Media data
golem.de

golem.de
IT-NEWS FÜR PROFIS

Golem media data – contents

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iq digital Portfolio
Quality coverage both online and mobile

General News	Editorial special interest	Community

General News
- Frankfurter Allgemeine FAZ.NET
- Süddeutsche.de
- ZEIT ONLINE
- Süddeutsche Zeitung Magazin
- REUTERS

Editorial special interest
- INGENIEUR.de
- fachmedien und mittelstand digital
- karriere.de
- jetzt.de Süddeutsche Zeitung
- Spektrum.de

- golem.de IT-NEWS FÜR PROFIS
- WEKA MEDIA PUBLISHING | COLORFOTO | video | connect | AUDIO | PC Magazin

- Handelsblatt
- Wirtschafts Woche
- finanztreff.de: part of the vwd group
- ARIVA.DE

Vertical theme networks
- iqd tec.net powered by iq digital
- iqd finance.net powered by iq digital

Community
- Linked in.
- VZ

golem.de
IT news for professionals

- The independent, high-reach news portal for IT professionals

- High-quality journalism and a vibrant community underpin strong credibility and reader loyalty. The information content is rounded off by exclusive and professionally produced video clips.

- Core themes: software, hardware, Internet, telecommunications and consumer electronics

- Target group:

  - Investment decision-makers and buyers for ITC

  - Highly interested users in the area of IT and consumer electronics
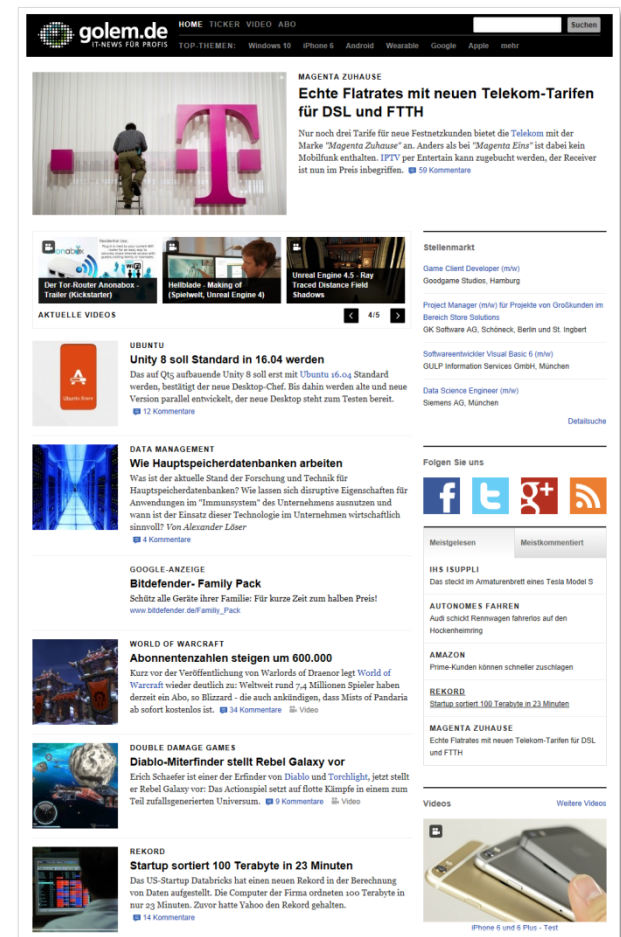
VDZ PrimeSite
The seal of approval for top online advertising media!

Your embedded advertising message profits from this high quality standard!

The seal of approval is a guarantee of quality, as each certified page provides:

- First-rate advertising environments

- Outstanding original content

- Loyal users with known and targetable user profiles

- Professional marketing with state-of-the-art advertising options

- High data security

Source: http://www.vdz.de/primesite/

golem.de
golem.de – first choice for IT professionals

1 **STRONG AMONG IT DECISION-MAKER**

golem.de is the most popular technology and IT website among IT decision-makers – a byword for quality and opinion-leading content.

2 **HIGH READER LOYALTY LEVELS**

The loyal user base of golem.de ensures optimum contact distribution for your campaign as well as constant high homepage reach.

3 **THEME-SPECIFIC AD SERVING**

Whether online or the mobile portal – golem.de's systematic keyword targeting concept ensures that you reach your target group on all mobile devices in the theme environments that attract their interest.
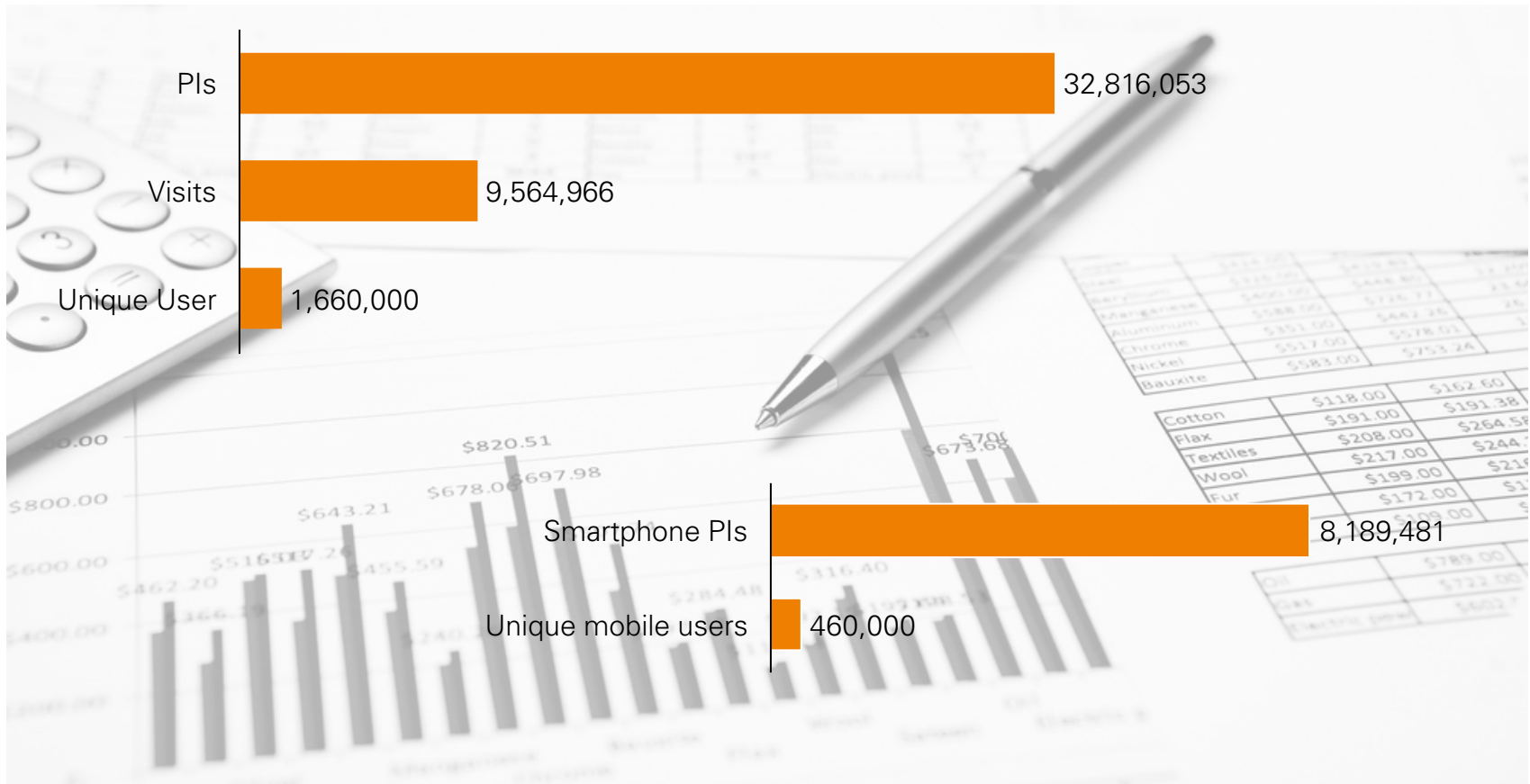
4 **INNOVATIVE ADVERTISING FORMATS**

With the video frame and crossmedia advertorials, Golem offers innovative advertising options in the portfolio of iq digital.

