KOSTENÜBERSICHT MEDIA-PLANUNG



Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit

01.01.1970 - 31.03.2020

Datum 04.02.2020

| Mediagattung | Version | Kosten in CHF | in % |
|--|----------------------|--|---|
| Online | V 1.171 / 04.02.2020 | 272'242.50 | 83.43 |
| Print | V 1.533 / 04.02.2020 | 37.98 | 0.01 |
| Plakat | V 1.20 / 04.02.2020 | 200.00 | 0.06 |
| Tv | V 1.32 / 04.02.2020 | 1'425.00 | 0.44 |
| Kino | V 1.8 / 04.02.2020 | 35'000.00 | 10.73 |
| Radio | V 1.7 / 04.02.2020 | 0.20 | 0.00 |
| Total Mediakosten | | 308'905.68 | 94.67 |
| | | | |
| Acontur Comicoo | | | |
| Agentur-Services | | Kosten in CHF | in % |
| Agentur-Services Planung & Setup | | Kosten in CHF 2'720.00 | in % 0.83 |
| | | | |
| Planung & Setup | | 2'720.00 | 0.83 |
| Planung & Setup Bewirtschaftung | | 2'720.00 2'380.00 | 0.83 0.73 |
| Planung & Setup Bewirtschaftung Technische Kosten | | 2'720.00 2'380.00 2'501.00 | 0.830.730.77 |
| Planung & Setup Bewirtschaftung Technische Kosten Media-Honorar | | 2'720.00 2'380.00 2'501.00 9'792.27 | 0.830.730.773.00 |

Bemerkungen



MEDIA-PLANUNG: ONLINE



Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit 01.01.1970 - 01.01.1970

Datum V 1.171 / 04.02.2020

| | | | | | | | MEDI | A- UND KC | STEN PLA | NUNG | | |
|------------------------|------------|--|--------------|--|-----------------|-----------------|---------------|----------------|---------------------|---------|---------------------|---------------|
| PLATZIERUNG | | DETAILS | SPRAC | HE FORMAT | WERBE- DRUCK | TKP BRUT CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | TKP NET- NET CHF | KOSTEN CHF |
| Display | | | | | | | | | | | | |
| Tagesanzeiger.ch | F | Run of Kultur, Sport ur | nd 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 | | Rubriken-Sponsoring (Night Sir | Good D-CH | Sonderforma (Siehe Spezifikation | | 60.00 | 72'000.00 | 50.00 | 36'000 | 5.00 | 28.50 | 34'200.00 |
| 20min | S | Sport | D-CH | Skyscraper 160x600 | 2'000'000 | 80.00 | 160'000.00 | 50.00 | 80'000 | 5.00 | 38.00 | 76'000.00 |
| Total Display | | | | | 3'700'000 | 68.78 | 254'500.00 | 138.00 | 129'950 | 15.00 | 33.37 | 123'452.50 |
| Mobile | | | | | | | | | | | | |
| Blick.ch | | Rubriken-Sponsoring (Night Sir (auf Mobile-A | | Mobile Wide 320x160 | board 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 | | Virtschaft, Exklusivbel Iller Werbeformen | egung F-CH | Branded Co Teaser & Splashsite | ntent 3'500'000 | | 80'000.00 | 35.00 | 52'000 | 5.00 | 14.11 | 49'400.00 |
| Total Branded Co | ontent | | | | 3'500'000 | 22.86 | 80'000.00 | 35.00 | 52'000 | 5.00 | 14.11 | 49'400.00 |
| Social-Media | | | | | | | | | | | | |
| Total Social-Med | a | | | | 0 | 0.00 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | 0.00 |
| Native | | | | | | | | | | | | |
| Drop8 | | CH-Netzwerk Premium | D-CH | Diverse Star Formate (Lis | | 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 |
| Total Media | | | | | 11'800'000 | 44.62 | 526'500.00 | 263.00 | 290'550 | 35.00 | 23.07 | 272'242.50 |
| | | | | | | | | Planung & Se | etup | | 2'720.00 | 0.83 % |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | | Bewirtschaft: | | | 2'380.00 | 0.73 % |
| D-CH | 8'300'000 | 70.34 | 222'843 | 81.85 | | | | Technische K | | | 2'501.00 | 0.77 % |
| F-CH | 3'500'000 | 29.66 | 49'400 | 18.15 | | | | Media-Honora | | | 9'792.27 | 3.00 % |
| I-CH | 0 | 0.00 | 0 | 0.00 | | | | | Agentur Service | | 17'393.27 | 5.33 % |
| Total | 11'800'000 | 100.00 | 272'243 | 100.00 | | | | | Agentur Service | | 326'298.95 | 100.00 % |

