Kostenübersicht Media-Planung





Kampagne

Mediagattung

Bemerkungen

Laufzeit

Version

Datum

Kosten in CHF

Family Kampagne, 2. HJ 2019

01.01.2020 - 21.04.2020

12.05.2020

| Online | V 1.419 / 06.05.2020 | 272'302.50 | 41.69 |
|--------------------------------------------------------------------|----------------------|-----------------------------------------------|---------------------------------------------------------------|
| Print | V 1.593 / 29.04.2020 | 37.98 | 0.01 |
| Plakat | V 1.63 / 30.04.2020 | 850.00 | 0.13 |
| TV | V 1.134 / 06.05.2020 | 10'000.00 | 1.53 |
| Kino | V 1.33 / 29.04.2020 | 35'000.00 | 5.36 |
| Radio | V 1.75 / 29.04.2020 | 810.00 | 0.12 |
| Ambient | V 1.31 / 29.04.2020 | 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 |
| | | | |
| Planung & Setup | | 6'460.00 | 0.99 |
| Planung & Setup Bewirtschaftung | | 6'460.00 | 0.99 |
| Planung & Setup Bewirtschaftung Technische Kosten | | 6'460.00 6'630.00 3'601.15 | 0.991.010.55 |
| Planung & Setup Bewirtschaftung Technische Kosten Media-Honorar | | 6'460.00 6'630.00 3'601.15 17'520.01 | 0.991.010.552.68 |







Family Kampagne, 2. HJ 2019

Laufzeit

01.01.2020 - 29.02.2020

Datum

V 1.419 / 12.05.2020

| | | | | MEDIA- UND KOSTEN PLANUNG | | | | | | | | | EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | | | | | | | |
|------------------------------|--------------------------------------------------------|---------|--------------------------------------------------|---------------------------|-----------------|---------------|----------------|---------------------|---------|---------------------|---------------|------------------|------------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------------------------|--|
| 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 01 (30.12) | KW 02 (06.01) | KW 03 (13.01) | KW 04 (20.01) | KW 05 (27.01) | KW 06 (03.02) | KW 07 (10.02) | KW 08 (17.02) | KW 09 (24.02) | KW 10 (02.03) | |
| 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 | 55'555 | 55'555 | 55'555 | 55'555 | 55'555 | 55'555 | 55'555 | 55'555 | 55'555 | | |
| Blick.ch | Rubriken-Sponsoring Good Night 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 | 3 133'333 | 133'333 | Nachlieferung bei Unterlieferung | |
| 20min | 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 | 2 222'222 | 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 | 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 | 122'222 | 122'222 | 122'222 | 122'222 | 122'222 | 122'222 | 122'222 | 122'222 | 122'222 | Nachlieferung bei 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 | | |
| Branded Content | | | | | | | | | | | | | | | | | | | | | | |
| NZZ.ch | 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 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | Nachlieferung bei Unterlieferung | |
| Total Branded Content | | | | 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 | 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 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 | 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 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | 388'888 | Nachlieferung bei Unterlieferung | |
| Total Native | | | | 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 | 1'311'44 | 1 1'311'44 | 1 1'311'44 | 1 1'311'441 | 1 1'311'44 | 1 1'311'441 | 1'311'441 | | |

| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % |
|---------|------------|-------------|------------|-------------|
| D-CH | 8'303'000 | 70.35 | 222'903 | 81.86 |
| F-CH | 3'500'000 | 29.65 | 49'400 | 18.14 |
| Total | 11'803'000 | 100.00 | 272'303 | 100.00 |

| Total Kosten Agentur Service: | 653'211.64 | 100.00 % |
|-------------------------------|------------|----------|
| Total Kosten Agentur Service: | 18859.22 | 2.89 % |
| Media-Honorar | 11669.07 | 61.87 % |
| Technische Kosten | 2090.15 | 11.08 % |
| Bewirtschaftung | 2380 | 12.62 % |
| Planung & Setup | 2720 | 14.42 % |







