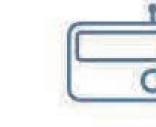
## Kostenübersicht Media-Planung





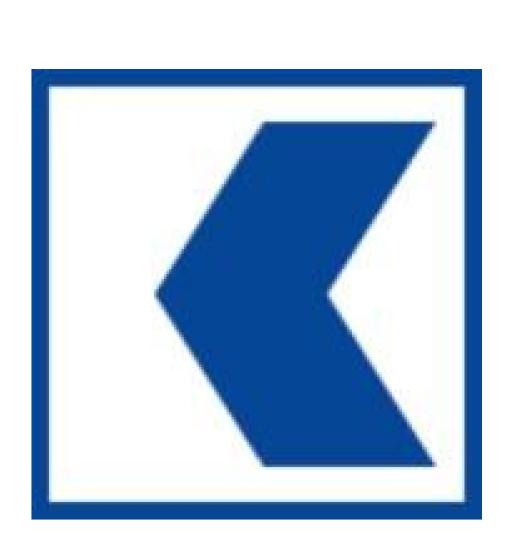












Kampagne Version Laufzeit Datum Casinotheater 2019 19.08.2019 - 05.01.2020 29.05.2020

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

Bemerkungen	





Media-Planung Kampagne

Casinotheater 2019

Laufzeit

Vancion

Erstfinanzierer - Display Comparis(34) Hypothekenvergleich Comparis(35) Hypothekenvergleich, WG 43 Admeira Wirtschaftsnetz(36) (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43 Homegate(37) Kaufabsicht Targeting, WG 43 Homegate(37) Kaufabsicht Targeting, WG 43  Total Erstfinanzierer - Display  Erstfinanzierer - Mobile  Aymo Livetargeting(38) (20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43  Admeira Wirtschaftsnetz(39) (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  NZZ Finance Alliance(40) (NZZ / CNN Money / Finews etc.), WG 43  Tamedia Full Reach(41) Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media LinkedIn(42) Sponsored Content  Facebook(43) Paid  Facebook(44) Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45) (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-, WG 43  Scout 24 Netzwerk(46) Alterstargeting 55-, WG 43  Tamedia Full Reach(47) Alterstargeting 55-, WG 43  Tamedia Full Reach(47) Alterstargeting 55-, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49) Monatl. Fixplatzierung, Alterstargeting 55-, WG 43  Cash.ch(50) Fixplatzierung 2 Wochen, WG 45  Total Hypo 55 Plus - Branded Content  NZZ RoS(49) Fixplatzierung 2 Wochen, WG 45	D-CH D-CH D-CH D-CH D-CH D-CH D-CH D-CH	Promobox  Halfpage 300x600  Wideboard 994x250 & Halfpage 300x600  Halfpage 300x600  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Paid Post Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250 & Halfpage 300x600	296'960  125'000  200'000  210'000  756'000  171'740	57.00  70.00  55.00  40.00  0.00	6'000.00 3'116.80 13'600.00 3'740.00 26'456.80  7'125.00  14'000.00  8'840.00  41'515.00  6'000.00  800.00  9'800.00	10.00 30.00 15.00	5'400 2'805 9'520 3'179 20'904 6'413 9'800 9'818	5.00 5.00 5.00 5.00 5.00 5.00	171.00 68.40 56.53 44.41 46.55 44.41 32.30 42.15	3'020.05 19'858.91 6'091.88 9'310.00 9'326.63	1'578 2'050 8'421 3'578 15'627 6'578  10'526 11'052 11'631 39'787	tbd tbd	tbd tbd	tbd tbd	1'578 2'050 8'421 3'578 15'627 6'578  10'526  11'052  11'631 39'787	1'578 2'050 8'421 3'578 15'627 6'578 10'526 11'052 11'631 39'787	6'578  10'526  11'052  11'631  39'787  tbd  tbd	KW 41 (07.10)  1'578  2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	6'578  10'526  11'052  11'631  39'787  tbd  tbd	tbd	1'578 2'050 8'421 3'578 15'627 6'578  10'526 11'052 11'631 39'787	KW 45 (04.11)  1'578  2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	tbd	KW 47 (18.11)         1'578         2'050         8'421         3'578         15'627         6'578         10'526         11'052         11'631         39'787         tbd         tbd         tbd	KW 48 (25.11)  1'578  2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	1'57 2'05 8'42 3'57 15'62 11'05 11'63
Comparis(34) Hypothekenvergleich, WG 43  Admeira Wirtschaftsnetz(36) (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  Homegate(37) Kaufabsicht Targeting, WG 43  Total Erstfinanzierer - Display  Erstfinanzierer - Mobile  Aymo Livetargeting(38) (20min, Warson, der Bund, Berner Zeitung, Busler Zeitung, Tagesanzeiger, etc.), WG 43  Admeiru Wirtschaftsnetz(39) (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  NZZ Finance Alliance(40) (NZZ / CNN Money / Finews etc.), WG 43  Tamedia Full Reach(41) Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  LinkedIn(42) Sponsored Content  Facebook(43) Paid  Facebook(44) Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45) (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46) Alterstargeting 55-, WG 43  Tamedia Full Reach(47) Alterstargeting 55-, WG 43  Business Alliance(48) Alterstargeting 55-, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Display  Mypo 55 Plus - Display  Alterstargeting 55-, WG 43  Fixplatzierung 2 Wochen, WG 45	D-CH	Halfpage 300x600  Wideboard 994x250 & Halfpage 300x600  Halfpage 300x600  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Paid