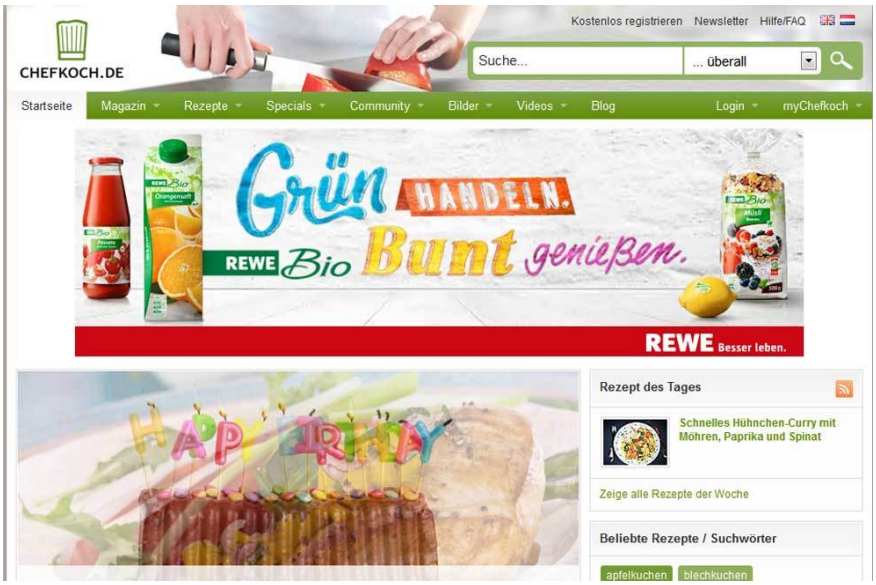
Rate card 2014 2.8.2014



CHEFKOCH.DE

PRIME SITE

192.43 m PIs

33.78 m Visits

Source: IVW 2014-06

10.83 m unique user

Source: AGOF internet facts 2014-05

All rates are stated as CPM.

Environment
Community
Magazin
Recipes

Advertising form	Format	Environment	ROTATION
Ad Bundle	miscellaneous	-	30 €
Banderole ad	770 x 250 pixels	90 €	70 €
Baseboard ad		100 €	75 €
Billboard ad	800 x 180-250 pixels	90 €	70 €
Expandable - Billboard ad	max. 728 x 500 pixels	110 €	85 €
Expandable - HalfPage ad		100 €	75 €
Expandable - Medium rectangle	max. 400 x 400 pixels	80 €	65 €
Expandable - Skyscraper	max. 400 x 600 pixels	60 €	45 €
Expandable - Super banner	max. 728 x 400 pixels	60 €	45 €
Expandable - Wallpaper	max. 600 x 600 pixels	100 €	75 €
Fireplace		100 €	-
Flash layer	400 x 400 pixels	90 €	70 €
Floor ad		120 €	90 €
Halfpage ad	300 x 600 pixels	80 €	60 €
Medium rectangle	300 x 250 pixels	60 €	50 €
Skyscraper	160 x 600 pixels	40 €	30 €
Superbanner	728 x 90 pixels	40 €	30 €
Tandem Ad (flash-Layer + billboard ad)	miscellaneous	135 €	105 €
Tandem ad (flash layer + medium rectangle)	miscellaneous	120 €	95 €
Tandem ad (flash layer + skyscraper)	miscellaneous	110 €	85 €
Tandem ad (flash layer + super banner)	miscellaneous	110 €	85 €
Tandem ad (super banner + skyscraper)	miscellaneous	60 €	45 €
Wallpaper	728 x 90 + 160 x 600 pixels	80 €	60 €

Advertising form (site-specific)	Format	Environment	ROTATION
Sponsorship package		-	on request

* Note regarding AdBundles

When booking an AdBundle it is necessary to supply a Super Banner, a Skyscraper and a Medium Rectangle. These advertising formats are then delivered automatically as and when the respective placements become available, whereby parallel delivery of several different advertising formats for a single placement is virtually excluded for technical reasons.

