

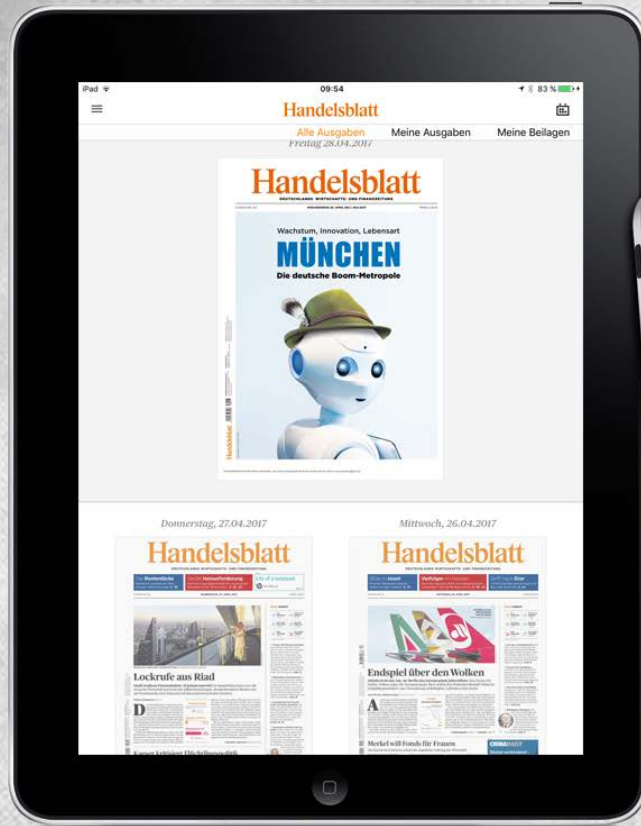
HANDELSBLATT APP

Launch Offer January 2018



THE NEW HANDELSBLATT APP

Live app and ePaper app now combined



50,000 ACCESS AUTHORISATIONS ON THE LAUNCH DATE*

*Upon the launch of the new Handelsblatt app, the users of the Handelsblatt Live app and the Handelsblatt ePaper app receive an automatic message on the update of their apps. The old apps are no longer served with news.

THE NEW HANDELSBLATT APP

Geared towards the user



- Modern design with the focus on usability
 - Swipe navigation
 - Teaser size reflects the topicality/importance of the news
- Personalised and always up to date
 - With news ticker and changing lead stories
 - Own news section and topic archive
- All in ONE, everything (Handelsblatt content) from a single source
 - Switch tab at the bottom right of the app for fast switching between live and ePaper view
 - ePaper with “read” mode for selected articles available the evening before