5 **CONTENT IS KING – MULTIMEDIA SERVICE ON ALL DEVICES**

No matter where the IT pros happen to be – they can access the content of golem.de anywhere, any time: via PC, notebook, tablet or smartphone.

golem.de
Promising performance data

PIs	32,816,053
Visits	9,564,966
Unique User	1,660,000
Smartphone PIs	8,189,481
Unique mobile users	460,000

Golem media data – contents

golem.de
Targets young IT decision-makers with high incomes

Share of users in percent

Composition index

Category	Group	Share	Index
Gender	Male	86	175
	Female	14	28
Age	20- 29	32	227
	30- 39	22	158
	40- 49	21	116
	> 50	16	34
Net HH income	1,500 to < 2,500€	24	82
	2,500 to < 3,500€	20	99
	More than 3,500€	35	152
Decision-maker* in the company		11	156
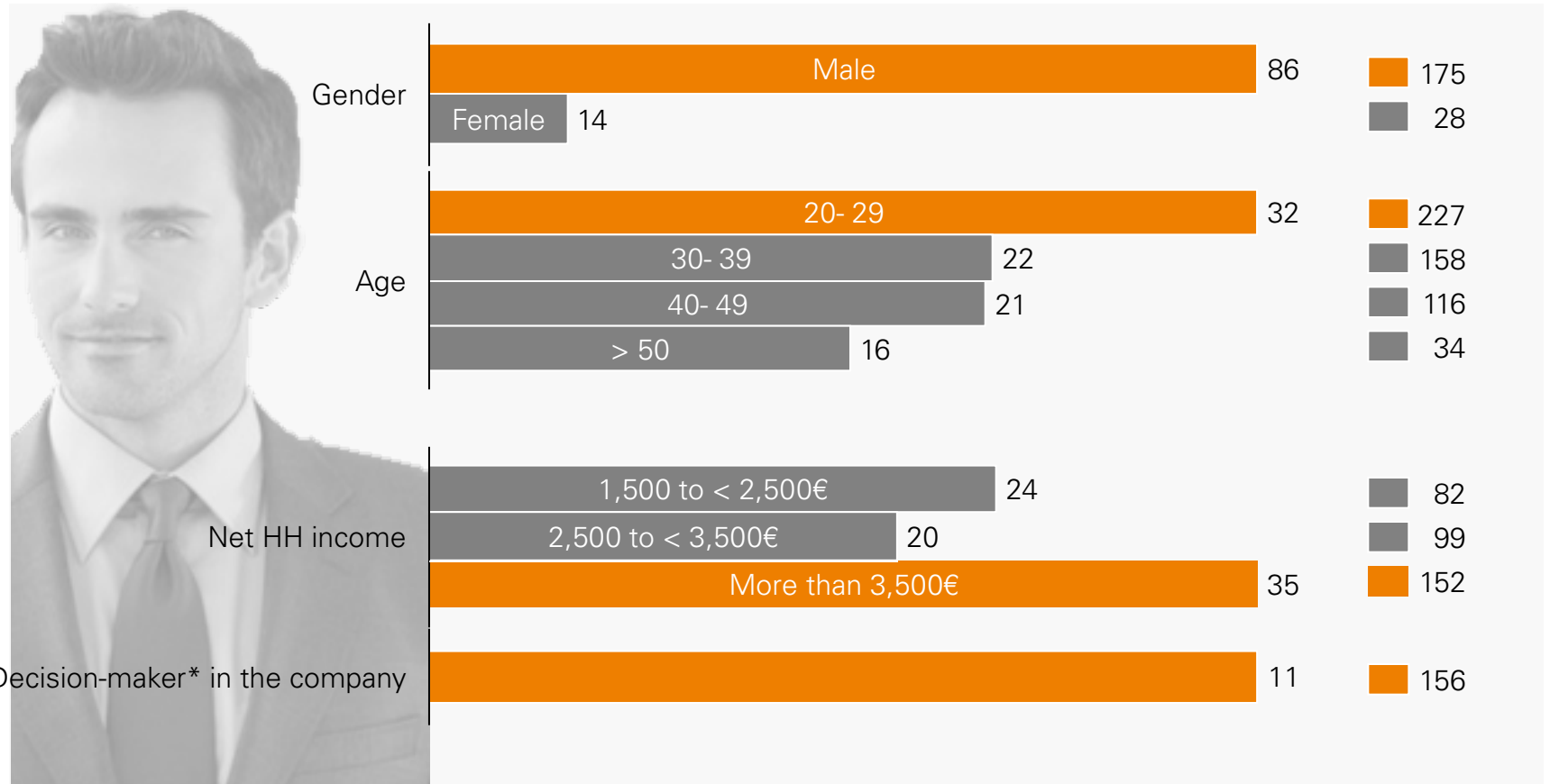
Source: AGOF internet facts 2014-12; composition index = share of target group in user base relative to share in total population.

*Decision-makers = independent professions, self-employed, management executives, senior civil servants

golem.de
golem.de – users interested in IT with a need for home entertainment

Interests (composition index)*

Computer- and videogames	246
Fee-based music	244
Computer hardware	236
Home cinema	219
Fee-based music	217

Purchase/Hire plans (composition index)*

Home cinema	218
Life and pension insurances	191
Other insurances	190
Rental cars	185
Investments	174
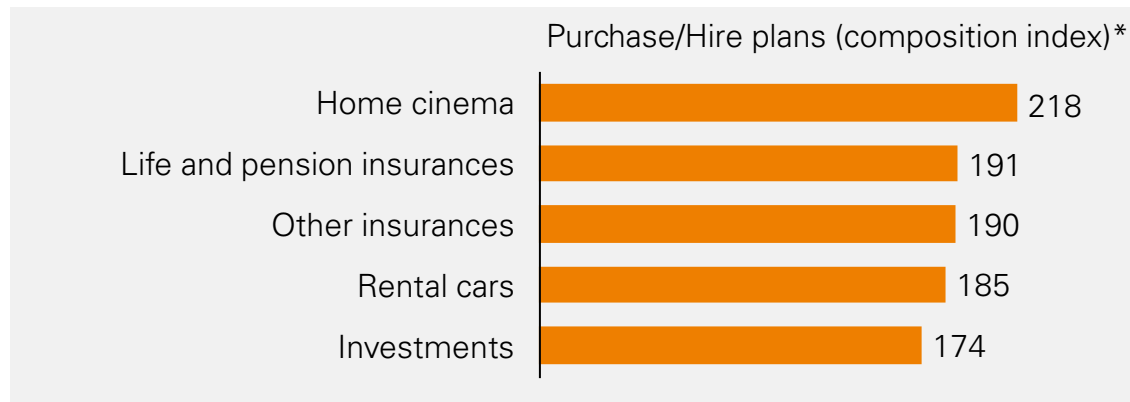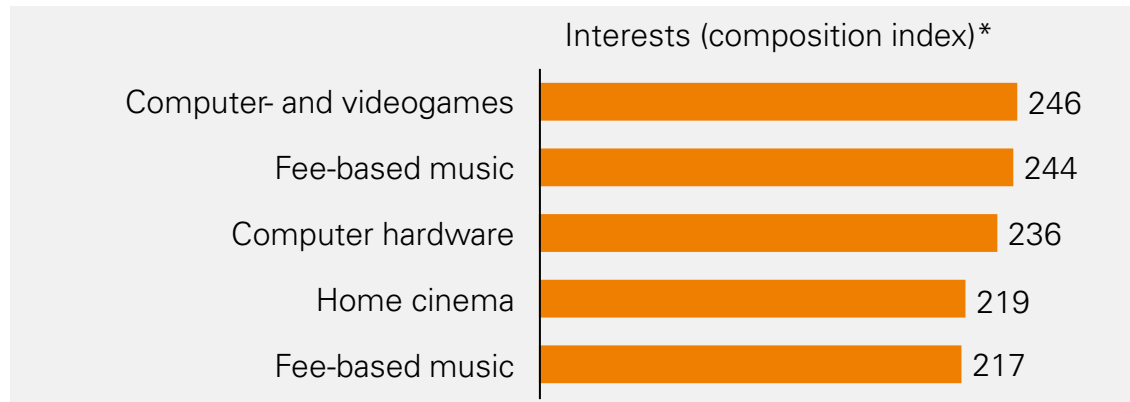
Source: AGOF internet facts 2014-10; * composition index = share of target group in user base relative to share in total population; Interests = "Am (very) interested", purchase plans = "Certainly/perhaps plan to buy/take out during next 12 months"

