FIRST THOUGHTS


PAGE is the magazine for creative media design, publishing and trends and produces the most relevant creative rankings with a clear design focus. PAGE provides indispensable knowledge for the development of contemporary brand identities, convincing communication concepts and digital products - interdisciplinary, holistic, sustainable. The target group are decision-makers in the creative industry. Our high-quality product portfolio of DIGITAL, PRINT and EVENTS offers numerous touchpoints that reach your target group with pinpoint accuracy.

Innovative forms of advertising create advantages through exclusivity and reach, e.g. a newsletter specially designed for your company or native forms of advertising as part of content marketing.

- PAGE Events – on site and digitally, our target group meets industry leaders who inspire, giving them the valuable opportunity to network.
- PAGE expanded as part of EMG’s media brands with W&V their competence portfolio along the value chain.

Would you like to get to know our products in more detail? Our sales team will be happy to provide you with personal advice.
INDUSTRIES & REACH

PAGE users

The PAGE community offers a unique interdisciplinary mix of influential trendsetters in the creative industry and high potentials, the designers and thought leaders of tomorrow.*

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 19 years</td>
<td>2%</td>
</tr>
<tr>
<td>20 to 29 years</td>
<td>26%</td>
</tr>
<tr>
<td>30 to 39 years</td>
<td>27%</td>
</tr>
<tr>
<td>40 to 49 years</td>
<td>23%</td>
</tr>
<tr>
<td>50 to 59 years</td>
<td>16%</td>
</tr>
<tr>
<td>60+</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position in the company</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Level</td>
<td>37%</td>
</tr>
<tr>
<td>Independent</td>
<td>34%</td>
</tr>
<tr>
<td>Young Professional, Junior Level</td>
<td>16%</td>
</tr>
<tr>
<td>Apprentice, Junior, Trainee</td>
<td>11%</td>
</tr>
<tr>
<td>C-Level</td>
<td>2%</td>
</tr>
</tbody>
</table>

Circulation (incl. E-Paper)***: 13,184
Page Impressions***: 370,990
Newsletter subscribers**: 27,000
XING****: 23,718
Facebook****: 71,460
Twitter/X****: 9,840
Instagram****: 25,800

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Products</strong></td>
<td><strong>Print products</strong></td>
<td><strong>Event-Sponsoring</strong></td>
<td><strong>PAGE Job market</strong></td>
<td><strong>Appendix</strong></td>
<td></td>
</tr>
<tr>
<td>Display Advertising</td>
<td>Print Classic</td>
<td>Design Business Days</td>
<td>Network</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter Advertising</td>
<td>Format Special</td>
<td></td>
<td>Discounts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Advertising + Ad Specials</td>
<td>Print Special</td>
<td></td>
<td>Contact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead generation</td>
<td>Timetable</td>
<td></td>
<td>Technical data</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DIGITAL PRODUCTS
FORMATS & PRICES
## DISPLAY ADVERTISING

### Overview of formats and prices

<table>
<thead>
<tr>
<th>Ad-Format*</th>
<th>Format in pixels</th>
<th>Placement</th>
<th>CPM**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Ad</td>
<td>300 x 250</td>
<td>Multiscreen</td>
<td>60.–</td>
</tr>
<tr>
<td>Skyscraper / Sticky Skyscraper</td>
<td>160 x 600</td>
<td>Desktop only</td>
<td>60.–</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90 to 980 x 90</td>
<td>Desktop only</td>
<td>60.–</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>300 x 600</td>
<td>Desktop only</td>
<td>69.–</td>
</tr>
</tbody>
</table>

* Placement run-of-site and rotating on the placements within the page. Technical data for our digital products can be found under [https://verlag.wuv.de/technischedaten](https://verlag.wuv.de/technischedaten).

