

MEININGER ONLINE

Formats & Prices 2022

Banner websites, promotions (2 weeks)

format	size	meining.de
Half Page Ad	300x600px	1.170 €
Medium Rectangle	300x250px	1.090 €
Large Leaderboard	970x90px	1.250 €
Large Mobile Banner (mobil only)	320x100px	500 €

format	size	MWBI
Medium Rectangle top	300x250px	975 €
Medium Rectangle	300x250px	800 €
Super Banner	680x280px	900 €

Advertorial

	meining.de/MWBI
Full Service (2.500 hits)	3.605 €
Self Service (2.500 hits)	3.100 €

prices for two weeks; two weeks minimum; maximum rotation: 3; no deduction

Banner newsletter

Meining Online (2 weeks)

format	size	price/2 weeks
Content Ad	600x250px	950 €

placement specification fee is 250 €; availability provided; frequency: one time per week minimum; more than 25,000 recipients; no deduction

DDW/CRAFT/FIZZ/MWEW (per insertion)

format	size	price/insertion
Content Ad	600x250px	475 €

MWBI (2 weeks)

format	size	price/2 weeks
Content Ad	600x250px	975 €

more than 18,000 recipients worldwide; frequency: one time per week; no deduction

Advertorial ADD-ONS:

Instagram	
Post Feed	€ 500
Instagram Story	€ 500
Facebook Post	€ 500
Banner Newsletter (600x250px)	€ 500
Teaser Newsletter	€ 500

bookable topics incl. welcome page meining.de:

wine
beer
spirits
nonalcoholic beverage
gastronomy
viculture

Legend:

WW – WEINWIRTSCHAFT, **GZ** – GETRÄNKE ZEITUNG,
MWBI – MEININGER'S WINE BUSINESS INTERNATIONAL,
MWEW – MEININGERS WEINWELT, **MSOM** – MEININGERS SOMMELIER,
FIZZ, **DDW** – DER DEUTSCHE WEINBAU