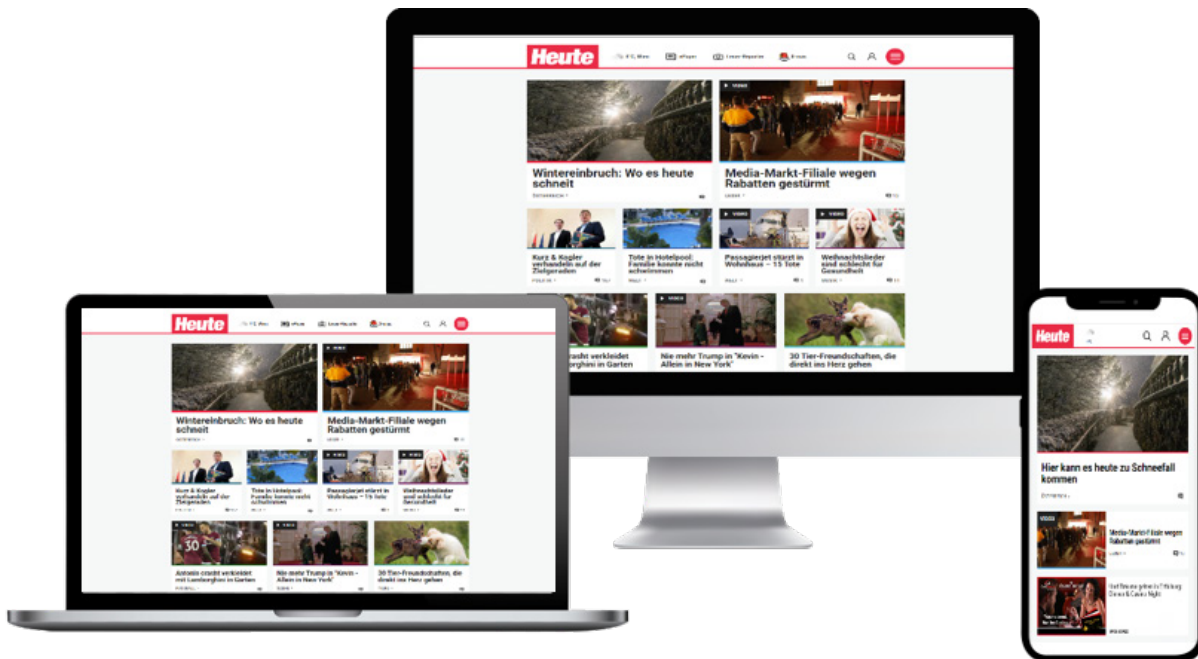




HEUTE.AT EXKLUSIV
BEI GOLDBACH BUCHEN!

GOLDBACH

PREISLISTE 2022 *Heute.at*



MEDIADATEN

3.956.935

UNIQUE USER

58,4%

UNIQUE USER IN PROZENT

8.230.006

UNIQUE CLIENTS

45.889.444

VISITS

147.423.674

PAGE IMPRESSIONS

50% 50%

FRAUEN

MÄNNER

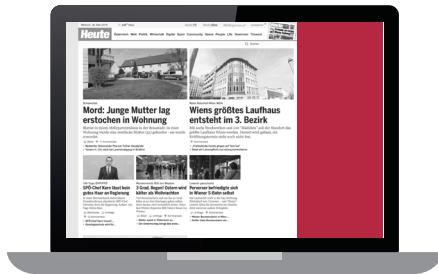
24%

MATURA | UNIABSCHLUSS

(VGL. 21 % GESAMTBEVÖLKERUNG)