Post Paid Post Paid Post Paid Post Paid Post Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	38'960 160'000 68'000 296'960 125'000 210'000 221'000 756'000	85.00 55.00 89.09 57.00 70.00 55.00 40.00  0.00	3'116.80 13'600.00 3'740.00 26'456.80  7'125.00  14'000.00 8'840.00  41'515.00  6'000.00 3'000.00  9'800.00	10.00 30.00 15.00  10.00  30.00  15.00  70.00	2'805 9'520 3'179 20'904 6'413 9'800 9'818 7'514 33'544 6'000 3'000	5.00         5.00         5.00         5.00         5.00         5.00         5.00	68.40 56.53 44.41 66.87 48.74 46.55 44.41 32.30	2'664.86 9'044.00 3'020.05 19'858.91 6'091.88 9'310.00 9'326.63 7'138.30 31'866.80	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'05 8'42 3'57 15'62 11'05 11'63
Comparis(35) Hypothekenvergleich, WG 43  Admeira Wirtschaftsnetz(36) (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  Homegate(37) Kaufabsicht Targeting, WG 43  Total Erstfinanzierer - Display  Erstfinanzierer - Mobile  Aymo Livetargeting(38) (20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43  Admeira Wirtschaftsnetz(39) (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  NZZ Finance Alliance(40) (NZZ / CNN Money / Finews etc.), WG 43  Tamedia Full Reach(41) Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  LinkedIn(42) Sponsored Content  Facebook(43) Paid  Facebook(44) Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45) (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55 WG 43  Scout 24 Netzwerk(46) Alterstargeting 55+, WG 43  Tamedia Full Reach(47) Alterstargeting 55+, WG 43  Business Alliance(48) Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49) Monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50) Fixplatzierung 2 Wochen, WG 4	D-CH	Halfpage 300x600  Wideboard 994x250 & Halfpage 300x600  Halfpage 300x600  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Paid Post Paid Post Paid Post Paid Post Paid Post Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	38'960 160'000 68'000 296'960 125'000 210'000 221'000 756'000	85.00 55.00 89.09 57.00 70.00 55.00 40.00  0.00	3'116.80 13'600.00 3'740.00 26'456.80  7'125.00  14'000.00 8'840.00  41'515.00  6'000.00 3'000.00  9'800.00	10.00 30.00 15.00  10.00  30.00  15.00  70.00	2'805 9'520 3'179 20'904 6'413 9'800 9'818 7'514 33'544 6'000 3'000	5.00 5.00 5.00 5.00 5.00 5.00 5.00 5.00	68.40 56.53 44.41 66.87 48.74 46.55 44.41 32.30	2'664.86 9'044.00 3'020.05 19'858.91 6'091.88 9'310.00 9'326.63 7'138.30 31'866.80	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'050  8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	2'05 8'42 3'57 15'62 11'05 11'63
Admeira Wirtschaftsnetz(36) (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  Homegate(37) Kaufabsicht Targeting, WG 43  Total Erstfinanzierer - Display  Erstfinanzierer - Mobile  Aymo Livetargeting(38) (20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43  Admeira Wirtschaftsnetz(39) (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  NZZ Finance Alliance(40) (NZZ / CNN Money / Finews etc.), WG 43  Tamedia Full Reach(41) Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  LinkedIn(42) Sponsored Content  Facebook(43) Paid  Facebook(44) Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45) (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55 WG 43  Scout 24 Netzwerk(46) Alterstargeting 55+, WG 43  Tamedia Full Reach(47) Alterstargeting 55+, WG 43  Business Alliance(48) Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49) monatl, Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50) Fixplatzierung 2 Wochen, WG 4	D-CH  D-CH  D-CH  D-CH  D-CH  D-CH  D-CH  D-CH  D-CH	Wideboard 994x250 & Halfpage 300x600  Halfpage 300x600  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Paid Post  Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600	160'000 68'000 296'960  125'000 200'000 210'000 756'000	85.00 55.00 89.09 57.00 70.00 55.00 40.00  0.00	13'600.00  3'740.00  26'456.80  7'125.00  14'000.00  8'840.00  41'515.00  6'000.00  800.00  9'800.00	30.00 15.00 10.00 30.00 15.00 70.00	9'520 3'179 20'904  6'413  9'800  9'818  7'514  33'544  6'000  3'000	5.00         5.00         5.00         5.00         5.00         5.00	56.53  44.41  66.87  48.74  46.55  44.41  32.30	9'044.00  3'020.05  19'858.91  6'091.88  9'310.00  9'326.63  7'138.30  31'866.80  6'000.00  3'000.00	8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787	8'421  3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	8'421  3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd	8'42 3'57 15'62 11'05 11'63