** Price per thousand contacts (CPM) in Euro plus VAT. EMG’s terms and conditions apply.
## DISPLAY ADVERTISING

### Overview of formats and prices

<table>
<thead>
<tr>
<th>Ad-Format*</th>
<th>Format in pixels</th>
<th>Placement</th>
<th>CPM**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>Desktop: 940 x 250 Mobile: 300 x 100</td>
<td>Multiscreen</td>
<td>100.–</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600</td>
<td>Multiscreen</td>
<td>100.–</td>
</tr>
<tr>
<td>Pushdown Billboard</td>
<td>min. 980 x 90 to max. 980 x 250</td>
<td>Desktop only</td>
<td>115.–</td>
</tr>
<tr>
<td>Fireplace</td>
<td>160 x 600 + 980 x 90 + 160 x 600</td>
<td>Desktop only</td>
<td>135.–</td>
</tr>
</tbody>
</table>

* Placement run-of-site and rotating on the placements within the page. Technical data for our digital products can be found under [https://verlag.wuv.de/technischedaten](https://verlag.wuv.de/technischedaten).

** Price per thousand contacts (CPM) in Euro plus VAT. EMG’s terms and conditions apply.
## DISPLAY ADVERTISING

### Overview of formats and prices

<table>
<thead>
<tr>
<th>Ad-Format*</th>
<th>Format in pixels</th>
<th>Placement</th>
<th>CPM**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Layer Ad (Frequency Capping: 1/Session)</td>
<td>640 x 480</td>
<td>Desktop only</td>
<td>135.–</td>
</tr>
</tbody>
</table>
| Floor Ad (Frequency Capping: 2/Day/User) | Desktop: 940 x 250  
Mobile: 300 x 100 | Multiscreen | 150.– |
| Tandem-Ad  
Background: 1 x 1 pixel as JPEG, GIF, PNG or color hex code | 160 x 600  
+ 980 x 90  
+ 160 x 600  
+ 940 x 250 | Desktop only | 150.– |

* Placement run-of-site and rotating on the placements within the page. Technical data for our digital products can be found under [https://verlag.wuv.de/technischen-daten](https://verlag.wuv.de/technischen-daten).

** Price per thousand contacts (CPM) in Euro plus VAT. EMG's terms and conditions apply.
## PAGE NEWSLETTER

### Overview

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Profile</th>
<th>Target group</th>
<th>Subscribers*</th>
<th>Open rate*</th>
<th>Frequency per week / mailing day**</th>
<th>Booking</th>
<th>Ad places</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGE Daily</td>
<td>Stay up to date with the PAGE Daily newsletter.</td>
<td>Creative Professionals</td>
<td>15,000</td>
<td>48%</td>
<td>5 x / Mon, Tue, Thu, Fri, Sat</td>
<td>weekly</td>
<td>3</td>
</tr>
<tr>
<td>PAGE Weekly</td>
<td>With the PAGE Weekly newsletter, the highlights of the week at a glance.</td>
<td></td>
<td>27,000</td>
<td>46%</td>
<td>1 x / Wed</td>
<td>weekly</td>
<td>3</td>
</tr>
</tbody>
</table>

* Publisher's internal statistics. **On weekdays.
NEWSLETTER ADVERTISING

Formats

PREMIUM BANNER

600 x 450 px

NATIVE TEXT AD

Headline: max. 60 characters incl. spaces,
Text: max. 240 characters incl. spaces,
Image: 510 x 510 px, CTA button (optional)

STANDARD BANNER

300 x 250 px
# PAGE DAILY

Daily Update for Creative Professionals

<table>
<thead>
<tr>
<th>Ad-Format</th>
<th>Format in pixels</th>
<th>PAGE Daily Price per week*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Banner</td>
<td>600 x 450 px</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 1 3,960.00/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 2 2,970.00/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 3 1,980.00/week</td>
</tr>
<tr>
<td>Standard Banner /</td>
<td>300 x 250 px / Headline: max. 60 characters incl. spaces, Text: max. 240 characters incl. spaces, Image: 510 x 510 px, CTA button (optional)</td>
<td></td>
</tr>
<tr>
<td>Native Text Ad</td>
<td></td>
<td>Pos. 1 2,380.00/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 2 1,780.00/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 3 1,180.00/week</td>
</tr>
</tbody>
</table>

**Range/week:**
- 5 x 15,000 Subscribers**
- 48% open rate**

**Mon, Tue, Thu, Fri, Sat**
Business days

**10% COMBINED DISCOUNT**
when booking Daily & Weekly together

---

* Prices per week in Euro plus VAT. EMG’s terms and conditions apply.