CONTENT

CHEFKOCH.de – Europa's biggest cookery website

CHEFKOCH.de is the top address for those interested in cooking in the German-speaking World Wide Web, as more than 240,000 recipes, 70 forums and hundreds of thousands of useful comments reveal. In this very active community, over 1.5 million registered users exchange ideas and discuss their favourite hobby, evaluating, commenting and sharing recipes. With such a huge variety of recipes, there is bound to be something for everyone: from beginners to the ambitious amateur cooks and chefs.

CHEFKOCH.de also offers a very diverse online magazine.

There is plenty of information in it, ranging from healthy nutrition through international cuisines to extensive specials, suitable for the respective season. Alongside the online magazine, entertaining cooking and baking videos, informative newsletters, practical apps and social media channels on Facebook, Google+ and Twitter await the users. In short: Everyone can find the recipes they need on CHEFKOCH.de – also via Google where CHEFKOCH.de has a prominent position.

Its extensive range of recipes that have been tested a thousands times over and high level of recognition make CHEFKOCH.de Germany's first point of call in the internet when it comes to cooking, baking and enjoying good food.

TARGET GROUP

- CHEFKOCH.de reaches 10.64 million unique users every month.
- 60.9% of CHEFKOCH.de users are female.
- 44.6% of the target group are aged between 20 and 39 years, and 64.1% of users are aged between 20 and 49 years.
- CHEFKOCH.de users boast an above-average level of education: 39.6% have A-Levels or a university degree.
- 59.7% of users boast net household income of EUR2,000 or more, and 36.3% of users have an income of over EUR3,000 per month.
- CHEFKOCH.de users use the internet with above-average frequency to source information on job searches as well as on stars and celebrities. They also frequently use content related to the topic of films and film times as well as content related to the topic of blogs, and access information on the topic of pay-to-download music or films.
- In comparison with the population of Germany as a whole, CHEFKOCH.de users show above-average interest in women's cosmetics, women's clothing, wellness products and pay-to-download music or films.
- CHEFKOCH.de users' experiences of online shopping and e-commerce are frequently associated with the purchase of women's clothing, baby articles, women's cosmetics, wellness products, car finance products and haircare products.

Source: AGOF internet facts 2014–04//Based on: the month of April only

G+J | MEDIA SALES G+J | ems
Relevance makes the difference.

advertising form (moving image)	Format	CPM	AI p. w./d.	fixed prices p. w./d.
Post roll video ad 15 sec. in site rotation		50 €		
Post roll video ad 20 sec. in site rotation		55 €		
Pre roll video ad 20 sec. in site rotation		80 €		
Pre roll video ad 30 sec. in site rotation		90 €		

FIXED PRICES PER DAY

ad section		Billboard ad	Expandable - Billboard ad	Expandable - HalfPage ad	Expandable - Medium rectangle	Expandable - Wallpaper	Halfpage ad	Medium rectangle	Sidebar ad	Wallpaper	Expandable - Skyscraper	Expandable - Super banner	Skyscraper	Superbanner
Homepage	AI p. d.	160,000 **9,400 €**	160,000 **11,400 €**	150,000 **9,800 €**	140,000 **7,300 €**	160,000 **10,400 €**	150,000 **7,800 €**	140,000 **5,500 €**	150,000 **7,800 €**	160,000 **8,300 €**	- **-**	- **-**	- **-**	- **-**
Magazin	AI p. d.	360,000 **16,200 €**	360,000 **19,800 €**	200,000 **10,000 €**	180,000 **7,200 €**	360,000 **18,000 €**	200,000 **8,000 €**	180,000 **5,400 €**	270,000 **10,800 €**	360,000 **14,400 €**	270,000 **8,100 €**	360,000 **10,800 €**	270,000 **5,400 €**	360,000 **7,200 €**
Recipes	AI p. d.	4,360,000 **78,500 €**	4,360,000 **95,900 €**	3,970,000 **79,400 €**	3,640,000 **58,200 €**	4,360,000 **87,200 €**	3,970,000 **63,500 €**	3,640,000 **43,700 €**	2,770,000 **44,300 €**	4,360,000 **69,800 €**	2,770,000 **33,200 €**	4,360,000 **52,300 €**	2,770,000 **22,200 €**	4,360,000 **34,900 €**

