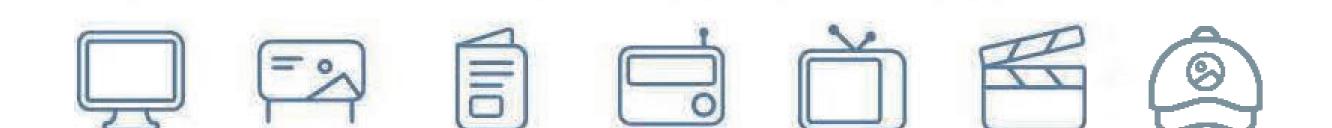
## Kostenübersicht Media-Planung





Kampagne

Media-Honorar

Total Servicekosten

Total ohne MWST

Total inkl. MWST

Family Kampagne, 2. HJ 2019

Laufzeit

01.01.2020 - 21.04.2020

Version

Datum

2.68

100.00

107.70

| CISIOII | Datan      |
|---------|------------|
| test1   | 02.06.2020 |

| Mediagattung      | Kosten in CHF | in %  |
|-------------------|---------------|-------|
| Online            | 272'302.50    | 41.69 |
| Print             | 37.98         | 0.01  |
| Plakat            | 850.00        | 0.13  |
| TV                | 10'000.00     | 1.53  |
| Kino              | 35'000.00     | 5.36  |
| Radio             | 810.00        | 0.12  |
| Ambient           | 300'000.00    | 45.93 |
| Total Mediakosten | 619'000.48    | 94.76 |
|                   |               |       |
| Agentur-Services  | Kosten in CHF | in %  |
| Planung & Setup   | 6'460.00      | 0.99  |
| Bewirtschaftung   | 6'630.00      | 1.01  |
| Technische Kosten | 3'601.15      | 0.55  |
|                   |               |       |