| | | | TRAUM UND KVERTEILUNG |
|------|------------------|------------|-------------------------------------|
| .N | KW 01 (29.12) | | KW 02 (05.01) |
| | | | |
| 2.50 | | 500'000 | |
| 0.00 | | 1'200'000 | Nachlieferung bei Unterlieferung |
| 0.00 | | 2'000'000 | |
| 2.50 | | 3'700'000 | |
| | | | |
| 0.00 | | 1'100'000 | Nachlieferung bei Unterlieferung |
| 0.00 | | 1'100'000 | |
| | | | |
| 0.00 | | 3'500'000 | Nachlieferung bei Unterlieferung |
| 0.00 | | 3'500'000 | |
| 0.00 | | | |
| | | | |
| 0.00 | | 3'500'000 | Nachlieferung bei Unterlieferung |
| 0.00 | | 3'500'000 | |
| 2.50 | | 11'800'000 | |



MEDIA-PLANUNG: PRINT



Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit 01.01.1970 - 23.04.1970

Datum V 1.533 / 04.02.2020

| | | | | | | | ME | DIA- UND KO | STEN PLANU | ING | |
|---------------------|------------|-------------------|------------|-----------------------|-------|----|---------------|----------------|---------------------|------------|---------------|
| TITEL | т | HEMA / PLATZIERUN | IG SPRACE | HE FORMAT | SCHAL | | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | KOSTEN CHF |
| Mobile | | | | | | | | | | | |
| wef | W | ef | F-CH | Skyscraper 160x600 | | 43 | 32.00 | 32.00 | 22 | 43.00 | 12.40 |
| Total Mobile | | | | | | 43 | 32.00 | 32.00 | 22 | 43.00 | 12.40 |
| 111 | | | | | | | | | | | |
| wef | ef | | D-CH | wech, s/w | | 23 | 66.00 | 32.00 | 45 | 43.00 | 25.58 |
| Total 111 | | | | | | 23 | 66.00 | 32.00 | 45 | 43.00 | 25.58 |
| 22 | | | | | | | | | | | |
| wef | | | D-CH | Skyscraper 160x600 | | | | | | | |
| Total 22 | | | | | | 0 | 0.00 | 0.00 | 0 | 0.00 | 0.00 |
| Total Media | | | | | | 66 | 98.00 | 64.00 | 67 | 86.00 | 37.98 |
| | | | | | | | | | | | |
| | | | | | | | | Planung & Setu | ıb | 2'720.00 | 0.83 % |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | | Bewirtschaftun | g | 2'380.00 | 0.73 % |
| D-CH | 23 | 34.85 | 26 | 67.35 | | | | Technische Ko | sten | 2'501.00 | 0.77 % |
| F-CH | 43 | 65.15 | 12 | 32.65 | | | | Media-Honorar | | 9'792.27 | 3.00 % |
| I-CH | 0 | 0.00 | 0 | 0.00 | | | | Total Kosten A | gentur Service: | 17'393.27 | 5.33 % |
| Total | 66 | 100.00 | 38 | 100.00 | | | | Total Kosten A | gentur Service: | 326'298.95 | 100.00 % |

| | | | | | | EINSATZZEIT | RAUM UND | WERBEDR | JCKVERTEII | LUNG | | | | | |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| KW 01 (29.12) | KW 02 (05.01) | KW 03 (12.01) | KW 04 (19.01) | KW 05 (26.01) | KW 06 (02.02) | KW 07 (09.02) | KW 08 (16.02) | KW 09 (23.02) | 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) |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
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MEDIA-PLANUNG: PRINT