Golem media data – contents
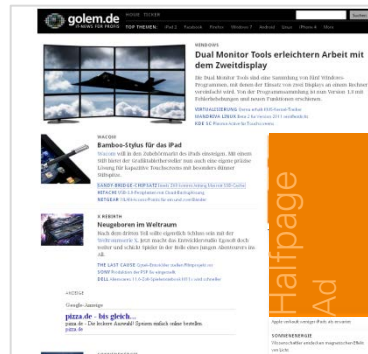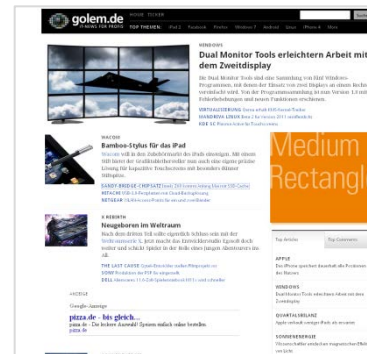
Golem media data – contents

golem.de
Standard advertising options

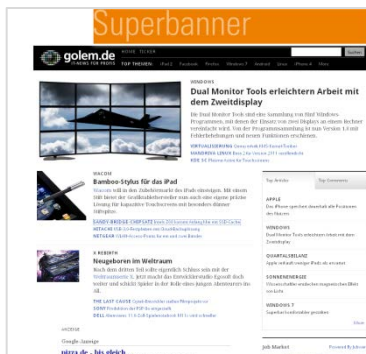**Wallpaper**
800x90 and 160x600 px

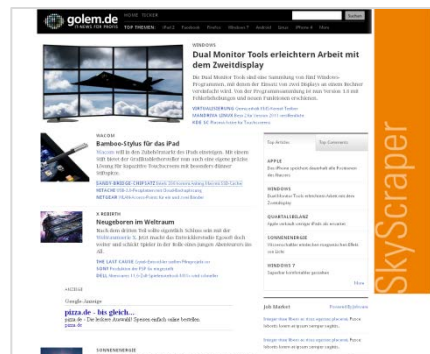
Halfpage ad
300x600 px

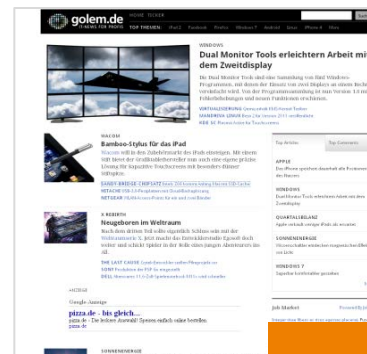
Medium rectangle
300x250 px

Also bookable with video! (see video ad package, p. 28)

Superbanner
728x90 px

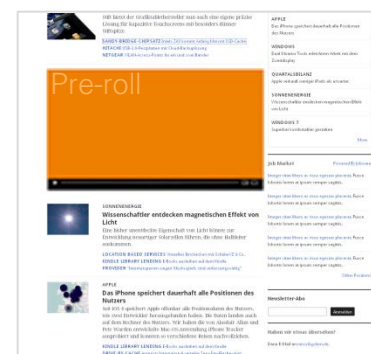**Skyscraper**
120x600 px

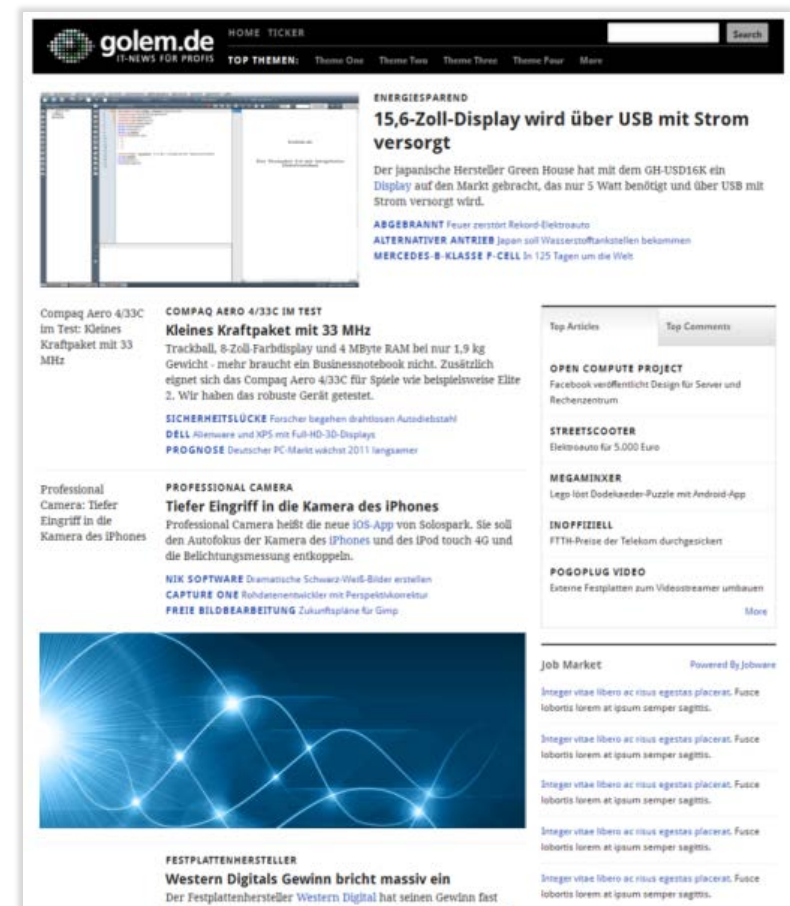**Text link/ Teaser**
300x100 px

Video advertising
Pre-roll

Wide rectangle – bigger format, bigger impact
The extra-wide version of the medium rectangle

- Use the entire left-hand content width to generate attention for your campaign.

- Also bookable with keyword targeting

- Size: 620 x 250 px

Price for wide rectangle:
45 € CPM with keyword targeting

Content wallpaper
Unmissable format directly in the content flow

- Content wallpaper is positioned directly below the the lead-off story on the homepage.

- Consists of

    - Content billboard (940 x 200 px below the lead-off) and

    - Halfpage ad (300 x 600 px)

  connected to each other

> Price for content wallpaper
> One-day fixed position*:
> 8,200 € gross / 185,000 AIs per day
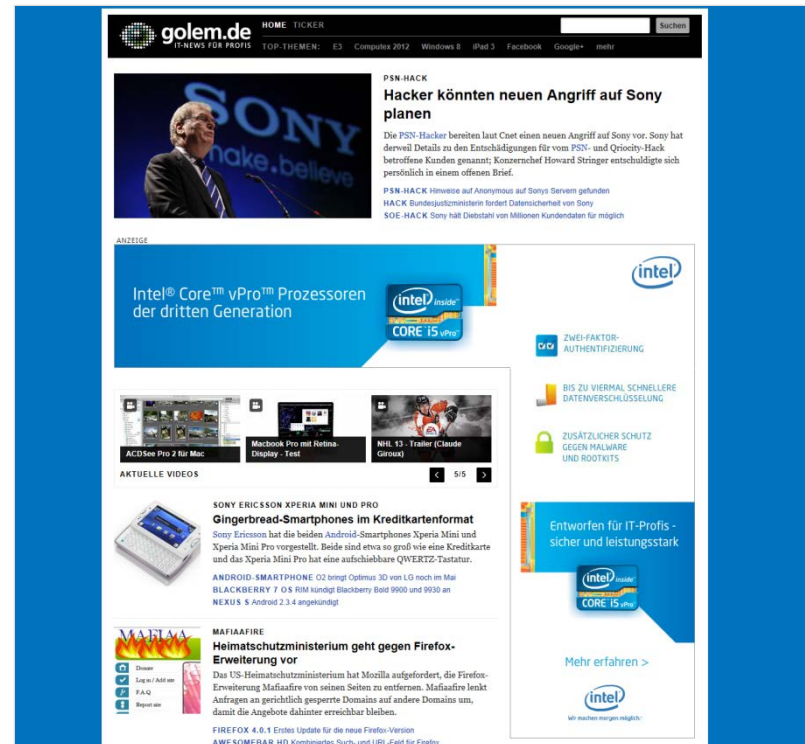
Screenshot of golem.de homepage