FIXED PRICES PER WEEK

ad section		Billboard ad	Expandable - Billboard ad	Expandable - Skyscraper	Expandable - Super banner	Expandable - Wallpaper	Sidebar ad	Skyscraper	Superbanner	Wallpaper	Expandable - HalfPage ad	Halfpage ad
Community	AI p. w.	2,680,000 **120,600 €**	2,680,000 **147,400 €**	2,610,000 **78,300 €**	2,680,000 **80,400 €**	2,680,000 **134,000 €**	2,610,000 **104,400 €**	2,610,000 **52,200 €**	2,680,000 **53,600 €**	2,680,000 **107,200 €**	- **-**	- **-**
Homepage	AI p. w.	770,000 **55,400 €**	770,000 **67,800 €**	760,000 **36,500 €**	770,000 **37,000 €**	770,000 **61,600 €**	760,000 **48,600 €**	760,000 **24,300 €**	770,000 **24,600 €**	770,000 **49,300 €**	740,000 **59,200 €**	740,000 **47,400 €**
Magazin	AI p. w.	1,830,000 **82,400 €**	1,830,000 **100,700 €**	1,760,000 **52,800 €**	1,830,000 **54,900 €**	1,830,000 **91,500 €**	1,760,000 **70,400 €**	1,760,000 **35,200 €**	1,830,000 **36,600 €**	1,830,000 **73,200 €**	840,000 **42,000 €**	840,000 **33,600 €**
Recipes	AI p. w.	22,300,000 **1,003,500 €**	22,300,000 **1,226,500 €**	21,760,000 **652,800 €**	22,300,000 **669,000 €**	22,300,000 **1,115,000 €**	21,760,000 **870,400 €**	21,760,000 **435,200 €**	22,300,000 **446,000 €**	22,300,000 **892,000 €**	20,540,000 **1,027,000 €**	20,540,000 **821,600 €**

ADSPECIALS

AdSpecials	Price	AdSpecials	Price
Advertorial	on request	Bespoke Topic Sponsorship	from € 12.500 net
Competition	from € 4.500 net	eBooklet	from € 20.000 net
Premium Content Category	from € 75.000 net	Recipe integration	from € 10.500 net
Stand alone newsletter	on request		

CROSS-MEDIA

Cross-media concepts	Price
Word-of-Mouth	on request

G+J | MEDIA SALES G+J | ems
Relevance makes the difference.

NEWSLETTER

NEWSLETTER	Frequency	Advertisment	Format	Subscribers	Price per mailing
CHEFKOCH.de- Standalone Newsletter	on Request	Newsletter Stand-Alone		170,000	on request
CHEFKOCH.de-Newsletter	daily	Medium Rectangle	580x300 pixels, max. 40 kB	280,000	16,800 €
CHEFKOCH.de-Newsletter	weekly - on Tuesday	Medium Rectangle	580x300 pixels, max. 40 kB	370,000	22,200 €

ADDITIONAL CHARGES

Additional charges	Format	Price
StreamingAd	Kosten externer Dienstleister	Kosten externer Dienstleister

SPECIALS

Specials	Zeitraum
Autumn	Sep 2014
Barbeque	Jun 2014
Christmas	Dec 2014
Eater	Mar 2014
Halloween	Sep 2014
Karneval	Feb 2014
Spring	May 2014

G+J | MEDIA SALES G+J | ems
Relevance makes the difference.