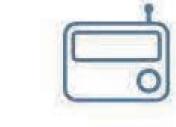
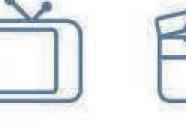
Kostenübersicht Media-Planung





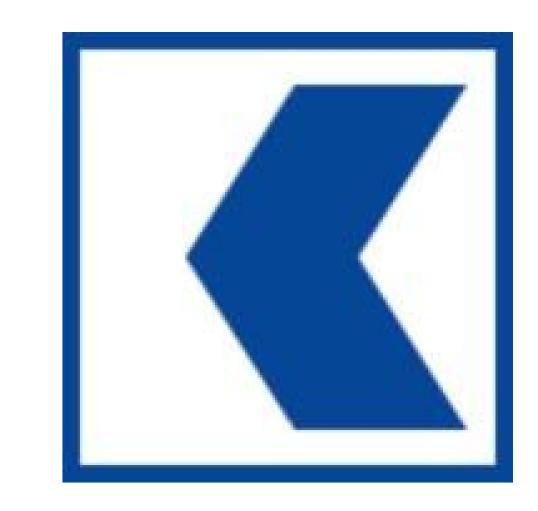












Version Laufzeit Kampagne Datum Casinotheater 2019 19.08.2019 - 05.01.2020 29.05.2020

Mediagattung	Kosten in CHF	in %
Online	128'203.59	96.26
Total Mediakosten	128'203.59	96.26
Agentur-Services	Kosten in CHF	in %
Planung & Setup	0.00	0.00
Bewirtschaftung	0.00	0.00
Technische Kosten	107.39	0.08
Media-Honorar	4'871.74	3.66
Total Servicekosten	4'979.13	3.74
Total ohne MWST	133'182.72	100.00
Total inkl. MWST	143'437.79	107.70

