

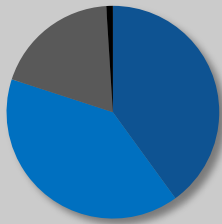
HORIZONT Digital

Fact sheet 2018

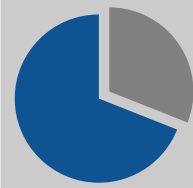
HORIZONT Online is one of the most informative, entertaining and user-friendly online platforms for the Marketing-, Advertising-, Media- and Communication community. As a matter of course, our website is responsive optimized. Our promise: We work with you to develop the most effective digital concepts for your target group communication.

Coverage / user structure

HORIZONT Online Users by Industry (Share in %)



- **40%** Advertising companies
- **40%** Agencies
- **19%** Media
- **1%** others



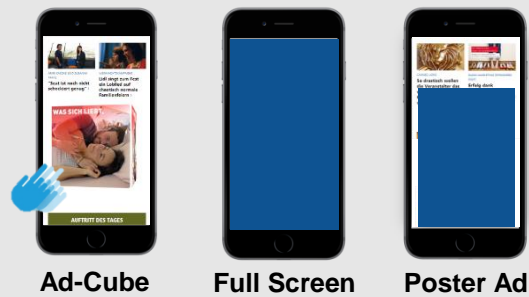
- **69%** uses exclusively HORIZONT Online
- **31%** are also a reader* of the weekly newspaper

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

Display Ads Desktop and Mobile (extract)



1. Superbanner
2. Sticky Ad or Halfpage Ad
3. Layer Ad
4. Top-Text Ad
5. Hockeystick / Wallpaper
6. Medium Rectangle



Desktop + Mobile Combinations

= Will also be shown on our mobile website.

In 2018 we added even more desktop and mobile combined ads to our sales catalog.

(If your company only delivers a desktop ad. Your ad will be scaled down to be mobile optimized.)

Performance (IVW 5/17 & AGOF 9/17)

Visits	1,690,484
Page Impressions	3,469,881
Unique User	550,000

Contact

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Pricing (extract)

Display Ads	Mobile Placing	Ad Format (pixel)	1 of 3 rotation (Price per week)	Exclusive (Price per week)
Superbanner	On our mobile website and App your ad will be placed on position Mobile I	728 x 90 to 980 x 150	4,150 € (1 of 4 rotation)	13,280 €
Sticky Ad or Halfpage Ad	-	160 x 600 / 300 x 600	3,700 € / 4,250 €	8,880 € / 10,200 €
Hockeystick / Wallpaper	-	980 x 90 + 160 x 600 + Background	5,400 €	12,960 €
Layer Ad	-	400 x 400	3,450 €	8,280 €
Top-Text Ad	Ad will be also shown in Newsletter HORIZONT Newsline and on our mobile website (Mobile III)	Max. 400 characters, picture 120 x 120	-	3,900 €
Medium Rectangle	On our mobile website and App your ad will be placed on position Mobile II	300 x 250	4,050 €	9,720 €
Poster Ad	On our mobile website and App your ad will be placed on position Mobile III	940 x 850	9,450 €	22,680 €
Ad-Cube	Your ad will be placed on position Mobile III	300 x 300 (per picture) Volume 20 KB	1,900 € (1 of 4 rotation)	6,080 €
Full Screen	Your ad will be placed on position Mobile III	320 x 480 Volume 20 KB	2,050 € (1 of 4 rotation)	6,560 €

For further information, please contact our [sales team](#).