* Homepage and ticker

Homepage billboard
Ample space for creativity in an exclusive position

■ Prominent integration across the entire page width

■ In the attractive position directly below the horizontal navigation bar, animated images or videos generate maximum attention and interest

■ Format: 940 x 200 px

Price for billboard
One-day fixed position*:
8,200 € gross / 185,000 Als per day

* Homepage and ticker

Screenshot of golem.de homepage
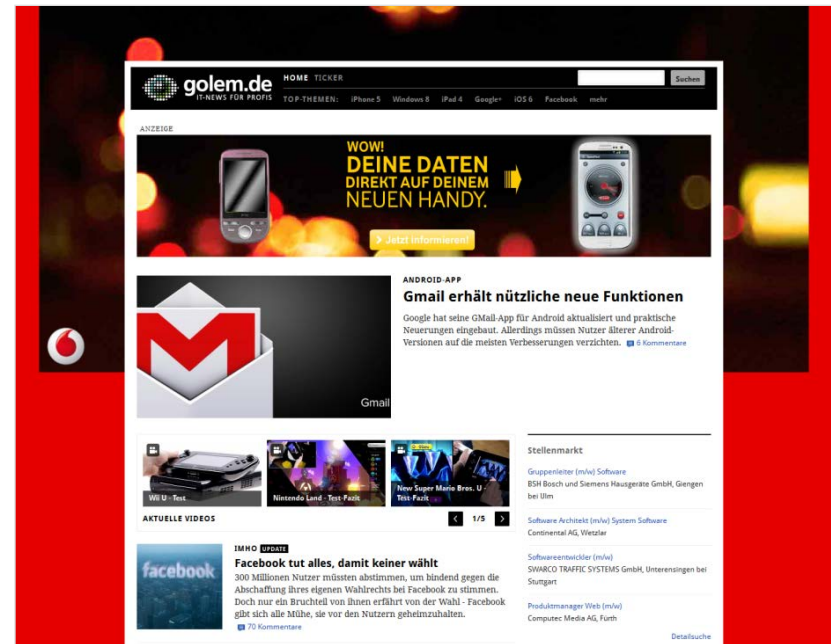
Brand value ad
Fireplace in combination with a billboard

- Maximum visibility in the first screen

- Consists of

    - Fireplace (skyscraper right + superbanner + skyscraper left)

    - Billboard

    - Background colour or background image

Screenshot of golem.de homepage

Price for brand value ad
One-day fixed position*:
12,500 € gross / 185,000 AIs per day

* Homepage and ticker

Sitebar ad
The "poster" of online advertising

- Maximum visibility and maximum creative freedom

- Scales automatically to screen / window size

- Flash file to be supplied: 300x600 px

Price for sitebar ad
One-day fixed position*:
8,200 € gross / 185,000 AIs per day

Portal rotation: 60 € CPM

* Homepage and ticker

Screenshot of
golem.de homepage

The sitebar stays sticky
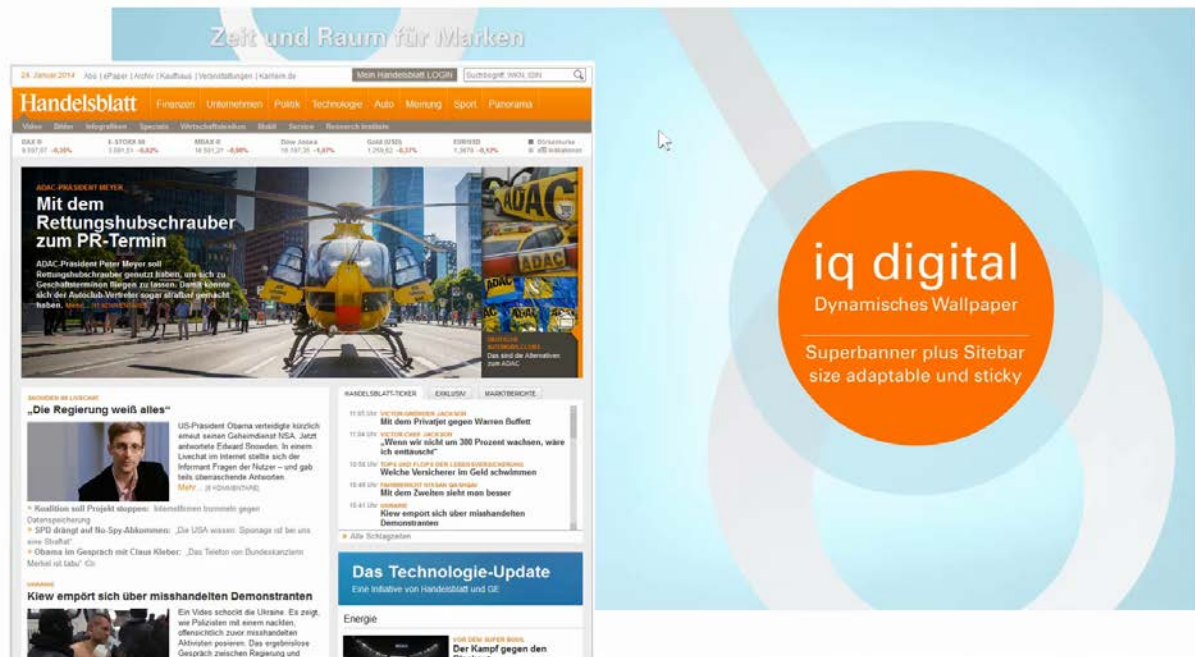to the end of the page