** Publisher's internal statistics.
# PAGE WEEKLY

## Highlights of the Week for Creative Professionals

<table>
<thead>
<tr>
<th>Ad-Format</th>
<th>Format in pixels</th>
<th>PAGE Weekly Price per week*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Banner</td>
<td>600 x 450 px</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 1: 1,870.—/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 2: 1,400.—/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 3: 930.—/week</td>
</tr>
<tr>
<td>Standard Banner /</td>
<td>300 x 250 px / Headline: max. 60</td>
<td></td>
</tr>
<tr>
<td>Native Text Ad</td>
<td>characters incl. spaces, Text: max. 240 characters incl. spaces, Image: 510 x 510 px, CTA button (optional)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 1: 1,120.—/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 2: 840.—/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pos. 3: 560.—/week</td>
</tr>
</tbody>
</table>

**Range/week:**

1 x 27,000 Subscribers**
46% Open rate**

**Wednesday Business days**

10% COMBINED DISCOUNT when booking Daily & Weekly together

---

* Prices per week in Euro plus VAT. EMG's terms and conditions apply.
** Publisher's internal statistics.
## NATIVE ADVERTISING + AD SPECIALS

### Formats

<table>
<thead>
<tr>
<th>Ad-Format</th>
<th>Services at a glance</th>
<th>Package price*</th>
</tr>
</thead>
</table>
| Sponsored Post     | ▪ Editorial article marked as an advertisement on page.de  
▪ Review and correction of the article by our editorial team  
▪ Archiving to page-online.de after the campaign has ended  
▪ Selectable between Light, Classic and Premium  
▪ Optional:  
  ▪ Building Sponsored Post  
  ▪ Sponsored Interview  
  ▪ Sponsored Post Serie                                                                 | from 2,600.–     |
| Stand Alone Mailing | Send your co-branded PAGE newsletter to up to 25,000 addresses using only your content, images, social media links and direct deep links to your websites.                                                          | from 5,200.–     |
| Native Stand Alone Mailing | ▪ Editors put together a newsletter on your desired topic  
▪ Shipped once out of turn  
▪ Matching own and curated articles in the look of our editorial newsletters as teasers  
▪ All ad placements are yours!  
▪ Shipping to 25,000 addresses                                                                 | 9,000.–         |

* Prices in Euro plus VAT. EMG's terms and conditions apply.
# NATIVE ADVERTISING + AD SPECIALS

## Formats

<table>
<thead>
<tr>
<th>Ad-Format</th>
<th>Services at a glance</th>
<th>Package price*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinar</td>
<td>▪ You have the knowledge! The focus is on your company, because your speaker conveys content on your topic via webcam and presentation.</td>
<td>from 13,500.–</td>
</tr>
<tr>
<td></td>
<td>▪ A moderator from the editorial team welcomes and accompanies the webinar.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>▪ Participants can ask questions and interact via chat.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>▪ Interested parties can watch the recording of the webinar by registering (webcast).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>▪ There are three packages to choose from, depending on the number of participants.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>▪ You will receive the lead count according to the booking.</td>
<td></td>
</tr>
</tbody>
</table>

* Prices in Euro plus VAT. EMG’s terms and conditions apply.
PRINT PRODUCTS
FORMATS & PRICES
## PRINT CLASSIC
### Overview of formats and prices