Family Kampagne, 2. HJ 2019

Laufzeit

06.01.2020 - 21.04.2020

Datum

V 1.593 / 12.05.2020

| | | | | | | | MEDIA | A- UND KOSTI | EN PLANUN | IG | | EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | | | | | | | | | | | | | |
|--------------------|-------------|--------------------|-----------|-----------------------|--------|--------------|-------|----------------------------------|-------------------|-----------|---------------|------------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|
| TITEL | TH | HEMA / PLATZIERUNG | SPRACH | HE FORMAT | SCHALT | KOSTE CHF | EN RA | ABATT KO | OSTEN ETTO CHF | BK IN % | KOSTEN CHF | KW 02 (06.01) | KW 03 (13.01) | KW 04 (20.01) | KW 05 (27.01) | KW 06 (03.02) | KW 07 (10.02) | KW 08 (17.02) | KW 09 (24.02) | KW 10 (02.03) | KW 11 (09.03) | KW 12 (16.03) | KW 13 (23.03) | KW 14 (30.03) | KW 15 (06.04) | KW 16 (13.04) | KW 17 (20.04 |
| Wochenzeitungen | n | | | | | | | | | | | | | | | | | | | | | | | | | | |
| wef | We | ef | F-CH | Skyscraper 160x600 | | 43 | 32.00 | 32.00 | 22 | 43.00 | 12.40 | | | | 3 | | 3 | | | 3 | | | | | | | |
| Total Wochenzeit | ungen | | | | ' | 43 | 32.00 | 32.00 | 22 | 43.00 | 12.40 | | | | | ' | | | | | | , | | , | , | | |
| Sonderbeilagen | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| wef | ef | | D-CH | wech, s/w | | | | | | | | | | | | | | | | | | | | | | | |
| Total Sonderbeila | agen | | | | | 23 | 66.00 | 32.00 | 45 | 43.00 | 25.58 | | | | | | | | | | | | | | | | |
| Special-Interest | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| wef | | | D-CH | Skyscraper 160x600 | | | | | | | | | | | | | | | | | | | | | | | |
| Total Special-Inte | erest | | | | | 0 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | | | | | | | | | | | | | | | | |
| Total Media | | | | | | 66 | 98.00 | 64.00 | 67 | 86.00 | 37.98 | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | Planung & Setup Bewirtschaftung | | 0 | 0.00 % | | | | | | | | | | | | | | | | |
| SPRACHE | SCHALTUNGEN | ANTEIL IN % K | OSTEN N/N | ANTEIL IN % | | | | Technische Kosten | | 511 | 99.78 % | | | | | | | | | | | | | | | | |
| D-CH | | 34.85 | | 67.35 | | | | Media-Honorar | | 1.14 | 0.22 % | | | | | | | | | | | | | | | | |
| F-CH | 43 | 65.15 | | 32.65 | | | | Total Kosten Agent | | | 0.08 % | | | | | | | | | | | | | | | | |
| Total | 66 | 100.00 38 | 8 | 100.00 | | | | Total Kosten Agent | tur Service: | 653'211.6 | 4 100.00 % | | | | | | | | | | | | | | | | |



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Family Kampagne, 2. HJ 2019

Laufzeit

01.01.2020 - 31.03.2020

Datum

V 1.63 / 12.05.2020

| | | | | | | | MEDIA- | UND KOS | TEN PLAN | JNG | | | | EINSATZZEITRAUM UND WERBE | | | | | | | BEDRUCKVE | DRUCKVERTEILUNG | | | | | |
|---------------|-------------------|-------------|-------------|-------------|----------------------|-------------------------|---------------|----------------|---------------------|---------|------------|------------------|------|---------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--|
| PLATZIERUNG / | GATTUNG STANDO | ORTE | SPRACHREGIO | ON FORMAT | STELLEN / SCREENS | STELLE BRUTTO IN CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | STELLE N | /N KOSTEI CHF | EN | KW 01 (30.12) | KW 02 (06.01) | KW 03 (13.01) | KW 04 (20.01) | KW 05 (27.01) | KW 06 (03.02) | KW 07 (10.02) | KW 08 (17.02) | KW 09 (24.02) | KW 10 (02.03) | KW 11 (09.03) | KW 12 (16.03) | KW 13 (23.03) | |
| ООН | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| test | | | D-CH | B200 | 200 | 5.00 | 1'000.00 | | 1'000 | 15.00 | 4.2 | 25 850 | 0.00 | | | | | | | | | | | | | | |
| Total OOH | | | | | 200 | 5.00 | 1'000.00 | 0.00 | 1'000 | 15.00 | 4.2 | 25 850 | 0.00 | | | | | | | | | | | | | | |
| Total Media | | | | | 200 | 5.00 | 1'000.00 | 0.00 | 1'000 | 15.00 | 4.2 | 25 850 | 0.00 | | | | | | | | | | | | | | |
| | | | | | | | | | | | | ı | | | | | | | | | | | | | | | |
| | | | | | | | | Planung & | Setup | | 2040 | 44.20 % | | | | | | | | | | | | | | | |
| | | | | | | | | Bewirtscha | ftung | | 2550 | 55.25 % | | | | | | | | | | | | | | | |
| | | | | | | | | Technische | Kosten | | 0 | 0.00 % | | | | | | | | | | | | | | | |
| SPRACHE | STELLEN / SCREENS | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | | Media-Hono | orar | | 25.5 | 0.55 % | | | | | | | | | | | | | | | |
| D-CH | 200 | 100.00 | 850 | 100.00 | | | | Total Koste | n Agentur Servi | ce: | 4615.5 | 0.71 % | | | | | | | | | | | | | | | |
| Total | 200 | 100.00 | 850 | 100.00 | | | | Total Koste | n Agentur Servi | ce: | 653'211.64 | 100.00 % | 6 | | | | | | | | | | | | | | |