Lead-off combo on the homepage
Maximum impact for your advertising message

■ The perfect combination for an **exclusive** fixed position on the homepage

■ Available in two versions

  ◼ Billboard + medium rectangle or

  ◼ Wallpaper + medium rectangle

Price for lead-off combo:
12,500 € gross / 185,000 AIs per day

Dynamic Wallpaper
Superbanner plus Sitebar Ad

- The Sitebar is sticky and „follows" the user while scrolling

- Ample creative leeway

- Scales automatically according to the screen

- **Benefit:** high attention due to the permanent visibility

The creation has to consider that the Superbanner statically sticks to its initial size and does not adjust to the scaled Sitebar format. Therefore the Superbanner/ Billboard content should be created independently from the Sitebar display.
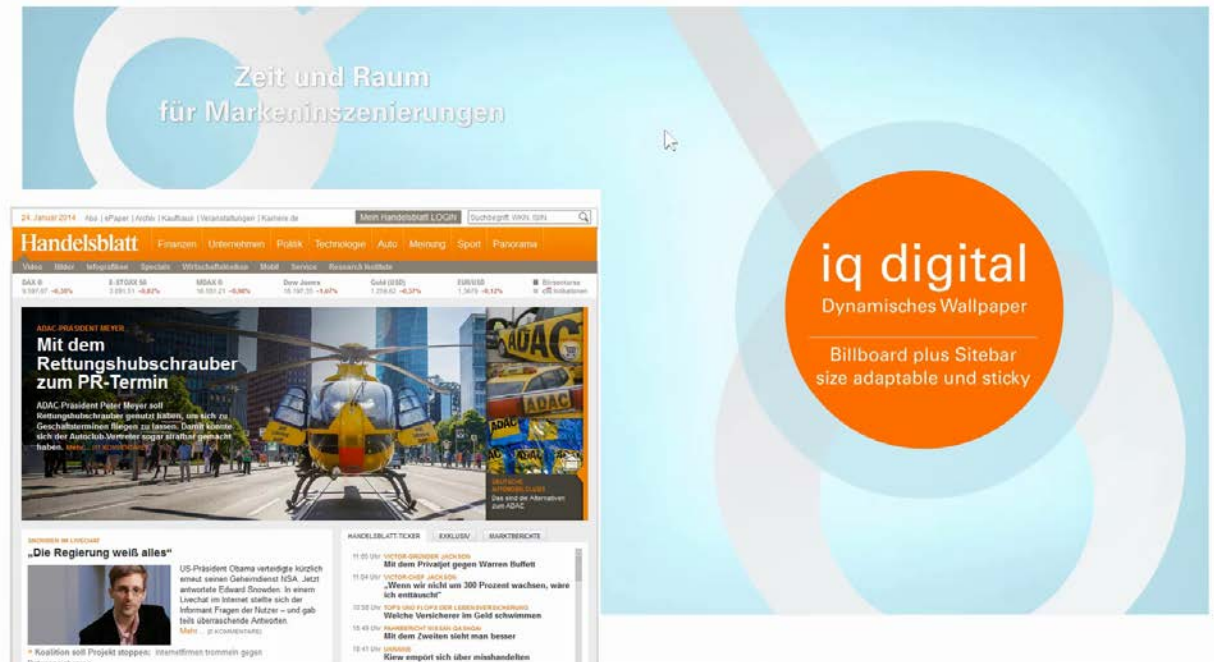
Dynamic Wallpaper XL
Billboard plus Sitebar Ad

- The Sitebar is sticky and „follows" the user while scrolling

- Ample creative leeway

- Scales automatically according to the screen

- **Benefit:** high attention due to the permanent visibility

The creation has to consider that the Superbanner statically sticks to its initial size and does not adjust to the scaled Sitebar format. Therefore the Superbanner/ Billboard content should be created independently from the Sitebar display.

The double sitebar ad
Responsive and screen filling – a convincing package

- The sitebar ad ensures maximum visibility and provides ample leeway for your creative ideas.

- With the double sitebar ad, you have a presence in both areas to the left and right of the page content.

- The sticky sitebars remain in the visible area during scrolling, and the size scales automatically to suit the screen/window format.

- Required flash file: 300x600 px per sitebar

- Bookable as a one-day fixed position ad on the homepage

Sticky navigation ad
Interaction and branding at all times

- In the starting position, the sticky navigation ad consists of two skyscrapers and a background image. All three elements remain sticky during scrolling and are therefore always in the reading flow of the user. Interaction with the ad is possible at any time.

- The preview windows open when the mouse is moved over the navigation elements. On user click, a large branding area covers the content.

- The sticky navigation ad is particularly suitable for communication of multiple themes or products.

- Bookable as a fixed-position ad

Mouseover

Click

Fluid banner
Makes optimum use of any display size …

- The ad format is in a high-impact position directly at the top of the site above the header.

- What's special about this format is that the fluid banner automatically adapts to the screen size* – which means that your advertising message is always fully visible.

* The creative agency is responsible for the correct realisation and functionality of the advertising content.

Fluid banner
… and is therefore also ideal for tablets

■ As it adapts to the size of the screen, the banner is also ideal for tablets* (precondition: programming in HTML5).

■ The banner also always adapts to the display format on tablets and retains its functionalities – whether in portrait or landscape mode.

■ Bookable on a CPM basis and as a time-based volume booking

* Can only be served on desktop versions of the websites, not on mobile sites (MEWs/Web apps)
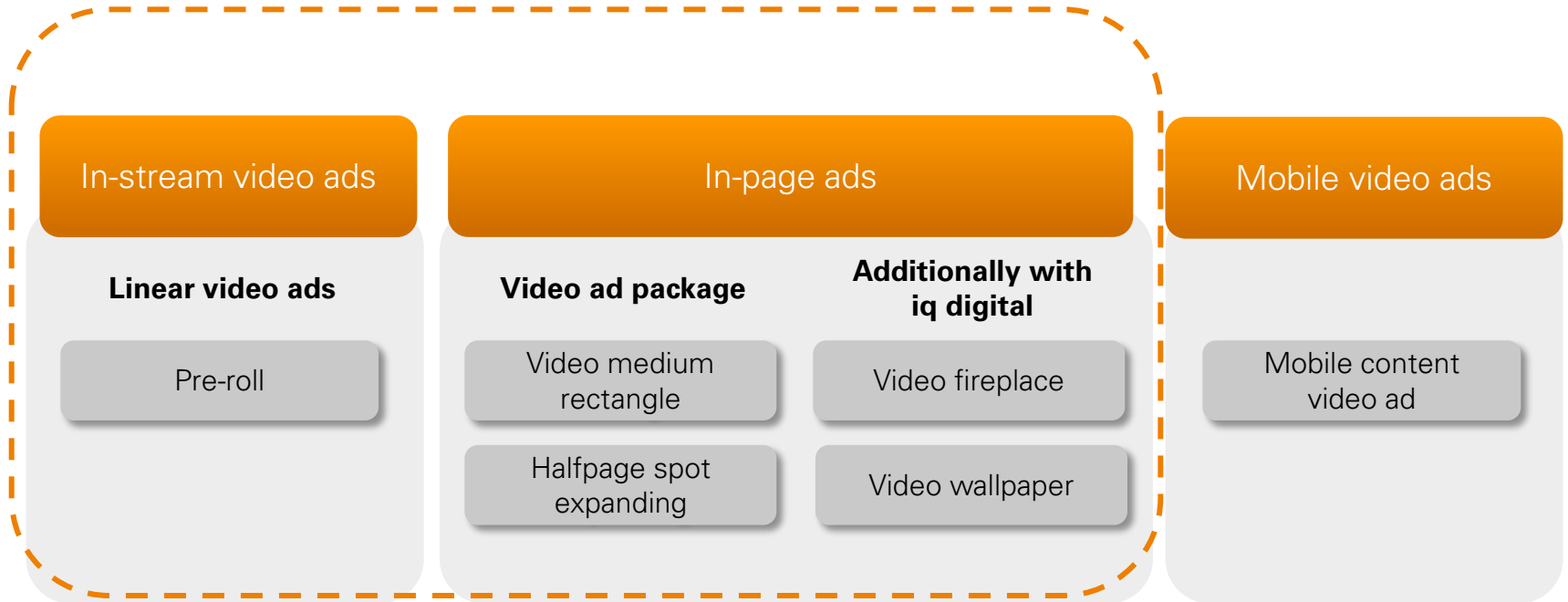
Golem media data – contents

- Positioning of site

- Target group

- Advertising options

  - Display

  - Video

  - Mobile

  - Special integration concepts

  - Section packages

  - Crossmedia

- Targeting solutions

- Advertising impact tool

- Rate card

- Contacts

- Back to start

Bookable moving image ad formats on Golem
In-stream, in-page and mobile

iq digital

| In-stream video ads	In-page ads		Mobile video ads
Linear video ads	**Video ad package**	**Additionally with iq digital**	
Pre-roll	Video medium rectangle	Video fireplace	Mobile content video ad
	Halfpage spot expanding	Video wallpaper	

Videos on golem.de
## Also bookable on the mobile portal

- The Golem editorial team produces video content on

  - News from IT and technology

  - Hardware and software product tests

  - Interviews with leading figurwa in the IT sector

  - Reports from trade fairs and events

- Prices for portal rotation:

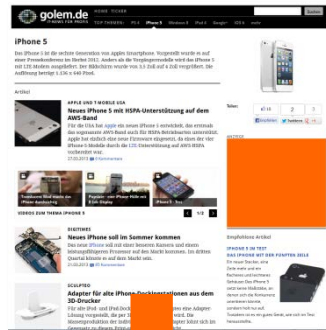 - Pre-roll up to 20s: 85.00 €

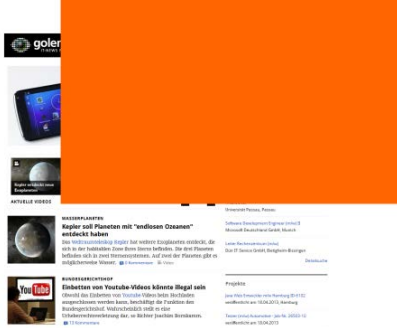 - Pre-roll up to 30s: 115.00 €
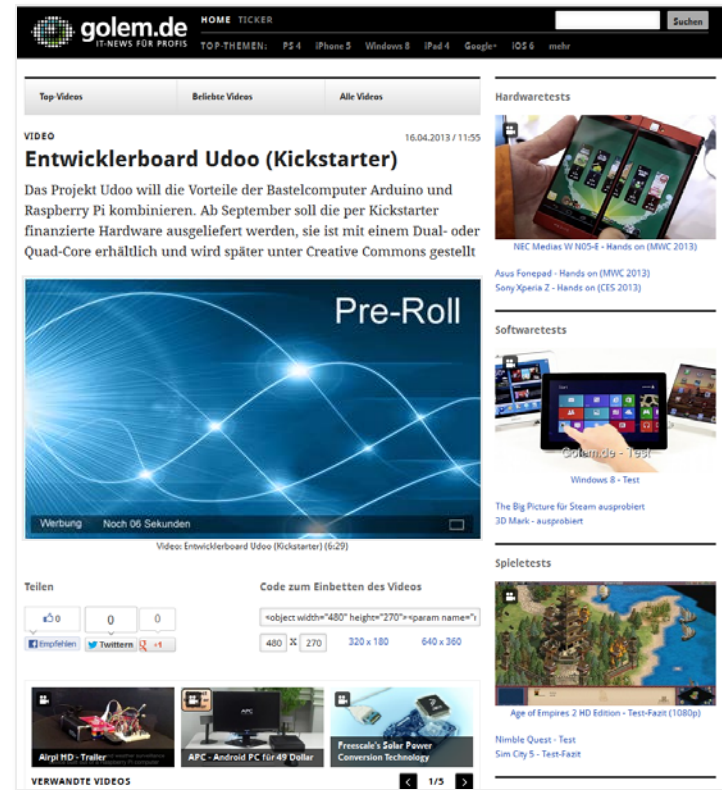
In-page video advertising
You supply the spot* – and we take care of the rest
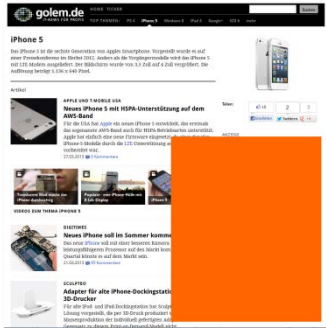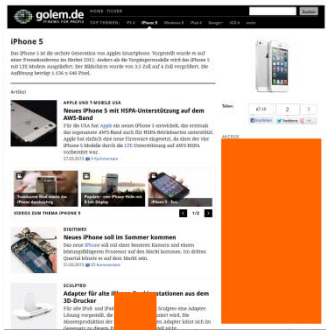
Halfpage spot expanding

Expandable video ad
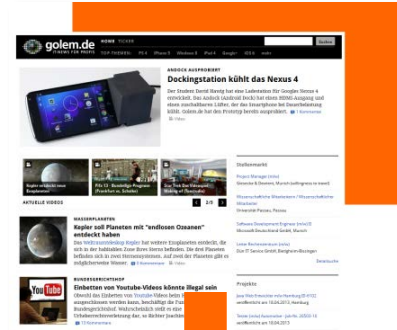
Video wallpaper

Video fireplace

*A fallback image must additionally be supplied; you can find more information on specifications at http://www.iqm.de/medien/online/werbeformate/

Golem media data – contents

- Positioning of site
- Target group
- Advertising options
    - Display
    - Video
    - Mobile
    - Special integration concepts
    - Section packages
    - Crossmedia
- Targeting solutions
- Advertising impact tool
- Rate card
- Contacts
- Back to start

Bookable mobile ad formats for Golem

Standard formats

Mobile banner, standard (6:1)

Mobile banner, medium (4:1)

Mobile banner, large (2:1)

Mobile high impact ad (1:1)

Special formats
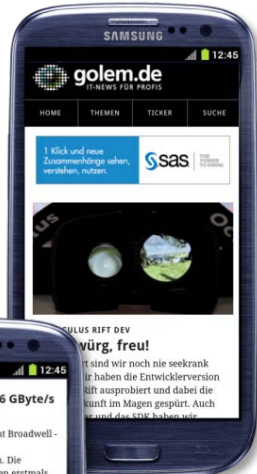
Mobile content video ad

Mobile banner ad plus

Mobile gallery ad

Mobile portal – ad formats
Examples

Banner,
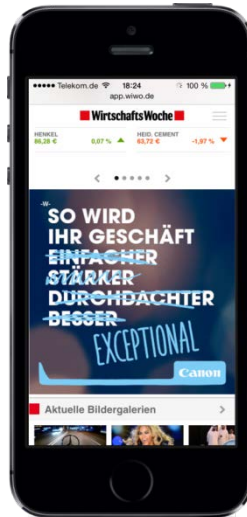small

Banner,
medium

Banner, large

Screenshots of the Golem mobile portal

High impact ad
(Screenshot of
Wirtschaftswoche)

Mobile content
video ad
(Scribble)

Mobile gallery ad
(Scribble)

Banner ad plus
(Scribble)

Golem media data – contents

Advertorial
Your own content on golem.de

- Your own content is integrated on a subpage of golem.de.

- Content examples: editorial articles, photo galleries, videos, whitepaper, info graphics, newsletter registration form and much, much more.

- Traffic is directed to your advertorial by a media package containing supporting ads.

- Depending on the topic, the Golem editorial service team can also prepare the editorial content for a surcharge.

Website

Mobile portal

Example: advertorial on golem.de Online

Website
- wallpaper

Website
- medium rectangle
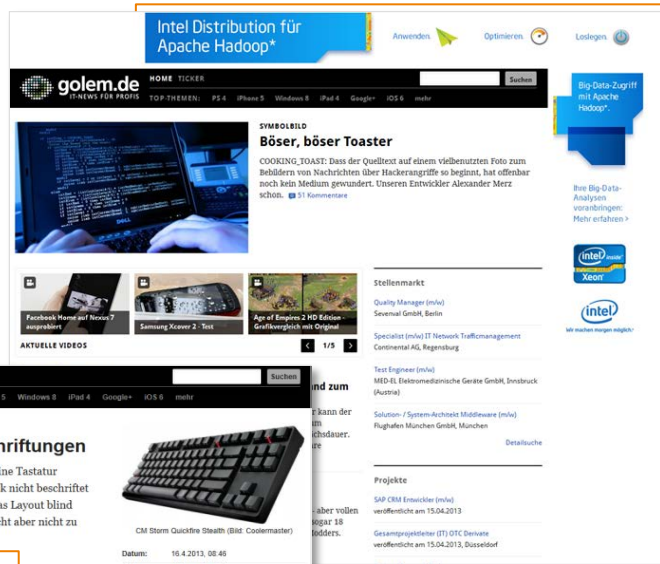
Ads in rotation on golem.de link directly to the start page of the advertorial
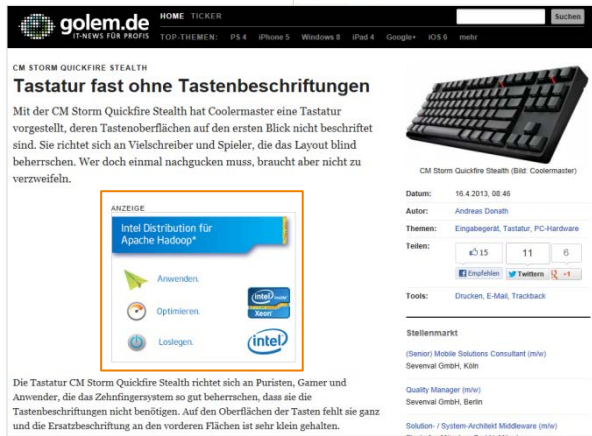
Screenshot of www.golem.de