<table>
<thead>
<tr>
<th>Whole page or as a side part</th>
<th>Cropped Ads Width x Height in mm + 4 mm Trimming on the outer edges</th>
<th>Formats in the typesetting area Width x height in mm</th>
<th>Prices* colored</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 or Advertorial**</td>
<td>210 x 297</td>
<td>185 x 272</td>
<td>6,000.–</td>
</tr>
<tr>
<td>2nd or 4th cover page</td>
<td>210 x 297</td>
<td>--</td>
<td>7,610.–</td>
</tr>
<tr>
<td>1/2 horizontal / vertical</td>
<td>210 x 143 / 102 x 297</td>
<td>185 x 130 / 90 x 272</td>
<td>3,690.–</td>
</tr>
<tr>
<td>1/3 horizontal / vertical</td>
<td>210 x 98 / 68 x 297</td>
<td>185 x 85 / 56 x 272</td>
<td>3,000.–</td>
</tr>
<tr>
<td>2/1</td>
<td>420 x 297</td>
<td>385 x 272</td>
<td>1,160.–</td>
</tr>
<tr>
<td>Guest Post</td>
<td>1 page</td>
<td>Meets editorial criteria, is neutral and non-judgmental, no product advertising (advertorial). With the guest post, you document your professional expertise on a specific topic.</td>
<td>2,030.–</td>
</tr>
</tbody>
</table>

* Prices in Euro plus VAT EMG's terms and conditions apply.
** On delivery of complete printed documents. Layout possible from 600 euros per page.
## PRINT CLASSIC

### Overview of formats and prices

<table>
<thead>
<tr>
<th>Whole page or as a side part</th>
<th>Cropped Ads</th>
<th>Formats in the typesetting area</th>
<th>Prices* colored</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 or Advertorial**</td>
<td>220 x 280</td>
<td>188 x 260</td>
<td>6,000.–</td>
</tr>
<tr>
<td>2nd or 4th cover page</td>
<td>220 x 280</td>
<td>–</td>
<td>7,610.–</td>
</tr>
<tr>
<td>1/2 horizontal / vertical</td>
<td>220 x 140 / 110 x 280</td>
<td>188 x 130 / 100 x 260</td>
<td>3,690.–</td>
</tr>
<tr>
<td>1/3 horizontal / vertical</td>
<td>220 x 94 / 74 x 280</td>
<td>188 x 84 / 64 x 260</td>
<td>3,000.–</td>
</tr>
<tr>
<td>2/1</td>
<td>440 x 280</td>
<td>420 x 260</td>
<td>1,160.–</td>
</tr>
<tr>
<td>Guest Post</td>
<td>1 page</td>
<td>Meets editorial criteria, is neutral and non-judgmental, no product advertising (advertorial). With the guest post, you document your professional expertise on a specific topic.</td>
<td>2,030.–</td>
</tr>
</tbody>
</table>

* Prices in Euro plus VAT EMG's terms and conditions apply.

** On delivery of complete printed documents. Layout possible from 600 euros per page.
Let your creativity run wild!

Special products need special solutions. Take advantage of the opportunity to stage your advertising with unusual formats and thus attract the attention of our target group to you and your products.

Format Special:
- offer a prominent advertising placement
- show our readers your innovative power
  - convince through creativity
- can greatly increase the response effect

Whether on the title, the cover or in the content.

We would be happy to discuss further ideas and let's find unusual, individual solutions together.

* Prices on request.
PRINT SPECIAL*

Overview

- Altar fold
- Belly band
- Glued inserts
- Bound-in supplements: 2 pages / 4 pages / other formats available
- Gatefold cover: title / back / double
- Cover: double / extended page / glossy finish

* Prices on request.

We would be happy to discuss further ideas and prices with you!
## PAGE MAGAZINE ANNUAL DEAL

Present all year round - benefit from up to 60% discount!