### Finanzen.ch), WG 43    Homegate(37)   Kaufabsicht Targeting, WG 43   Total Erstfinanzierer - Display    Erstfinanzierer - Mobile	D-CH  D-CH  D-CH  D-CH  D-CH  D-CH  D-CH  D-CH	Mobile Rectangle 300x250  Paid Post Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600	68'000 296'960  125'000  200'000  210'000  756'000  171'740	55.00 89.09 57.00 70.00 55.00 40.00	3'740.00 26'456.80  7'125.00  14'000.00  8'840.00  41'515.00  6'000.00  3'000.00  9'800.00	15.00 65.00 10.00 30.00 15.00 70.00	3'179 20'904 6'413 9'800 9'818 7'514 33'544 6'000 3'000	5.00  5.00  5.00  5.00  20.00	44.41 66.87 48.74 46.55 44.41 32.30	3'020.05 19'858.91 6'091.88  9'310.00  9'326.63  7'138.30  6'000.00  3'000.00	3'578 15'627 6'578 10'526 11'052 11'631 39'787  tbd tbd	3'578 15'627 6'578 10'526 11'052 11'631 39'787  tbd tbd	3'578 15'627 6'578 10'526 11'052 11'631 39'787  tbd tbd tbd	3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	3'578 15'627 6'578 10'526 11'052 11'631 39'787 tbd tbd	3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd	3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd	3'578 15'627 6'578 10'526 11'052 11'631 39'787	3'578  15'627  6'578  10'526  11'631  39'787  tbd  tbd	3'578  15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd	3'578 15'627 6'578 10'526 11'052 11'631 39'787 tbd tbd	3'578 15'627 6'578 10'526 11'052 11'631 39'787	3'578 15'627 6'578 10'526 11'052 11'631 39'787  tbd tbd	3'578 15'627 6'578 10'526 11'052 11'631 39'787 tbd tbd	3'57 15'62 6'57 10'52 11'05 11'63
Erstfinanzierer - Mobile  Aymo Livetargeting(38) (20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43  Admeira Wirtschaftsnetz(39) (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  NZZ Finance Alliance(40) (NZZ / CNN Money / Finews etc.), WG 43  Tamedia Full Reach(41) Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  LinkedIn(42) Sponsored Content  Facebook(43) Paid  Facebook(44) Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45) (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46) Alterstargeting 55+, WG 43  Tamedia Full Reach(47) Alterstargeting 55+, WG 43  Business Alliance(48) Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Display  Mypo 55 Plus - Branded Content  NZZ RoS(49) Monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50) Fixplatzierung 2 Wochen, WG 43	D-CH  D-CH  D-CH  D-CH  D-CH  D-CH  D-CH	Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Paid Post Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600	296'960  125'000  200'000  210'000  756'000  171'740	57.00  70.00  55.00  40.00  0.00	26'456.80  7'125.00  14'000.00  11'550.00  8'840.00  41'515.00  3'000.00  800.00  9'800.00	10.00  10.00  15.00  70.00	20'904  6'413  9'800  9'818  7'514  33'544  6'000  3'000	5.00 5.00 5.00 20.00	48.74 46.55 44.41 32.30 42.15	19'858.91 6'091.88 9'310.00 9'326.63 7'138.30 31'866.80  6'000.00 3'000.00	15'627 6'578 10'526 11'052 11'631 39'787  tbd tbd	15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd	15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd	15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd	15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd	15'627  6'578  10'526  11'631  39'787  tbd  tbd	15'627  6'578  10'526  11'631  39'787  tbd  tbd	15'627  6'578  10'526  11'631  39'787  tbd  tbd	15'627  6'578  10'526  11'052  11'631  39'787  tbd  tbd	15'627  6'578  10'526  11'631  39'787  tbd  tbd	15'627  6'578  10'526  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'57 10'52 11'05 11'63 39'78