Bemerkungen		







Version

Kampagne
Casinotheater 2019

Laufzeit
19.08.2019 - 29.12.2019

Erstfinanzierer - Display Comparis Hy Comparis Hy Admeira Wirtschaftsnetz (Ca final Homegate Ka Total Erstfinanzierer - Display Erstfinanzierer - Mobile Aymo Livetargeting (20 Ber Tag Admeira Wirtschaftsnetz (Ca	Hypothekenvergleich Hypothekenvergleich, WG 43 Cash / Handelszeitung / Bilanz / Finanzen.ch), WG 43 Kaufabsicht Targeting, WG 43 Zomin, Watson, der Bund, Berner Zeitung, Basler Zeitung, Fagesanzeiger, etc.), WG 43 Cash / Handelszeitung / Bilanz /	D-CH D-CH D-CH	Promobox Halfpage 300x600 Wideboard 994x250 & Halfpage 300x600 Halfpage 300x600	30'000 38'960 160'000	80.00 85.00		10.00 10.00	KOSTEN NETTO CHF 5'400 2'805	BK IN %	TKP NET- NET CHF	KOSTEN CHF	KW 34 (19.08)	KW 35 (26.08)	KW 36 (02.09)	KW 37 (09.09)	KW 38 (16.09)	KW 39 (23.09)	KW 40 (30.09)	KW 41 (07.10)	KW 42 (14.10)	KW 43 (21.10)	KW 44 (28.10)	KW 45 (04.11)	KW 40 (11.11)				W 49 (2.12)
Comparis Hy Comparis Hy Admeira Wirtschaftsnetz (Ca fina Homegate Ka Total Erstfinanzierer - Display Erstfinanzierer - Mobile Aymo Livetargeting (20 Bei Tag Admeira Wirtschaftsnetz (Ca	Hypothekenvergleich, WG 43 Cash / Handelszeitung / Bilanz / Finanzen.ch), WG 43 Kaufabsicht Targeting, WG 43 Zomin, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH D-CH	Halfpage 300x600 Wideboard 994x250 & Halfpage 300x600	38'960 160'000 68'000	85.00	3'116.80	10.00		5.00																			
Comparis Admeira Wirtschaftsnetz (Caffinal Homegate Total Erstfinanzierer - Display Erstfinanzierer - Mobile Aymo Livetargeting (20 Bei Tag Admeira Wirtschaftsnetz (Ca	Hypothekenvergleich, WG 43 Cash / Handelszeitung / Bilanz / Finanzen.ch), WG 43 Kaufabsicht Targeting, WG 43 Zomin, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH D-CH	Halfpage 300x600 Wideboard 994x250 & Halfpage 300x600	38'960 160'000 68'000	85.00	3'116.80	10.00		5.00																			
Admeira Wirtschaftsnetz (Caffinal Homegate Karanta Erstfinanzierer - Display Erstfinanzierer - Mobile Aymo Livetargeting (20 Bei Tag	Cash / Handelszeitung / Bilanz / Einanzen.ch), WG 43 Kaufabsicht Targeting, WG 43 Zomin, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH D-CH	Wideboard 994x250 & Halfpage 300x600	160'000 68'000	85.00			2'805	5.00	171.00	5'130.00	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'57	'578	1'578	1'578	1'578	1'578	1'5'
Homegate Ka Total Erstfinanzierer - Display Erstfinanzierer - Mobile Aymo Livetargeting (20 Ber Tag Admeira Wirtschaftsnetz (Ca	Zaufabsicht Targeting, WG 43	D-CH	& Halfpage 300x600	68'000		13'600.00	20.00		5.00	68.40	2'664.86	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'05	2'050	2'050	2'050	2'050	2'050	2'05
Total Erstfinanzierer - Display Erstfinanzierer - Mobile Aymo Livetargeting (20 Ber Tag Admeira Wirtschaftsnetz (Ca	20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Γagesanzeiger, etc.), WG 43		Halfpage 300x600		55.00		30.00	9'520	5.00	56.53	9'044.00	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'42	8'421	8'421	8'421	8'421	8'421	8'42
Erstfinanzierer - Mobile Aymo Livetargeting (20 Ber Tag Admeira Wirtschaftsnetz (Ca	Berner Zeitung, Basler Zeitung, Fagesanzeiger, etc.), WG 43	D-CH		296'960		3'740.00	15.00	3'179	5.00	44.41	3'020.05	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'57	3'578	3'578	3'578	3'578	3'578	3'57
Aymo Livetargeting (20 Ber Tag Admeira Wirtschaftsnetz (Ca	Berner Zeitung, Basler Zeitung, Fagesanzeiger, etc.), WG 43	D-CH			89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'62	5'627	15'627	15'627	15'627	15'627	15'62'
Admeira Wirtschaftsnetz (Ca	Berner Zeitung, Basler Zeitung, Fagesanzeiger, etc.), WG 43	D-CH																										