Example: advertorial on golem.de
Mobile portal

Banner, large

Screenshot of the Golem mobile portal
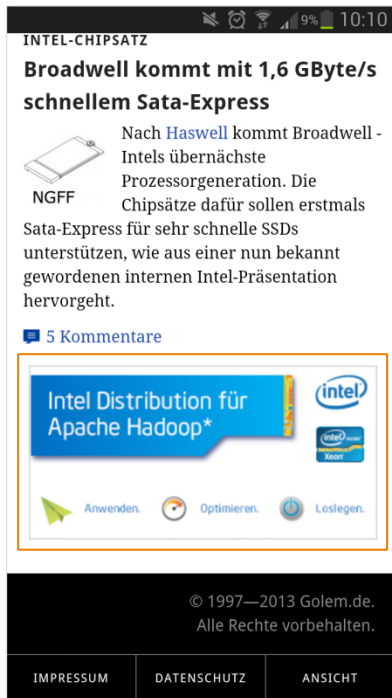
Fixed-position banner, small, as header on the advertorial start page

The banner, large, links directly to the advertorial in the mobile portal

Advertorial basic package
Costing example

Duration: 4 weeks	Price for total duration	CPM	Media performance
Website			
Techn. preparation and implementation of the advertorial*	4.500 EUR		
Optional: branding of advertorial page, e.g. with wallpaper and medium rectangle	0 EUR		
Online coverage generation (incl. 50% discount for internal links)			
Wallpaper with keyword targeting on golem.de	22.500 EUR	37,50 EUR	600.000
Teaser on the golem.de homepage	15.000 EUR	7,50 EUR	2.000.000
Gross price (incl. 50% discount for internal links)	42.000 EUR		
Agency net (incl. 15% agency commission)	36.375 EUR		
Media value (excl. discount for co-branding and internal links)			79.500 EUR
Total ad impressions, 4 weeks			2.600.000 AI
Average CPM n/n			13,99 EUR

This proposal is subject to confirmation, prices are eligible for discounts under certain conditions and plus VAT | Lead time: 20 days
*No discounts on services and production costs

Advertorial crossmedia package
Costing example

Duration: 4 weeks	Price for total duration	CPM	Media performance
Website + mobile portal			
Techn. preparation and implementation of the advertorial*	4.500 EUR		
Extension of the advertorial on the mobile portal*	2.000 EUR		
Optional: branding of advertorial page, e.g. with wallpaper and medium rectangle	0 EUR		
Crossmedia coverage generation (incl. 50% discount for internal links)			
Wallpaper with keyword targeting on golem.de	24.375 EUR	37,50 EUR	650.000
Teaser on the golem.de homepage	15.000 EUR	7,50 EUR	2.000.000
Mobile banner, large, in rotation in the mobile portal	5.000 EUR	12,50 EUR	400.000
Gross price (incl. 50% discount for internal links)	50.875 EUR		
3% volume discount	49.544 EUR		
Agency net (incl. 15% agency commission)	43.087 EUR		
Media value (excl. discount for co-branding and internal links)			95.250 EUR
Total ad impressions, 4 weeks			3.050.000 AI
Average CPM n/n			14,13 EUR

This proposal is subject to confirmation, prices are eligible for discounts under certain conditions and plus VAT | Lead time: 20 days
*No discounts on services and production costs

Video advertorial
Complex products explained in simple terms – in a video

- **golem.de produces** a professional product video complete with 360-degree presentation of all features in the accustomed quality format of a Golem video product test.

- Example of an editorial video: http://www.golem.de/0902/65161.html

- Costs

  - Video production*:   3,000 euros

  - Advertorial production: 2,500 euros

  - Advertorial integration: 500 euros/week

  - Book additional media volume to publicise the video advertorial.
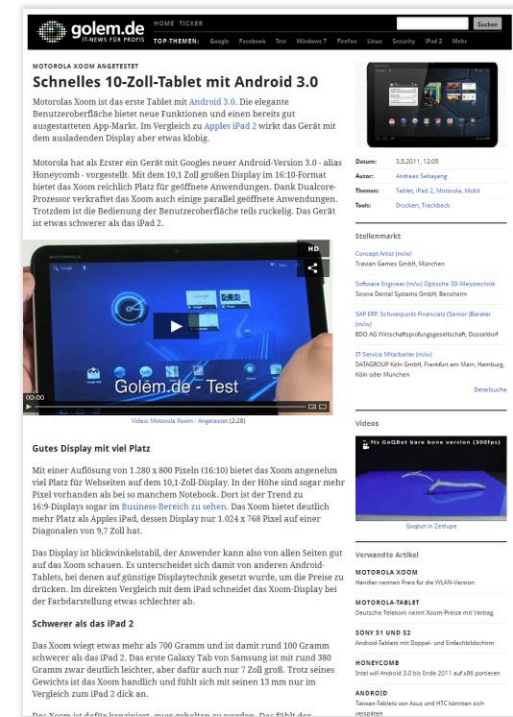
Example of a video player for a product test by the golem.de editorial team

*up to a length of 2:59 minutes.

Video advertorial, basic package
Costing example

Duration: 4 weeks	Price for total duration	CPM	Media performance
Website			
Production of a product video up to max. 3 minutes by the Golem editorial team*	3.500 EUR		
Techn. preparation and implementation of the advertorial*	4.500 EUR		
Optional: branding of advertorial page, e.g. with wallpaper and medium rectangle	0 EUR		
Online coverage generation (incl. 50% discount for internal links)			
Wallpaper in rotation on golem.de	22.500 EUR	37,50 EUR	600.000
Medium rectangle with keyword targeting in relevant articles on golem.de	13.500 EUR	22,50 EUR	600.000
Gross price (incl. 50% discount for internal links)	44.000 EUR		
Agency net (incl. 15% agency commission)	38.600 EUR		
Media value (excl. discount for co-branding and internal lniks)			80.000 EUR
Total ad impressions, 4 weeks			1.200.000 AI
Average CPM TKP n/n			32,17 EUR

This proposal is subject to confirmation, prices are eligible for discounts under certain conditions and plus VAT | Lead time: by arrangement
*No discounts on services and production costs

# Golem media data – contents

Selected rotation
Volume package with selected environments

- Volume package with 500,000 AIs for 1 week in the environments "Mobile Phone", "Games", "Audio/Video", "Internet", "Applications", "Mobile" and "Photo"

- Choose your preferred ad format:

  - Standard: Wallpaper, Superbanner, Skyscraper, Medium rectangle

  - Premium: Billboard (above navigation bar), Halfpage ad and Sitebar

Standard: 7,500 € gross week
Premium: 11,000 € gross week

Golem media data – contents

Keyword targeting
Serving of your advertising in relevant articles

The Golem editorial team assigns suitable keywords to an article:

- by **producer** (e.g. Microsoft, Lenovo)

- by **product** (e.g. smartphone, printer, digital camera)

- by **topic** (e.g. cloud computing, virtualisation, storage)

- by **event** (e.g. Cebit, IFA, Gamescom)

You can choose from over 1,000 keywords.

Talk to us, we'll be happy to help you choose the right keywords.