Erstfinanzierer - Mobile  Aymo Livetargeting(38)  (20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43  Admeira Wirtschaftsnetz(39)  (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  NZZ Finance Alliance(40)  (NZZ / CNN Money / Finews etc.), WG 43  Tamedia Full Reach(41)  Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  LinkedIn(42)  Sponsored Content  Facebook(43)  Paid  Facebook(44)  Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45)  (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Tamedia Full Reach(47)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 43	D-CH  D-CH  D-CH  D-CH  D-CH  D-CH  D-CH	Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Paid Post  Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	125'000 200'000 210'000 221'000 756'000	57.00  70.00  55.00  40.00  0.00	7'125.00  14'000.00  11'550.00  8'840.00  41'515.00  3'000.00  800.00  9'800.00	10.00 30.00 15.00 70.00	6'413 9'800 9'818 7'514 33'544 6'000 3'000	5.00 5.00 5.00 20.00	48.74 46.55 44.41 32.30 42.15	6'091.88  9'310.00  9'326.63  7'138.30  6'000.00  3'000.00	6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'578  10'526  11'052  11'631  39'787  tbd  tbd	6'57 10'52 11'05 11'63 39'78
Aymo Livetargeting(38)  (20min, Watson, der Bund, Berner Zeitung, Basler Zeitung, Tagesanzeiger, etc.), WG 43  Admeira Wirtschaftsnetz(39)  (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  NZZ Finance Alliance(40)  (NZZ / CNN Money / Finews etc.), WG 43  Tamedia Full Reach(41)  Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  LinkedIn(42)  Sponsored Content  Facebook(43)  Paid  Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45)  (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Tamedia Full Reach(47)  Alterstargeting 55+, WG 43  Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 43	D-CH  D-CH  D-CH  D-CH  D-CH  D-CH  D-CH	Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Paid Post  Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	200'000 210'000 221'000 756'000	70.00  55.00  40.00  0.00	14'000.00  11'550.00  8'840.00  41'515.00  6'000.00  3'000.00  9'800.00	30.00 15.00 70.00	9'800  9'818  7'514  33'544  6'000  3'000	5.00	44.41 32.30 42.15	9'310.00 9'326.63 7'138.30 31'866.80 6'000.00 3'000.00	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'52 11'05 11'63 39'78
Admeira Wirtschaftsnetz(39)  Admeira Wirtschaftsnetz(39)  (Cash / Handelszeitung / Bilanz finanzen.ch), WG 43  NZZ Finance Alliance(40)  (NZZ / CNN Money / Finews etc.), WG 43  Tamedia Full Reach(41)  Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  Linkedln(42)  Sponsored Content  Facebook(43)  Paid  Facebook(44)  Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45)  (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Display  Mypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 43	D-CH  D-CH  D-CH  D-CH  D-CH  D-CH  D-CH	Mobile Rectangle 300x250  Mobile Rectangle 300x250  Mobile Rectangle 300x250  Paid Post  Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	200'000 210'000 221'000 756'000	70.00  55.00  40.00  0.00	14'000.00  11'550.00  8'840.00  41'515.00  6'000.00  3'000.00  9'800.00	30.00 15.00 70.00	9'800  9'818  7'514  33'544  6'000  3'000	5.00	44.41 32.30 42.15	9'310.00 9'326.63 7'138.30 31'866.80 6'000.00 3'000.00	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'526  11'052  11'631  39'787  tbd  tbd	10'52 11'05 11'63 39'78
Admeira Wirtschaftsnetz(39)  NZZ Finance Alliance(40)  NZZ Finance Alliance(40)  (NZZ / CNN Money / Finews etc.), WG 43  Tamedia Full Reach(41)  Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  LinkedIn(42)  Facebook(43)  Paid  Facebook(44)  Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45)  (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Display  Hypo 55 Plus - Display  Fixplatzierung 2 Wochen, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 44	D-CH D-CH D-CH D-CH D-CH D-CH	Mobile Rectangle 300x250  Mobile Rectangle 300x250  Paid Post  Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	210'000  221'000  756'000  0	55.00 40.00 54.91	11'550.00  8'840.00  41'515.00  6'000.00  3'000.00  9'800.00	15.00 15.00	9'818 7'514 33'544 6'000 3'000	5.00	44.41 32.30 42.15	9'326.63 7'138.30 31'866.80 6'000.00 3'000.00	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'052  11'631  39'787  tbd  tbd	11'05 11'63 39'78			