	Cash / Handelszeitung / Bilanz /		Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'57	5'578	6'578	6'578	6'578	6'578	6'57
1111	finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00	14'000.00	30.00	9'800	5.00	46.55	9'310.00	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'52	0'526	10'526	10'526	10'526	10'526	10'52
	NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00	11'550.00	15.00	9'818	5.00	44.41	9'326.63	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'052	11'05	1052	11'052	11'052	11'052	11'052	11'052
	Mortgage Seekers und Real Estate Buyers Targeting, WG 43	D-CH	Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'631	11'63	'631	11'631	11'631	11'631	11'631	11'631
Total Erstfinanzierer - Mobile				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'78)'787	39'787	39'787	39'787	39'787	39'78'
Erstfinanzierer - Social Media																												
LinkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tb	tbd	tbd	tbd	tbd	tbd	tbo									
Facebook Pai	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	tb	tbd	tbd	tbd	tbd	tbd	tbo									
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tb	tbd	tbd	tbd	tbd	tbd	tbo									
Total Erstfinanzierer - Social Media				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0	
Hypo 55 Plus - Display																												
fina	Cash / Handelszeitung / Bilanz / Finanzen.ch), Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	171'740	99.00	17'002.26	30.00	11'902	5.00	65.84	11'306.50	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'038	9'03	0'038	9'038	9'038	9'038	9'038	9'038
Scout 24 Netzwerk Alt	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'57	5'578	6'578	6'578	6'578	6'578	6'578
Tamedia Full Reach Alt	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'874	2'87	2'874	2'874	2'874	2'874	2'874	2'874
Business Alliance Alt	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'626	4'62	-'626	4'626	4'626	4'626	4'626	4'626
Total Hypo 55 Plus - Display				439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'11	8'116	23'116	23'116	23'116	23'116	23'116
Hypo 55 Plus - Branded Content																												
NZZ RoS mo	nonatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'42	3'421	18'421	18'421	18'421	18'421	18'421
Cash.ch Fix	Fixplatzierung 2 Wochen, WG 43	D-CH	Teaser & Splashsite	300'000		14'400.00	30.00	10'080	5.00	31.92	9'576.00	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'789	15'78	5'789	15'789	15'789	15'789	15'789	15'789
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'210	34'21	J'210	34'210	34'210	34'210	34'210	34'210
Erstfinanzierer & Hypo 55 Plus - Performance																												
Audienzz Business Click Co	Cost per Click CHF 3.00, WG 43	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10	117	117	117	117	117	117	117	117	117	117	11	117	117	117	117	117	11′
Tamedia Full Reach Co	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335		6'670.00		6'670	10.00	1'800.00	6'003.00	175	175	175	175	175	175	175	175	175	175	17	175	175	175	175	175	175
Total Erstfinanzierer & Hypo 55 Plus - Performance				5'558	2'399.96	13'339.00	0.00	13'339	20.00	2'159.97	12'005.10	292	292	292	292	292	292	292	292	292	292	29	292	292	292	292	292	292
Erstfinanzierer & Hypo 55 Plus - SEA																												
	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd	tb	tbd	tbd	tbd	tbd	tbd	tb									
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0	
Total Media				2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	128'203.59	113'032	2 113'032	113'032	113'032	113'032	113'032	2 113'032	113'032	113'032	113'032	113'0	3'032	113'032	113'032	113'032	113'032	113'03