### YOUR REACH

![Image of magazine covers]

### YOUR PRICE

<table>
<thead>
<tr>
<th>Expenses</th>
<th>1 Output</th>
<th>2 Issues</th>
<th>3 Issues</th>
<th>From 4 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount*</td>
<td>0%</td>
<td>40%</td>
<td>50%</td>
<td>60%</td>
</tr>
<tr>
<td>Total price** without discount</td>
<td>6,000.-</td>
<td>12,000.-</td>
<td>18,000.-</td>
<td>24,000.-</td>
</tr>
<tr>
<td>Total price** with discount</td>
<td>6,000.-</td>
<td>7,200.-</td>
<td>9,000.-</td>
<td>9,600.-</td>
</tr>
<tr>
<td>Price** per 1/1 page</td>
<td>6,000.-</td>
<td>3,600.-</td>
<td>3,000.-</td>
<td>2,400.-</td>
</tr>
</tbody>
</table>

* Discount can be applied to all formats. Here is an example of the 1/1 page.
** Prices in Euro plus VAT. The terms and conditions of EMG apply. No further discounts.
The booklet will be included in the print magazine and published on PAGE Online as well as a free download in the PAGE Shop and in the PAGE App. The booklet also appears in the PAGE newsletter and on social media.

We have two possible formats for you:
A. the short profile with the information about your company such as address, telephone number, etc. and B. your freely designed ad.

### Format

<table>
<thead>
<tr>
<th>Format</th>
<th>2/1 page</th>
<th>1/1 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Text with up to 800 characters</td>
<td>W. 238 mm x 184 mm</td>
<td>A. Text with up to 800 characters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,100.–*</td>
</tr>
<tr>
<td>1,390.–*</td>
</tr>
</tbody>
</table>

### Add on formats (publication on the desired date):

- Native Ad in PAGE Newsletter 1,600.–* (special price)
- Sponsored Post on PAGE Online incl. Social Media 1,700.–* (special price)

### PAGE Booklet »Job & Career«

Design trends, typography or corporate trends are constantly changing and with them, the demands on young designers. This is exactly why the offerings of public and private universities, academies, seminar providers and online courses are so important. The booklet »Job, Career & Education« introduces educational institutions.

### PAGE Booklet »CD/CI Ranking« and Leadership by Design

Shows which German design offices and agencies are among the top addresses in the field of corporate design. Managing directors, CEOs and creative directors eagerly await the list every year. Extended circulation!

*Prices in Euro plus VAT. Prices may vary depending on the edition. The terms and conditions of EMG apply. Not AE eligible and no further discounts possible.*
You can always find the topics and dates of our marketing network via the following link:

**Current Calendar**
EVENTS, CONFERENCES, TRADE FAIRS
NETWORKING, CONTENT & MORE

PAGE X W&Y
DESIGN BUSINESS DAYS
Building Next Level Brands

11. + 12.09.24
Hamburg
EVENTS
This is where our community meets

At the DESIGN BUSINESS DAYS, we bring together creatives, agencies, brand owners and marketing managers and show how the innovation potential of design can be applied to business and corporate culture.

Date: 11.+12. September 2024

Place: Hamburg

Content: Keynotes, Best Practice Examples & Keynote Speeches

Target group: 200+Clients and contractors of design services

❖ CMOs, CDOs, design and brand managers in corporations, SMEs and start-ups
❖ Creatives in design, strategy, communication and technology
❖ Consultants, project and process managers

You can find more events in our network here!
**OUR NETWORK**
Reach ALL relevant decision-makers across multiple media brands!

---

**Profil**

The leading medium of the design industry offers indispensable knowledge for the development of current brand appearances, convincing communication concepts and digital products.

The information platform for the communications industry and is aimed at interested parties in marketing, agencies and the media and e-commerce.

---

**Zielgruppe**

PAGE is the ideal communication platform for all those who are looking for access to creative professionals in agencies and companies.

Brand maker – Whether you’re a doer, a creative, a strategist, a numbers specialist or a boss, the focus is on communicators who want to make a difference.