| Bemerkungen |  |
|-------------|--|
|             |  |

17'520.01

34'211.16

653'211.64

703'508.94





SwissLife

Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit
01.01.2020 - 29.02.2020

Version
Val.420

|                              |  |         |   |                 |             | MEDIA          | - UND KO       | STEN PLAI     | NUNG    |                |                   |                  |                  | EINS             | SATZZEITR        | AUM UND W        | 'ERBEDRUC        | CKVERTEILU       | J <b>NG</b>      |                  |                                     |
|------------------------------|--|---------|---|-----------------|-------------|----------------|----------------|---------------|---------|----------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------------------------|
| PLATZIERUNG                  | DETAILS  | SPRACHE | FORMAT  | WERBE-<br>DRUCK | TKP<br>BRUT | KOSTEN<br>BRUT | RABATT<br>IN % | KOSTEN<br>NET | BK IN % | TKP<br>NET-NET | KOSTEN<br>NET-NET | KW 01<br>(30.12) | KW 02<br>(06.01) | KW 03<br>(13.01) | KW 04<br>(20.01) | KW 05<br>(27.01) | KW 06<br>(03.02) | KW 07<br>(10.02) | KW 08<br>(17.02) | KW 09<br>(24.02) | KW 10<br>(02.03)                    |
| Display                      |  |         |   |                 |             |                |                |               |         |                |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                                     |
| Tagesanzeiger.ch(1)          | Run of Kultur, Sport und Kino                          | D-CH    | Wideboard 994x250<br>& Halfpage-Ad<br>300x600 | 500'000         | 45.00       | 22'500.00      | 38.00          | 13'950        | 5.00    | 26.51          | 13'252.50         | 55'555           | 55'555           | 55'555           | 55'555           | 55'555           | 55'555           | 55'555           | 55'555           | 55'555           |                                     |
| Blick.ch(6)                  | Rubriken-Sponsoring Good Night<br>Sir                  | D-CH    | Sonderformat (Siehe Spezifikation PP)         | 1'200'000       | 60.00       | 72'000.00      | 50.00          | 36'000        | 5.00    | 28.50          | 34'200.00         | 133'333          | 133'333          | 133'333          | 133'333          | 133'333          | 133'333          | 133'333          | 133'333          | 133'333          | Nachlieferung bei<br>Unterlieferung |
| 20min(60)                    | Sport  | D-CH    | Skyscraper 160x600                            | 2'000'000       | 80.00       | 160'000.00     | 50.00          | 80'000        | 5.00    | 38.00          | 76'000.00         | 222'222          | 222'222          | 222'222          | 222'222          | 222'222          | 222'222          | 222'222          | 222'222          | 222'222          |                                     |
| Total Display                |  |         |   | 3'700'000       | 68.78       | 254'500.00     | 138.00         | 129'950       | 15.00   | 33.37          | 123'452.50        | 411'110          | 411'110          | 411'110          | 411'110          | 411'110          | 411'110          | 411'110          | 411'110          | 411'110          |                                     |
| Mobile                       |  |         |   |                 |             |                |                |               |         |                |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                                     |
| Blick.ch(2)                  | Rubriken-Sponsoring Good Night<br>Sir (auf Mobile-App) | D-CH    | Mobile Wideboard 320x160                      | 1'100'000       | 60.00       | 66'000.00      | 50.00          | 33'000        | 5.00    | 28.50          | 31'350.00         | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          | Nachlieferung bei<br>Unterlieferung |
| Total Mobile                 |  |         |   | 1'100'000       | 60.00       | 66'000.00      | 50.00          | 33'000        | 5.00    | 28.50          | 31'350.00         | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          | 122'222          |                                     |
| <b>Branded Content</b>       |  |         |   |                 |             |                |                |               |         |                |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                                     |
| NZZ.ch(3)                    | Wirtschaft, Exklusivbelegung aller Werbeformen         | F-CH    | Branded Content<br>Teaser & Splashsite        | 3'500'000       |             | 80'000.00      | 35.00          | 52'000        | 5.00    | 14.11          | 49'400.00         | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | Nachlieferung bei<br>Unterlieferung |
| <b>Total Branded Content</b> |  |         |   | 3'500'000       | 22.86       | 80'000.00      | 35.00          | 52'000        | 5.00    | 14.11          | 49'400.00         | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          |                                     |
| Social-Media                 |  |         |   |                 |             |                |                |               |         |                |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                                     |
| test(412)                    | test   | D-CH    | Skyscraper 160x600                            | 3'000           | 20.00       | 60.00          |                | 60            |         | 20.00          | 60.00             | 333              | 333              | 333              | 333              | 333              | 333              | 333              | 333              | 333              | Nachlieferung bei<br>Unterlieferung |
| Total Social-Media           |  |         |   | 3'000           | 20.00       | 60.00          | 0.00           | 60            | 0.00    | 20.00          | 60.00             | 333              | 333              | 333              | 333              | 333              | 333              | 333              | 333              | 333              |                                     |
| Native                       |  |         |   |                 |             |                |                |               |         |                |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                                     |
| Drop8(5)                     | CH-Netzwerk Premium                                    | D-CH    | Diverse Standard-<br>Formate (Liste folgt)    | 3'500'000       | 36.00       | 126'000.00     | 40.00          | 75'600        | 10.00   | 19.44          | 68'040.00         | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | Nachlieferung bei<br>Unterlieferung |
| <b>Total Native</b>          |  |         |   | 3'500'000       | 36.00       | 126'000.00     | 40.00          | 75'600        | 10.00   | 19.44          | 68'040.00         | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          | 388'888          |                                     |
| Total Media                  |  |         |   | 11'803'000      | 44.61       | 526'560.00     | 263.00         | 290'610       | 35.00   | 23.07          | 272'302.50        | 1'311'441        | 1'311'441        | 1'311'441        | 1'311'441        | 1'311'441        | 1'311'441        | 1'311'441        | 1'311'441        | 1'311'441        |                                     |

| D-CH 8'303'000 70.35 222'903<br>F-CH 3'500'000 29.65 49'400 | 18.14           |
|---|-----------------|
| D-CH 8'303'000 70.35 222'903                                | 81.86           |
|   | 0.1.0.5         |
| SPRACHE WERBEDRUCK ANTEIL IN % KOSTEN N                     | N/N ANTEIL IN % |

| Total Media- & Servicekosten exkl. MwSt. | 100.00 % | CHF 653'211.64 |
|--|----------|----------------|
| Total Servicekosten exkl. MwSt.          | 2.89 %   | CHF 18859.22   |
| Media-Honorar                            | 61.87 %  | CHF 11669.07   |
| Technische Kosten                        | 11.08 %  | CHF 2090.15    |
| Bewirtschaftung                          | 12.62 %  | CHF 2380       |
| Planung & Setup                          | 14.42 %  | CHF 2720       |