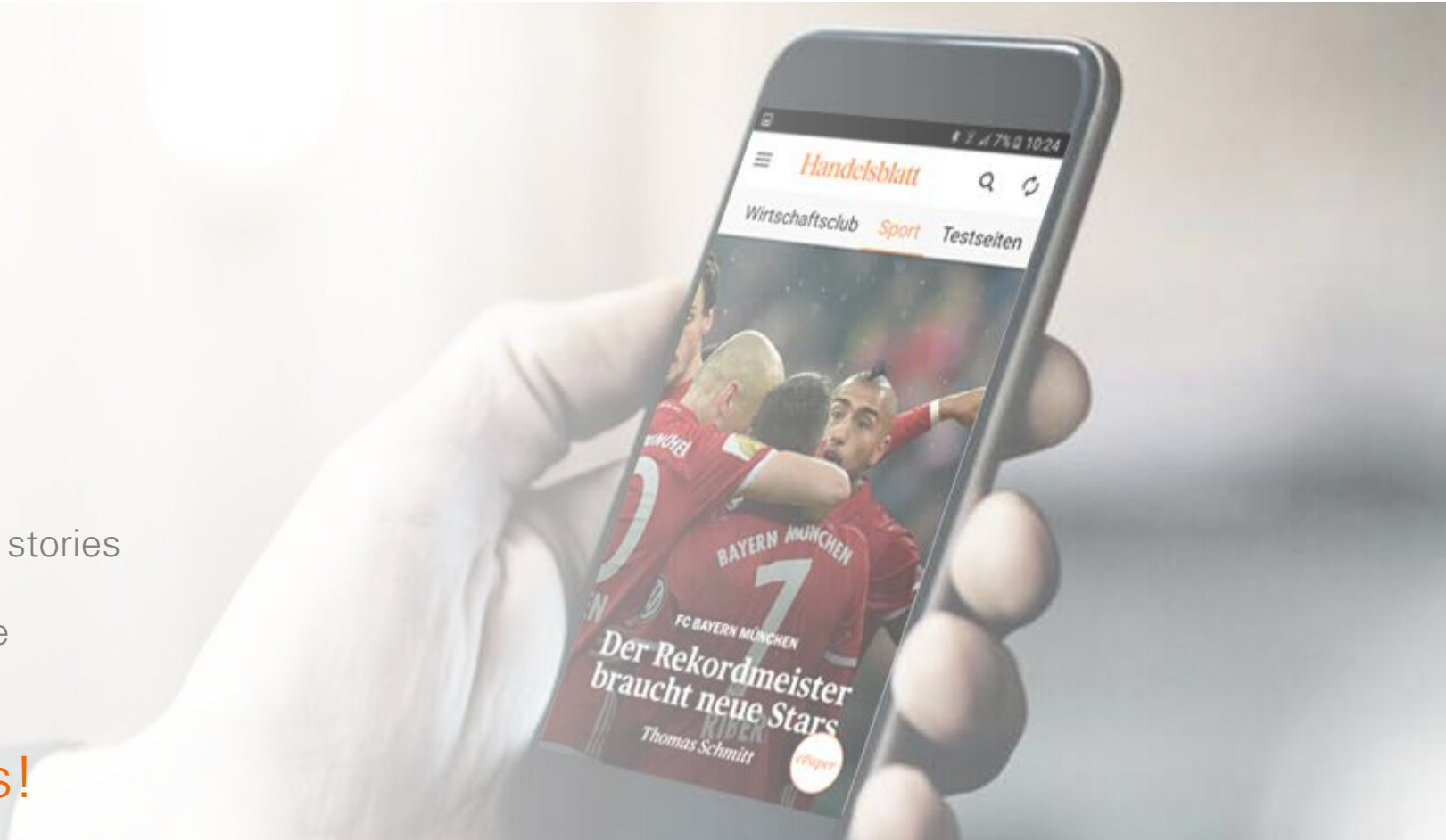


THE NEW HANDELSBLATT APP

- All the relevant information:
 - Continuously updated
 - incl. Morning Briefing

- Universal layout:
 - With news ticker and changing lead stories
 - Own news section and topic archive

The user decides!



BE OUR PARTNER FOR THE LAUNCH



Strong presence with premium positions

- Exclusive 4-week presence in the ad position
- **Opening page**
1st ad space directly after the top news

Joint presence with Handelsblatt

- An additional 2,5 million AIs as sponsoring partner with logo in the publisher's own online and mobile ads
- Attractive media package for sponsors

101,000€*
GROSS MEDIA VALUE

* Media value excluding discount for co-branding and internal link

OUR LAUNCH PROPOSAL



The proposal is valid for a campaign in January 2018.

Duration: 1 month	Media value	Price for total duration	CPM	Media performance
Integration in the Handelsblatt app - IOS & Android - smartphone and tablet				
The top positions for 4 weeks in the Handelsblatt app - Fixed-position opening page after the lead story	40.000 EUR	20.000 EUR <small>Already incl. 50% discount</small>		
Involvement, co-branded				
Logo of sponsoring partner in co-branded premium button on the online homepage of HBO - duration of 4 weeks (incl. 50% internal link)	7.500,00 EUR	7.500 EUR	5,00 EUR <small>Already incl. 50% discount</small>	1.500.000
Co-branded billboard (online)/ High-impact ad (mobile) RoS Handelsblatt - digital	36.800,00 EUR	36.800 EUR	36,80 EUR <small>Already incl. 20% discount</small>	1.000.000
Gross price (incl. discount for co-branding and internal link)	84.300 EUR	64.300 EUR		
3% Volume-discount		62.971 EUR		
0% Agency-discount		62.971 EUR		
0% Special-discount		62.971 EUR		
Agency net (incl. 15% agency discount)		53.525,35 EUR		
Media value (excl. discounts)				84.300 EUR
Total ad impressions - 1 month				2.500.000 AI
Average CPM n/n				21,41 EUR