## Kostenübersicht Media-Planung







Total inkl. MWST











Laufzeit Version Kampagne Datum Casinotheater 2019 19.08.2019 - 05.01.2020 28.05.2020

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

Bemerkungen		

143'437.79







Version

Kampagne
Casinotheater 2019

Laufzeit
19.08.2019 - 29.12.2019

						MEDIA-	UND KOS	STEN PLAN	NUNG								EINS	ATZZEITRAU	JM UND WE	RBEDRUCK	VERTEILUN	NG					
PLATZIERUNG	DETAILS	SPRACHE	E FORMAT	WERBE- DRUCK	TKP BRUT		RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	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)	KW 43 (21.10)	KW 44 (28.10)	KW 45 (04.11)	KW 46 (11.11)	KW 47 (18.11)	KW 48 (25.11)	KW 49 (02.12)
Erstfinanzierer - Display																											
Comparis	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	1'578	1'578	1'578	1'578	1'578
Comparis	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	2'050	2'050	2'050	2'050	2'050
Admeira Wirtschaftsnetz	(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	8'421	8'421	8'421	8'421	8'421
Homegate	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	3'578	3'578	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	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627	15'627
Erstfinanzierer - Mobile																											
Aymo Livetargeting	(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	6'578	6'578	6'578	6'578	6'578
Admeira Wirtschaftsnetz	(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	10'526	10'526	10'526	10'526	10'526
NZZ Finance Alliance	(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	11'052	11'052	11'052	11'052	11'052
Tamedia Full Reach	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	11'631	11'631	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	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787	39'787
Erstfinanzierer - Social Media																											
LinkedIn	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd															
Facebook	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd															
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd															
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	0
Hypo 55 Plus - Display																											
Admeira Wirtschaftsnetz	(Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43		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	9'038	9'038	9'038	9'038	9'038
Scout 24 Netzwerk	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	6'578	6'578	6'578	6'578	6'578
Tamedia Full Reach	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	2'874	2'874	2'874	2'874	2'874
Business Alliance	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	4'626	4'626	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	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116	23'116
Hypo 55 Plus - Branded Content	t																										
NZZ RoS	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	18'421	18'421	18'421	18'421	18'421
Cash.ch	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	15'789	15'789	15'789	15'789	15'789
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	34'210	34'210	34'210	34'210	34'210
Erstfinanzierer & Hypo 55 Plus - Performance																											
Audienzz Business Click	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	117	117	117	117	117
Tamedia Full Reach	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	175	175	175	175	175
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	292	292	292	292	292
Erstfinanzierer & Hypo 55 Plus - SEA																											
Google AdWords	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd															
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	0
Total Media				2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	128'203.59	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032	113'032

D-CH 2'147'775 100.00 128'204 100.00	
SPRACHE WERBEDRUCK ANTEIL IN % KOSTEN N/N ANTEIL IN	0/0

Bewirtschaftung 0.00 % CHF Technische Kosten 2.16 % CHF 107  Media-Honorar 97.84 % CHF 4871	Total Media- & Servicekosten exkl. MwSt.	100.00 %	CHF 133'182.72
Bewirtschaftung 0.00 % CHF Technische Kosten 2.16 % CHF 107.	Total Servicekosten exkl. MwSt.	3.74 %	CHF 4979.13
Bewirtschaftung 0.00 % CHF	Media-Honorar	97.84 %	CHF 4871.74
	Technische Kosten	2.16 %	CHF 107.39
Planung & Setup 0.00 % CHF	Bewirtschaftung	0.00 %	CHF (
	Planung & Setup	0.00 %	CHF (



## Seite 1/7





## Kampagne

Casinotheater 2019

Laufzeit

19.08.2019 - 29.12.2019

						MEDIA	- UND KOS	STEN PLA	NUNG					EITRAUM UN EKVERTEIL	
PLATZIERUNG	DETAILS	SPRACHE	FORMAT	WERBE- DRUCK	TKP BRUT	KOSTEN BRUT	RABATT IN %	KOSTEN NET	BK IN %	TKP NET-NET	KOSTEN NET-NET	KW 50 (09.12)	KW 51 (16.12)	KW 52 (23.12)	KW 01 (30.12)
Erstfinanzierer - Display															
Comparis	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	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 bei
Admeira Wirtschaftsnetz	(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	Unterlieferung
Homegate	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	(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	(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	(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	Thornerorung
Tamedia Full Reach	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	Sponsored Content	D-CH	Paid Post			6'000.00		6'000			6'000.00	tbd	tbd	tbd	
Facebook	Paid	D-CH	Paid Post (Carousel Ad)			3'000.00		3'000			3'000.00	tbd	tbd	tbd	Nachlieferung bei Unterlieferung
Facebook	Owned - 2 Posts	D-CH	Promoted Post			800.00		800			800.00	tbd	tbd	tbd	
Total Erstfinanzierer - Social Media				0	0.00	9'800.00	0.00	9'800	0.00	0.00	9'800.00	0	0	0	
Hypo 55 Plus - Display															
Admeira Wirtschaftsnetz	(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	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 bei Unterlieferung
Tamedia Full Reach	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	Cinternation
Business Alliance	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 Conten	t														
NZZ RoS	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 bei Unterlieferung
Cash.ch	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	
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	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 bei Unterlieferung
Tamedia Full Reach  Total Erstfinanzierer & Hypo	Cost per Click CHF 2.00, WG 43	D-CH	Bild-Text	3'335 5'558	2'399.96	6'670.00	0.00	6'670 13'339	20.00	1'800.00 2'159.97	6'003.00 12'005.10	175 292	175 292	175 292	Onternerung
55 Plus - Performance				3 3 3 0	2077.70	10 000,000	0.00	13 33 )	20.00	<u> </u>	12 003.10				
Erstfinanzierer & Hypo 55 Plus - SEA															
Google AdWords	Umgestetzt durch Webrepublic	D-CH	Bild-Text			10'000.00		10'000			10'000.00	tbd	tbd	tbd	Nachlieferung bei Unterlieferung
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	
Total Media				2'147'775	75.18	161'459.99	250.00	134'611	90.00	59.69	128'203.59	113'032	113'032	113'032	

Version

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 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