Kampagne Family Kampagne, 2. HJ 2019 Laufzeit 01.01.1970 - 23.04.1970

Datum V 1.533 / 04.02.2020

| | | | | | | | ME | DIA- UND KO | STEN PLANU | NG | | EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG |
|--------------|------------|-------------------|-----------|--------|-----------------------|-----------------|---------------|----------------|---------------------|------------|---------------|--|
| TITEL | 7 | ΓΗΕΜΑ / PLATZIERU | ING SI | PRACHE | FORMAT | SCHALT UNGEN | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | KOSTEN CHF | KW 17 (20.04) |
| Mobile | | | | | | | | | | | | |
| wef | \ | vef | F- | -CH | Skyscraper 160x600 | 43 | 32.00 | 32.00 | 22 | 43.00 | 12.40 | |
| Total Mobile | | | ' | | | 43 | 32.00 | 32.00 | 22 | 43.00 | 12.40 | |
| 111 | | | | | | | | | | | | |
| wef | 6 | ef | D. | -CH | wech, s/w | 23 | 66.00 | 32.00 | 45 | 43.00 | 25.58 | |
| Total 111 | | | | | | 23 | 66.00 | 32.00 | 45 | 43.00 | 25.58 | |
| 22 | | | | | | | | | | | | |
| wef | | | D. | -CH | Skyscraper 160x600 | | | | | | | |
| Total 22 | | | | | | 0 | 0.00 | 0.00 | 0 | 0.00 | 0.00 | |
| Total Media | | | | | | 66 | 98.00 | 64.00 | 67 | 86.00 | 37.98 | |
| | | | | | | | | Planung & Setu | ıp | 2'720.00 | 0.83 % | |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN NA | I/N AN | TEIL IN % | | | Bewirtschaftun | | 2'380.00 | 0.73 % | |
| D-CH | 23 | 34.85 | 26 | 67.3 | 35 | | | Technische Ko | sten | 2'501.00 | 0.77 % | |
| F-CH | 43 | 65.15 | 12 | 32.0 | 65 | | | Media-Honorar | | 9'792.27 | 3.00 % | |
| I-CH | 0 | 0.00 | 0 | 0.0 | 0 | | | Total Kosten A | gentur Service: | 17'393.27 | 5.33 % | |
| Total | 66 | 100.00 | 38 | 100 | 0.00 | | | Total Kosten A | gentur Service: | 326'298.95 | 100.00 % | |



MEDIA-PLANUNG: PLAKAT



Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit 01.01.2020 - 31.03.2020

Datum V 1.20 / 04.02.2020

| | | | | | | | | MEDIA- | UND KOS | TEN PLAN | JNG | | |
|-------------|-------------|---------------|------------|-----------|--------|----------------------|-------------------------|---------------|--------------------|---------------------|---------|----------------------|---------------|
| PLATZIERUNG | 6 / GATTUNG | STANDORTE | SPRA | CHREGION | FORMAT | STELLEN / SCREENS | STELLE BRUTTO IN CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | STELLE N/N IN CHF | KOSTEN CHF |
| | | | | | | | | | | | | | |
| ООН | | | | | | | | | | | | | |
| test | | | D-CH | | 16 | 20 | 10'000.00 | 200.00 | | 200 | | 10'000.00 | 200.00 |
| Total OOH | | | | | | 20 | 10'000.00 | 200.00 | 0.00 | 200 | 0.00 | 10'000.00 | 200.00 |
| | | | | | | | | | | | | | |
| Total Media | | | | | | 20 | 10'000.00 | 200.00 | 0.00 | 200 | 0.00 | 10'000.00 | 200.00 |
| | | | | | | | | | | | | | |
| | | | | | | | | | Planung & S | Setup | | 2'720.00 | 0.83 % |
| SPRACHE | WERBEDRUC | K ANTEIL IN % | KOSTEN N/N | ANTEIL IN | % | | | | Bewirtschaf | ftung | | 2'380.00 | 0.73 % |
| D-CH | 20 | 100.00 | 200 | 100.00 | | | | | Technische | Kosten | | 2'501.00 | 0.77 % |
| F-CH | 0 | 0.00 | 0 | 0.00 | | | | | Media-Hono | orar | | 9'792.27 | 3.00 % |
| I-CH | 0 | 0.00 | 0 | 0.00 | | | | | Total Koste | n Agentur Servi | ce: | 17'393.27 | 5.33 % |
| Total | 20 | 100.00 | 200 | 100.00 | | | | | Total Koste | n Agentur Servi | ce: | 326'298.95 | 100.00 % |

| | EINSATZZEITRAUM UND WERBEDRUCKVERTEILUNG | | | | | | | | | | | | | | |
|------------------|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--|--|--|
| 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) | | | |
| | | | | | | | | | | | | | | | |
| | X | | | X | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |



MEDIA-PLANUNG: TV



Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit

01.02.2020 - 29.02.2020

Datum V 1.32 / 04.02.2020

| | | | | | | | ME | DIA- UND | KOSTEN | PLANUNG | | | |
|-----------------|------------|---------------------|------------|------------------|--------------------|-------|-----------------------|---------------|----------------|---------------------|---------|--------------------|---------------|
| SENDER | 1 | THEMA / PLATZIERUNG | SPRACH | E DAUER / FORMAT | AUSSTRA HLUNGEN | GRP's | SPOT BRUTTO IN CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | SPOT N/N IN CHF | KOSTEN CHF |
| Nationales TV | | | | | | | | | | | | | |
| | | | D-CH | 40 | 1'300 | 3.00 | 1'000.00 | 1'300.00 | | 1'300 | | 1'000.00 | 1'300.00 |
| Tv Spot1 | | | F-CH | 23 | 500 | 20.00 | 250.00 | 125.00 | | 125 | | 250.00 | 125.00 |
| Total Nationale | s TV | | | | 1'800 | 23 | 791.67 | 1'425.00 | 0.00 | 1'425 | 0.00 | 791.67 | 1'425.00 |
| Total Media | | | | | 1'800 | 23 | 791.67 | 1'425.00 | 0.00 | 1'425 | 0.00 | 791.67 | 1'425.00 |
| | | | | | | | | Pla | ınung & Setul | 0 | 2'7 | 720.00 | 0.83 % |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | | Be | wirtschaftung |] | 2'3 | 380.00 | 0.73 % |
| D-CH | 1'300 | 72.22 | 1'300 | 91.23 | | | | Te | chnische Kos | ten | 2'5 | 501.00 | 0.77 % |
| F-CH | 500 | 27.78 | 125 | 8.77 | | | | Me | dia-Honorar | | 9'7 | 792.27 | 3.00 % |
| I-CH | 0 | 0.00 | 0 | 0.00 | | | | То | tal Kosten Ag | entur Service: | 17 | '393.27 | 5.33 % |
| Total | 1'800 | 100.00 | 1'425 | 100.00 | | | | То | tal Kosten Ag | entur Service: | 32 | 6'298.95 | 100.00 % |

| EINSA | ATZ | ZEITRAUM U | JND WERBE | DRUCKVER | TEILUNG |
|------------------|-----|------------------|------------------|------------------|------------------|
| KW 05 (27.01) | | KW 06 (03.02) | KW 07 (10.02) | KW 08 (17.02) | KW 09 (24.02) |
| | | | | | |
| | | | | | |
| 2 | 260 | 260 | 260 | 260 | 260 |
| | 100 | 100 | 100 | 100 | 100 |
| | 360 | 360 | 360 | 360 | 360 |
| | | | | | |
| | 360 | 360 | 360 | 360 | 360 |