Keywords assigned to the article

Precision communication with your target group – iq target

- Based on the proven, leading technologies of nugg.ad, DoubleClick and many other providers – and underpinned by exclusive iq digital optimisations and our data gathered in a broadly based portfolio full of strong brands

- Systematic targeting based on criteria like sector, department, size of company or position - a unique player in the German advertising market

- Intelligent integration of your campaign with high-quality booking environments - deep targeting all the way down to the editorial keyword level or based on stock market/ corporate data

- Wide range of tools and special solutions – also for exotic, elite advertising target groups
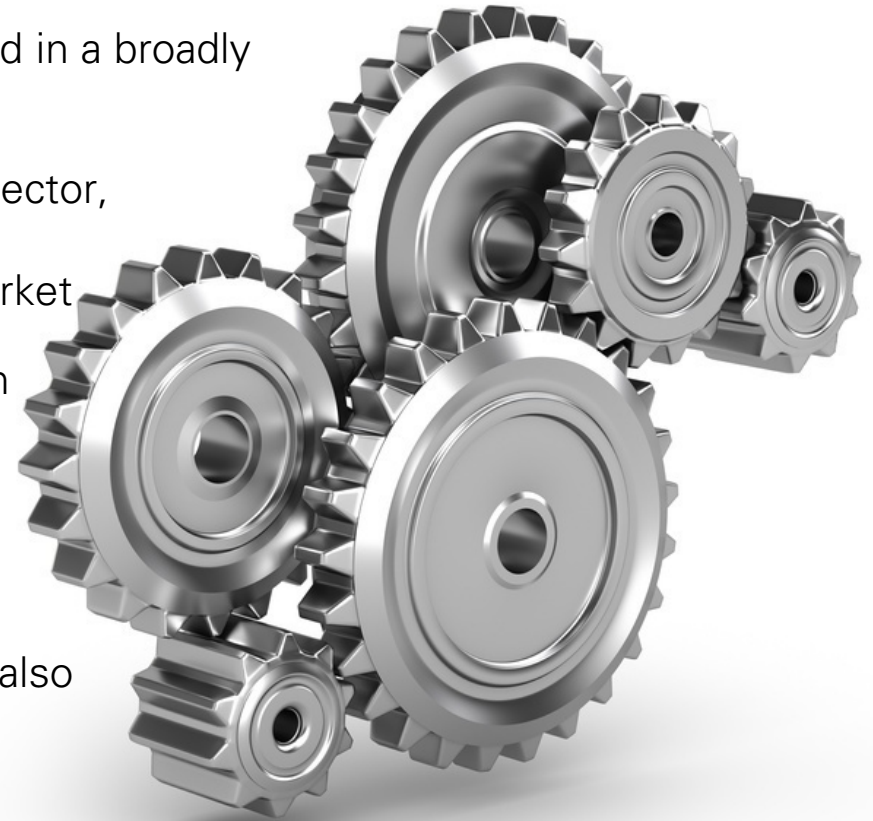
First-rate target groups
– iq target campaign examples

Finance for SMEs

Company owners and management executives

10–250 employees in the company

Business travel

Company owners and management executives

Marketing, sales or distribution departments

Family van

Net HH income > 3,000€

30–59 years of age

>3 persons in household

Internet provider

Geotargeting by postcode of offer region

Interested in entertain-ment, cinema etc.

Mobile network services

Interested in tariffs and telecommunications

Keywords: smartphone, iPhone, Android etc.

Hair colouring

Male

40–59 years of age

Interested in haircare

Golem media data – contents

golem.de
IT-NEWS FÜR PROFIS

Advertising impact can now also be measured on mobile devices – "ad results mobile"

iq digital

The documentation of click rates is not sufficient to measure the success or otherwise of your online campaign. The advertising impact tool provides you with valid information on the relevant success parameters:

- Brand recognition

- Advertising recall

- Brief sociographic data

Used on the mobile pages of

- Süddeutsche.de

- Handelsblatt.com

- golem.de
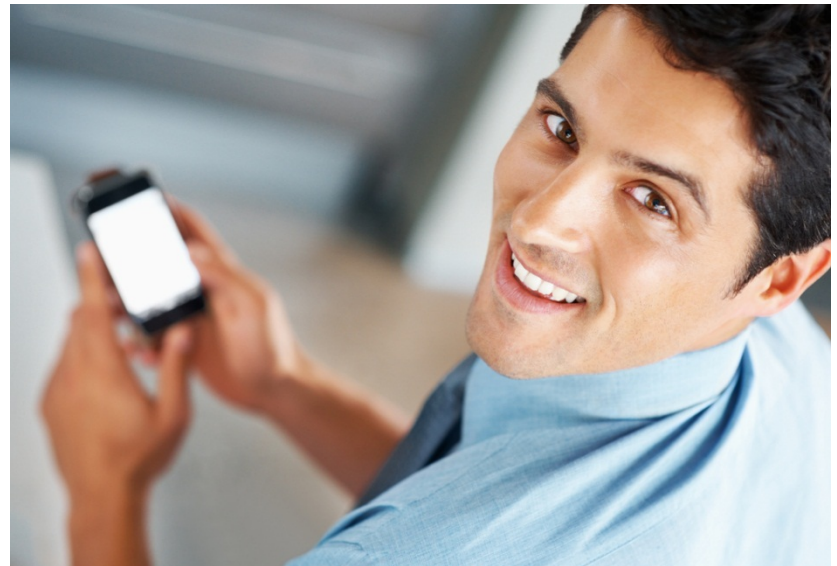
Advantages and prices – ad results mobile

Analysis of mobile premium and decision-maker target groups documented by almost no other survey. Classic test design with test and control group, with n = 200 respondents in both the control and test groups. High level of standardisation allows short-notice documentation of findings

Conditions:

- Campaign volume: at least 1.2 million AIs

- Campaign duration: at least 2 weeks

- Costs for study: 3,000 €*

- Free of charge from a mobile campaign volume of 10,000 €* agency net
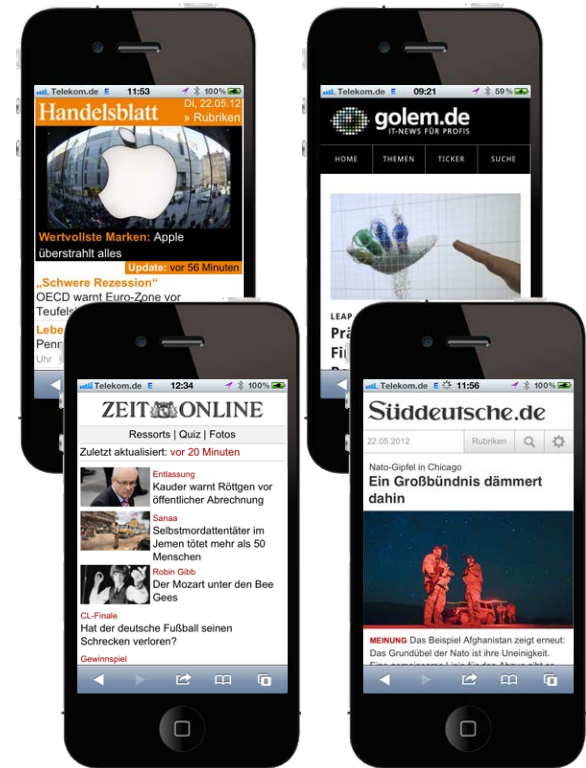
*) plus VAT

Analyse the impact of your campaign with our advertising impact tool

■ On its own, the documentation of click rates is not sufficient to measure the success or otherwise of an online campaign.

■ The advertising impact tool in the decision-maker and premium portfolio of iq digital provides you with valid information on the relevant success parameters:

  ■ Likeability of a brand or product

  ■ Willingness to recommend to others

  ■ Willingness to purchase

■ Optionally bookable:

  ■ Technical measurement of the view time of the ads used in a campaign

  ■ Extension into a crossmedia advertising impact study (print & online)

Advertising impact study – benefits & prices

- Ad impact measurement, transparency and optimisation of your campaign success in communicating with our premium target groups

- Classic test design with test and control group

- Optional measurement of ad visibility as a further parameter for campaign evaluation

- High level of standardisation allows short-notice documentation of findings and ensures cost efficiency.

- Measurement of ad impact via parameters like recall, likeability, willingness to buy etc.

- Measurement of the crossmedia effects of user and reader targeting in print/online campaigns

Type of study	Costs	Free of charge from a campaign volume (net of agency commission) of
Standardised online ad impact survey	1.000 €	30.000 €
Standardised online ad impact survey incl. measurement of view time	2.000 €	40.000 €
Comprehensive customised online ad impact study incl. view time measurement	3.500 €	50.000 €
Crossmedia ad impact study	5.000 €	130.000 €
Crossmedia ad impact study incl. measurement of view time	5.500 €	140.000 €

Golem media data – contents

golem.de
Rate card

You can find our current rate card here

Golem media data – contents

- **Positioning of site**

- **Target group**

- **Advertising options**
    - Display
    - Video
    - Mobile
    - Special integration concepts
    - Section packages
    - Crossmedia

- **Targeting solutions**

- **Advertising impact tool**

- **Rate card**

- **Contacts**

- **Back to start**

Always at your service!

iq digital

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