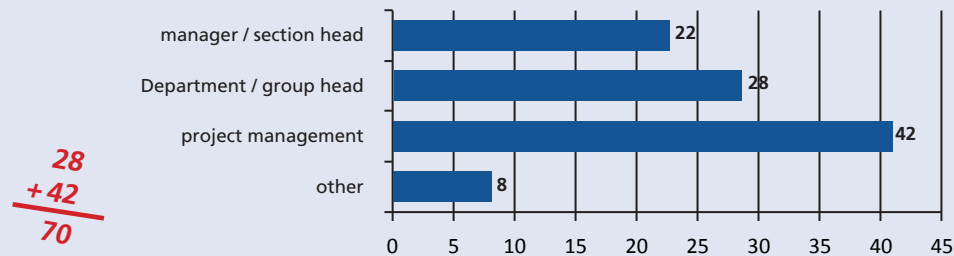
HORIZONT Online is one of the most informative, entertaining and user-friendly information sites for the marketing, advertising and media community. Our users appreciate the high quality of online journalism from HORIZONT Online. For those who need clear, fast information about the latest developments in an inspiring package! As your **business activator** within the HORIZONT Online community our promise is to work with you to develop the most effective digital concepts for your target group communication.

Coverage / user structure*

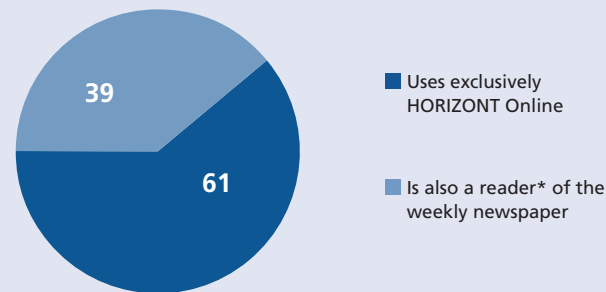
70 % of the users are recruited from the 2nd and 3rd management level of marketing and advertising decision makers.



Position in the company (share in %)

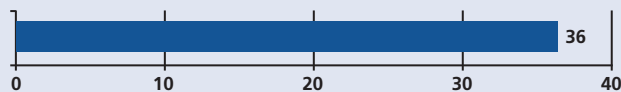


HORIZONT Online users are mainly accessible via the website (share in %)



* Readers are all those questioned who say they have read or browsed through at least every second edition of the weekly newspaper HORIZONT.

Average age (in years)



*Source: HORIZONT Online Nutzerbefragung 2016



Performance data

Sources: AGOF Ø January to May 2016, IVW 8/2016

| | |
|------------------|-----------|
| Unique User | 352,000 |
| Visits | 1,289,207 |
| Page Impressions | 2,879,846 |

Prices 2017

(per week, exclusive)

| | |
|------------------|----------|
| Medium Rectangle | 7,110 € |
| Superbanner | 7,560 € |
| Double Sticky Ad | 12,720 € |
| Wallpaper | 12,360 € |

Moving image at HORIZONT Online

| | |
|----------|---------|
| Pre-Roll | 2,500 € |
|----------|---------|

For further Information please contact online@horizont.net

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Price list display advertising HORIZONT Online

| Advertising medium (price per week) | Format (pixel) | 1 of 3 rotation* | Exclusive* |
|--|--|-------------------------|------------|
| Banderole Ad | 940 x 250 | 3,450 € | 8,280 € |
| Billboard | 940 x 250 | 5,650 € | 13,560 € |
| Content Ad | 300 x 250 | 2,550 € | 6,120 € |
| Content Banner 1 | 300 x 250 - 617 x 280 | 3,250 € | 7,800 € |
| Content Banner 2 | 300 x 250 - 617 x 280 | 2,150 € | 5,160 € |
| Double Sticky Ad | 2x 160 x 600 | 5,300 € | 12,720 € |
| Halfpage Ad | 300 x 600 | 3,900 € | 9,360 € |
| Layer Ad | 400 x 400 | 3,100 € | 7,440 € |
| Medium Rectangle | 300 x 250 | 3,950 € 1 of 2 rotation | 7,110 € |
| Pre-Roll | 940 x 480 | | 2,500 € |
| Superbanner | 728 x 90 - 980 x 150 | 3,150 € | 7,560 € |
| Wallpaper (including background colour) | 980 x 150 + 160 x 600 + background | 5,150 € | 12,360 € |
| Webskin | 980 x 150 + 2x 160 x 800 | 6,500 € | 15,600 € |

*Appears on the homepage, on all current notifications under the headings marketing, agencies and media, as well as on selected pages.