Family Kampagne, 2. HJ 2019

Laufzeit
06.01.2020 - 21.04.2020

Version
Val.593

|                       |             |                    |            |                    |          | MED            | IA- UND KOS           | TEN PLANUN         | G        |                   |                  |                  |                  |                  |                  | EINSA            | ATZZEITRA        | UM UND WE        | RBEDRUCK         | VERTEILUN        | NG               |                  |                  |                  |                  |          |
|-----------------------|-------------|--------------------|------------|--------------------|----------|----------------|-----------------------|--------------------|----------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------|
| TITEL                 | TI          | HEMA / PLATZIERUNG | SPRA(      | CHE FORMAT         | INSERATE | KOSTEN<br>BRUT | RABATT<br>IN %        | KOSTEN<br>NET      | BK IN %  | KOSTEN<br>NET-NET | KW 02<br>(06.01) | KW 03<br>(13.01) | KW 04<br>(20.01) | KW 05<br>(27.01) | KW 06<br>(03.02) | KW 07<br>(10.02) | KW 08<br>(17.02) | KW 09<br>(24.02) | KW 10<br>(02.03) | KW 11<br>(09.03) | KW 12<br>(16.03) | KW 13<br>(23.03) | KW 14<br>(30.03) | KW 15<br>(06.04) | KW 16<br>(13.04) | KV<br>(2 |
| Wochenzeitungen       |             |                    |            |                    |          |                |                       |                    |          |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| wef(191)              | we          | vef                | F-CH       | Skyscraper 160x600 | 43       | 32.00          | 32.00                 | 22                 | 43.00    | 12.40             |                  |                  | 3                |                  | 3                |                  |                  | 3                |                  |                  |                  |                  |                  |                  |                  |          |
| Total Wochenzeitur    | ngen        |                    |            |                    | 43       | 32.00          | 32.00                 | 22                 | 43.00    | 12.40             |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| Sonderbeilagen        |             |                    |            |                    |          |                |                       |                    |          |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| wef(195)              | ef          | f                  | D-CH       | wech, s/w          | 23       | 66.00          | 32.00                 | 45                 | 43.00    | 25.58             |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| Total Sonderbeilag    | gen         |                    |            |                    | 23       | 66.00          | 32.00                 | 45                 | 43.00    | 25.58             |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| Special-Interest      |             |                    |            |                    |          |                |                       |                    |          |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| wef(196)              |             |                    | D-CH       | Skyscraper 160x600 |          |                |                       |                    |          |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| Total Special-Interes | rest        |                    |            |                    | 0        | 0.00           | 0.00                  | 0                  | 0.00     | 0.00              |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| Total Media           |             |                    |            |                    | 66       | 98.00          | 64.00                 | 67                 | 86.00    | 37.98             |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
|                       |             |                    |            |                    |          | 70 <b>.</b> 00 | 01.00                 | 0,                 |          |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
|                       |             |                    |            |                    |          | Pla            | nung & Setup          |                    | 0.00 %   | CHF 0             |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
|                       |             |                    |            |                    |          | Bev            | wirtschaftung         |                    | 0.00 %   | CHF 0             |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| SPRACHE               | SCHALTUNGEN | N ANTEIL IN %      | KOSTEN N/N | ANTEIL IN %        |          | Tec            | chnische Kosten       |                    | 99.78 %  | CHF 511           |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
|                       | 23          | 34.85              | 26         | 67.35              |          | Med            | dia-Honorar           |                    | 0.22 %   | CHF 1.14          |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| F-CH                  | 43          | 65.15              | 12         | 32.65              |          | Tot            | al Servicekosten exkl | l. MwSt.           | 0.08 %   | CHF 512.14        |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |
| Total                 | 66          | 100.00             | 38         | 100.00             |          | Tot            | al Media- & Servicek  | kosten exkl. MwSt. | 100.00 % | CHF 653'211.64    |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |          |