MEDIA-PLANUNG: KINO



Kampagne

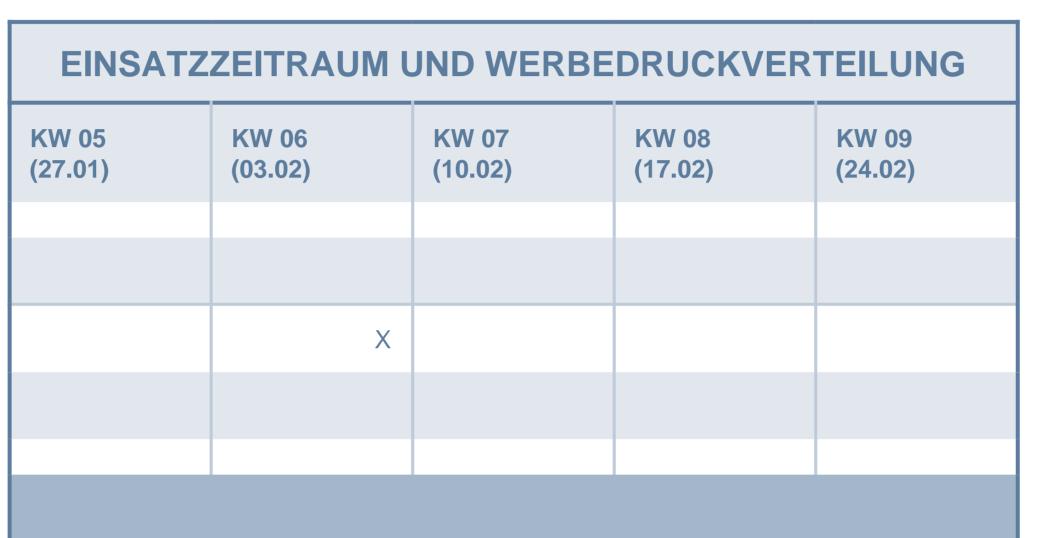
Family Kampagne, 2. HJ 2019

Laufzeit

01.02.2020 - 29.02.2020

Datum V 1.8 / 04.02.2020

| | | | | | | | | MEDIA | - UND KO | STEN PLAN | IUNG | | |
|-------------------|-------------|-------------|------------|----------|--------------|-----------|-----------------|---------------|----------------|---------------------|---------|---------------------|---------------|
| PLATZIERUNG / RI | EGIONEN KII | NO'S / SÄLE | SPRA | ACHE DAU | JER / FORMAT | KONTAKTE | TKP BRUT CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | TKP NET- NET CHF | KOSTEN CHF |
| kinokamapgne | | | | | | | | | | | | | |
| | | | D-CH | 90 | | 1'587'000 | 22.05 | 35'000.00 | | 35'000 | | 22.05 | 35'000.0 |
| Total kinokamapgr | ne | | | | | 1'587'000 | 22.05 | 35'000.00 | 0.00 | 35'000 | 0.00 | 22.05 | 35'000.0 |
| Total Media | | | | | | 1'587'000 | 22.05 | 35'000.00 | 0.00 | 35'000 | 0.00 | 22.05 | 35'000.0 |
| | | | | | | | | | Planung & Se | tup | 2 | 2'720.00 | 0.83 % |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL I | N % | | | | Bewirtschaftu | ing | 2 | 2'380.00 | 0.73 % |
| D-CH | 1'587'000 | 100.00 | 35'000 | 100.00 | | | | | Technische K | osten | 2 | 2'501.00 | 0.77 % |
| F-CH | 0 | 0.00 | 0 | 0.00 | | | | | Media-Honora | nr | 9 | 9'792.27 | 3.00 % |
| I-CH | 0 | 0.00 | 0 | 0.00 | | | | _ | Total Kosten | Agentur Service | e: 1 | 17'393.27 | 5.33 % |
| Total | 1'587'000 | 100.00 | 35'000 | 100.00 | | | | | Total Kosten | Agentur Service |): 3 | 326'298.95 | 100.00 % |





MEDIA-PLANUNG: RADIO



Kampagne

Family Kampagne, 2. HJ 2019

Laufzeit

01.02.2020 - 29.02.2020

Datum V 1.7 / 04.02.2020

| | | | | | | | MEDIA | A- UND KC | STEN PLA | NUNG | | |
|-----------------|------------|-------------------|------------|----------------|-------------------|---------------------------------|---------------|----------------|---------------------|------------|------------------------------|---------------|
| SENDER | R | EGION / PLATZIERU | NG SPRAC | CHE DAUER / FO | RMAT SCHALT UNGEN | SEKUNDEN-PREIS BRUTTO IN CHF | KOSTEN CHF | RABATT IN % | KOSTEN NETTO CHF | BK IN % | SEKUNDEN-PREIS N/N IN CHF | KOSTEN CHF |
| radiokategorie | | | | | | | | | | | | |
| test | | | D-CH | 1 | 20 | 10.00 | 0.20 | | 0 | | 10.00 | 0.20 |
| Total radiokate | gorie | | · | | 20 | 10.00 | 0.20 | 0.00 | 0 | 0.00 | 10.00 | 0.20 |
| Total Media | | | | | 20 | 10.00 | 0.20 | 0.00 | 0 | 0.00 | 10.00 | 0.20 |
| | | | | | | | | Planu | ıng & Setup | | 2'720.00 | 0.83 % |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % | | | | Bewi | rtschaftung | | 2'380.00 | 0.73 % |
| D-CH | 20 | 100.00 | 0 | 100.00 | | | | Tech | nische Kosten | | 2'501.00 | 0.77 % |
| F-CH | 0 | 0.00 | 0 | 0.00 | | | | Media | a-Honorar | | 9'792.27 | 3.00 % |
| I-CH | 0 | 0.00 | 0 | 0.00 | | | | Total | Kosten Agentu | r Service: | 17'393.27 | 5.33 % |
| Total | 20 | 100.00 | 0 | 100.00 | | | | Total | Kosten Agentu | r Service: | 326'298.95 | 100.00 % |

