KOSTENÜBERSICHT MEDIA-PLANUNG

Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit

01.07.2019 - 22.12.2019

Version / Datum t123 / 23.11.2019

| Mediagattung | Kosten in CHF | in % |
|---------------------|---------------|--------|
| Online | 209'742.50 | 100.00 |
| Total Mediakosten | 209'742.50 | 100.00 |
| Agentur-Services | Kosten in CHF | in % |
| Planung & Setup | 0.00 | 0.00 |
| Bewirtschaftung | 0.00 | 0.00 |
| Technische Kosten | 0.00 | 0.00 |
| Media-Honorar | 0.00 | 0.00 |
| Total Servicekosten | 0.00 | 0.00 |
| Total ohne MWST | 209'742.50 | 100.00 |
| Total inkl. MWST | 225'892.67 | 107.70 |

Bemerkungen



Kampagne Family Kampagne, 2. HJ 2019 Laufzeit 01.07.2019 - 22.12.2019

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| | | | | | | | NUNG | G | | | | |
|--------------------|-----------|--|------------|--|-----------------|-----------------|---------------|----------------|---------------------|---------|---------------------|---------------|
| PLATZIERUNG | | DETAILS | SPRACHE | FORMAT | WERBE- DRUCK | TKP BRUT CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | TKP NET- NET CHF | KOSTEN CHF |
| Display | | | | | | | | | | | | |
| Tagesanzeiger.ch(| | Run of Kultur, Sport und Kino | D-CH | Wideboard 994x250 & Halfpage-Ad 300x600 | 500'000 | 45.00 | 22'500.00 | 38.00 | 13'950 | 5.00 | 26.51 | 13'252.50 |
| Blick.ch(6) | | Rubriken-Sponsoring Good Night Sir | F-CH | Sonderformat (Siehe Spezifikation PP) | 1'200'000 | 60.00 | 72'000.00 | 50.00 | 36'000 | 5.00 | 28.50 | 34'200.00 |
| Total Display | | | | | | 55.59 | 94'500.00 | 88.00 | 49'950 | 10.00 | 27.91 | 47'452.50 |
| Mobile | | | | | | | | | | | | |
| Blick.ch(2) | | Rubriken-Sponsoring Good Night 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 |
| Total Mobile | | | | | 1'100'000 | 60.00 | 66'000.00 | 50.00 | 33'000 | 5.00 | 28.50 | 31'350.00 |
| Branded Content | | | | | | | | | | | | |
| NZZ.ch(3) | | Wirtschaft, Exklusivbelegung aller Werbeformen | F-CH | Branded Content Teaser & Splashsite | 3'500'000 | | 80'000.00 | 35.00 | 52'000 | 5.00 | 14.11 | 49'400.00 |
| Total Branded Co | ntent | | | | 3'500'000 | 22.86 | 80'000.00 | 35.00 | 52'000 | 5.00 | 14.11 | 49'400.00 |
| Social-Media | | | | | | | | | | | | |
| Facebook(4) | | Diverse Targeting | I-CH | Push-Post | | | 5'000.00 | 10.00 | 4'500 | | | 4'500.00 |
| Instagram(7) | | Diverse Targetings | I-CH | Insta-Story & Coverflow | | | 10'000.00 | 10.00 | 9'000 | | | 9'000.00 |
| Total Social-Media | a | | | | 0 | 0.00 | 15'000.00 | 20.00 | 13'500 | 0.00 | 0.00 | 13'500.00 |
| Native | | | | | | | | | | | | |
| Drop8(5) | | CH-Netzwerk Premium | D-CH | Diverse Standard- Formate (Liste folgt) | 3'500'000 | 36.00 | 126'000.00 | 40.00 | 75'600 | 10.00 | 19.44 | 68'040.00 |
| Total Native | | | | | 3'500'000 | 36.00 | 126'000.00 | 40.00 | 75'600 | 10.00 | 19.44 | 68'040.00 |
| test | | | | | | | | | | | | |
| (18) | | | D-CH | Skyscraper 160x600 | | | | | | | | |
| Total test | | | | | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| test12 | | | | | | | | | | | | |
| (19) | | | D-CH | Skyscraper 160x600 | | | | | | | | |
| Total test12 | | | | . 33,000 | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| Total Madia | | | | | 0'200'000 | 20.02 | 391/500-00- | 222.00 | 224'050 | 20-00 | 21-40- | 200'742.50 |
| Total Media | | | | | 9'800'000 | 38.93 | 381'500.00 | 233.00 | 224'050 | 30.00 | 21.40 | 209'742.50 |
| | | | | | | | | Planung & Se | tup | | 0.00 | 0.00 % |
| SPRACHE | WERBEDRU | UCK ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | - | Bewirtschaftu | ıng | (| 0.00 | |
| D-CH | 5'100'000 | 52.04 | 112'643 | 74.45 | | | | Technische K | Costen | (| 0.00 | 0.00 % |
| F-CH | 4'700'000 | 47.96 | 33'600 | 42.61 | | | | Media-Honora | ar | (| 0.00 | 0.00 % |
| I-CH | 0 | 0.00 | 13'500 | 0.00 | | | | Total Kosten | Agentur Service | e: (| 0.00 | 0.00 % |
| Total | 9'800'000 | 100% | 209'743 | 117.06 | | | | Total Kosten | Agentur Service | e: 2 | 209'742.50 | 100.00 % |