---

**Reichweite***

<table>
<thead>
<tr>
<th></th>
<th>PAGE</th>
<th>W&amp;Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Impressions:</td>
<td>370,990 per month</td>
<td>1,574,885 per month</td>
</tr>
<tr>
<td>Distribution Magazine:</td>
<td>13,184 (incl. e-paper)</td>
<td>16,025 (incl. e-Paper)</td>
</tr>
</tbody>
</table>

* Sources: In-house or IVW QII/23.
### DISCOUNT

2024

<table>
<thead>
<tr>
<th>Revenue scale in euros</th>
<th>Discounts in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000</td>
<td>3</td>
</tr>
<tr>
<td>50,000</td>
<td>5</td>
</tr>
<tr>
<td>100,000</td>
<td>10</td>
</tr>
<tr>
<td>150,000</td>
<td>15</td>
</tr>
<tr>
<td>250,000</td>
<td>17</td>
</tr>
<tr>
<td>450,000</td>
<td>20</td>
</tr>
<tr>
<td>650,000</td>
<td>22</td>
</tr>
</tbody>
</table>

The discount scale* applies to sales from print and digital products of the brands:

- PAGE and
- W&V

The revenue scale is based on the gross prices shown for circuits.

Bookings for non-discountable products, such as special promotions and events (excluding technical costs), are integrated into the basic financial statements.

* Discounts do not apply to products of the JOBNETWORK of the EBNER MEDIA GROUP.
UNSER SALES-TEAM

Talk to us. We look forward to getting in touch with you.

**Alexander Herz**
Head of Agency Sales
+49 731 88005-4480
alexander.herz@ebnermedia.de

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Extradition
All advertising materials are delivered in rotation. Exclusively available on request.

Expandable Formate
The banner is displayed in large format (expandable format) on the first page view. In the event of further page views by the user, the advertising material is still visible and can be reopened by user action (mouse-over or click).

Sticky
Concurrent placement on Skyscraper, Wide Skyscraper and Hockeystick (Advertising material must be physically available).

Data delivery, advertising material
All banner formats up to max. 800 KB.
Data formats: JPEG, GIF, HTML5.
Delivery no later than 7 days before the first publication of the campaign.
Delivery to: clientsuccess@ebnermedia.de

Terms & Conditions for Online
https://www.ebnermedia.de/ebv/online-agb/

Redirect TAGs
Redirect TAGs can be a GIF, rich media, or an internal redirect.

Support
For HTML5 advertising materials, the following guidelines must be observed. We are happy to support you with any problems. This incurs costs, for which Ebner Media Group GmbH reserves the right to charge the costs to the customers.

HTML5 Advertising Material / Display Banner
We can host HTML5 advertising materials with our ad server. The following guidelines should be followed: use unique IDs, classes, variables, and function names (per banner). No folder structure, all files must be in the root directory. Only index.html can resolve ad server variables, * .js or other file types, as well as other HTML files, do not resolve ad server variables. Ad server variables are needed, for example, to count clicks or for correct paths to the images. To circumvent this, the required files could also be stored on a file server and the absolute path could be used. All required scripts should be integrated into the index.html if possible. There should be no basic HTML structure (html, head, title, body), as banners are already delivered as HTML. The index.html should be renamed to ad.html.
SPECIFICATIONS

Print

Printing/binding process
Web offset process, perfect binding/hot melt

Paper
Envelope: 250 g/m² Glossy art print Content: 85 g/m² Artipress

Booklet format
210 mm x 297 mm high

Printing documents
PDF: PDF/X-3
Color: CMYK
Colour profiles: PAGE magazine: ISO Coated V2 (cover and inner part), PAGE-Booklet: PSO Coated V3 (cover and inner part)
Images: 300 dpi
Bleed: 4 mm

Data transfer by e-mail to:
clientsuccess@ebnermedia.de

Terms of Delivery/Samples
Inserts, inserts, adhesives, etc. must be designed in such a way that there is no need for additional manual processing. All third-party inserts must be delivered loose on pallets (Euro pallets only) and protected from moisture and dirt. Banding the third-party inserts with paper, plastic strips or rubber bands is not permitted. This generates additional costs and will be charged. For all third-party supplements, a binding sample or layout with size and weight information must be submitted to the publisher before the order is accepted. Delivery quantities and delivery addresses can be found in the respective order confirmation.

General Terms and Conditions for Print
https://www.ebnermedia.de/ebv/print-agb/