ONLINE RATE CARD 2020

www.MEININGER.de
The news and insight portal for the wine and beverage industry.
PROFILE

Since 2015, MEININGER ONLINE has shown concentrated expertise: All the publications are united in an Internet presence, yet present themselves individually on their editorial page.

Cutting-edge releases from various aspects of the wine and beverage industry are accompanied by tastings and results of our (inter)national competitions.

Qualified contacts are reached by the MEININGER B2B newsletter and other themed newsletters. The ever-growing social reach of the MEININGER social media channels is an additional communication path for editorial issues and promotions.
www.MEININGER.de | CONTENTS
The news and insight portal for the wine and beverage industry

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All information can be accessed online: www.meininger.de/onlinepromotion
www.MEININGER.de | USER DATA
The news and insight portal for the wine and beverage industry

www.meininger.de

USER DATA

MEININGER ONLINE*
Ø Visits: 101.500 visits per month
Ø Unique Users: 80.103 visitors per month
Ø Page Impressions: 247.500 impressions per month

MEININGER ONLINE NEWSLETTER
Ø Subscribers: 20.000 per mailing
Ø Target group: decision-makers & specialists

SOCIAL MEDIA
MEININGER ONLINE Facebook page: 3.140 subscribers
Ø User range: 5.500

*Average monthly values: January - December 2018. Current reports are available on request.
<table>
<thead>
<tr>
<th>Full Banner</th>
<th>Content AD</th>
<th>Medium Rectangle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prominent position at the top of the page&lt;br&gt;468 x 60 px</td>
<td>Directly under the news and articles&lt;br&gt;600 x 150 px</td>
<td>Between the themed blocks on every page&lt;br&gt;300 x 250 px</td>
</tr>
<tr>
<td>2 weeks: 1,050 EUR</td>
<td>2 weeks: 850 EUR</td>
<td>2 weeks: 750 EUR</td>
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</tbody>
</table>

Your online ad will appear on www.meininger.de on the frontpage, in the tasting area, job market and all the other pages, except for the specific editorial sites. For these, other conditions apply (see the specific rate cards). Maximum in a three-way rotation.

**Data delivery**

gif, jpg, swf (flash); ad tags possible | static or animated | file size: max. 130 kb

Specify link URL with 'https' | Please send us your file(s) one week in advance.

Upload data at: www.meininger.de/banner

For questions, simply send us an email to: anzeigenverwaltung@meininger.de
Reach the decision-makers and specialists with the latest sector news

CONTENT AD
Between the news content and job teasers

MEDIUM RECTANGLE SMALL
On the right next to the top news (only visible on the web, not mobile)

TEXT-TYPE AD
In a news format
The MEININGER B2B newsletter is sent to 20,000 recipients between once to several times a week. Use this effective marketing channel for your advertising campaigns and catch the attention of decision-makers, and those who take part in making decisions, from production, trade and gastronomy.

**Data delivery**

- jpg, gif *
- specify link URL with 'https'
- data size: max. 60 kb
- Please send us your file(s) one week in advance.

Upload data at: [www.meininger.de/banner](http://www.meininger.de/banner)

For questions, simply send us an email to: anzeigenverwaltung@meininger.de

Other specific themed newsletters and information at: [www.meininger.de/newsletter](http://www.meininger.de/newsletter)

* Notice on GIF delivery: Some mail servers block animations and only show the first frame (picture). Our recommendation: Give the design of your first frame (picture) as much impact as possible.
In the MEININGER ONLINE job market, you will find regular updates on job vacancies and opportunities for professionals and executives, as well as expert support in the wine and beverage industry.

### BASIC AD
- Detailed description text
- Company logo
- PDF
- Highlighted presentation
- Promotion on Facebook and Twitter
- Teased in the newsletter

**4 weeks: 850 EUR**

### CIPHER AD
- Replies to keyed ads will be redirected
- Contact details are not made public
- Detailed description text
- PDF
- Highlighted presentation
- Promotion on Facebook and Twitter
- Teased in the newsletter

**4 weeks: 850 EUR**

### FREE AD
- Text with 350 characters (including spaces)

**2 weeks: free**

An extension of the booking period is possible upon request.

**Benefit twice:** As of 1/4 page display size in the printed edition, your advertisement will also appear online for 2 weeks! Upload data at: www.meininger.de/stellenmarkt/anzeigenpakete

Further information at: www.meininger.de/stellenmarkt
ADVERTORIALS

The editorial advertorial can optimally convey a variety of product information. The visitor/reader sees your message - marked as an advertorial - within the editorial environment.

Additional promotion on Facebook and twitter
2 500 characters (including spaces)
Term: permanently online (or until revoked)
Book online at www.meininger.de/advertorials/buchen

Full Service
You just deliver the basic information (raw text, images). Text and image processing, as well as the layout, is realised by the editorial and graphics office. The co-ordination and release follow upon agreement.

3.000 EUR

Self Service
You deliver the complete content in text and images. Publication takes place via our online department.

2.500 EUR

Benefit twice here: Combination deals in print + online are available.
www.MEININGER.de | PUBLISHER’S DETAILS
The news and insight portal for the wine and beverage industry

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TERMS OF PAYMENT
Payable without deduction. 2 % discount for repayment or payment by direct debit.

All prices include VAT. Terms and conditions: www.meininger.de/agb

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PROCESSING TIME
Please allow for a one-week lead time when booking and delivering the data.

DISCOUNT & PAYMENT
There is a 15 % agency commission when billing via a personnel consulting or advertising agency.

DATA DELIVERY
www.meininger.de/onlinepromotion

When sending larger quantities of data, we recommend the www.wetransfer.com service.

By submitting your files (image, text, sound, etc.) you confirm that no rights of third parties are violated by the publication of those files.

All information can be accessed online: www.meininger.de/onlinepromotion
ONLINE

NEWSLETTER