| | | | | | | EIN | ISATZZEITR | AUM UND W | ERBEDRUC | KVERTEILU | NG | | | | | |
|----|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | KW 27 (01.07) | KW 28 (08.07) | KW 29 (15.07) | KW 30 (22.07) | KW 31 (29.07) | KW 32 (05.08) | KW 33 (12.08) | 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) |
| | | | | | | | | | | | | | | | | |
| 50 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 |
| 00 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 |
| 50 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 |
| | | | | | | | | | | | | | | | | |
| 00 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 |
| 00 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 |
| | | | | | | | | | | | | | | | | |
| 00 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 |
| 00 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 |
| | | | | | | | | | | | | | | | | |
| 00 | folgt |
| 00 | folgt |
| 00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | | | | | | | | | | | | | | | |
| 00 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 |
| 00 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 |
| | | | | | | | | | | | | | | | | |
| | folgt |
| 00 | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | folgt |
| 00 | | | | | | | | | | | | | | | | |
| 50 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 |



MEDIA-PLANUNG: ONLINE

mage not found or type unkno

Kampagne Family Kampagne, 2. HJ 2019 Laufzeit
01.07.2019 - 22.12.2019

Version / Datum t123 / 23.11.2019

| | | | | | MEDIA- UND KOSTEN PLANUNG | | | | | | EINSATZZEITRA | | | | | |
|-------------------|------------------------|--|-------------------|--|---------------------------|-----------------|---------------|----------------|---------------------|---------|---------------------|---------------|------------------|------------------|------------------|------------------|
| PLATZIERUNG | DETA | AILS | SPRACHE | FORMAT | WERBE- DRUCK | TKP BRUT CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | TKP NET- NET CHF | KOSTEN CHF | KW 43 (21.10) | KW 44 (28.10) | KW 45 (04.11) | KW 46 (11.11) |
| Display | | | | | | | | | | | | | | | | |
| Tagesanzeiger.ch(| Run o Kino | of Kultur, Sport und | D-CH | Wideboard 994x250 & Halfpage-Ad 300x600 | 500'000 | 45.00 | 22'500.00 | 38.00 | 13'950 | 5.00 | 26.51 | 13'252.50 | 20'833 | 20'833 | 20'833 | 20 |
| Blick.ch(6) | Rubri Night | iken-Sponsoring Good t Sir | F-CH | Sonderformat (Siehe Spezifikation PP) | 1'200'000 | 60.00 | 72'000.00 | 50.00 | 36'000 | 5.00 | 28.50 | 34'200.00 | 50'000 | 50'000 | 50'000 | 50 |
| Total Display | | | | | 1'700'000 | 55.59 | 94'500.00 | 88.00 | 49'950 | 10.00 | 27.91 | 47'452.50 | 70'833 | 70'833 | 70'833 | 70 |
| Mobile | | | | | | | | | | | | | | | | |
| Blick.ch(2) | | iken-Sponsoring Good t 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 | 45'833 | 45'833 | 45'833 | 4 |
| Total Mobile | | | | | 1'100'000 | 60.00 | 66'000.00 | 50.00 | 33'000 | 5.00 | 28.50 | 31'350.00 | 45'833 | 45'833 | 45'833 | 4 |
| Branded Content | 4 | | | | | | | | | | | | | | | |
| NZZ.ch(3) | Wirts | schaft, usivbelegung aller beformen | F-CH | Branded Content Teaser & Splashsite | 3'500'000 | | 80'000.00 | 35.00 | 52'000 | 5.00 | 14.11 | 49'400.00 | 145'833 | 145'833 | 145'833 | 14 |
| Total Branded Co | ontent | | | | 3'500'000 | 22.86 | 80'000.00 | 35.00 | 52'000 | 5.00 | 14.11 | 49'400.00 | 145'833 | 145'833 | 145'833 | 14 |
| Social-Media | | | | | | | | | | | | | | | | |