Quelle: ÖWA 12/2021

DESKTOP



SITEBAR, dynamisch

TKP Targeting € 50

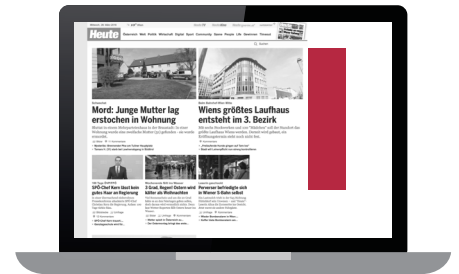
TKP ROS € 40



MEDIUM RECTANGLE, 300 x 250

TKP Targeting € 35

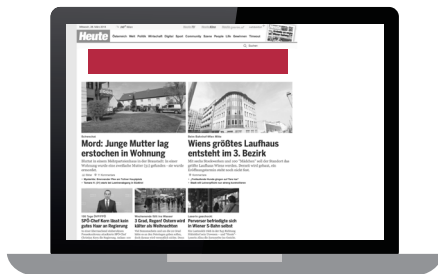
TKP ROS € 25



SKYSCRAPER, 160 x 600

TKP Targeting € 35

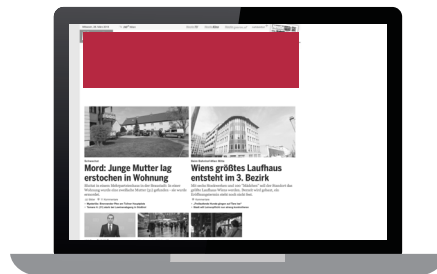
TKP ROS € 25



LEADERBOARD, 728 x 90

TKP Targeting € 35

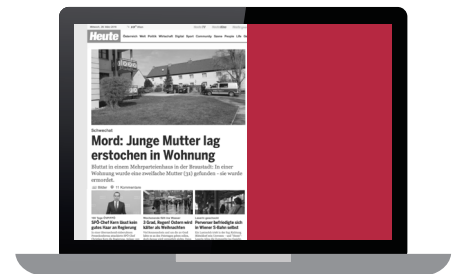
TKP ROS € 25



BILLBOARD, 970 x 250

TKP Targeting € 50

TKP ROS € 40

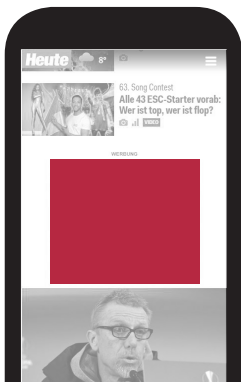


SITEBAR XL, Video

TKP Targeting € 60

TKP ROS € 50

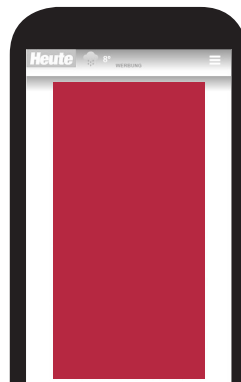
MOBILE



MEDIUM RECTANGLE, 300 x 250

TKP Targeting € 35

TKP ROS € 25



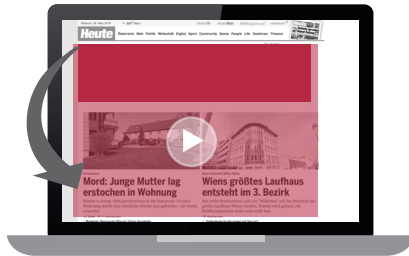
UNDERSTITAL, 300 x 600

TKP Targeting € 50

TKP ROS € 40

DESKTOP

Vielfältige Zusatzfunktionen wie E-Mails, SMS, Instagram, etc. verfügbar. Details gerne auf Anfrage.