etc.), WG 43  Tamedia Full Reach(41)  Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  LinkedIn(42)  Sponsored Content  Facebook(43)  Paid  Facebook(44)  Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45)  (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Tamedia Full Reach(47)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  Mortgage Seekers und Real Estate Buyers Targeting, WG 43  Alterstargeting 5 Social Media  Estate Buyers Targeting, WG 43	D-CH D-CH D-CH  D-CH  D-CH	Mobile Rectangle 300x250  Paid Post  Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	221'000 756'000	40.00	8'840.00  41'515.00  6'000.00  3'000.00  800.00  9'800.00	70.00	7'514 33'544 6'000 3'000	20.00	32.30	7'138.30 31'866.80 6'000.00 3'000.00	11'631 39'787 tbd tbd	11'631 39'787  tbd  tbd	11'631 39'787 tbd tbd	11'631 39'787 tbd tbd	11'631 39'787 tbd	11'631 39'787 tbd tbd	11'631 39'787 tbd tbd	11'631 39'787 tbd	11'631 39'787 tbd	11'631 39'787 tbd tbd	11'631 39'787 tbd	11'631 39'787 tbd tbd	11'631 39'787 tbd tbd	11'631 39'787 tbd	11'631 39'787 tbd tbd	11'63 39'78 tt
Total Erstfinanzierer - Mobile  Erstfinanzierer - Social Media  LinkedIn(42) Sponsored Content  Facebook(43) Paid  Facebook(44) Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45) (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46) Alterstargeting 55+, WG 43  Tamedia Full Reach(47) Alterstargeting 55+, WG 43  Business Alliance(48) Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49) monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50) Fixplatzierung 2 Wochen, WG 44	D-CH D-CH  D-CH  / D-CH	Paid Post  Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	756'000	0.00	41'515.00 6'000.00 3'000.00 800.00 9'800.00	70.00	33'544 6'000 3'000	20.00	42.15	31'866.80 6'000.00 3'000.00	tbd tbd	tbd tbd	tbd tbd	tbd tbd	tbd tbd	tbd tbd	tbd tbd	tbd tbd	39'787  tbd  tbd	tbd tbd	tbd tbd	39'787  tbd  tbd	39'787  tbd  tbd	39'787  tbd  tbd	tbd tbd	39'78 tt
Erstfinanzierer - Social Media  LinkedIn(42) Sponsored Content  Facebook(43) Paid  Facebook(44) Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45) (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46) Alterstargeting 55+, WG 43  Tamedia Full Reach(47) Alterstargeting 55+, WG 43  Business Alliance(48) Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49) monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50) Fixplatzierung 2 Wochen, WG 4	D-CH D-CH  / D-CH	Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	0	0.00	6'000.00 3'000.00 800.00 9'800.00		6'000 3'000 800			6'000.00 3'000.00 800.00	tbd	tbd tbd	tbd tbd	tbd tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tt
LinkedIn(42)  Facebook(43)  Paid  Paid  Facebook(44)  Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45)  (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Tamedia Full Reach(47)  Alterstargeting 55+, WG 43  Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 4	D-CH D-CH  / D-CH	Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	171'740		3'000.00 800.00 9'800.00	0.00	3'000	0.00	0.00	3'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	
Facebook(43) Paid  Facebook(44) Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45) (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46) Alterstargeting 55+, WG 43  Tamedia Full Reach(47) Alterstargeting 55+, WG 43  Business Alliance(48) Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49) monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50) Fixplatzierung 2 Wochen, WG 4	D-CH D-CH  / D-CH	Paid Post (Carousel Ad)  Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	171'740		3'000.00 800.00 9'800.00	0.00	3'000	0.00	0.00	3'000.00	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd	
Facebook(44)  Owned - 2 Posts  Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45)  (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Tamedia Full Reach(47)  Alterstargeting 55+, WG 43  Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 4	D-CH  / D-CH +,	Ad) Promoted Post  Wideboard 994x250 & Halfpage 300x600  Wideboard 994x250	171'740		9'800.00	0.00	800	0.00	0.00	800.00	tbd	tbd	tbd	tbd												ti
Total Erstfinanzierer - Social Media  Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45) (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46) Alterstargeting 55+, WG 43  Tamedia Full Reach(47) Alterstargeting 55+, WG 43  Business Alliance(48) Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49) monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50) Fixplatzierung 2 Wochen, WG 4	/ D-CH +,	Wideboard 994x250 & Halfpage 300x600	171'740		9'800.00	0.00		0.00	0.00						tbd	thd	.4 4	411			tha	tbd	/1 1	thd	thd	