## Media-Planung

SwissLife

Kampagne Family Kampagne, 2. HJ 2019 Laufzeit

01.01.2020 - 31.03.2020

Version V 1.63

|             |                 |                 |            |             |                         |                      | MEDIA-         | UND KOS         | TEN PLAN      | IUNG    |                           |                   |                  |                  |                  |                  | EINSA            | ATZZEITRA        | AUM UND WE       | ERBEDRUCK        | WERTEILUN        | NG               |                  |                  |                  |                  |
|-------------|-----------------|-----------------|------------|-------------|-------------------------|----------------------|----------------|-----------------|---------------|---------|---------------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| PLATZIERUNG | G / GATTUNG STA | ANDORTE         | SPRACHRE   | GION FORMAT | STELLEN /<br>SCREENS BE | KOSTEN<br>RUT/STELLE | KOSTEN<br>BRUT | RABATT<br>IN %  | KOSTEN<br>NET | BK IN % | KOSTEN NET-<br>NET/STELLE | KOSTEN<br>NET-NET | KW 01<br>(30.12) | KW 02<br>(06.01) | KW 03<br>(13.01) | KW 04<br>(20.01) | KW 05<br>(27.01) | KW 06<br>(03.02) | KW 07<br>(10.02) | KW 08<br>(17.02) | KW 09<br>(24.02) | KW 10<br>(02.03) | KW 11<br>(09.03) | KW 12<br>(16.03) | KW 13<br>(23.03) | KW 14<br>(30.03) |
| ООН         |                 |                 |            |             |                         |                      |                |                 |               |         |                           |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| test(297)   |                 |                 | D-CH       | B200        | 200                     | 5.00                 | 1'000.00       |                 | 1'000         | 15.00   | 4.25                      | 850.00            |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Total OOH   |                 |                 |            |             | 200                     | 5.00                 | 1'000.00       | 0.00            | 1'000         | 15.00   | 4.25                      | 850.00            |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Total Media |                 |                 |            |             | 200                     | 5.00                 | 1'000.00       | 0.00            | 1'000         | 15.00   | 4.25                      | 850.00            |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
|             |                 |                 |            |             |                         |                      |                |                 |               |         |                           |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
|             |                 |                 |            |             |                         |                      | Pla            | nung & Setup    |               |         | 44.20 %                   | CHF 2040          |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
|             |                 |                 |            |             |                         |                      | Bev            | virtschaftung   |               |         | 55.25 %                   | CHF 2550          |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| SPRACHE     | STELLEN / SCREE | ENS ANTEIL IN % | KOSTEN N/N | ANTEIL IN % |                         |                      | Tec            | chnische Kosten | 1             |         | 0.00 %                    | CHF 0             |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| D-CH        | 200             | 100.00          | 850        | 100.00      |                         |                      | Med            | dia-Honorar     |               |         | 0.55 %                    | CHF 25.5          |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Total       | 200             | 100.00          | 850        | 100.00      |                         |                      | Tot            | al Servicekoste | n exkl. MwSt. |         | 0.71 %                    | CHF 4615.5        |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
|             |                 |                 |            |             |                         |                      |                |                 |               |         |                           |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |





Family Kampagne, 2. HJ 2019



Kampagne

Laufzeit

01.02.2020 - 29.02.2020

Version Val.134

|                           |                |               |            |                    |                    |                  |          | MEDIA- U              | ND KOST         | EN PLAN        | UNG           |         |                    |                   | EINSATZZE        | EITRAUM UN       | D WERBEDI        | RUCKVERTI        | EILUNG           |
|---------------------------|----------------|---------------|------------|--------------------|--------------------|------------------|----------|-----------------------|-----------------|----------------|---------------|---------|--------------------|-------------------|------------------|------------------|------------------|------------------|------------------|
| SENDER                    | THEMA          | / PLATZIERUNG | SPRACHE    | DAUER / FORMAT     | AUSSTRA<br>HLUNGEN | KONTAKT<br>SUMME | GRP's    | SPOT BRUTTO<br>IN CHF | KOSTEN<br>BRUT  | RABATT<br>IN % | KOSTEN<br>NET | BK IN % | SPOT N/N<br>IN CHF | KOSTEN<br>NET-NET | KW 05<br>(27.01) | KW 06<br>(03.02) | KW 07<br>(10.02) | KW 08<br>(17.02) | KW 09<br>(24.02) |
| Nationales TV             |                |               |            |                    |                    |                  |          |                       |                 |                |               |         |                    |                   |                  |                  |                  |                  |                  |
| (485)                     |                |               |            | Skyscraper 160x600 | 1'750              | 2'000.00         | 1'500.00 | 5.71                  | 10'000.00       |                | 10'000        |         | 5.71               | 10'000.00         | 300              | 305              | 300              | 300              | 300              |
| (577)                     |                |               |            | Skyscraper 160x600 |                    |                  |          |                       |                 |                |               |         |                    |                   | tbd              | tbd              | tbd              | tbd              | tbd              |
| <b>Total Nationales T</b> |                |               |            |                    | 1'750              | 2'000.00         | 1'500.00 | 5.71                  | 10'000.00       | 0.00           | 10'000        | 0.00    | 5.71               | 10'000.00         | 300              | 305              | 300              | 300              | 300              |
| Total Media               |                |               |            |                    | 1'750              | 2'000.00         | 1'500.00 | 5.71                  | 10'000.00       | 0.00           | 10'000        | 0.00    | 5.71               | 10'000.00         | 300              | 305              | 300              | 300              | 300              |
|                           |                |               |            |                    |                    |                  |          | Pla                   | nung & Setup    |                |               | 0.00    | 0/0                | CHF 0             |                  |                  |                  |                  |                  |
|                           |                |               |            |                    |                    |                  |          | Bev                   | virtschaftung   |                |               | 0.00    | 0/0                | CHF 0             |                  |                  |                  |                  |                  |
|                           |                |               |            |                    |                    |                  |          | Tec                   | hnische Kostei  | n              |               | 0.00    | 0/0                | CHF 0             |                  |                  |                  |                  |                  |
|                           |                |               |            |                    |                    |                  |          | Med                   | dia-Honorar     |                |               | 100.00  | 0/0                | CHF 300           |                  |                  |                  |                  |                  |
| SPRACHE                   | AUSSTRAHLUNGEN |               | KOSTEN N/N | ANTEIL IN %        |                    |                  |          | Tot                   | al Servicekoste | en exkl. MwSt  | •             | 0.05    | 0/0                | CHF 300           |                  |                  |                  |                  |                  |
| Total                     | 0              | 100.00        | 0          | 100.00             |                    |                  |          | Tot                   | al Media- & Se  | ervicekosten e | xkl. MwSt.    | 100.00  | % CHFTEX           | Т 653'211.64      |                  |                  |                  |                  |                  |