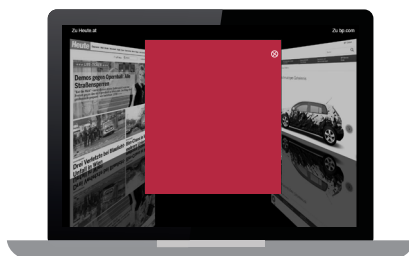
VIDEOHEAD

TKP Targeting € 100
TKP ROS € 80



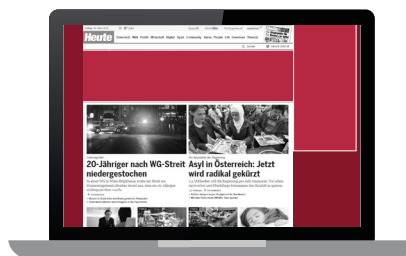
BIGSTAGE AD

TKP Targeting € 90
TKP ROS € 70



MASSIVE

TKP Targeting € 140
TKP ROS € 110



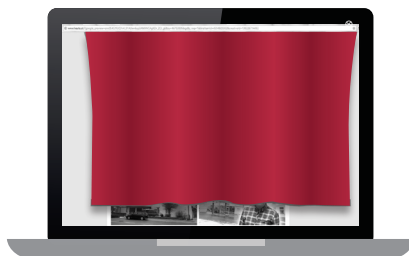
BRAND DAY

1 Tag € 31.500
Ad Impressions 310.000



TRANSFORMER, Desktop und Mobile

TKP Targeting € 50
TKP ROS € 40



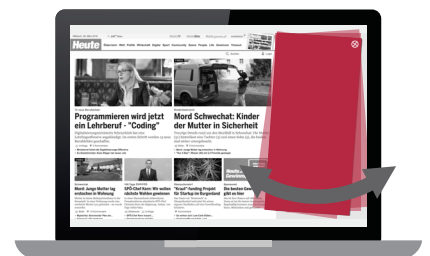
VELVET DROP

TKP Targeting € 100
TKP ROS € 80



AVRIV

TKP ROS € 150



SWING

TKP Targeting € 90
TKP ROS € 70



IMAGEPUSHER

TKP Targeting € 150
TKP ROS € 120



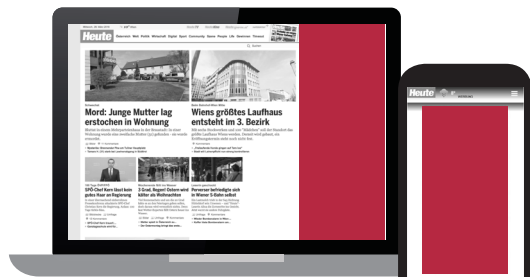
FLIPBOARD

TKP Targeting € 100
TKP ROS € 80

Produktionskosten in obig genannten TKPs nicht enthalten – Kostenvoranschlag gerne auf Anfrage.

FIXPLATZIERUNG VIDEO & NATIVE ADS

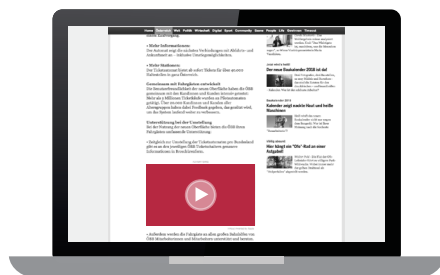
DESKTOP & MOBILE



FIXPLATZIERUNG, Sitebar, Understitial und Medium Rectangle

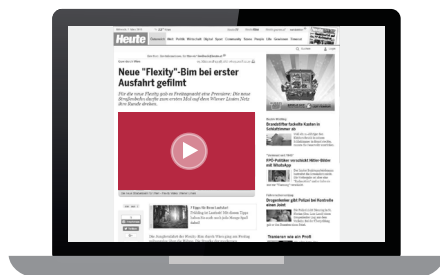
1 Tag € 45.500
Ad Impressions 1.000.000

VIDEO ADS



INREAD

TKP Targeting € 58
TKP ROS € 45



PRE-ROLL

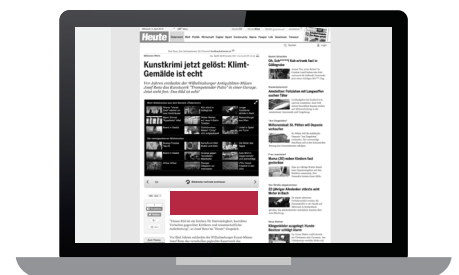
bis 20 Sekunden € 50
bis 30 Sekunden € 65

NATIVE ADS



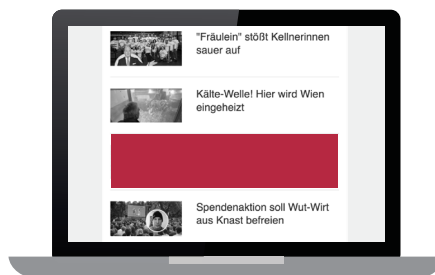
ADVERTORIAL/GEWINNSPIEL

TKP Targeting € 35
TKP ROS € 25



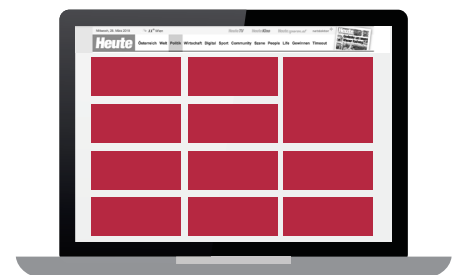
SITELINK

TKP Targeting € 35
TKP ROS € 25



NEWSLETTER, Text/Bild-Kombi

≈15.000 Abonnenten
1-malige Integration € 690



THEMENSPECIALS

Preis und Infos auf
persönliche Anfrage.

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