Hypo 55 Plus - Display  Admeira Wirtschaftsnetz(45)  (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Tamedia Full Reach(47)  Alterstargeting 55+, WG 43  Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 4	+,	& Halfpage 300x600  Wideboard 994x250	171'740			0.00	9'800	0.00	0.00	9'800.00	0	0	0	0		tou	tbd	tod	tbd	tbd	tou		tbd	ισα	tod	tt
Admeira Wirtschaftsnetz(45)  (Cash / Handelszeitung / Bilanz finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Tamedia Full Reach(47)  Alterstargeting 55+, WG 43  Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 44	+,	& Halfpage 300x600  Wideboard 994x250		99.00	171000 0 1									0	0	0	0	0	0	0	0	0	0	0	0	
finanzen.ch), Alterstargeting 55-WG 43  Scout 24 Netzwerk(46)  Alterstargeting 55+, WG 43  Tamedia Full Reach(47)  Alterstargeting 55+, WG 43  Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 44	+,	& Halfpage 300x600  Wideboard 994x250		99.00	171000 0 1																					
Tamedia Full Reach(47)  Alterstargeting 55+, WG 43  Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 4	D-CH				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	9'03
Business Alliance(48)  Alterstargeting 55+, WG 43  Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 4			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	6'57
Total Hypo 55 Plus - Display  Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 4	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	2'87
Hypo 55 Plus - Branded Content  NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 4	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	4'62
NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 4			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	23'11
NZZ RoS(49)  monatl. Fixplatzierung, Alterstargeting 55+, WG 43  Cash.ch(50)  Fixplatzierung 2 Wochen, WG 4																										
	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	18'42
Total Hypo 55 Plus - Branded Content	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	15'78
			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	34'21
Erstfinanzierer & Hypo 55 Plus - Performance																										
Audienzz Business Click(51)  Cost per Click CHF 3.00, WG 43	3 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	11
Tamedia Full Reach(52)  Cost per Click CHF 2.00, WG 43	3 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	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	292	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	tbd	tbd	tbd	tbd	tt
Total Erstfinanzierer & Hypo 55 Plus - SEA	The second secon					0.00	10'000	0.00	0.00	10'000.00	0	0	0	0	0						0	0	0	0	0	
Total Media			0	0.00	10'000.00											0	0	0	0	U						

19.08.2019 - 29.12.2019

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 (



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Media-Planung
Kampagne

Casinotheater 2019

Laufzeit

## 19.08.2019 - 29.12.2019

						MEDIA:	· UND KO	STEN PLA	NUNG					ITRAUM UN KVERTEILU	
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(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	
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	Nachlieferung bei Unterlieferung
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
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	Unterlieferung
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 bei Unterlieferung
Facebook(44)	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(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 bei
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	Unterlieferung
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 bei
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	Unterlieferung
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 bei
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	Unterlieferung
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 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

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 (



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