



273.62 m Pls

49.17 m Visits

Source: IWW 2014-12

11.84 m unique user

Source: AGOF internet facts 2014-10

13.46 m Digitale Coverage

Source: AGOF digital facts 2014-Q1

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 11.38 million unique users every month.
- 64% of CHEFKOCH.de users are female.
- 63% of the target group are aged between 20 and 49 years.
- CHEFKOCH.de users boast an above-average level of education: 41% have A-Levels or a university degree.
- 60% of users boast net household income of €2,000 or more, and 36% of users have an income of over €3,000 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 2014-10//Base: average month

SECTIONS AND PRICES

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	80 €	70 €
Expandable - HalfPage ad	-	100 €	90 €
Expandable - Medium rectangle	max. 400 x 400 pixels	80 €	70 €
Expandable - Skyscraper	max. 400 x 600 pixels	60 €	50 €
Expandable - Super banner	max. 728 x 400 pixels	60 €	50 €
Expandable - Wallpaper	max. 600 x 600 pixels	100 €	90 €
Fireplace	-	100 €	90 €
Flash layer	400 x 400 pixels	80 €	70 €
Floor ad	-	100 €	90 €
Halfpage ad	300 x 600 pixels	80 €	70 €
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 + medium rectangle)	miscellaneous	110 €	95 €
Tandem ad (flash layer + skyscraper)	miscellaneous	100 €	85 €
Tandem ad (flash layer + super banner)	miscellaneous	100 €	85 €
Tandem ad (super banner + skyscraper)	miscellaneous	60 €	45 €
Video Interstitial	-	95 €	85 €
Wallpaper	728 x 90 + 160 x 600 pixels	80 €	70 €

* 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.

ADVERTISING FORM (MOVING IMAGE)

advertising form (moving image)	Format	CPM	Al p. w./d.	fixed prices p. w./d.
Post roll video ad 15 sec. (Site Rotation)	-	45 €	-	-
Post roll video ad 20 sec. (Site Rotation)	-	55 €	-	-
Pre roll video ad 20 sec. (Site Rotation)	-	80 €	-	-
Pre roll video ad 30 sec. (Site Rotation)	-	90 €	-	-
Pre roll video ad 20 sec. (Environment)	-	90 €	-	-
Pre roll video ad 30 sec. (Environment)	-	100 €	-	-

FIXED PRICES PER DAY

ad section		Fireplace	Medium rectangle	Sidebar ad	Sticky Fireplace	Sticky Wallpaper	Wallpaper
Homepage	Al p. d.	200,000	160,000	190,000	200,000	200,000	200,000
		16,000 €	7,700 €	12,200 €	16,000 €	14,400 €	12,800 €
Magazin	Al p. d.	210,000	140,000	200,000	0	0	210,000
		14,700 €	5,900 €	11,200 €	-	-	11,800 €
Recipes	Al p. d.	3,350,000	2,940,000	3,270,000	0	0	3,350,000
		67,000 €	35,300 €	52,300 €	-	-	53,600 €

FIXED PRICES PER WEEK

ad section		Fireplace	Medium rectangle	Sidebar ad	Sticky Fireplace	Sticky Wallpaper	Wallpaper
Homepage	Al p. w.	770,000	690,000	760,000	770,000	770,000	770,000
		50,100 €	26,900 €	39,500 €	76,500 €	62,600 €	40,000 €
Magazin	Al p. w.	1,500,000	960,000	1,440,000	0	0	1,500,000
		75,000 €	28,800 €	57,600 €	-	-	60,000 €

ADSPECIALS

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

CROSS-MEDIA

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

Rate card 2015 27.01.2015

NEWSLETTER

NEWSLETTER	Frequency	Advertisement	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 €

SPECIALS

Specials	Zeitraum
Autumn	Sep 2015
Barbeque	Jun 2015
Christmas	Dec 2015
Eater	Mar 2015
Halloween	Sep 2015
Karneval	Feb 2015
Spring	May 2015