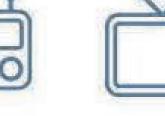
Kostenübersicht Media-Planung

















Version Laufzeit Kampagne Datum Casinotheater 2019 19.08.2019 - 05.01.2020 we 22.05.2020

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







Version

Kampagne
Casinotheater 2019

Laufzeit
19.08.2019 - 29.12.2019

						MEDIA	A- UND KOS	TEN PLAI	NUNG								EIN	SATZZEITRA	AUM UND W	ERBEDRUCI	AVERTEIL (NG						
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- TI BI	KP RUT CHF		RABATT IN %	KOSTEN NETTO CHF	BK IN %	TKP NET- NET 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 44 (28.10)	KW 45 (04.11)	KW 46 (11.11)				XW 49 02.12)
Erstfinanzierer - Display																												
Comparis(34)	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	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'578	1'5	78 1'5	578	1'578	1'578	1'5'
Comparis(35)	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	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'050	2'0.	50 2'0	050	2'050	2'050	2'05
Admeira Wirtschaftsnetz(36)	(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	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'421	8'4	21 8'4	421	8'421	8'421	8'42
Homegate(37)	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	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'578	3'5	78 3'5	578	3'578	3'578	3'57
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	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'6	27 15'6	527	15'627	15'627	15'62
Erstfinanzierer - Mobile																												
Aymo Livetargeting(38)	(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	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'578	6'5'	78 6'5	578	6'578	6'578	6'5'
Admeira Wirtschaftsnetz(39)	(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	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'526	10'5	26 10'5	526	10'526	10'526	10'52
NZZ Finance Alliance(40)	(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	11'052	11'0	52 11'0)52	11'052	11'052	11'05
Tamedia Full Reach(41)	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	11'631	11'6	31 11'6	531	11'631	11'631	11'63
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	39'787	39'7	39'7	/87	39'787	39'787	39'78
Erstfinanzierer - Social Media																												
LinkedIn(42)	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	t	od t	tbd	tbd	tbd	tb
Facebook(43)	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	t	od t	tbd	tbd	tbd	tb
Facebook(44)	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	t	od t	tbd	tbd	tbd	t
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																												
Admeira Wirtschaftsnetz(45)	(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	9'038	9'0	9'0	038	9'038	9'038	9'03
Scout 24 Netzwerk(46)	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	6'578	6'5'	78 6'5	578	6'578	6'578	6'5'
Tamedia Full Reach(47)	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	2'874	2'8	74 2'8	874	2'874	2'874	2'87
Business Alliance(48)	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	4'626	4'6	26 4'6	626	4'626	4'626	4'62
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	23'116	23'1	16 23'1	.16	23'116	23'116	23'11
Hypo 55 Plus - Branded Content	t																											
NZZ RoS(49)	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	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'421	18'4	21 18'4	121	18'421	18'421	18'42
Cash.ch(50)	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	15'789	15'7	39 15'7	789	15'789	15'789	15'78
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	34'210	34'2	10 34'2	210	34'210	34'210	34'21
Erstfinanzierer & Hypo 55 Plus - Performance																												
Audienzz Business Click(51)	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	117	1	17 1	117	117	117	11
Tamedia Full Reach(52)	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	175	1	75 1	175	175	175	17
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	292	2	92 2	292	292	292	29
Erstfinanzierer & Hypo 55 Plus - SEA																												
Google AdWords(53)	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	t	od t	tbd	tbd	tbd	tl
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	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				EINSATZZ WERBEDRU	EITRAUM UI 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(34)	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(35)	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
Admeira Wirtschaftsnetz(36)	(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	Unterlieferun
Homegate(37)	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(38)	(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(39)	(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 Unterlieferung
NZZ Finance Alliance(40)	(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	
Tamedia Full Reach(41)	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(42)	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tbd	tbd	
Facebook(43)	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	tbd	tbd	Nachlieferung Unterlieferun
Facebook(44)	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tbd	tbd	- Onternetera
Total Erstfinanzierer - Social Media				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	0	0	0	
Media															
Hypo 55 Plus - Display															
Admeira Wirtschaftsnetz(45)	(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(46)	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
Γamedia Full Reach(47)	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	Unterlieferu
Business Alliance(48)	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(49)	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
Cash.ch(50)	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	Unterlieferun
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(51)	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
Гаmedia Full Reach(52)	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	Unterlieferu
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(53)	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd	tbd	tbd	Nachlieferung Unterlieferun
Total Erstfinanzierer & Hypo				0	0.00	10'000.00	0.00	10'000	0.00	0.00	10'000.00	0	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 1	Media- & Servicel	xosten exkl. MwSt	. 1	100.00 %	CHF 133'182.72				