Family Kampagne, 2. HJ 2019

Laufzeit

01.02.2020 - 29.02.2020

Version V 1.33

|                 |            |               |            |                    |           |                 | MEDIA-         | UND KOS          | STEN PLA      | NUNG    |                     |                   | EINSATZZ         | ZEITRAUM UI      | ND WERBED        | RUCKVERT         | EILUNG           |
|-----------------|------------|---------------|------------|--------------------|-----------|-----------------|----------------|------------------|---------------|---------|---------------------|-------------------|------------------|------------------|------------------|------------------|------------------|
| PLATZIERUNG     | / REGIONEN | KINO'S / SÄLE | SPRAC      | CHE DAUER / FORMAT | KONTAKTE  | TKP<br>BRUT CHF | KOSTEN<br>BRUT | RABATT<br>IN %   | KOSTEN<br>NET | BK IN % | TKP NET-<br>NET CHF | KOSTEN<br>NET-NET | KW 05<br>(27.01) | KW 06<br>(03.02) | KW 07<br>(10.02) | KW 08<br>(17.02) | KW 09<br>(24.02) |
| kinokamapgne    |            |               |            |                    |           |                 |                |                  |               |         |                     |                   |                  |                  |                  |                  |                  |
| (300)           |            |               | D-CH       | 90                 | 1'587'000 | 22.05           | 35'000.00      |                  | 35'000        |         | 22.05               | 35'000.00         |                  |                  |                  |                  |                  |
| Total kinokamap | gne        |               |            |                    | 1'587'000 | 22.05           | 35'000.00      | 0.00             | 35'000        | 0.00    | 22.05               | 35'000.00         |                  |                  |                  |                  |                  |
| Total Media     |            |               |            |                    | 1'587'000 | 22.05           | 35'000.00      | 0.00             | 35'000        | 0.00    | 22.05               | 35'000.00         |                  |                  |                  |                  |                  |
|                 |            |               |            |                    |           |                 |                |                  |               |         |                     |                   |                  |                  |                  |                  |                  |
|                 |            |               |            |                    |           |                 | Planui         | ng & Setup       |               |         | 0 %                 | CHF 0             |                  |                  |                  |                  |                  |
|                 |            |               |            |                    |           |                 | Bewirt         | tschaftung       |               |         | 0 %                 | CHF 0             |                  |                  |                  |                  |                  |
| SPRACHE         | KONTAKTE   | ANTEIL IN %   | KOSTEN N/N | ANTEIL IN %        |           |                 | Techn          | ische Kosten     |               |         | 0 %                 | CHF 0             |                  |                  |                  |                  |                  |
| D-CH            | 1'587'000  | 100.00        | 35'000     | 100.00             |           |                 | Media          | -Honorar         |               |         | 0 %                 | CHF 0             |                  |                  |                  |                  |                  |
| Total           | 1'587'000  | 100.00        | 35'000     | 100.00             |           |                 | Total S        | Servicekosten ex | xkl. MwSt.    |         | 0.00 %              | CHF 0             |                  |                  |                  |                  |                  |







Family Kampagne, 2. HJ 2019

Laufzeit

01.02.2020 - 29.02.2020

Version V 1.75

|                   |                |               |            |             |                 | MI             | EDIA- UND KOS           | TEN PLANUN         | G        |                   | EINSATZZ         | ZEITRAUM UN      | D WERBED         | RUCKVERTI        | EILUNG           |
|-------------------|----------------|---------------|------------|-------------|-----------------|----------------|-------------------------|--------------------|----------|-------------------|------------------|------------------|------------------|------------------|------------------|
| TITEL             | THEMA          | / PLATZIERUNG | SPRACHE    | FORMAT      | SCHALT<br>UNGEN | KOSTEN<br>BRUT | RABATT<br>IN %          | KOSTEN<br>NET      | BK IN %  | KOSTEN<br>NET-NET | KW 05<br>(27.01) | KW 06<br>(03.02) | KW 07<br>(10.02) | KW 08<br>(17.02) | KW 09<br>(24.02) |
| radiokategorie    |                |               |            |             |                 |                |                         |                    |          |                   |                  |                  |                  |                  |                  |
| test(299)         |                |               | D-CH       | 2           | 1'000           | 1'000.00       | 10.00                   | 900                | 10.00    | 810.00            |                  |                  |                  |                  |                  |
| Total radiokatego | orie           |               |            |             | 1'000           | 1'000.00       | 10.00                   | 900                | 10.00    | 810.00            |                  |                  |                  |                  |                  |
| Total Media       |                |               |            |             | 1'000           | 1'000.00       | 10.00                   | 900                | 10.00    | 810.00            |                  |                  |                  |                  |                  |
|                   |                |               |            |             |                 |                |                         |                    |          |                   |                  |                  |                  |                  |                  |
|                   |                |               |            |             |                 |                | Planung & Setup         |                    | 0.00 %   | CHF 0             |                  |                  |                  |                  |                  |
|                   |                |               |            |             |                 |                | Bewirtschaftung         |                    | 0.00 %   | CHF 0             |                  |                  |                  |                  |                  |
|                   |                |               |            |             |                 |                | Technische Kosten       |                    | 0.00 %   | CHF 0             |                  |                  |                  |                  |                  |
| SPRACHE           | AUSSTRAHLUNGEN | ANTEIL IN %   | KOSTEN N/N | ANTEIL IN % |                 |                | Media-Honorar           |                    | 100.00 % | CHF 24.3          |                  |                  |                  |                  |                  |
| D-CH              | 1'000          | 100.00        | 810        | 100.00      |                 |                | Total Servicekosten exk | d. MwSt.           | 0.00 %   | CHF 24.3          |                  |                  |                  |                  |                  |
| Total             | 1'000          | 100.00        | 810        | 100.00      |                 |                | Total Media- & Service  | kosten exkl. MwSt. | 100.00 % | CHF 653'211.64    |                  |                  |                  |                  |                  |
|                   |                |               |            |             |                 |                |                         |                    |          |                   |                  |                  |                  |                  |                  |