| Facebook(4) | Diver | rse Targeting | I-CH | Push-Post | | | 5'000.00 | 10.00 | 4'500 | | | 4'500.00 | folgt | folgt | folgt | |
| Instagram(7) | Diver | rse Targetings | I-CH | Insta-Story & Coverflow | | | 10'000.00 | 10.00 | 9'000 | | | 9'000.00 | folgt | folgt | folgt | |
| Total Social-Medi | lia | | | | 0 | 0.00 | 15'000.00 | 20.00 | 13'500 | 0.00 | 0.00 | 13'500.00 | 0 | 0 | 0 | |
| Native | | | | | | | | | | | | | | | | |
| Drop8(5) | CH-N | Netzwerk Premium | D-CH | Diverse Standard- Formate (Liste folgt) | 3'500'000 | 36.00 | 126'000.00 | 40.00 | 75'600 | 10.00 | 19.44 | 68'040.00 | 145'833 | 145'833 | 145'833 | 14 |
| Total Native | | | | | 3'500'000 | 36.00 | 126'000.00 | 40.00 | 75'600 | 10.00 | 19.44 | 68'040.00 | 145'833 | 145'833 | 145'833 | 14 |
| test | | | | | | | | | | | | | | | | |
| (18) | | | D-CH | Skyscraper 160x600 | | | | | | | | | folgt | folgt | folgt | |
| Total test | | | | | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 | | | | |
| test12 | | | | | | | | | | | | | | | | |
| (19) | | | D-CH | Skyscraper 160x600 | | | | | | | | | folgt | folgt | folgt | |
| Total test12 | | | | | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 | | | | |
| Total Media | | | | | 9'800'000 | 38.93 | 381'500.00 | 233.00 | 224'050 | 30.00 | 21.40 | 209'742.50 | 408'332 | 408'332 | 408'332 | 4(|
| | | | | | | | | Planung & Se | etup | | 0.00 | 0.00 % | | | | |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | - | Bewirtschaft | | | 0.00 0.00 % | | | | | |
| D-CH F-CH | 5'100'000 4'700'000 | | 112'643 83'600 | 74.45 42.61 | _ | | _ | Technische K | | | 0.00 | 0.00 % | | | | |
| I-CH | 0 | | 13'500 | 0.00 | | | _ | | Agentur Service | | 0.00 | 0.00 % | | | | |
| Total | 9'800'000 | | 209'743 | 117.06 | | | | | Agentur Service | | | 100.00 % | | | | |
| | | | | | | | | | | | | | | | | |

| W 43 1.10) | KW 44 (28.10) | KW 45 (04.11) | KW 46 (11.11) | KW 47 (18.11) | KW 48 (25.11) | KW 49 (02.12) | KW 50 (09.12) | KW 51 (16.12) |
|---------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--|
| | | | | | | | | |
| 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | 20'833 | |
| | | | | | | | | Nachlieferung bei |
| 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | 50'000 | Unterlieferung |
| 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | 70'833 | |
| | | | | | | | | |
| 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | Nachlieferung bei Unterlieferung |
| 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | 45'833 | |
| | | | | | | | | |
| 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | Nachlieferung bei Unterlieferung |
| 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | |
| | | | | | | | | |
| folgt | folgt | folgt | folgt | folgt | folgt | folgt | folgt | Nachlieferung |
| folgt | folgt | folgt | folgt | folgt | folgt | folgt | folgt | bei Unterlieferung |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| | | | | | | | | |
| 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | Nachlieferung bei Unterlieferung |
| 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | 145'833 | |
| | | | | | | | | |
| folgt | folgt | folgt | folgt | folgt | folgt | folgt | folgt | Nachlieferung bei Unterlieferung |
| | | | | | | | | |
| folgt | folgt | folgt | folgt | folgt | folgt | folgt | folgt | Nachlieferung bei Unterlieferung |
| | | | | | | | | |
| 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | 408'332 | |