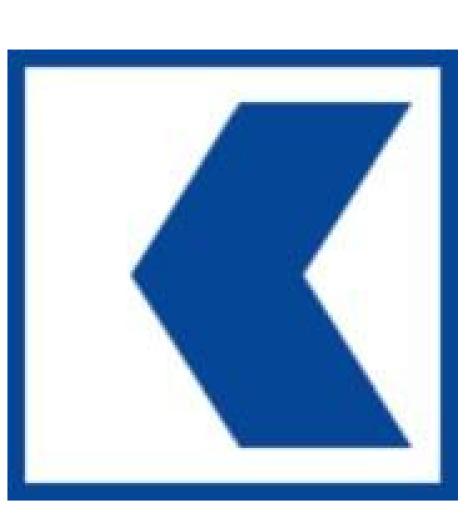
Total	2'147'775	100.00	128'204	100.00
D-CH	2'147'775	100.00	128'204	100.00
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %

Total Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.7
Total Servicekosten exkl. MwSt.	3.74 %	CHF 4979.1
Media-Honorar	97.84 %	CHF 4871.7
Technische Kosten	2.16 %	CHF 107.3
Bewirtschaftung	0.00 %	CHF
Planung & Setup	0.00 %	CHF



Seite 1/7





Kampagne

Casinotheater 2019

Laufzeit

19.08.2019 - 29.12.2019

						MEDI	A- UND KO	OSTEN PLA	NUNG					EITRAUM UN CKVERTEIL	
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT CHF	KOSTEN CHF	RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET CHF	KOSTEN CHF	KW 50 (09.12)	KW 51 (16.12)	KW 52 (23.12)	KW 01 (30.12)
Erstfinanzierer - Display															
Comparis	Hypothekenvergleich	D-CH	Promobox	30'000		6'000.00	10.00	5'400	5.00	171.00	5'130.00	1'578	1'578	1'578	
Comparis	Hypothekenvergleich, WG 43	D-CH	Halfpage 300x600	38'960	80.00	3'116.80	10.00	2'805	5.00	68.40	2'664.86	2'050	2'050	2'050	Nachlieferung bei
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	160'000	85.00	13'600.00	30.00	9'520	5.00	56.53	9'044.00	8'421	8'421	8'421	Unterlieferung
Homegate	Kaufabsicht Targeting, WG 43	D-CH	Halfpage 300x600	68'000	55.00	3'740.00	15.00	3'179	5.00	44.41	3'020.05	3'578	3'578	3'578	
Total Erstfinanzierer - Display				296'960	89.09	26'456.80	65.00	20'904	20.00	66.87	19'858.91	15'627	15'627	15'627	
Erstfinanzierer - Mobile															
Aymo Livetargeting	(20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43	D-CH	Mobile Rectangle 300x250	125'000	57.00	7'125.00	10.00	6'413	5.00	48.74	6'091.88	6'578	6'578	6'578	
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43	D-CH	Mobile Rectangle 300x250	200'000	70.00	14'000.00	30.00	9'800	5.00	46.55	9'310.00	10'526	10'526	10'526	Nachlieferung bei
NZZ Finance Alliance	(NZZ / CNN Money / Finews etc.), WG 43	D-CH	Mobile Rectangle 300x250	210'000	55.00	11'550.00	15.00	9'818	5.00	44.41	9'326.63	11'052	11'052	11'052	Unterlieferung
Tamedia Full Reach	Mortgage Seekers und Real Estate Buyers Targeting, WG 43	D-CH	Mobile Rectangle 300x250	221'000	40.00	8'840.00	15.00	7'514	5.00	32.30	7'138.30	11'631	11'631	11'631	
Total Erstfinanzierer - Mobile				756'000	54.91	41'515.00	70.00	33'544	20.00	42.15	31'866.80	39'787	39'787	39'787	
Erstfinanzierer - Social Media															
LinkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tbd	tbd	
Facebook	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	tbd	tbd	Nachlieferung bei Unterlieferung
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tbd	tbd	
Total Erstfinanzierer - Social Media				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	C	0	0	
Hypo 55 Plus - Display															
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	171'740	99.00	17'002.26	30.00	11'902	5.00	65.84	11'306.50	9'038	9'038	9'038	
Scout 24 Netzwerk	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	125'000	70.00	8'750.00	10.00	7'875	5.00	59.85	7'481.25	6'578	6'578	6'578	Nachlieferung bei
Tamedia Full Reach	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	54'617	40.00	2'184.68	15.00	1'857	5.00	32.30	1'764.13	2'874	2'874	2'874	Unterlieferung
Business Alliance	Alterstargeting 55+, WG 43	D-CH	Wideboard 994x250 & Halfpage 300x600	87'900	77.50	6'812.25	15.00	5'790	5.00	62.58	5'500.89	4'626	4'626	4'626	
Total Hypo 55 Plus - Display				439'257	79.11	34'749.19	70.00	27'424	20.00	59.31	26'052.77	23'116	23'116	23'116	
Hypo 55 Plus - Branded Content															
NZZ RoS	monatl. Fixplatzierung, Alterstargeting 55+, WG 43	D-CH	Teaser & Splashsite	350'000	32.00	11'200.00	15.00	9'520	5.00	25.84	9'044.00	18'421	18'421	18'421	Nachlieferung bei Unterlieferung
Cash.ch	Fixplatzierung 2 Wochen, WG 43	D-CH	Teaser & Splashsite	300'000	20.20	14'400.00		10'080	5.00	31.92	9'576.00	15'789		15'789	
Total Hypo 55 Plus - Branded Content				650'000	39.38	25'600.00	45.00	19'600	10.00	28.65	18'620.00	34'210	34'210	34'210	
Erstfinanzierer & Hypo 55 Plus - Performance															
Audienzz Business Click	Cost per Click CHF 3.00, WG 43	D-CH	Bild-Text	2'223		6'669.00		6'669	10.00	2'700.00	6'002.10	117	117	117	Nachlieferung bei
Tamedia Full Reach	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335		6'670.00		6'670	10.00	1'800.00	6'003.00	175	175	175	Unterlieferung
Total Erstfinanzierer & Hypo 55 Plus - Performance				5'558	2'399.96	13'339.00	0.00	13'339	20.00	2'159.97	12'005.10	292	292	292	
Erstfinanzierer & Hypo 55 Plus - SEA															
Google AdWords	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd	tbd	tbd	Nachlieferung bei Unterlieferung
Total Erstfinanzierer & Hypo 55 Plus - SEA				0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00	C	0	0	

Version

otal Media					2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	9 128'203.59		113'032	113'032 11	113'032 113'032
							Planu	ng & Setup			0.00 %	CHF 0				
							Bewir	tschaftung			0.00 %	CHF 0				
							Techn	nische Kosten			2.16 %	CHF 107.39				
SPRACHE	WERBEDRUCK	ANTEIL IN %	KOSTEN N/N	ANTEIL IN %			Media	a-Honorar			97.84 %	CHF 4871.74				
D-CH	2'147'775	100.00	128'204	100.00			Total	Servicekosten exk	l. MwSt.		3.74 %	CHF 4979.13				
Total	2'147'775	100.00	128'204	100.00			Total ?	Media- & Servicel	xosten exkl. MwSt	. 1	100.00 %	CHF 133'182.72				