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Family Kampagne, 2. HJ 2019

Laufzeit

01.02.2020 - 29.02.2020

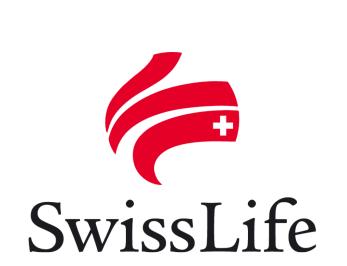
Datum
V 1.134 / 12.05.2020

| | | | | | MEDIA- UND KOSTEN PLANUNG | | | | | | | | | | EINSATZZEITRAUM UND WERBEDRUCKVERTEILU | | | | | | |
|------------------|----------------------|---------------|------------|-----------------------|---------------------------|------------------|----------|-----------------------|---------------|----------------|---------------------|----------|--------------------|---------------|----------------------------------------|------------------|------------------|------------------|------------------|--|--|
| SENDER | THEMA | / PLATZIERUNG | SPRACHE | DAUER / FORMAT | AUSSTRA HLUNGEN | KONTAKT SUMME | GRP's | SPOT BRUTTO IN CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | SPOT N/N IN CHF | KOSTEN CHF | KW 05 (27.01) | KW 06 (03.02) | KW 07 (10.02) | KW 08 (17.02) | KW 09 (24.02) | | |
| Nationales TV | | | | | | | | | | | | | | | | | | | | | |
| | | | | Skyscraper 160x600 | 1'750 | 2'000.00 | 1'500.00 | 5.71 | 10'000.00 | | 10'000 | | 5.71 | 10'000.00 | 30 | 0 3 | 05 | 300 | 300 | | |
| | | | | Skyscraper 160x600 | | | | | | | | | | | tk | d t | od | tbd tbo | d tbd | | |
| Total Nationales | s TV | | | | 1'750 | 2'000.00 | 1'500.00 | 5.71 | 10'000.00 | 0.00 | 10'000 | 0.00 | 5.71 | 10'000.00 | 30 | 0 3 | 05 | 300 300 | 0 300 | | |
| 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 | 3 | 00 | 305 | 300 30 | 00 300 | | |
| | | | | | | | | Planung & Setup | | | 0 | 0.00 % | | | | | | | | | |
| | | | | | | | | Bewirtschaftung | | | 0 | 0.00 % | | | | | | | | | |
| | | | | | | | | Technische Koste | en | | 0 | 0.00 % | | | | | | | | | |
| | ALICOTO ALIL LINIOEN | ANITEH INLO/ | VOOTEN N/N | | | | | Media-Honorar | | | 300 | 100.00 % | | | | | | | | | |
| SPRACHE | AUSSTRAHLUNGEN | | KOSTEN N/N | ANTEIL IN % | | | | Total Kosten Age | ntur Service | : | 300 | 0.05 % | | | | | | | | | |
| Total | 0 | 100.00 | 0 | 100.00 | | | | Total Kosten Age | ntur Service | : | 653'211.64 | 100.00 % | | | | | | | | | |



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Family Kampagne, 2. HJ 2019

Laufzeit

01.02.2020 - 29.02.2020



Datum
V 1.33 / 12.05.2020



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Family Kampagne, 2. HJ 2019

Laufzeit

01.02.2020 - 29.02.2020



Datum

V 1.75 / 12.05.2020



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SwissLife

Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit

01.03.2020 - 01.04.2020



Datum

V 1.31 / 12.05.2020



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