Family Kampagne, 2. HJ 2019

Laufzeit
01.03.2020 - 01.04.2020

Version
Val.31

02.06.2020

Datum

|             |         |         |                  |                 |             | MEDIA          | - UND KOS      | STEN PLA      | NUNG    |                     |                   |
|-------------|---------|---------|------------------|-----------------|-------------|----------------|----------------|---------------|---------|---------------------|-------------------|
| PLATZIERUNG | DETAILS | SPRACHE | FORMAT           | WERBE-<br>DRUCK | TKP<br>BRUT | KOSTEN<br>BRUT | RABATT<br>IN % | KOSTEN<br>NET | BK IN % | TKP NET-<br>NET CHF | KOSTEN<br>NET-NET |
|             |         |         |                  |                 |             |                |                |               |         |                     |                   |
| test        |         |         |                  |                 |             |                |                |               |         |                     |                   |
| test(481)   | test    | D-CH    | Halfpage 300x600 | 10'000          | 15'000.00   | 150'000.00     |                | 150'000       |         | 15'000.00           | 150'000.00        |
| TEST2(497)  | test    | D-CH    | Halfpage 300x600 | 10'000          | 15'000.00   | 150'000.00     |                | 150'000       |         | 15'000.00           | 150'000.00        |
| Total test  |         |         |                  | 20'000          | 15'000.00   | 300'000.00     | 0.00           | 300'000       | 0.00    | 15'000.00           | 300'000.00        |
|             |         |         |                  |                 |             |                |                |               |         |                     |                   |
| Total Media |         |         |                  | 20'000          | 15'000.00   | 300'000.00     | 0.00           | 300'000       | 0.00    | 15'000.00           | 300'000.00        |

| EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG |                  |                  |                  |                  |                  |  |
|--|------------------|------------------|------------------|------------------|------------------|--|
| KW 09<br>(24.02)                         | KW 10<br>(02.03) | KW 11<br>(09.03) | KW 12<br>(16.03) | KW 13<br>(23.03) | KW 14<br>(30.03) |  |
|  |                  |                  |                  |                  |                  |  |
| 1'666                                    | 1'666            | 1'666            | 1'666            | 1'666            | 1'666            |  |
| 1'666                                    | 1'666            | 1'666            | 1'666            | 1'666            | 1'666            |  |
| 3'332                                    | 3'332            | 3'332            | 3'332            | 3'332            | 3'332            |  |
| 21222                                    | 21222            | 21222            | 21222            | 21222            | 21222            |  |

| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % |
|---------|------------|-------------|------------|-------------|
| D-CH    | 20'000     | 100.00      | 300'000    | 100.00      |
| Total   | 20'000     | 100.00      | 300'000    | 100.00      |

| Total Media- & Servicekosten exkl. MwSt. | 100.00 % | CHF 653'211.64 |
|--|----------|----------------|
| Total Servicekosten exkl. MwSt.          | 1.52 %   | CHF 9900       |
| Media-Honorar                            | 55.56 %  | CHF 5500       |
| Technische Kosten                        | 10.10 %  | CHF 1000       |
| Bewirtschaftung                          | 17.17 %  | CHF 1700       |
| Planung & Setup                          | 17.17 %  | CHF 1700       |

